

Directory of STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

AP—Associated Press. INS—International News Service. TP—Transradio Press. UP—United Press.
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ALBERTVILLE	WAVU 1947	630 500-D (Construction permit)	Pat Murphy Courington			
ALEXANDER CITY..	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	James L. Coley, Pres., Gen. Mgr. & Coml. Mgr.	Mrs. P. B. Yeargan, Prog. Dir. James W. Whatley, Chief Engr.	Sears & Ayer Thesaurus UP
ANDALUSIA	WCTA 1945	1340 250	Andalusia Bcstg. Co. Sanford Road 844	MBS	James T. Ownby, Gen. & Coml. Mgr.	J. Dige Bishop, Prog. Dir. & Chief Engr.	World UP
ANNISTON	WHMA 1938	1450 250	Anniston Bcstg. Co. Little Theatre Bldg.	ABC	Harry M. Ayers, Chief Owner		
ANNISTON	WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS	W. S. Weatherly, Pres. & Gen. Mgr. Keith Gordon, Prog. Dir.	R. E. Duffey, Prom. Mgr. R. L. Watson Jr., Chief Engr.	Clark World AP
AUBURN	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	Wm. W. Hunt } C. I. Shelkofsky } Partners Elmer Salter }	Elmer G. Salber, Pres. & Gen. Mgr. Neil Lovett, Prog. Dir. Charles Herman, Chief Engr.	World AP
BESSEMER	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300	MBS Ala.	Geo. Johnston } Geo. Johnston Jr. } Partners	George Johnston Jr., Presi- dent James E. Connolly, Asst. Mgr.	Sears & Ayer World AP
BIRMINGHAM 3	WAPI 1922	1,070 5,000	Voice of Alabama Inc. 2029 1st Ave. No. 3-3116	CBS	Ed. Norton, Chm. of Bd. Thad Holt, Pres., Gen. & Coml. Mgr. Lionel Baxter, Mgr. of Ops. & Prom. Mgr.	Jimmie Willson, Prog. Dir. James L. Evans, Chief Engr.	Radio Sales World UP
BIRMINGHAM 1	WBRC 1925	960 5,000	Birmingham Bcstg. Co. WBRC Building 4-7741	NBC	Eloise H. Hanna, Pres. Howell C. Cobb, Gen. Mgr. Leslie W. Connor & Don D. Campbell, Coml. Mgrs.	Ira Leslie, Prog. Dir. John T. Orr, Prom. Mgr. G. P. Hamann, Chief Engr.	Raymer Lang-Worth, Standard INS
BIRMINGHAM 1	WKAX 1946	900 1,000-D	Courier Bcstg. Serv. Inc. 1710 6th Ave. N. 54-2541	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr.	Dorothy Alexander, Prog. Dir. Maurice Jackson, Prom. Mgr. Stanley L. Hawkins, Chief Engr.	Holman Associated AP
BIRMINGHAM 2	WSGN 1927	610 5,000-LS 1,000-N	The Birmingham News Co. P.O. Box 2553 4-3434	ABC	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr.	Eugene M. Plumstead, Prog. Dir. Mary F. Childers, Prom. Mgr. J. V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
BIRMINGHAM	WTNB 1946	850 5,000-LS 1,000-N	Thomas N. Beach P.O. Box 1248 4-4511	MBS	Thomas N. Beach, Pres. Evelyn S. Hicks, Gen. Mgr. David Loveman, Coml. Mgr.	Joyce Smith, Prog. Dir. Evelyn P. Allen, Prom. Mgr. Frank J. Murphree, Chief Engr.	Hollingsbery World, SESAC AP
BIRMINGHAM	WVOK 1947	690 10,000-D	Voice of Dixie, Inc. P.O. Box 2407	Iralee W. Bennis, Pres. J. E. Reynolds, Gen. Mgr.		Gene Grant
BREWTON	WEBJ 1947	1240 250	William E. Brooks 319 Belleville Ave. 577	KBS	William E. Brooks, Pres. & Gen. Mgr. W. E. Brooks Jr., V. P. & Asst. Mgr.	Catherine C. Gardner, Prog. Dir. J. C. Williams, Chief Engr.	Cole Lang-Worth AP
CLANTON	WKLF 1947	980 1,000-D	Southeastern Broadcast- ing Co. P.O. Box 372 449	Dr. J. K. Robinson } Hugh I. Webb } Owners J. S. Robinson } Hugh I. Webb, Gen. Mgr.	Ben Rath, Coml. Mgr. Mrs. C. A. Barney, Prog. Dir. Grady Carter, Prom. Mgr. Lester Carter, Chief Engr.	AP
CULLMAN	WKUL 1946	1340 250	Cullman Broadcasting Co. 109 6th Ave., East	H. H. and D. T. Kinney, Partners		
DECATUR	WHOS (Construction permit)	800 1,000-D	North Alabama Broad- casting Co. 109 6th Ave., East Cullman, Ala.	H. H. Kinney and D. T. Kinney, Partners		
DECATUR	WMSL 1935	1400 250	Tenn. Valley Bcstg. Co. 519 Bank St. 802	MBS N. Ala.	Melvin Hutson, Pres. Kyle G. Frazier, Station & Coml. Mgr.	Louis Blizzard, Prog. Dir. J. V. Roser, Chief Engr.	SESAC World UP
DEMOPOLIS	WXAL 1947	1400 250	Demopolis Broadcasting Co. Demopolis, Alabama	W. P. Thelens W. M. Jordan T. H. Gaillard	W. M. Jordan, Gen., Coml. & Prog. Mgr. T. H. Gaillard Jr., Chief Engr.	World AP
DOTHAN	WAGF 1932	1400; CP-1320 250; CP-1,000	Dothan Broadcasting Co. 204½ East Main St.	MBS			

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DOTHAN	WDIG 1947	1450 250	Houston Broadcasters 107 E. Adams St. 2480	ABC	Jess Swlcegood, Chief Owner & Gen. Mgr. J. P. Burnett, Coml. Mgr.	J. P. Culver, Prog. Dir. Jess Swlcegood, Chief Engr.	Cummings Lang-Worth, Thesaurus, Cole UP
DOTHAN	WOOF (Construction permit)	560 1,000-D	Dowlander Broadcasting Co. 114½ Foster St.	R. A. Dowling Jr. & Owens F. Alexander, Partners		
ENTERPRISE	WIRB (Construction permit)	1230 250	The Wiregrass Broad- casting Co. 200 N. Main St.	Franklin H. James, Robert Edward James and Ralph M. Stanford, Partners		
FLORENCE 1	WJOI 1946	1340 250	Florence Broadcasting Co. 850 S. Court Street 401	ABC	Joe. T. VanSandt, Pres., Gen. & Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Maurice E. McKinney, Chief Engr.	World
FLORENCE	WMFT 1946	1240 250	Tri-Cities Broadcast Co. P.O. Box 477 42	KBS N. Ala.	Milton S. Killen, Pres. James C. Miller, V.P., Mgr. & Chief Engr. Franklin L. Bush, Secy. & Treas.		Associated AP
GADSDEN	WGAD 1946	1350 1,000	Coosa Valley Broadcas- ting Co. 817 Forrest Ave. 3880	MBS	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Lee Blaine, Prog. Dir. & Prom. Mgr. H. D. Williams, Chief Engr.	Cooke Thesaurus UP
GADSDEN	WGNH 1947	1400 250	General Newspapers Inc. 520 Chestnut St. 3860	ABC	Carmage Wallis, Pres. Henry A. Jones, Gen. Mgr. Andrew B. Letson, Coml. Mgr.	John S. Rogers, Prog. Dir. Andrew B. Letson, Chief Engr.	Burke, Kuipers & Mahoney Capitol, World INS
GADSDEN	WGWD 1947	570 1,000-D	G. W. Covington Jr.				
GADSDEN	WJBY 1923	1240 250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88		Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir. Sam A. Benton, Coml. Mgr.	William Pigg, Chief Engr.	Sears & Ayer Lang-Worth AP
GREENVILLE	WGYV (Construction permit)	1400 250	Greenville Broadcasting Co.	E. V. Stabler, Calvin Poole and S. W. Ferrell Jr., Part- ners		
HUNTSVILLE	WEHP 1937	1230 250	W. H. Pollard 318 W. Clinton St. 313	MBS KBS Ala.	W. H. Pollard, Pres. W. J. Keown, Gen. & Coml. Mgr.	Don Fulton, Prog. Dir. Kathryn Moorer, Prom. Mgr. Bill Harris, Chief Engr.	UP
HUNTSVILLE	WFUN 1946	1450 250	Huntsville Broadcasting Co. 410 W. Holmes St. 2424	John Garrison, Pres. & Gen. Mgr.	E. H. Duffey, Coml. Mgr. John Garrison, Prog. Dir. & Prom. Mgr. Lauren Mickle, Chief Engr.	Sears & Ayer World, Lang- Worth AP
HUNTSVILLE	WHBS 1946	1490 250	The Huntsville Times Co. 207 West Clinton St. 2345	ABC N. Ala.	Henry P. Johnston, Pres. M. C. Gregory, Gen. Mgr. T. C. Lawler, Sales Dir.	Richard Warner, Prog. Dir. Ralph M. Tanner, Prom. Dir. James V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
JASPER	WWWB 1946	1240 250	Bankhead Bcstg Co. Inc. Bankhead-Long Bldg. 100	MBS	W. W. Bankhead, Pres. James E. Reese, Gen. Mgr. J. L. Sartain, Coml. Mgr.	Charles T. Metcalfe, Prog. Dir. Veneta Ffke, Prom. Mgr. Jack Copeland, Chief Engr.	World Thesaurus AP
MOBILE	WABB (Construction permit)	1480 5,000	Mobile Daily Newspapers Inc. 304 Government St. 3-1551	MBS KBS	R. B. Chandler, Pres. W. J. Hearin Jr., Gen. Mgr.	Anthony Leighton, Prog. Dir. Wm. H. Murphree, Chief Engr.	T-H-S Associated AP
MOBILE	WALA 1930	1410 5,000	Pape Broadcasting Co. 106 St. Joseph St.	NBC	W. O. Pape, Owner		
MOBILE	WKAB	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 2-5837	Claude and Louise Pursley, Owners Louise Pursley, Gen. Mgr. Claude L. Pursley, Coml. Mgr.	Adrian K. Roberts, Prog. Dir. & Prom. Mgr. Gene Miller, Chief Engr.	Lang-Worth INS
MOBILE	WKRG 1946 250-D; CP-1,000-LS 250-N	710 1,000-LS 250-N	Giddens & Rester 205 Government St. 2-8373	CBS	T. J. Rester & Kenneth R. Giddens, Partners F. E. Busby, Gen. Mgr.	John Waller, Coml. Mgr. Carl Haug, Prog. Dir. Richard M. Cole, Chief Engr.	AP
MOBILE	WMOB 1939	1230 250	Nunn Bcstg. Corp. 458 Government St. 2-4566	ABC	Gilmore N. Nunn, Pres. D. H. Long, Gen. Mgr. R. H. Moore, Coml. Mgr.	Adele Hull, Prog. Dir. & Prom. Mgr. Sanford Helt, Chief Engr. Don Lewis, Prod. Dir.	Branham World Thesaurus Capitol AP, UP
MOBILE	WROE (Construction permit)	1340 250	Burton Broadcasting Co. Merchants National Bank Bldg.	Gillette and Jesse Gilbert Burton Jr., Partners		
MONTGOMERY	WAPX (Construction permit)	1600 1,000	United Broadcasting Co., Inc. All States Life Bldg. 2-3569	ABC	Thomas E. Martin, Pres. John S. Allen, V.P. & Gen. Mgr. Hoke Williford, Coml. Mgr.	Cecil Mackey, Prog. Dir. Paul Ussery, Chief Engr.	Walker Lang-Worth UP

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MONTGOMERY 1 ...	WCOV 1939	1240 250	G. W. Covington Jr. 5 Commerce St. 5781	CBS	G. W. Covington Jr., Pres. & Gen. Mgr. E. J. Duke, Coml. Mgr.	Weston Britt, Prog. Dir. R. B. Raney, Prom. Mgr. W. D. Weatherly, Chief Engr.	McGeehan & O'Mara Standard UP
MONTGOMERY	WMGY 1946	800 1,000-D	Dixie Bcstg. Co. P.O. Box 2271 5245	MBS	Dr. S. D. Suggs, Pres. Thomas W. Sewell, Secy., Treas. & Gen. Mgr.	Caldwell Stewart, Prog. Dir. Frank Montealeone, Prom. Mgr. John Lamar, Chief Engr.	Radio Adver- tising World INS
MONTGOMERY 2 ...	WSFA 1930	1440 1,000	Montgomery Broadcast- ing Co. Inc. P.O. Box 1031 8361	NBC	Howard E. Pili, Pres. & Nat'l Sales Mgr. David E. Dunn, Gen. Mgr. Wm. H. Hunt, Local Sales Mgr.	John Allen Wolf, Prog. Dir. Cliff Shelkofsky, Chief Engr.	Headley-Reed Thesaurus Standard Cole AP
MONTGOMERY	WJJJ (Construction permit)	1170 10,000-LS 1,000-N	Southern Bcstg. Co. 115½ Commerce St.	Joseph G. Mathews, Gen. Mgr. John C. Hughes, Station Mgr.		
MUSCLE SHOALS ..	WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. E. Second Street Sheffield 1450	MBS	Frank M. Farris Jr., Pres. Richard B. Biddle, Gen. Mgr. Eulus Whitehead, Coml. Mgr.	Charlie Welsh, Prog. Dir. Dorcyce G. Levi, Prom. Mgr. Lynn McMoran, Chief Engr.	Branham Standard UP
OPELIKA	WJHO 1940	1400 250-LS 100-N	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS	Partnership F. Marion Hyatt, Gen. Mgr. J. Robert Crim, Coml. Mgr.	Lowell Takles, Prog. Dir. F. Marion Hyatt, Prom. Mgr. James S. Farris Jr., Chief Engr.	Standard SESAC UP
SELMA	WGWC 1946	1340 250	G. W. Covington Jr. N. Broad St. 1739	CBS	G. W. Covington Jr., Pres. Eugene P. Weil, Gen. Mgr. W. L. Rowland Sr., Coml. & Prom. Mgr.	Mary Johnson, Prog. Dir. John Townshend, Chief Engr.	Thesaurus INS
SELMA	WHBB 1935	1490 250	Selma Broadcasting Co. 209 Washington St. 1233	MBS Alabama	B. H. Hopson, Pres. Jullen Smith Jr., V. P., Gen. Mgr. & Coml. Mgr.	Jule Donald, Prog. Dir. Crawford Rice, Prom. Mgr. Thos. F. Kelly Jr., Chief Engr.	Sears & Ayer MacGregor
SYLACAUGA	WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 160	MBS	E. E. Forbes, Pres. Robert B. Taber, Gen. & Coml. Mgr.	Christopher J. Weber, Prog. Dir. & Prom. Mgr. John D. Rabon, Chief Engr.	UP
SYLACAUGA (Construction permit)	1290 1,000-D	Marble City Bcstg. Co. Sylacauga	James S. Stowers Jr., Pres.		
TALLADEGA 5	WHTB 1945	1230 250	Voice of Talladega Inc. 122 So. Court Square 3733	MBS Alabama	Melvin Hutson, Pres. Jimmy Trippe, Gen., Coml. & Prom. Mgr.	Otis Dodge, Prog. Dir. Frank Norris, Chief Engr.	Griffith SESAC, Standard AP
TROY	WTBF 1947	1490 250	Troy Broadcasting Corp. Troy 980	MBS Alabama	J. Roy Crow, Pres. D. H. Motes, Acting Gen. Mgr. W. C. Needham, Exec. Dir. & Coml. Mgr.	Jesse Jordan, Prog. Dir. & Prom. Mgr. Joe W. Gilchrist, Chief Engr.	World AP
TUSCALOOSA	WJRD 1936	1150 5,000-LS 1,000-N	James R. Doss Jr. First Natl. Bank Bldg. 4464	Alabama	James R. Doss Jr., Owner & Gen. Mgr. J. E. Judd, Coml. Mgr.	Mrs. J. R. Doss Jr., Prog. Dir. & Prom. Mgr. J. G. Cobble, Chief Engr.	Gene Grant World MacGregor Capitol INS
TUSCALOOSA	WTBC 1450; CP-1230 250	1240 250	Tuscaloosa Broadcasting Co. City Hall Bldg. 2160	MBS	Bert Bank T. H. Todd Lamar Branscomb } Owners Jeff Coleman Bert Bank, Gen. Mgr.	W. T. Forrester, Coml. Mgr. Rhea Yarbrough, Prog. Dir. & Prom. Mgr. T. H. Todd, Chief Engr.	Sears & Ayer Thesaurus AP

ARIZONA

COLLIDGE	KTOR (Construction permit)	1150 1,000	Gila Broadcasting Co. 1218 6th Ave., Safford, Ariz.			
DOUGLAS	KSMR (Construction permit)	570 1,000-D	Douglas Broadcasting Co. 455 N. Rodeo Drive, Beverly Hills, Calif.	Wm. N. Goodwin } Partners Joseph P. Wrenn }		
DOUGLAS	KAWT 1946	1450 250	Carleton W. Morris Douglas 173	Carleton W. Morris, Owner Dusty King, Gen. & Coml. Mgr.	Justin Kilness, Prog. Dir. David Karbach, Chief Engr.	Raymer Associated
FLAGSTAFF	KWRZ 1947	1340 250	James L. Stapleton, Jesse M. Neil Jr. & Duard K Knowlin P.O. Box 519 899	Ariz. Bcstg.	James L. Stapleton, Pres. J. C. Parker, Gen. Mgr. L. E. Peterman, Coml. Mgr.	Katherine L. Turner, Prog. Dir. Martin F. Turner Jr., Chief Engr.	Lang-Worth UP
GLENDALE	KRUX 1947	1340 250	'Gene Burke Brophy 615 N. Central Ave. 2-2371	'Gene Burke Brophy, Pres. Frank Redfield, Prog. Dir. Charles Breeding, Chief Engr.		Rambeau Standard Cole UP
GLOBE	KWJB 1938	1240 250	Gila Bcstg. Co. Inc. P.O. Box 2343 41	NBC Arizona	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Willard Shoecraft, Station Mgr., Prog. Dir. & Prom. Mgr.	Edward E. Furman, Coml. Mgr. Frank Toomey, Chief Engr.	Raymer Standard Capitol AP

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LOWELL	KSUN 1933	1230 250	Carleton W. Morris Bisbee 9	CBS Arizona	Carleton W. Morris, Pres. David C. Karbach, Gen. Mgr. Hilda Nielson, Coml. Mgr.	Jean Frazler, Prog. Dir. Jack Zafkey, Prom. Mgr. J. Earl Hickman, Chief Engr.	Blair World UP
MESA	KARV 1947	1400 250	Arizona Radio & Tele- vision Inc. 44 Pepper Lane 678	Kenneth W. Houston, Pres. John C. McPhee, Gen. Mgr.	Morgan Levelle, Prog. Dir. John Charman, Prom. Mgr. H. Clifford Baker, Chief Engr.	ForJoe Lang-Worth Cole AP, UP
MESA	KTYL 1947	1490 250	Sun Valley Broadcasting Co. Inc. P.O. Box 885 903	KBS	Howard Roberts, Pres. E. W. (Bill) Malone, Gen. & Coml. Mgr.	Kenneth Hooker, Prog. Dir. William Harrison, Chief Engr.	Standard Associated UP
NOGALES	KNOG (Construction permit)	1340 250	Border Broadcasting Co., Inc. 126 Morley Ave.			
PHOENIX	KOOL 1947	960 5,000	Maricopa Broadcasters, Inc. Adams Hotel Bldg. 2-1748	MBS Radio- Arizona	Carl D. Haymond, Pres. Robert E. Bausman, Gen. Mgr. Joseph M. Miller, Coml. Mgr.	Verne Sawyer, Prog. Dir. Agnes McGilvra, Prom. Mgr. Owen J. Ford, Chief Engr.	Hollingsbery Lang-Worth UP
PHOENIX	KOY 1922	550 1,000	Salt River Valley Broad- casting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler, Pres. Albert D. Johnson, Gen. Mgr. John L. Hogg, Coml. Mgr.	John R. Williams, Prog. Dir. Leroy E. Struble Jr., Prom. Mgr. Clifford Miller, Chief Engr.	Blair World Associated UP
PHOENIX	KPHO 1940	1230 250	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7369	Rex Schupp, Pres. Charles H. Garland, Gen. Mgr. Jack Gregory, Sales Mgr.	Lew King, Prog. Dir. Larry Jonas, Continuity Chief Selwyn Kirby, Chief Engr.	Griffith Lang-Worth, MacGregor
PHOENIX	KPSC (Construction permit)	1270 5,000	Sun Country Bcstg. Co. Security Bldg. 2-3471	J. R. Heath, Owner-Pres. & Gen. Mgr. J. Theodore Kennedy, Coml. Mgr. D. Paul Gribben, Prog. Dir.	Dallas G. Hall, Business Mgr. Frank L. Orth, Prod. Dir. Walter M. Kidwell, Chief Engr.	
PHOENIX	KTAR 1922	620 5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC Arizona Bcstg.	John J. Louis, Chm. of Board Richard O. Lewis, Pres. & Gen. Mgr. E. W. (Bill) Harvey, Coml. Mgr.	J. Howard Pyle, Prog. Dir. J. E. (Brick) Miller, Prom. Mgr. A. C. Anderson, Chief Engr.	Raymer Capitol Standard Thesaurus AP
PRESCOTT	KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg.	John J. Louis, Pres. Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marcia Gates, Prom. Mgr. George Eitel, Chief Engr.	Raymer Standard Thesaurus AP, INS
SAFFORD	KGLU 1938	1480 1,000	Gila Broadcasting Co. 1216 6th Ave. 15	NBC Arizona Bcstg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	William F. Parady Jr., Prog. Dir. W. Herbert Hartman, Chief Engr.	Raymer World AP, UP, INS
TUCSON	KCNA 1945	1340 250	Catalina Broadcasting Co. 1511 E. Sixteenth St. 4396	MBS Radio- Arizona	Erskine Caldwell, Pres. Wayne Sanders, Gen. Mgr. Bart Hazlett, Coml. Mgr.	Lou Eaton, Prog. Dir. Wayne Sanders, Prom. Mgr. Wm. J. Karpisek, Chief Engr.	Hollingsbery Lang-Worth AP
TUCSON	KOPO 1947	1450 250	Old Pueblo Broadcasting Co. 115 W. Drachman St. 1752	ABC	H. C. Tovrea, Pres. Charles H. Garland, V. P. E. S. Mittendorf, Gen. Mgr. S. J. Kossack, Coml. Mgr.	Matt Lemen, Prog. Dir. Allan S. Brown, Prom. Mgr. Louis Halpern, Chief Engr.	Griffith MacGregor AP
TUCSON	KTSC (Construction permit)	580 1,000	Sun Country Bcstg. Co. 628 N. Stone Ave. 1-337	J. R. Heath, Owner & Pres. Park G. Parker, Station Mgr. Norman Gardiner, Coml. Dept.	Paul Minchin, Prog. Dept.	
TUCSON	KTUC 1929	1400 250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Burridge D. Butler, Pres. Lee Little, Gen. Mgr. George Bradley, Coml. Mgr. John R. Crowley, Bus. Mgr.	Gerry O'Brien, Prog. Dir. Warren Middleton, Prom. Mgr. Scott Henderson, Prod. Mgr. Cliff Livingston, Chief Engr.	Blair Associated SESAC World UP
TUCSON	KVOA 1929	1290 1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona Bcstg.	R. B. Williams, Gen. Mgr. Harper M. Phillips, Bus. Mgr. Ben Slack, Prog. Dir.	Fred Gerletti, Sales Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
YUMA	KYUM 1940	1240 250	Yuma Broadcasting Co. 1st St. & 19th Ave. 88	NBC Arizona Bcstg.	Ray Smucker, Gen. Mgr.		Raymer
YUMA	KSOL (Construction permit)	1400 250	'Gene Burke Brophy 2214 N. Central Ave., Phoenix, Ariz.			
YUMA	KYSC 1948	1190 1,000	Yumasa Broadcasting Co. 601 Orange Ave. (Temp.)	N. S. McCallum, Pres. J. R. Heath, V.P. & Mngng. Dir. Bill Lindsey, Station Mgr.	Jim Burch, Prog. Dept. Mike Rudd, Coml. Dept.	

ARKANSAS

ARKADELPHIA	KVRC (Construction permit)	1240 250	Cecil W. Cupp 506 Main St. 789	MBS	Cecil W. Cupp, Pres. J. M. Moore, Gen. & Coml. Mgr.	Bill Deaton, Program Dir. Robert G. King, Chief Engr.	World AP
BLYTHEVILLE	KLCN 1922	900 1,000-D	Harold L. Sudbury 2nd & Walnut Sts. 2093	Arkansas	Harold L. Sudbury, Owner & Mgr.	John Hamilton, Prog. Dir. Marion Skinner, Chief Engr.	Pearson Capitol AP
CAMDEN	KAMD 1946	1450 250	Camden Radio Inc. S. California St. 791	MBS KBS Arkansas	W. E. Hussman, Pres. Frank O. Myers, Gen. Mgr. James Waggoner, Coml. Mgr.	Paul Crawford, Prog. Dir. E. L. Smith, Chief Engr.	SESAC AP
EL DORADO	KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC Arkansas	W. N. McKinney, Pres. Leon M. Sipes, V. P. & Gen. Mgr.	W. N. McKinney, Prog. Dir. J. R. Duerson, Prom. Mgr. S. E. Eckhardt, Chief Engr.	Cox & Tanz World AP
FAYETTEVILLE	KGRH 1946	1450 250	Fayetteville Broadcasting Co. 922 N. Leverett St. 862	MBS	Geo. Bennitt Russell Bennitt } Partners Hal Douglas	Russell Bennitt, Gen. Mgr. G. W. Dotson, Chief Engr.	Burke, Kuipers & Mahoney Standard AP

ARIZONA

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BIG STATE



... A RICH MARKET!

Per capita sales are now \$830.00 against a national average of \$685.00. In 1946 more than \$800,000,000 were spent for goods and services. The 1947 total will exceed a \$1,000,000,000. Arizona's largest network, the seven line-connected NBC stations of the Arizona Broadcasting System, is your surest approach to this buying power.

- KTAR**
PHOENIX 5000 Watts-620 KC ☆
- KVOA**
TUCSON 1000 Watts-1290 KC ☆
- KYUM**
YUMA 250 Watts-1240 KC ☆
- KYCA**
PRESCOTT 250 Watts-1490 KC ☆
- KGLU**
SAFFORD 1000 Watts-1480 KC ☆
- KWJB**
GLOBE-MIAMI 250 Watts-1240 KC ☆
- KAWT**
DOUGLAS-BISBEE 250 Watts-1450 KC ☆



National Representative
 Paul H. Raymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

ARKANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
FORT SMITH	KFPW 1930	1400 250	Southwestern Hotel Co. 2817 Rogers Ave. 4105	MBS Arkansas	John A. England, Pres. & Gen. Mgr. R. E. Rives, Station Mgr. & Prog. Dir.	E. H. Patterson, Prom. Mgr. James Smith, Engineer Walker
FORT SMITH	KFSA 1947	950 1,000-LS 500-N	Donald W. Reynolds Southwestern House 3126	ABC	Donald W. Reynolds, Pres.	John Trotter, Prog. Dir. J. A. D. McKim, Prom. Mgr. Robert Platt, Chief Engr. T-H-S Lang-Worth INS
FORT SMITH	KRKN 1947	1230 250	Arkansas-Oklahoma Broadcasting Corp. 100 N. 6th St.		
FORT SMITH	KWHN 1947	1320 5,000	KWHN Broadcasting Co. Inc. 421 Garrison Ave. 8967	Allen Whiteside, Pres. H. S. Nakdemim, Secy. & Treas.	Cliff Goodman, Gen. Mgr. Bruce Dennis, Chief Engr. Hollingbery Capitol AP
HARRISON	KHOZ 1946	1240 250	Harrison Broadcasting Corp. Harrison	MBS	Beloit Taylor, Pres. Loren C. Watkins Jr., Gen. Mgr. Lewis C. Fielden, Coml. Mgr.	James N. Jobs, Prog. Dir. Loren C. Watkins Jr., Chief Engr. Standard UP
HELENA	KFFA 1941	1360 1,000	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas	Sam W. Anderson, Pres. & Gen. Mgr. Ted Weeds, Coml. Mgr.	Harry Webb, Prog. Dir. Hugh Smith, Prom. Mgr. A. P. Decker, Chief Engr. Cox & Tanz Gene Grant Lang-Worth AP
HOPE	KXAR 1947	1490 250	Hope Broadcasting Co. P.O. Box 398 508	MBS	A. H. Washburn, Pres. Robert L. Mitchell, Gen. Mgr.	Marshall Hendrix, Prog. Dir. Luther B. Tooley, Chief Engr. Lang-Worth AP
HOT SPRINGS	KTHS 1924	1090 10,000-LS 1,000-N	Radio Broadcasting Inc. Chamber of Commerce Bldg. 1180	ABC	John D. Ewing, Pres. Jack J. Woiever, Gen. Mgr.	Branham Lang-Worth AP, UP
HOT SPRINGS	KWFC 1940	1340 250	Clyde E. Wilson 819½ Central Ave. 412	MBS	Clyde E. Wilson, Owner Bob Choate, Mgr.	Sears & Ayer
JONESBORO	KBTM 1930	1230 250	Regional Broadcasting Co. KBTM Bldg. 5597	MBS	Jay P. Beard, Pres., Gen. Mgr. & Nat'l. Sales Mgr.	Richard S. Crane, Local Sales Mgr. Ted Harding, Prog. Dir. J. E. Hitt, Chief Engr. Gene Grant SESAC World AP
LITTLE ROCK	KARK	920 5,000	Arkansas Radio & Equip- ment Co. Radio Center Bldg. LD-99	NBC Arkansas South Central	T. H. Barton, Chm. of Board G. E. Zimmerman, V.P. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Prom. Mgr. Dan L. Winn, Chief Engr. Petry Standard AP, UP
LITTLE ROCK I	KGHI 1926	1250 1,000-LS 500-N	KGHI Broadcasting Serv- ice 306 W. 3rd St. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Partnership S. C. Vinsonhaler, Gen. Mgr.	Rolfie Corbett, Coml. & Prom. Mgr. Dorothy Parker, Prog. Dir. V. O. Vandusen, Chief Engr. Walker
LITTLE ROCK	KLRA 1928	1010 10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 2-5427	CBS	J. N. Heskell, Pres. W. C. Allison, Gen. Mgr., Secy. & Treas. Ed V. Murphy, Station & Coml. Mgr.	Harris Owen, Prog. Dir. Kermit F. Tracy, Chief Engr. T-H-S Lang-Worth AP, UP
LITTLE ROCK	KVLC (Construction Permit)	1050 1,000-D	Southwestern Broadcast- ing Co. 527 Pyramid Bldg.		
MAGNOLIA	KVMA (Construction permit)	630 1,000-D	Magnolia Broadcasting Co. McKay Bldg.		
NORTH LITTLE ROCK	KXLR 1945	1450 250	Arkansas Airwaves Co. Cotton Belt Bldg. 2-2155	MBS	John F. Weiss, Pres. Melvin P. Spann, Gen. Mgr. George W. Dickinson, Coml. Mgr.	William H. Hadley Jr., Prog. Dir. Earl H. Butler, Chief Engr. Standard Capitol UP
PARAGOULD	KDRS 1947	1490 250	Progressive Bcstg. Co. P.O. Box 491 27	KBS	Ted Rand, Gen. Mgr. & Prog. Dir. T. M. Seif, Bus. Mgr.	J. E. Douglas, Chief Engr. Standard AP
PINE BLUFF	KCLA 1947	1400 250	Radio Engineering Serv- ice 2900 W. 28th St. 1900	Kenneth Kesterson & Charles Penix, Owners Kenneth Kesterson, Gen. Mgr. Clyde Martin Sr., Coml. Mgr.	Kenneth Kesterson & Charles Penix, Prog. Dir. Charles Penix, Chief Engr. Cox & Tanz World AP
PINE BLUFF	KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish, Pres. & Gen. Mgr. Joe Wallace, Coml. Mgr.	Lois Sloan, Prog. Dir. R. W. Etter, Prom. Mgr. J. J. Benonis, Chief Engr. Thesaurus AP
RUSSELLVILLE	KXRJ 1947	1490 250	The Valley Broadcasters Russellville, Ark. 299	MBS KBS	Jerrell A. Shepherd C. R. Horne Partners & Mgrs.	R. L. McCarrell, Prog. Dir. James M. Lipsey, Prom. Mgr. John E. Riley, Chief Engr. Capitol AP
SILOAM SPRINGS	KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS Arkansas	John E. Brown, Pres. Storm Whaley, Gen. Mgr.	Ralph Kennedy, Prog. Dir. Kenneth Maxwell, Chief Engr. Griffith World Standard AP
STUTTGART	KWAK (Construction permit)	1240 250	Stuttgart Broadcasting Corp. 1818 S. Buerkle St.		
WEST MEMPHIS	KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. West Memphis 8-0518	J. C. Johnson, Pres. George P. Mooney, Gen. & Coml. Mgr.	Frank Page, Prog. Dir. Vernon Dillaplain, Chief Engr. Capitol Lang-Worth UP



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*A MUTUAL
STATION*

“THIS . . . is KFPW.” From these studios come much of the best of Mutual, news from PA and UP, sports and programs especially written for the tastes of 47,500 listeners in Fort Smith plus surrounding counties. Fort Smith’s 13,500 families alone spent \$35,626,000 for retail purchases in 1946.*

Folks in Fort Smith and miles around have been tuning to KFPW for 18 years. It’s the listening habit . . . that sets the buying customs.

** Sales Management, 1947*

KFPW FORT SMITH, ARKANSAS

250 Watts • JOHN A. ENGLAND, Pres. • R. E. RIVES, Gen. Mgr.

Represented by The Walker Company

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CALIFORNIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BAKERSFIELD	KAFY 1946	1490 250	Bakersfield Bcstg. Co. P.O. Box 1432 8-8700	MBS Don Lee	George Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Coml. Mgr.	Art Brock, Prod. Mgr. Dwight Johnston, Prom. Mgr. John Boles, Chief Engr.	Young, Gould Lang-Worth Cole UP
BAKERSFIELD	KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th and Eye Sts. 8-8431	CBS	Eleanor McClatchy, Pres. Harold J. Brown, Station Mgr. Walter Bazuik, Sales Mgr.	Luverne Shatto, Chief Engr.	Raymer MacGregor SESAC, World AP, UP, INS
BAKERSFIELD	KERO 1946	1230 250	J. E. Rodman 1420 Truxtun Ave. 4-4549	NBC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr.	Gene De Young, Station Mgr. Steven R. Weber, Chief Engr.	Avery-Knodel Standard Capitol Associated UP
BAKERSFIELD	KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307½ E. 21st St. 8-8157	ABC	F. C. S. Schamblin, Pres. L. A. Schamblin, Gen. Mgr. C. C. Sturm, Coml. Mgr.	J. W. McFarlane, Prog. Dir. L. P. Jarvis, Chief Engr.	Grant Thesaurus Associated AP
BANNING	KPAS 1946	1490 250	Pass Broadcasting Co. 4425 W. Ramsey St. 515	Carl Robert } Partnership John Phillips } Carl Phillips, Gen. Mgr. George Grayson, Coml. Mgr.	Marvin L. Bryan, Prog. Dir. Francis Dunn, Chief Engr. Charles A. Poteet Jr., Adv. Counselor	Gene Grant World AP
BARSTOW 1	KWTC (Construction permit)	1230 250	Mojave Valley Broadcast- ing Co. Radio Center 4001	W. T. Brown, Pres. & Prom. Mgr. B. C. Boatright, Gen. Mgr. & Chief Engr.	Robert Reno, Prog. Dir. Maynard Marquardt, Coml. Mgr.	Gene Grant World UP
BERKELEY 2	KRE 1923	1400 250	Central Calif. Broadcast- ers Inc. 601 Ashby Ave. Ashberry 3-7715	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. & Prom. Mgr.	Les Avery, Prog. Dir. Phil McKernan, Chief Engr.	Standard AP
BLYTHE	KUCB (Construction permit)	1450 250	Broadcasting Corp of America P.O. Box 578 4341	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Bob Wareham, Station & Coml. Mgr.	Wm. Simpson, Prom. Mgr. Stan Reynolds, Chief Engr.	Pearson World Associated AP
BRAWLEY	KROP 1946	1300 1,000-LS 500-N	Broadcasting Corp. of America P.O. Box 238 980	ABC Calif. Rural	W. L. Gleeson, Pres. Wm. Simpson, Gen. Mgr. & Coml. Mgr. Glen Dunham, Asst. Mgr.	Chap Rollins, Prog. Dir. Bill Geddes, Chief Engr.	Pearson Associated World AP
BURBANK	KWIK 1946	1490 250	Burbank Broadcasters Inc. 20 W. Burbank Blvd. Charleston 0-2111	Sam Kerner, Pres. & Coml. Mgr. Don Forbes, Gen. Mgr.	Robert M. Campbell, Prog. Dir. Eugene L. Mieczko, Chief Engr.	Lang-Worth Standard UP
CALEXICO	KICO 1947	1490 250	Charles R. Love P.O. Box 786 918	Charles R. Love, Owner & Gen. Mgr. Bob Reel, Prog. Dir.	James P. Hutton, Chief Engr.	Griffith Associated AP
CHICO	KHSL 1935	1290 1,000	Golden Empire Broad- casting Co. 4th and Broadway Sts. 237	MBS Don Lee	Hugh McClung, Gen. Mgr.		Gene Grant
CORONA	KBUC (Construction permit)	1370 500	American Pacific Radio Bcstg. Co. 4629 Encinas Dr. LaCanada, Calif.	John G. Bucknum } Partners Elmer J. Bucknum }		
DINUBA	KRDU 1947	1130 250-D	Radio Dinuba Co. 110 North L St. 500	Egon A. and Dave I. Hofer Jr., Owners Troy L. Banks, Gen. Mgr. John C. Cohan, Sales Mgr.	Dave Hofer Jr., Prom. Mgr. Don C. Reeves, Prog. Dir. John M. Banks, Chief Engr.	Lang-Worth AP
EL CENTRO	KXO 1927	1230 250	Valradio Inc. 793 Main St. 1100	MBS Don Lee	Doyle J. Osman, Mgr.		Raymer
EUREKA	KHUM 1947	1240 250	Carroll R. Hauser 431 F St. 3831	ABC	Carroll R. Hauser, Pres. & Gen. Mgr. Frank Robinson Brown, Prog. Dir.	Edward P. Strople, Chief Engr.	Grant Capitol AP
EUREKA	KIEM 1933	1480 1,000	Redwood Broadcasting Co. Radio Center Don Lee 4000	MBS Don Lee	William B. Smullin, Pres. & Gen. Mgr. Charles Paul Corbin, Coml. Mgr. & Prog. Dir. Bob Stach, Prom. Mgr.	John G. Bauriedel, Techni- cal Dir. Alvor E. Olson, Chief Engr.	Blair World MacGregor Standard, Cole UP, INS
FORT BRAGG (Construction permit)	1230 250	Mendocino Coast Broad- casting Co. 314 Main St.	Tony R. Amarante } Partners J. A. Brush } Mathew Thompson } Edward Mertle }		
FRESNO 1	KARM 1938	1430 5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. R. M. Dorothy, Chief Engr.	Petry Standard AP, INS
FRESNO	KFRE 1942	1340 250	J. E. Rodman Patterson Bldg. 4-5001	ABC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Sidney H. Halls, Sales Mgr.	Edward J. Frech, Prog. Dir. Frances Quinn, Prom. Mgr. Harold R. Brown, Chief Engr.	Avery-Knodel World Associated Capitol UP
FRESNO 22	KMJ 1922	580 5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Keith B. Collins, Station Mgr. Coyle Chambers, Sales, Mgr.	Andrew Patterson, Prog. Dir. Jack Griffith, Prom. Mgr. William Wallace, Chief Engr.	Raymer MacGregor SESAC Thesaurus AP, UP

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6 hours of music

10 A.M. - 4 P.M. DAILY

with



BILL ANSON



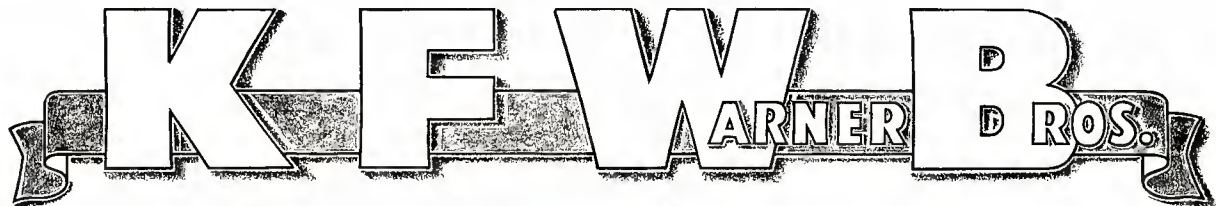
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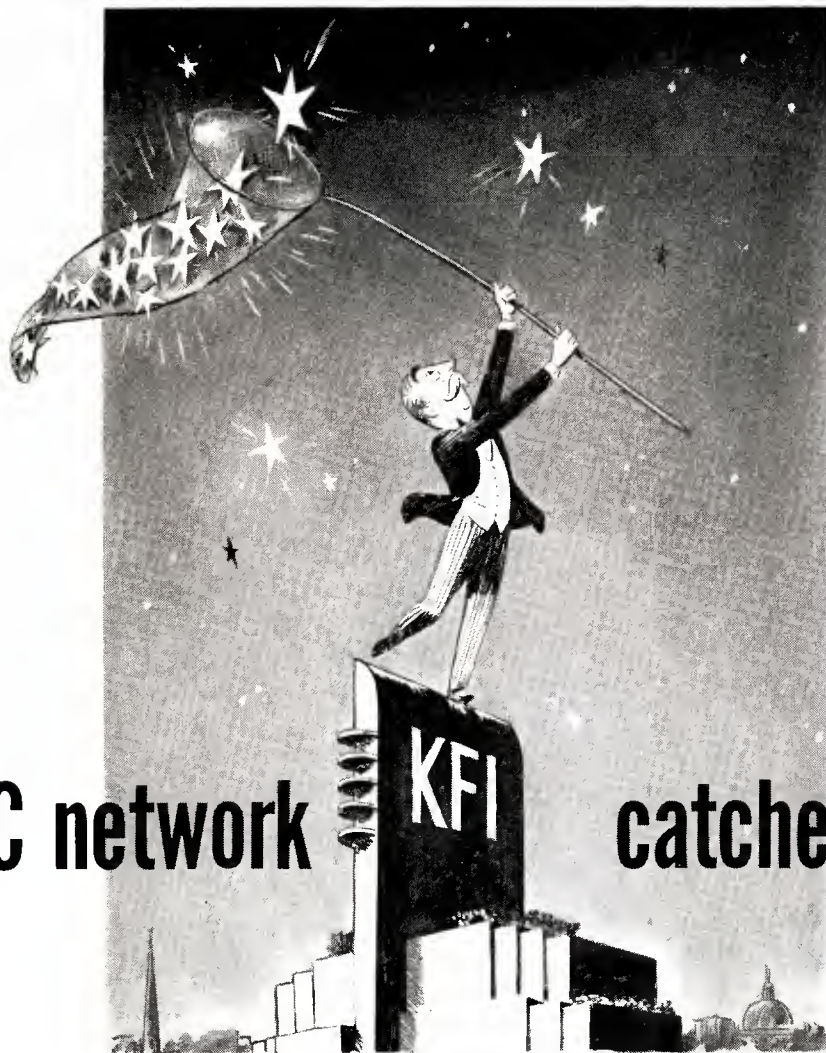
HOLLYWOOD'S FIRST INDEPENDENT STATION
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CALIFORNIA (Continued)

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FRESNO	KYNO (Construction permit)	1300 1,000	The Voice of Fresno Hotel Fresno 2-6141	MBS Don Lee	Robert Schuler, Pres. L. E. Chenault, Gen. Mgr.	Warren Tufts, Prog. Dir. Bert Williamson, Chief Engr. Young Western Lang-Worth UP
GLENDALE 6	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Chapman 5-2388	David H. Cannon, Pres. Cal Cannon, Gen. Mgr.	Vern Schumann, Chief Engr. Standard UP
GRASS VALLEY	KGFN 1947	1400 250	'49er Broadcasting Co. P.O. Box 924 1100	John G. Colling, Carl- ton G. Thomas, John Edwin Keegan, Har- old W. Westbrook, Earl J. Caddy and Robert T. Ingram. } Part- ners	John G. Colling, Gen. Mgr. Jim Fisk, Prog. Dir. Edwin Peters, Chief Engr.
HANFORD	KNGS 1947	620 1,000	Hanford Publishing Co. 223 W. 7th St. 620	Stanley S. Beaubalre } Part- W. Keith Topping } ners Don C. Reeves, Gen. Mgr.	Don C. Robbins, Coml. Mgr. Bob Claire, Prog. Dir. Jack H. Sole, Assoc. Mgr. & Chief Engr. Grant Associated Thesaurus UP, INS
INDIO	KPEO 1946	1400 250	Broadcasting Corp. of America Calhoun Drive 7403	ABC Calif. Rural	William L. Gleeson, Pres. & Gen. Mgr. Riley R. Gibson, Station Mgr. Roy W. Sinor, Coml. Mgr.	Doug Caplette, Prog. Dir. Bill Simpson, Prom. Mgr. Stanley G. Reynolds, Chief Engr. Pearson World Associated AP
LODI	KCVR 1946	1570 250-D	Central Valley Radio P.O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen. & Coml. Mgr.	Harold C. O'Donnell, Sta- tion Mgr. & Prog. Dir. C. Howard Starkey, Chief Engr. Standard UP
LONG BEACH 13	KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81	Hal G. Nichols, Pres. & Gen. Mgr. Lawrence W. McDowell, Coml. Mgr. & Chief Engr.	Burn-Smith Lang-Worth SESAC Standard, Col UP
LONG BEACH 2	KGER 1926	1390 5,000	Consolidated Broadcast- ing Corp. Ltd. 435 Pine Ave. 727-85	Lee Wynne, Gen. Mgr. Earl Rutledge, Sales Mgr.	Felix Adams, Prog. Dir. Luther Crumbaugh, Chief Engr. McGillvra World Associated Lang-Worth AP
LOS ANGELES 28...	KECA 1929	790 5,000	American Broadcasting Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	Mark Woods (ABC) Pres. Clyde P. Scott, Gen. Mgr. Jack O'Mara, Sales Prom. Mgr.	J. Donald Wilson, Prog. Dir. T. B. Palmer, Western Div. Mgr. of Technical Opera- tions ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5	KFAC 1922	1330 5,000	Los Angeles Broadcasting Co. Inc. 645 Mariposa Ave. Fitzroy 1231	Calvin J. Smith, Station & Prom. Mgr.
LOS ANGELES 54	KFI 1922	640 50,000	Earle C. Anthony 141 N. Vermont Ave. Fairfax 2121	NBC	Earl C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Haan J. Tyler, Coml. Mgr.	Charles B. Brown, Prog. Dir. Dean Moxley, Prom. Mgr. Curtis Mason, H. L. Blat- terman, Chief Engr. Petry Capitol Associated AP, UP
LOS ANGELES 26	*KFSG 1923	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd.	Rolf K. McPherson, Pres. & Gen. Mgr. Jack Carmaln, Prog. Dir.	C. Harvey Haas, Chief Engr.
LOS ANGELES 12	KFVD 1936	1020 5,000 L-KDKA	Standard Broadcasting Co. 338 S. Western Ave. Fairfax 6361	Frank Burke, Pres & Gen. Mgr. Harry Patterson, Coml. & Prom. Mgr.	Carl Brewster, Prog. Dir. Leonard Reeves, Chief Engr. Gene Grant Cole Lang-Worth MacGregor UP
LOS ANGELES (Hollywood 28)	KFWB 1925	980 5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	Harry Maizlish, Gen. Mgr. Wm. V. Ray, Asst. Mgr. Berne W. Wilkins, Coml. Mgr.	Thomas Freebairn-Smith, Prog. Dir. Harry Myers, Chief Engr. Rambeau SESAC AP, UP, INS
LOS ANGELES (Hollywood 28)	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201	Ben S. McClashan, Owner Thelma Kirchner, Gen. & Coml. Mgr.	Elmirt Eastcott, Prog. Dir. Homer Obuchon, Chief Engr. Associated UP, INS
LOS ANGELES 38	KHJ 1922	930 5,000	Don Lee Holding Co. 1313 Vine St. Hollywood 8111	MBS Don Lee	Thomas S. Lee, Pres. Lewis Allen Weiss, V. P. & Gen. Mgr. Sydney Gaynor, Coml. Mgr.	Charles Bulotti, Prog. Dir. Mark Finley, Publ. & Prom. Mgr. Frank Kennedy, Chief Engr. Blair AP, INS
LOS ANGELES 38	KLAC 1924	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Dorothy S. Thackrey, Pres. Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr.	Fred Henry, Prog. Dir. Paul Schulz, Chief Engr. Young Capitol, SESAC Standard AP, UP, INS
LOS ANGELES 28	KMPC 1937	710 50,000-LS 10,000-N CP-50,000-U	Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341	G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Robert O. Reynolds, V. P. & Gen. Mgr. Herbert H. Wixson, Asst. Mgr. & Sales Mgr.	C. G. Renier, Prog. Dir. Betty Ann Hudson, Prom. Mgr. & Publ. Dir. Clete Roberts, Dir. of Public Affairs Lloyd Sigmon, Chief Engr. Raymer Associated World Lang-Worth AP, UP, INS
LOS ANGELES 28	KNX 1924	1070 50,000	Columbia Broadcasting System Inc. 6121 Hollywood Blvd. Hollywood 1212	CBS	Frank Stanton (CBS) Pres. Donald W. Thornburgh, V.P. & Gen. Mgr. Harry W. Witt, Asst. Gen. Mgr. Wayne Steffner, Coml. Mgr. Frank King, Asst. Sales Mgr.	Hal Hudson, Prog. Dir. George W. Allen, Prog. Dir. CBS Pacific Network Ralph Taylor, Prom. Mgr. Lester Bowman, Chief Engr. Radio Sales Associated Lang-Worth AP, UP
LOS ANGELES 13	KRKD 1927	1150 2500-LS 1000-N ST-KFSG	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	Ned Connor, Gen & Coml. Mgr.	Venna Taylor, Prog. Dir. W. O. Freitag, Chief Engr. Associated INS



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...but look what we've done on our own hook!

FM... local non-network owned station.

TV... local non-network owned station.

Improved AM... increased signal strength throughout coverage area.

KFI engineering keeps us abreast in the broadcast industry. We now offer Frequency Modulation and Television as well as improved AM operation...the largest independently-owned station in Southern California with *all* broadcasting facilities.

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And starting early this year, KFI-TV will culminate years of research by entering the television field...a local non-network owned station. KFI's transmitter for both FM and TV is on Mount Wilson (elevation: 5,750 ft.), engineered to provide widest range and clarity of image.

In AM, KFI has constructed a new 750 ft. vertical tower of the latest design. Signal strength has been increased approximately 20 percent with complete elimination of fading in the Primary Area. New audio equipment has been installed in all KFI studios giving highest quality sound broadcasting on both AM and FM.

KFI NBC for Los Angeles
640 on your dial

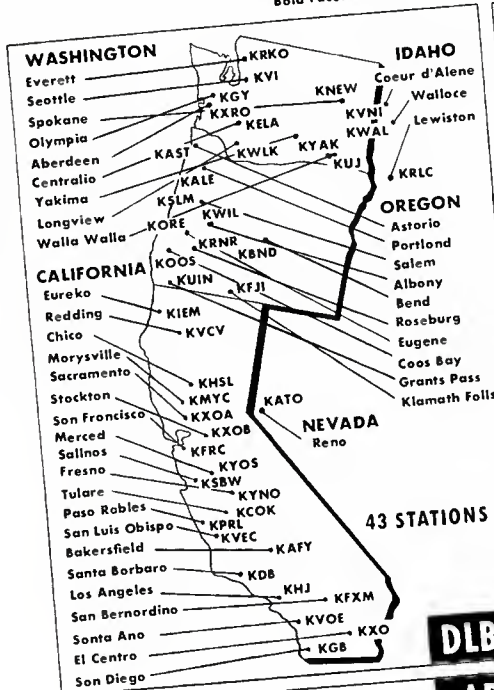


Carle C. Anthony, Inc.

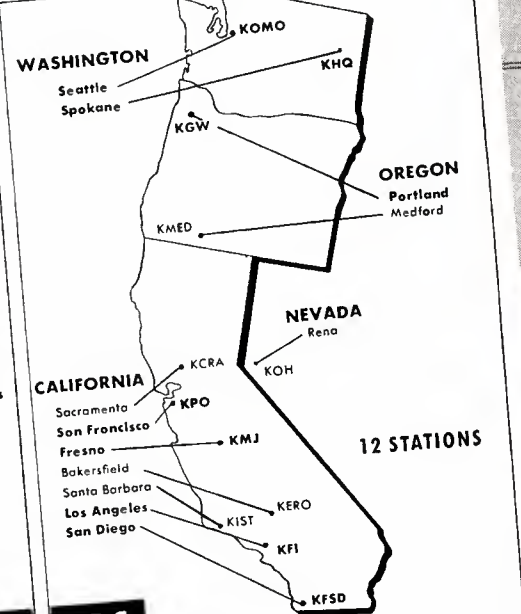
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THE FOUR PACIFIC COAST RADIO NETWORKS

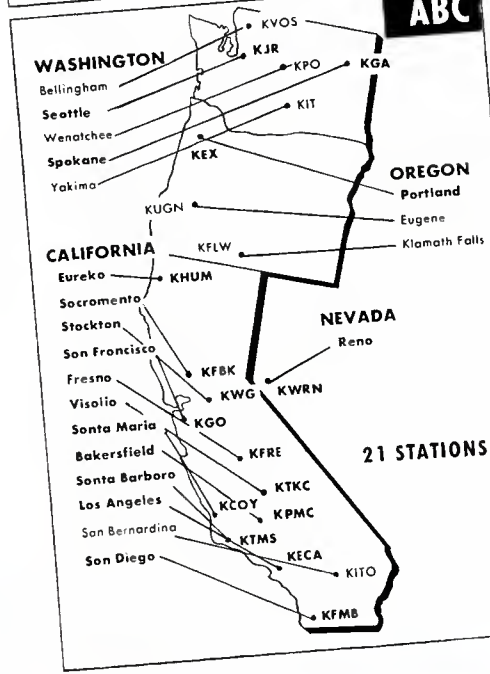
Bold Face: Basic Stations — Light Face: Supplementary Stations



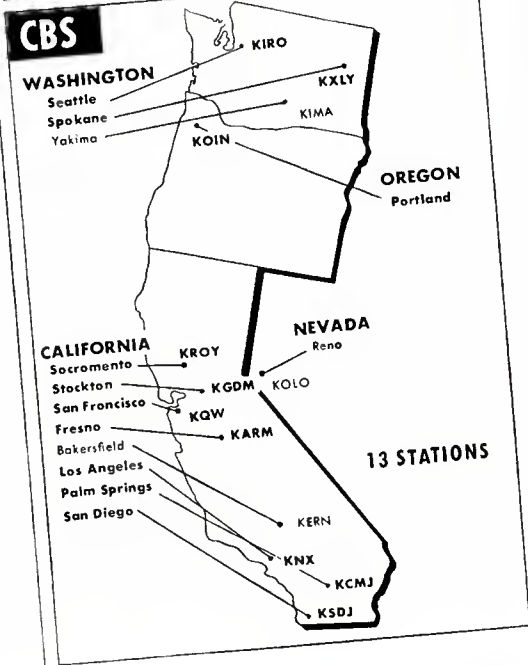
DLBS



NBC



ABC



CBS

*This is Page 14 of the
Pacific Coast Radio Handbook*

THE PACIFIC COAST RADIO HANDBOOK contains twenty-four such pages of authentic market and radio facts, edited and arranged for quick and ready reference.

If you are an advertiser or an advertiser's agent—and if you are interested in the Pacific Coast as a market—you will appreciate having information like this at your fingers' tips.

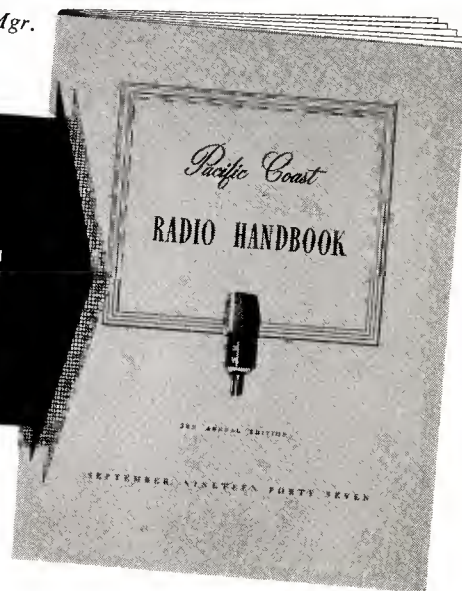
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*The Nation's Greatest
Regional Network...*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*

Represented Nationally by John Blair & Co.



5515 Melrose Avenue, Hollywood 38, Calif. (1313 N. Vine Street after April 1)

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City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
MARYSVILLE	KMYC 1940	1450 250	Marysville-Yuba Bctrs. Inc. P.O. Box 631 2080	MBS Don Lee	Horace E. Thomas, Pres. Joe D. Carroll, Gen. Mgr. Hedley Hall, Coml. Mgr.	Bill Cleveland, Prog. Dir. Kenny Alford, Prom. Mgr. Lloyd McQueary, Chief Engr. Grant World UP
MERCED	KYOS 1936	1490 250	Merced Broadcasting Co. P.O. Box 717 1430	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Sta- tion Mgr. A. U. Krislik, Coml. Mgr.	R. B. Krlsik, Prog. Dir. Joel Buffington, Prom. Mgr. Malcolm Beavers, Chief Engr. Grant Standard UP
MODESTO	KTRB 1932	860 1,000	KTRB Broadcasting Co. P.O. Box 593 774	William H. Bates Jr., Pres., Gen. Mgr. and Chief Engr. James Van Parks, Coml. & Prom. Mgr.	Gene D'Accardo, Prog. Dir. Grant Lang-Worth Cole MacGregor World UP, INS
MONTEREY	KDON 1935	1240 250	Monterey Peninsula Bcstg. Co. 468 Calle Principal 8501	Paul Caswell, Pres. Reed Pollock, Gen. & Prom. Mgr. George Ross, Coml. Mgr.	Bob Sabin, Prog. Dir. Omer N. Wright, Chief Engr. Associated Cole UP
MOUNT SHASTA	KWSD 1947	1340 250	Shasta Cascade Broad- casting Corp. Alma St. 101	Arthur Adler, Gen. & Coml. Mgr. David H. Rees, Station Mgr.	John Pennington, Prog. Dir. David H. Rees, Prom. Mgr. & Chief Engr. Griffith Standard AP
NAPA	KVON 1947	1440 500	Napa Broadcasting Co. P.O. Box 427 2606	Elwyn F. Quinn, Pres. & Gen. Mgr. Julien J. Nielsen, Coml. & Prom. Mgr.	Albert C. Priddy, Prog. Dir. Earl H. Holtmann, Chief Engr. ForJoe World AP
NEEDLES (Construction permit)	1340 250	Shelley Radio Electric Co. Needles	Oscar D. Shelley, Owner	
OAKLAND 4	KLX 1921	910 1,000	Tribune Bulding Co. Tribune Tower Glencourt 1-0660	J. R. Knowland, Pres. Glenn Shaw, Gen. Mgr. H. R. Gaisford, Coml. Mgr. Jerry Morton, Prog. Dir.	June Pugmire, Asst. Prog. Dir. H. L. Gossage, Prom. Mgr. Roswell S. Smith, Chief Engr. Griffith World AP
OAKLAND 12	KROW 1925	960 1,000; CP-5,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr. Richard C. D. Bell, Asst. to Gen. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr. Associated Standard UP
OAKLAND 12	KWBR 1920	1310 1,000	Warner Bros. 327 21st Street Higate 4-1212	Warner Brothers, Owners Stafford W. Warner, Gen. Mgr. F. Wellington Morse, Sta- tion Mgr.	Evelyn R. Dewsnup, Prog. Dir. Edward B. Smith, Coml. Mgr. Paul Gregg, Chief Engr. Lang-Worth UP
ONTARIO	KOCS 1947	1510 250-D	The Daily Report Co. Radio Center Bldg. 627-54	Jerene Appleby Harnlsh, Pres. Ernest L. Spencer, Advising Mgr. J. A. Downey, Coml. Mgr.	R. W. Hergonson, Prog. Dir. Floyd Hall, Chief Engr. Moore Associated Thesaurus UP
OROVILLE	KDAN (Construction permit)	1340 250	Oroville Mercury Bcstg. Co. Oroville 1460	Dan L. Beebe, Pres. Arden Booth, Gen. & Coml. Mgr.	Ted R. Peixotto, Chief Engr. UP
OROVILLE	KGEW (Construction permit)	980 1,000-D	Stanley S. Beaubalre 117 Broadway, Chico		
PALM SPRINGS	KCMJ 1946	1340 250	Palm Springs Broadcast- ing Co. Box KK 2253	CBS	Dick Joy } Co-owners Don McEal } Dick Joy, Gen. Coml. & Prom. Mgr. }	George Irwin, L. A. Coml. Mgr. Roland Valle, Prog. Dir. Don Clay, Chief Engr. Grant Standard UP
PASADENA	KAGH (Construction permit)	1300 1,000-D	Rose Bowl Broadcasters 30 N. Raymond St.	Andrew G. Haley
PASADENA	*KPPC 1924	1241 100 SH	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-4363	Dr. Eugene Carson Blake, Pastor Russell B. Perkins, Gen. Mgr.	Leon Hall, Prog. Dir. Vincent Parsons, Chief Engr.
PASADENA 1	KWKW 1942	1430 1,000-D	Southern Calif. Bcstg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal, Pres. William J. Beaton, Gen. & Coml. Mgr.	Eddie Albright, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr. ForJoe Capitol UP
PASADENA	KXLA 1942	1110 10,000	Pacific Coast Broadcast- ing Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Loyal K. Kling, Pres. & Gen. Mgr.	Carl Saunders, Prog. Dir. Jack Reeder, Chief Engr. Universal Lang-Worth Associated World AP
PASO ROBLES	KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS Don Lee	Leslie H. Hacker, Pres. Arthur Hapgood, Gen. Mgr., Prog. Dir. & Prom. Mgr.	Joe Shuttleworth, Coml. Mgr. Ray Bryan, Chief Engr. Grant Standard
POMONA	KPMO 1947	1600 250	Valley Broadcasting Co. 1240 E. Holt St. 2-2961	Myron E. Kluge } Partners Dean H. Wickstrom } Dean H. Wickstrom, Gen. Mgr. }	Stanley Davis, Coml. Mgr. Al Kiersey, Prog. Dir. Granville Esch, Chief Engr. Capitol Standard World UP
PORTERVILLE	KTIP 1947	1450 250	J. F. Tighe 207 East Mill St. 1265	J. F. Tighe, Pres. Robert B. McGinnis, Gen. Mgr. Jack Leslie, Coml. Mgr.	Peter Tewksbury, Prog. Dir. James Tennyson, Chief Engr. Cooke Gene Grant Capitol Associated UP

70%

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RETAIL DRUG SALES
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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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CALIFORNIA (Continued)

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RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	William B. Murphy, Gen., Prog. & Prom. Mgr. Wayne Thornton, Jr., Coml. Mgr.	Howard L. Parsons, Chief Engr. Gene Grant Lang-Worth World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broad- casting Co. Inc. Merced	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Fred M. Stuepfnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathis, Prog. Dir. Robert Hoskins, Prom. Mgr. Russell Pope, Chief Engr. Grant Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Richard Williams, Coml. Mgr.	Doris Mann, Prog. Dir. William Simpson, Prom. Mgr. Stan Reynolds, Chief Engr. Pearson World Associated MacGregor AP
SACRAMENTO	KCRA 1945	1320 1,000	Central Valleys Broad- casting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly, Partner, Gen. & Coml. Mgr.	Robert E. Alexander, Prog. Dir. Marvin D. Myers, Chief Engr. Weed Capitol World AP
SACRAMENTO I	KFBK 1922	1530 10,000; CP-50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo O. Rickets, Station Mgr. Dick Brothers, Sales Mgr.	James Eakins, Prog. Mgr. Austin Chaney, Prom. Dept. Stam Sronce, Chief Engr. Raymer Thesaurus AP, UP
SACRAMENTO 14 ...	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Vice Pres. & Gen. Mgr. Benton Paschall, Coml. Mgr.	William J. Ratcliff, Prog. & Prom. Mgr. Howard Martineau, Chief Engr. Avery-Knodel Associated UF, INS
SACRAMENTO 16 ...	KXOA 1945	1490 250	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Coml. Mgr.	Lincoln W. Miller, Prog. Dir. & Chief Engr. Young Western Radio Associated Lang-Worth UP
SALINAS	KSBW 1947	1380 1,000	De Haven Hall and Oates P.O. Box 667 21635	MBS Don Lee	J. M. Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Station Mgr.	J. W. Tressel, Coml. Mgr. W. M. Oates, Prog. Dir. Western Radio Standard AP
SAN BERNARDINO .	KCSB (Construction permit)	1350 500-D	San Bernardino Valley Broadcasting P.O. Box 486 651-82	Woodrow Miller, Pres. Richard T. Sampson, Gen. Mgr. & Prog. Dir. Ed Blockinger, Coml. Mgr.	Jean Evans, Prom. Mgr. Donald Kerr, Chief Engr. Griffith Lang-Worth MacGregor AP
SAN BERNARDINO .	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. & Senior Partner Eugene W. Lee, Gen. Mgr. & Junior Partner Don S. Cummings, Coml. Mgr.	Larry T. Shields, Prog. Dir. Eugene W. Lee, Prom. Mgr. George Ewing, Chief Engr. Blair World UP
SAN BERNARDINO .	KITO 1947	1,000 1,000	San Bernardino Broad- casting Co., Inc. 569 Fourth St. 7807	ABC	Carl Harmon, Pres. Robert E. Bausman, Gen. & Coml. Mgr.	Charles B. Foll, Prog. Dir. Owen Ford, Chief Engr. Hollingbery Capitol UP
SAN BERNARDINO .	KRNO 1946	1240 250	Western Empire Brctrs. Inc. 990 Colton Ave. 2-4282	Van C. Newkirk, Chief Owner Norman H. Rogers, Gen. & Coml. Mgr.	James W. Gerrard, Pres. & Prom. Mgr. George W. Brock, Vice Pres., charge of Engrng. ForJoe Standard AP
SAN DIEGO I	KFMB 1941	1450; CP-550 250; CP-1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Owner, Gen. & Coml. Mgr.	John Harrison, Prog. Dir. Robt. E. Lee, Jr., Chief Engr. Branham SESAC Standard AP
SAN DIEGO I2	KFSD 1926	600 5,000	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry L. Scaif, Coml. Mgr.	Alys Phreaner, Prog. Dir. John Merino, Chief Engr. Raymer Thesaurus UP
SAN DIEGO I	KGB 1928	1360 1,000	Don Lee Holding Co. 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. & Prom. Mgr.	James E. Dillon, Prog. Dir. William G. Collins, Chief Engr. Jerry Lee Pecht, Prod. Mgr. Blair World UP
SAN DIEGO	KLLK (Construction permit)	750 5,000	Balboa Radio Corp.		
SAN DIEGO I2	KSDJ 1946	1170 5,000-LS 1,000-N	Clinton D. McKinnon 5th & Ash Sts. Franklin 1315	CBS	Clinton D. McKinnon, Pres. Edgar L. Tidwell, Mgr. Amos Baron, Coml. Mgr.	Fred T. Foster, Traffic Mgr. Lisle Shoemaker, Prom. Mgr. Charles Sherburne, Chief Engr. Free & Peters Capitol SESAC UP
SAN DIEGO I	KSON 1947	1240 250	Studebaker Broadcasting Co. Maryland Hotel Franklin 5175	John Ward Studebaker, Pres. Gordon Studebaker, Execu- tive Dir. Fred Rabell, Gen. & Coml. Mgr.	Carl Greene Jr., Prog. Dir. Dorothy Johnson, Prom. Mgr. William Tomberlain, Chief Engr. Griffith Lang-Worth Capitol Cole AP
SAN DIEGO	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Jack Heintz, Asst. to Pres. & Gen. Mgr. Paul Jones, Station Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr. ForJoe Associated Lang-Worth UP
SAN DIEGO I	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	John A. Bohn, Gen. Mgr. Pete Watts, Coml. & Prom. Mgr.	William W. Phreaner, Prog. Dir. Ben Laff, Chief Engr. Grant Standard SESAC MacGregor AP
SAN FERNANDO	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	J. G. Paltridge, Pres. & Gen. Mgr. W. L. Smith, Coml. Mgr.	Bob Seal, Prog. Dir. Capitol Standard UP

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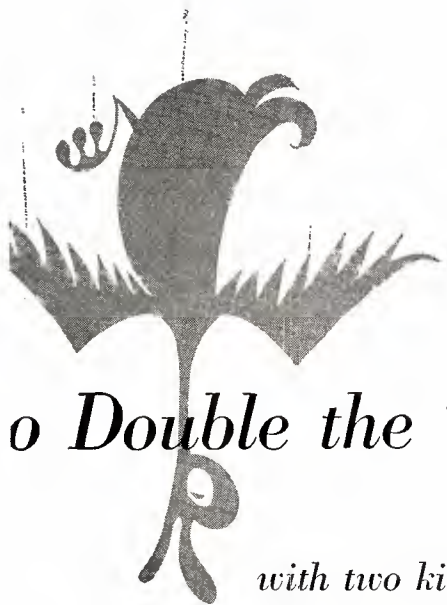


National Representative: ADAM J. YOUNG Jr. Inc., New York—Chicago

HOW



THE NATIONAL BROADCASTING COMPANY HOLLYWOOD



o Double the Take

with two kinds of appeal

While Sam Hayes reports the news, his NBC listeners eat breakfast. And the makers of those western breakfast standbys, Wheaties and Sperry Pancake and Waffle Mix, sponsor his broadcast. For nine continuous years, the Sperry Division of General Mills has been represented by the rooster's crow and Sam's friendly greeting which reaches NBC Western Network Listeners six mornings each week at 7:45.

There's another Sperry program. "This Woman's Secret" catches the afternoon imagination of NBC's feminine listeners, and draws their attention to Wheathearts and Drifted Snow "Home Perfected" Enriched Flour. Now in the third year of Sperry sponsorship, it is a series of sincere, undramatized stories—each complete in itself—broadcast over the NBC Western Network Mondays through Fridays at 4:00 to intrigue America's western housewives—and to sell them Sperry products.

Sperry, a pioneer advertiser on the NBC Western Network, knows the audiences NBC delivers in the Pacific and Rockies area, and how to sell them.

Sam Hayes is a veteran west coast news reporter. His forthright delivery, keen news sense and fine good humor inspire hundreds of letters each month. And approximately 99% of those letters not only praise him, but the products he sells. It's unsolicited correspondence, too.

"This Woman's Secret" adapted and produced by the penetrating writer, Helen Morgan, is unlike any other five-a-week quarter-hour program. Its warm appeal of true-to-life stories, told by the voices of women from 15 to 75, draws a heavy response of unsolicited mail. Many letters are as long as ten pages.

Here is an advertiser reaching double segments of NBC's audiences with two diverse programs, each appealing to responsive listeners . . . responsive buyers. Other advertisers know NBC's audiences and their buying power, too—Planters Nut and Chocolate Company, Wesson Oil, and Snowdrift. Bekins Van and Storage Company, and Washington Cooperative Farms Association are among them.

Find out how you can become one of those knowing advertisers.

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America



DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
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CALIFORNIA (Continued)

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SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr. E. G. Underwood, Chief Engr.	Blair World AP, INS
SAN FRANCISCO 4..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-6544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Mgr.	Bloyce Wright, Prog. Dir. Robert Laws, Prom. Mgr. A. E. Evans, Chief Engr.	ABC Spot Capitol Associated Standard AP, UP, INS
SAN FRANCISCO 9..	KJBS 1925	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles F. Pendleton, Prog. Dir. Wayne Berthold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth Associated AP, INS
SAN FRANCISCO 2..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sts. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Glichrist, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 5..	KQW 1912	740 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Gen. Mgr. Richard E. Goebel, Sales Mgr.	Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr. Alan N. Cormack, Chief Engr.	Petry MacGregor Standard AP, UP
SAN FRANCISCO 3..	KSAN	1450 250	Golden Gate Broadcast- ing 1355 Market St. Market 1-8171	S. H. Patterson, Pres. Lee Mikesell, Gen. Mgr.	Clint Sherwood, Prog. Dir. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO 1925	560 5,000-LS 1,000-N	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	W. I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. Patricia Harris, Prom. Mgr. A. E. Towne, Director of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3..	KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2-2536	Dorothy Thackrey, Owner Bartley C. Crum, Pres. Don Feddersen, Exec. Vice Pres. & Gen. Mgr.	David E. Lundy, Coml. & Prom. Mgr. Verne Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	Edward L. Terry, Gen. Mgr. Albert Blain, Coml. Mgr.	Wilson Monroe, Prog. Dir. Lyman Treaster, Chief Engr.	Unlversal World UP
SAN JOSE 3	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	George M. Mardiklan, Pres. Floyd Farr, V.P. & Gen. Mgr. George Snell, Secy., Treas., & Prog. Dir.	Harold Woolley, Prom. Mgr. J. S. Stevens, Chief Engr.	ForJoe Associated MacGregor UP
SAN JOSE 17	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	E. L. Barker, Pres. & Gen. Mgr. Richard Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. J. T. Binduer, Chief Engr.	Gene Grant Cooke Capitol AP
SAN JOSE	KQW		(See listing under San Francisco)			
SAN JOSE	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcast- ing Co. P.O. Box 995 Ballard 3660	Donald H. Telford, Gen. Mgr.	Norman Paul, Prog. Dir. Lawrence Kling, Chief Engr.	Grant World Standard UP
SAN JOSE 17	KXRK (Construction permit)	1500 1,000	San Jose Broadcasting Co. 266 S. First St. Columbia 1397	Joe E. Levitt, Pres.		
SAN LUIS OBISPO ..	KPIK (Construction permit)	1340 250	San Luis Obispo Broad- casting Co. 1130 Garden St.	James L. Harris } S. H. Frowein } Partners Aram S. Rejebian } Emma Widman }	James L. Harris, Gen. Mgr. Aram S. Rejebian, Coml. Mgr. Charles C. Squires, Chief Engr.	Moore World Capitol UP
SAN LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttlesworth, Coml. Mgr.	Robert Wilton, Prog. Dir. Larry Haggerty, Prom. Mgr. Earle Travis, Chief Engr.	Grant Thesaurus Standard AP
SAN MATEO	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street 4-2594	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	W. Bill DeMarco, Prog. Dir. H. Nell Black, Chief Engr.	Grant Lang-Worth Standard AP, UP
SAN MATEO 1	KVSM 1946	1050 250-D	San Mateo County Broad- casters 279 Baldwin Ave. 4-4385	Hugh H. Smith, Pres. Gordon D. France, Gen. Mgr. Robert M. Bruce, Coml. Mgr.	Clenton W. Price, Prog. Dir. Frank M. Campbell, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Cooke Gene Grant Capitol Associated SESAC UP
SAN RAFAEL	KTIAM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	Roy A. Brown, Pres. Ernest L. Smith, V. P. & Gen. Mgr. Alan Johnstone, Coml. Mgr.	Beth McVlear, Prog. Dir. & Coml. Mgr. Melvin Murphy, Chief Engr.	Lang-Worth AP
SANTA ANA	KVOE 1926	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street 4901-R	MBS Don Lee	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Comr. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr. Ames Fischer, Prom. Mgr. Paul Donner Spencer, Nat'l Sales Mgr.	Grant Standard MacGregor SESAC



MATCH your distribution pattern with **KSFO's Northern California Coverage**

Here's the wealthiest piece of territory in the United States. Match it city for city, county for county with your distribution pattern for Northern California. If it fits, like KSFO's listening area does, you're fortunate and should be selling plenty of merchandise.

In San Francisco alone, people earn more money and spend more money per capita than any place of equal size on earth. The rest of KSFO's remarkable primary area (0.5 mv/m) reaches 38 additional counties with a population of nearly 4 million people whose total cash income is more than 4½ billion dollars per year.

Do they listen to KSFO? ... You bet your life they do! Over 50% of all KSFO's mail comes from the rural districts and smaller cities of its primary area. In cities like Stockton for example, except for one network station, KSFO programs enjoy a higher rating* than any San Francisco Bay Area station.

Yes, it's true cost-wise and coverage-wise, KSFO belongs on every advertising schedule planned to sell the Northern California market.

*Unbiased survey by Radio Workshop, College of the Pacific, 1947

KSFO **SAN FRANCISCO**
560

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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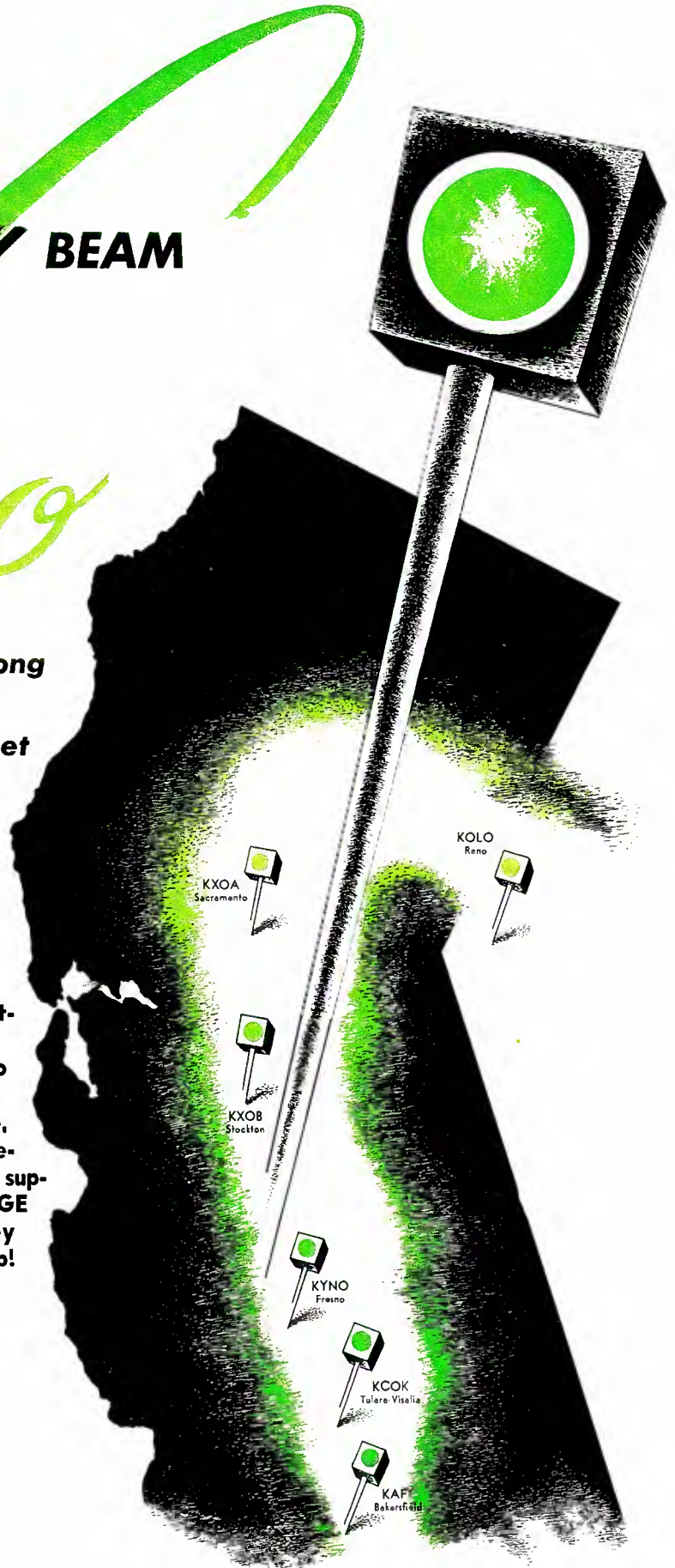
CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
SANTA BARBARA ...	KDB 1926	1490 250	Don Lee Holding Co. 1309 State Street 4131	MBS Don Lee	Lewis Allen Weiss, Gen. Mgr. Edward K. Kemble, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Forrest Choate, Chief Engr. Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Harry C. Butcher Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hellinger, Gen. & Coml. Mgr.	Mary Ann Casey, Prog. Dir. Warene Cliburn, Prom. Mgr. Philip C. Little, Chief Engr. McGillvra Associated Capitol UP
SANTA BARBARA ...	KTMS 1937	1250 1,000	News Press Publishing Co. De la Guerra Plaza 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, V. P. Kenneth E. Peters, Gen. Mgr.	Earle W. Headrick, Coml. Mgr. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr. Raymer Lang-Worth AP
SANTA CRUZ	KRUZ (Construction permit)	1460 1,000	Monterey Bay Broadcast Co. 133 Middlefield Road, Palo Alto, Calif.	L. John Miner } Taft R. Wrathall } Partners Grant R. Wrathall }	
SANTA CRUZ	KSCO 1947	1080 1,000-D	Radio Santa Cruz 21 Locust St.	Charles Vernon Berlin } Fred D. McPherson, Jr. } Partners Mahlon D. McPherson }	
SANTA MARIA	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Thomas M. Storke, Pres. Frank B. Weltmer, Gen. Mgr. Kenneth Morton, Coml. Mgr.	Duane F. Johnson, Prog. Dir. Emmet Ferguson, Chief Engr. Raymer Lang-Worth AP
SANTA MARIA	KSMA 1946	1450 250	Hugh G., Charles A., & Mareby Cardella Shurt- liff and Cleo Agnes Center P.O. Box 407 24		Griffith Associated
SANTA MONICA	KOWL 1947	1580 5,000-D	Arthur H. Croghan Ambassador Hotel 5-1580	Arthur H. Croghan, Pres. & Coml. Mgr. Clay Osborne, Gen. Mgr. & Prog. Dir.	John Morecroft, Chief Engr. Walker Associated Standard UP
SANTA PAULA	KSPA (Construction permit)	1400 250	Town Talk Broadcasting Co. P.O. Box 112 1400	F. Clinton Jones, Gen. Mgr., Sales Prom. Mgr.	Maj. Claude Turner, Chief Engr. Associated World Cole AP
SANTA ROSA	KSPO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	Ruth W. Finley, Pres. Eddie Handley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Vern Hassett, Chief Engr. Grant AP, UP
STOCKTON 7	KGDM 1926	1140 5,000	E. F. Peffer 519 E. Market St. 4-4551	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr. V. Swan, Prog. Dir.	A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr. Blair World INS
STOCKTON	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcast- ing Co. 311 California St., San Francisco, Calif.	A. Dwight Newton } W. H. Wood } Partners A. John Anton } Charles F. Green }	
STOCKTON 7	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Station Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr. Raymer Capitol MacGregor SESAC AP, UP
STOCKTON	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb N. Ferguson, Gen., Coml. & Prom. Mgr.	Earle Russell, Prog. Dir. Walt Berger, Chief Tech- nician. Young Western Associated UP
SUSANVILLE	KSUH (Construction permit)	1240 250	Hollowell & McKahan		UP
TAFT	KTKR (Construction permit)	1310 500-D	Taft Broadcasting Co. Box 125, Rt. 2, Visalla, Calif.	Kenneth Aitken } Geo. J. Tschumy } Partners	
TULARE	KCOK 1945	1240: CP-1270 250: CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. Richard Wegener, Coml. Mgr.	Joe Drilling, Prog. Dir. Wanda Woods, Prom. Mgr. James Morrison, Chief Engr. Young Western Ra Standard Associated SESAC UP
UKIAH	KUKH (Construction permit)	1400 250	Wm. Edwin Richardson		
VALLEJO	KGWV 250-D	1190 250-D	California-Nevada Broad- casting Co.	Hubert Q. Joucken } David McKay } Partners	
VENTURA	KVVC (Construction permit)	1590 1,000	Voice of Ventura Co. Ventura Hotel 6185	William H. Haupt, Pres. John W. Swallow, V. P. & Gen. Mgr. Alan LaVine, V. P., Coml. & Prom. Mgr.	Aubrey Ison, Prog. Dir. & Chief Anncr. William Pickering, Chief Engr. Grant Thesaurus Standard SESAC AP
VENTURA	KVEN (Construction permit)	1450 250	Coast Ventura Co.		

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 selling along
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 Main Street

Yes... for "GO" selling in California's Central Valley, it's the Central Valley Group that alert time buyers are today investigating... and **BUYING!** This new, efficient, tailored-to-sales radio package gives them complete, interlocking coverage... intense, aggressive local station management... consistent promotional support... For low-cost, high **COVERAGE**... the "Valley" buy on the Valley Beam is the Central Valley Group! Investigate it **NOW!**



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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

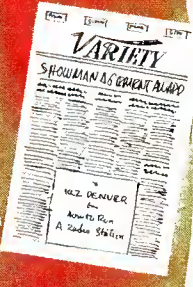
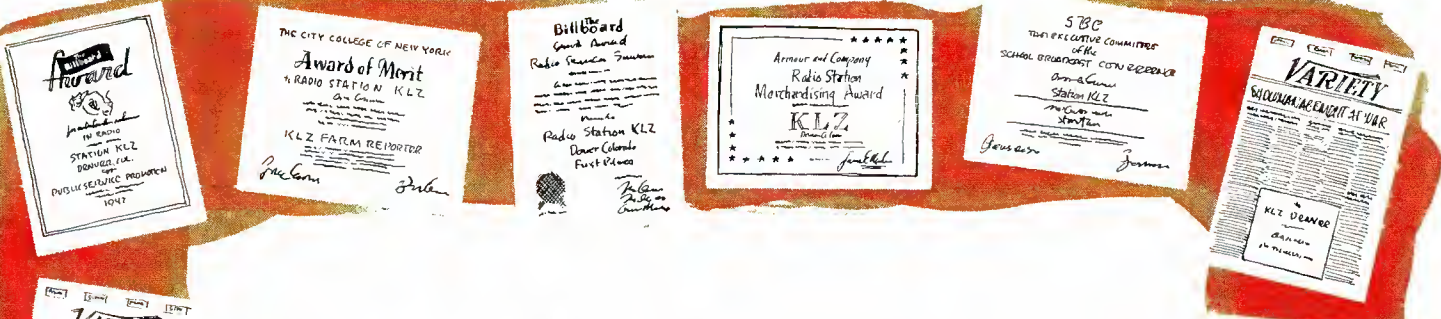
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CALIFORNIA (Continued)

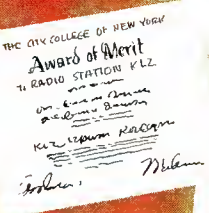
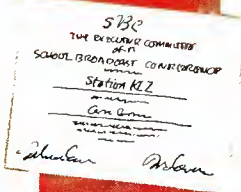
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
VISALIA	KKIN 1946	1400 250	KKIN Inc. 119 E. Acequia St. 456	D. O. Kinnie, Pres. Stanley S. Simpson, Gen. & Coml. Mgr. Lyman Patterson, Prog. Dir.	George Flansburg, Prom. Mgr. Kenneth Aitken, Chief Engr.	Forjoe Capitol Standard MacGregor UP
VISALIA	KTKC 1937	940 5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Charles P. Scott, Gen. Mgr. Millard Kibbe, Coml. Mgr.	George Lindsay, Prog. Dir. Charles Nelte, Prom. Mgr. Herbert Stratton, Chief Engr.	Rambeau World Lang-Worth AP
WATSONVILLE	KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700	Luther E. Gibson, Pres. Roger R. Hunt, Gen. Mgr. Allan L. Berg, Coml. Mgr.	Don DeWald, Prog. Dir. Rodney Richards, Chief Engr.	Grant Capitol World AP
WOODLAND (Construction permit)	930 1,000-D	Yolo Broadcasting Co. Woodland	T. E. Brown and Neal Chalmer, Co-Partners.		
YREKA	KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane & S. Oregon 624	ABC KBS	E. G. Millbourn, Pres. Milt Peterson, V. P. Holt Wardrip, Gen. Mgr. Jack R. Wagner, Station & Prom. Mgr. & Chief Engr.	Mario Rodriguez, Prog. Dir.	World AP
YUBA CITY	KUBA (Construction permit)	1600 500	Peach Eowl Broadcast- ers	Beverly B. Ballard Dewey Allread, Jr. Clyde L. Goodnight Raymond F. Linn Chester V. Ullom	} Partners	

COLORADO

ALAMOSA	KGIW 1929	1450 250 SH	E. L. Allen Alamosa 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir. George Kettle, Chief Engr.		UP
BOULDER	KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Herb Hollster, Pres. Jack Todd, Gen. Mgr. Russel Shaffer, Coml. Mgr.	Ros Roulston, Prog. Dir. Blair Dobbins, Chief Engr.	AP
CANON CITY	KRLN 1947	1400 250-D	Royal Gorge Broadcasters 1615 Central Avenue 1100	Raymond M. Beckner, Melvin B. Williams Owners Raymond M. Beckner, Gen. & Coml. Mgr.	C. Guy Underhill, Prog. Dir. Melvin B. Williams, Chief Engr.	Cole UP
COLORADO SPRINGS	KCSM (Construction permit)	1450 250	James L. Frank 155 East 48th St., New York, N. Y.			
COLORADO SPRINGS	KRDO 1947	1240 250	Pikes Peak Broadcasting Co. 118 North Cascade Main 1125	Joseph H. Rohrer, Pres., Gen. Mgr., Prog. Dir. & Chief Engr.	Cecil Seavey, Coml. & Prom. Mgr. Beth Forcum, Prog. Dir.	Griffith Standard Lang-Worth Cole AP
COLORADO SPRINGS	KVOR 1923	1300 1,000	Outwest Broadcasting Co. Exchange National Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Gen. & Coml. Mgr.	Conrad Brown, Prog. Dir. & Prom. Mgr. Cozine Strang, Chief Engr.	Katz World AP
CRAIG	KRAI (Construction permit)	1230 250	Newel S. Cahoon			
DENVER 2	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS	Gene O'Fallon, Gen. Mgr. Frank Bishop, Managing Dir. Mark Crandall, Coml. Mgr.	Paul Godt, Prog. Dir. Leo Fremont, Prom. Mgr. Bill Conklin, Asst. Coml. Mgr. Tom G. Morrissey, Chief Engr.	Blair AP, INS
DENVER 2	KLZ 1922	560 5,000	KLZ Broadcasting Co. Snirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Gen. Mgr. R. Main Morris, Coml. Mgr.	Charles C. Roberts, Prog. Dir. John Connors, Prom. Mgr. Harvey E. Wehrman, Chief Engr.	Katz Capitol Standard AP, INS
DENVER 2	KMYR 1941	1340 250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Secy.-Treas. & Station Mgr. E. H. Meyer, Station Dir.	Dolores Pledsted, Prog. Dir. Glenn James, Chief Engr.	Rambeau Capitol Lang-Worth Cole AP, UP
DENVER 2	KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	Niles Trammell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. James R. MacPherson, Coml. Mgr.	Clarence C. Moore, Prog. Dir. Randy Smith, Prom. Mgr. Dale L. Nawbold, Personnel Dir. Robert H. Owen, Chief Engr.	NBC Spot Thesaurus AP, UP, INS
DENVER	*KPOF 1927	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire			
DENVER 2	KVOD 1925	630 5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	Wm. D. Pyle, Pres. T. C. Ekrem, Station Mgr. Con Hecker, Sales Prom. Mgr.	V. W. Corbett, Prog. Dir. Ben H. Stanton, Publ. Mgr. W. D. Pyle } Chief Engrs.	Free & Peters Lang-Worth Cole Associated UP



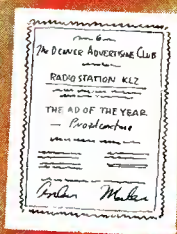
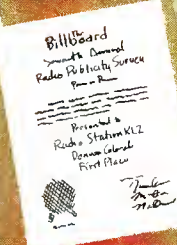
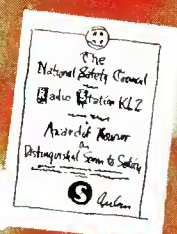
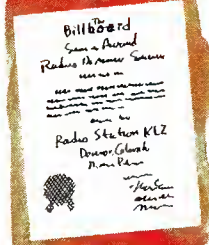
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...consistently!



KLZ

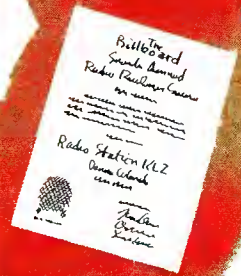
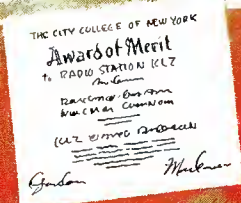
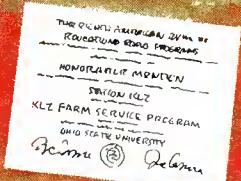
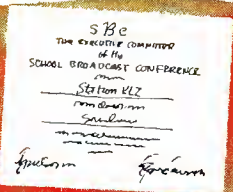
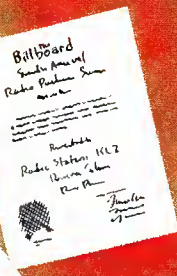
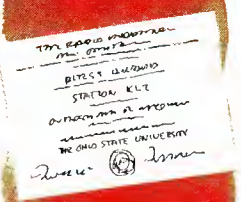
Denver

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Shown here are some of the significant awards which have come to KLZ in recent years for outstanding public service, programming, merchandising and promotion.



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COLORADO (Continued)

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DENVER		990 1,000-D (Construction permit)	Landon Bcstg. Co. Denver	Alf M. Landon, Owner		
DURANGO	KIUP 1935	1400 250	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	John A. Griffin, Gen. & Coml. Mgr. Ande Banner, Prog. Dir. Russell A. Walz, Chief Engr.	Griffith Cole Capitol UP	
FORT COLLINS	KCOL 1947	1400 250	Northern Colorado Broadcasting Co. 1600 Laporte Ave. 2600	Douglas D. Kahle, Pres. & Gen. Mgr. Wilbur E. Rocchio, V. P. Jack L. Hitchcock, Secy.- Treas., Prog. Dir & Prom. Mgr.	Dave F. Schlothauer, Coml. Mgr. Harold G. Ausin, Chief Engr.	Griffith Standard AP
GRAND JUNCTION	KEXO (Construction permit)	1230 250	Voice of Western Colorado 2208 North Ave.	D. Spencer Grow, Pres. Abbott Tesson, Gen., Coml. & Prom. Mgr.	Bob Collins, Prog. Dir.	Capitol Cole Thesaurus UP
GRAND JUNCTION	KFXJ 1926	920 1,000-LS 500-N	Western Slope Broad- casting Co. Hillcrest Manor 1300	MBS KBS	Rex G. Howell } Owners Charles Howell }	Rex G. Howell, Gen. Mgr. Charles Hay, Chief Engr.	Holman Griffith Lang-Worth Standard SESAC Cole UP
GREELEY	KFKA 1921	1310 1,000 ST-KPOF	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price, Pres. & Gen. Mgr.	Robert W. Jones, Prog. Dir. Harry Brewer, Chief Engr.	Clark Lang-Worth Cole UP
LA JUNTA	KOKO 1937	1400 250	The Southwest Broad- casting Co. Box 225	KBS			
LAMAR	KLME (Construction permit)	1340 250	The Southeast Colorado Broadcasting Co. North Santa Fe Trail 804	Ralph E. Eaton, Pres. W. R. Henry, V. P. L. K. Christolear, Secy.- Treas. & Mgr.	Robert L. McGrath, Prog. Dir.	
MONTROSE	KUBC 1947	1240 250	Uncompahgre Bcstg. Co. P. O. Box 179 199	D. E. Towne, Pres. & Gen. Mgr. M. A. Davey, Coml. Mgr.	Henry M. Long, Prog. Dir. Douglas Gary, Asst. Mgr. Craig M. Wills, Chief Engr.	Cole Thesaurus Capitol UP
PUEBLO	KADP (Construction permit)	1490 250	Alva E. Adams 102 West Orman Ave.			
PUEBLO	KCSJ 1947	590 1,000	Star Broadcasting Co. 211 W. 5th St. 8522	MBS	Frank S. Hoag Jr., Pres. Dale W. Scott, Gen. Mgr.	Harry Mason, Chief Engr.	T-H-S Lang-Worth AP
PUEBLO	KDZA (Construction permit)	1230 250	Pueblo Radio Co. 522 N. Center St., Colorado Springs, Colo.			
PUEBLO	KGHF 1928	1350 1,000-LS 500-N	Colorado Bcstg. Co., Inc. 304 N. Main St. 3877	ABC	Gifford Phillips, Pres. & Chief Owner Robert D. Ellis, Gen. Mgr. Kenneth Russell, Coml. Mgr.	Clifford Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis Shanks, Chief Engr.	McGillivra Thesaurus SESAC UP
PUEBLO	KROM (Construction permit)	930 5,000-LS 1,000-N	Rocky Mountain Broad- casting Co. 429 Thatcher Bldg.			
STERLING	KGEK 1927	1230 100 SH	Elmer G. Beehler 3rd and Beech Sts.	KBS	Elmer G. Beehler, Owner & Gen. Mgr.		
TRINIDAD	KCRT 1946	1240 250	H. L. Corley So. County Club Dr. Box 772	KBS	H. L. Corley, Pres., Gen. Mgr. & Chief Engr.	Marguerit Spurr, Prog. Dir.	Standard Lang-Worth UP
TRINIDAD	KSFT 1946	1280 1,000-LS 500-N	Trinidad Bcstg. Corp. 225 N. Commercial St. 414	MBS Colorado	John D. Reed, Gen. Mgr. Mae Dene Ellis, Prog. Dir.	Lloyd L. Wilson, Chief Engr.	ForJoe Thesaurus AP
WALSENBURG	KPHC (Construction permit)	1450 250	Walsenburg Broadcasting Corp. 16th St. 501 West, Pueblo, Colo.			

CONNECTICUT

BRIDGEPORT 1	WICC 1926	600 1,000-LS 500-N	Yankee Network Stratfield Hotel 6-1121	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Joseph Lopez, Station Mgr.	Norman Whittaker, Coml. Mgr. Florence Robinson, Prog. Dir. George Kelch, Chief Engr.	Petry Associated SESAC Standard AP
BRIDGEPORT 3	WLIZ 1946	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	William Elliott, Pres. Emanuel Slotnick, Exec. V. P. & Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Cayford Holt, Chief Engr.	T-H-S Thesaurus AP

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BRIDGEPORT 3	WNAB 1941	1450 250	Harold Thomas 991 Broad St. 33112	ABC Conn- State	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr. Torrence McGough, Coml. Mgr.	Jack Dahlby, Prog. Dir. Harry Osborne, Prom. Mgr.	Rambeau Standard UP
BRISTOL		1440 500-D (Construction permit)	The Bristol Bcstg. Co. Bristol		Dr. Benjamin Sachner, Pres.		
DANBURY	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0580		John Deme, Pres. & Gen. Mgr. J. Thomas Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. Robert V. Harris, Chief Engr.	McGeehan & O'Mara SESAC, World UP
HARTFORD 3	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Inc. Bond Hotel 5-6648		William M. Savitt } Owners Max Savitt Harry LeBrun, Gen. Mgr.	Walter A. Nielson, Prog. Dir. Howard W. Wessenberg, Chief Engr.	Rambeau Associated UP
HARTFORD 4	WDRC 1922	1360 5,000	The Connecticut Bcstg. Co. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. & Treas. Walter B. Haase, Station Mgr. William F. Malo, Coml. Mgr.	Harvey H. Olson, Prog. Mgr. Italo A. Martino, Chief Engr.	Raymer UP
HARTFORD 4	WONS 1935	1410 5,000	Yankee Network 54 Pratt St. 7-9131	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Linus Travers, Coml. Mgr.	Ralph Klein, Prog. Dir. Rogers Holt, Chief Engr.	Petry Associated Standard UP
HARTFORD 4	WTHT 1936	1230 250	The Hartford Times, Inc. 555 Asylum St. 2-0237	ABC Conn- State	Glover DeLaney, Gen. Mgr. Leonard Schoenfeld, Coml. Mgr.	Elliott Miller, Prog. Dir. Richard Blackburn, Techni- cal Dir.	McKinney Standard Lang-Worth AP, Reuters
HARTFORD 15	WTIC 1925	1080 50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Jesse W. Randall, Pres. Paul W. Morency, V.P. & Gen. Mgr. Walter Johnson, Ass't Gen. Mgr. & Sales Mgr.	Leonard J. Patricelli, Prog. Mgr. Bernard Mullins, Dir. of Publ. Rel. Herman Taylor, Plant Mgr.	Weed Lang-Worth Thesaurus AP, INS, TP
MERIDEN	WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. Palace Bldg. 2600		Carl A. Schultz, Pres. Gustav A. Kruttschnitt, Gen. Mgr. Carl W. Schultz, Coml. Mgr.	Bernard Morley, Prog. Dir. G. Langfelder, Chief Engr. James A. Iodice, Technical Dir.	Thesaurus AP
NEW BRITAIN	WKNB 1945	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 702		Julian Gross, Pres. & Gen. Mgr. L. H. Martineau, Coml. Mgr.	David Scott, Prog. Dir. William R. Atkinson, Chief Engr.	Young Capitol, World AP
NEW HAVEN 10	WAVZ 1946	1260 1,000-D	New Haven Broadcasting Corp. Liberty Bldg. 7-0171		Edward S. Minor, Pres. Lester C. Flood, Treas. & Gen. Mgr. Murray L. Grossman, Secy., Coml. & Prom. Mgr.	W. Richard Carlson, Prog. Dir. Arthur M. Allen, Chief Engr.	Cooke World UP
NEW HAVEN 10	WELI 1935	960 1,000	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Conn- State	H. C. Wilder, Pres. Richard W. Davls, Gen. Mgr. Edwin H. Schweltzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr.	Headley-Reed Lang-Worth UP
NEW HAVEN 10	WNHC 1944	1340 250	Elm City Bcstg. Co. 1110 Chapel St. 8-0196		Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent J. Callanan, Coml. Mgr.	David K. Harris, Prog. Dir. Aldo Di Dominics, Prom. Mgr. Vincent De Laurentis, Chief Engr.	Rambeau Standard AP
NEW LONDON	WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 2-4365	MBS Yankee Conn- State	Roderick L. Morey, Chief Owner Gerald J. Morey, Pres. & Gen. Mgr. Edward F. Darrell, Nat'l Coml. Mgr. Leo B. Keegan, Local Coml. Mgr.	Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. Mgr. Walter J. Tucker Jr., Chief Engr.	Bannan AP
NORWALK	WNLK (Construction permit)	1350 500-D	Norwalk Broadcasting Co. 15 Willow St. 6-0569		Samuel R. Sallick and Benjamin Glnzburg, Part- ners		UP
NORWICH	WNOC 1946	1400 250	Norwich Bcstg. Co. 91 Main St. 3325	KBS	H. Ross Perkins, Pres., Gen. & Coml. Mgr. Paul Entress, Prog. Dir.	James Duncan, Prom. Mgr. John Benson, Chief Engr.	Rambeau Capitol, SESAC AP
STAMFORD	WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn- State	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Dalger, Prog. Dir. Edward L. Markman, Chief Engr.	Bannan World UP
TORRINGTON	WLCR (Construction permit)	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173		J. Richard Dobbins, Pres. Frederick E. Bleber, Gen. Mgr.		World UP
TORRINGTON	WTOR	1490 250	Torrington Bcstg. Co. Torrington 4181	Conn- State	Joseph R. Schifini, Pres. James Parker, Gen. Mgr. Joseph X. O'Hara, Coml. Mgr.	Richard C. Kilbourn, Prog. Dir. Gerardo T. Schifini, Prom. Mgr. Theodore W. Hitchcock, Chief Engr.	Capitol INS
WATERBURY 3	WATR 1934	1320 1,000	Harold Thomas 71 Grand St. 3-5161	ABC Conn- State	Harold Thomas, Owner & Gen. Mgr. S. R. Elman, Station Mgr. & Coml. Mgr.	Edmund Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Harold Thomas, Chief Engr.	Rambeau Bannan UP
WATERBURY 89	WBRY 1934	1590 5,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	W. J. Pape, Pres. Eric Pape, Gen. Mgr. Harry DeVorken, Coml. Mgr.	W. O. Howard, Prog. Mgr. J. Maxim Ryder, Prom. Mgr. Frank Hales, Chief Engr.	Gilman, Nicoll & Ruthman World AP
WATERBURY	WWCO 1946	1240 250	Mattatuck Broadcasting Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, Pres., Gen. Mgr. & Prog. Dir. Mort Silverman, Coml. Mgr.	Gene Vallon, Prom. Mgr. Ted Kalin, Chief Engr.	ForJoe Thesaurus AP



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Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

DELAWARE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
DOVER	WDOV	1410 1,000-D (Construction permit)	William C. Evans Dover		William C. Evans, Owner	
WILMINGTON	WARS	1380 1,000 ST-WAWZ (Construction permit)	Wilmington Tri-State Bcstg. Co. Wilmington 4-8881	Frank S. Carrow, Pres. George L. Sutherland, V.P., Gen. & Coml. Mgr.	Jack Gibbons, Prog. & Prom. Mgr. Lang-Worth, Standard AP
WILMINGTON 28	WDEL 1922	1150 5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough, Station Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Harvey C. Smith, Prog. Dir. James Adshead, Prom. Dir. J. E. Mathiot, Chief Engr. Radio Adver- tising Thesaurus World UP
WILMINGTON	WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC, MBS	Aifred G. Hill, Pres. Francis H. Brinkley, V.P., Gen. & Coml. Mgr.	Frank Gallagher, Prog. Dir. & Prom. Mgr. Ed Kennedy, Chief Engr. Young Lang-Worth AP
WILMINGTON	WTUX 1947	1290 500-D	Port Frere Broadcasting Co. 1326 Market St. 5-8821	Gordon K. MacIntosh } Owners Howard Robinson }	Howard Robinson, Gen. Mgr. Sidney L. Schulman, Coml. & Prom. Mgr. Robert L. Wilcox, Prog. Dir. Wayne Neuhaus, Chief Engr. ForJoe World AP

DISTRICT OF COLUMBIA

WASHINGTON 1	WINX 1940	1340 250	WINX Broadcasting Co. 8th & Eye Sts. N.W. Republic 8000	Philip L. Graham, Pres. John S. Hayes, Gen. Mgr.	George Creamer, Prog. Dir. Ralph E. Cannon Jr., Chief Engr. Headley-Reed World Associated Standard Lang-Worth AP, UP
WASHINGTON 5	WMAL 1925	630 5,000	Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC	S. H. Kauffmann, Pres. K. H. Berkeley, Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Gordon Hubbel, Prog. Dir. Daniel Hunter, Chief Engr. ABC Spot Associated Standard Lang-Worth AP, UP
WASHINGTON 6	WOL 1924	1260 5,000	Cowles Broadcasting Co. 1627 K St., N.W. Metropolitan 0010	MBS	Gardner Cowles, Pres. Cmdr. T. A. M. Craven, V.P. & Gen. Mgr. William D. Murdock, Coml. Mgr.	Roy Passman, Prog. Mgr. John F. Hardesty, Prom. Dir. Harold Reed, Chief Engr. Katz Lang-Worth Associated AP, UP
WASHINGTON 8	WQQW 1946	570 1,000-D	Metropolitan Bcstg. Corp. 2627 Connecticut Ave., N.W. Columbia 6331	Morris Rodman, Pres. M. Robert Rogers, Gen. Mgr. Perry Walders, Coml. Mgr.	Plerson Underwood, Prog. Dir. Robert Martin, Chief Engr. Rambeau Standard, World AP
WASHINGTON 5	WRC 1923	980 5,000	National Broadcasting Co. Trans-Lux Bldg. Republic 4000	NBC	Niles Trammell, (NBC) Pres. Frank M. Russell, (NBC) V.P. in Charge William McAndrew, Asst. to V.P. Carleton D. Smith, Gen. Mgr.	Mahlon A. Glascock, Coml. Mgr. George Y. Wheeler, Prog. Dir. Lorin Myers, Prom. Mgr. NBC Spot Thesaurus Standard Associated AP, UP, INS
WASHINGTON 4	WTOP 1932	1500 50,000	Columbia Broadcasting System Warner Bldg. Metropolitan 3200	CBS	Frank N. Stanton (CBS) Pres. E. H. Gammons (CBS) V.P. in Charge	Maurice B. Mitchell, Coml. Mgr. Richard L. Linkroum, Prog. Dir. Julian G. Murphy, Prom. Mgr. Clyde M. Hunt, Chief Engr. Radio Sales Lang-Worth AP, UP
WASHINGTON 6	WWDC 1941	1450 250	Capital Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	Joseph Katz, Pres. Ben Strouse, Gen. Mgr. Helen K. Mobberley, Coml. Mgr.	Norman Reed, Prog. Dir. Rick LaFalce, Prom. Mgr. Ross Beville, Chief Engr. ForJoe Thesaurus Capitol Standard AP, UP

WPIK Alexandria, Va.; WARL and WEAM Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WGAY and WOOK Silver Spring, Md., listed in their respective states.

FLORIDA

BELLE GLADE	WSWN 1947	900 1,000-D	Seminole Broadcasting Co. P. O. Box 355 155	Tom Watson, Jr., Pres. & Gen. Mgr. Mary Foy, Coml. Mgr.	George Peters, Prog. Dir. C. S. Ciemans, Chief Engr. World UP
BRADENTON	WDHL 1947	1490 250	Manatee Bcstg. Co. Inc. Bradenton Pier 37-561	KBS	Lou Jacobson, Pres. & Gen. Mgr. Jim Shilliday, Coml. Mgr.	Eileen Jackson, Prog. Dir. Dean Fleischman, Prom. Mgr. Arthur Betts, Chief Engr. Cole, Standar AP
CLEARWATER	WCLE 1947	680 1,000-D	Clearwater Broadcasting Co. Inc. Whitcomb Bldg. 2573	Houston Cox Jr., Pres. Gen. Mgr. & Coml. Mgr.	Bill Stels, Prog. Dir. Drew Shankle, Prom. Mgr. Harold Legg, Chief Engr. Holman Standard AP
CORAL GABLES	WBAY 1947	1490 250	Atlantic Shores Bcstg. Ltd. 322 Aragon 48-65-71	James Brown } Ronald Johnson } Partnership Bert Graulich } Elbert Griffls }	James Brown, Gen. Mgr. Robert Standart, Coml. Mgr. Bert Graulich, Prog. Dir. & Prom. Mgr. Walt Kinney, Chief Engr. McGillvra Cole Standard Associated UP
CORAL GABLES	WVCG 1947	1070 1,000-D	Peninsular Broadcasting Corp. 223 Aragon Ave.	George W. Thorpe, Pres. & Gen. Mgr.	Edward S. Gaylor, Prog. Dir. Edward M. Vickers, Chief Engr. ForJoe Associated AP
CRESTVIEW	WCNU	1010 1,000-D (Construction permit)	Guif Shores Bcstg. Co. Crestview	Cyrl Reddock L. Bursan Whittington— Co-partners	
DAYTONA BEACH	WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 91	ABC	W. Wright Esch, Pres. Billie E. Esch, Gen. Mgr. Ray Clancy, Station Mgr.	John Pitts, Coml. Mgr. Floyd Dillingham, Prom. Mgr. W. K. Ellenwood, Chief Engr. McGillvra Thesaurus Lang-Worth INS



5000 WATTS DAY AND NIGHT

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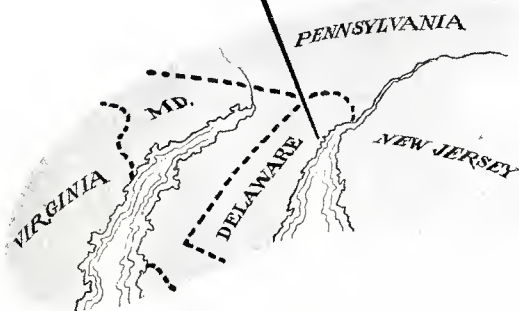
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SELLS for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

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BROADCASTING • Telecasting

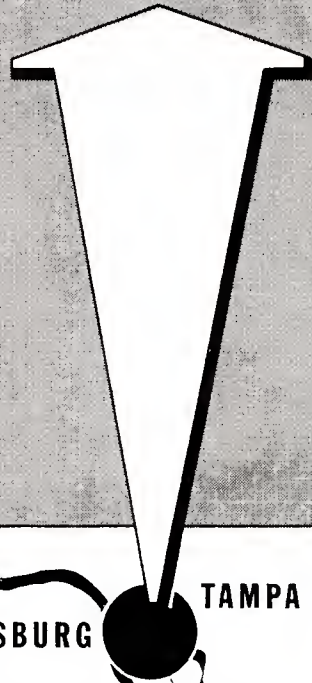
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FLORIDA (Continued)

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DAYTONA BEACH ..	WNDE (Construction permit)	1150 1000-D	News-Journal Corp. 128 Orange Ave. 2000	Julius Davidson, Pres. Jerry Stone, Gen. Mgr.	Carl Bensen, Prog. Dir. Lillian Davidson, Prom. Mgr. Fred F. Moore, Chief Engr.	Standard World AP
DAYTONA BEACH ..	WROD 1947	1340 250	Daytona Beach Broad- casting Corp.	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	Earle Young, Prog. Dir. F. A. Scott, Chief Engr.	Associated UP
EUSTIS	WEUS (Construction permit)	790 1,000	Lake County Broadcas- ters 32 Magnolia Ave. 85	Frank W. Stebbins, Pres. J. L. Brownell Sr., Gen. & Coml. Mgr.	J. L. Brownell Jr., Prog. Dir. Martin C. Kirkland, Chief Engr.	Standard AP
FT. LAUDERDALE ..	(Construction permit)	1580 250-D	Southland Broadcasting Corp. Box 777, Ft. Pierce, Fla.			
FT. LAUDERDALE ..	WFTL 1946	1400 250	Ft. Lauderdale Broad- casting Co. 305 S. Adams St.				
FORT MYERS	WINK 1940	1240 250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS	Arthur McBride Owners Daniel Sherby George T. Case, Gen. Mgr., Coml. Mgr. & Prog. Dir.	Marilu Case, Prom. Mgr. A. J. Bauer, Chief Engr.	Associated AP
FORT PIERCE	WIRA 1946	1400 250	Indian River Bcstg. Co. Box 507 870	MBS	Douglas Silver, Pres., Gen. & Coml. Mgr. John Sadler, Prog. Dir. & Prom. Mgr. James Sowinski, Chief Engr.		Pearson Standard World UP
GAINESVILLE	WGGG 1946	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 1230	R. M. Chamberlin, Pres. & Gen. Mgr. Gordon K. Hemby, Coml. Mgr.	Guy Hamilton, Prog. Dir. Clinton E. Wills, Chief Engr.	Associated Capitol AP
GAINESVILLE 2	WRUF 1928	850 5,000	University of Florida Gainesville 1000	MBS	State of Florida, Owner Garland Powell, Dir. Paul Acosta, Gen. & Prom. Mgr.	John S. Sever, Prod. Mgr. Duane McConnell, Chief Operator	Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD	WINZ 1946	940 1,000-D CP-1,000-U	Hollywood Bcstg. Co. Inc. Cadillac Hotel Miami Beach, Fla. Miami-5-3191	Jonas Welland, Pres. Wells F. Bruen, Gen. & Coml. Mgr.	Joseph Kerns, Prog. Dir. Sy Schankman, Chief Engr.	Lang-Worth AP
JACKSONVILLE	WIVY (Construction permit)	1050 250-D	Denton and Jones Broadcasters 602 Grand Bldg., Macon, Ga.	Frank L. Denton and L. Frank Jones—partners		
JACKSONVILLE ...	WJAX 1926	930 5,000	City of Jacksonville #1 Broadcast Place 4-1681	NBC	John T. Hopkins 3rd, Mgr. & Chief Engr.		Associated Thesaurus
JACKSONVILLE 1 ..	WJHP 1940	1320 5,000	Metropolis Co. 506 Laura St. 4-7711	MBS	John H. Perry, Pres. Speed Veal, Gen. & Coml. Mgr.	Howard Nelson, Prog. Dir. Beecher Hayford, Chief Engr.	Perry Lang-Worth Associated SESAC AP, UP
JACKSONVILLE 7 ..	WMBR 1927	1400 CP-1460 250 CP-5,000	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Coml. Mgr.	Charles Stone, Prog. Dir. Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr.	Avery-Knod- World UP
JACKSONVILLE	WPDQ 1942	600 5,000	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC	James R. Stockton, Pres. Robert R. Feagin, Gen. Mgr. Frank Taylor, Jr., Coml. Mgr.	H. Burnham Adams, Prog. Dir. Lillian Nunn, Prom. Mgr. James R. Donovan, Chief Engr.	Katz Standard AP
JACKSONVILLE	(Construction permit)	1360 1,000-D	Southern Radio and Equipment Co. Barnett National Bank Bldg.	J. R. Sharp, Pres. K. H. Anderson, V. P.		
JACKSONVILLE BEACH	WJVB 1947	1010 250-D	Jacksonville Beach Broadcasting Co. 200 Block 1st Ave. North	KBS			
KEY WEST	WKWF 1945	1600 500	John M. Spottswood Spottswood Bldg. 510	KBS	John M. Spottswood, Pres. & Gen. Mgr. Homer Harris, Chief Engr.		Walker Thesaurus UP
LAKE CITY	WDSR 1946	1340 250	Deep South Radioways 126 N. Marlon St. 525	Alfred H. Temple, Principal Partner, Mgr. & Coml. Mgr.	Owen W. Parnacott, Traffic Supvsr. H. B. Greene, Chief Engr.	World Cole AP
LAKELAND	WLAK 1936	1430 1,000	Lakeland Broadcasting Corp. 1412 E. Lime St. 2127	NBC	S. O. Ward, Pres. & Mgr. Bill Reeves, Asst. Mgr., Prog. Dir. & Prom. Mgr.	Powell Adams, Coml. Mgr. William P. Lee, Chief Engr.	Pearson Thesaurus UP
LAKE WORTH	WBLW (Construction permit)	1490 100	Lake Worth Broadcasting Corp. North Dixie Highway	NBC	Clarence L. Menser, Owner		
LEESBURG	WLBK 1947	1240 250	Lake Broadcasting Co. 1240 Floradell Ave. 552	KBS	P. C. Gorman, Pres. W. E. Harkness, Gen. Mgr. Donn R. Colee, Coml. Mgr.	Marjorie Scarborough, Prog. Dir. Carl B. DeLay, Chief Engr.	Thesaurus Capitol Cole UP

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**IN THE TAMPA-
 ST. PETERSBURG
 MARKET**



ST. PETERSBURG **TAMPA**

On Florida's West Coast—in the heart of Florida's richest, most heavily populated trade area—payrolls, and many other important economic indices, continue to climb.

Increased industrial and agricultural production, expanding distribution and wholesale activity, and an amazing population growth have stepped-up buying power to a new peacetime high—buying power that is steady and stable *right around the calendar.*

And right around the clock, WFLA delivers the top audiences in this active, growing market. Night and day—morning, afternoon and evening—WFLA leads in listeners. *Its Hooper continues on the UP and UP, too.*

For coverage that counts, on Florida's West Coast, it's WFLA all the way!



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National Representative,
 JOHN BLAIR & CO.

THE TAMPA TRIBUNE STATION
 TAMPA-ST. PETERSBURG →

Southeastern Representative, HARRY E. CUMMINGS
 Jacksonville, Fla.



**N
 B
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 AFFILIATE

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LIVE OAK	1220 250-D (Construction permit)	Suwanee Bcstg. Co. Live Oak	G. Warren Sanchez, Pres.		
MARIANNA	WTYS (Construction permit)	1340 250	John H. Phipps Marianna	John H. Phipps, Owner Fred U. Wamble, Gen. Mgr., Coml. Mgr. & Chief Engr.	Lucille W. Wamble, Prog. Dir. & Prom. Mgr. Perry Standard AP	
MELBOURNE	WMMB (Construction permit)	1050 250-D	Melbourne Bcstg. Corp. Melbourne	William Shakespear Jr., Pres. Thomas R. Barr, V.P.		
MIAMI	WFEC (Construction permit)	1220 250-D	Florida East Coast Broadcasting Co. 627 NW 20th Ave.			
MIAMI 36	WGBS 1939	710 10,000; CP-50,000-LS 10,000-N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS	George B. Storer, Pres. Stanton P. Kettler, V.P. in charge of operations M. N. Babcock, Coml. Mgr.	Paul Kingsley, Prog. Dir. Frank Jaffe, Prom. Mgr. A. W. Shropshire, Chief Engr. Katz Lang-Worth Thesaurus AP	
MIAMI 30	WIOD 1926	610 5,000	Isle of Dreams Bcstg. Co. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidler, Coml. Mgr.	Warren Sinot, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton C. Scott, Chief Engr. Wilton Chiles, Ass't. Chief Engr. Hollingsbery Cummings Associated Standard AP, UP, IN	
MIAMI	WMIE (Construction permit)	1140 10,000-LS 5,000-N	Lincoln Operating Co. 306 N. Miami Ave.			
MIAMI 31	WQAM 1920	560 5,000-LS 1,000-N	Miami Broadcasting Co. 327 NE First Ave. 2-6121	ABC	F. W. Borton, Pres. & Gen. Mgr. F. W. Mizer, Coml. Mgr.	Marge Christopher, Prog. Dir. & Prom. Mgr. Hazel McGuire, Asst. to the Pres. Gene Rider, Chief Engr. Blair World Associated SESAC AP	
MIAMI	WWPB 1947	1450 250	Paul Brake			
MIAMI BEACH 39	WKAT	1360 5,000-LS 1,000-N	WKAT Inc. 1759 N. Bay Road 5-5711	MBS	A. Frank Katzentine, Pres. John I. Prosser, V. P., Gen. & Coml. Mgr. Gordon N. Waltz, Prog. Dir.	Robert Beutel Chief Ann. Arthur Smith } Chief Engrs. Tom Magee }	Weed Cole Standard UP
MIAMI BEACH	WMBM 1947	800 1,000-D	Biscayne Broadcasting Co. McArthur Causeway Terminal	Thomas O. McCullough, Pres. Gen. & Coml. Mgr.	Calvert A. Carter, Prog. Dir. John D. Miller, Chief Engr. McGeehan & O'Mara Standard Capitol UP	
OCALA	WTMC 1939	1290 1,000	Ocala Broadcasting Co. P. O. Box 831 128	MBS KBS	John H. Perry, Pres. T. S. Gilchrist Jr., Gen. & Coml. Mgr.	John F. Nicholson, Prog. Dir. & Prom. Mgr. Robert M. Henley, Chief Engr. Perry Lang-Worth UP	
ORLANDO	WDBO 1924	580 5,000	Orlando Broadcasting Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS	Col. George C. Johnston, Pres. & Gen. Mgr. Harold F. Danforth, V.P. & Exec. Officer William G. McBride, Nat'l Sales Mgr. & Prog. Dir.	John M. Pedrick, Local Sales Dir. James E. Yarbrough, Chief Engr. Blair Cummings World Thesaurus Associated AP, UP	
ORLANDO	WLOF 1940	1230; CP-850 250; CP-5,000	Hazlewood Inc. Angebilt Hotel Bldg. 8163	MBS	Victor Buisset, Gen. Mgr.	Raymer Lang-Worth INS	
ORLANDO	WOOO 1947	990 10,000-LS 5,000-N	Orlando Daily News- papers Ft. Catelin Hotel 2-0773	ABC	Martin Andersen, Pres. Walter P. Speight Jr., Gen. Mgr. George Newhart, Coml. & Prom. Mgr.	Larry Scarborough, Prog. Dir. Stanley Beck, Chief Engr. Hollingsbery Capitol AP	
ORLANDO	WORZ 1947	740 1,000	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	NBC	James Dandelake, Pres. Eugene D. Hill, Station & Coml. Mgr.	William Pennell, Prog. & Prom. Mgr. W. Dodd Daniel, Chief Engr. Weed Standard Lang-Worth AP	
PALATKA	WWPF 1947	800 250-D	Palatka Broadcasting Co. 105½ N. Second St. 354	J. E. Massey, L. C. McCall, Owners L. C. McCall, Gen. & Coml. Mgr. Bruce Wilson, Prog. Dir.	Dan Ross, Prom. Mgr. L. C. McCall, Chief Engr. Lang-Worth, SESAC UP	
PALM BEACH	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. South Ocean Blvd. 2-1515	ABC	Charles E. Davis, Pres. & Gen. Mgr. Donald S. Greenleaf, Sta- tion & Coml. Mgr.	Mary E. Neely, Prog. Dir. Clyde L. Walkden, Chief Engr. Perry Thesaurus World Lang-Worth AP	
PANAMA CITY	WDLP 1940	590 1,000	Panama City Broadcast- ing Co. West Palm Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen & Coml. Mgr.	John Thomas, Prog. Dir. Elmer Scott, Chief Engr. Beecher Hayford (Chief Engr., Perry Stations) Perry World UP	
PENSACOLA	WBSR 1946	1450 250	Escambia Broadcasting Co. P. O. Box 1351 6173	ABC	Ruth Braden, Pres. & Gen. Pres. & Gen. Mgr. Robert Forsyth, Coml. Mgr. John H. Cummins, Prog. Dir.	Ormand Forsyth, Prom. Mgr. G. E. Bert Mead, Chief Engr. Radio Adver- tising Lang-Worth AP	
PENSACOLA	WCOA 1926	1370 5,000	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry, Pres. J. Holiday Veal, Gen. Mgr. William G. Champiin, Coml. Mgr. & Prom. Mgr.	Tom Carswell, Prog. Dir. Harold Heath, Chief Engr. Perry Capitol Associated AP, UP	



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A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western Band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday: giving band and speaking concerts throughout Central Florida to civic club luncheons daily: sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties: one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHOO Radio Station Representatives

GEORGE P. HOLLINGBERY CO.

307 North Michigan Avenue

Phone State 2898

Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO

LOS ANGELES ATLANTA NEW YORK



10,000 WATTS

• ABC

Owned and operated by SENTINEL-STAR newspapers
ORLANDO, FLORIDA

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PENSACOLA	WEAR 1947	1490 250	Gulfport Broadcasting Co. 5 East Gregory St.	MBS			
QUINCY	WCNH (Construction permit)	1230 250	Quincy Broadcasting Corp. Quincy	Richard J. Gardner, Pres.	AP	
ST. AUGUSTINE	WFOY 1936	1240 250	Fountain of Youth Bestg. Co. Magnolia Ave. 1622	CBS	John E. Bell, Pres. & Owner John E. Bernhard Jr. Exec. V.P., Gen & Coml. Mgr.	Mrs. Frankye C. Walker, Secy.-Treas., Prog. Dir. & Prom. Mgr. Russell, Chambers, V.P. & Chief Engr.	Avery-Knodel Thesaurus UP
ST. PETERSBURG 1.	WSUN 1927	620 5,000	City of St. Petersburg P. O. Box 240 7-4747	ABC	City of St. Petersburg Norman E. Brown, Gen. Mgr. Vera New, Coml. Mgr.	Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated, SESAC UP
ST. PETERSBURG 1.	WTSP 1939	1380 1,000-LS 500-N CP-5,000-U	Pinellas Broadcasting Co. P. O. Box 691 7-8108	MBS	Nelson P. Poynter, Pres. Herbert T. Anderson, Gen. Mgr. Le Wildman, Sales Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World UP
SANFORD	WTRR 1947	1400 250	Southeastern Bestg. System P. O. Box 1541 999	KBS	James S. Rivers, Pres. & Gen. Mgr. Joseph W. Parris, Coml. Mgr.	Bruce Smith, Prog. Dir. Emerson W. Browne, Chief Engr.	Lang-Worth UP
SARASOTA	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 2565	CBS	Robert C. Jones Jr., Pres. John E. Browning, Gen. Mgr. Robert H. Neff, Coml. Mgr.	David C. Hale, Prog. Dir. James E. Grant, Chief Engr.	Pearson Thesaurus UP
SULPHUR SPRINGS.	WHBO (Construction permit)	1050 250-D	Sulphur Springs Broad- casters 8410 Florida Ave., Tampa		Harold A. Dunlap } Partners James D. Sinyard }		
TALLAHASSEE	WRHP 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. E. R. LaBarbera, Coml. Mgr.	R. S. Meigs, Prog. Dir. F. W. Hazelton, Prom. Mgr. C. L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1943	1270 5,000	John H. Phipps Cherokee Hotel 2160	MBS	John H. Phipps, Pres. & Gen. Mgr. Herschel Graves, Coml. Mgr.	Read W. Wynn, Prog. Dir. Harriet Carson, Prom. Mgr. William A. Snowden, Chief Engr.	Perry Associated Standard AP
TAMPA 1	WALT 1946	1110 1,000-D	Tampa Bestg. Co. 401 W. Tyler St. H-7921	W. Walter Tison, Pres., Gen. & Coml. Mgr. Lynn Gearheart, Prog. Dir.	Coburn Gunn, Prom. Mgr. J. B. Tison, Chief Engr.	Perry Lang-Worth Capitol SESAC Cole AP
TAMPA 2	WDAE 1922	1250 5,000	Tampa Times Co. P. O. Box 2409 M-1818	CBS	David E. Smiley, Pres. L. S. Mitchell, Gen., Coml. & Prom. Mgr.	Kenneth W. Skelton, Prog. Dir. William Pharr Moore, Chief Engr.	Katz Associated Cole AP
TAMPA 6	WFLA 1926	970 5,000	The Tribune Co. Hyde Park & Lafayette H-1828	NBC	Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr.	Paul M. Jones, Prog. Dir. Tom Matthews, Prom. Mgr. J. H. Mitchell, Chief Engr.	Blair Cummings Lang-Worth Thesaurus UP
WEST PALM BEACH.	WIRK 1947	1290 1,000-D CP-1,000-U	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS	Joseph S. Field Jr., Pres. & Chief Engr. Joseph B. Matthews, Gen. & Coml. Mgr.	Charles T. Snowden, Prog. Dir. Rome Hartman, Prom. Mgr.	McGillvra Associated Lang-Worth AP
WEST PALM BEACH.	WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Drive 2-3638	CBS	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Matt Gettings, Prog. Dir. Otis C. Wright, Chief Engr.	Radio Adver- tising Standard Capitol UP
WINTER HAVEN	WSIR 1947	1490 250	Citrus Belt Broadcasters Inc. 132 Third St. S.W. 3-1313	MBS	Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr. John W. Brandstetter, Coml. & Prom. Mgr.	Richard Eyrich, Prog. Dir. L. Orden Cralg, Chief Engr.	Harrington World Cole AP

GEORGIA

ALBANY	WALB 1941	1590 1,000	Herald Publishing Co. Leesburg Road 1590	MBS	James H. Grey, Pres. Abner M. Israel, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. C. D. Chandler, Chief Engr.	Burn-Smith Cook World AP
ALBANY	WGPC 1933	1450 250	Albany Bestg. Co. New Albany Hotel 1371	CBS	J. W. Woodruff, Pres. J. W. Woodruff Jr., Exec. Mgr. Leonard M. George, Coml. & Station Mgr.	Gwendolyn Walker, Prog. Dir. Leonard M. George, Prom. Mgr. Wayne C. McClung, Chief Engr.	Hollingsbery Thesaurus UP
AMERICUS	WDEC 1947	1230 250	The Americus Bestg. Co. 109½ Windsor Ave. 3681	MBS	James R. Blair, Pres. Phil Jones, Vice Pres.	W. E. Johnson, Gen., Coml., Prom., Mgr. & Prog. Dir. Charles Adams, Chief Engr.	Cox & Tanz Thesaurus AP



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N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
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 (Data corrected to January 1, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ATHENS	WGAU 1938	1340 250	J. K. Patrick and Co. Bobbin's Mill Road 1741	CBS KBS			
ATLANTA 3	WAGA 1937	590 5,000	Liberty Bestg. Corp. Western Union Bldg. Main 5101	ABC	George B. Storer, Pres. James Balley, V.P. in charge of Operations	Arvy L. Brown, Prog. Dir. Ken Gurley, Prom. Mgr. & Paul Cram, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth AP, INS
ATLANTA 3	WATL 1928	1400: CP-1380 250; CP-5,000	Atlanta Bestg. Co. 26 Cain St., N.W. Walnut 4377	MBS	J. W. Woodruff Sr., Pres. Robert W. Minton, Gen. Mgr. & Chief Engr.	Sam W. Kaue, Coml. Mgr. Ernest T. Guy, Prog. Dir.	Hollingbery Standard Lang-Worth UP
ATLANTA 3	WEGE 1947	1340 250	General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.	Ann Hutcheson, Ass't. Prog. Dir. & Traffic Mgr. David J. Holt, Chief Engr.	Burn-Smith Lang-Worth Capitol Cole AP
ATLANTA 2	WCON 1947	550 5,000	The Atlanta Constitution Constitution Bldg. Lamar 4545	ABC	Clark Howell, Pres. David Carpenter, Gen. Mgr. B. Crenshaw Bonner, Sales Mgr.	Henry Allen, Prog. Dir. Harvey J. Aderhold, Chief Engr.	Headley-Reed
ATLANTA	WERD (Construction permit)	860 1,000-D	Radio Atlanta Inc. 1425 C & S Bldg.			
ATLANTA 1	WGST 1923	920 5,000-LS 1,000-N	Regents, Georgia School of Tech. Forsyth Building Walnut 8441	CBS	John Fulton, Gen. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr.	Katz World Thesaurus AP
ATLANTA	WSEB 1922	750 50,000	The Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	J. M. Cox Jr., Pres. J. Leonard Reinsch, Manag- ing Dir. John M. Outler Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Dir. M. K. Toalson, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Standard Associated AP, UP
ATLANTA		1550 50,000-LS 10,000-N (Construction permit)	Fulton County Bestg. Corp. Atlanta	Samuel Rothberg, Owner		
AUGUSTA	WBHQ 1947	1340 250	Savannah Valley Bestg. Co. Sand Bar Ferry Road 2-0264	MBS	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. Mgr.	George M. Scott, Prog. Dir. & Prom. Mgr. David W. Freeman, Chief Engr.	Walker Cole Standard AP, INS
AUGUSTA	WGAC 1940	580 5,000-LS 1,000-N	The Twin States Bestg. Co. WGAC Bldg. 2-2692	ABC	J. B. Fuqua, V.P. & Gen. Mgr. Donald M. Kelly Jr., Coml. Mgr.	Warren Hites, Prog. Dir. Claire Himmel, Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Thesaurus UP
AUGUSTA	WRDW 1930	1480 5,000	Augusta Broadcasting Co. Masonic Bldg. 2-8805	CBS	R. W. Ringson, Mgr.		
AUGUSTA	WTNT 1947	1230 250	Georgia-Carolina Bestg. Co. Cotton Row 2-1003	NBC	Walter J. Brown, Pres. Edgar W. Teasley, Gen. Mgr. A. Lee Parsons, Coml. & Prom. Mgr.	Fred J. Runde, Prog. Dir. Ted R. Woodard, Chief Engr.	T-H-S Associated UP
BAINBRIDGE	WMGR 1946	1490 250	S. Martin Griffin P.O. Box 348 776	MBS KBS	S. Marvin Griffin, Owner Ben Dekle, Gen. Mgr.	Barbara Ann Johnson, Prog. Dir. Bill Moore, Chief Engr.	Cole SESAC AP
BRUNSWICK	WMOG 1940	1490 250	Coastal Broadcasting Co	MBS KBS			
BUCKHEAD	WQXI (Construction permit)	790 1,000-D	Robert W. Rounsaville	Robert W. Rounsaville, Pres. & Gen. Mgr.	William F. Lance, Technical Dir.	UP
CARROLLTON	WLEB 1947	1100 250-D	Carroll Bestg. Co., Inc. Peoples Bank Bldg. 980	KBS	James C. Vocalis, Pres., Gen. & Prom. Mgr. James Dunaway, Coml. Mgr.	James Matthews, Prod. Dir. Chesley Hooper, Chief Engr.	Capitol Thesaurus UP
CARTERSVILLE	WBHF 1946	1450 250	W. Ryan Frier Shackelford Bldg. 686	MBS KBS	W. Ryan Frier, Owner James O. Hardin Jr., Gen. & Coml. Mgr.	Thomas W. Cowan Jr., Chief Engr.	Lang-Worth UP
CEDARTOWN	WGAA 1941	1340 250	Northwest Georgia Bestg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Hall Wray, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	ABC	Allen M. Woodall, Pres. & Gen. Mgr. Miles Ferguson, Coml. Mgr.	Ed Wescott, Prog. Dir. & Prom. Mgr. Randy Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS	WGBA 1947	620 1,000-D	Georgia-Alabama Bestg. Co. 1213½ Broadway 3-3603	A. H. Chapman, Pres. A. E. Mickel, Gen. Mgr. W. S. Massie, Coml. Mgr.	Bill Rhodes Jr., Prog. Dir. James R. Cook, Prom. Mgr. Jack H. Wiseley, Chief Engr.	Branham Capitol Associated UP, INS
COLUMBUS	WRBL 1928	1420 5,000	Columbus Broadcasting Co. 1420 Second Ave. 2-061	CBS	J. W. Woodruff, Chief Owner Jim Woodruff Jr., Exec. Mgr. & Coml. Mgr.	Ed J. Hennessy, Prog. Dir. W. Prom. Mgr. Joe Gamble, Chief Engr.	Hollingbery Thesaurus SESAC UP
COLUMBUS	WSAC (Construction permit)	1460 1,000	Chattahoochee Bestg. Co. 1028 Broadway 2-4427	MBS	William K. Jenkins, Pres. Edwin Mullinax, Gen. Mgr. Frances G. Smith, Coml. Mgr.	Jim O'Donnell, Prog. Dir. Benson C. Pressly, Prom. Mgr. Hudie M. Brown, Chief Engr.	Walker Lang-Worth UP
CORDELE	WMJM 1940	1490 250-LS 100-N	Cordele Dispatch Publ. Co. 20th Ave. and B St. 666	MBS KBS	John W. Greer, Pres. James S. Rivers, Gen. Mgr. William E. Blizzard Jr., Coml. & Prom. Mgr.	Willard Belote, Prog. Dir. Jeff Donley, Chief Engr.	World UP
COVINGTON	WMOC 1946	1490 250	Covington News Inc. 2275	MBS KBS	Belmont Dennis, Pres. Walt Gaines, Gen. & Coml. Mgr.	Tom Palmer, Prog. Dir. Bill Shadburn, Prom. Mgr. Paul Smay, Chief Engr.	World AP

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GEORGIA (Continued)

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DALTON	WBLJ 1940	1230 250	Dalton Broadcasting Corp. Kenemer Bldg. 684	MBS KBS	H. C. Kenemer, Pres. William Armond, Gen. & Coml. Mgr.	Dave Achor, Prog. Dir. Chester Wilson, Prom. Mgr. Janubb Andrews, Chief Engr.	Cox & Tanz Capitol SESAC UP
DAWSON	WDWD 1947	990 1,000-D (Construction permit)	Dawson Broadcasting Co.			
DECATUR	WEAS 1947	1010 1,000-D	Stone Mountain Bcstg. Co. 217 W. Ponce de Leon Ave. Dearborn 2521	E. D. Rivers Jr., Pres. Ewald Kockritz, Gen., Coml. & Prom. Mgr.	William Keller, Chief Engr.	World Cole AP
DOUGLAS	WDMG 1947	860 1,000-D	Downing Musgrove 118 S. Madison Ave. 564	Downing Musgrove, Owner & Gen. Mgr. Al H. Evans, Coml. Mgr.	James W. Hayes, Prog. Mgr. Clinton Vaughan, Chief Engr.	Thesaurus SESAC UP
DUBLIN	WMLT 1945	1340 250	Dublin Broadcasting Co. P. O. Box 659 871	MBS KBS	George T. Morris, Pres. T. K. Vassey, V.P. & Gen. Mgr. George P. McIntyre, Coml. Mgr.	Dennis Brown, Prog. Dir. Charlie R. Lord, Chief Engr.	Cox & Tanz Thesaurus AP
ELBERTON	WSGC 1947	1400 250	Elberton Broadcasting Co.	MBS KBS			
FITZGERALD	WBHB 1946	1240 250	J. Paul Stone & R. M. Ware, Jr. 600 Block Roanoke Drive 740	MBS	J. Paul Stone } Owners R. M. Ware Jr. } R. M. Ware Jr. Gen. & Coml. Mgr.	Al Job, Prog. Dir. R. M. Ware Jr., Chief Engr.	Lang-Worth AP
GAINESVILLE	WDUN 1941	1400 250 (Construction permit)	Northeast Georgia Bcstg. Co.			
GAINESVILLE	WGGA 1941	1240 250	Blue Ridge Bcstg. Co. Athens Road 1600	MBS KBS	Charles A. Smithgall, Pres. & Gen. Mgr. E. F. MacLeod, Coml. Mgr.	Mildred Thompson, Prog. Dir. F. Keith Brown, Chief Engr.	Lang-Worth UP
GRIFFIN	WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS KBS	A. W. Marshall, Jr., Pres. & Gen. Mgr. C. I. Crawley, Coml. Mgr.	H. C. Young, Jr., Prog. Dir. & Prom. Mgr. G. H. Whitley, Jr., Chief Engr.	UP
HARTWELL	WKLY 1947	980 1,000-D	Louie L. Morris Box 183 256	Louie L. Morris, Pres. Max G. Pfaender, Exec. V. P. Paul S. Wight, Coml. Mgr.	Joe B. Wilder, Prog. Dir. William Leland Hayes, Chief Engr.	Capitol UP
LAGRANGE	WLAG 1941	1240 250	LaGrange Broadcasting Co. 303 Broome St. 3505	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John Boggess, Prog. Dir. Josephine Thomasson, Prom. Mgr. J. M. McKay, Chief Engr.	Clark Standard UP
MACON	WBML 1940	1240 250	Middle Georgia Bcstg. Co. First Nat'l Bank Bldg. 2728	ABC	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary H. Richardson, Prog. Dir. H. S. Goodrich, Chief Engr.	AP
MACON	WIBB 1947	1280 1,000-D (Construction permit)	Peach State Broadcasting Co. Lanier Hotel		Peach State Broadcasting Co. Lanier Hotel	
MACON	WMAZ 1922	940 10,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin, Pres. & Chief Engr. Wilton E. Cobb, Gen. Mgr. Frank Crowther, Coml. Mgr. Frank Hubbs, Prod. Mgr.		Katz Lang-Worth World UP, INS
MACON	WNEX 1945	1400 250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe, Pres. Al Lowe, V. P. & Gen. Mgr. George Patton, Coml. Mgr.	Ed. Sharpe, Prog. Dir. Peggy Taylor, Prom. Mgr. A. C. Kibler, Chief Engr.	ForJoe Capitol Cole AP
MARIETTA 4	WFOM 1946	1230 250	Chattahoochee Bcstg. Co. South Cobb Drive 1746	Fred B. Wilson } Partners Channing Cope } Albert L. Jones, Gen. Mgr. A. E. Garoni, Ass't. Mgr.	Nelsie Horne, Prog. Dir. Orbra W. Harrell, Chief Engr.	World AP
MILLEDGEVILLE	WMVG 1946	1450 250	Jere N. Moore 250	MBS KBS	Jere N. Moore, Pres. Michael T. Landy, Gen. & Coml. Mgr.	Douglas O. Henson, Prog. Dir. & Prom. Mgr. Robble O. Hattaway, Chief Engr.	Griffith World UP
MOULTRIE	WMGA 1939	1400 250	John F. Pidcock Box 310 999	KBS	John F. Pidcock, Pres. & Gen. Mgr. Wandell Murphy, Coml. Mgr. & Prom. Mgr.	Jackle Stringfellow, Prog. Dir. George Buckmann, Chief Engr.	UP
NEWNAN	WCOH 1947	1400 250	Newnan Broadcasting Co. 6 Jefferson St. 1160	D. T. Manget } Partner- E. W. Thomasson } ship James Thomasson } Ida A. Thomasson } John H. French, Gen. Mgr. & Prom. Mgr.	James Thomasson, Coml. Mgr. R. C. S. Young, Prog. Dir. James S. Stowers Jr., Chief Engr.	World Thesaurus AP
QUITMAN	WKMA 1947	1490 250	John Raymond Barlett Walker Bldg. 4811	John Raymond Barlett Owner & Gen. Mgr.	James Wood, Prog. Dir.	Associated AP
ROME	WLAQ 1947	670 1,000-D	News Publishing Co. 209 N. Broad St. 7767	E. H. Mooney Sr., Pres. Eugene P. Weil, Gen. & Coml. Mgr.	George Eubanks, Prog. Dir. George Rice Jr., Prom. Mgr. Dan Scott, Chief Engr.	McGillvra Cooke Capitol Thesaurus AP, UP, INS

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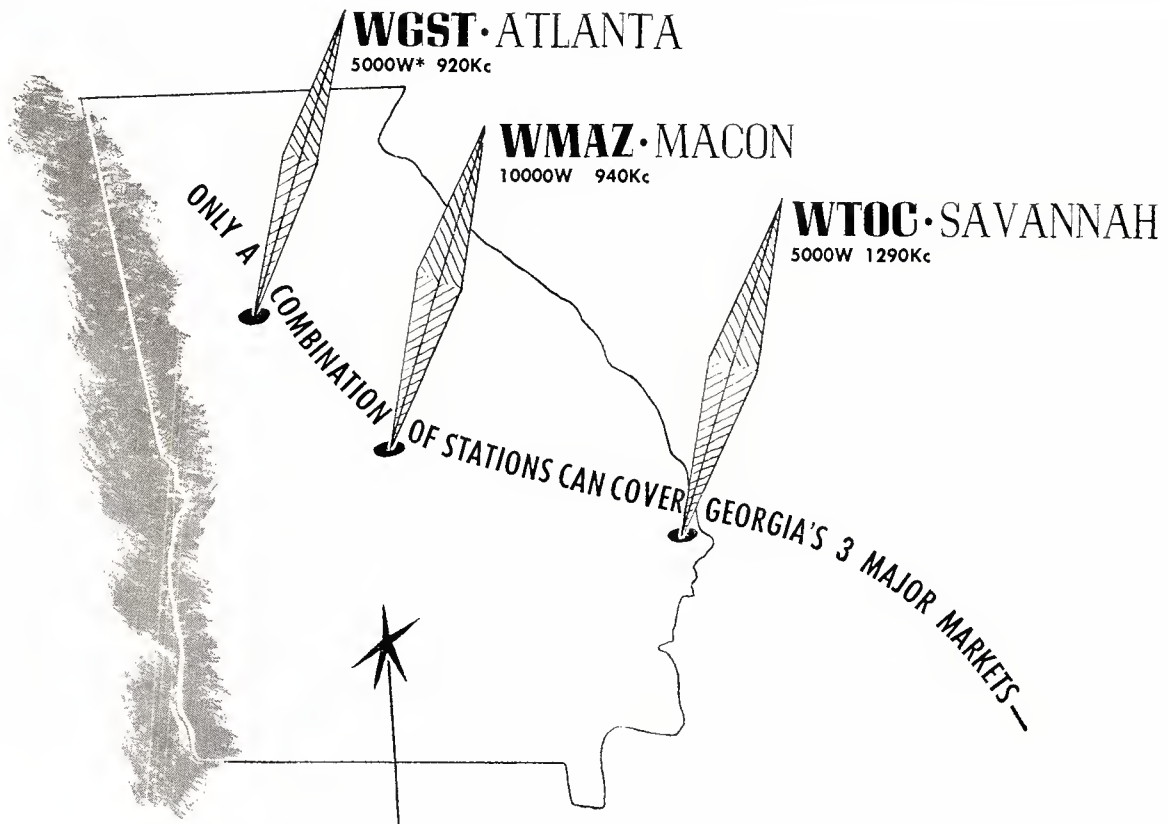
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ROME	WRGA 1930	1490; CP-1470 250; CP-5,000	Rome Broadcasting Corp. 501 Broad St. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Price Selby, Coml. Mgr.	Jim Roberts, Prog. Dir. Don Murdock, Prom. Mgr. R. A. Starr, Chief Engr.	Walker Lang-Worth UP
ROME	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Inc. 121 Broad St. 9075	H. Dean Covington, Pres. & Gen. Mgr. E. J. Cooper, Coml. Mgr.	John MacLean, Prog. Dir. Charles Poole Jr., Prom. Mgr. Edward S. Hill, Chief Engr.	Griffith World AP
SAVANNAH	WCCP 1946	1450 250	Carter C. Peterson P.O. Box 943 2-4182	MBS	Carter C. Peterson, Pres. & Gen. Mgr. Weldon Herrin, Coml. Mgr.	Charles Beresford, Prog. Dir. Carson Deemond, Prom. Mgr. Wm. Moats, Chief Engr.	Walker Standard UP
SAVANNAH	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. John P. Dyer, Gen. Mgr. Abram Eisenman, Coml. Mgr.	J. Davis Sheppard, Prog. Dir. & Prom. Mgr. Howard Jewett, Chief Engr.	Avery-Knode Standard AP
SAVANNAH	WFRP 1946	1230 250	Georgia Broadcasting Co. 219 E. Charlton St. 3-9642	Frank R. Pidcock, Pres. Edward N. Palen, Gen. Mgr. Earl Harper, Coml. Mgr.	Roy F. Zess, Assn't. Mgr., Prog. Dir. & Prom. Mgr. James M. Wilder, Chief Engr.	Perry Associated Cole AP
SAVANNAH	WSAV 1939	630 5,000	WSAV Inc. Liberty Nat'l Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Coml. Mgr.	James L. Woods, Prog. Dir. Brendon Galloway, Prom. Mgr. M. E. Thompson, Chief Engr.	Hollingbery Thesaurus AP
SAVANNAH	WTOC 1929	1290 5,000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS	William T. Knight Jr., Pres. & Gen. Mgr. S. P. Driscoll, Vice Pres. Ben Williams, Coml. Mgr.	Dwight J. Bruce, Prog. Dir. Catherine Goette, Prom. Mgr. Reeve Owen, Chief Engr.	Katz World Capitol Lang-Worth UP
STATESBORO	WWNS 1946	1490 250	Alfred Dorman P. O. Box 146 502	MBS KBS	Alfred Dorman, Pres. Paul R. Sauve, Gen. Mgr.	Standard UP
THOMASTON	WSFT 1947	1220 250-D	Thomaston Broadcasting Co. 101 N. Church St. 1300	MBS	R. E. Hightower, Pres. J. B. Hardy, Vice Pres. S. J. Carswell, Secy. & Mgr.	William H. Heule, Prog. Dir. Richard D. Wharton, Chief Engr.	Associated AP
THOMASVILLE	WKIG 1947	730 1,000-D	Southern Broadcasting System Inc. Bank of Thomas County 1501	W. Fred Scott Jr., Pres. & Gen. Mgr. Pratt Secrest, Coml. & Prom. Mgr.	William B. Hill, Prog. Dir. Kenneth T. Mallory, Chief Engr.	World Lang-Worth AP
THOMASVILLE	WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909	H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bob Oakman, Prog. Dir. James W. Poole, Chief Engr.	Capitol Thesaurus UP
THOMSON	WTWA (Construction permit)	1240 250	Walter J. Brown Hickory Hill	MBS	Walter J. Brown, Owner
TIFTON	WWGS 1946	1340 250	Tifton Bcstg. Co. 800 S. Main St. 921	MBS	Walter A. Graham, Pres. William W. Shepherd, Gen. & Coml. Mgr.	Herb Scott, Prog. Dir. James E. Graham, Prom. Mgr. Wendell C. Roberts, Chief Engr.	Griffith Standard UP
TOCCOA	WRLC 1941	1450 250	R. G. LeTourneau Prather Bridge Road 544	MBS KBS	R. G. LeTourneau, Owner Virgle E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Roy E. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr.	Clark Associated UP
VALDOSTA	WGOV 1940	1450; CP-950 250; CP-5,000-LS 1,000-N	E. D. Rivers E. Park Ave.	MBS
VIDALIA	WRQN 1946	1450 250	Vidalia Broadcasting Co. 327	MBS KBS	M. F. Erice, Pres. R. W. Sockwell, Gen. Mgr. Bob Moran, Coml. Mgr.	Bill Harbeson, Prog. Dir. W. G. Jones, Chief Engr.	World UP
WAYCROSS	WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS KBS	Jack Williams, Pres. John J. Tabola, Gen. & Coml. Mgr.	Gwen Crosby, Prog. Dir. Clyde C. Davis, Prom. Mgr. John E. Legare, Chief Engr.	Holman World Cole UP
WEST POINT	WRLD 1944	1490 250	Valley Broadcasting Co. Gen. Tyler Hotel Bldg. 173	ABC KBS	L. J. Duncan, Owner & Gen. Mgr. Perry Elliott, Station Mgr. & Coml. Mgr. Alfred Hammock, Chief Engr.	Headley-Reed World AP

IDAHO

BOISE	KDSH 1947	950 1,000; CP-5,000	Boise Valley Broadcasters Inc. Radio Center Bldg. 6820	CBS	Saul Haas, Pres. Westernman Whillock, V. P. & Gen. Mgr. Earl Glade Jr., Treas., Asso- ciate Mgr. & Prog. Dir.	James A. Johntz, Chief Engr.	Free & Peters Associated UP
BOISE	KGEM 1945	1340; CP-1140 250; CP-10,000	Idaho Bcstg. & Telev. Co. Hotel Owyhee 533	APC Rocky Mtn.	Frank C. Carman, Pres. Fentress H. Kuhn, Gen. Mgr. Kenyon R. Bennett, Coml. Mgr.	Newell R. Tripp, Prog. Dir. Harry Waterstone, Prom. & Traffic Mgr. Richard Egleston, Chief Engr.	Katz Capitol Cole AP
BOISE	KIDO 1928	1380 2500-LS 1000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia Davidson, Pres. Walter E. Wagstaff, Gen. Mgr. Boyd E. Braithwaite, Coml. Mgr.	Hub Warner, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeier, Chief Engr.	Blair Standard World AP, UP
BURLEY	KBIO 1946	1400 250	KBIO Inc. Box 461 10	APC KBS Rocky Mtn.	Jessica L. Longston, Pres. James L. Hamstreet, Gen. Mgr. Rudy Rankin, Coml. Mgr.	Jean MacLean, Prog. Dir. Franklin K. Clark, Prom. Mgr. Gerald Ekker, Chief Engr.	Katz Standard UP
CALDWELL	KCID 1946	1490 250	Caldwell Broadcasting Co. 819 Main Street 1540	J. T. LaFond, Pres. H. R. McCosh, V. P., Gen. & Coml. Mgr.	Helen McCosh, Prog. Dir. Don Bower, Chief Engr.	World UP



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Represented by **THE KATZ AGENCY, INC.**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

IDAHO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
COEUR D' ALENE ...	KVNI 1946	1240 250	Coeur d'Alene Broad- casting Co. Blackwell Island 1250	MBS Don Lee	Burl C. Hagadone, Pres. C. E. Rodell, Station & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Howard Olson, Chief Engr.	Gilman, Nicoll & Ruthman Lang-Worth UP
IDAHO FALLS	KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS KBS Inter-moun- tain	Cecil E. Hart, Pres. & Gen. Mgr. Leonard Wasden, Coml. Mgr.	James Lawrence, Prog. Dir. Roy Southwick, Prom. Mgr. C. N. Layne, Chief Engr.	Avery-Knodel World UP
IDAHO FALLS	KIFI 1947	1400 250	Eastern Idaho Bcstg. & Telev. Co. 339 Broadway 1054	ABC Rocky Mtn. Gem	J. M. Brady, Pres. & Gen. Mgr. Charles Crabtree, Station Mgr. Dan W. Kelly, Coml. Mgr.	Keith Clarke, Prog. Dir. Jerry Browne, Prom. Mgr. Blair Nelson, Chief Engr.	Katz Thesaurus AP
IDAHO FALLS	KYNG (Construction permit)	1230 250	Idaho Falls Broadcasting Co. 295 13th St.			
LEWISTON	KRLC 1935	1350 1000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr.	Virginia Taylor, Prog. Dir. Gene Wilson, Chief Engr.	Gilman, Nicoll & Ruthman Keating Lang-Worth UP
MOSCOW	KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 207 2283	T. R. Farrier, Pres. Bert McAllister, Gen. Mgr. & Prog. Dir. Jack H. Goetz, Coml. Mgr. & Prom. Mgr.	Herbert D. Young, Chief Engr.	Grant World Cole AP
NAMPA	KFXD 1922	580 1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Inter-moun- tain	Frank E. Hurt & Son, Partners Frank E. Hurt, Gen. Mgr. Doyle H. Cain, Coml. Mgr.	W. Shirl Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth SESAC AP, UP
POCATELLO	KEIO 1946	1450; CP-1440 250; CP-500	Eastern Idaho Bcstg. & Telev. Co. Hotel Bannock 3400	ABC Rocky Mtn. Gem	James M. Brady, Pres. John E. Taylor, Gen. Mgr. James H. Schoonover, Coml. Mgr.	Don R. E. Weber, Prog. Dir. Randell Sorenson, Chief Engr.	Katz Thesaurus AP
POCATELLO	KEYY 1946	1240 250	Radio and Television Bcstg. Co. of Idaho Route #2, Yellowstone Highway	MBS			
POCATELLO	KSEI 1926	930 5,000	Radio Service Corp. Pocatello 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeney, Prom. Mgr. Ellis W. Call, Chief Engr.	Walker Standard Lang-Worth Cole UP
TWIN FALLS	KLIX 1946	1340 250	Southern Idaho Bcstg. & Telev. Co. Box 432 2484	ABC Rocky Mtn. Gem	Frank C. McIntyre, Gen. & Nat'l. Sales Mgr. Juneau Shinn, Local Sales Mgr. Charles Neeley, Continuity Dir.	Ian Elliot, Admin. Assistant. Lloyd James, Chief Engr.	Katz Thesaurus AP
TWIN FALLS	KTFI 1928	1270 5,000-LS 1,000-N	Radio Broadcasting Corp. 241 Main St. W. 2400	NBC	O. P. Soule, Pres. F. M. Gardner, Gen. Mgr. Kenneth Montgomery, Coml. Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Weed Keating Lang-Worth Standard UP
EAST TWIN FALLS .	KVMV 1946	1450 250	Radio Sales Corp. 126½ E. Shoshone 2002	MBS Inter-moun- tain	E. W. McRoberts, Pres. Jack Thomas, Station Mgr. F. V. Cox, Business Mgr.	Wm. Hall, Prog. Dir. F. V. Cox, Chief Engr.	Avery-Knodel Associated, World UP
WALLACE	KWAL 1937	1450; CP-620 250; CP-1,000	Silver Broadcasting Co. Box 930 330	MBS KBS	Dr. J. R. Binyon, Pres. R. G. Binyon, V.P., Gen. & Prom. Mgr. W. M. Spencer, Coml. Mgr.	Betty Spencer, Prog. Dir. Myron Sargent, Chief Engr.	World SESAC
WEISER	KWEI 1947	1240 250	Inland Broadcast Co. 455 W. Liberty St.	KBS			

ILLINOIS

ALTON	WOKZ (Construction permitt)	1570 1,000-D	Illinois Alton Broadcast- ing Co.	R. C. Goshorn and R. L. Rose—partners		
AURORA	WMRO 1938	1280 250-D	Martin R. O'Brien 34 S. River St. 4215	KBS	Martin R. O'Brien, Pres. & Gen. Mgr. Vincent G. Cofey, Coml. & Prom. Mgr.	Edith Hinckley, Prog. Dir. John Kitner, Chief Engr.	Standard AP
BELLEVILLE	WIBV 1947	1060 250-D	Belleville Broadcasting Co. 2100 W. Main St. 5000	Paul A. Wnorowski, Gen. Mgr. Marshal True, Coml. & Prom. Mgr.	Joyce Hatch, Prog. Dir. John Schultz, Techn. Supvr.	Holman Standard AP
BLOOMINGTON	WJBC 1924	1230 250	Bloomington Bcstg. Co. 209 E. Washington St. 5281	ABC	Hale Bondurant, Gen. Mgr. Joseph J. Hannel, Coml. Mgr.	Joe Glass, Prog. Dir. Eldred Uhler, Prom. Mgr. Ted Bailey, Chief Engr.	Sears & Ayer Lang-Worth UP
CAIRO	WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS	Oscar C. Hirsch, Pres. Merrill C. Currier, Gen. & Coml. Mgr.	Bernice Currier, Prog. Dir. Oscar C. Hirsch, Chief Engr.	Pearson UP
CANTON	WBYS 1947	1560 250-D	Fulton County Bcstg. Co. East Linn St. 1877	Harold R. Winsor, Pres. Cletus H. Quick, Gen. & Coml. Mgr.	Robert Boone, Prog. Dir. Robert McElroy, Prom. Mgr. John Stockberger, Chief Engr.	Lang-Worth AP

NOW!

**50,000
WATTS**

CHICAGO'S
most powerful
**INDEPENDENT
STATION**

**THE NEW
WJJD**

**A MARSHALL FIELD STATION REPRESENTED
NATIONALLY BY AVERY-KNODEL**

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CARBONDALE	WCIL 1946	1020 1000-D	Southern Illinois Bcstg. 219 W. Main St. 167		Paul F. McRoy, Pres. & Gen. Mgr. Walter C. Schafer, Coml. Mgr.	Don Boudreau, Prog. Dir. Marian Sawyer, Chief Engr. T-H-S World AP
CARTHAGE	WCAZ 1922	990 1,000-D	Superior Bcstg. Service Inc. Carthage 520		Bob Compton, Pres. John M. Palmer, Gen. & Coml. Mgr.	Antionette C. Palmer, Prog. Dir. Bob Compton, Chief Engr. Capitol UP
CENTRALIA	WCNT 1946	1210 1000-D	Hobart Stephenson Centralia 234		Hobart Stephenson, Pres. & Gen. Mgr.	Anne Collins, Prog. Dir. Hobart G. Stephenson Jr., Chief Engr. Sears & Ayer Thesaurus Lang-Worth UP
CHAMPAIGN	WDWS 1936	1400 250	The News-Gazette Inc. 48 Main St. 5252	CBS KBS	Mrs. D. W. Stevick, Pres. Frank R. Mills, Coml. Dir.	Radio Adv. World UP
CHICAGO 90	WAAF 1922	950 1000-D	Drovers Journal Publ. Co. Palmer House Randolph 1932		Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley R. Eidmann, Coml. Mgr.	Cynthia A. Coyle, Prog. Dir. Ben V. Kirk, Prom. Mgr. Carl W. Ulrich, Chief Engr. Hollingsbery Standard UP
CHICAGO 1	WAIT 1923	820 5000 L-LS, Dallas	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660		Gene T. Dyer, Owner S. M. "Sil" Aston, Gen. Mgr. M. E. Clemens, Coml. Mgr.	L. E. Antonsen, Prog. Dir. Staney Matas, Prom. Mgr. Edward Jacker, Chief Engr. T-H-S Radio Sales Associated Lang-Worth SESAC MacGregor UP
CHICAGO 11	WBBM 1924	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	Frank Stanton, (CBS) Pres. H. Leslie Atlass, (CBS) Vice- Pres. Frank Falknor, Gen. Mgr. Erwin H. Shomo, Coml. Mgr.	Val Sherman, Prog. Dir. Arthur Duram, Prom. Mgr. George Sherman, Chief Engr. Radio Sales Associated World AP, UP, INS
CHICAGO	WCBD 1947	820 5,000 SH	Christian Catholic Church Administration Bldg., Zion, Ill.		Michael J. Mintern, General Overseer	
CHICAGO	WCFL 1926	1000 10,000 CP-50,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	ABC	William A. Lee, Pres. Maurice Lynch, Gen. Mgr. Melvin Wolens, Coml. Mgr.	Howard T. Keegan, Prog. Dir. Jack Odell, Prom. Mgr. Charles Willett, Chief Engr. Katz Associated UP
CHICAGO 14	WCRW 1926	1240 100 SH-WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 6860		Clinton R. White, Owner J. A. White, Gen. Mgr.	Clinton R. White, Chief Engr. MacGregor
CHICAGO 23	WEDC 1926	1240 250 SH-WCRW, WSBC	Emil Denemark 3860 W. Ogden Ave. Crawford 4100		Emil Denemark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr. UP
CHICAGO 6	WENR 1923	890 50,000 ST-WLS	American Broadcasting Co. 20 N. Wacker Drive Delaware 1900	ABC	Mark Woods, (ABC) Pres. Edward Borroff, (ABC) Vice- Pres. in Charge. Roy McLaughlin, Gen. & Coml. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. E. C. Horstman, Chief Engr. Standard AP, UP, INS
CHICAGO 12	WGES 1924	1390 5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 1700		John A. Dyer, Pres. & Gen. Mgr. E. M. Hinzman, Coml. Mgr.	E. M. Rudolph, Prog. Dir. K. F. Freda, Prom. Mgr. E. L. Plotts, Technical Dir. Associated UP
CHICAGO 11	WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Mgr. William A. McGuineas, Coml. Mgr.	Buckingham W. Gunn, Prog. Supvsr. Bruce W. Dennis, Pub. Rel. Dir. Carl J. Meyers, Dir. of En- gineering Keenan & Eickelberg Standard AP, UP, INS, Reuters
CHICAGO 11	WIND	560 5,000	Johnson Kennedy Radio Corp 409 N. Michigan Whitehall 2170		Paul Harper, Pres. Ralph L. Atlass, Gen. Mgr. John T. Carey, Coml. Mgr.	Howard Miller, Prog. Dir. Alexis Tellis, Prom. Mgr. Kenneth Shirk, Chief Engr. Pearson Standard AP, UP, INS
CHICAGO 1	WJJD 1934	1160 50,000 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 5466	Wol- verine	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Mark Russell, Prog. Dir. Ed Short, Prom Mgr. Walter F. Myers, Chief Engr. Avery-Knodel Capitol Standard Cole Associated UP
CHICAGO 7	WLS 1924	890 50,000 ST-WENR	Agricultural Broadcast- ing Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Burridge D. Butler, Pres. Glenn Snyder, Gen. Mgr. Harold Safford, Coml. Mgr.	John Baker, Prog. Dir. Don Finlayson, Prom. Mgr. Tom Rowe, Chief Engr. Blair Standard AP, UP, INS TF
CHICAGO 54	WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 8300	NBC	Niles Trammell, (NBC) Pres. I. E. Showerman, Vice Pres. & Gen. Mgr. Paul McCluer, Network Sales Mgr.	Jules Herbuveaux, Prog. Mgr. Oliver Morton, Local Sales Mgr. Howard C. Luttgens, Chief Engr. NBC Spot Thesaurus Standard AP, UP, INS
CHICAGO 10	WMBI L-KFAB, WBT	1110 5,000	The Moody Bible Insti- tute of Chicago 153 Institute Place Michigan 1570		Dr. William Culbertson, Pres. Robert L. Constable, Gen. Mgr.	Robert Parsons, Prog. Dir. A. P. Frye, Chief Engr. World UP
CHICAGO 12	WSBC 1925	1240 250 SH-WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 9060		Robert O. Miller, Gen. Mgr. & Prog. Dir. Julius Miller, Coml. Mgr.	For Joe SESAC Cole MacGregor UP

"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Illinois, until she moved to Carbondale, was among those interviewed last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

MOWEAQUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna. A tour of the Ford Plant in Detroit, Mich. and the WLS National Barn dance in Chicago.

MONTICELLO, IND.—HERALD-JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loretta of Idaville spent Saturday and Saturday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 6:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the air starts when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and best farm in 1934, and acquired his own territory's outstanding herds of Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p. m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.



The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SWYDER
Manager

CHICAGO 7

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson KSUN, Bisbee-Lowell-Douglas

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CICERO	WHFC 1926	1450 250	WHFC, Inc. 6138 West Cermak Road				
CLINTON	WHOW 1947	1520 1000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Keith Rhea, Pres. H. E. Rhea, Gen. Mgr.	Fred Harrison, Prog. Dir. H. O. Trummel, Chief Engr.	Cooke Standard UP
DANVILLE	WDAN 1938	1490 250	Northwestern Publishing 202 N. Hazel 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Station & Coml. Mgr.	Honore E. Ronan, Prog. Dir. T. G. Magin, Chief Engr.	McKinney World UP
DECATUR	WSOY 1924	1340 250	Commodore Bcstg. Inc. Route 48 at N. Jasper St. 5371	CBS	F. W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwisch, Chief Engr.	Weed Lang-Worth Associated AP
DEKALB	WLBK 1947	1360 500-D	DeKalb Radio Studios 153½ N. Third St. 2677	Roland Wallem } T. A. Lanes } Co-owners	Roland Wallem, Bus. Mgr. T. A. Lanes, Coml. Mgr. & Prog. Dir. Charles Green, Chief Engr.	Thesaurus Cole AP
EAST ST. LOUIS	WTMV 1935	1490 250	On The Air Inc. Broadview Hotel Bridge 3424	Clarence Leich } Henry B. Walker } Owners Frank J. Prendergast, Gen. & Coml. Mgr. Elmer Willich, Ass't Gen. Mgr.	Paul Enright, Prog. Dir. Henry Hoffman, Prom. Mgr. Erie White, Chief Engr.	Weed World Cole UP
EFFINGHAM	WCRA	1090 250-D	Effingham Broadcasting Co. Box 568 1090	Willard L. Thompson, Pres. & Gen. Mgr. Joseph E. McNaughton, Coml. Mgr.	Mabel L. Thompson, Prog. Dir. Scott Franklin, Chief Engr.	Holman Lang-Worth UP
ELGIN	WRMN (Construction Permit)	1490 250	The Elgin Broadcasting Co.		Geo. A. Ralston and Jerry C. Miller—partners		
EVANSTON	WNMP 1947	1590 1000-D	Evanston Broadcasting Co. 2201 Oakton St. Greenleaf 1590	Fred S. Newton, Pres. Angus D. Pfaff, Gen. Mgr.	Wayne S. Bismarck, Prog. Dir. Jack Angell, Prom. Mgr. Ladislav J. Schnedorf, Chief Engr.	Standard INS
FREEPORT	WFRD 1947	1570 1000-D	Freeport Broadcasting Co. 9 N. Chicago Ave. State 436	Vincent S. Barker, Gen. Mgr. Dave Taylor, Coml. Mgr.	Bud Houghton, Prog. Mgr. Vincent S. Barker, Chief Engr.	World Thesaurus AP
GALESBURG	WGIL 1938	1400 250	Galesburg Broadcasting Co. Hill Arcade 4626	MBS	Mrs. L. A. Pritchard, Pres. Kenneth Schieffer Gen. Mgr. Lee R. Kramer, Coml. & Prom. Mgr.	Betty Harler, Prog. Dir. Lee V. Rector, Chief Engr.	Cooke Standard SESAC UP
HARRISBURG	WEBQ 1923	1240 250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	KBS	Ingils M. Taylor, Gen. & Coml. Mgr. Wanda R. Owen, Prog. Dir.	Ken Hamilton, Prom. Mgr. Joseph R. Tate, Chief Engr.	UP
HERRIN	WJPF 1940	1340 250	Orville W. Lyerla P.O. Box 179 382	MBS KBS	Orville W. Lyerla, Pres. Charles R. Cook, Gen. Mgr.	Doug Hadley, Prog. Dir. Fred Reinhardt, Prom. Mgr. Gino Monaco, Chief Engr.	Pearson Standard SESAC UP
JACKSONVILLE	WLDS 1941	1180 1000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. C. J. Cassens, Chief Engr.	Standard UP
JOLIET	WJOL 1926	1340 250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS	Robert L. Bowles, Vice Pres. & Gen. Mgr. Joseph Kirby, Coml. Mgr.	Robert Schmidt, Chief Engr.	McGillvra Lang-Worth AP, TP
KANKAKEE	WKAN 1947	1320 1000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 6500	Leslie C. Small, Pres. Burrell L. Small, Gen. Mgr. Bruce Brown, Station Mgr.	Wayne Center, Prog. Dir. Morris Mindel, Prom. Mgr. Robert L. Harrell, Chief Engr.	World Standard AP
LASALLE	WLPO 1947	1220 250-D	LaSalle County Broad- casting Co. Medical Arts Bldg. 3100	F. F. McNaughton } Louis F. Leurig } Partners William Holm, Gen. & Coml. Mgr.	Don Grantham, Prog. Dir. Joseph A. Terrando, Prom. Mgr. J. Harold White, Chief Engr.	World Lang-Worth AP
MACOMB	WKAI 1946	1510 250-D	Macomb Broadcasting Co. 113 E. Carroll St. 1350	KBS	James C. Bailey, Pres. Lyle B. Landis, Vice Pres.	Eugene F. Spry, Prog. Dir. Leo Wilson, Chief Engr.	Thesaurus SESAC UP
MATTOON	WLBH 1946	1170 250-D	Mattoon Broadcasting Co. 1632½ Broadway 3800	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr.	Robert F. LaMere, Prog. Dir. J. R. Livesay, Chief Engr.	Standard SESAC AP
MOLINE	WQUA 1946	1230 250	Moline Broadcasting Co. Radio Center 7000	MBS	Bruff W. Olin, Jr., Pres., Gen. & Prom. Mgr. Marvin L. Rosen, Vice Pres. & Coml. Mgr.	Don Stevens, Prod. Mgr. Larry Lynch, Chief Engr.	T-H-S World AP
MT. VERNON	WMIX 1946	940 1000-D	Mt. Vernon Radio & Telev. Co. 121½ N. 9th St. 3500	John Russell Mitchell, Pres. Art Milward, Gen. & Prom. Mgr. Sam Virts, Coml. Mgr.	Claude Sullivan, Prog. Dir. Adrian Muller, Chief Engr.	Pearson World Standard AP
OLNEY 3	WVLN 1947	740 250	Olney Broadcasting Co. 302 E. Main St. 935	KBS	Marshall H. Poole, Pres. & Gen. Mgr. Harry A. Brauer, Coml. Mgr.	John Henkes, Jr., Prog. Dir. Sidney Faulkerson, Prom. Mgr. Leander A. Smith, Chief Engr.	Holman Capitol Keystone AP
PEKIN	WSIV 1945	1140 1000-D	Pekin Broadcasting Co. Arcade Bldg. 1747	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed. Henry, Coml. Mgr.	Charles Timm, Prog. Dir. George Udry, Prom. Mgr. Emil Prandoni, Chief Engr.	Sears & Ayer Standard SESAC AP

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequalled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

*A Clear Channel Station ...
Serving the Middle West*

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

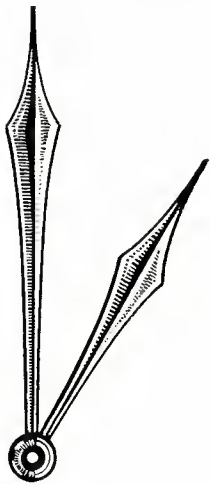
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PEORIA	WEEK 1947	1350 1000	West Central Bestg. Co. Commercial Nat'l. Bank Bldg. 3-3688	NBC	Fred C. Mueller, Station Mgr. Fred L. Vance, Coml. Mgr.	Harry Eldred, Prog. Dir. Montez Tjaden, Prom. Mgr. Alden Wooster, Chief Engr.	Katz World Capitol AP
PEORIA	WIRL 1947	1290 5,000	Illinois Valley Broad- casting Co. Jefferson Bldg	ABC	Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain— partners.	Robert B. Jones, Jr., Gen. Mgr.	
PEORIA 2	WMBD 1927	1470 5,000-LS 1,000-N CP-5,000-U	Peoria Broadcasting Co. First Nat'l. Bank Bldg. 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. & Gen. Mgr. Donald D. Kynaston, Coml. Mgr.	Charles E. Barnhart, Prog. Dir. J. Kent Saunders, Prom. Mgr. A. James Ebel, Chief Engr.	Free & Peter Thesaurus Lang-Worth AP, UP
PEORIA 2	WMMJ 1946	1020 1000-D	Mid State Broadcasting Co. Inc. 408 Fulton St. 9164	MBS	William J. Kutsch, Pres. Joe Raber, Gen. Mgr. Al Kauffman, Coml. Mgr.	Berne Enterline, Prog. Dir. James Butler, Prom. Mgr. Theodore Giles, Chief Engr.	Pearson Standard UP
PEORIA 2	WVXL 1947	1580; CP-1590 1000-D; CP-1,0000	Central Ill. Radio Corp. Hotel Jefferson 9106	Joseph H. Giddan, Pres. George W. Cremeens, Oprtn's Mgr. & Prog. Dir.	A. B. Kershenbaum, Coml. & Prom. Mgr. Carl Horine, Chief Engr.	Burn-Smith Associated SESAC UP, INS
QUINCY	WGEM 1947	1440 1000	Quincy Broadcasting Co. Hotel Quincy 7760	Donald F. Fischer, Pres. & Gen. Mgr. Joseph S. Bonansinga, Sales Mgr.	Richard E. Fischer, Prog. Dir. John A. Arntson, Prom. Mgr. Roger S. Whitlock, Act. Chief Engr.	T-H-S Thesaurus Lang-Worth AP, UP
QUINCY	WTAD 1926	930 1000	Lee Broadcasting Inc. W.C.U. Bldg. 6200	CBS	Lee P. Loomis, Pres. George Arnold Jr., Asst. to Pres. & Co-Mgr. Wm. T. Burghart, Local Sls. & Co-Mgr.	Merritt Milligan, Prog. Dir. Gerald Staten, Prom. Mgr. Urlin Whitman, Chief Engr.	Weed Standard AP, UP
ROCKFORD	WROK 1929	1440 1000-LS 500-N	Rockford Broadcasters Inc. Rockford Newstower 2-6621	ABC	Albert G. Simms, Pres. Walter M. Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Maurice P. Owens, Prog. Dir. Betty L. Thro, Prom. Mgr. Wilfred A. Smith, Chief Engr.	Headley-Reed Standard UP
ROCK ISLAND	WHBF 1925	1270 5000	Rock Island Bestg. Co. 1800 Third Ave. 918	ABC	Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forrest W. Cooke, Prog. Dir. Fern Hawks, Prom. Mgr. Robert J. Sinnett, Chief Engr.	Avery-Knodel Associated AP, UP
SPRINGFIELD	WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	Harold L. Dewing, Pres.	Carroll W. Neels, Gen., Coml. & Prom. Mgr. H. L. Dewing, Chief Engr.	Sears & Ayer World AP
SPRINGFIELD	WTAX 1930	1240 100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. Jay A. Johnson, Asst Mgr.	Lee Phillips, Prog. Dir. Gladys McGrew, Prom. Mgr. Eli Swaringen, Chief Engr.	Weed Thesaurus SESAC UP
TUSCOLA	WDZ 1921	1050 1000-D	WDZ Bestg. Co. McNeill Bldg. 431	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. R. L. Stufflebam, Gen. Mgr.	Shirl Evans Jr., Prog. Dir. A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA	WILL 1922	580 5000-D	U. of Illinois 1010 S. Wright St. 7-5461	George D. Stoddard, Pres. Jos. F. Wright, Gen. Mgr.	Frank E. Schooley, Prog. Dir. John R. Brugger, Chief Engr.	Thesaurus AP

INDIANA

ANDERSON	WCBC 1947	1470 1000-D	Civic Broadcasting Corp. 116 W. 12th St. 8822	Donald W. Cagley, Gen. Mgr. John J. Garrett, Jr., Coml. Mgr.	Sid Grieb, Prog. Dir. Charles Bailey, Prom. Mgr. Charles Robinson, Chief Engr.	McGeehan & O'Mara World AP
ANDERSON	WHBU 1923	1240 250	Anderson Bestg. Corp. Box 610 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	Holman Standard UP
BLOOMINGTON	WSUA 1946	1010 1000-D	Radio Station WSUA Inc. 117½ W. Kirkwood Ave. 7277	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Gene Waters, Prog. Dir. James Rolfe, Chief Engr.	Burn-Smith World Standard UP
BLOOMINGTON	WTOM	1490 100	Fred O. Grimwood 3rd & Washington Sts. 2593	KBS	Fred O. Grimwood, Pres. T. G. Grimwood, Gen. Mgr.	Ward Glenn, Prog. Dir. Robert A. Thomason, Chief Engr.	Sears & Ayer Lang-Worth AP
BLOOMINGTON	WTTS	1370 1,000-LS 500-N	Sarkes and Mary Tarzian Bloomington			
CONNERSVILLE	WCNB	1580 250-D	News-Examiner Company 406 Central Ave.			
ELKHART	WTRC 1931	1340 250	Truth Publishing Co. Inc. 116 S. Second St. 1340	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Darrell Dunham, Prog. Dir. Hank Davis, Prom. Mgr. Lester Zellmer, Chief Engr.	Burn-Smith World Standard UP
EVANSVILLE	WFOA 1936	1400 250	WFEM Inc. 24 N. W. 3rd St. 4-9215	CBS	Harry M. Bitner Jr., Pres. Don Menke, Gen. Mgr.	William R. Fall, Prog. Dir. & Prom. Mgr. Robert Wilson, Chief Engr.	Katz Lang-Worth INS
EVANSVILLE	WGBF 1935	1280 5000-LS 1000-N	On the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. & Coml. Mgr.	Pat Roper, Prog. Dir. E. P. Schoeny, Chief Engr.	Weed World UP
EVANSVILLE	WIKY 1947	820 250-D	South Central Bestg. Corp. Mt. Auburn 48284	J. A. Engelbrecht, Pres. & Gen. Mgr. George F. Stoltz, Chief Engr.		Burn-Smith Associated Capitol AP



The Clock Struck One...

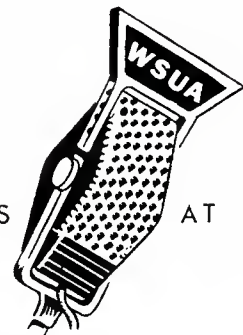
EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

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

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

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

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



WSUA

BLOOMINGTON, INDIANA

1000 WATTS AT 1010

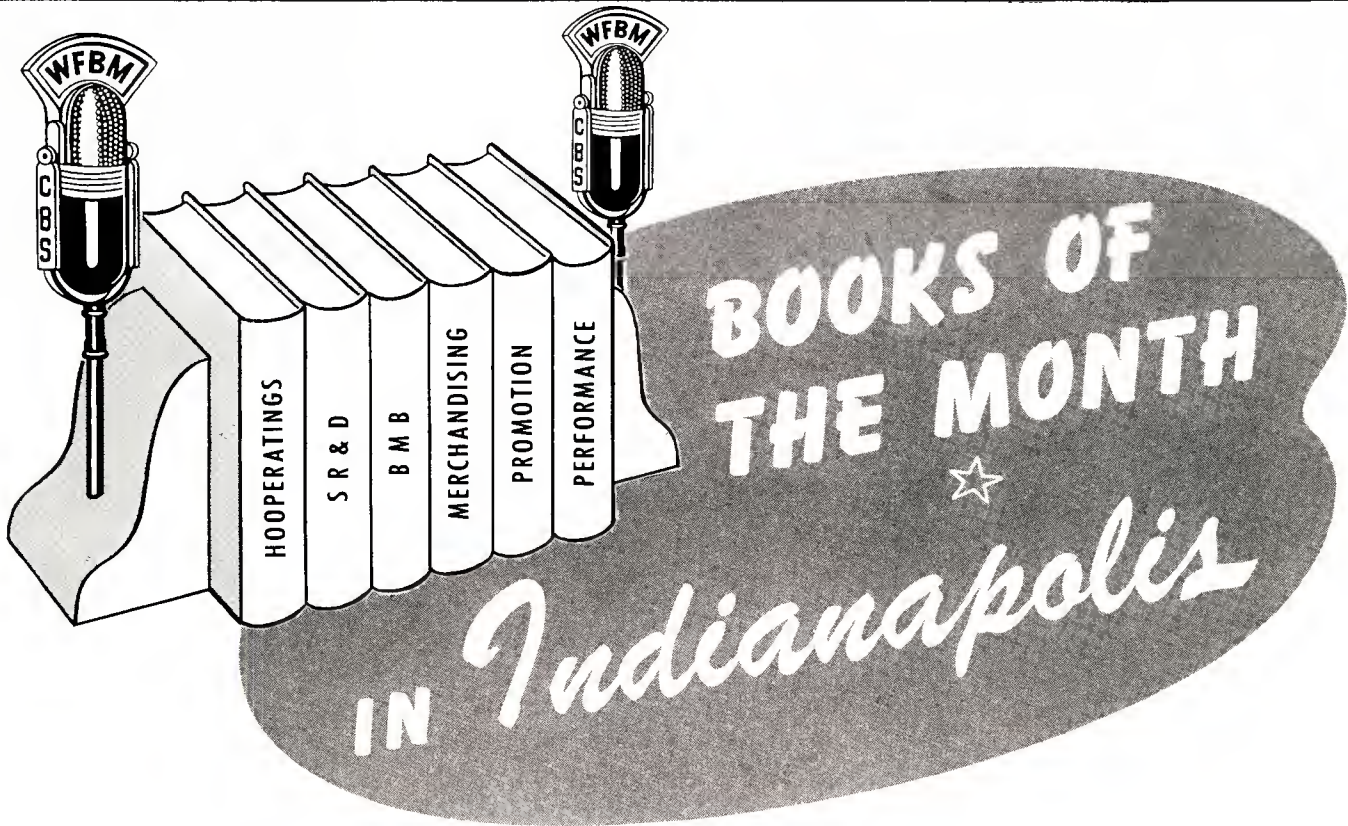
WARREN G. DAVIS, Pres.-Gen. Mgr.
BURN SMITH, National Representative

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

INDIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libras News Service	
EVANSVILLE	WJPS	1330 5,000-LS 1,000-N (Construction permit)	WJFS Inc. 411 American Bldg.			
FT. WAYNE	WANE	1450 250 (Construction permit)	Radio Ft. Wayne Inc. Lincoln Bank Tower			
FORT WAYNE 2	WFTW 1947	1090 1000-D	Fort Wayne Bcstg. Inc. 220 E. Jefferson St. Anthony 2295	Edward G. Thomas, Pres. & Gen. Mgr. William Aldrich, Coml. Mgr.	Rex W. Moad, Prog. Dir. Burn-Smith Associated Thesaurus UP	
FORT WAYNE 2	WGL 1924	1250 1000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nicholas, Pres. Pierre Boucheron, Gen. & Coml. Mgr.	Norman Widenhofer, Prog. Dir. & Prom. Mgr. Don Holzapfner, Chief Engr.	Headley-Reed Lang-Worth Standard AP, UP
FORT WAYNE 6	WKJG 1947	1380 5000	Northeastern Indiana Bcstg. Co. 3802 S. Calhoun St. Harrison 6111	MBS	William A. Kunkel Jr., Pres. Hilliard Gates, Station Mgr. Norman A. Stewart, Sales Mgr.	Calo O. Mahlock, Prog. Mgr. Tom Copeland, Chief Engr.	Raymer World AP, UP
FORT WAYNE 2	WOWO 1925	1190 10,000	Westinghouse Radio Sta- tions Inc. 925 S. Harrison Anthony 2136	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. R. G. Duffield, Station Mgr.	P. E. Mills, Sales Mgr. C. W. Vandagriff, Prog. Mgr. Hilda C. Woehrmeyer, Adv. & Sales Prom. Supvr. Bruce Ratts, Chief Engr.	NBC Spot World Capitol UP
HAMMOND	WJOB 1940	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	O. E. Richardson, Gen. Mgr. Robert C. Adair, Coml. Mgr.	Sam Weller, Prog. Dir. Stanley Strasburg, Chief Engr.	McGillvra Associated SESAC UP
INDIANAPOLIS 4	WBBW (Construction permit)	1550 250-D	Associated Broadcasters			
INDIANAPOLIS 4	WFEM 1939	1260 5000	WFEM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner, Chmn. of Bd. Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Coml. & Prom. Mgr.	Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	Katz Associated AP, INS
INDIANAPOLIS 6	WIBC 1938	1070 5000	Indiana Bcstg. Corp. 30 W. Washington St. Lincoln 2305	MBS	E. M. Fairbanks, Pres. Kenneth W. Church, Gen. Mgr. Samuel R. White, Coml. Mgr.	Ed Mason, Prog. Dir. Harry E. Adams, Chief Engr.	Blair Associated Lang-Worth World AP, UP
INDIANAPOLIS 6	WIRE 1929	1430 5000	Indianapolis Bcstg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Willard C. Worcester, Vice Pres. & Gen. Mgr. Daniel C. Park, Gen. Sales Mgr.	Ralph Goshen, Local Sales Mgr. William L. Dean, Prog. Dir. Eugene E. Alden, Chief Engr.	Pearson AP, UP
INDIANAPOLIS 8	WISH 1941	1310 5000-LS 1000-N	Universal Bcstg. Co. 215 Board of Trade Bldg. Market 6345	ABC	Frank E. McKinney, Pres.	William Frosch, Prog. Dir. Reid C. Chapman, Prom. Mgr. Stokes Gresham Jr., Chief Engr.	Free & Peter Standard AP
KOKOMO	WKMO 1941	1400 250	Kokomo Bcstg. Corp. 400½ N. Main St. 5171	CBS KBS	Dr. R. S. Taylor, Pres. Joseph W. Jordan, Gen. Mgr. Bert Julian, Coml. Mgr.	Frank Gregory, Prog. Dir. & Prom. Mgr. George Palmer, Chief Engr.	Radio Adve tising Lang-Worth UP
LAFAYETTE	WBAA 1922	920 5,000-LS 1,000-N	Purdue U. Hall of Music 92-2147	F. L. Hovde, Pres. Jim Miles, Gen. Mgr. & Prog. Dir. John DeCamp, Prod. Supvr.	John Henderson, Education Supvr. Ralph Townsley, Chief Engr.	Thesaurus UP
LAFAYETTE	WASK 1942	1450 250	WFAM Inc. 324 Perry St. 4300	MBS	O. E. Richardson, Pres. & Coml. Mgr. Joe Spring, Gen. & Prom. Mgr.	B. A. Spring, Prog. Dir. Harry C. Garba, Chief Engr.	McGillvra World UP
LA PORTE	WLOI (Construction permit)	1540 250-D	P. O. Box 381 LaPorte 3675	Hoyt H. Scott, Pres. & Prog. Dir. Dr. Edward Young, Gen. Mgr. I. S. Rumely, Coml. Mgr.		
MARION	WBAT 1947	1600 500-D	Marion Radio Corp. 303½ S. Adams St. 5500	John H. Bone, Pres., Gen. & Prom. Mgr. R. Douglas Garwood, Coml. Mgr.	Allen J. Jeffries, Prog. Dir. Richard H. Mitchell, Chief Engr.	Walker World AP
MICHIGAN CITY	WIMS 1947	1420 1000-D	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	R. Schilling, Chief Engr.	Lorenz & Thompson World UP
MUNCIE	WLBC 1936	1340 250	Donald A. Burton P. O. Box 271 4403	CBS KBS	Donald A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. & Prom. Mgr.	Lee W. Allerton, Prog. Dir. M. M. Crain, Chief Engr.	Walker Holman Thesaurus AP
RICHMOND	WKBV	1490 250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	G. F. Albright, Gen. Mgr. Roland Nusbaum, Coml. & Prom. Mgr.	A. F. Schroy, Ass't. Mgr. Louis J. Dunning, Prog. Dir. & Chief Engr.	Lang-Worth SESAC UP
SOUTH BEND 4	WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4155	ABC	C. Bruce McConnell, Pres. Wm. H. Spencer, Gen. & Coml. Mgr.	Ted Vernasco, Prog. Dir. C. J. Pajkowski, Prom. Mgr. David Maltby, Chief Engr.	Weed Associated AP



"HOOPERATINGS:" In 1947, WFBM was tops in Total Rated Time Periods more than any other Indianapolis station.

"STANDARD RATE AND DATA:" More listeners per dollar is an accepted fact among national and local advertisers who consistently buy WFBM.

"BROADCAST MEASUREMENT BUREAU:" An over-all higher percentage of listeners in central Indiana counties than any other reported Indianapolis station.

"MERCHANDISING:" Special field work and personal retail contact . . . every week in the year.

"PROMOTION:" Taxiposters, point-of-sale, theater play-bills, newspaper, direct mail . . . hard punching and consistent.

"PERFORMANCE:" Live or transcribed shows or announcements receive skilled and professional attention in the details of experienced broadcasting.



BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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INDIANA (Continued)

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SOUTH BEND	WJVA (Construction permit)	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8668	B. W. Redifer, Pres. & Gen. Mgr. Carroll Reynolds, V. P., Station Mgr. & Prog. Dir. H. Parker, Coml. Mgr.	Dale Roberts, Prom. Mgr. F. J. Bock, Chief Engr.	Burn-Smith Capitol Lang-Worth Standard UP
SOUTH BEND 26	WSBT 1922	960 5000	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller, Pres. R. H. Swintz, Gen. Mgr. N. B. Welch, Coml. Mgr.	Marcus Boyden, Prog. Mgr. Walter Sweitzer, Prom. Mgr. H. G. Cole, Chief Engr.	Raymer Standard Capitol UP
TELL CITY	WTCJ (Construction permit)	1230 250	James Roland Brewer			
TERRE HAUTE	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	W. Ferrall Rippetoe, Gen. & Coml. Mgr. Leo Baxter, Prog. Dir.	Madeline K. Barry, Prom. Mgr. Donald Aldrich, Chief Engr.	Weed World AP, UP
TERRE HAUTE	WTHI 1945	1480 1000	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 8485	ABC	Raymond J. Kearns, Pres. Joseph M. Higgins, Gen. Mgr.	Arnold C. Johnson, Prog. Dir. G. F. Lee, Chief Engr.	Free & Peters Lang-Worth UP
VINCENNES	WAOV	1450 250	Vincennes Newspapers Inc. 320 Buseron St. 787	MBS	Eugene C. Pullian, Pres. Howard Greenlee, Gen. Mgr. Edward R. Raasch, Station Mgr. Robert Harris, Coml. Mgr.	Vernon Paule, Prog. Dir. Dale Young, Prom. Dir. Eugene E. Aiden, Chief Engr.	Pearson Lang-Worth UP

IOWA

AMES	*WOI 1921	640 5609-D	Iowa State College Ames 2500	Richard B. Hull, Gen. Mgr. & Prog. Dir. Richard P. Vogl, Ops. Mgr.	Edward P. Wegener, Prom. Mgr. L. L. Lewis, Chief Engr.	Standard World AP, UP
BOONE	*KFGQ 1923	1280 250-D	Boone Biblical College			
BURLINGTON	KBUR 1941	1480 250	Burlington Bcstg. Co. Nat'l Bank Bldg. 680	ABC Tall Corn	Dan T. Riley, Pres. Gerard B. McDermott, Gen. Mgr. Robert W. Frudeger, Sales Mgr.	Layton K. Hurst, Prog. Dir. David Steinle, Prom. Mgr. John Gallino, Chief Engr.	T-H-S Thesaurus SESAC UP
CEDAR RAPIDS	KCRG 1947	1600 5,600	The Gazette Co. 104 First St. S.W. 119	MBS	Joseph F. Hladky, Vice Pres. & Secy. George C. Biggar, Gen. Mgr. Neil C. Conklin, Coml. Mgr.	Pat Patterson, Prog. Dir. Edna A. Herbst, Publ. & Prom. Dir. Wayne L. Babcock, Chief Engr.	Weed Standard Associated AP, INS
CEDAR RAPIDS	WMT 1922	600 5000	American Bcstg. Station Inc. Paramount Theatre Bldg. 6127	CBS Mid-States	Mrs. Helen S. Mark, Owner Wm. E. Dolph, Exec. Vice Pres. Wm. E. Quarton, Gen. Mgr. Donald D. Sullivan, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr.	Katz Lang-Worth World AP, UP, INS
CLINTON	KROS 1941	1340 250	Clinton Bcstg. Co. 246 Fifth Ave. So. 448	MBS Tall Corn	W. S. Jacobsen, Pres. Morgan Sexton, Gen. Mgr. Walter Teich, Coml. Mgr.	Robert J. Bodden, Prog. Dir. Vern Gielow, Prom. Mgr. Gilbert Andrew, Chief Engr.	T-H-S Standard UP
COUNCIL BLUFFS	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co.	Tall Corn			
CRESTON	KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	KBS Tall Corn	Arthur Horning, Pres. E. M. Horning, Bus. & Prom. Mgr. Charles T. Webb, Coml. Mgr.	Ray W. Heinen, Prog. Dir. Louis A. Polen, Chief Engr.	T-H-S Standard SESAC AP
DAVENPORT	KSTT 1946	750 250-D	Davenport Bcstg. Co. Inc. 324 Main St. 2-3525	MBS	Hugh R. Norman } Owners A. M. McGregor } Hugh R. Norman, Gen. Mgr. A. M. McGregor, Coml. Mgr.	Pat Alan, Prog. Dir. David Breister, Chief Engr.	AP
DAVENPORT	WOC 1922	1420 5,000	Tri-City Bcstg. Co. 1000 Brady St. 3-3661	NBC	Col. B. J. Palmer, Pres. Buryl Lottridge, Vice Pres. & Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles Freburg, Prog. Dir. Jane Boom, Prom. Mgr. Paul Arvidson, Chief Engr.	Free & Peters Lang-Worth Thesaurus UP
DECORAH	KDEC 1947	1240 250-D SH	Telegraph-Herald 600 Leif Ericsson Drive	MBS Tall Corn			
DECORAH	*KWLC 1926	1240 250-D SH	Luther College 600 Leif Ericsson Drive 690	O. J. H. Preus, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	Gerry Karlton, Prom. Mgr. Oliver Eittrheim, Chief Engr.	
DES MOINES	KCBC 1947	1390 1,000	Capital City Broadcast- ing Co. Plymouth Bldg. 4-3151	MBS	George O'Dea, Pres. Sidney J. Pearlman, Gen. Mgr. Allan Curnutt, Coml. Mgr.	Dale Morgan, Prog. Dir. Wayne Crew, Prom. Mgr. Bob Brown, Chief Engr.	Burn-Smith Lang-Worth AP
DES MOINES	KIOA 1948	940 10,000-LS 5,000-N	Independent Broadcast- ing Co. 10th & Mulberry	John W. Boler, Pres. & Gen. Mgr. Edward Buckley, Treas. Joseph Rosenfield, Secy.	Donn A. Clayton, Prog. Dir. Mary Tucker, Prom. Mgr. Lloyd Amoo, Chief Engr.	World Associated UP, INS
DES MOINES 4	KRNT 1947	1350 5,000	Cowles Broadcasting Co. 715 Locust St. 3-2111	ABC Mid-States	Gardner Cowles, Pres. Phil Hoffman, Gen. Mgr. Bob Dillon, Coml. Mgr.	Charles Miller, Prog. Dir. Joe Hudgens, Prom. Mgr. Charles Quentin, Chief Engr.	Katz Standard Associated AP, UP
DES MOINES 9	KSO 1932	1460 5,000	Murphy Bcstg. Co. Tenth at Grand Ave. 30571	CBS	Kingsley H. Murphy, Pres. George J. Higgins, Gen. & Coml. Mgr.	Edmund J. Linehan, Prog. Dir. Don V. Shoemaker, Prom. Mgr. F. E. Bartlett, Chief Engr.	Headley-Reed World AP, UP



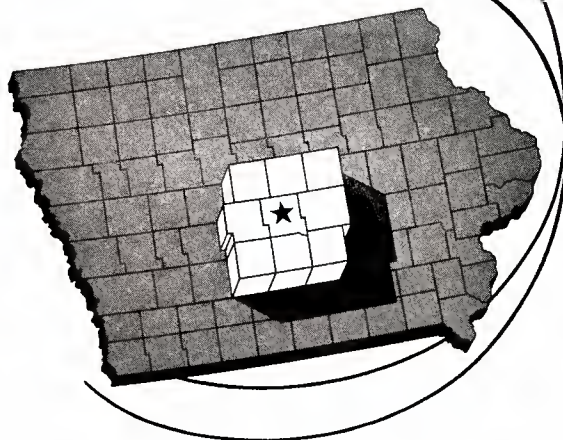
PEOPLE listen to certain radio stations more than others *because they like what they hear.*

For example, Des Moines has four* radio stations, each of which has daytime coverage throughout the nine counties emphasized on the map at the right. In addition other stations "come in" with sufficient strength to warrant very considerable audiences.

Normally you might expect WHO to get 25% of the audience in these nine counties. The 1947 Iowa Radio Audience Survey shows, from 5:00 a.m. through 6:00 p.m., WHO's 9-county average percentage of all radio listening is 66.4%!

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

*At the time of the 1947 Iowa Radio Audience Survey—May 1947



WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
 P. A. Loyet, Resident Manager
 FREE & PETERS, INC., National Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
DES MOINES 9	KUMB (Construction permit) 1947	740 250-D	Radio Station Des Moines Inc. Paramount Bldg. 3-5175	Myron J. Bennett, Pres. & Gen. Mgr.	World UP	
DES MOINES 9	KWDM 1947	1150 1,000	Des Moines Bcstg. Corp. 407 Fifth Ave.	Tall Corn	George W. Webber, Pres. Robert L. Webber, Gen. Mgr. James L. Kelehan, Coml. Mgr.	T-H-S Capitol Associated AP	
DES MOINES 7	WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC	Col. B. J. Palmer, Pres. Paul A. Loyet, Resident Mgr. Harold Fulton, Coml. Mgr.	Free & Peter Thesaurus Lang-Worth SESAC AP, UP, INS	
DUBUQUE	KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr. G. K. Downey, Coml. Mgr.	T-H-S Standard AP	
DUBUQUE	WKBB 1923	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC	James D. Carpenter, Pres. & Prom. Mgr. Harry Hatzenbuehler, Coml. Mgr. L. Vaughn Gayman, Ass't. Mgr.	Radio Advertising World UP	
FORT DODGE	KVFD 1938	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Mae Challberg, Office Mgr.	T-H-S UP	
FORT MADISON	KXGI (Construction permit) 1919	1360 500-D	Hawkeye Broadcasting Co. Marquette Bldg.	Willis L. Ashby } Billy M. Arron } Partners John F. Courrier }	Thesaurus AP	
IOWA CITY	*WSUI 1919	910 5,000	The State U. of Iowa Iowa City 80511	Carl H. Menzer, Gen. Mgr.	John Highlander, Prog. Dir. S. J. Ebert, Chief Engr.	
IOWA CITY (Construction permit)	800 1,000-D	Johnson County Broadcasting Co. Iowa City	Robert E. J. Snyder, Pres. Herbert D. Olson, Prog. Mgr.	
KEOKUK	KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 5th & Main Sts. 235	Tall Corn	H. W. Stadler, Pres. George B. Adkisson, Gen. & Coml. Mgr.	E. J. Lessinger, Jr., Prog. Dir. Cy Farr, Prom. Mgr. Walton W. Wilson, Chief Engr.	Webber T-H-S Lang-Worth UP
MARSHALLTOWN	KFJB 1923	1230 250	Marshall Electric Co. 136 W. Main St. 3361	MBS Tall Corn	Paul E. Millen, Gen. Mgr. Bill Theek, Coml. Mgr.	Ray P. Bennett, Prog. Dir. Paul G. Norris, Prom. Mgr. Jim Dickens, Chief Engr.	T-H-S Webber Standard UP
MASON CITY	KGLO 1937	1300 5,000	Lee Radio Inc. 12 Second St. NE 2800	CBS	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr.	Walter J. Rothschild, Natl. Sales Mgr. William G. Suter, Prog. Dir. Roger Sawyer, Chief Engr.	Weed Standard AP, UP
MASON CITY	KSMN (Construction permit)	1010 1,000-D	Mohawk Bcstg. Co. Mason City	Robert M. Carson, Pres. & Gen. Mgr. N. W. Rice, Coml. Mgr.	
MASON CITY (Construction permit)	1490 250	Mason City Broadcasting Co.	Louis Wolf } Abbot E. Wolf } Partners J. George Wolf } W. Robert Wolf }	
MUSCATINE	KWPC 1947	860 250-D	Muscatine Bcstg. Co. Ltd. Mulberry & Houser Sts. 860	Tall Corn	George J. Volger, Gen. & Coml. Mgr.	Virgil Godfrey, Prog. Dir. John Hanlon, Chief Anncr. Elmer Christenson, Chief Engr.	T-H-S Thesaurus Capitol UP
OTTUMWA	KBIZ 1941	1240 250	KBIZ, Inc. 117 East Main St. 5600	MBS	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Station Mgr.	Milo Knutson, Prog. Dir. Richard Meier, Prom. Mgr. Wayne Hatchett, Chief Engr.	World UP
SHENANDOAH	KFNF 1924	920 1,000-LS 500-N ST-KUSD	KFNF Inc. 407 Sycamore St. PBX 1	Henry Field } John Nicolson } Owners Frank Stubbs, Gen. & Coml. Mgr.	Marion Stubbs, Prog. Dir. Robert Barkman, Chief Engr.	Griffith World Standard AP
SHENANDOAH	KMA 1925	960 5,000	May Bcstg. Co. Lowell & Elm Sts. 192	ABC MBS	Edward W. May, Pres. Owen Sadtler, Gen. Mgr. H. O. Peterson, Coml. Mgr.	Glen Harris, Prog. Dir. W. H. Bailey, Prom. Mgr. R. J. Schroeder, Chief Engr.	Avery-Knode Cole SESAC AP, UP
SIoux CITY	KCOM (Construction permit)	620 1,000	Commercial Associates, Inc.	
SIoux CITY 1	KSCJ 1927	1360 5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. E. T. Flaherty, Station & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr. Alvin H. Smith, Ass't. Chief Engr.	Hollingbery World Lang-Worth SESAC Cole AP
SIoux CITY	KTRI 1938	1470 5,000	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Dietrich Dirks, Pres. & Gen. Mgr. Charles Butler, Coml. Mgr.	Sheldon Singer, Prog. Dir. Will Easterley, Chief Engr.	T-H-S UP
SPENCER	KICD	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Tall Corn	Ben. B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Coml. Mgr.	Mason Dixon, Prog. Dir. Bob Sterenberg, Prom. Mgr. Clarence Touw, Chief Engr.	T-H-S World Standard AP
WATERLOO	KAYX 1946	1090 1,000-D	Waterloo Bcstg. Co. 620 1/2 Lafayette St. 6851	Tall Corn	C. R. Miller, Pres. A. W. Triggs, Station & Coml. Mgr.	Cole McMartin, Prog. Dir. Stanley Whitman, Chief Engr.	Webber T-H-S Thesaurus Lang-Worth UP
WATERLOO	KWWL 1947	1320 1,000-D	Black Hawk Bcstg. Co. Russell-Lamson Hotel 2-9333	Ralph J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr.	Gene P. Loffer, Prog. Dir. Vern E. Baumgartner, Chief Engr.	Associated AP
WATERLOO	KXEL 1942	1540 50,000	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Elizabeth M. Gahre, Prom. Mgr. Don E. Kassner, Chief Engr.	Avery-Knode Standard SESAC AP

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

KANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
ARKANSAS CITY ...	KSOK 1947	1280 1,000-D	Travelers Publishing Co. Home Nat'l Bank Bldg. 2666	Oscar S. Stauffer, Pres. George E. Lindman, Gen. Mgr. S. C. Thompson, Asst. Mgr. & Coml. Mgr.	Don Chadd, Prog. & Prom. Mgr. Ed H. Howe, Chief Engr. Lorenzen & Thompson Standard AP
ATCHISON	KVAK 1939	1450; CP-1470 250; CP-1,000	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson, Pres. Leslie D. Cox, Jr., Station & Coml. Mgr.	Kenneth D. Gooding, Prog. Dir. & Coml. Mgr. Louden Gingerly, Chief Engr. Rambeau Keystone MacGregor AP
COFFEYVILLE	KCGF 1947	690 1,000-LS; 500-N CP-1,000	Midwest Bcstg. Co. Inc. Journal Bldg. 147	ABC	Fay N. Seaton, Pres. Bert H. Powell, Station Mgr. E. B. Spoonamore, Coml. Mgr.	Robert L. Pratt, Prog. Dir. J. Sarto Jaminet, Chief Engr. Weed Thesaurus World AP
COLBY	KXXX 1947	790 5,000-D	Western Plains Broad- casting Co. Cooper Hotel 790	John B. Hughes, Pres. & Gen. Mgr. Dan E. Bellus, Sales Mgr.	George E. Nickson, Prog. Dir. Urban L. Lynch, Chief Engr. Holman Associated Thesaurus INS
DODGE CITY	KCNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg.	KBS		
EL DORADO	KTMP (Construction permit)	1360 1,000-D permit	Tom Potter 1517 Commerce St., Dallas, Tex.		
EMPORIA	KTSW 1938	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS KBS	Julian L. Hill, Gen. Mgr. Steve B. Aylward, Sales Mgr.	Mrs. Robert Grimm, Prog. Dir. Bob Mott, Prom. Mgr. Paul Daniels, Chief Engr. World Standard AP
GARDEN CITY	KGAR (Construction permit)	1050 1,000-D permit	Albert B. Pyatt 411 N. 3rd St.		
GARDEN CITY	KIUL	1240 250	Telegram Publishing Co. Box 343 666	MBS KBS	Frank D. Conard, Pres. Ed Lovelace, Jr., Gen. Mgr. Tony Jewell, Asst Mgr.	John Melcum, Prog. Dir. Bob Bryant, Chief Engr. Thesaurus Cole UP
GOODLAND	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Box 88 331	James E. Blair, Owner & Gen. Mgr. J. Melvin Gullick, Sales Mgr.	George Bradley, Prog. Dir. Ralph C. MacClellan, Chief Engr. World Lang-Worth INS
GREAT BEND	KVGB 1937	1590 5,000	KVGB Inc. 2103 Forest Ave. 1080	MBS	R. C. Russell, Pres. Clem Morgan, Vice Pres., Gen. & Coml. Mgr.	Ray Beals, Prog. Dir. & Prom. Mgr. Leo Legleiter, Chief Engr. Pearson Lang-Worth SESAC UP
HAYS	KAYS (Construction permit)	1400 250 permit	KAYS, Inc. 2401 Hall St.		
HUTCHINSON	KWBW 1935	1450 250	Nations Center Bcstg. Co. 101 E. Avenue A 5202	NBC	William Wyse, Pres. & Gen. Mgr. Lee Biggs, Station Mgr. George Alden, Asst Mgr.	John Swafford, Chief Engr. Lang-Worth AP
HUTCHINSON	KWHK 1946	1190 1,000-D	James E. Murray 12 West 5th St. 3-100	KBS	James E. Murray, Owner Vern Minor, Gen. Mgr. Frank Bartley, Coml. & Prom. Mgr.	Sherwood Parks, Prog. Dir. Millard Clary, Chief Engr. Griffith Thesaurus AP
INDEPENDENCE	KIND (Construction permit)	1010 250-D permit	Central Bcstg. Co. Inc. First Nat'l Bank Bldg. 1822	J. Nelson Rupard, Pres. & Gen. Mgr. E. J. Barani, Coml. Mgr.	Harry C. Butterfield, Chief Engr.
KANSAS CITY	KCKN 1925	1340 250	(See Kansas City, Mo.)		
LAWRENCE	*KFKU 1924	1250; CP-1310 5,000-LS 1,000-N ST-WREN	University of Kansas		
LEAVENWORTH	KCLO (Construction permit)	1410 500-D permit	Alf M. Landon		
MANHATTAN	*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan	Milton S. Eisenhower, Pres. of College	L. L. Longdorf, Prog. Dir. Bernard Holbert, Chief Engr.
PITTSBURG	KOAM 1937	860 10,000-LS 5,000-N	Pittsburg Bcstg. Co. P. O. Box 603 2165	NBC	E. V. Baxter, Pres. & Coml. Mgr. R. E. Wade, Gen. Mgr. & Prog. Dir.	Leo Stafford, Chief Engr. Pearson World AP
PITTSBURG	KSEK 1947	1340 250	Pittsburg Publishing Co. Hotel Besse Bldg. 742	Oscar S. Stauffer, Pres. James M. Griffith, Gen. Mgr. Gordon Griffith, Coml. Mgr.	Jeanne Lohead, Prog. Dir. Melvin Carter, Prom. Mgr. Wm. D. Brosseau, Chief Engr. Lorenzen & Thompson Lang-Worth Cole AP
SALINA	KSAL 1937	1150 1,000; CP-5,000-LS 1,000-N	KSAL Inc. Journal Bldg. 100	MBS	R. J. Laubengayer, Pres. R. V. Jensen, Gen. Mgr.	N. E. Vance, Jr., Chief Engr. Pearson Lang-Worth Standard AP
TOPEKA	KAWM (Construction permit)	1560 500-D permit	Kaw Broadcasting Inc. 125 Kansas Ave.		
TOPEKA	KJAY (Construction permit)	1440 5,000-LS 1,000-N permit	S. H. Patterson 908 Kansas Ave. 8890	S. H. Patterson, Chief Owner David G. Roberts, Station Mgr.	N. J. Patterson, Chief Engr. Rambeau

1947—A Bonanza Year in KANSAS!

Earnings of Soil Up 500 Millions

By Alvin McCoy

(Reprinted from the "Kansas City Star") (Reprinted in the "New York Herald Tribune", September 22, 1947)

Nearly two billion dollars! That figure represents a close estimate of the total gross value of farm and mineral products that will be yielded by the rich soil of Kansas this year.

The dollar value of Kansas products from the soil and beneath the soil in 1947 will be approximately 1,800 million dollars. It is far higher than any previous figure on record. It is a half-billion dollars higher than in 1946.

Kansas hasn't merely hit the jackpot. It has found a Klondyke, a Cripple Creek strike, and a California gold rush, all in the products of the soil. The figure does not take into account manufactured goods, wages and other economic factors. It represents the value of crops, minerals and livestock from the soil and beneath the soil.

A 500-million-dollar increase! The amount seems beyond belief. Every one knows that farming Kansas is basking in undreamed-of prosperity; that banks are swollen with deposits, and that producers have become increasingly aware of Federal taxes. But few realized how much better off the state would be compared with prosperous 1946.

Never has more dollar wealth been represented in Kansas in its farm crops, its livestock, its oil, gas and other minerals from the soil.

Kansas, a state of producers, is riding high. Compared with the 1,300 million dollars gross value of the same products in 1946, the gain is a half-billion dollars—nearly equal to the entire yield in some years.

The value of Kansas production from the land this year will average about \$970 for every person in the state.

The greatest part of the half-billion-dollar gain is in the increased price for farm crops. Crop values will be roughly \$315,000,000 more than last year; livestock about \$100,000,000 and oil and gas about \$68,000,000.

The astounding wheat crop accounts for well more than half of this year's gain, or an estimated \$265,625,000 increase, based on today's price. The Department of Agriculture has estimated the 1946 crop at 216,768,000 bushels, worth an average of \$1.83 a bushel, or a total value of \$396,685,000. The 1945 crop was valued at \$309,829,000.

Compared with these exceptional yields and prices, this year's tremendous crop was estimated at 294,360,000 bushels.

It was well more than one-fourth the hard winter wheat produced in the entire United States. Estimates are that about one-half the crop has been sold. Around harvest time the price was about \$2 a bushel on the farm. Today's price is around \$2.50. Using \$2.25 as an average price for the 1947 crop, it will be worth approximately \$662,310,000 to Kansas.

Estimates by the U. S. D. A. for Sept. 1 placed the Kansas corn crop at 44,567,000 bushels, a 19-million-bushel drop from last year's yield of 63,231,000 bushels. This year's short crop, at \$2 a bushel, will be worth \$89,132,000. Last year's crop at \$1.31 was worth \$82,833,000.

Following are the estimated gross yields of various products by groups, compared with the 1946 report of the Department of Agriculture for farm products:

All Crops ...	\$933,784,000	\$618,292,000
Livestock ...	624,802,000	526,122,000
Oil and gas ...	212,000,000	144,170,184
Coal, lead, zinc	15,769,000	16,493,800
Totals...	\$1,786,355,000	\$1,305,077,184

The Kansas hay crop, next in value, shows a gain of \$8,000,000 over 1946. Estimates of 2,925,000 tons at \$15 a ton would place the value at \$43,875,000. This gain is due wholly to increased yield of 900,000 tons, since last year's unit price was \$15.40.

Livestock, on much rougher calculations, will show about a \$38,000,000 gain in cattle, \$33,000,000 in hogs,

and \$12,000,000 in milk and milk products.

Cattle and calves added weight valued at \$255,789,000 in 1946. Since production is down about 10 per cent, and prices have advanced 25 per cent, a 15 per cent gain estimate was used. This shows gross production at \$294,157,000.

With a 10 per cent increase in the spring pig crop, and possibly an equal one this fall, plus a 30 per cent price increase, the \$81,436,000 production value of hogs in 1946 was increased to \$114,000,000. Sheep numbers have increased about 15 per cent, and price about 40 per cent.

The total value of Kansas oil and gas produced in 1947 will be \$212,000,000. About \$12,000,000 will be in gas.

The state oil production in 1946 was 96,504,922 barrels, valued at \$136,304,000. Gas income was estimated at \$7,865,284. Oil production in the first eight months of 1947 indicate an annual figure of about 102,000,000 barrels. Price has jumped from \$1.25 to \$1.40 a barrel April 1, 1946, to a range of \$1.70 to \$1.95 a barrel March 25, 1947.

Coal production, estimated at a value at the mine of \$7,500,000 in 1946, probably will be worth \$9,180,000 this year.

When the \$30-a-ton government subsidy on zinc was stopped June 30, production fell off 50 per cent. The value of zinc production this year may drop several million dollars.

Deposits in the 435 state banks are higher, but have not yet fully reflected the increased values of 1947. Yet they increased \$20,000,000 in twelve months. Demand deposits June 30, 1947, were \$499,478,558, compared with \$479,477,532 June 30, 1946.

Kansas churches have paid off their mortgages. Kansas farmers have bought land, invested in bonds, and are improving the home. Solvency in farming Kansas is at an all-time high.

REAP THE CREAM OF THIS CROP IN THE VERY HEART OF CENTRAL KANSAS

KWBW HUTCHINSON - KANSAS **KWBW-FM**

Established 1935
William Wyse, Owner

NBC AFFILIATES
101 East Avenue "A"
Phone 5202

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Lee Biggs, Manager

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 (Data corrected to January 1, 1948)

KANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
TOPEKA	KTOP 1947	1490 250	T. Hall Collinson Norville G. Wingate 212 West 6th St. 2-9335	MBS	T. Hall Collinson } Own- Norville G. Wingate } ers T. Hall Collinson, Gen. Mgr. Wendell Elliott, Coml. Mgr.	Ed Letson, Prog. Dir. & Prom. Mgr. Chester A. Wallace, Chief Engr.	Lorenzen & Thompson Capitol AP
TOPEKA	WIBW 1924	580 5,000 ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen., Coml. & Prom. Mgr.	Maude Carlson, Prog. Dir. K. G. Marquardt, Chief Engr.	Capper Standard AP, UP
TOPEKA	WREN 1926	1250 5,000 ST-KFKU	WREN Bcstg. Co. Inc. WREN Bldg. 2-0505	ABC	R. C. Jackman, Pres. Verl Bratton, Gen. Mgr. Larry Cotton, Coml. Mgr.	Fred L. Conger, Prog. Dir. John P. Bondeson, Prom. Dir. Carl Bllesner, Chief Engr.	Hollingbery Thesaurus UP
WICHITA	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 416 W. Douglas 4-9369	MBS	Mark H. Adams, Pres. Clark A. Luther, Vice Pres., Gen. & Coml. Mgr.	Graeme Fletcher, Prog. Dir. Robert Hix, Pub. Rel. Dir. Harold Newby, Chief Engr.	Rambeau World AP
WICHITA	KANS 1946	1480 5,000-LS 1,000-N	Kansas Bcstg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Pres. & Chief Owner Archie J. Taylor, Gen. Mgr. H. W. Allen, Coml. Mgr.	Paul Wilson, Prog. Dir. Bob Drake, Prom. Mgr. Ted Heithecker, Chief Engr.	T-H-S Lang-Worth AP, UP
WICHITA 1	KFBI 1923	1070 10,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. 200 E. First St. 2-1447	ABC	H. K. Lindsley, Pres. Robert K. Lindsley, Gen. Mgr. D. W. McCoy, Coml. Mgr.	J. B. Bradshaw, Prog. Dir. D. W. McCoy, Sales & Prom. Dir. K. W. Pyle, Chief Engr.	Hollingbery Capitol UP
WICHITA 2	KFH 1923	1330 5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	M. M. Murdock, Vice. Pres. & Gen. Mgr. Plez S. Clark, Bus. Mgr. Frank Mathews, Nat'l Sales & Prom. Mgr.	Vernon Reed, Prog. Dir. Amos Dadisman, Chief Engr.	Petry Lang-Worth AP, UP
WICHITA	KWEB (Construction permit)	1420 500-D	Wichita Beacon Bcstg. Co Beacon Bldg.	Louis LeVand, Max LeVand and John LeVand—Part- ners		

KENTUCKY

ASHLAND	WCMI 1937	1340 250	The Ashland Bcstg. Co. Box 949 3010	CBS	Gilmore N. Nunn, Pres. Charles C. Warren, Gen. & Coml. Mgr.	John W. Fell, Prog. Dir. & Prom. Mgr. Clarence W. Weaver, Chief Engr.	Pearson World Thesaurus UP
BOWLING GREEN	WKCT 1947	930 1,000-N	Daily News Bcstg. Co. 415½ Park Row 2640	J. Ray Gaines, Pres. Paul R. Huddleston, Gen. Mgr. Jack Wilson, Coml. & Prom. Mgr.	Joe Calloway, Prog. Dir. David Dodd, Chief Engr.	Associated Capitol SESAC UP
BOWLING GREEN	WLEJ 1940	1340 250	Bowling Green Broad- casting Corp. Fairview & Lehman Ave's. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. E. A. Finley, Coml. Mgr.	Joe Hamilton, Prog. Dir. William Kuznitsof, Prom. Mgr. Frank Blesner Jr., Chief Engr.	Burn-Smith Lang-Worth AP
CAMPBELLSVILLE	WTCO 1947	1150 1,000-D	South Central Ky. Bcstg. Co. Main St. 250	H. T. Parrott, Pres. Dr. Paul Shirley, Vice-Pres. James Shacklette, Secy., Treas. & Gen. Mgr.	J. B. Crawley, Chief Engr.	UP
CORBIN	WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS KBS	J. Springer Robinson, Pres. John L. Crawford, Gen. Mgr. S. G. Hembree, Coml. Mgr.	Wing G. Campbell, Prog. Dir. Russell Henson, Chief Engr.	Thesaurus AP
COVINGTON	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave.			
DANVILLE	WHIR 1947	1230 250	Commonwealth Broad- casting Corp. P.O. Box 234 1230	W. T. Isaac, Pres. & Coml. Mgr. David B. Highbaugh, V. P. & Prog. Dir.	James D. Russell, V. P. & Tech. Dir.	World Capitol UP
FRANKFORT	WPKY 1945	1490 250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Leslie W. Perkins, Pres. Marshall L. Peace, Gen. & Commercial Mgr.	Earl Davis, Prog. Dir. Stanley Frakes, Chief Engr.	World AP
GLASGOW	WKAY	1490 250	Glasgow Bcstg. Co. Happy Valley Road 632	Gordon Brown, Pres. Russell J. Pirkey, Gen. & Coml. Mgr.	Edward C. Lockwood, Chief Engr.	Griffith Capitol World UP
HARLAN	WHLN 1941	1230 250	Blanfox Radio Co. Harlan 625	MBS KBS	R. B. Helms, Pres. & Gen. Mgr. C. E. Whlkehart, Coml. Mgr. & Prog. Dir.	Jean Sutton, Prom. Mgr. J. Francke Fox, V. P. & Chief Engr.	Burn-Smith Standard Cole AP
HAZARD	WKIC 1947	1340 250	BMG Broadcasting Corp. Box 621	MBS			
HENDERSON	WSON 1941	860 500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom F. Murray, Prog. Dir. & Prom. Mgr. Vernon R. Nunn, Chief Engr.	Sears & Ayer World AP, UP
HOPKINSVILLE	WHOP 1940	1230 250	Hopkinsville Broadcas- ting Co. Inc. Cadiz Road 1025	CBS KBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. Charles Stratton, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Sears & Ayer World Cole AP, UP
LAWSON	WMTC (Construction permit)	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve, Ky.			

SOCRATES HAD "SOCK!"

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

PREMISE I—Kansas farmers have more money to spend than at any other time in history.

PREMISE II—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.

CONCLUSION—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

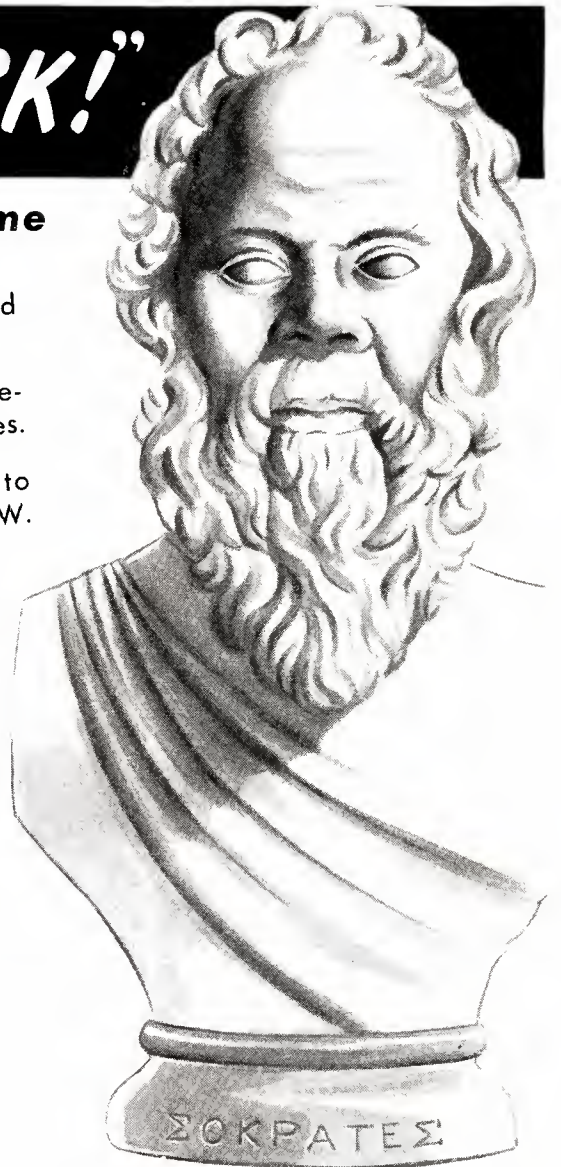
Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

WIBW HAS SOCK!

. . . selling sock, Mr. Advertiser, and here's why! WIBW always has been a farm station. For almost a quarter-century we've faithfully served our listeners on farms and in small agricultural communities. As a result, we're as much a part of their daily life as their ultra-modern farm machinery and equipment.

Our buying recommendations are acted upon . . . quickly . . .

because these First Families of Agriculture are rich. Long years of bumper crops were climaxed in 1947 by the largest wheat crop in history . . . and which brought record prices. We offer you this staggering new purchasing power as a plus . . . a value over and above WIBW's demonstrated ability to startle you with sales results even in average times.



Carefully Planned Farm Service Builds Audience, Confidence, Sales

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

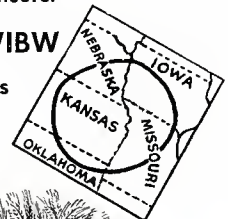


WIBW's Farm Service Director covers the entire Midwest in our "Flying Rooster" plane. On-the-spot tape recordings are made at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later in the day at a time that does not interfere with their work. Long years of this "one step ahead" service has

built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

Independent surveys show that in this rich farm market bounded only by our 1/2mv line, WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.



Serving the
First Families of Agriculture



CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
LEXINGTON	WKLX 1945	1300 1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	E. F. Prichard Sr., Chief Owner Ted Grizzard, Gen. Mgr. Phil Sutterfield, Ass't Mgr. Paul Ledridge, Coml. Mgr.	Jack Brooks, Prog. Dir. Bob Jones, Chief Engr.	Walker Standard Lang-Worth Cole AP
LEXINGTON 9	WLAP 1928	1450 250	American Bcstg. Co. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. J. E. Willis, Vice Pres. & Gen. Mgr. Miller Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Doris Holtzclaw, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson World Thesaurus UP
LEXINGTON	WLEX 1947	1340 250	The Central Kentucky Broadcasting Co.			
LOUISVILLE	WAVE 1927	970 5,000	WAVE, Inc.	NBC			
LOUISVILLE 2	WGRC 1936	1400 250	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. & Coml. Mgr. Charles L. Harris, Vice Pres. & Gen. Mgr.	Ward V. Hatcher, Prog. Dir. H. R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr.	Walker Lang-Worth World Standard AP, UP
LOUISVILLE 2	WHAS 1922	840 50,000	WHAS Inc. 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham, Pres. Victor A. Sholls, Director.	J. Mac Wynn, Sales Dir. Peter R. Disney, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Townner, Tech. Dir. D. C. Summerford, Asst. Tech. Dir.	Petry World Standard Associated SESAC AP, UP
LOUISVILLE 2	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	ABC	Mrs. Nelle M. Kendrick, Pres. Harry McTigue, Gen. Mgr. G. F. Bauer, Coml. Mgr.	M. K. McCarten, Prog. Dir. H. E. Roberts, Prom. Mgr. E. G. Rinn, Chief Engr.	T-H-S MacGregor SESAC Standard Cole AP
LOUISVILLE 2	WKYW 1946	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	F. Eugene Sandford, Pres. & Treas. Edwin E. S. Weldon, Vice Pres. & Station Mgr.	David M. Wilburn, Prog. Dir. Stephen A. Cisler, V. P. & Operations Mgr.	Burn-Smith Associated Capitol Standard Cole AP
LOUISVILLE	WLOU (Construction permit)	1570 1,000-D	Louisville Bcstg. Corp.			
LOUISVILLE (Construction permit)	1080 5,000-LS 1,000-N	Mid-American Broad- casting Corp. Starks Bldg.			
MADISONVILLE	WCIF	730 250-D	Madisonville Bcstg. Co. Box 27 1297	Pierce E. Lackey, Pres. T. E. Brewer, Gen. Mgr.	L. Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr.	Standard AP
MAYFIELD	WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Mayfield Hotel 46	Frank Evans, Pres. Pierce Lackey, Gen. Mgr. Wayne R. Morgan, Coml. & Prom. Mgr.	James Motheral, Prog. Dir. Ernie Pell, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WNGO 1947	1320 1,000-D	West Ky Bcstg. Co. Inc. P.O. Box 41 1204	Rev. H. M. Suthard, Pres. & Chief Owner. Kenneth Z. Turner, Gen. & Coml. Mgr.	Lynn Lemond, Prog. Dir. James Ray Turner, Chief Engr.	Thesaurus SESAC AP
MAYSVILLE	WFTM (Construction permit)	1240 250	Standard Tobacco Co. Inc. Maysville 245	C. P. Clarke, Pres. J. M. Finch Jr., Secy. & Treas. J. W. Betts, Gen. & Coml. Mgr.	Ross Edwards, Prog. Dir. William Martin, Chief Engr.	World UP
MIDDLESBORO	WMIK (Construction permit)	560 500-D	The Middlesboro Broad- casting Co. Box 500			
MIDDLESBORO	WWPN (Construction permit)	1490 250	Pinnacle Bcstg. Co.			
NEWPORT	WWNL (Construction permit)	1110 1,000-D	Tri-City Bcstg. Co.			
OWENSBORO	WOMI 1937	1490 250	Owensboro Bcstg. Co. Byars Ave. & Livermore Road 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Gen. & Prom. Mgr. Marshall Bruner, Ass't Mgr.	Norman Hall, Prog. Dir. Leslie Goodaker, Chief Engr.	Burn-Smith Lang-Worth AP
OWENSBORO	WVJS 1947	1420 1,000	Owensboro On the Air Inc. 320 Allen St. 3408	Vincent J. Steele, Pres. Malcolm Creep, Gen. Mgr. Jack McLean, Coml. Mgr.	Lee C. Meredith, Prog. Dir. John T. Rutledge, Prom. Dir. Robert Earl Jagoe, Chief Engr.	Rambeau Thesaurus World INS
PADUCAH	WKYB 1946	800 1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton Sr., Pres. E. J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Neil McIntyre, Prog. Dir. Ray Hogg, Prom. Mgr. C. G. Sims, Chief Engr.	Burke, Kuiper & Mahoney Associated Standard AP
PADUCAH	WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. W. Prewitt Lackey, Gen. & Coml. Mgr.	Evelyn Carroll, Prog. Dir. Gene Peak, Prom. Mgr. U. C. Morris, Chief Engr.	Sears & Ayer Lang-Worth World Cole AP, UP
SOMERSET	WSFC 1947	1240 250	Southeastern Bcstg. Co. Finnell-Ledford Bldg.			
VERSAILLES	WVLK (Construction permit)	590 1,000	Bluegrass Bcstg. Co. Inc. Logan-Helm Memorial Lib. 654	MBS	A. B. Chandler, Pres. W. D. McCommish, Gen. & Coml. Mgr.	Edwin L. Rogers, Prog. Dir. Margaret Middendorf, Prom. Mgr. Henry C. Hall, Chief Engr.	T-H-S SESAC INS

THE MARKET

Chemical Manufacturing Center of the Deep South

Mammoth plants of the Standard Oil Company of N. J., Ethyl Corp., Solvay Process Co., Consolidated Chemical Industries, Inc., Copolymer Corp., Permanente Metals Corp., The Mengel Company and others employ more than 15,000 skilled workers whose earnings are in excess of \$1,500,000.00 each week.

Highest Per Capita Income of Any Parish in the State

Metropolitan Baton Rouge is proud that its per capita income of \$1,237 is higher than the national average of \$1,115. Retail sales in area shown on BMB map. for the first 8 months of 1947 were greater than \$314,000,000.00

Center of Great Agricultural Activity

The country's most delicious strawberries, the South's fastest growing cattle region, the hub of the world's sugar wealth and the birthplace of the famous sweet potato—all in the Baton Rouge area.

Fourth Largest Gulf Port

250 miles from the Gulf of Mexico, the Baton Rouge port handles 7,500,000 tons of freight each year.

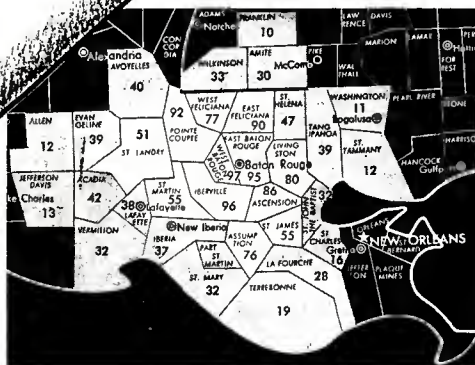


THE MEDIUM

Operating with 5000 watts on 1150 kilocycles, WJBO dominates this rich market of more than 550,000 steadily employed, highly paid people. Excellent broadcast facilities and announcing staff plus a clear signal insure results. Plan to include Baton Rouge and WJBO in your next schedule.



WJBO REACHES THIS RICH, BUSY MARKET WHERE 80% OF THE HOMES HAVE ONE OR MORE RADIOS!



Daytime Coverage Light Area 50%: shaded 10-49%
Base Map (c) BMB 1946 Reprints Available

WJBO

1150 ON YOUR DIAL 5000 WATTS
BROADCASTING • Telecasting

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South

Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by
GEORGE P. HOLLINGBERY COMPANY,
LOS ANGELES & SAN FRANCISCO, CHICAGO, NEW YORK, ATLANTA



AFFILIATE

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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

LOUISIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
NEW ORLEANS	WDSU 1923	1280 5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC Louisiana	E. A. Stephens } H. G. Wall } Partners Fred Weber } Fred Weber, Gen. Mgr. J. J. Flanigan, Ass't Mgr.	Charles Price, Coml. Mgr. Stanley Holiday, Prog. Dir. Sylvia B. Glick, Prom. Mgr. Lindsey Riddle, Chief Engr.	Blair Associated Lang-Worth AP, UP
NEW ORLEANS 12	WJWB 1926	1230 250	Charles C. Carlson 924 Canal St. Magnolia 3488	C. C. Carlson, Pres. & Gen. Mgr. Pat J. Shannon, Coml. & Prom. Mgr.	Harry Nigocia, Prog. Dir. C. C. Carlson, Chief Engr.	Rambeau Capitol AP
NEW ORLEANS 13	WJMR 1945	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	William Cortada, Pres. Stanley W. Ray Jr., Co-Man- ager & Coml. Mgr.	James V. Bowler, Prog. Dir. Henry Thiele, Prom. Mgr. George A. Mayoral, Co-Man- ager & Chief Engr.	Young Lang-Worth Associated UP
NEW ORLEANS 19	WNOE 1922	1450 250	James A. Noe St. Charles Hotel Raymond 0423	MBS	Governor James A. Noe, Pres. James E. Gordon, Gen., Coml. & Prom. Mgr.	Beverly Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Burke, Kulpei & Mahoney AP
NEW ORLEANS 16	WSMB 1925	1350 5,000	WSMB Inc. Maison Blanche Bldg. Walnut 2937	NBC	E. V. Richards, Pres. H. Wheelahan, Gen. Mgr. Ted Fontelleu, Coml. & Prom. Mgr.	Harry Arthur, Prog. Dir. H. G. Nebe, Chief Engr.	Petry Lang-Worth Thesaurus AP
NEW ORLEANS	WTFS (Construction permit)	940 1,000-D	The Times Pfcayune Publishing Co. 601 Howard Ave. Canal 5561	H. F. Wehrmann, Gen. Mgr. John R. O'Meaille, Coml. Mgr.	Bill Seymour, Prog. Mgr.	World AP
NEW ORLEANS	WWEZ 1947	690 1,000-D	Sky Bcstg. Service Hotel New Orleans Canal 3521	A. L. Chilton, Pres. Joe A. Oswald, Gen. & Coml. Mgr. William D. Matthews, Ass't Mgr.	Bob Tompkins, Prog. Dir. Harrison Mondy, Chief Engr.	Associated AP
NEW ORLEANS 12	WWL 1922	870 50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	T. J. Shields, Pres. of Uni- versity W. H. Summerville, Gen. Mgr. Larry Baird, Coml. Mgr.	Henry P. Dupre, Prog. Dir. Jack Halladay, Prom. Mgr. J. D. Bloom, Chief Engr.	Katz World Standard AP, UP
OPELOUSAS	KJAN (Construction permit)	910 1,000	The KJAN Broadcast- ing Co.			
OPELOUSAS	KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 3776	MBS Louisiana	W. Eugene Jones, Gen. Mgr. Frank Holfield, Coml. Mgr.	Sidney King, Prog. Dir. Henry Y. Gantt	Sears & Ayer World UP
RUSTON	KRUS 1947	1490 250	Ruston Bcstg. Co. 105 E. No. Railroad Ave. 1490	MBS	C. E. Faulk Jr., Owner, Gen. & Coml. Mgr. Joel M. Hirsch, Station Mgr. Bea Magee, Office Mgr.	Allen Hundley Jr., Prog. Dir. Henry Shean, Chief Engr.	Lang-Worth UP
SHREVEPORT	KENT 1947	1550 500-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS	Frank H. Ford, Chief Owner & Gen. Mgr. Frank H. Ford Jr., Coml. Mgr.	Todd Branson, Prog. Dir. L. J. Carlson, Chief Engr.	Walker Standard AP
SHREVEPORT "R"	KRMD 1923	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Louisiana	T. B. Lanford, Pres. Glenn V. Wilson, Gen. & Coml. Mgr. Elizabeth V. Alford, Prog. Dir.	William L. Switzer, Station Dir. Jane Reed, Prom. Mgr. Howard H. Hargrove, Chief Engr.	T-H-S Radio Sales World AP
SHREVEPORT	KTBS 1925	710 10,000-LS 5,000-N	Radio Station KTBS Inc. P. O. Box 1121 3-3673	NBC	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr. Neil Cilne, Coml. Mgr.	Charles Neathery, Prog. Dir. Marie Battey, Publ. Dir. C. H. Maddox, Chief Engr.	Petry Lang-Worth AP
SHREVEPORT 92	KWKH 1925	1130 50,000	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. Dean R. Upson, Coml. Mgr.	Robert Atherton, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Lang-Worth Capitol AP, UP

MAINE

AUGUSTA	WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. & Coml. Mgr.	Normand Gallant, Prog. Dir. Theodore Weaver, Prom. Mgr. Robert Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA	WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC New England	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Walter Weightman, Coml. Mgr.	Donald K. Powers, Prog. Dir. Harold T. Dinsmore, Chief Engr.	Weed, Bannan Thesaurus UP
BANGOR	WABI 1925	910 5,000	Community Broadcasting Service 57 State St.	CBS			
BANGOR	WGUY 1947	1450 250	Guy Gannett Bcstg. Serv- ices Box 732 7354	ABC	Guy P. Gannett, Pres. S. G. Henderson Jr., Mgr. Harvey M. Grant, Coml. Mgr.	Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AP
BANGOR	WJOR 1946	1230 250	Bangor Bcstg. Service Inc. 22 State St. 5612	MBS KBS Yankee	Stephen Velardi, Pres. & Chief Engr.	Lawrence Slon, Mgr. & Prog. Dir.	Forjoe World AP
BANGOR	WLBZ 1926	620 5,000	Maine Bcstg. Co. Inc. 100 Main St. 6023	NBC	William H. Rines, Pres. Edward E. Guernsey, Ass't. Gen. Mgr.	Irving S. Hunter, Prog. Dir. John H. Wibby, Chief Engr.	Weed, Bannan UP

DOES NATURE MAKE YOU PAUSE IN WONDER (Ky.)?

Ain't nacher grand? Yep, it is — and Wonder (Ky.) is plumb full of it. But business? Wal, Bud, that's something *different*. Wonder's got flora and fauna, but darned little *else*.

Hence WAVE doesn't woo Wonder, nor otherwise beam its broadcast at the birds and the bees. We concentrate on *people*—in the Louisville Trading Area—the section in which *more business* is carried on daily than in the rest of the State, combined!

The Louisville Trading Area is the *natural* outlet for your product. And with WAVE really covering this area, at low rates—you may *pause* in Wonder, but you'll want to *stop* in Louisville! You'll commune with *buyers*, not the great outdoors. Try us — and let nature take its course!

LOUISVILLE'S WAVE

NBC Affiliate

5000 Watts . 970 K C

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

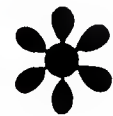
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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
ABBEVILLE	KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P.O. Box 306	Lovelis Hebert, Pres. George P. Martin, Gen. & Coml. Mgr.	Ebba Lou Martin, Prog. Dir. World
ALEXANDRIA	KALB 1935	580 5,000-LS 1,000-N	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 3335	ABC Louisiana	Walter H. Allen, Pres. T. B. Lanford, Secy. & Treas. Willard L. Cobb, Gen. Mgr. Fred Ohl, Station Dir.	Walter B. Melson, Local Sales Mgr. Harper Clark, Prod. & Prom. Mgr. Jesse R. Sexton, Chief Engr. Weed World UP
ALEXANDRIA	KPDR 1946	970 1,000-LS 500-N	Central La. Bcstg. Corp. 1710 Jackson St. 9568	MBS	Eugene Levy, Pres. George I. Maston, Gen. Mgr. Albert F. Rourke, Coml. Mgr.	Nolan S. Cruise, Prog. Dir. Glen G. Peebles, Chief Engr. McGillivra Capitol AP
ALEXANDRIA	KSYL 1947	1400 250	Radio Station KSYL P.O. Box 1489 6611	NBC	Sylvan Fox } Partner- Harold Wheelahan } ship Paul H. Goldman, Station Mgr.	Milton Fox, Coml. & Prom. Mgr. Bruce Rainey, Prog. Dir. E. W. McDonald, Chief Engr. Hollingbery Lang-Worth AP
BASTROP	KTRY (Construction permit)	730 250-D	Morehouse Broadcast- ing Co. 217 S. Washington St.	Nathan Bolton } A. R. McCleary } Partners	
BATON ROUGE	WAFB (Construction permit)	1460 1,000-D	Modern Broadcasting Co. of Baton Rouge, Inc. 392 Louisiana Nation- al Bank Bldg.		
BATON ROUGE 1	WJBO 1934	1150 5,000	Baton Rouge Bcstg. Co. 444 Florida St. 5271	NBC Louisiana	Charles P. Manship Jr., Pres. J. Roy Dabadie, Vice Pres. & Gen. Mgr. T. E. Gibbens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Douglas L. Manship, Prom. Mgr., Secy.-Treas. Vernon E. Dudley, Chief Engr. Hollingbery World Standard AP, UP
BATON ROUGE 6	WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. A. Lamar Simmons, Coml. Mgr.	Martha Hundemer, Prog. Dir. William H. Bland Jr., Chief Engr. Burke, Kuipe & Mahone Associated Capitol Cole SESAC AP, INS
BATON ROUGE	WCLA (Construction permit)	1220 250-D	Community Bcstg. Co. Baton Rouge	G. T. Owen and } Part- Owen W. Ware } ners	
BOGALUSA	WIKC 1947	1490 250	I. K. Corkern Jr. P.O. Box 811 1906	MBS	I. K. Corkern Jr., Pres. & Gen. Mgr. J. H. Knight, Coml. Mgr.	V. Lanegrass, Prog. Dir. I. K. Corkern Jr., Chief Engr. World AP
CROWLEY	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson 1450	Louisiana	Max Thomas, Pres. & Prom. Mgr. B. Hilliman Bailey Jr., Gen.	Lauren R. Staff, Coml. Mgr. Freda S. Thomas, Prog. Dir. Clovis L. Bailey, Chief Engr. McGillivra Associated AP
HAMMOND	WIHL 1947	730 250-D	Superior Enterprises 500 West Morris St.	Joseph A. Sims and Henry A. Mentz Jr.—partners	
HAMMOND 5	WSLA 1947	1110 250-D	Hammond Bcstg. Co. 216 W. Thomas 888	MBS KBS Louisiana	Fred LeMieux, Pres. & Gen. Mgr. H. D. Hutson, Coml. Mgr.	F. A. Barberito, Prog. Dir. C. M. Kiss, Prom. Mgr. Jacob Rick, Chief Engr. Clark AP
HOUMA	KCIL 1946	1490 250	Charles W. Lamar Jr. P.O. Box 1031 2047	MBS Louisiana	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Dick Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Chief Engr. Donald L. Jones, Chief Engr. Griffith World Cole AP
LAFAYETTE	KVOL 1935	1340 250	Evangeline Bcstg. Co. Inc. 519 S. Buchanan St. 338	NBC	George H. Thomas, Gen. Mgr. Lowell W. McCrary, Coml. Mgr.	Lucille M. LeBlanc, Prog. Dir. Charles T. Hook, Chief Engr. Thesaurus MacGregor AP
LAKE CHARLES 1	KLOU 1947	1580 1,000	Frank R. Gibson 134 Clarence St. 7277	CBS Louisiana	Frank R. Gibson, Pres. H. Vernon Anderson, Gen. Mgr. G. Frank Carroll Jr., Station Dir.	Gene Cuny, Coml. Mgr. James H. Jesse, Prog. Dir. Annelie Bulchek, Prom. Mgr. Ben C. Segrest Jr., Chief Engr. Walker Associated AP
LAKE CHARLES	KPLC 1940	1490 250	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford } R. M. Dean } Partners L. M. Sepaugh } David Wilson, Gen. Mgr. Jerry Bozeman, Coml. Mgr.	Claude Cunningham, Prog. Dir. Pelham Mills, Prom. Mgr. A. B. Craft, Chief Engr. T-H-S World AP
LAKE CHARLES	KWSL 1947	1400 250	A. S. Dudley Mill Street at Lake 61401	A. S. Dudley, Owner and Gen. Mgr. W. F. Hession, Sales Mgr.	E. C. Moses, Asst. Gen. Mgr. & Chief Engr. David E. Chapman, Prog. Dir. James W. Wilson, Prod. Dir. Lang-Worth Capitol Cole UP
MONROE	KMLB 1930	1440 5,000-LS 1,000-N	Liners Bcstg. Station Inc. P.O. Box 1723 LD 25	ABC Louisiana	J. C. Liner Sr., Pres. J. C. Liner Jr., Gen., Coml. & Prom. Mgr.	Mrs. Otto Baker Green, Prog. Dir. O. L. Morgan, Chief Engr. T-H-S World UP
MONROE	KNOE 1944	1230 250	James A. Noe Bernhardt Bldg. 912	NBC Louisiana	James A. Noe, Pres. Robert W. Dumm, Gen. Mgr. Al Donaldson, Coml. Mgr.	Bill Stanley, Prog. Dir. C. K. Strong, Chief Engr. Burke, Kuiper & Mahoney Associated Capitol AP
NATCHITOCHE	KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Box 232 2353	MBS KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. Coml. & Prom. Mgr.	Carroll C. Crew, Chief Engr. Burke, Kuiper & Mahoney Standard AP
NEW IBERIA	KANE 1946	1240 250	New Iberia Bcstg. Co. St. Peter St. 965	MBS	George H. Thomas } J. J. Davidson } Partners D. H. Castille } George H. Thomas, Gen. Mgr.	I. I. Femrite, Mgr. Viola Legendre, Prog. Dir. Dierrel Hamm, Prom. Mgr. Joe Sweeney, Chief Engr. Standard MacGregor UP



Ark-La-Tex a natural test market

Leading drug and grocery firms (names sent on request) in growing numbers are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with more than \$1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt KWKH is the Number One station in a Number One market.



* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%-100%), served exclusively by Shreveport and KWKH.

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MAINE (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra News Service	
LEWISTON	WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. & Coml. Mgr. Oscar Norman, Office Mgr.	Eugene Parker, Prog. Dir. Harold Alberghini, Prom. Mgr. Donald Mason, Chief Engr.	Forjoe, Banna Standard, SESAC UP
LEWISTON	WLAM 1947	1470 5,000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 6500	ABC	Frank S. Hoy, Chief Owner & Gen. Mgr. Elden H. Shute, Station Mgr. Gerald T. Higgins, Coml. & Prom Mgr.	William Finkeldey, Prog. Mgr. Leslie R. Hall, Tech. Dir.	Young, Kettell-Carte Thesaurus, Capitol AP
PORTLAND 3	WCSH 1925	970 5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New Eng- land	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. John Hogan, Prom. Mgr. G. Fred Crandon, Chief Engr.	Weed, Banna Thesaurus AP, UP
PORTLAND 3	WGAN 1938	560 5,000	Guy Gannett Bcstg. Serv- ices 645a Congress St. 2-7489	CBS	Guy P. Gannett, Pres. & Gen. Mgr. Crighton E. Gatchell, Mgr. & Prom. Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AP, UP
PORTLAND 3	WMTW 1946	1490 250	The Yankee Network Falmouth Hotel 4-2649	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neill, Pres.	Charles W. Curtin, Station Mgr. Linus Travers, Coml. Mgr.	Petry AP, INS
PORTLAND	WPOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC	Murray Carpenter, Pres. & Gen. Mgr. Gordon Lewis, Ass't Mgr. James McKnight, Sales Mgr.	Richard Bronson, Chief Anncr. Roger W. Hodgkins, Chief	Avery-Knode Kettell World AP
PRESQUE ISLE 1	WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	KBS	Harold E. Umphrey, Pres. Harold D. Glidden, Gen. & Coml. Mgr.	Ted Coffin, Prog. Dir. & Prom. Mgr. Lester E. Hughes, Chief Engr.	Cox & Tanz Thesaurus, Cole, SESAC, UP
WATERVILLE	WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 370	ABC	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. Mgr.	Charles F. Halsted, Prog. Dir. Richard S. Reid, Prom. Mgr. Donald H. Sutherland, Chief Engr.	Radio Adv., Kettell-Carte Standard AP

MARYLAND

ANNAPOLIS	WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Station & Sales Mgr.	C. E. Franklin, Chief Engr.	Lang-Worth, SESAC AP, UP
ANNAPOLIS	WASL	810 250-D	Chesapeake Radio Corp. Box 612 9211	Robert L. Blalock, Pres. W. H. Dodderidge, Gen. Mgr.	Harold Stephens, Prog. Dir. Jill Allen, Prom. Mgr. J. H. Griscom Jr., Chief Engr.	World AP
BALTIMORE 18	WBAL 1925	1090 50,000	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC	Harold C. Burke, Gen. Mgr. Kenneth Carter, Coml. Mgr.	John Dickman, Prog. Dir. Richard Duncan, Chief Engr.	Petry Thesaurus, World AP, UP, INS
BALTIMORE 1	WBMD 1947	750 1,000-D	Key Bcstg. Corp. 2 W. Eager St. Vernon 8125	George E. Hull, Pres. William R. Burrier, Gen. Mgr.	Genevieve Cain, Prog. Dir. Russel H. Morgan, Chief Engr.	Associated AP
BALTIMORE 1	WCAO 1922	600 5,000	The Monumental Radio Co. 1102 N. Charles St. Vernon 0600	CBS	Lewis M. Milbourne, Pres. L. Waters Milbourne, Exec. Vice Pres. & Gen. Mgr.	Leslie H. Peard Jr., Ass't Coml. Mgr. & Prom. Mgr. George L. Filling, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Standard AP
BALTIMORE 13	WCBM 1924	1400 250	Baltimore Bcstg. Corp. Harford & North Aven- ues University 8400	MBS	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr.	Charles A. Roeder, Prog. Dir. Newell A. Warner, Prom. Mgr. G. Porter Houston, Chief Engr.	Weed Associated UP, INS
BALTIMORE 2	WFBR 1922	1300 5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. Hope H. Barroll Jr., Exec. Vice Pres. William S. Pirie Jr., Dir. of Nat'l Sales William R. Dothard, Dir. of Local Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Publ. Dir. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Jr., Pres. Robert C. Embry, Vice Pres.	William Warren, Prog. Dir. James A. Duff, Chief Engr.	Headley-Reed Standard, Lang-Worth AP
BALTIMORE	WMAR (Construction permit)	850 1,000	A. S. Abel Co. Baltimore and Charles Sts.	E. K. Jett, V. P.		
BETHESDA- CHEVY CHASE	WBCC 1947	1120 250-D	Broadcast Management Inc. 5 Wilson Lane Oliver 2800	Willard D. Egoif, Pres. Parker H. Jones, Secy.- Treas.	William L. Browne, Prog. Dir. John Haskell, Sales Prom. Mgr. Vernon Story, Chief Engr.	Lang-Worth, Associated AP, UP
CAMBRIDGE	WCMD 1947	1240 100	The Cambridge Co. Cambridge	James H. Littlepage } Thomas P. Littlepage Jr. } Partnership John Schneider, Coml. Mgr.		Standard UP
CUMBERLAND 1	WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker } Part- Charles Z. Heskett } ners Aurelia S. Becker, Pres. Gen. & Coml. Mgr.	Edwin F. Hinkle, Prog. Dir. David W. Jefferies, Chief Engr.	World AP, UP

W T B O

1928

1948

CUMBERLAND
MARYLAND

THE BUYING AUDIENCE OF THREE
STATES* DEPENDS ON WTBO FOR
RELIABLE SALES MESSAGES.

IN AFFILIATION WITH:
THE NATIONAL BROADCASTING CO.

* MARYLAND (WESTERN)
PENNSYLVANIA (SO. CENTRAL)
W. VIRGINIA (NO. CENTRAL)

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

MARYLAND (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
CUMBERLAND	WCUM (Construction permit)	1490 100	The Tower Realty Co. 222 E. Baltimore St., Baltimore, Md.		
EASTON	1480 1,000	Easton Bcstg Co., Inc. Easton	John N. Critchlow Sr., Pres.	
ESSEX	WSID 1947	1570 1,000-D	Sidney H. Tinley Jr. 136 Eastern Ave. 2400	Sidney H. Tinley Jr., Pres. Albert C. Goldbach, Gen. Mgr. Armand Terl, Coml. & Prom. Mgr.	Raymond Kay, Prog. Dir. Albert C. Goldbach, Chief Engr. Capitol, Forj MacGregor AP
FREDERICK	WFMD 1945	930 500	Monocacy Bcstg. Co. Winchester Hall 1626	CBS	Laurence Leonard, Pres. William E. Hardy, Gen. Mgr. James W. Robertson, Ass't Gen. Mgr. & Chief Engr.	Eve Leonard, Prog. Dir. Bill Hardy, Prom. Mgr. World AP
HAGERSTOWN	WARK 1947	1490 250	Antietam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	Andrew K. Coffman, Pres. Stewart W. Phillips, Gen. & Coml. Mgr.	James S. Simpson, Prog. Dir. G. Harold Brewer, Chief Engr. Radio Adver- tising Thesaurus AP
HAGERSTOWN	WJEJ 1922	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS Mary- land	Grover C. Crilley, Owner & Gen. Mgr. William H. Paulsgrove, Coml. & Prom. Mgr.	Marle Whitcraft, Prog. Dir. George W. McIntire, Chief Engr. Lang-Worth, SESAC, Work AP
HAVRE DE GRACE	1600 500-D	Cheapeake Bcstg. Corp. Havre de Grace	Jayson T. Pate, Pres.	
PRESTON 1	WESL 1947	1370 1000-D	Eastern Shore Bcstg. Co. Preston 2491	Max Chambers, Gen. Mgr.	AP
SALISBURY	WBOC 1940	960 1,000	The Peninsula Broadcast- ing Co. Radio Park 2480	MBS	John W. Downing, Pres. Charles J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr. Prog. Dir. Peter A. Alfonsi, Chief Engr. Burn-Smith World AP
SILVER SPRING	WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Kemp Mill Road Shepherd 1050	John W. Kluge, Pres. Joseph L. Brechner, Gen. Mgr. Robert W. Jonscher, Coml. Mgr.	Ernest Tannen, Prog. Dir. Nick Chaconas, Chief Engr. World, SESAC AP
SILVER SPRING	WOOK 1947	1590 1,000-D	United Broadcasting Co. 8512 Georgia Ave.		

MASSACHUSETTES

BOSTON	WBMS 1946	1090 1,000-D	The Templetone Radio Mfg. Corp. 35 Court St.			
BOSTON 16	WBZ 1921	1030 50,000	Westinghouse Radio Stations, Inc. 275 Tremont St. (1170 Soldiers Field Rd., Allston 34—after June) Hancock 6-4261	NBC New Eng- land	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr. NBC Spot Associated Thesaurus AP, UP
BOSTON 16	WCOP 1925	1150 5,000	Massachusetts Bcstg. Corp. 485 Boylston St. Copley 7-0123	ABC	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong Jr., Nat'l. Coml. Mgr.	Harry Wheeler, Local Sales Mgr. Harry D. Goodwin, Prom. & Publ. Mgr. Gene King, Prog. Dir. Roland C. Hale, Chief Engr. H. Roy Marks, Ass't. Sales Mgr. Raymond G. Girardin, Prod. Mgr. Harold A. Dorschug, Chief Engr. Katz Standard AP, UP, INS
BOSTON 12	WEFI 1924	590 5,000	Columbia Bcstg. System Inc. 182 Tremont St. Hubbard 2323	CBS	Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr. Kingsley F. Horton, Ass't. Mgr. & Prog. Dir. Frederick H. Garrigus, Ass't Prog. Dir.	H. Roy Marks, Ass't. Sales Mgr. Raymond G. Girardin, Prod. Mgr. Harold A. Dorschug, Chief Engr. Radio Sales Lang-Worth AP, UP
BOSTON 16	WHDH 1926	850 5,000; CP-50,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 5500		William B. McGrath, Gen. Mgr. William W. Warner, Coml. Mgr.	George M. Perkins, Prog. Dir. Kerby Cushing, Prom. Mgr. Philip K. Baldwin, Chief Engr. Blair Capitol Standard Lang-Worth AP, UP
BOSTON	WMEX 1934	1510 5,000	The Northern Corp. 70 Brookline Ave.			
BOSTON 15	WNAC 1922	1260 5,000	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee	John Shepard 3rd., Chmn. of Bd. William O'Neil, Pres. Linus Travers, Vice-Pres., Gen. & Coml. Mgr.	George W. Steffy, Vice-Pres. & Prog. Dir. David F. Shurtleff, Prom. Mgr. Irving B. Robinson, Chief Engr. Petry Standard Associated SESAC AP, INS, Reu- ters
BOSTON	WORL 1926	950 1,000-D	Bcstg. Service Organiza- tion Inc. 216 Tremont St. Liberty 4540		Harold A. Lafount, Pres. George Lasker, Gen. Mgr. A. L. Robison, Ass't Gen. Mgr.	Robert Perry, Prog. Dir. John Parker, Chief Engr. Forjoe AP, UP
BROCKTON 64	WBET 1946	990 250-D	Enterprise Publishing Co. 60 Main St. Brockton 7062		Charles A. Fuller, Gen. Mgr. & Prog. Dir. Paul A. Belaire, Coml. Mgr.	Mark L. MacAdam, Tech. Dir. Thesaurus, Lang-Worth SESAC AP
BROCKTON	WBKA (Construction permit)	1450 250	Cur-Nan Co.			
BROOKLINE 46	WVOM (Construction permit)	1600 5,000	The Boston Bcstg. Corp. 100 Summit Ave. Beacon 3349		John C. Pappas, Pres. Benjamin Bartzoof, Exec. Vice Pres.	
CAMBRIDGE	740 250-D	Harvey Radio Labs. Cambridge		Frank Lyman Jr., Pres. Jeanne S. Lyman, V. P.	
CHICOPEE	WACE 1946	730 1,000-D	The Regional Bcstg. Co. 326 Chicopee St. Springfield 6-1323		John S. Begley, Treas. John S. Lloyd, Gen. Mgr. David Hayes, Coml. Mgr.	Terry Colwell, Prog. Dir. Forbes Parkyn, Prom. Mgr. Ralph J. Robinson, Chief Engr. Kettell-Carter McGeehan & O'Mara Thesaurus AP

LOOK AT YOUR MAP

NOTICE the 200-mile-long promontory of land jutting conspicuously between the Chesapeake Bay and Atlantic Ocean. This is the prosperous Delaware-Maryland-Virginia peninsula, known familiarly to millions of Americans as the "Eastern Shore".

HERE is an economic commonwealth fabulous in its own right for its variety of industries, its trade and commerce . . . progressive towns . . . rich farmlands . . . abundant fin and shell fish . . . colorful estates . . . water resorts . . . A province little affected by drastic economic fluctuations.

IN THE CENTER OF THIS FLOURISHING EMPIRE IS
SALISBURY, MARYLAND, ITS LARGEST CITY, AND—

W B O C

1,000 WATTS
UNLIMITED TIME

960 KILOCYCLES
FOUNDED IN 1940

W B O C - F M

12,000 WATTS RADIATED POWER -- 97.5 MC

NO RADIO STATION HAS FINER EQUIPMENT THAN THESE TWO
THE ONLY RADIO STATIONS, OR ADVERTISING MEDIUM, BLANKETING THE AREA

MARKET DATA—PRIMARY AREA

Population	287,900
Radio Homes	60,475
Retail Sales	\$181,717,000
Annual Income	\$317,525,000

RADIO PARK

A \$155,000 expansion program just completed provides 5 studios, large transmitter rooms, more offices—all air-conditioned—and new tower array.

ASK FOR THE BROCHURE: "THIS IS DEL-MAR-VA'S OWN RADIO VOICE"

Address: WBOC, Radio Park, Salisbury, Maryland

John W. Downing, *President*

Charles J. Truitt, *Manager*

MEMBER OF MUTUAL BROADCASTING SYSTEM (East-Central Group)

National Representatives: Burn-Smith Co., Inc.

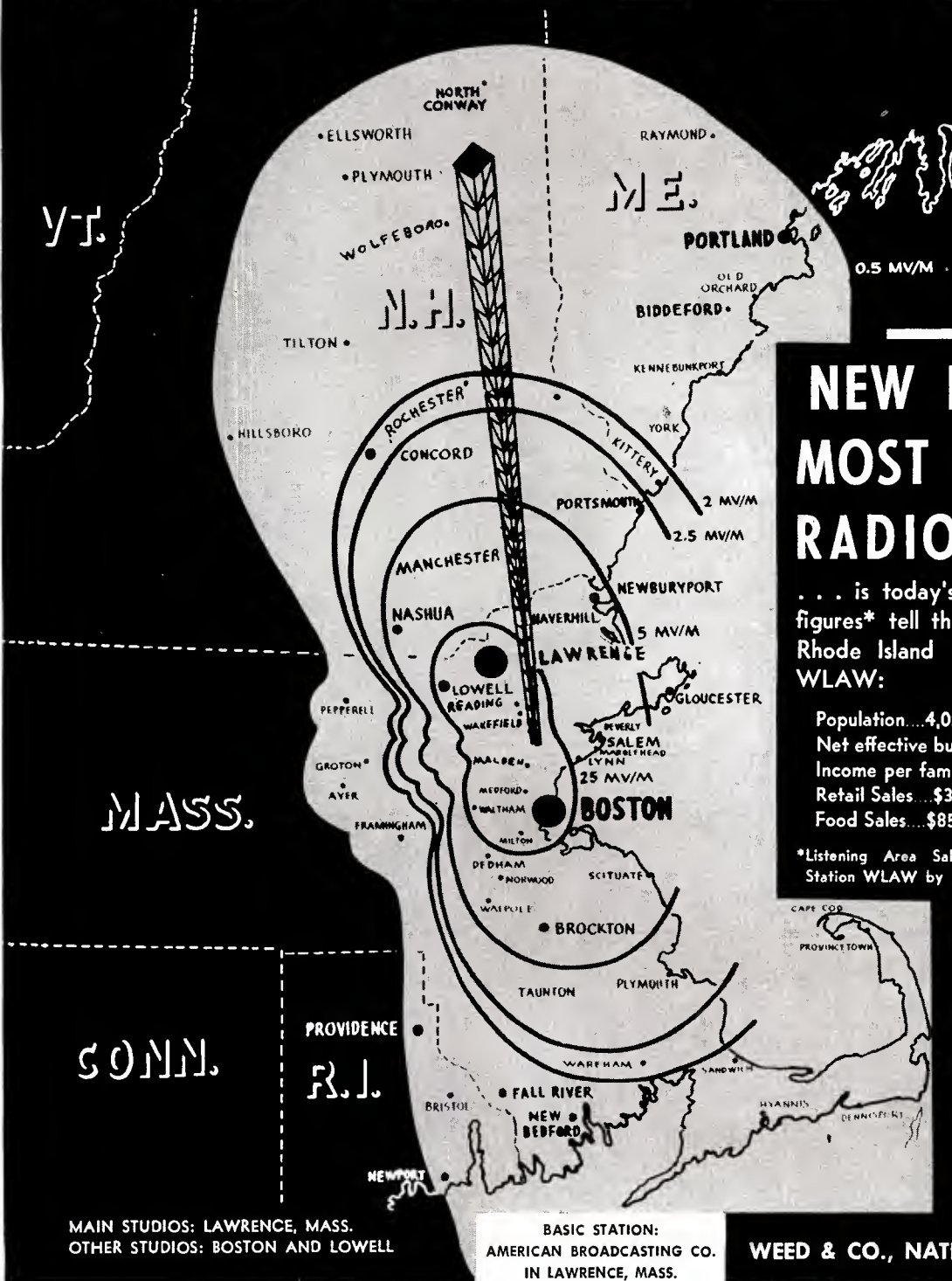
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MASSACHUSETTS (Continued)

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FALL RIVER	WSAR 1921	1480 5,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Pavao, Chief Engr.	Headley-Reed Lang-Worth Thesaurus UP
FALL RIVER (Construction permit)	1400 250	Narragansett Bcstg. Co. 12 Hudner Bldg.		Mitchell G. Meyers Ruben E. Aronheim Milton H. Myers } Part- ners		
FITCHBURG	WEIM 1941	1340 250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Milton H. Meyers, Oper. Partner Earle G. Clement, Gen. Mgr. Ford Billings, Coml. Mgr.	Richard Tucker, Prog. Dir. Theodore Kallin, Chief Engr.	Bannan AP
FRAMINGHAM	WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400		Richard E. Adams, Station Mgr. James H. Shoemaker, Coml. Mgr.	Lee Emmerich, Prog. Dir. G. Ellis Mott, Prom. Mgr. Francis Bartol, Chief Engr.	Kettell-Carter Capitol Thesaurus UP
GARDNER	WHOB 1946	1490 250	The Gardner Bcstg. Co. 39 Pleasant St. 1490		David M. Richman, Pres. Ted Jones, Gen. Mgr.	George Gray, Prog. Dir. Parker Vincent, Chief Engr.	Rambeau Thesaurus SESAC AP
GREENFIELD	WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee	John W. Haigis, Owner John W. Haigis Jr., Mgr. H. W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Leland F. Wheeler, Chief Engr.	Burn-Smith Bannan Thesaurus AP
HAVERHILL	WHAU 1947	1490 250	The Haverhill Gazette Co. 30 How St. 7090		John T. Russ, Pres. & Gen. Mgr.	E. Whitterige Clark, Prog. Dir. Herbert W. Brown, Chief Engr.	Kettell-Carter McGeehan & O'Mara World Associated SESAC AP
HOLYOKE	WHYN 1941	1400 250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight, Pres. Charles N. DeRose, Gen. Mgr. Patrick J. Montague, Coml. Mgr.	Jay Heitin, Prog. Dir. & Prom. Mgr. Thomas Humphrey, Chief Engr.	Walker Bannan Associated Lang-Worth UP
LAWRENCE	WGCM 1947	800 1,000-D	Lawrence Bcstg. Co. 54 Essex St. 3-7171		George H. Jaspert, Pres. Gordon S. Lev, Treas., Gen. Mgr. & Chief Engr.	William C. Engel, Coml. Mgr. Arthur I. Rothafel, Prog. Dir.	Thesaurus Capitol, SESAC AP
LAWRENCE	WLAW 1937	680 50,000	Hildreth & Rogers Co.	ABC	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr.		Weed
LOWELL	WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	Gerald Harrison, Pres. Dana W. Fitzgerald, Gen. Mgr. Haskell Bloomberg, Coml. Mgr.	Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr.	Petry Associated AP
LYNN	WLYN 1946	1360 500-D	Puritan Bcstg. Service Inc. 7 Willow St. 5-6200		A. M. Morgan, Pres. & Gen. Mgr. James E. Dunbar, Coml. Mgr.	Dorothy Rich, Prog. Dir. John W. Parker, Chief Engr.	Associated SESAC UP
NEW BEDFORD	WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	ABC	Basli Brewer, Vice Pres. & Treas. James M. Patt, Gen. Mgr.	Edward Boghosian, Prog. Dir. & Prom. Mgr. Arthur Deters, Chief Engr.	Rambeau Bannan World AP
NORTH ADAMS	WKOZ 1947	860 250-D	Citizens Bcstg. Co. 20 State St. 3470		John T. Ward Jr. } E. B. Cureton Jr. } Owners G. W. Fisher } Joseph R. Trott Jr. } John T. Ward Jr., Coml. Mgr. E. B. Cureton, Jr. Bus. Mgr.	Thomas M. Donlin, Prog. Dir. George W. Fisher, Prom. Mgr. Bud Kordalewski, Chief Engr.	McGillvra Standard Capitol UP
NORTH ADAMS	WMNB 1947	1230 250	Northern Berkshire Broadcasting Co. 27 Bank St.		Robert B. Clark } Robert Hardman } Part- James G. Keyworth } ners		
PITTSFIELD	WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC	Lawrence K. Miller } Owners Donald B. Miller } James L. Spates, Gen. Mgr. & & Chief Engr. W. Wendell Budrow, Coml. Mgr.	Franklin Wiener, Prog. Dir. John Williams, Prom. Mgr.	McKinney Lang-Worth Standard AP
PITTSFIELD	WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee	Leon Podolsky, Owner John T. Parsons, Gen. Mgr. Robert H. Burbank, Coml. Mgr.	Daniel Healy, Prog. Dir. Leonard Lavendale, Chief Engr.	Walker Bannan Thesaurus UP
QUINCY 69	WJDA 1946	1300 1,000-D	South Shore Bcstg. Co. Inc. 29 Brackett St. Mayflower 1300		Joseph H. Tobin } Owners James D. Asher } Joseph H. Tobin, Station Mgr. & Prog. Dir.	James D. Asher, Coml. & Prom. Mgr. James O. Wood, Chief Engr.	World AP
SALEM	WESX 1939	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. Edmund L. Phelan, Gen. Mgr. Edward Tibbetts, Coml. Mgr.	Irene Roberts, Prog. Dir. Richard I. Hammond, Chief Engr.	AP, UP

WLAW



NEW ENGLAND'S MOST POWERFUL RADIO STATION

... is today's Best Buy. The following figures* tell the story of the Maine to Rhode Island sales area blanketed by WLAW:

- Population...4,052,200
- Net effective buying income...\$4,666,248,000
- Income per family...\$4,250
- Retail Sales...\$3,263,411,000
- Food Sales...\$858,354,000

*Listening Area Sales Potential Study compiled for Station WLAW by Sales Management.

**50,000
WATTS
680 KC**

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS: BOSTON AND LOWELL

BASIC STATION:
AMERICAN BROADCASTING CO.
IN LAWRENCE, MASS.

WEED & CO., NATIONAL REPRESENTATIVES

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SPRINGFIELD	WBZA 1925	1030 1,000	Westinghouse Radio Stations, Inc. Hotel Kimball 6-8336	NBC New England	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Mgr. Harold E. Randol, Chief Engr.	NBC Spot Associated Thesaurus AP, UP
SPRINGFIELD 3	WMAS 1932	1450 250	WMAS Inc. Hotel Charles 7-1414	CBS	Gerald Harrison, Pres. Robert Donahue, Gen. Mgr. Robert Feldman, Coml. Mgr.	Turner Cooke, Prog. Dir. Paul Peltier, Prom. Mgr. John Michnovetz, Chief Engr.	Petry Associated UP
SPRINGFIELD 5	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, Vice Pres. & Coml. Mgr.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Prom. Mgr. Lawrence A. Rellly, Chief Engr.	Hollingbery Lang-Worth AP
WALTHAM	WCRB (Construction permit)	1330 500-D	Charles River Bcstg. Co. 206 Monroe St. Dedham, Mass.		L. P. Liles, John R. Hoffer Richard C. O'Hare } Partners		
WARE	WRMS (Construction permit)	1250 500-D	Donald W. Howe Gilbertville Road		Donald W. Howe, Owner Daniel J. Hyland Jr., Gen. & Coml. Mgr.	Albert Green, Chief Engr.	Associated AP
WEST YARMOUTH .	WOEB 1943	1240 250	Bristol Bcstg. Co. Inc. West Yarmouth Hyannis 502	ABC KBS	Basil Brewer, Pres. Donald L. Sellers, Gen. & Coml. & Prom. Mgr.	Marlon Crowell, Prog. Dir. Arthur Deters, Chief Engr.	Rambeau
WORCESTER 8	WAAB 1931	1440 5,000	The Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres. Richard A. Cobb, Station Mgr.	Linus Travers, Coml. Mgr. Albert M. Hiorns, Prog. Dir. Joseph E. Grahn, Chief Engr.	Petry Associated Standard AP, INS
WORCESTER 8	WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672		Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. & Treas. Kenneth B. Murray, Coml. Mgr.	John F. Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon Wilson, Chief Engr.	Young Kettell-Carte Thesaurus Capitol UP
WORCESTER 2	WORC 1925	1310 1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred Frank Kleindienst, Pres. Mildred P. Stanton, Gen. & Coml. Mgr.		Weed Lang-Worth INS
WORCESTER 1	WTAG 1924	580 5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. Vice Pres. Robert W. Booth, Vice Pres. & Gen. Mgr. Herbert L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. & Prod. Mgr. Andrew C. Fuller, Publ. & Prom. Mgr. Elliot A. Browning, Chief Engr.	Raymer Associated World AP

MICHIGAN

ADRIAN	WABJ 1946	1500 250-D	The Adrian Bcstg. Co. 111 E. Maumee St. 1599	Alden M. Cooper } Co-Owners Gail D. Griner } & Co-Mgrs. Alden M. Cooper, Coml. Mgr.	Gail D. Griner, Prog. Dir. Gordon F. Sweeley, Chief Engr.	Griffith Thesaurus UP
ALPENA	WATZ 1946	1450 250	Midwestern Bcstg. Co. M-32 West 1049	MBS KBS Wolverine	Les Biederman, Pres. & Chief Engr. Drew McClay, Mgr. & Prom. Mgr.		Holman AP
ANN ARBOR	WHRV 1947	1600 1,000	Huron Valley Bcstg. Inc. Box 160 2-4573	ABC	J. F. Hopkins, Pres. & Gen. Mgr. R. S. Augustus, Coml. Mgr.	Sybil Krieghoff, Prog. Dir. James W. Allen, Chief Engr.	ForJoe World AP
ANN ARBOR	WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. 106 East Liberty Street 25317	Arthur E. Greene, Pres. Edward F. Baughn, Gen. Mgr. Ted Turner, Coml. Mgr.	Edwin G. Burrows, Prog. Dir. George D. Stearns, Chief Engr.	Burn-Smith Standard, Associated AP, INS
BATTLE CREEK	WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank Bldg. 5655	ABC Michi- gan Wolverine	Federated Publications Inc., Chief Owner D. E. Payne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. Earl J. Stone, Chief Engr.	Burn-Smith Lang-Worth AP
BATTLE CREEK	WBCK (Construction permit)	930 1,000	Michigan Broadcasting Co. Post Bldg.			
BAY CITY	WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Michi- gan	Harley D. Peet, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Hollingbery World, Lang-Worth UP
BENTON HARBOR ..	WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. 5-2113	Stanley R. Banyon, Pres. Jake F. Scherer, Gen. Mgr. Wm. L. Harmon, Coml. Mgr.	Phil Molloy, Prog. Dir. Munson U. Robinson, Chief Engr.	Lang-Worth AP
CADILLAC	WATT 1945	1240 250	Midwestern Bcstg. Co. Cadillac 1270	MBS KBS Bunyan Wolverine	Les Biederman, Chief Owner John Cundiff, Gen. Mgr. Merritt Chandler, Coml. Mgr.	William H. Kiker, Chief Engr.	Lang-Worth, SESAC
DEARBORN	WKMH 1946	1540; CP-1310 1,000-D; CP-1,000-U	WKMH Inc. WKMH Bldg. Superior 4000	Fred A. Knorr, Pres. & Gen. Mgr. Walter Patterson, Coml. & Prom. Mgr.	Kirk Knight, Prog. Dir. Jerrold Martin, Chief Engr.	Weed Lang-Worth UP, INS

WSAR FALL RIVER

GOES 5,000 WATTS

AND PLACES MORE THAN
A HALF-MILLION
CUSTOMERS

IN THE PALM OF YOUR HAND!



REPRESENTED
by
HEADLEY-REED CO.

- NEW YORK
- CHICAGO
- DETROIT
- ATLANTA
- SAN FRANCISCO
- LOS ANGELES

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City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
DETROIT (Windsor)	CKLW 1932	800 5,000	Essex Broadcasters Inc. Guarantee Trust Bldg. Cadillac 7200	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. Richard Jones, Coml. Mgr.	Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Young Stovik INS, UP
DETROIT 2	WJBK 1925	1490 250	Detroit Bestg. Co. Cor. Woodward & Kirby Sts. Trinity 2-2000	Wolver- line	George B. Storer, Pres. Ralph G. Elvin, V. P. in charge of Operations George M. Millar, Coml. Mgr.	Judith Lawton, Prog. Dir. Robert Anthony, Prom. Mgr. Paul Frincke, Chief Engr.	ForJoe Lang-Worth, World Thesaurus AP
DETROIT 26	WJLB 1926	1400 250	Booth Radio Stations Inc. 3100 David Broderick Tower Cadillac 7600	John Lord Booth, Pres. Hugh M. Gray, Gen. Mgr. Eric V. Hay, Coml. Mgr.	George Kendall, Prog. Dir. Mitchell Jachinski, Prom. Mgr. Edward H. Clark, Chief Engr.	Burn-Smith, Holman World AP
DETROIT 2	WJR 1925	760 50,000	WJR, The Goodwill Sta- tion Inc. 2100 Fisher Bldg. Madison 4440	CBS	G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Conrad Noll Jr., Optg. Mgr. A. B. Shawd, Sales Mgr.	Worth Kramer, Prog. Dir. James Quello, Dir. Publ. & Prom. G. F. Leydo, Chief Engr.	Petry Thesaurus Standard, Lang-Worth, Associated AP, UP, INS
DETROIT 31	WWJ 1920	950 5,000	Evening News Associa- tion 630 W. Lafayette Ave. Randolph 2-000	NBC	W. J. Scripps, Dir. of Radio The Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Sales Mgr.	Melvin C. Wissman, Prog. Dir. Jake Aibert, Prom. Mgr. Edgar J. Love, Gen. Engrg. Mgr.	Hollingsbery Standard AP, UP
DETROIT 27	WXYZ 1930	1270 5,000	King-Trendle Bestg. Corp. 1700 Stroh Building Cherry 8321	ABC Michi- gan	James G. Riddell, Gen. Mgr. Harold S. Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. William J. Hendricks, Prom. Mgr. Charles Kotcher, Chief Engr.	Standara Lang-Worth World UP, INS
EAST LANSING	*WKAR 1921	870 5,000-D	Michigan State College East Lansing Lansing 8-1511	Robert J. Coleman, Gen. Mgr.	Larry Frymlre, Prog. Dir. Norris Grover, Chief Engr.	Thesaurus, Lang-Worth AP
ESCANABA	WDBC 1941	1490 250	Delta Broadcasting Co.	MBS KBS Wolver- line			
FLINT 3	WBBC 1947	1330 1,000	Booth Bestg. Co. 112 W. Water St. 9-8686	MBS	John Lord Booth, Pres. Robert L. Balfour, Gen. Mgr. August Torreano, Coml. Mgr.	W. Eldon Garner, Sales Mgr. Robert L. Mabry, Prog. Dir. George Geiger, Prom. Mgr. C. Elwood Ryan, Chief Engr.	ForJoe MacGregor, Capitol AP
FLINT	WFDP 1922	910 1,000	Flint Broadcasting Co.	ABC Michi- gan Wolver- line			
FLINT 4	WMRP 1943	1510 250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112	Daniel M. Robins, Pres. William H. Morford, Gen. & Coml. Mgr.	Cedric Farger, Prog. Dir. Homer Blumerich, Chief Engr.	Grant Standard
FLINT	WTCB 1947	600 1,000-LS 500-N	Trendle-Campbell Bestg. Co. 740 S. Saginaw St. 2-1136	NBC	George W. Trendle, Pres. & Treas. H. Allen Campbell, Vice Pres. & Gen. Mgr. Don DeGroot, Resident Mgr.	Russell H. Edsall, Sales Dir. William R. Dixon, Prog. Dir. Harold Holmes, Chief Engr.	Raymer World UP
FLINT 3	WWOK 1946	1470 1,000	Drohlich Bros. 432 N. Saginaw St. 4-1691	Wolver- line	Albert S. Drohlich Owners Robert A. Drohlich Robert A. Drohlich, Gen. & Coml. Mgr.	Albert S. Drohlich, Prog. Dir. & Prom. Mgr.	McGillvra Associated, Cole UP
GRAND RAPIDS 2...	WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 430 Federal Square Bldg. 6-9541	Wolver- line	Simon W. Oppenhuizen, Pres., Gen. & Coml. Mgr. Jennie Oppenhuizen, Vice Pres.	Raymond A. Plank, Treas., Ass't Mgr. & Chief Engr. Gordon F. Kibby, Prog. Dir. Henry G. Bosch, Prom. Mgr.	Walker Capitol, Lang-Worth, SESAC AP
GRAND RAPIDS 3...	WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave. N.E. 9-4111	Paul F. Eichhorn, Pres. & Gen. Mgr. George Hartman, Coml. Mgr.	Cameron Blake, Prog. Dir. J. C. Yeakey, Local Sales Mgr. Richard Groenevelt, Chief Engr.	Standard, Associated AP
GRAND RAPIDS 1...	WJEF 1945	1230 250	Fetzer Bestg. Co. Fantiing Hotel 6-8512	CBS	John E. Fetzer, Pres. Edward H. Bronson, Gen. Mgr. & Prog. Dir. John W. O'Harrow, Coml. Mgr.	Richard L. Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodei Associated, Standard AP
GRAND RAPIDS 2...	WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABC Michi- gan	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	D. Cotton, Prog. Dir. Lee Stevens, Chief Engr.	McGillvra Standard UP
GRAND RAPIDS 2...	WOOD 1924	1300 5,000	American Bestg. Co. Grand Rapids Nat'l Bank Bldg. 9-4211	NBC Wolver- line	Stanley W. Barnett, Gen. Mgr. Lyman Anson, Coml. Mgr.	Sandy Meek, Prog. Dir. Lenore Little, Publ. Rel. Dir. Fred W. Russell, Chief Engr.	Raymer Lang-Worth SESAC, World UP
HOLLAND	WHTC (Construction permit)	1450 250	Holland Broadcasting Co. 135 W. 11th St.	Millard C. Westrate, Pres., Chief Engr. Willard C. Wichers, V. P. & Prog. Dir.		AP



TELEVISION . . . *in action!*

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen! Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television . . . reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .

Associate AM Station WWJ

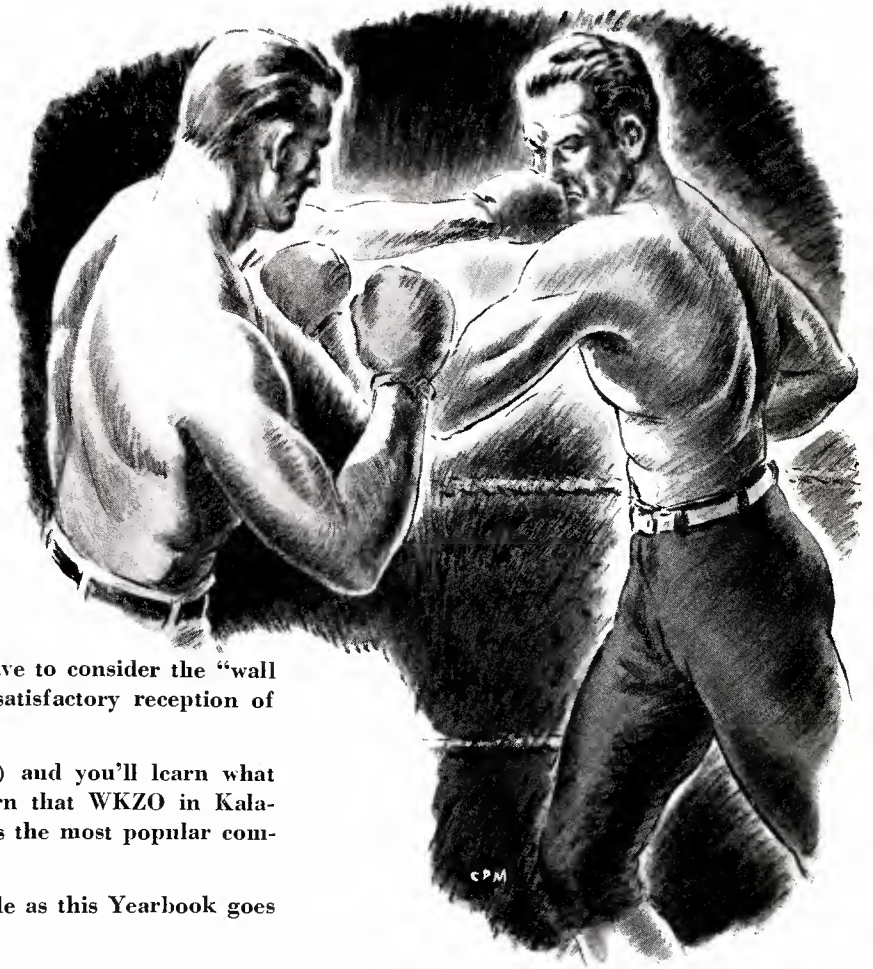
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
HOUGHTON	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS KBS Wolverine	John W. Rice, Exec. Vice Pres. Albert W. Payne, Station Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Tech. Supvr. Walker World
IRON MOUNTAIN	WIKB 1943	1230 250	Upper Mich.-Wis. Bcstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr. J. A. Marta, Sales & Prom. Mgr.	Carl Casperson, Prog. Dir. & Studio Mgr. Eugene Kaari, Chief Engr. Walker Standard UP
IRON MOUNTAIN	WMIQ 1947	1450 250	Iron Mountain Kingsford Bcstg. Co. 211 E. Ludington St. 2031	William F. Russell, Pres. William C. Johnson, Gen. Mgr. John S. Wallis, Coml. Mgr.	Ronald F. Bothe, Prog. Dir. & Prom. Mgr. Robert W. Berry, Chief Engr. Lang-Worth UP
IRONWOOD	WJMS 1931	630 1,000	Upper Mich.-Wis. Bcstg. Co. Inc. Ironwood 20	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr.	J. A. Marta, Sales & Prom. Mgr. Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr. Walker Standard UP
ISHPEMING	WJPD 1947	1240 250	IshpeMING Broadcasting Co. Jenks Block 1892	James P. Deegan, Pres., Gen. & Coml. Mgr.	Paul C. Crowley, Prog. Dir. Carl B. Tupala, Prom. Mgr. Bernard R. Maloney, Chief Engr. Lang-Worth AP
JACKSON	WIBM 1927	1450 250	WIBM Inc. Hotel Hayes 6121	ABC Michi- gan Wolverine	Herman Radner, Pres. Roy Radner, Vice Pres. William Cizek, Gen. Mgr.	Bill Atherton, Coml. Mgr. Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr. ForJoe, Holman Thesaurus
KALAMAZOO 8	WGFG 1947	1360 1,000	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 5191	ABC Michi- gan Wolverine	Harold F. Gross, Pres. & Gen. Mgr.	Charles T. Lynch, Prog. Dir. Irene A. Ginther, Prom. Mgr. Standard UP
KALAMAZOO 99	WKZO 1923	590 5,000	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. Mgr.	Willis F. Dunbar, Prog. Dir. Richard Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr. Avery-Knodel Standard, World AP
LANSING 30	WLS 1946	1430 500-D	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS KBS Wolverine	W. A. Pomeroy, Pres. & Gen. Mgr. R. S. Underhill, Coml. Mgr.	R. E. Kauffman Jr., Prog. Dir. Bruce Elliott, Prom. Mgr. John C. Pomeroy, Chief Engr. Holman Capitol, Lang-Worth AP
LANSING 16	WJIM 1934	1240; CP-550 250; CP-1000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michi- gan	Harold F. Gross, Pres., Gen. & Coml. Mgr.	Howard K. Finch, Prog. Dir. Kay Bergin, Prom. Mgr. Elza Runkle, Chief Engr. Standard, Thesaurus, World UP
LAPEER	WMPC 1926	1230 250 SH	The Liberty St. Gospel Church
LUDINGTON	WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	KBS Wolverine	Grant F. Ashbacker Partner- Karl L. Ashbacker ship Karl Ashbacker, Gen. & Coml. Mgr.	Peter A. Mars, Prog. Dir. & Prom. Mgr. Frederick A. Bld, Chief Engr. Burn-Smith World, Keystone, SESAC UP
MARQUETTE	WDMJ 1931	1340 250	The Lake Superior Broadcasting Co.	MBS KBS Wolverine
MARQUETTE	WMMI (Construction permit)	970 1,000-D	Gordon H. Brozek 609 N. 3rd St.
MUSKEGON	WKBZ 1926	1490; CP-850 250; CP-1,000	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Michi- gan Wolverine	Grant F. Ashbacker, Pres. Fred W. Wagenvoord, Gen. & Coml. Mgr.	Howard Hoffman, Prog. Dir. Bill Bennett, Prom. Mgr. Kenneth Pendleton, Chief Engr. Burn-Smith World, Standard UP
MUSKEGON	WMUS 1947	1090 1,000-D	Greater Muskegon Broad- casters Inc. 1769 Peck St. 27-608	Wolverine	William C. Wester, Gen. & Coml. Mgr. Billy L. Bennett, Prog. Dir.	Clinton Raymond, Prom. Mgr. N. L. Kessler, Chief Engr. Associated, Thesaurus AF, UP
OWOSSO	WOAP 1947	1080 250-D	Argus Press Co. 2300 N. Shiawassee 980	J. E. Campbell, Pres. M. H. Wirth, Gen. Mgr.	J. Hall Smith, Prog. Dir. Stanley Bristol, Chief Engr. McGillvra Standard AF
PONTIAC	WCAR 1940	1130 1,000-D	WCAR, Inc.
PETOSKEY	WMBN 1947	1340 250	Midwestern Bcstg. Co. Petoskey 3633	MBS KBS Paul Bunyan Wolverine	Les Biederman, Pres. Ralph Pierson, Gen. Mgr. Merten Carter, Coml. Mgr.	Max Anspaugh, Prog. Dir. William H. Kiker, Chief Engr. Lang-Worth AP
PORT HURON	WHLS 1933	1450 250	Port Huron Bcstg. Co. 932 Military St. 23151	MBS KBS Wolverine	Harmon LeRoy Stevens, Herman LeRoy Stevens; Partnership Helen Nelson, Gen. Mgr.	Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr. Gene Grant, Holman Lang-Worth, Standard, World UP
PORT HURON	WTHH 1947	1360 1,000-D	Times Herald Co. 903 Sixth St. 5171	W. W. Ottaway, Pres. L. A. Weil, V. P. Herb Michael, Station Mgr. & Prog. Mgr.	Al Goetze, Coml. & Prom. Mgr. Dick Noel, Prog. Mgr. Marion Stoner, Chief Engr. McGillvra Capitol, Associated, SESAC AF

YOU MIGHT BOX FOR 110 ROUNDS*— BUT... YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN!



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that *stops* satisfactory reception of outside broadcasts.

Consult the latest Hooper Report (Spring, 1947) and you'll learn what stations best cover Western Michigan—you'll learn that WKZO in Kalamazoo and WJEF in Grand Rapids are by all odds the most popular combination in the entire area.

Here is an excerpt from the latest Hooper available as this Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF WKZO	OTHER NET- WORK "A"	ALL NET- WORK "B"	ALL NET- WORK "C"	ALL NET- WORK "D"	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	20.7	38.6	5.5	21.5	4.7	27.9	1.8	6,694
12 NOON—6:00 PM (MON. thru FRI.)	20.8	32.9	7.5	26.1	4.8	26.2	2.5	9,896
6:00 PM—10:00 PM (SUN. thru SAT.)	31.8	36.3	5.1	14.3	6.9	36.1	1.3	18,496

Let us send you *all* the facts, and you'll never again try to cover Western Michigan with an outside station! Write us—or just ask Avery-Knodel, Inc.

* *Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893 in New Orleans.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders . . . most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



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MICHIGAN (Continued)

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ROYAL OAK	WEXL 1931	1340 250	Royal Oak Bcstg. Co. 212 West Sixth St. Eimhurst 6524	George B. Hartrick, Pres. Calvert M. Hill, Gen. & Coml. Mgr.	Gordon Sparks, Prog. Dir. Garnet Sparks, Chief Engr.	Standard AP, INS
SAGINAW	WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington 3-4471	Wolver- ine	O. J. Kelchner } Equal W. J. Edwards } Partnership H. H. Wolfe } O. J. Kelchner, Gen. Mgr.	W. J. Edwards, Coml. & Prom. Mgr. H. H. Wolfe, Prog. Dir. Max W. Thomas, Chief Engr.	T-H-S Associated, Lang-Worth UP
SAGINAW	WSAM 1940	1400 250	Saginaw Bcstg. Co. Radio Bldg. 2-8161	NBC	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	William J. Lofback, Prog. Dir. Jacqueline Jefferson, Prog. Prom. Mgr. Meridith L. Koerner, Engi- neering Dir.	Headley-Reed Standard, World INS
SAULT STE. MARIE	WSOO 1940	1230 250-LS 100-N	Hawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michi- gan	Stanley R. Pratt, Pres. Richard Y. Burnett, Mgr. Russ Staffeld, Coml. Mgr.	Ray Ulbrich, Prog. Dir. Ed Krieger, Prom. Dir. William Morris, Chief Engr.	Lang-Worth, SESAC AP
FRAVERSE CITY	WTCM 1941	1400 250	Midwestern Bcstg. Co. Anderson Bldg. 1150	MBS KBS Paul Bryan Wolver- ine	Les Blederman, Pres. R. E. Detwiler, Coml. Mgr.	Ken Haven, Prog. Dir. William Kiker, Chief Engr.	Holman Lang-Worth AP

MINNESOTA

ALBERT LEA	KATE 1937	1450 250	Albert Lea-Austin Broadcasting Co.	ABC		
AUSTIN	KAUS (Construction permit)	1480 1,000	Cedar Valley Bcstg. Co. 319 N. Main St. (Temp.)		Harry M. Smith, Pres. W. W. McCurnin, Gen. Mgr.		
BEMIDJI	KBUN 1946	1450 250	Bemidji Bcstg. Co. 419½ Beltrami Ave. 10	MBS	Harry F. Pihl, Pres. Robert A. Mullen, Gen. Mgr. & Prog. Dir.	Don Peterson, Sports Dir. Denvy Doty, Chief Engr.	Walker Lang-Worth UP
BRAINERD	KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 1400	MBS	E. Thomas O'Brien, Pres. & Gen. Mgr. M. C. Gorham, Coml. & Prom. Mgr.	Mrs. Lucile G. Grosse, Prog. Dir. A. L. Vandersluis, Chief Engr.	Walker Standard AP
BRECKENRIDGE	(Construction permit)	1450 250	Interstate Bcstg. Corp. Breckenridge	Don H. Bower, Pres. Dr. E. A. Eberlin, V.P. Kline E. Bower, Treas.		
CROOKSTON	KROX (Construction permit)	1050 1,000-D	Crookston Bcstg Co. Crookston	D. A. McKenzie, Pres. A. J. Jensen, V.P.		
DULUTH	KDAL 1927	610 5,000	Red River Broadcasting Co., Inc. Bradley Bldg.			
DULUTH	WEBC 1924	1320 5,000	Head of the Lakes Broadcasting Co.	NBC			
DULUTH 2	WREX 1947	1080 10,000-LS 5,000-N	Lake Superior Bcstg. Co. 213 E. Superior St. Radisson 1080	MBS	Thomas M. McCabe, Pres. James R. King, Gen. & Coml. Mgr.	Rolf M. Erickson, Prog. Dir. Frank Watson, Prom. Mgr. William H. Lounsberry, Chief Engr.	World UP
ELY	WXLT (Construction permit)	1450 250	Charles W. Ingersoll Box 450 226	Charles W. Ingersoll, Pres. & Gen. Mgr. Anthony R. Martinson, Coml. Mgr.	Leo J. Kuhn, Prog. Dir. Carl E. Davidson, Prom. Mgr. Harold Kolari, Chief Engr.	MacGregor UP
EVELETH	WEVE 1947	1340 250	Eldson Inc. 921 Tower Ave. Superior, Wis. 4451	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Elden Soberg, Coml. Mgr.	J. Melvin Laskey, Chief Engr.	Lang-Worth AP
FARIBAULT	KDHL 1947	920 1,000	Lee-Smith Bcstg. Co. Faribault	Herbert H. Lee Palmer Dragsten } Partners John E. Hyde Jr. }		
FERGUS FALLS	KGDE 1926	1230 250	Fergus Radio Corp. Fergus Falls 3986	MBS	Harold L. Dell, Exec. Dir.	Don L. Albertson, Gen. Mgr.	Walker AP
GRAND RAPIDS	KBZY (Construction permit)	1490 250	Itasca Broadcasting Co. 2 E. Third St.	Robert D. Kennedy, Pres. Larke L. Huntley, V.P.	
HIBBING	WMFG 1935	1240 250	Head of the Lakes Broadcasting Co. Androy Hotel 1150	NBC Arrow- head	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Station & Coml. Mgr.	Ruth E. Coe, Prog. Dir. Jamea MacDougall, Prom. Mgr. Norman Gill, Chief Engr.	Hollingsbery Associated UP
MANKATO	KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC North- west	John F. Meagher, Gen. & Coml. Mgr. Jerry Deane, Prog. Dir.	Bob Gardner, Prom. Mgr. Jim Houts, Chief Engr.	Pearson Thesaurus, Lang-Worth UP
MARSHALL	KMHL 1947	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS	Harry W. Linder, Owner, Technical Dir. Gilmore F. Frayseth, Gen. Mgr.	Homer Love, Prog. Dir.	Pearson UP
MINNEAPOLIS 2 (St. Paul)	KSTP 1928	1500 50,000	KSTP Inc. Radio City Minneapolis 2 Bridgeport 3222 St. Paul—Cedar 5511	NBC North- west	Stanley E. Hubbard, Pres. & Gen. Mgr. Miller C. Robertson, Coml. Mgr. Kenneth M. Hance, Vice Pres., Treas. & Station Mgr.	Brooks Henderson, Prod. Supvr. Joe Cook, Prom. Mgr. John N. Fricker, Chief Engr.	Petry Thesaurus World Lang-Worth Standard AP, UP
MINNEAPOLIS 14 (St. Paul)	*KUOM 1921	770 5,000-D ST-WCAL	U. of Minnesota Minneapolis Main 8177	Burton Paulu, Gen. Mgr.	Ruth E. Swanson, Prog. Dir. Berten A. Holmberg, Chief Engr.	AP
MINNEAPOLIS 2 (St. Paul)	WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Frank Stanton, (CBS) Pres. Merle S. Jones, Gen. Mgr. Tom Dawson, Sales Mgr. Gene Wilkey, Prog. Dir.	Carl Ward, Dir. Publ. & Sales Prom. E. W. Ziebarth, Educ. Dir. J. J. Beloungy, Chief Engr.	Radio Sales Lang-Worth, Standard AP, UP
MINNEAPOLIS 1 (St. Paul)	WDGY 1923	1130 5,000-LS 500-N L-Albuquerque	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	Charles T. Stuart, Pres. & Exec. Dir. (Lincoln, Nebr.) Melvin Drake, Vice Pres. & Station Mgr.	B. Kendall Crane, Prog. Dir. Charles W. Winkler, Chief Engr. (Lincoln, Nebr.)	Avery-Knode Capitol, Standard AP

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MINNEAPOLIS 3 (St. Paul)	WLOL 1940	1330 5,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. S. Atlantic 0406	MBS	Ralph Atlas, Chief Owner Norman Boggs, Pres. & Gen. Mgr. C. T. Hagman, Exec. V.-P. & Coml. Mgr.	Robert Bouchier, Prog. Dir. Stu Mann, Prom. Mgr. Merle Bjork, Trans. Engr. Gene Brautigam, Control Engr.	Blair UP
MINNEAPOLIS 2 (St. Paul)	WMIN 1936	1400 250	WMIN Bcstg. Co. Hamm Bldg., St. Paul Garfield 1361	Edward Hoffman, Pres. & Gen. Mgr. Frank M. Devaney, Ass't Gen. Mgr. & Prom. Mgr.	Charles E. Michaud, Coml. Mgr. Warren B. Fritze, Chief Engr.	ForJoe Associated AP
MINNEAPOLIS 4 (St. Paul)	WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairy- land	St. Paul Dispatch-Pioneer Press & Minn. Tribune Co., Owners F. Van Konynenburg, Gen. Mgr. Robert Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. Cliff J. Rian, Prom. Mgr. John M. Sherman, Tech. Dir.	Free & Peters Capitol, Associated, Capitol AP, UP
MOORHEAD	KVOX 1937	1340 250	KVOX Bcstg. Co. 813 Center Ave. 3-1523 (Fargo, N. D.)	MBS	David C. Shepard, Pres. M. M. Marget, Gen. Mgr. Arv Johnson, Coml. Mgr.	Dale Howard, Prog. Dir. Harry Vose, Chief Engr.	Walker Capitol, SESAC UP
NORTHFIELD	*WCAL ST-KUOM	770 5,000-D	St. Olaf College Northfield 770	Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Chief Engr.	AP
ROCHESTER	KROC 1935	1340 250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC North- west	Mrs. Gregory Gentling, Pres. & Gen. Mgr. G. David Gentling, Coml. Mgr.	Cal Smith, Prog. Dir. Walter Bruzek, Prom. Mgr. Fred Clarke, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1938	1450 250	St. Cloud Daily Times Weber Bldg. 3330	NBC North- west	Fred Schilplin, Pres. Frederick C. Schilplin, Gen. Mgr. John A. Krauel, Coml. Mgr.	Avis Russell, Prog. Dir. Robert Witschen, Chief Engr.	Thesaurus, Lang-Worth AP
THIEF RIVER FALLS	KTRF 1947	1230 250	Henry K. Arneson 237 Crocker Ave., N.			
VIRGINIA	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC North- west Arrow- head	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. O. H. Peterson, Mgr.	Alice Mae McBride, Traffic Bud Germ, Prog. Dir. Norman Gill, Chief Engr.	
WADENA	KWAD (Construction permit)	920 1,000	Associated Bcstrs., Inc. First Natl. Bk. Bldg.	H. G. Alexander, Gen. Mgr. & Chief Engr.	Juanita I. Hall, Coml. Mgr. & Prog. Dir.	Capitol AP
WILLMAR	KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Dairy- land	H. W. Linder, Pres. & Gen. Mgr. Jack Lynch, Coml. Mgr. & Prog. Dir.	Bill Linder, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairy- land	Maxwell H. White } Part- Hermann R. Wiecking } ners Maxwell H. White, Pres.	H. A. Winther, Gen. & Coml. Mgr. Doris Cooper, Prog. Dir. Ethel Goetzman, Publ. Dir.	Pearson Lang-Worth AP
WORTHINGTON	KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Thompson Hotel 2-7301	R. W. Olson, Pres. & Coml. Mgr. R. E. Shepard, Mgr.	F. W. Endersbe, Prog. Dir. & Prom. Mgr. Clinton Knapp, Chief Engr.	Bulmer- Johnson Lang-Worth UP

MISSISSIPPI

BILOXI	WLOX 1947	1490 250	WLOX Bcstg. Co. Buena Vista Hotel	J. S. Love Jr., Exec. Vice Pres. Gene Tibbett, Gen. Mgr. & Prom. Mgr.	Carl U. Upchurch, Coml. Mgr. Carl Junkers, Prog. Dir. Thomas Blue Major, Chief Engr.	Rambeau Standard UP
BILOXI	WVMI (Construction permit)	570 1,000-D	Radio Associates	James H. McKee } Odes S. Robinson } Partners G. E. Holmes }		
CLARKSDALE	WROX	1450 250	Birney Imes Estate Birney Imes Jr. (Exe- cutor) Clarksdale 1566	MBS KBS Mid South	Birney Imes, Pres. P. B. Hinman, Gen. Mgr. H. E. Gurney, Coml.	J. C. Clayton, Chief Engr.	Sears & Ayer World AP
COLUMBIA	WCJU 1947	1450 250	Lester Williams	MBS KBS Rebel			
COLUMBUS	WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid South	Birney Imes Jr., Pres. Bob McRaney, Gen. & Prom. Mgr.	James Eatherton, Coml. Mgr. Thomas McFerrin, Chief Engr.	Sears & Ayer World AP
CORINTH 1	WCMA 1946	1230 250	The Corinth Bcstg. Co. Inc. Ray Bldg. 800	MBS Dixie	Aaron B. Robinson, Pres. & Gen. Mgr. Bill Winsett, Coml. Mgr.	Jim Hoppers, Prog. Dir. John E. Bell, Prom. Mgr. W. M. Essary, Chief Engr.	Burn-Smith World, Standard UP
GRENADA	WRXL (Construction permit)	1400 250	Robin Weaver Box 236			
GREENVILLE	WJPR 1939	1340 250	Radio Services Co. 107 S. Poplar St. 2434	MBS KBS	Emmet H. McMurry } Frank W. Baldwin } Own- Thomas H. Golding } ners Emmet H. McMurry Jr., Gen. Mgr.	Frank W. Baldwin, Coml. Mgr. Charles Allen, Prog. Dir. & Prom. Mgr. Percy L. Kuhn, Chief Engr.	Sears & Ayer, Hollingbery Thesaurus, Capitol, Associated AP, UP

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MISSISSIPPI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
GREENWOOD	WGRM 1935	1240 250	P. K. Ewing	NBC KBS		
GULFPORT	WGCM	1240 250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Gen. & Coml. Mgr. C. E. Vann, Prog. Dir.	Donovan Murphy, Chief Engr. Sears & Ayer World AF
HATTIESBURG	WFOR 1926	1400 250	Forrest Bestg. Co. 302 Hemphill St. 1866	NBC KBS Rebel	C. J. Wright, Pres. & Gen. Mgr. H. L. Patterson, Coml. Mgr.	E. M. Jenkins, Prog. Dir. C. J. Wright Jr., Prom. Mgr. B. B. McLemore, Chief Engr. Hollingbery World, Thesaurus UP
JACKSON 116	WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC So. Cent. Rebel	Lamar Life Insurance Co., Chief Owner Wiley P. Harris, Gen. Mgr. Frank Gentry, Coml. Mgr.	Howard Langfitt, Prog. Dir. Percy G. Root, Chief Engr. Hollingbery Thesaurus, MacGregor, Lang-Worth UP
JACKSON	WJQS 1947	1400 250	Mississippi Broadcasting Co. Edwards Hotel 3-9681	CBS	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
JACKSON	WJXN 1945	1450 250	Ewing Bestg. Co. 200 E. Capitol St. 4-8871		P. K. Ewing Jr. } Owners F. C. Ewing } M. M. Ewing } F. K. Ewing Jr. } Co-Mgrs. F. C. Ewing }	P. K. Ewing Jr., Coml. & Prom. Mgr. F. C. Ewing, Prog. Dir. T. W. Patterson, Chief Engr. Lang-Worth, Standard AP
JACKSON	WRBC 1947	620 5,000-LS 1,000-N	Rebel Bestg. Co. Inc. 125 S. Lamar 3-9641	MBS	John H. Cleghorn, Gen. Mgr. J. W. Carlier, Coml. Mgr.	Tom Stinson, Prog. Dir. Frank Meyerhoff, Prom. Mgr. G. B. Benson, Chief Engr. Branham Associate AP, INS
JACKSON 114	WSLI 1938	930 5,000	Standard Life Bestg. Co. P. O. Box 1847 3-2788	ABC	G. W. Covington, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Dir. M. B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr. Weed World AP
KOSCIUSKO	WKOZ 1947	1340 250	Kosciusko Broadcasting Co. 109 W. Jefferson St. 781	KBS	James W. Arendale Sr. } Part- Cy N. Bahakel } ners	Melvin C. Lee, Coml. Mgr. J. W. Arendale Sr., Chief Engr. AP
LAUREL	WAML 1935	1340 250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC KBS Rebel	D. A. Matison, Pres. Granville Walters, Gen. Mgr. M. M. Caver, Coml. Mgr.	Stanley Walters, Prog. Dir. Clyne Graves, Chief Engr. Hollingbery World, SESAC, AP, UP
LAUREL	WLAU 1946	1490 250	Southland Bestg. Co. 437½ N. Magnolia St. 420	MBS	Hugh M. Smith, Gen. Mgr. W. C. DeHority, Coml. Mgr.	David Kane, Prog. Dir. Ed Pierce, Chief Engr. Lang-Worth UP
MACON	WMBC 1947	1400 250	Mississippi Broadcasting Co. Hotel Thomas Jefferson 310		Withers Gavin, Pres. & Gen. Mgr.	Standard AP
McCOMB	WAPP (Construction permit)	1010 250-D	Southwestern Broadcast- ing Co. of Miss. 230 Michigan Ave.		Albert Mack Smith } Phillip Dean Brady } Part- Kenneth Hinton Quin } ners J. P. Melvin }	
McCOMB	WSKB 1939	1230; CP-1250 250; CP-1,000-LS 500-N	McComb Bestg. Corp. P. O. Box 111 37		George Blumenstock } Own- Robert Louis Sanders } ers George Blumenstock, Gen. & Coml. Mgr.	Julia D. Blumenstock, Prog. Dir. Wayne Walker, Prom. Mgr. Robert Louis Sanders, Chief Engr. Gene Grant Thesaurus AP
MERIDIAN	WCOC 1927	910 5,000-LS 1,000-N	Mississippi Broadcasting Co. Threefoot Bldg. 1042	CBS	Withers Gavin, Pres. & Gen. Mgr.	Standard Thesaurus UP
MERIDIAN	WMOX 1946	1240 250	Birney Ines Jr. WMOX Bldg. 495	MBS KBS Mid South	Birney Ines Jr., Owner Jerry Kerns, Station & Prom. Mgr. Tiny Vickery, Coml. Mgr.	Jim Shelton, Prog. Dir. Raymond Bates, Chief Engr. Sears & Ayer World AF
MERIDIAN	WTOK 1947	1450 250	Meridian Broadcasting Co. 2100 14th St.	ABC		
NATCHEZ	WMIS 1941	1240 250	Natchez Bestg. Co. Walgreen Bldg. 580	NBC KBS Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Traffic Mgr. George Wilson, Chief Engr. Lang-Worth
PHILADELPHIA		1490 250 (Construction permit)	William Howard Cole Philadelphia		William Howard Cole, Owner	
TUPELO	WELO 1944	1490 250	Tupelo Bestg. Co. WELO Bldg. 1400	MBS KBS Mid South	Birney Ines Jr., Owner (Columbus, Miss.) Bob McRaney, (Columbus, Miss.), Gen. Mgr.	Bob Evans, Mgr. Reeves Whirley, Coml. Mgr. Gene Gratz, Prog. Dir. LeRoy Green, Chief Engr. Sears & Ayer World AP
VICKSBURG	WQBC 1931	1420 1,000-LS 500-N	Delta Bestg. Co. Inc. Hotel Vicksburg 312	MBS KBS	L. P. Cashman, Pres. Mary Van Cashman, Gen. Mgr.	O. W. Jones, Coml. Mgr. C. E. Drake, Chief Engr. Sears & Ayer World AP
VICKSBURG	WVIM (Construction permit)	1490 250	Ewing Broadcasting Co. Carrol Hotel		P. K. Ewing Jr. } F. C. Ewing and } Partners Myrtle M. Ewing }	
WEST POINT	WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS KBS Mid South	Bob McRaney Sr., Pres. & Gen. Mgr. Edward McRaney, Coml. Mgr.	W. E. Sneed, Chief Engr. Sears & Ayer
YAZOO CITY	WAZF 1947	1230 250	B. J. Barrier, Jr. H. T. Barrier and H. P. Holmes	KBS		

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MISSOURI

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CAPE GIRARDEAU	KFVS 1925	1400; CP-960 250; CP-1,000-LS 500-N	Oscar C. Hirsch 324 Broadway 2104	MBS	Oscar C. Hirsch, Pres., Gen. Mgr., Chief Engr.	Ralph L. Hirsch, Coml. Mgr., Prom. Mgr., Prog. Dir.	Pearson UP
CARTHAGE	KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut St. 2648	KBS	Lloyd C. McKenney } Partners John Daly } Lloyd C. McKenney, Gen. Mgr. John J. Daly, Coml. Mgr.	Harry Lukins, Prog. Dir. Mike Forsythe, Prom. Mgr. Jack Langford, Chief Engr.	Thesaurus AP
CLAYTON (ST. LOUIS 5).....	*KFUO 1924	850 5,000 SH	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	Rev. Herman Hohenstein, Gen. Mr. & Prog. Dir. Rev. Elmer J. C. Knoern- schild, Prod. Mgr.	William C. Krato, Bus. Mgr. Albert H. Wiese, Chief Engr.	World UP
CLAYTON	KXLW 1947	1320 1,000-D	St. Louis County Broad- casting Co. 8135 Forsythe Blvd. Delmar 1320	Guy Runnion, Pres. & Gen. Mgr. Leslie P. Ware, Local Sales Mgr.	Blaine Cornwell, Prog. Dir. Edgar J. Mothershead, Prom. Mgr. Denis E. Volas, Chief Engr.	Forjoe World AP, UP
COLUMBIA	KFRU 1937	1400 250	KFRU Inc. 9th & Elm 4141	ABC	Elzey Roberts, Pres. Mahlon Aldridge, Gen. & Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr.	Blair Lang-Worth AP, UP
FARMINGTON	KREI (Construction permit)	1350 1,000-D	Cecil W. Roberts Farmington	KBS	Cecil W. Roberts, Owner Mrs. Mary Burton, Station Mgr.	Kermit Barker, Chief Engr.	Lang-Worth AP
FLAT RIVER	KFMO 1927	1240 250	Lead Belt Bcstg. Co. Flat River 1000	Oscar C. Hirsch, Pres., Chief Engr. David E. Hoche, V.P.	James F. Collins, Gen. & Coml. Mgr. Virginia Collins, Prog. Dir. & Prom. Mgr.	Pearson UP
HANNIBAL	KHMO 1941	1070 5,000-LS 1,000-N	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Pres. Wayne W. Cribb, Gen., Coml. & Prom. Mgr.	U. Scott Smith, Prog. Dir. Ben Parrish, Chief Engr.	Pearson World AP
INDEPENDENCE	KIMO 1947	1510 1,000-D	The Blue Valley Co.	Frank E. Fowler } Partners Craig Siegfried } Cedric Siegfried } Charles Siegfried }		
JEFFERSON CITY ..	KWOS 1937	1240 250	Capital Bcstg. Co 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. Catherine Roer, Gen. & & Coml. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr.	Sears & Ayer Lang-Worth AP
JOPLIN	KSWM 1946	1230 250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres. & Gen. Mgr. W. D. Lowry, Coml. Mgr.	Noel Ball, Prog. Dir. Austin A. Harrison, Chief Engr.	Rambeau World UP
JOPLIN	WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poynor, Pres. & Gen. Mgr. Roy Wilson Bilderback, Prog. Dir.	Charles David Blair, Prom. Mgr. Richard P. Meek, Chief Engr.	Sears & Ayer Standard Thesaurus Lang-Worth AP
JOPLIN	(Construction permit)	1310 5,000-LS 1,000-N	Four States Bcstrs Inc. Joplin	Harry Easley, Pres. George A. Spiva, V.P.		
KANSAS CITY	KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walltower Bldg. Victor 3864	W. A. Bailey, Pres. Ben Ludy, Gen. Mgr. Ellis Atterberry, Mgr.	George Stump, Prog. Dir. Joe Story, Sales Mgr. Max Williams, Chief Engr.	Capper Lang-Worth Standard AP, UP
KANSAS CITY 6	KCMO 1936	810 50,000-LS 10,000-N	KCMO Bcstg. Co. 1515 Commerce Bldg. Victor 0900	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. Mgr. C. E. Morrill, Coml. Mgr.	S. B. Tremble, Prog. Dir. Farrell C. Strawn, Prom. Mgr. Karl Troeglen, Chief Engr.	Pearson Thesaurus AP, UP
KANSAS CITY	KFRM 1947	550 5,000-D	Midland Bcstg. Co.	Arthur B. Church, Pres.		Free & Peters
KANSAS CITY 6	KMBC 1922	980 5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. Karl K. Koerper, Vice Pres. & Mngng. Dir. Sam H. Bennett, Vice Pres. chg. of Sales	Rod Cupp, Prog. Dir. Tom Rucker, Dir. of Prom. Kenneth Krahl, Studio Dir. Ray Moler, Chief Engr.	Free & Peters World Associated AP, UP
KANSAS CITY 17	WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. Manne Russo, Coml. Mgr. V. S. Batton, Ass't Mgr.	Harry J. Kaufmann, Prog. Dir. Bill Bates, Prom. Mgr. Joseph Flaherty, Chief Engr.	Petry Standard AP
KANSAS CITY	WHB 1922	710 10,000-LS 5,000-N	WHB Broadcasting Co. Scarlett Bldg. Harrison 1161	MBS	Donald Dwight Davis, Pres & Coml. Mgr. John T. Schilling, Gen. Mgr.	John R. Wahlstedt, Prog. Dir. John W. Fraser Jr., Prom. Mgr. Henry E. Goldenberg, Chief Engr.	Blair Associated Lang-Worth AP
KENNETT	KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Highway 25, So. 830	Paul C. Jones, Pres., Gen. & Coml. Mgr.	Ray Van Hooser, Prog. Dir. & Prom. Mgr. Robert L. Conner, Chief Engr.	Thesaurus SESAC AP
KIRKSVILLE	KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	Samuel A. Burk, Pres. & Gen. Mgr. Richard R. Canady, Coml. Mgr.	William Morgan, Prog. Dir. Leon H. Brauhn, Chief Engr.	Thesaurus Capitol AP
LEBANON	(Construction permit)	1230 250	Lebanon Bcstg. Co. Heuer Bldg.			
MEXICO	KXEO (Construction permit)	1340 250	Audrain Bcstg. Corp. 115 West Monroe St.	MBS			
POPULAR BLUFF ..	KWOC 1938	1340 250	McCarthy-Tedrick-Wol- pers 1801 N. Main St. 1310	MBS KBS	O. A. Tedrick, Pres. William E. Tedrick, Gen., Coml. & Prom. Mgr.	Byron Kearbey Jr., Prog. Dir. & Prod. Mgr. Don M. Lidenton, Chief Engr.	Pearson SESAC AP
ROLLA	KTRR 1947	1490 250	"Show-Me" Bcstg. Co.	Luther W. Martin } Part- Wilson C. Burkhead } ners Martin M. Mitchum }		

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE* MORNING • NOON • NIGHT* IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK alone delivers over 22.1% of the listening audience (Blew that clear signal at 630 on the dial). In the thirty radio-range counties reach for profit-packed within a 100-mile radius of St. Louis, KXOK alone delivers over 22.1% of the total listening audience (Blew that clear signal at 630 on the dial). Twenty other stations from near and far divide up the rest. When you compare KXOK's reach and low rates — it's easy to understand why KXOK is the St. Louis station that reaches most with advertising marketing in St. Louis and the thirty satellite counties that add almost a million population to the St. Louis market potential (Blew that clear signal at 630 on the dial).

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Four-Time

*Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 100,000 calls were completed by Edward C. Thoms and Co. Ask your John Blair Blair Man about this revealing survey. Office locations: based in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.

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KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
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Mr. time buyer...

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE* MORNING • NOON • NIGHT* IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Blew that clear signal at 630 on the dial... it packs a punch that puts profits in your pocket!... a coverage wallop that BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of these prosperous counties... the lush area within a hundred miles of St. Louis... and found 22.1% of the listeners tuned to 630 on the dial. Blew that clear signal, add a million additional operators to the million and a quarter St. Louis area in KXOK's "home market." Compare KXOK's long reach and low rates... and you'll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Blew that clear signal at 630 on the dial.

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Your clients are interested in developing markets beyond metropolitan areas, because greater sales volume is one way of offsetting increased costs of operations. KXOK is a favorite advertising medium with proved salesability in St. Louis and over a wide area. 527,010 radio families daytime* (in 115 counties) and 508,270 radio families nighttime* (in 98 counties) form a market of prime importance to your client.

A 109,000 coincidental survey, in 30 counties immediately surrounding St. Louis, attests KXOK's potent influence. KXOK alone delivered 22.1% of the audience "morning • noon • night." You can use KXOK dollarwisely too, because KXOK has the lowest average rate of any St. Louis network station.

*BMB Survey, 1946

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700 • 630 KC • 5000 WATTS • FULL TIME
REPRESENTED BY JOHN BLAIR • NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

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MISSOURI (Continued)

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ST. GENEVIEVE ...	KSGM 1947	1450 250	The Donze Co. 261 Merchant St. 580	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. Mgr.	C. M. Poindexter, Prog. Dir. Donald M. Donze, Prom. Mgr. Muriel L. Rose, Chief Engr.	Gardner & Clark Lang-Worth UP
ST. JOSEPH 7	KFEQ 1923	680 5,000	KFEQ Inc. KFEQ Bldg. 4-0813	MBS	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr.	R. Thompson Mabie, Prog. Dir. J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Headley-Reed Lang-Worth UP
ST. JOSEPH	KRES 1946	1230 250	Missouri Valley Broad- casting Inc. 113 S. 7th St. 4-6346	Paul E. Roscoe, Secy. & Gen. Mgr. J. J. Fitzgerald, Coml. Mgr.	Dward A. Moore, Prog. Dir. Charles H. Wiesemann, Chief Engr. & Ass't Mgr.	Standard AP
ST. LOUIS	KBGS (Construction permit)	690 1,000-D	Radio St. Louis	Edwin Wiley Grove III } James Henry Grove } Wm. Blum, Jr. }Part- ners		
ST. LOUIS 2	KMOX 1923	1120 50,000	Columbia Broadcasting System Inc. 401 S. 12th St. Central 8240	CBS	Wendell B. Campbell, Gen. Mgr. J. Soulard Johnson, Exec. Ass't Carter Ringlep, Coml. Mgr.	T. A. Bland, Prog. Dir. Edwin M. Fisher, Prom. Mgr. Harry Harvey, Chief Engr.	Radio Sales Lang-Worth AP, UP
ST. LOUIS 1	KSD 1922	550 5,000-LS 1,000-N; CP-5,000-N	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	Edward W. Hamlin, Coml. Mgr. Thomas E. Howard, Chief Engr.	Free & Peters Thesaurus World AP
ST. LOUIS 8	KWK 1927	1380 5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey, Pres. & Gen. Mgr. Ray E. Dady, Vice Pres. & Station Dir. V. E. Carmichael, Vice Pres. & Coml. Dir. John W. Tinnea, Ass't. Sta- tion Dir.	Russell C. Kaiser, Prog. Dir. T. E. Richter, Pro. & Mer- chandising Tom Dailey, Publ. Dir. N. J. Zehr, Chief Engr.	Raymer World UP
ST. LOUIS I	KXOK 1933	630 5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springgate, Coml. Mgr.	Elmer Muschany, Prog. Dir. Foster Brown, Prom. Mgr. Arthur Rekart, Chief Engr.	Blair Associated Standard AP, UP, INS Reuters
ST. LOUIS 8	WEW 1922	770 1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665	Rev. Patrick J. Holloran, S. J., U. Pres. Nicholas Pagliara, Gen. Mgr. Leonard P. Frankel, Coml. Mgr.	Don Lochner, Prog. Dir. William Moffett, Prom. Mgr. Joseph A. Vold, Chief Engr.	Pearson World Standard Lang-Worth INS
ST. LOUIS 8	WIL	1230 250	Missouri Bestg. Corp. Melbourne Hotel Jefferson 8403	L. A. Benson, Pres. C. W. Benson, Vice Pres. & Gen. Mgr. H. R. Hansen, Coml. Mgr.	Nell Norman, Prog. Dir. Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Lang-Worth MacGregor Standard AP
SEDALIA	KDRO	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein, Pres. & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. Harry Trotman, Coml. Mgr.	Maxine Fisher, Prog. Dir. Wayne Pash, Chief Engr.	Forjoe UP
SIKESTON	KSIM (Construction permit)	1400 250	Sikeston Community Broadcasting Co. 210 W. North St.			
SPRINGFIELD	KGBX 1926	1260 5,000	Springfield Bestg. Co. 602 St. Louis St. 3-3200	NBC	Tams Bixby Jr., Pres. J. Gordon Wardell, Gen. & Coml. Mgr.	Carl Fox, Prog. Dir. Dudley Morris, Prom. Mgr. Dennis White, Chief Engr.	Hollingsbery Thesaurus AP
SPRINGFIELD	KTTS 1942	1400 250	Independent Bestg. Co. Walnut and Jefferson Sts.	MBS CBS			
SPRINGFIELD 4	KWTO 1933	560 5,000-LS 1,000-N	Ozarks Bestg. Co. 606 St. Louis St. 3-2800	ABC	Ralph D. Foster, Pres. & Gen. Mgr. R. M. Keltner, Coml. Mgr. Leslie L. Kennon, Assist. Mgr.	Bill Ring, Prog. Dir. Bill Bailey, Prom. Mgr. Fritz Bauer, Chief Engr.	Pearson Lang-Worth UP
WEST PLAINS	KWPM 1947	1450 250	Robert Neathery P.O. Box 446 700	KBS	Robert Neathery, Pres. Fritz Williams Dixon, Coml. Mgr.	Nola Langston, Prog. Dir.	Standard AP

MONTANA

ANACONDA	KANA 1946	1230 250	Mosby's Inc. P. O. Box 727 136	Arthur J. Mosby, Pres. Don Jones, Gen. Mgr. Barbara Kline, Coml. Mgr. & Prog. Dir.	Charles Currie, Chief Engr.	Weed Lang-Worth MacGregor UP
BILLINGS	KBMY 1946	1240 250	Billings Bestg. Co. Box 1101 3838	MBS KBS Inter- m'tain	R. E. Mulvaney, Pres. Franz J. Robischon, Gen. Mgr.	Ken Nybe, Coml. Mgr. Leroy Swecker, Prom. Mgr. Richard Kaiser, Chief Engr.	Avery-Knodel Lang-Worth AP
BILLINGS	KGHL 1923	790 5,000	Northwestern Auto Sup- ply Co. 5th & North Broadway 2222	NBC	C. O. Campbell, Pres. Ed Yocum, Gen. Mgr. M. V. Braunberger, Station Mgr. & Prog. Dir.	June Leff, Prom. Mgr. Jeff Kilchli, Chief Engr.	Katz Thesaurus World Standard SESAC UP
BOZEMAN	KXLQ 1939	1450 250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	E. B. Craney, Pres. Ernest A. Neath, Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Tom Robischon, Prog. Dir. Duane Parker, Prom. Mgr. Henry Spahr, Chief Engr.	Walker Lang-Worth UP

3,730 more square miles

... with KSD's increase in nighttime power!

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

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

**FREE &
PETERS**

Incorporated

**NATIONAL
ADVERTISING**

REPRESENTATIVES

KSD

The ST. LOUIS POST-DISPATCH Station

KSD-TV and KSD-FM

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA (Continued)

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BUTTE	KBOW 1947	1490 250	Copper City Radio Co. P. O. Box 1932 7429	CBS KBS	Frank Reardon, Pres. Bob Athearn, Mgr. & Prog. Dir.	Bert Davis, Chief Engr. Cooke Gene Grant Thesaurus UP
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Finlan	ABC	Frank C. Carman, Pres.	Katz World UP
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broad- casting Co.		
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. S. J. Schile, Coml. Mgr.	W. J. Provis, Chief Engr. Walker Lang-Worth MacGregor UP
GREAT FALLS	KFBB 1922	1310 5,000	Buttrey Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur L. Myhre, Chief Engr. Weed Thesaurus UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.		
GREAT FALLS	KMFR (Construction permit)	560 5,000	Montana Farmer Broad- casting Corp.		
GREAT FALLS	KMON (Construction permit)	970 5,000	Sun River Broadcasters, Inc.		
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Carl Argabrite, Coml. Mgr.	Walker Lang-Worth UP
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 888	KBS	Jessica L. Longston, Pres. Larry Gordon, Gen. Mgr. & Prog. Dir.	Bill Murphy, Coml. Mgr. F. Willard Smith, Chief Engr. Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broad- casting Co. Inc. Liberty Hotel Bldg. 1096	Dr. F. W. Aubin, Pres. E. J. Pepin, V.-P. & Treas. Ed Lovelace, Gen. Mgr.	Bob Rodgers, Coml. Mgr. Leo Billings, Prog. Dir. George H. Bauer, Chief Engr. Griffith MacGregor Cole Long AP
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	A. T. Hibbard, Pres. Bob Rutter, Gen. & Coml. Mgr.	Paul A. Hatton Jr., Prog. Dir. Walker Lang-Worth UP
KALISPELL	KG EZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar, Owner & Gen. Mgr.	William H. Patterson, Chief Engr. World UP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	George Bennitt, Pres. & Gen. Mgr. Robert Gray, Coml. Mgr.	Lee Belding, Prog. Dir. William R. Parker, Chief Engr. Friedenberg Standard AP
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	Paul B. McAdam, Pres., Gen. & Prom. Mgr. Jack Hinman, Coml. Mgr.	Robert Greer, Prog. Dir. James Blaine, Chief Engr. Griffith Lang-Worth SESAC AP
MILES CITY	KRWF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter- m'n'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. & Prom. Mgr.	Robert Wilson, Prog. Dir. C. L. Scofield Jr., Chief Engr. Avery-Knode World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smith, Chief Engr. Hollingbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU (Construction permit)	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	Robert B. Cummins, Pres. Oakley E. Coffee, Vice Pres.	
MISSOULA	KXLL (Construction permit)	1450 250	Western Montana Associ- ates Orchard Homes, River Road	Z-Net	Pat M. Goodover, Pres. & Gen. Mgr.	Walker Lang-Worth UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Shelby 560	KBS	John Hurley, Pres. Cedor Aranow, Secy. Treas. Frank Krshka, Gen. & Coml. Mgr.	Lawrence Wing, Prog. Dir. Richard Velo, Chief Engr. Grant World UP
SIDNEY	KG CX 1926	1480 1,000	E. E. Krebsbach Sidney 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. E. C. Krebsbach, Coml. & Prom. Mgr.	Mel King, Prog. Dir. O. H. Halvorson, Chief Engr. Walker Thesaurus AP

NEBRASKA

COLUMBUS	KJSK (Construction permit)	900 1,000-D	George Basil Anderson Columbus	George Basil Anderson, Pres. & Gen. Mgr.	Harold Hardy, Chief Engr. AP
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 113 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul Fry, Gen. Mgr. William H. Baldwin, Station Mgr.	G. E. Bentz, Coml. Mgr. Ray Arvin, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr. Weed Thesaurus AP

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ----- 326,777</p> <p>Retail Sales ----- \$ 224,033,000</p> <p>Radio Homes ----- 79,641</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

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AP—Associated Press. INS—International News Service. TP—Transradio Press. UP—United Press.
Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ALBERTVILLE	WAVU 1947	630 500-D (Construction permit)	Pat Murphy Courington			
ALEXANDER CITY..	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	James L. Coley, Pres., Gen. Mgr. & Coml. Mgr.	Mrs. P. B. Yeargan, Prog. Dir. James W. Whatley, Chief Engr.	Sears & Ayer Thesaurus UP
ANDALUSIA	WCTA 1945	1340 250	Andalusia Bcstg. Co. Sanford Road 844	MBS	James T. Ownby, Gen. & Coml. Mgr.	J. Dige Bishop, Prog. Dir. & Chief Engr.	World UP
ANNISTON	WHMA 1938	1450 250	Anniston Bcstg. Co. Little Theatre Bldg.	ABC	Harry M. Ayers, Chief Owner		
ANNISTON	WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS	W. S. Weatherly, Pres. & Gen. Mgr. Keith Gordon, Prog. Dir.	R. E. Duffey, Prom. Mgr. R. L. Watson Jr., Chief Engr.	Clark World AP
AUBURN	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	Wm. W. Hunt } C. I. Shelkofsky } Partners Elmer Salter }	Elmer G. Salber, Pres. & Gen. Mgr. Neil Lovett, Prog. Dir. Charles Herman, Chief Engr.	World AP
BESSEMER	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300	MBS Ala.	Geo. Johnston } Geo. Johnston Jr. } Partners	George Johnston Jr., Presi- dent James E. Connolly, Asst. Mgr.	Sears & Ayer World AP
BIRMINGHAM 3	WAPI 1922	1,070 5,000	Voice of Alabama Inc. 2029 1st Ave. No. 3-3116	CBS	Ed. Norton, Chm. of Bd. Thad Holt, Pres., Gen. & Coml. Mgr. Lionel Baxter, Mgr. of Ops. & Prom. Mgr.	Jimmie Willson, Prog. Dir. James L. Evans, Chief Engr.	Radio Sales World UP
BIRMINGHAM 1	WBRC 1925	960 5,000	Birmingham Bcstg. Co. WBRC Building 4-7741	NBC	Eloise H. Hanna, Pres. Howell C. Cobb, Gen. Mgr. Leslie W. Connor & Don D. Campbell, Coml. Mgrs.	Ira Leslie, Prog. Dir. John T. Orr, Prom. Mgr. G. P. Hamann, Chief Engr.	Raymer Lang-Worth, Standard INS
BIRMINGHAM 1	WKAX 1946	900 1,000-D	Courier Bcstg. Serv. Inc. 1710 6th Ave. N. 54-2541	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr.	Dorothy Alexander, Prog. Dir. Maurice Jackson, Prom. Mgr. Stanley L. Hawkins, Chief Engr.	Holman Associated AP
BIRMINGHAM 2	WSGN 1927	610 5,000-LS 1,000-N	The Birmingham News Co. P.O. Box 2553 4-3434	ABC	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr.	Eugene M. Plumstead, Prog. Dir. Mary F. Childers, Prom. Mgr. J. V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
BIRMINGHAM	WTNB 1946	850 5,000-LS 1,000-N	Thomas N. Beach P.O. Box 1248 4-4511	MBS	Thomas N. Beach, Pres. Evelyn S. Hicks, Gen. Mgr. David Loveman, Coml. Mgr.	Joyce Smith, Prog. Dir. Evelyn P. Allen, Prom. Mgr. Frank J. Murphree, Chief Engr.	Hollingsbery World, SESAC AP
BIRMINGHAM	WVOK 1947	690 10,000-D	Voice of Dixie, Inc. P.O. Box 2407	Iralee W. Bennis, Pres. J. E. Reynolds, Gen. Mgr.		Gene Grant
BREWTON	WEBJ 1947	1240 250	William E. Brooks 319 Belleville Ave. 577	KBS	William E. Brooks, Pres. & Gen. Mgr. W. E. Brooks Jr., V. P. & Asst. Mgr.	Catherine C. Gardner, Prog. Dir. J. C. Williams, Chief Engr.	Cole Lang-Worth AP
CLANTON	WKLF 1947	980 1,000-D	Southeastern Broadcast- ing Co. P.O. Box 372 449	Dr. J. K. Robinson } Hugh I. Webb } Owners J. S. Robinson } Hugh I. Webb, Gen. Mgr.	Ben Rath, Coml. Mgr. Mrs. C. A. Barney, Prog. Dir. Grady Carter, Prom. Mgr. Lester Carter, Chief Engr.	AP
CULLMAN	WKUL 1946	1340 250	Cullman Broadcasting Co. 109 6th Ave., East	H. H. and D. T. Kinney, Partners		
DECATUR	WHOS (Construction permit)	800 1,000-D	North Alabama Broad- casting Co. 109 6th Ave., East Cullman, Ala.	H. H. Kinney and D. T. Kinney, Partners		
DECATUR	WMSL 1935	1400 250	Tenn. Valley Bcstg. Co. 519 Bank St. 802	MBS N. Ala.	Melvin Hutson, Pres. Kyle G. Frazier, Station & Coml. Mgr.	Louis Blizzard, Prog. Dir. J. V. Roser, Chief Engr.	SESAC World UP
DEMOPOLIS	WXAL 1947	1400 250	Demopolis Broadcasting Co. Demopolis, Alabama	W. P. Thelens W. M. Jordan T. H. Gaillard	W. M. Jordan, Gen., Coml. & Prog. Mgr. T. H. Gaillard Jr., Chief Engr.	World AP
DOTHAN	WAGF 1932	1400; CP-1320 250; CP-1,000	Dothan Broadcasting Co. 204½ East Main St.	MBS			

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ALABAMA (Continued)

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DOTHAN	WDIG 1947	1450 250	Houston Broadcasters 107 E. Adams St. 2480	ABC	Jess Swlcegood, Chief Owner & Gen. Mgr. J. P. Burnett, Coml. Mgr.	J. P. Culver, Prog. Dir. Jess Swlcegood, Chief Engr.	Cummings Lang-Worth, Thesaurus, Cole UP
DOTHAN	WOOF (Construction permit)	560 1,000-D	Dowlander Broadcasting Co. 114½ Foster St.	R. A. Dowling Jr. & Owens F. Alexander, Partners		
ENTERPRISE	WIRB (Construction permit)	1230 250	The Wiregrass Broad- casting Co. 200 N. Main St.	Franklin H. James, Robert Edward James and Ralph M. Stanford, Partners		
FLORENCE 1	WJOI 1946	1340 250	Florence Broadcasting Co. 850 S. Court Street 401	ABC	Joe. T. VanSandt, Pres., Gen. & Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Maurice E. McKinney, Chief Engr.	World
FLORENCE	WMFT 1946	1240 250	Tri-Cities Broadcast Co. P.O. Box 477 42	KBS N. Ala.	Milton S. Killen, Pres. James C. Miller, V.P., Mgr. & Chief Engr. Franklin L. Bush, Secy. & Treas.		Associated AP
GADSDEN	WGAD 1946	1350 1,000	Coosa Valley Broadcas- ting Co. 817 Forrest Ave. 3880	MBS	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Lee Blaine, Prog. Dir. & Prom. Mgr. H. D. Williams, Chief Engr.	Cooke Thesaurus UP
GADSDEN	WGNH 1947	1400 250	General Newspapers Inc. 520 Chestnut St. 3860	ABC	Carmage Wallis, Pres. Henry A. Jones, Gen. Mgr. Andrew B. Letson, Coml. Mgr.	John S. Rogers, Prog. Dir. Andrew B. Letson, Chief Engr.	Burke, Kuipers & Mahoney Capitol, World INS
GADSDEN	WGWD 1947	570 1,000-D	G. W. Covington Jr.				
GADSDEN	WJBY 1923	1240 250	Gadسدn Broadcasting Co. Inc. 108 Broad St. 88		Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir. Sam A. Benton, Coml. Mgr.	William Pigg, Chief Engr.	Sears & Ayer Lang-Worth AP
GREENVILLE	WGYV (Construction permit)	1400 250	Greenville Broadcasting Co.	E. V. Stabler, Calvin Poole and S. W. Ferrell Jr., Part- ners		
HUNTSVILLE	WEHP 1937	1230 250	W. H. Pollard 318 W. Clinton St. 313	MBS KBS Ala.	W. H. Pollard, Pres. W. J. Keown, Gen. & Coml. Mgr.	Don Fulton, Prog. Dir. Kathryn Moorer, Prom. Mgr. Bill Harris, Chief Engr.	UP
HUNTSVILLE	WFUN 1946	1450 250	Huntsville Broadcasting Co. 410 W. Holmes St. 2424	John Garrison, Pres. & Gen. Mgr.	E. H. Duffey, Coml. Mgr. John Garrison, Prog. Dir. & Prom. Mgr. Lauren Mickle, Chief Engr.	Sears & Ayer World, Lang- Worth AP
HUNTSVILLE	WHBS 1946	1490 250	The Huntsville Times Co. 207 West Clinton St. 2345	ABC N. Ala.	Henry P. Johnston, Pres. M. C. Gregory, Gen. Mgr. T. C. Lawler, Sales Dir.	Richard Warner, Prog. Dir. Ralph M. Tanner, Prom. Dir. James V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
JASPER	WWWB 1946	1240 250	Bankhead Bcstg Co. Inc. Bankhead-Long Bldg. 100	MBS	W. W. Bankhead, Pres. James E. Reese, Gen. Mgr. J. L. Sartain, Coml. Mgr.	Charles T. Metcalfe, Prog. Dir. Veneta Fike, Prom. Mgr. Jack Copeland, Chief Engr.	World Thesaurus AP
MOBILE	WABB (Construction permit)	1480 5,000	Mobile Daily Newspapers Inc. 304 Government St. 3-1551	MBS KBS	R. B. Chandler, Pres. W. J. Hearin Jr., Gen. Mgr.	Anthony Leighton, Prog. Dir. Wm. H. Murphree, Chief Engr.	T-H-S Associated AP
MOBILE	WALA 1930	1410 5,000	Pape Broadcasting Co. 106 St. Joseph St.	NBC	W. O. Pape, Owner		
MOBILE	WKAB	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 2-5837	Claude and Louise Pursley, Owners Louise Pursley, Gen. Mgr. Claude L. Pursley, Coml. Mgr.	Adrian K. Roberts, Prog. Dir. & Prom. Mgr. Gene Miller, Chief Engr.	Lang-Worth INS
MOBILE	WKRG 1946 250-D; CP-1,000-LS 250-N	710 1,000-LS 250-N	Giddens & Rester 205 Government St. 2-8373	CBS	T. J. Rester & Kenneth R. Giddens, Partners F. E. Busby, Gen. Mgr.	John Waller, Coml. Mgr. Carl Haug, Prog. Dir. Richard M. Cole, Chief Engr.	AP
MOBILE	WMOB 1939	1230 250	Nunn Bcstg. Corp. 458 Government St. 2-4566	ABC	Gilmore N. Nunn, Pres. D. H. Long, Gen. Mgr. R. H. Moore, Coml. Mgr.	Adele Hull, Prog. Dir. & Prom. Mgr. Sanford Helt, Chief Engr. Don Lewis, Prod. Dir.	Branham World Thesaurus Capitol AP, UP
MOBILE	WROE (Construction permit)	1340 250	Burton Broadcasting Co. Merchants National Bank Bldg.	Gillette and Jesse Gilbert Burton Jr., Partners		
MONTGOMERY	WAPX (Construction permit)	1600 1,000	United Broadcasting Co., Inc. All States Life Bldg. 2-3569	ABC	Thomas E. Martin, Pres. John S. Allen, V.P. & Gen. Mgr. Hoke Williford, Coml. Mgr.	Cecil Mackey, Prog. Dir. Paul Ussery, Chief Engr.	Walker Lang-Worth UP

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MONTGOMERY 1 ...	WCOV 1939	1240 250	G. W. Covington Jr. 5 Commerce St. 5781	CBS	G. W. Covington Jr., Pres. & Gen. Mgr. E. J. Duke, Coml. Mgr.	Weston Britt, Prog. Dir. R. B. Raney, Prom. Mgr. W. D. Weatherly, Chief Engr.	McGeehan & O'Mara Standard UP
MONTGOMERY	WMGY 1946	800 1,000-D	Dixie Bcstg. Co. P.O. Box 2271 5245	MBS	Dr. S. D. Suggs, Pres. Thomas W. Sewell, Secy., Treas. & Gen. Mgr.	Caldwell Stewart, Prog. Dir. Frank Montealeone, Prom. Mgr. John Lamar, Chief Engr.	Radio Adver- tising World INS
MONTGOMERY 2 ...	WSFA 1930	1440 1,000	Montgomery Broadcast- ing Co. Inc. P.O. Box 1031 8361	NBC	Howard E. Pili, Pres. & Nat'l Sales Mgr. David E. Dunn, Gen. Mgr. Wm. H. Hunt, Local Sales Mgr.	John Allen Wolf, Prog. Dir. Cliff Shelkofsky, Chief Engr.	Headley-Reed Thesaurus Standard Cole AP
MONTGOMERY	WJJJ (Construction permit)	1170 10,000-LS 1,000-N	Southern Bcstg. Co. 115½ Commerce St.	Joseph G. Mathews, Gen. Mgr. John C. Hughes, Station Mgr.		
MUSCLE SHOALS ..	WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. E. Second Street Sheffield 1450	MBS	Frank M. Farris Jr., Pres. Richard B. Biddle, Gen. Mgr. Eulus Whitehead, Coml. Mgr.	Charlie Welsh, Prog. Dir. Dorcy G. Levi, Prom. Mgr. Lynn McMoran, Chief Engr.	Branham Standard UP
OPELIKA	WJHO 1940	1400 250-LS 100-N	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS	Partnership F. Marion Hyatt, Gen. Mgr. J. Robert Crim, Coml. Mgr.	Lowell Takles, Prog. Dir. F. Marion Hyatt, Prom. Mgr. James S. Farris Jr., Chief Engr.	Standard SESAC UP
SELMA	WGWC 1946	1340 250	G. W. Covington Jr. N. Broad St. 1739	CBS	G. W. Covington Jr., Pres. Eugene P. Weil, Gen. Mgr. W. L. Rowland Sr., Coml. & Prom. Mgr.	Mary Johnson, Prog. Dir. John Townshend, Chief Engr.	Thesaurus INS
SELMA	WHBB 1935	1490 250	Selma Broadcasting Co. 209 Washington St. 1233	MBS Alabama	B. H. Hopson, Pres. Jullen Smith Jr., V. P., Gen. Mgr. & Coml. Mgr.	Jule Donald, Prog. Dir. Crawford Rice, Prom. Mgr. Thos. F. Kelly Jr., Chief Engr.	Sears & Ayer MacGregor
SYLACAUGA	WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 160	MBS	E. E. Forbes, Pres. Robert B. Taber, Gen. & Coml. Mgr.	Christopher J. Weber, Prog. Dir. & Prom. Mgr. John D. Rabon, Chief Engr.	UP
SYLACAUGA (Construction permit)	1290 1,000-D	Marble City Bcstg. Co. Sylacauga	James S. Stowers Jr., Pres.		
TALLADEGA 5	WHTB 1945	1230 250	Voice of Talladega Inc. 122 So. Court Square 3733	MBS Alabama	Melvin Hutson, Pres. Jimmy Trippe, Gen., Coml. & Prom. Mgr.	Otis Dodge, Prog. Dir. Frank Norris, Chief Engr.	Griffith SESAC, Standard AP
TROY	WTBF 1947	1490 250	Troy Broadcasting Corp. Troy 980	MBS Alabama	J. Roy Crow, Pres. D. H. Motes, Acting Gen. Mgr. W. C. Needham, Exec. Dir. & Coml. Mgr.	Jesse Jordan, Prog. Dir. & Prom. Mgr. Joe W. Gilchrist, Chief Engr.	World AP
TUSCALOOSA	WJRD 1936	1150 5,000-LS 1,000-N	James R. Doss Jr. First Natl. Bank Bldg. 4464	Alabama	James R. Doss Jr., Owner & Gen. Mgr. J. E. Judd, Coml. Mgr.	Mrs. J. R. Doss Jr., Prog. Dir. & Prom. Mgr. J. G. Cobble, Chief Engr.	Gene Grant World MacGregor Capitol INS
TUSCALOOSA	WTBC 1945	1450; CP-1230 250	Tuscaloosa Broadcasting Co. City Hall Bldg. 2160	MBS	Bert Bank T. H. Todd Lamar Branscomb } Owners Jeff Coleman Bert Bank, Gen. Mgr.	W. T. Forrester, Coml. Mgr. Rhea Yarbrough, Prog. Dir. & Prom. Mgr. T. H. Todd, Chief Engr.	Sears & Ayer Thesaurus AP

ARIZONA

COLLIDGE	KTOR (Construction permit)	1150 1,000	Gila Broadcasting Co. 1218 6th Ave., Safford, Ariz.			
DOUGLAS	KSMR (Construction permit)	570 1,000-D	Douglas Broadcasting Co. 455 N. Rodeo Drive, Beverly Hills, Calif.	Wm. N. Goodwin } Partners Joseph P. Wrenn }		
DOUGLAS	KAWT 1946	1450 250	Carleton W. Morris Douglas 173	Carleton W. Morris, Owner Dusty King, Gen. & Coml. Mgr.	Justin Kilness, Prog. Dir. David Karbach, Chief Engr.	Raymer Associated
FLAGSTAFF	KWRZ 1947	1340 250	James L. Stapleton, Jesse M. Neil Jr. & Duard K Knowlin P.O. Box 519 899	Ariz. Bcstg.	James L. Stapleton, Pres. J. C. Parker, Gen. Mgr. L. E. Peterman, Coml. Mgr.	Katherine L. Turner, Prog. Dir. Martin F. Turner Jr., Chief Engr.	Lang-Worth UP
GLENDALE	KRUX 1947	1340 250	'Gene Burke Brophy 615 N. Central Ave. 2-2371	'Gene Burke Brophy, Pres. Frank Redfield, Prog. Dir. Charles Breeding, Chief Engr.		Rambeau Standard Cole UP
GLOBE	KWJB 1938	1240 250	Gila Bcstg. Co. Inc. P.O. Box 2343 41	NBC Arizona	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Willard Shoecraft, Station Mgr., Prog. Dir. & Prom. Mgr.	Edward E. Furman, Coml. Mgr. Frank Toomey, Chief Engr.	Raymer Standard Capitol AP

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ARIZONA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LOWELL	KSUN 1933	1230 250	Carleton W. Morris Bisbee 9	CBS Arizona	Carleton W. Morris, Pres. David C. Karbach, Gen. Mgr. Hilda Nielson, Coml. Mgr.	Jean Frazler, Prog. Dir. Jack Zafkey, Prom. Mgr. J. Earl Hickman, Chief Engr.	Blair World UP
MESA	KARV 1947	1400 250	Arizona Radio & Tele- vision Inc. 44 Pepper Lane 678	Kenneth W. Houston, Pres. John C. McPhee, Gen. Mgr.	Morgan Levelle, Prog. Dir. John Charman, Prom. Mgr. H. Clifford Baker, Chief Engr.	ForJoe Lang-Worth Cole AP, UP
MESA	KTYL 1947	1490 250	Sun Valley Broadcasting Co. Inc. P.O. Box 885 903	KBS	Howard Roberts, Pres. E. W. (Bill) Malone, Gen. & Coml. Mgr.	Kenneth Hooker, Prog. Dir. William Harrison, Chief Engr.	Standard Associated UP
NOGALES	KNOG (Construction permit)	1340 250	Border Broadcasting Co., Inc. 126 Morley Ave.			
PHOENIX	KOOL 1947	960 5,000	Maricopa Broadcasters, Inc. Adams Hotel Bldg. 2-1748	MBS Radio- Arizona	Carl D. Haymond, Pres. Robert E. Bausman, Gen. Mgr. Joseph M. Miller, Coml. Mgr.	Verne Sawyer, Prog. Dir. Agnes McGilvra, Prom. Mgr. Owen J. Ford, Chief Engr.	Hollingsbery Lang-Worth UP
PHOENIX	KOY 1922	550 1,000	Salt River Valley Broad- casting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler, Pres. Albert D. Johnson, Gen. Mgr. John L. Hogg, Coml. Mgr.	John R. Williams, Prog. Dir. Leroy E. Struble Jr., Prom. Mgr. Clifford Miller, Chief Engr.	Blair World Associated UP
PHOENIX	KPHO 1940	1230 250	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7369	Rex Schupp, Pres. Charles H. Garland, Gen. Mgr. Jack Gregory, Sales Mgr.	Lew King, Prog. Dir. Larry Jonas, Continuity Chief Selwyn Kirby, Chief Engr.	Griffith Lang-Worth, MacGregor
PHOENIX	KPSC (Construction permit)	1270 5,000	Sun Country Bcstg. Co. Security Bldg. 2-3471	J. R. Heath, Owner-Pres. & Gen. Mgr. J. Theodore Kennedy, Coml. Mgr. D. Paul Gribben, Prog. Dir.	Dallas G. Hall, Business Mgr. Frank L. Orth, Prod. Dir. Walter M. Kidwell, Chief Engr.	
PHOENIX	KTAR 1922	620 5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC Arizona Bcstg.	John J. Louis, Chm. of Board Richard O. Lewis, Pres. & Gen. Mgr. E. W. (Bill) Harvey, Coml. Mgr.	J. Howard Pyle, Prog. Dir. J. E. (Brick) Miller, Prom. Mgr. A. C. Anderson, Chief Engr.	Raymer Capitol Standard Thesaurus AP
PRESCOTT	KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg.	John J. Louis, Pres. Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marcia Gates, Prom. Mgr. George Eitel, Chief Engr.	Raymer Standard Thesaurus AP, INS
SAFFORD	KGLU 1938	1480 1,000	Gila Broadcasting Co. 1216 6th Ave. 15	NBC Arizona Bcstg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	William F. Parady Jr., Prog. Dir. W. Herbert Hartman, Chief Engr.	Raymer World AP, UP, INS
TUCSON	KCNA 1945	1340 250	Catalina Broadcasting Co. 1511 E. Sixteenth St. 4396	MBS Radio- Arizona	Erskine Caldwell, Pres. Wayne Sanders, Gen. Mgr. Bart Hazlett, Coml. Mgr.	Lou Eaton, Prog. Dir. Wayne Sanders, Prom. Mgr. Wm. J. Karpisek, Chief Engr.	Hollingsbery Lang-Worth AP
TUCSON	KOPO 1947	1450 250	Old Pueblo Broadcasting Co. 115 W. Drachman St. 1752	ABC	H. C. Tovrea, Pres. Charles H. Garland, V. P. E. S. Mittendorf, Gen. Mgr. S. J. Kossack, Coml. Mgr.	Matt Lemen, Prog. Dir. Allan S. Brown, Prom. Mgr. Louis Halpern, Chief Engr.	Griffith MacGregor AP
TUCSON	KTSC (Construction permit)	580 1,000	Sun Country Bcstg. Co. 628 N. Stone Ave. 1-337	J. R. Heath, Owner & Pres. Park G. Parker, Station Mgr. Norman Gardiner, Coml. Dept.	Paul Minchin, Prog. Dept.	
TUCSON	KTUC 1929	1400 250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Burridge D. Butler, Pres. Lee Little, Gen. Mgr. George Bradley, Coml. Mgr. John R. Crowley, Bus. Mgr.	Gerry O'Brien, Prog. Dir. Warren Middleton, Prom. Mgr. Scott Henderson, Prod. Mgr. Cliff Livingston, Chief Engr.	Blair Associated SESAC World UP
TUCSON	KVOA 1929	1290 1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona Bcstg.	R. B. Williams, Gen. Mgr. Harper M. Phillips, Bus. Mgr. Ben Slack, Prog. Dir.	Fred Gerletti, Sales Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
YUMA	KYUM 1940	1240 250	Yuma Broadcasting Co. 1st St. & 19th Ave. 88	NBC Arizona Bcstg.	Ray Smucker, Gen. Mgr.		Raymer
YUMA	KSOL (Construction permit)	1400 250	'Gene Burke Brophy 2214 N. Central Ave., Phoenix, Ariz.			
YUMA	KYSC 1948	1190 1,000	Yumasa Broadcasting Co. 601 Orange Ave. (Temp.)	N. S. McCallum, Pres. J. R. Heath, V.P. & Mngng. Dir. Bill Lindsey, Station Mgr.	Jim Burch, Prog. Dept. Mike Rudd, Coml. Dept.	

ARKANSAS

ARKADELPHIA	KVRC (Construction permit)	1240 250	Cecil W. Cupp 506 Main St. 789	MBS	Cecil W. Cupp, Pres. J. M. Moore, Gen. & Coml. Mgr.	Bill Deaton, Program Dir. Robert G. King, Chief Engr.	World AP
BLYTHEVILLE	KLCN 1922	900 1,000-D	Harold L. Sudbury 2nd & Walnut Sts. 2093	Arkansas	Harold L. Sudbury, Owner & Mgr.	John Hamilton, Prog. Dir. Marion Skinner, Chief Engr.	Pearson Capitol AP
CAMDEN	KAMD 1946	1450 250	Camden Radio Inc. S. California St. 791	MBS KBS Arkansas	W. E. Hussman, Pres. Frank O. Myers, Gen. Mgr. James Waggoner, Coml. Mgr.	Paul Crawford, Prog. Dir. E. L. Smith, Chief Engr.	SESAC AP
EL DORADO	KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC Arkansas	W. N. McKinney, Pres. Leon M. Sipes, V. P. & Gen. Mgr.	W. N. McKinney, Prog. Dir. J. R. Duerson, Prom. Mgr. S. E. Eckhardt, Chief Engr.	Cox & Tanz World AP
FAYETTEVILLE	KGRH 1946	1450 250	Fayetteville Broadcasting Co. 922 N. Leverett St. 862	MBS	Geo. Bennitt Russell Bennitt } Partners Hal Douglas	Russell Bennitt, Gen. Mgr. G. W. Dotson, Chief Engr.	Burke, Kuipers & Mahoney Standard AP

ARIZONA

a

BIG STATE



... A RICH MARKET!

Per capita sales are now \$830.00 against a national average of \$685.00. In 1946 more than \$800,000,000 were spent for goods and services. The 1947 total will exceed a \$1,000,000,000. Arizona's largest network, the seven line-connected NBC stations of the Arizona Broadcasting System, is your surest approach to this buying power.

- KTAR**
PHOENIX
5000 Watts-620 KC ☆
- KVOA**
TUCSON
1000 Watts-1290 KC ☆
- KYUM**
YUMA
250 Watts-1240 KC ☆
- KYCA**
PRESCOTT
250 Watts-1490 KC ☆
- KGLU**
SAFFORD
1000 Watts-1480 KC ☆
- KWJB**
GLOBE-MIAMI
250 Watts-1240 KC ☆
- KAWT**
DOUGLAS-BISBEE
250 Watts-1450 KC ☆



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FORT SMITH	KFPW 1930	1400 250	Southwestern Hotel Co. 2817 Rogers Ave. 4105	MBS Arkansas	John A. England, Pres. & Gen. Mgr. R. E. Rives, Station Mgr. & Prog. Dir.	E. H. Patterson, Prom. Mgr. James Smith, Engineer Walker
FORT SMITH	KFSA 1947	950 1,000-LS 500-N	Donald W. Reynolds Southwestern House 3126	ABC	Donald W. Reynolds, Pres.	John Trotter, Prog. Dir. J. A. D. McKim, Prom. Mgr. Robert Platt, Chief Engr. T-H-S Lang-Worth INS
FORT SMITH	KRKN 1947	1230 250	Arkansas-Oklahoma Broadcasting Corp. 100 N. 6th St.
FORT SMITH	KWHN 1947	1320 5,000	KWHN Broadcasting Co. Inc. 421 Garrison Ave. 8967	Allen Whiteside, Pres. H. S. Nakdemim, Secy. & Treas.	Cliff Goodman, Gen. Mgr. Bruce Dennis, Chief Engr. Hollingbery Capitol AP
HARRISON	KHOZ 1946	1240 250	Harrison Broadcasting Corp. Harrison	MBS	Beloit Taylor, Pres. Loren C. Watkins Jr., Gen. Mgr. Lewis C. Fielden, Coml. Mgr.	James N. Jobs, Prog. Dir. Loren C. Watkins Jr., Chief Engr. Standard UP
HELENA	KFFA 1941	1360 1,000	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas	Sam W. Anderson, Pres. & Gen. Mgr. Ted Weeds, Coml. Mgr.	Harry Webb, Prog. Dir. Hugh Smith, Prom. Mgr. A. P. Decker, Chief Engr. Cox & Tanz Gene Grant Lang-Worth AP
HOPE	KXAR 1947	1490 250	Hope Broadcasting Co. P.O. Box 398 508	MBS	A. H. Washburn, Pres. Robert L. Mitchell, Gen. Mgr.	Marshall Hendrix, Prog. Dir. Luther B. Tooley, Chief Engr. Lang-Worth AP
HOT SPRINGS	KTHS 1924	1090 10,000-LS 1,000-N	Radio Broadcasting Inc. Chamber of Commerce Bldg. 1180	ABC	John D. Ewing, Pres. Jack J. Woiever, Gen. Mgr.	Branham Lang-Worth AP, UP
HOT SPRINGS	KWFC 1940	1340 250	Clyde E. Wilson 819½ Central Ave. 412	MBS	Clyde E. Wilson, Owner Bob Choate, Mgr.	Sears & Ayer
JONESBORO	KBTM 1930	1230 250	Regional Broadcasting Co. KBTM Bldg. 5597	MBS	Jay P. Beard, Pres., Gen. Mgr. & Nat'l. Sales Mgr.	Richard S. Crane, Local Sales Mgr. Ted Harding, Prog. Dir. J. E. Hitt, Chief Engr. Gene Grant SESAC World AP
LITTLE ROCK	KARK	920 5,000	Arkansas Radio & Equip- ment Co. Radio Center Bldg. LD-99	NBC Arkansas South Central	T. H. Barton, Chm. of Board G. E. Zimmerman, V.P. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Prom. Mgr. Dan L. Winn, Chief Engr. Petry Standard AP, UP
LITTLE ROCK I	KGHI 1926	1250 1,000-LS 500-N	KGHI Broadcasting Serv- ice 306 W. 3rd St. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Partnership S. C. Vinsonhaler, Gen. Mgr.	Rolfie Corbett, Coml. & Prom. Mgr. Dorothy Parker, Prog. Dir. V. O. Vandusen, Chief Engr. Walker
LITTLE ROCK	KLRA 1928	1010 10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 2-5427	CBS	J. N. Heskell, Pres. W. C. Allison, Gen. Mgr., Secy. & Treas. Ed V. Murphy, Station & Coml. Mgr.	Harris Owen, Prog. Dir. Kermit F. Tracy, Chief Engr. T-H-S Lang-Worth AP, UP
LITTLE ROCK	KVLC (Construction Permit)	1050 1,000-D	Southwestern Broadcast- ing Co. 527 Pyramid Bldg.
MAGNOLIA	KVMA (Construction permit)	630 1,000-D	Magnolia Broadcasting Co. McKay Bldg.
NORTH LITTLE ROCK	KXLR 1945	1450 250	Arkansas Airwaves Co. Cotton Belt Bldg. 2-2155	MBS	John F. Weiss, Pres. Melvin P. Spann, Gen. Mgr. George W. Dickinson, Coml. Mgr.	William H. Hadley Jr., Prog. Dir. Earl H. Butler, Chief Engr. Standard Capitol UP
PARAGOULD	KDRS 1947	1490 250	Progressive Bcstg. Co. P.O. Box 491 27	KBS	Ted Rand, Gen. Mgr. & Prog. Dir. T. M. Seif, Bus. Mgr.	J. E. Douglas, Chief Engr. Standard AP
PINE BLUFF	KCLA 1947	1400 250	Radio Engineering Serv- ice 2900 W. 28th St. 1900	Kenneth Kesterson & Charles Penix, Owners Kenneth Kesterson, Gen. Mgr. Clyde Martin Sr., Coml. Mgr.	Kenneth Kesterson & Charles Penix, Prog. Dir. Charles Penix, Chief Engr. Cox & Tanz World AP
PINE BLUFF	KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish, Pres. & Gen. Mgr. Joe Wallace, Coml. Mgr.	Lois Sloan, Prog. Dir. R. W. Etter, Prom. Mgr. J. J. Benonis, Chief Engr. Thesaurus AP
RUSSELLVILLE	KXRJ 1947	1490 250	The Valley Broadcasters Russellville, Ark. 299	MBS KBS	Jerrell A. Shepherd C. R. Horne Partners & Mgrs.	R. L. McCarrell, Prog. Dir. James M. Lipsey, Prom. Mgr. John E. Riley, Chief Engr. Capitol AP
SILAM SPRINGS	KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS Arkansas	John E. Brown, Pres. Storm Whaley, Gen. Mgr.	Ralph Kennedy, Prog. Dir. Kenneth Maxwell, Chief Engr. Griffith World Standard AP
STUTTGART	KWAK (Construction permit)	1240 250	Stuttgart Broadcasting Corp. 1818 S. Buerkle St.
WEST MEMPHIS	KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. West Memphis 8-0518	J. C. Johnson, Pres. George P. Mooney, Gen. & Coml. Mgr.	Frank Page, Prog. Dir. Vernon Dillaplain, Chief Engr. Capitol Lang-Worth UP



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STATION*

“THIS . . . is KFPW.” From these studios come much of the best of Mutual, news from PA and UP, sports and programs especially written for the tastes of 47,500 listeners in Fort Smith plus surrounding counties. Fort Smith’s 13,500 families alone spent \$35,626,000 for retail purchases in 1946.*

Folks in Fort Smith and miles around have been tuning to KFPW for 18 years. It’s the listening habit . . . that sets the buying customs.

** Sales Management, 1947*

KFPW FORT SMITH, ARKANSAS

250 Watts • JOHN A. ENGLAND, Pres. • R. E. RIVES, Gen. Mgr.

Represented by The Walker Company

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CALIFORNIA

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BAKERSFIELD	KAFY 1946	1490 250	Bakersfield Bcstg. Co. P.O. Box 1432 8-8700	MBS Don Lee	George Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Coml. Mgr.	Art Brock, Prod. Mgr. Dwight Johnston, Prom. Mgr. John Boles, Chief Engr.	Young, Gould Lang-Worth Cole UP
BAKERSFIELD	KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th and Eye Sts. 8-8431	CBS	Eleanor McClatchy, Pres. Harold J. Brown, Station Mgr. Walter Bazuik, Sales Mgr.	Luverne Shatto, Chief Engr.	Raymer MacGregor SESAC, World AP, UP, INS
BAKERSFIELD	KERO 1946	1230 250	J. E. Rodman 1420 Truxtun Ave. 4-4549	NBC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr.	Gene De Young, Station Mgr. Steven R. Weber, Chief Engr.	Avery-Knodel Standard Capitol Associated UP
BAKERSFIELD	KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307½ E. 21st St. 8-8157	ABC	F. C. S. Schamblin, Pres. L. A. Schamblin, Gen. Mgr. C. C. Sturm, Coml. Mgr.	J. W. McFarlane, Prog. Dir. L. P. Jarvis, Chief Engr.	Grant Thesaurus Associated AP
BANNING	KPAS 1946	1490 250	Pass Broadcasting Co. 4425 W. Ramsey St. 515	Carl Robert } Partnership John Phillips } Carl Phillips, Gen. Mgr. George Grayson, Coml. Mgr.	Marvin L. Bryan, Prog. Dir. Francis Dunn, Chief Engr. Charles A. Poteet Jr., Adv. Counselor	Gene Grant World AP
BARSTOW 1	KWTC (Construction permit)	1230 250	Mojave Valley Broadcast- ing Co. Radio Center 4001	W. T. Brown, Pres. & Prom. Mgr. B. C. Boatright, Gen. Mgr. & Chief Engr.	Robert Reno, Prog. Dir. Maynard Marquardt, Coml. Mgr.	Gene Grant World UP
BERKELEY 2	KRE 1923	1400 250	Central Calif. Broadcast- ers Inc. 601 Ashby Ave. Ashberry 3-7715	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. & Prom. Mgr.	Les Avery, Prog. Dir. Phil McKernan, Chief Engr.	Standard AP
BLYTHE	KUCB (Construction permit)	1450 250	Broadcasting Corp of America P.O. Box 578 4341	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Bob Wareham, Station & Coml. Mgr.	Wm. Simpson, Prom. Mgr. Stan Reynolds, Chief Engr.	Pearson World Associated AP
BRAWLEY	KROP 1946	1300 1,000-LS 500-N	Broadcasting Corp. of America P.O. Box 238 980	ABC Calif. Rural	W. L. Gleeson, Pres. Wm. Simpson, Gen. Mgr. & Coml. Mgr. Glen Dunham, Asst. Mgr.	Chap Rollins, Prog. Dir. Bill Geddes, Chief Engr.	Pearson Associated World AP
BURBANK	KWIK 1946	1490 250	Burbank Broadcasters Inc. 20 W. Burbank Blvd. Charleston 0-2111	Sam Kerner, Pres. & Coml. Mgr. Don Forbes, Gen. Mgr.	Robert M. Campbell, Prog. Dir. Eugene L. Mieczko, Chief Engr.	Lang-Worth Standard UP
CALEXICO	KICO 1947	1490 250	Charles R. Love P.O. Box 786 918	Charles R. Love, Owner & Gen. Mgr. Bob Reel, Prog. Dir.	James P. Hutton, Chief Engr.	Griffith Associated AP
CHICO	KHSL 1935	1290 1,000	Golden Empire Broad- casting Co. 4th and Broadway Sts. 237	MBS Don Lee	Hugh McClung, Gen. Mgr.		Gene Grant
CORONA	KBUC (Construction permit)	1370 500	American Pacific Radio Bcstg. Co. 4629 Encinas Dr. LaCanada, Calif.	John G. Bucknum } Partners Elmer J. Bucknum }		
DINUBA	KRDU 1947	1130 250-D	Radio Dinuba Co. 110 North L St. 500	Egon A. and Dave I. Hofer Jr., Owners Troy L. Banks, Gen. Mgr. John C. Cohan, Sales Mgr.	Dave Hofer Jr., Prom. Mgr. Don C. Reeves, Prog. Dir. John M. Banks, Chief Engr.	Lang-Worth AP
EL CENTRO	KXO 1927	1230 250	Valradio Inc. 793 Main St. 1100	MBS Don Lee	Doyle J. Osman, Mgr.		Raymer
EUREKA	KHUM 1947	1240 250	Carroll R. Hauser 431 F St. 3831	ABC	Carroll R. Hauser, Pres. & Gen. Mgr. Frank Robinson Brown, Prog. Dir.	Edward P. Stropole, Chief Engr.	Grant Capitol AP
EUREKA	KIEM 1933	1480 1,000	Redwood Broadcasting Co. Radio Center Don Lee 4000	MBS Don Lee	William B. Smullin, Pres. & Gen. Mgr. Charles Paul Corbin, Coml. Mgr. & Prog. Dir. Bob Stach, Prom. Mgr.	John G. Bauriedel, Techni- cal Dir. Alvor E. Olson, Chief Engr.	Blair World MacGregor Standard, Cole UP, INS
FORT BRAGG (Construction permit)	1230 250	Mendocino Coast Broad- casting Co. 314 Main St.	Tony R. Amarante } Partners J. A. Brush } Mathew Thompson } Edward Mertle }		
FRESNO 1	KARM 1938	1430 5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. R. M. Dorothy, Chief Engr.	Petry Standard AP, INS
FRESNO	KFRE 1942	1340 250	J. E. Rodman Patterson Bldg. 4-5001	ABC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Sidney H. Halls, Sales Mgr.	Edward J. Frech, Prog. Dir. Frances Quinn, Prom. Mgr. Harold R. Brown, Chief Engr.	Avery-Knodel World Associated Capitol UP
FRESNO 22	KMJ 1922	580 5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Keith B. Collins, Station Mgr. Coyle Chambers, Sales, Mgr.	Andrew Patterson, Prog. Dir. Jack Griffith, Prom. Mgr. William Wallace, Chief Engr.	Raymer MacGregor SESAC Thesaurus AP, UP

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6 hours of music

10 A.M. - 4 P.M. DAILY

with



BILL ANSON



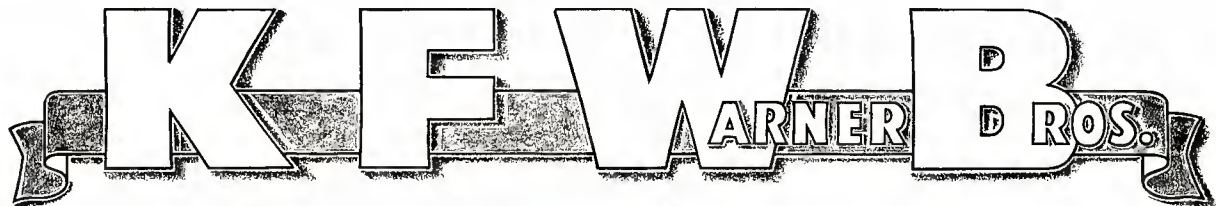
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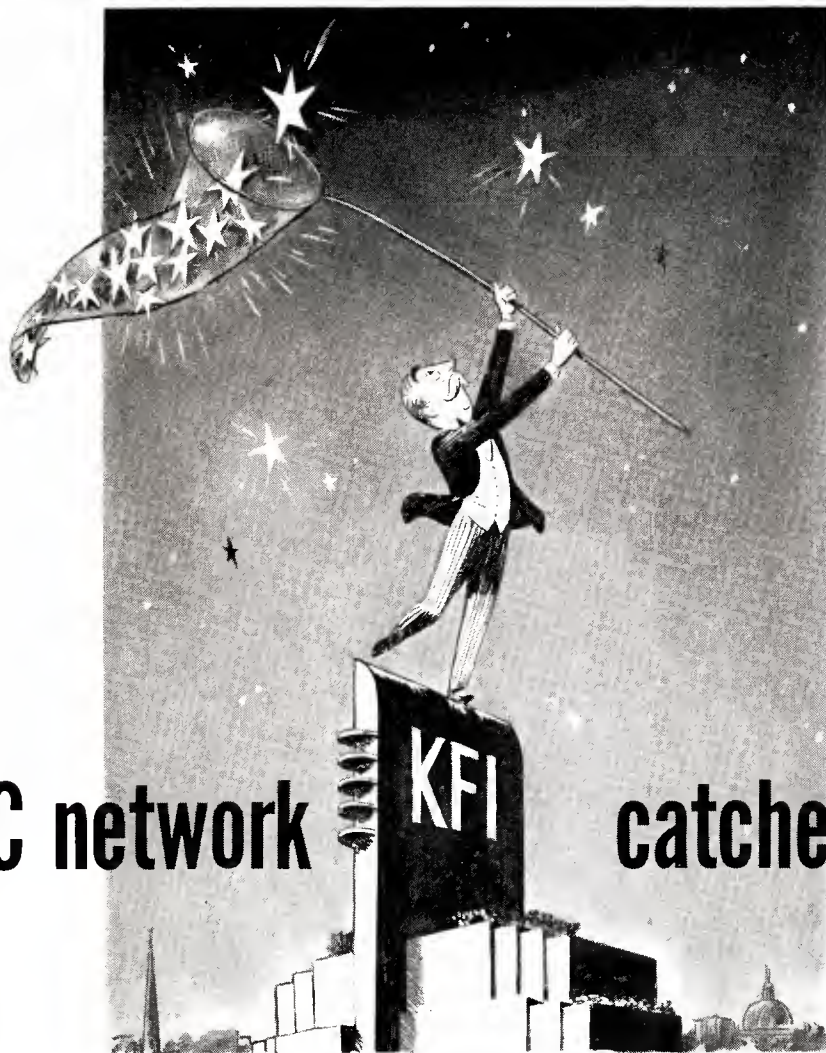
HOLLYWOOD'S FIRST INDEPENDENT STATION
REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

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CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative: Transc. Library News Service
FRESNO	KYNO (Construction permit)	1300 1,000	The Voice of Fresno Hotel Fresno 2-6141	MBS Don Lee	Robert Schuler, Pres. L. E. Chenault, Gen. Mgr.	Warren Tufts, Prog. Dir. Bert Williamson, Chief Engr. Young Western Lang-Worth UP
GLENDALE 6	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Chapman 5-2388		David H. Cannon, Pres. Cal Cannon, Gen. Mgr.	Vern Schumann, Chief Engr. Standard UP
GRASS VALLEY	KGFN 1947	1400 250	'49er Broadcasting Co. P.O. Box 924 1100		John G. Colling, Carl- ton G. Thomas, John Edwin Keegan, Har- old W. Westbrook, Earl J. Caddy and Robert T. Ingram. } Part- ners	John G. Colling, Gen. Mgr. Jim Fisk, Prog. Dir. Edwin Peters, Chief Engr.
HANFORD	KNGS 1947	620 1,000	Hanford Publishing Co. 223 W. 7th St. 620		Stanley S. Beaubalre } Part- W. Keith Topping } ners Don C. Reeves, Gen. Mgr.	Don C. Robbins, Coml. Mgr. Bob Claire, Prog. Dir. Jack H. Sole, Assoc. Mgr. & Chief Engr. Grant Associated Thesaurus UP, INS
INDIO	KPEO 1946	1400 250	Broadcasting Corp. of America Calhoun Drive 7403	ABC Calif. Rural	William L. Gleeson, Pres. & Gen. Mgr. Riley R. Gibson, Station Mgr. Roy W. Sinor, Coml. Mgr.	Doug Caplette, Prog. Dir. Bill Simpson, Prom. Mgr. Stanley G. Reynolds, Chief Engr. Pearson World Associated AP
LODI	KCVR 1946	1570 250-D	Central Valley Radio P.O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen. & Coml. Mgr.	Harold C. O'Donnell, Sta- tion Mgr. & Prog. Dir. C. Howard Starkey, Chief Engr. Standard UP
LONG BEACH 13	KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81		Hal G. Nichols, Pres. & Gen. Mgr. Lawrence W. McDowell, Coml. Mgr. & Chief Engr.	Burn-Smith Lang-Worth SESAC Standard, Col UP
LONG BEACH 2	KGER 1926	1390 5,000	Consolidated Broadcast- ing Corp. Ltd. 435 Pine Ave. 727-85		Lee Wynne, Gen. Mgr. Earl Rutledge, Sales Mgr.	Felix Adams, Prog. Dir. Luther Crumbaugh, Chief Engr. McGillvra World Associated Lang-Worth AP
LOS ANGELES 28...	KECA 1929	790 5,000	American Broadcasting Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	Mark Woods (ABC) Pres. Clyde P. Scott, Gen. Mgr. Jack O'Mara, Sales Prom. Mgr.	J. Donald Wilson, Prog. Dir. T. B. Palmer, Western Div. Mgr. of Technical Opera- tions ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5	KFAC 1922	1330 5,000	Los Angeles Broadcasting Co. Inc. 645 Mariposa Ave. Fitzroy 1231		Calvin J. Smith, Station & Prom. Mgr.	
LOS ANGELES 54	KFI 1922	640 50,000	Earle C. Anthony 141 N. Vermont Ave. Fairfax 2121	NBC	Earl C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Haan J. Tyler, Coml. Mgr.	Charles B. Brown, Prog. Dir. Dean Moxley, Prom. Mgr. Curtis Mason, H. L. Blat- terman, Chief Engr. Petry Capitol Associated AP, UP
LOS ANGELES 26	*KFSG 1923	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd.		Rolf K. McPherson, Pres. & Gen. Mgr. Jack Carmaln, Prog. Dir.	C. Harvey Haas, Chief Engr.
LOS ANGELES 12	KFVD 1936	1020 5,000 L-KDKA	Standard Broadcasting Co. 338 S. Western Ave. Fairfax 6361		Frank Burke, Pres & Gen. Mgr. Harry Patterson, Coml. & Prom. Mgr.	Carl Brewster, Prog. Dir. Leonard Reeves, Chief Engr. Gene Grant Cole Lang-Worth MacGregor UP
LOS ANGELES (Hollywood 28)	KFWB 1925	980 5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151		Harry Maizlish, Gen. Mgr. Wm. V. Ray, Asst. Mgr. Berne W. Wilkins, Coml. Mgr.	Thomas Freebairn-Smith, Prog. Dir. Harry Myers, Chief Engr. Rambeau SESAC AP, UP, INS
LOS ANGELES (Hollywood 28)	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201		Ben S. McClashan, Owner Thelma Kirchner, Gen. & Coml. Mgr.	Elmirt Eastcott, Prog. Dir. Homer Obuchon, Chief Engr. Associated UP, INS
LOS ANGELES 38	KHJ 1922	930 5,000	Don Lee Holding Co. 1313 Vine St. Hollywood 8111	MBS Don Lee	Thomas S. Lee, Pres. Lewis Allen Weiss, V. P. & Gen. Mgr. Sydney Gaynor, Coml. Mgr.	Charles Bulotti, Prog. Dir. Mark Finley, Publ. & Prom. Mgr. Frank Kennedy, Chief Engr. Blair AP, INS
LOS ANGELES 38	KLAC 1924	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161		Dorothy S. Thackrey, Pres. Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr.	Fred Henry, Prog. Dir. Paul Schulz, Chief Engr. Young Capitol, SESAC Standard AP, UP, INS
LOS ANGELES 28	KMPC 1937	710 50,000-LS 10,000-N CP-50,000-U	Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341		G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Robert O. Reynolds, V. P. & Gen. Mgr. Herbert H. Wixson, Asst. Mgr. & Sales Mgr.	C. G. Renier, Prog. Dir. Betty Ann Hudson, Prom. Mgr. & Publ. Dir. Clete Roberts, Dir. of Public Affairs Lloyd Sigmon, Chief Engr. Raymer Associated World Lang-Worth AP, UP, INS
LOS ANGELES 28	KNX 1924	1070 50,000	Columbia Broadcasting System Inc. 6121 Hollywood Blvd. Hollywood 1212	CBS	Frank Stanton (CBS) Pres. Donald W. Thornburgh, V.P. & Gen. Mgr. Harry W. Witt, Asst. Gen. Mgr. Wayne Steffner, Coml. Mgr. Frank King, Asst. Sales Mgr.	Hal Hudson, Prog. Dir. George W. Allen, Prog. Dir. CBS Pacific Network Ralph Taylor, Prom. Mgr. Lester Bowman, Chief Engr. Radio Sales Associated Lang-Worth AP, UP
LOS ANGELES 13	KRKD 1927	1150 2500-LS 1000-N ST-KFSG	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111		Ned Connor, Gen & Coml. Mgr.	Venna Taylor, Prog. Dir. W. O. Freitag, Chief Engr. Associated INS



Our NBC network **KFI** catches Stars

...but look what we've done on our own hook!

FM... local non-network owned station.

TV... local non-network owned station.

Improved AM... increased signal strength throughout coverage area.

KFI engineering keeps us abreast in the broadcast industry. We now offer Frequency Modulation and Television as well as improved AM operation...the largest independently-owned station in Southern California with *all* broadcasting facilities.

KFI-FM, for instance, has been on the air since October 20, 1947—offers 6 hours a day of the finest music and variety programs.

And starting early this year, KFI-TV will culminate years of research by entering the television field...a local non-network owned station. KFI's transmitter for both FM and TV is on Mount Wilson (elevation: 5,750 ft.), engineered to provide widest range and clarity of image.

In AM, KFI has constructed a new 750 ft. vertical tower of the latest design. Signal strength has been increased approximately 20 percent with complete elimination of fading in the Primary Area. New audio equipment has been installed in all KFI studios giving highest quality sound broadcasting on both AM and FM.

KFI NBC for Los Angeles
640 on your dial

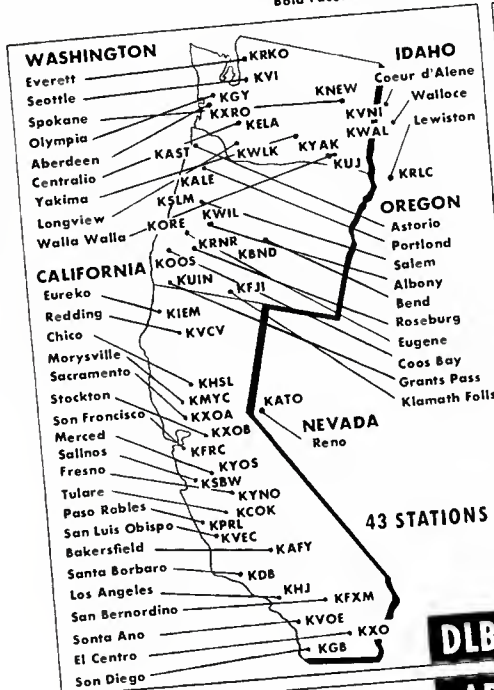


Carle C. Anthony, Inc.

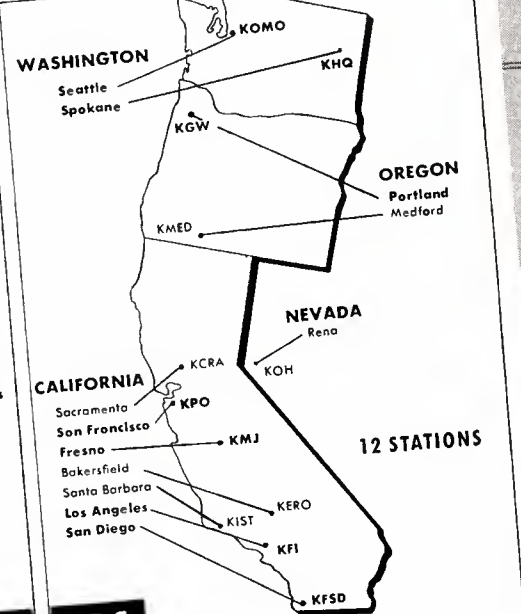
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KFI represented nationally by Edward Petry &
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Louis, Detroit, San Francisco, Boston, Atlanta.

THE FOUR PACIFIC COAST RADIO NETWORKS

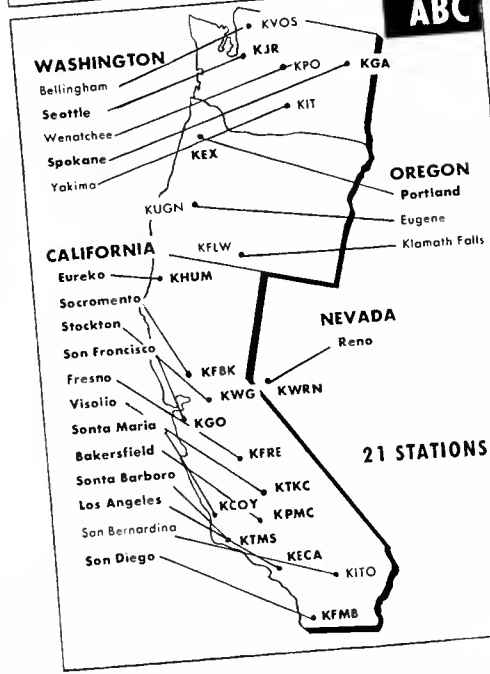
Bold Face: Basic Stations — Light Face: Supplementary Stations



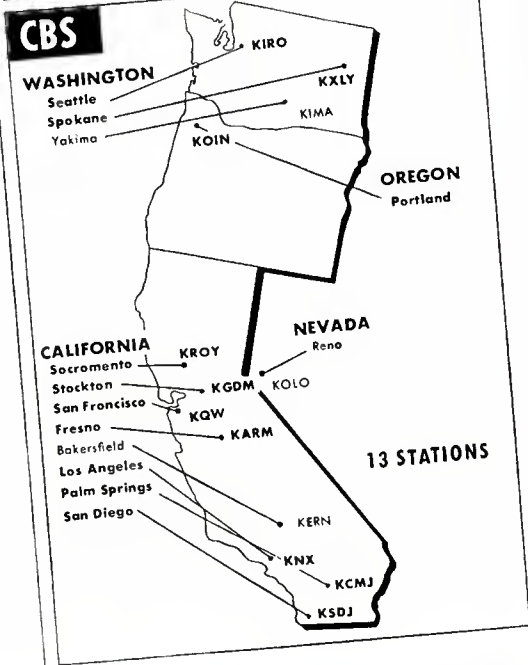
DLBS



NBC



ABC



CBS

*This is Page 14 of the
Pacific Coast Radio Handbook*

THE PACIFIC COAST RADIO HANDBOOK contains twenty-four such pages of authentic market and radio facts, edited and arranged for quick and ready reference.

If you are an advertiser or an advertiser's agent—and if you are interested in the Pacific Coast as a market—you will appreciate having information like this at your fingers' tips.

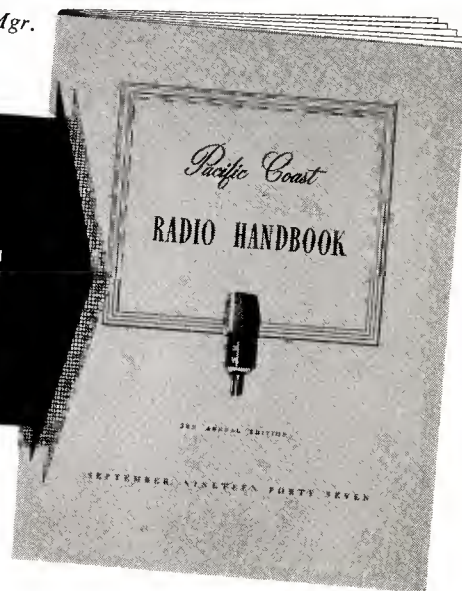
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Regional Network...*

THOMAS S. LEE, *President*
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SYDNEY GAYNOR, *General Sales Manager*

Represented Nationally by John Blair & Co.



5515 Melrose Avenue, Hollywood 38, Calif. (1313 N. Vine Street after April 1)

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

CALIFORNIA (Continued)

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MARYSVILLE	KMYC 1940	1450 250	Marysville-Yuba Bctrs. Inc. P.O. Box 631 2080	MBS Don Lee	Horace E. Thomas, Pres. Joe D. Carroll, Gen. Mgr. Hedley Hall, Coml. Mgr.	Bill Cleveland, Prog. Dir. Kenny Alford, Prom. Mgr. Lloyd McQueary, Chief Engr. Grant World UP
MERCED	KYOS 1936	1490 250	Merced Broadcasting Co. P.O. Box 717 1430	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Sta- tion Mgr. A. U. Krislik, Coml. Mgr.	R. B. Krlsik, Prog. Dir. Joel Buffington, Prom. Mgr. Malcolm Beavers, Chief Engr. Grant Standard UP
MODESTO	KTRB 1932	860 1,000	KTRB Broadcasting Co. P.O. Box 593 774	William H. Bates Jr., Pres., Gen. Mgr. and Chief Engr. James Van Parks, Coml. & Prom. Mgr.	Gene D'Accardo, Prog. Dir. Grant Lang-Worth Cole MacGregor World UP, INS
MONTEREY	KDON 1935	1240 250	Monterey Peninsula Bcstg. Co. 468 Calle Principal 8501	Paul Caswell, Pres. Reed Pollock, Gen. & Prom. Mgr. George Ross, Coml. Mgr.	Bob Sabin, Prog. Dir. Omer N. Wright, Chief Engr. Associated Cole UP
MOUNT SHASTA	KWSD 1947	1340 250	Shasta Cascade Broad- casting Corp. Alma St. 101	Arthur Adler, Gen. & Coml. Mgr. David H. Rees, Station Mgr.	John Pennington, Prog. Dir. David H. Rees, Prom. Mgr. & Chief Engr. Griffith Standard AP
NAPA	KVON 1947	1440 500	Napa Broadcasting Co. P.O. Box 427 2606	Elwyn F. Quinn, Pres. & Gen. Mgr. Julien J. Nielsen, Coml. & Prom. Mgr.	Albert C. Priddy, Prog. Dir. Earl H. Holtmann, Chief Engr. ForJoe World AP
NEEDLES (Construction permit)	1340 250	Shelley Radio Electric Co. Needles	Oscar D. Shelley, Owner	
OAKLAND 4	KLX 1921	910 1,000	Tribune Bulding Co. Tribune Tower Glencourt 1-0660	J. R. Knowland, Pres. Glenn Shaw, Gen. Mgr. H. R. Gaisford, Coml. Mgr. Jerry Morton, Prog. Dir.	June Pugmire, Asst. Prog. Dir. H. L. Gossage, Prom. Mgr. Roswell S. Smith, Chief Engr. Griffith World AP
OAKLAND 12	KROW 1925	960 1,000; CP-5,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr. Richard C. D. Bell, Asst. to Gen. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr. Associated Standard UP
OAKLAND 12	KWBR 1920	1310 1,000	Warner Bros. 327 21st Street Higate 4-1212	Warner Brothers, Owners Stafford W. Warner, Gen. Mgr. F. Wellington Morse, Sta- tion Mgr.	Evelyn R. Dewsnup, Prog. Dir. Edward B. Smith, Coml. Mgr. Paul Gregg, Chief Engr. Lang-Worth UP
ONTARIO	KOCS 1947	1510 250-D	The Daily Report Co. Radio Center Bldg. 627-54	Jerene Appleby Harnish, Pres. Ernest L. Spencer, Advising Mgr. J. A. Downey, Coml. Mgr.	R. W. Hergonson, Prog. Dir. Floyd Hall, Chief Engr. Moore Associated Thesaurus UP
OROVILLE	KDAN (Construction permit)	1340 250	Oroville Mercury Bcstg. Co. Oroville 1460	Dan L. Beebe, Pres. Arden Booth, Gen. & Coml. Mgr.	Ted R. Peixotto, Chief Engr. UP
OROVILLE	KGEW (Construction permit)	980 1,000-D	Stanley S. Beaubalre 117 Broadway, Chico		
PALM SPRINGS	KCMJ 1946	1340 250	Palm Springs Broadcast- ing Co. Box KK 2253	CBS	Dick Joy } Co-owners Don McEal } Dick Joy, Gen. Coml. & Prom. Mgr. }	George Irwin, L. A. Coml. Mgr. Roland Valle, Prog. Dir. Don Clay, Chief Engr. Grant Standard UP
PASADENA	KAGH (Construction permit)	1300 1,000-D	Rose Bowl Broadcasters 30 N. Raymond St.	Andrew G. Haley
PASADENA	*KPPC 1924	1241 100 SH	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-4363	Dr. Eugene Carson Blake, Pastor Russell B. Perkins, Gen. Mgr.	Leon Hall, Prog. Dir. Vincent Parsons, Chief Engr.
PASADENA 1	KWKW 1942	1430 1,000-D	Southern Calif. Bcstg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal, Pres. William J. Beaton, Gen. & Coml. Mgr.	Eddie Albright, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr. ForJoe Capitol UP
PASADENA	KXLA 1942	1110 10,000	Pacific Coast Broadcast- ing Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Loyal K. Kling, Pres. & Gen. Mgr.	Carl Saunders, Prog. Dir. Jack Reeder, Chief Engr. Universal Lang-Worth Associated World AP
PASO ROBLES	KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS Don Lee	Leslie H. Hacker, Pres. Arthur Hapgood, Gen. Mgr., Prog. Dir. & Prom. Mgr.	Joe Shuttleworth, Coml. Mgr. Ray Bryan, Chief Engr. Grant Standard
POMONA	KPMO 1947	1600 250	Valley Broadcasting Co. 1240 E. Holt St. 2-2961	Myron E. Kluge } Partners Dean H. Wickstrom } Dean H. Wickstrom, Gen. Mgr. }	Stanley Davis, Coml. Mgr. Al Kiersey, Prog. Dir. Granville Esch, Chief Engr. Capitol Standard World UP
PORTERVILLE	KTIP 1947	1450 250	J. F. Tighe 207 East Mill St. 1265	J. F. Tighe, Pres. Robert B. McGinnis, Gen. Mgr. Jack Leslie, Coml. Mgr.	Peter Tewksbury, Prog. Dir. James Tennyson, Chief Engr. Cooke Gene Grant Capitol Associated UP

70% OF NORTHERN CALIFORNIA'S

**POPULATION
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ONE COLUMBIA STATION SERVES THEM ALL!

In Station KQW's primary listening area lies the cream of the Northern California market. Here live 2½ million prosperous people—7 out of 10 Northern Californians—with an effective buying income of 3½ billion dollars.

KQW is the only Columbia station serving this rich 14 county San Francisco Bay Area Market—and delivers it at less cost.

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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	William B. Murphy, Gen., Prog. & Prom. Mgr. Wayne Thornton, Jr., Coml. Mgr.	Howard L. Parsons, Chief Engr. Gene Grant Lang-Worth World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broad- casting Co. Inc. Merced	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Fred M. Stueipnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathis, Prog. Dir. Robert Hoskins, Prom. Mgr. Russell Pope, Chief Engr. Grant Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Richard Williams, Coml. Mgr.	Doris Mann, Prog. Dir. William Simpson, Prom. Mgr. Stan Reynolds, Chief Engr. Pearson World Associated MacGregor AP
SACRAMENTO	KCRA 1945	1320 1,000	Central Valleys Broad- casting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly, Partner, Gen. & Coml. Mgr.	Robert E. Alexander, Prog. Dir. Marvin D. Myers, Chief Engr. Weed Capitol World AP
SACRAMENTO I	KFBK 1922	1530 10,000; CP-50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo O. Rickets, Station Mgr. Dick Brothers, Sales Mgr.	James Eakins, Prog. Mgr. Austin Chaney, Prom. Dept. Stam Sronce, Chief Engr. Raymer Thesaurus AP, UP
SACRAMENTO 14 ...	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Vice Pres. & Gen. Mgr. Benton Paschall, Coml. Mgr.	William J. Ratcliff, Prog. & Prom. Mgr. Howard Martineau, Chief Engr. Avery-Knodel Associated UF, INS
SACRAMENTO 16 ...	KXOA 1945	1490 250	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Coml. Mgr.	Lincoln W. Miller, Prog. Dir. & Chief Engr. Young Western Radio Associated Lang-Worth UP
SALINAS	KSBW 1947	1380 1,000	De Haven Hall and Oates P.O. Box 667 21635	MBS Don Lee	J. M. Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Station Mgr.	J. W. Tressel, Coml. Mgr. W. M. Oates, Prog. Dir. Western Radio Standard AP
SAN BERNARDINO .	KCSB (Construction permit)	1350 500-D	San Bernardino Valley Broadcasting P.O. Box 486 651-82	Woodrow Miller, Pres. Richard T. Sampson, Gen. Mgr. & Prog. Dir. Ed Blockinger, Coml. Mgr.	Jean Evans, Prom. Mgr. Donald Kerr, Chief Engr. Griffith Lang-Worth MacGregor AP
SAN BERNARDINO .	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. & Senior Partner Eugene W. Lee, Gen. Mgr. & Junior Partner Don S. Cummings, Coml. Mgr.	Larry T. Shields, Prog. Dir. Eugene W. Lee, Prom. Mgr. George Ewing, Chief Engr. Blair World UP
SAN BERNARDINO .	KITO 1947	1,000 1,000	San Bernardino Broad- casting Co., Inc. 569 Fourth St. 7807	ABC	Carl Harmon, Pres. Robert E. Bausman, Gen. & Coml. Mgr.	Charles B. Foll, Prog. Dir. Owen Ford, Chief Engr. Hollingbery Capitol UP
SAN BERNARDINO .	KRNO 1946	1240 250	Western Empire Brctrs. Inc. 990 Colton Ave. 2-4282	Van C. Newkirk, Chief Owner Norman H. Rogers, Gen. & Coml. Mgr.	James W. Gerrard, Pres. & Prom. Mgr. George W. Brock, Vice Pres., charge of Engrng. ForJoe Standard AP
SAN DIEGO I	KFMB 1941	1450; CP-550 250; CP-1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Owner, Gen. & Coml. Mgr.	John Harrison, Prog. Dir. Robt. E. Lee, Jr., Chief Engr. Branham SESAC Standard AP
SAN DIEGO I2	KFSD 1926	600 5,000	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry L. Scaif, Coml. Mgr.	Alys Phreaner, Prog. Dir. John Merino, Chief Engr. Raymer Thesaurus UP
SAN DIEGO I	KGB 1928	1360 1,000	Don Lee Holding Co. 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. & Prom. Mgr.	James E. Dillon, Prog. Dir. William G. Collins, Chief Engr. Jerry Lee Pecht, Prod. Mgr. Blair World UP
SAN DIEGO	KLLK (Construction permit)	750 5,000	Balboa Radio Corp.		
SAN DIEGO I2	KSDJ 1946	1170 5,000-LS 1,000-N	Clinton D. McKinnon 5th & Ash Sts. Franklin 1315	CBS	Clinton D. McKinnon, Pres. Edgar L. Tidwell, Mgr. Amos Baron, Coml. Mgr.	Fred T. Foster, Traffic Mgr. Lisle Shoemaker, Prom. Mgr. Charles Sherburne, Chief Engr. Free & Peters Capitol SESAC UP
SAN DIEGO I	KSON 1947	1240 250	Studebaker Broadcasting Co. Maryland Hotel Franklin 5175	John Ward Studebaker, Pres. Gordon Studebaker, Execu- tive Dir. Fred Rabell, Gen. & Coml. Mgr.	Carl Greene Jr., Prog. Dir. Dorothy Johnson, Prom. Mgr. William Tomberlain, Chief Engr. Griffith Lang-Worth Capitol Cole AP
SAN DIEGO	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Jack Heintz, Asst. to Pres. & Gen. Mgr. Paul Jones, Station Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr. ForJoe Associated Lang-Worth UP
SAN DIEGO I	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	John A. Bohn, Gen. Mgr. Pete Watts, Coml. & Prom. Mgr.	William W. Phreaner, Prog. Dir. Ben Laff, Chief Engr. Grant Standard SESAC MacGregor AP
SAN FERNANDO	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	J. G. Paltridge, Pres. & Gen. Mgr. W. L. Smith, Coml. Mgr.	Bob Seal, Prog. Dir. Capitol Standard UP

KLAC

KYA

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two great markets*

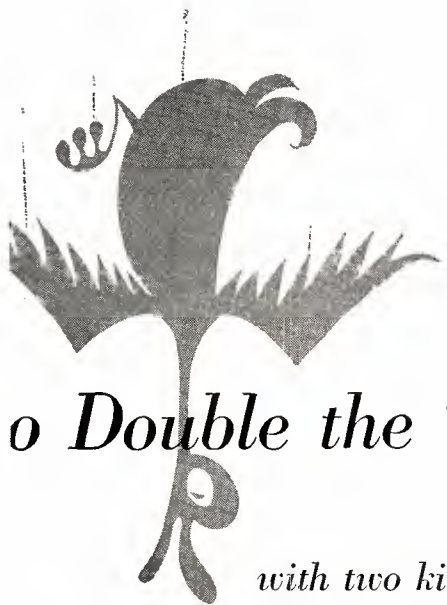


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HOW



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There's another Sperry program. "This Woman's Secret" catches the afternoon imagination of NBC's feminine listeners, and draws their attention to Wheathearts and Drifted Snow "Home Perfected" Enriched Flour. Now in the third year of Sperry sponsorship, it is a series of sincere, undramatized stories—each complete in itself—broadcast over the NBC Western Network Mondays through Fridays at 4:00 to intrigue America's western housewives—and to sell them Sperry products.

Sperry, a pioneer advertiser on the NBC Western Network, knows the audiences NBC delivers in the Pacific and Rockies area, and how to sell them.

Sam Hayes is a veteran west coast news reporter. His forthright delivery, keen news sense and fine good humor inspire hundreds of letters each month. And approximately 99% of those letters not only praise him, but the products he sells. It's unsolicited correspondence, too.

"This Woman's Secret" adapted and produced by the penetrating writer, Helen Morgan, is unlike any other five-a-week quarter-hour program. Its warm appeal of true-to-life stories, told by the voices of women from 15 to 75, draws a heavy response of unsolicited mail. Many letters are as long as ten pages.

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Find out how you can become one of those knowing advertisers.

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America



DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr. E. G. Underwood, Chief Engr.	Blair World AP, INS
SAN FRANCISCO 4..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-6544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Mgr.	Bloyce Wright, Prog. Dir. Robert Laws, Prom. Mgr. A. E. Evans, Chief Engr.	ABC Spot Capitol Associated Standard AP, UP, INS
SAN FRANCISCO 9..	KJBS 1925	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles F. Pendleton, Prog. Dir. Wayne Berthold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth Associated AP, INS
SAN FRANCISCO 2..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sts. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Glichrist, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 5..	KQW 1912	740 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Gen. Mgr. Richard E. Goebel, Sales Mgr.	Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr. Alan N. Cormack, Chief Engr.	Petry MacGregor Standard AP, UP
SAN FRANCISCO 3..	KSAN	1450 250	Golden Gate Broadcast- ing 1355 Market St. Market 1-8171	S. H. Patterson, Pres. Lee Mikesell, Gen. Mgr.	Clint Sherwood, Prog. Dir. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO 1925	560 5,000-LS 1,000-N	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	W. I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. Patricia Harris, Prom. Mgr. A. E. Towne, Director of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3..	KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2-2536	Dorothy Thackrey, Owner Bartley C. Crum, Pres. Don Feddersen, Exec. Vice Pres. & Gen. Mgr.	David E. Lundy, Coml. & Prom. Mgr. Verne Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	Edward L. Terry, Gen. Mgr. Albert Blain, Coml. Mgr.	Wilson Monroe, Prog. Dir. Lyman Treaster, Chief Engr.	Unlversal World UP
SAN JOSE 3	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	George M. Mardiklan, Pres. Floyd Farr, V.P. & Gen. Mgr. George Snell, Secy., Treas., & Prog. Dir.	Harold Woolley, Prom. Mgr. J. S. Stevens, Chief Engr.	Forjoe Associated MacGregor UP
SAN JOSE 17	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	E. L. Barker, Pres. & Gen. Mgr. Richard Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. J. T. Binduer, Chief Engr.	Gene Grant Cooke Capitol AP
SAN JOSE	KQW		(See listing under San Francisco)			
SAN JOSE	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcast- ing Co. P.O. Box 995 Ballard 3660	Donald H. Telford, Gen. Mgr.	Norman Paul, Prog. Dir. Lawrence Kling, Chief Engr.	Grant World Standard UP
SAN JOSE 17	KXRK (Construction permit)	1500 1,000	San Jose Broadcasting Co. 266 S. First St. Columbia 1397	Joe E. Levitt, Pres.		
SAN LUIS OBISPO ..	KPIK (Construction permit)	1340 250	San Luis Obispo Broad- casting Co. 1130 Garden St.	James L. Harris } S. H. Frowein } Partners Aram S. Rejebian } Emma Widman }	James L. Harris, Gen. Mgr. Aram S. Rejebian, Coml. Mgr. Charles C. Squires, Chief Engr.	Moore World Capitol UP
SAN LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Robert Wilton, Prog. Dir. Larry Haggerty, Prom. Mgr. Earle Travis, Chief Engr.	Grant Thesaurus Standard AP
SAN MATEO	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street 4-2594	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	W. Bill DeMarco, Prog. Dir. H. Nell Black, Chief Engr.	Grant Lang-Worth Standard AP, UP
SAN MATEO 1	KVSM 1946	1050 250-D	San Mateo County Broad- casters 279 Baldwin Ave. 4-4385	Hugh H. Smith, Pres. Gordon D. France, Gen. Mgr. Robert M. Bruce, Coml. Mgr.	Clenton W. Price, Prog. Dir. Frank M. Campbell, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Cooke Gene Grant Capitol Associated SESAC UP
SAN RAFAEL	KTIAM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	Roy A. Brown, Pres. Ernest L. Smith, V. P. & Gen. Mgr. Alan Johnstone, Coml. Mgr.	Beth McVlear, Prog. Dir. & Coml. Mgr. Melvin Murphy, Chief Engr.	Lang-Worth AP
SANTA ANA	KVOE 1926	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street 4901-R	MBS Don Lee	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Comr. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr. Ames Fischer, Prom. Mgr. Paul Donner Spencer, Nat'l Sales Mgr.	Grant Standard MacGregor SESAC



**MATCH your distribution pattern with
KSFO's Northern California Coverage**

Here's the wealthiest piece of territory in the United States. Match it city for city, county for county with your distribution pattern for Northern California. If it fits, like KSFO's listening area does, you're fortunate and should be selling plenty of merchandise.

In San Francisco alone, people earn more money and spend more money per capita than any place of equal size on earth. The rest of KSFO's remarkable primary area (0.5 mv/m) reaches 38 additional counties with a population of nearly 4 million people whose total cash income is more than 4½ billion dollars per year.

Do they listen to KSFO? ... You bet your life they do! Over 50% of all KSFO's mail comes from the rural districts and smaller cities of its primary area. In cities like Stockton for example, except for one network station, KSFO programs enjoy a higher rating* than any San Francisco Bay Area station.

Yes, it's true cost-wise and coverage-wise, KSFO belongs on every advertising schedule planned to sell the Northern California market.

*Unbiased survey by Radio Workshop, College of the Pacific, 1947



Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

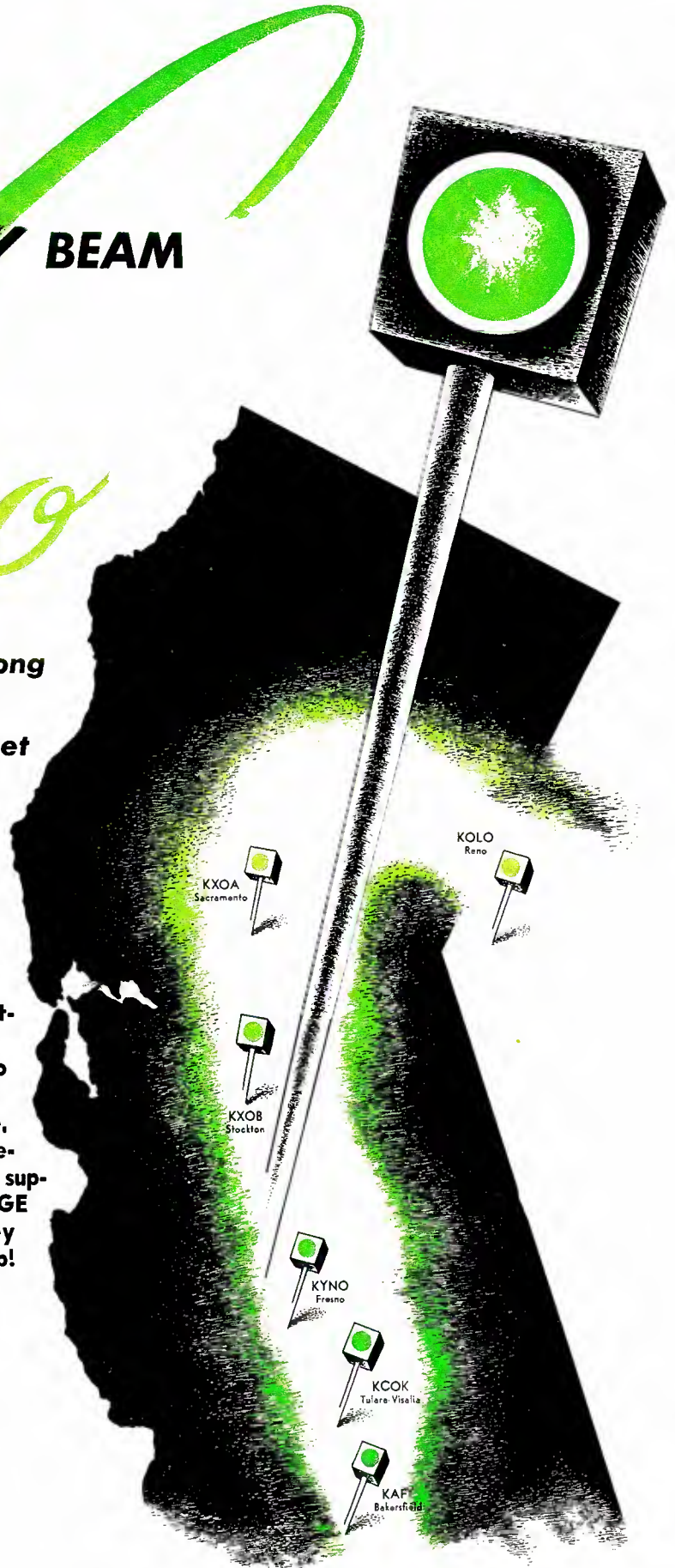
CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
SANTA BARBARA ...	KDB 1926	1490 250	Don Lee Holding Co. 1309 State Street 4131	MBS Don Lee	Lewis Allen Weiss, Gen. Mgr. Edward K. Kemble, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Forrest Choate, Chief Engr. Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Harry C. Butcher Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hellinger, Gen. & Coml. Mgr.	Mary Ann Casey, Prog. Dir. Warene Cliburn, Prom. Mgr. Philip C. Little, Chief Engr. McGillivra Associated Capitol UP
SANTA BARBARA ...	KTMS 1937	1250 1,000	News Press Publishing Co. De la Guerra Plaza 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, V. P. Kenneth E. Peters, Gen. Mgr.	Earle W. Headrick, Coml. Mgr. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr. Raymer Lang-Worth AP
SANTA CRUZ	KRUZ (Construction permit)	1460 1,000	Monterey Bay Broadcast Co. 133 Middlefield Road, Palo Alto, Calif.	L. John Miner } Taft R. Wrathall } Partners Grant R. Wrathall }	
SANTA CRUZ	KSCO 1947	1080 1,000-D	Radio Santa Cruz 21 Locust St.	Charles Vernon Berlin } Fred D. McPherson, Jr. } Partners Mahlon D. McPherson }	
SANTA MARIA	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Thomas M. Storke, Pres. Frank B. Weltmer, Gen. Mgr. Kenneth Morton, Coml. Mgr.	Duane F. Johnson, Prog. Dir. Emmet Ferguson, Chief Engr. Raymer Lang-Worth AP
SANTA MARIA	KSMA 1946	1450 250	Hugh G., Charles A., & Mareby Cardella Shurt- liff and Cleo Agnes Center P.O. Box 407 24		Griffith Associated
SANTA MONICA	KOWL 1947	1580 5,000-D	Arthur H. Croghan Ambassador Hotel 5-1580	Arthur H. Croghan, Pres. & Coml. Mgr. Clay Osborne, Gen. Mgr. & Prog. Dir.	John Morecroft, Chief Engr. Walker Associated Standard UP
SANTA PAULA	KSPA (Construction permit)	1400 250	Town Talk Broadcasting Co. P.O. Box 112 1400	F. Clinton Jones, Gen. Mgr., Sales Prom. Mgr.	Maj. Claude Turner, Chief Engr. Associated World Cole AP
SANTA ROSA	KSPO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	Ruth W. Finley, Pres. Eddie Handley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Vern Hassett, Chief Engr. Grant AP, UP
STOCKTON 7	KGDM 1926	1140 5,000	E. F. Peffer 519 E. Market St. 4-4551	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr. V. Swan, Prog. Dir.	A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr. Blair World INS
STOCKTON	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcast- ing Co. 311 California St., San Francisco, Calif.	A. Dwight Newton } W. H. Wood } Partners A. John Anton } Charles F. Green }	
STOCKTON 7	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Station Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr. Raymer Capitol MacGregor SESAC AP, UP
STOCKTON	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb N. Ferguson, Gen., Coml. & Prom. Mgr.	Earle Russell, Prog. Dir. Walt Berger, Chief Tech- nician. Young Western Associated UP
SUSANVILLE	KSUH (Construction permit)	1240 250	Hollowell & McKahan		UP
TAFT	KTKR (Construction permit)	1310 500-D	Taft Broadcasting Co. Box 125, Rt. 2, Visalla, Calif.	Kenneth Aitken } Geo. J. Tschumy } Partners	
TULARE	KCOK 1945	1240; CP-1270 250; CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. Richard Wegener, Coml. Mgr.	Joe Drilling, Prog. Dir. Wanda Woods, Prom. Mgr. James Morrison, Chief Engr. Young Western Ra Standard SESAC UP
UKIAH	KUKH (Construction permit)	1400 250	Wm. Edwin Richardson		
VALLEJO	KGWV (Construction permit)	1190 250-D	California-Nevada Broad- casting Co.	Hubert Q. Joucken } David McKay } Partners	
VENTURA	KVVC (Construction permit)	1590 1,000	Voice of Ventura Co. Ventura Hotel 6185	William H. Haupt, Pres. John W. Swallow, V. P. & Gen. Mgr. Alan LaVine, V. P., Coml. & Prom. Mgr.	Aubrey Ison, Prog. Dir. & Chief Anncr. William Pickering, Chief Engr. Grant Thesaurus Standard SESAC AP
VENTURA	KVEN (Construction permit)	1450 250	Coast Ventura Co.		

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THE *Valley* BEAM
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Yes... for "GO" selling in California's Central Valley, it's the Central Valley Group that alert time buyers are today investigating... and **BUYING!** This new, efficient, tailored-to-sales radio package gives them complete, interlocking coverage... intense, aggressive local station management... consistent promotional support... For low-cost, high **COVERAGE**... the "Valley" buy on the Valley Beam is the Central Valley Group! Investigate it **NOW!**



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National Representative
ADAM J. YOUNG, JR., INC.
 NEW YORK • CHICAGO

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

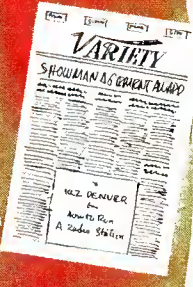
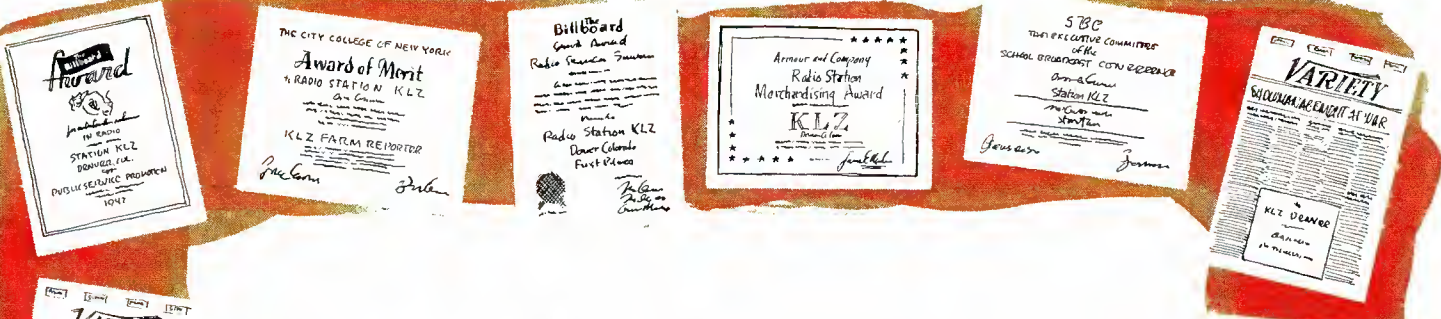
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CALIFORNIA (Continued)

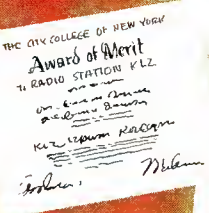
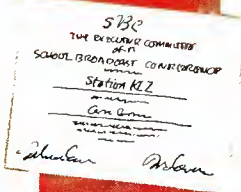
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
VISALIA	KKIN 1946	1400 250	KKIN Inc. 119 E. Acequia St. 456	D. O. Kinnie, Pres. Stanley S. Simpson, Gen. & Coml. Mgr. Lyman Patterson, Prog. Dir.	George Flansburg, Prom. Mgr. Kenneth Aitken, Chief Engr.	Forjoe Capitol Standard MacGregor UP
VISALIA	KTKC 1937	940 5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Charles P. Scott, Gen. Mgr. Millard Kibbe, Coml. Mgr.	George Lindsay, Prog. Dir. Charles Nelte, Prom. Mgr. Herbert Stratton, Chief Engr.	Rambeau World Lang-Worth AP
WATSONVILLE	KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700	Luther E. Gibson, Pres. Roger R. Hunt, Gen. Mgr. Allan L. Berg, Coml. Mgr.	Don DeWald, Prog. Dir. Rodney Richards, Chief Engr.	Grant Capitol World AP
WOODLAND (Construction permit)	930 1,000-D	Yolo Broadcasting Co. Woodland	T. E. Brown and Neal Chalmer, Co-Partners.		
YREKA	KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane & S. Oregon 624	ABC KBS	E. G. Millbourn, Pres. Milt Peterson, V. P. Holt Wardrip, Gen. Mgr. Jack R. Wagner, Station & Prom. Mgr. & Chief Engr.	Mario Rodriguez, Prog. Dir.	World AP
YUBA CITY	KUBA (Construction permit)	1600 500	Peach Eowl Broadcast- ers	Beverly B. Ballard Dewey Allread, Jr. Clyde L. Goodnight Raymond F. Linn Chester V. Ullom	} Partners	

COLORADO

ALAMOSA	KGIW 1929	1450 250 SH	E. L. Allen Alamosa 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir. George Kettle, Chief Engr.		UP
BOULDER	KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Herb Hollster, Pres. Jack Todd, Gen. Mgr. Russel Shaffer, Coml. Mgr.	Ros Roulston, Prog. Dir. Blair Dobbins, Chief Engr.	AP
CANON CITY	KRLN 1947	1400 250-D	Royal Gorge Broadcasters 1615 Central Avenue 1100	Raymond M. Beckner, Melvin B. Williams Owners Raymond M. Beckner, Gen. & Coml. Mgr.	C. Guy Underhill, Prog. Dir. Melvin B. Williams, Chief Engr.	Cole UP
COLORADO SPRINGS	KCSM (Construction permit)	1450 250	James L. Frank 155 East 48th St., New York, N. Y.			
COLORADO SPRINGS	KRDO 1947	1240 250	Pikes Peak Broadcasting Co. 118 North Cascade Main 1125	Joseph H. Rohrer, Pres., Gen. Mgr., Prog. Dir. & Chief Engr.	Cecil Seavey, Coml. & Prom. Mgr. Beth Forcum, Prog. Dir.	Griffith Standard Lang-Worth Cole AP
COLORADO SPRINGS	KVOR 1923	1300 1,000	Outwest Broadcasting Co. Exchange National Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Gen. & Coml. Mgr.	Conrad Brown, Prog. Dir. & Prom. Mgr. Cozine Strang, Chief Engr.	Katz World AP
CRAIG	KRAI (Construction permit)	1230 250	Newel S. Cahoon			
DENVER 2	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS	Gene O'Fallon, Gen. Mgr. Frank Bishop, Managing Dir. Mark Crandall, Coml. Mgr.	Paul Godt, Prog. Dir. Leo Fremont, Prom. Mgr. Bill Conklin, Asst. Coml. Mgr. Tom G. Morrissey, Chief Engr.	Blair AP, INS
DENVER 2	KLZ 1922	560 5,000	KLZ Broadcasting Co. Snirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Gen. Mgr. R. Main Morris, Coml. Mgr.	Charles C. Roberts, Prog. Dir. John Connors, Prom. Mgr. Harvey E. Wehrman, Chief Engr.	Katz Capitol Standard AP, INS
DENVER 2	KMYR 1941	1340 250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Secy.-Treas. & Station Mgr. E. H. Meyer, Station Dir.	Dolores Pledsted, Prog. Dir. Glenn James, Chief Engr.	Rambeau Capitol Lang-Worth Cole AP, UP
DENVER 2	KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	Niles Trammell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. James R. MacPherson, Coml. Mgr.	Clarence C. Moore, Prog. Dir. Randy Smith, Prom. Mgr. Dale L. Nawbold, Personnel Dir. Robert H. Owen, Chief Engr.	NBC Spot Thesaurus AP, UP, INS
DENVER	*KPOF 1927	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire			
DENVER 2	KVOD 1925	630 5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	Wm. D. Pyle, Pres. T. C. Ekrem, Station Mgr. Con Hecker, Sales Prom. Mgr.	V. W. Corbett, Prog. Dir. Ben H. Stanton, Publ. Mgr. W. D. Pyle } Chief Engrs.	Free & Peters Lang-Worth Cole Associated UP



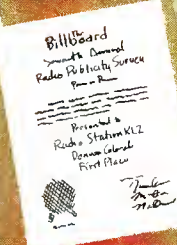
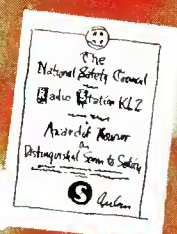
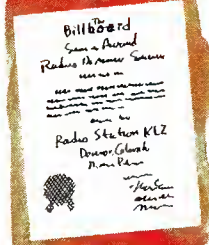
DOING OUR JOB
...consistently!



KLZ

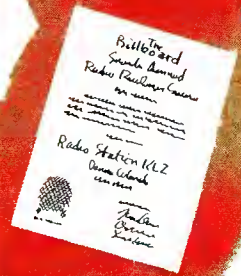
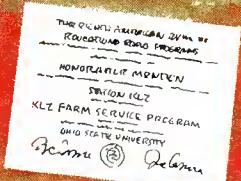
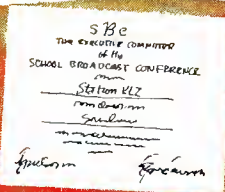
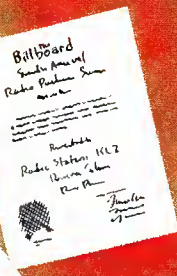
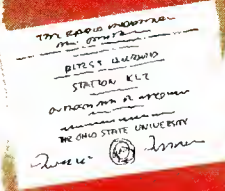
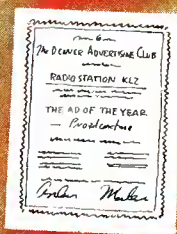
Denver

560 Kilocycles—CBS Affiliate
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The Oklahoma Publishing Company and WKY, Oklahoma City
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DOING YOUR JOB
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Shown here are some of the significant awards which have come to KLZ in recent years for outstanding public service, programming, merchandising and promotion.



DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO (Continued)

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DENVER	990 1,000-D (Construction permit)	Landon Bcstg. Co. Denver	Alf M. Landon, Owner		
DURANGO	KIUP 1935	1400 250	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	John A. Griffin, Gen. & Coml. Mgr.	Ande Banner, Prog. Dir. Russell A. Walz, Chief Engr.	Griffith Cole Capitol UP
FORT COLLINS	KCOL 1947	1400 250	Northern Colorado Broadcasting Co. 1600 Laporte Ave. 2600	Douglas D. Kahle, Pres. & Gen. Mgr. Wilbur E. Rocchio, V. P. Jack L. Hitchcock, Secy.- Treas., Prog. Dir & Prom. Mgr.	Dave F. Schlothauer, Coml. Mgr. Harold G. Ausin, Chief Engr.	Griffith Standard AP
GRAND JUNCTION	KEXO (Construction permit)	1230 250	Voice of Western Colorado 2208 North Ave.	D. Spencer Grow, Pres. Abbott Tesson, Gen., Coml. & Prom. Mgr.	Bob Collins, Prog. Dir.	Capitol Cole Thesaurus UP
GRAND JUNCTION	KFXJ 1926	920 1,000-LS 500-N	Western Slope Broad- casting Co. Hillcrest Manor 1300	MBS KBS	Rex G. Howell } Owners Charles Howell }	Rex G. Howell, Gen. Mgr. Charles Hay, Chief Engr.	Holman Griffith Lang-Worth Standard SESAC Cole UP
GREELEY	KFKA 1921	1310 1,000 ST-KPOF	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price, Pres. & Gen. Mgr.	Robert W. Jones, Prog. Dir. Harry Brewer, Chief Engr.	Clark Lang-Worth Cole UP
LA JUNTA	KOKO 1937	1400 250	The Southwest Broad- casting Co. Box 225	KBS			
LAMAR	KLME (Construction permit)	1340 250	The Southeast Colorado Broadcasting Co. North Santa Fe Trail 804	Ralph E. Eaton, Pres. W. R. Henry, V. P. L. K. Christolear, Secy.- & Mgr.	Robert L. McGrath, Prog. Dir.	
MONTROSE	KUBC 1947	1240 250	Uncompahgre Bcstg. Co. P. O. Box 179 199	D. E. Towne, Pres. & Gen. Mgr. M. A. Davey, Coml. Mgr.	Henry M. Long, Prog. Dir. Douglas Gary, Asst. Mgr. Craig M. Wills, Chief Engr.	Cole Thesaurus Capitol UP
PUEBLO	KADP (Construction permit)	1490 250	Alva E. Adams 102 West Orman Ave.			
PUEBLO	KCSJ 1947	590 1,000	Star Broadcasting Co. 211 W. 5th St. 8522	MBS	Frank S. Hoag Jr., Pres. Dale W. Scott, Gen. Mgr.	Harry Mason, Chief Engr.	T-H-S Lang-Worth AP
PUEBLO	KDZA (Construction permit)	1230 250	Pueblo Radio Co. 522 N. Center St., Colorado Springs, Colo.			
PUEBLO	KGHF 1928	1350 1,000-LS 500-N	Colorado Bcstg. Co., Inc. 304 N. Main St. 3877	ABC	Gifford Phillips, Pres. & Chief Owner Robert D. Ellis, Gen. Mgr. Kenneth Russell, Coml. Mgr.	Clifford Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis Shanks, Chief Engr.	McGillivra Thesaurus SESAC UP
PUEBLO	KROM (Construction permit)	930 5,000-LS 1,000-N	Rocky Mountain Broad- casting Co. 429 Thatcher Bldg.			
STERLING	KGEK 1927	1230 100 SH	Elmer G. Beehler 3rd and Beech Sts.	KBS	Elmer G. Beehler, Owner & Gen. Mgr.		
TRINIDAD	KCRT 1946	1240 250	H. L. Corley So. County Club Dr. Box 772	KBS	H. L. Corley, Pres., Gen. Mgr. & Chief Engr.	Marguerit Spurr, Prog. Dir.	Standard Lang-Worth UP
TRINIDAD	KSFT 1946	1280 1,000-LS 500-N	Trinidad Bcstg. Corp. 225 N. Commercial St. 414	MBS Colorado	John D. Reed, Gen. Mgr. Mae Dene Ellis, Prog. Dir.	Lloyd L. Wilson, Chief Engr.	ForJoe Thesaurus AP
WALSENBURG	KPHC (Construction permit)	1450 250	Walsenburg Broadcasting Corp. 16th St. 501 West, Pueblo, Colo.			

CONNECTICUT

BRIDGEPORT 1	WICC 1926	600 1,000-LS 500-N	Yankee Network Stratfield Hotel 6-1121	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Joseph Lopez, Station Mgr.	Norman Whittaker, Coml. Mgr. Florence Robinson, Prog. Dir. George Kelch, Chief Engr.	Petry Associated SESAC Standard AP
BRIDGEPORT 3	WLIZ 1946	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	William Elliott, Pres. Emanuel Slotnick, Exec. V. P. & Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Cayford Holt, Chief Engr.	T-H-S Thesaurus AP

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FOR THE WOMEN — Top records, daily contests, timely prizes, varied guests, for the listeners throughout KFEL area.

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2:30-4:30 p.m. MON. thru SAT.

TWO FULL HOURS DAILY — of "friendly folksiness" with former network performer Ray Perkins featuring records and his own piano and song styling.

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Rush Hughes

"SONG & DANCE PARADE"

6:00-6:30 p.m. MON. thru FRI.

EARLY EVENING — A good time for easy listening to famed disk jockey Rush Hughes, featuring interviews with top entertainment stars.

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CONNECTICUT (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Service	
BRIDGEPORT 3	WNAB 1941	1450 250	Harold Thomas 991 Broad St. 33112	ABC Conn- State	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr. Torrence McGough, Coml. Mgr.	Jack Dahlby, Prog. Dir. Harry Osborne, Prom. Mgr.	Rambeau Standard UP
BRISTOL		1440 500-D (Construction permit)	The Bristol Bcstg. Co. Bristol		Dr. Benjamin Sachner, Pres.		
DANBURY	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0580		John Deme, Pres. & Gen. Mgr. J. Thomas Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. Robert V. Harris, Chief Engr.	McGeehan & O'Mara SESAC, World UP
HARTFORD 3	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Inc. Bond Hotel 5-6648		William M. Savitt } Owners Max Savitt Harry LeBrun, Gen. Mgr.	Walter A. Nielson, Prog. Dir. Howard W. Wessenberg, Chief Engr.	Rambeau Associated UP
HARTFORD 4	WDRC 1922	1360 5,000	The Connecticut Bcstg. Co. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. & Treas. Walter B. Haase, Station Mgr. William F. Malo, Coml. Mgr.	Harvey H. Olson, Prog. Mgr. Italo A. Martino, Chief Engr.	Raymer UP
HARTFORD 4	WONS 1935	1410 5,000	Yankee Network 54 Pratt St. 7-9131	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Linus Travers, Coml. Mgr.	Ralph Klein, Prog. Dir. Rogers Holt, Chief Engr.	Petry Associated Standard UP
HARTFORD 4	WTHT 1936	1230 250	The Hartford Times, Inc. 555 Asylum St. 2-0237	ABC Conn- State	Glover DeLaney, Gen. Mgr. Leonard Schoenfeld, Coml. Mgr.	Elliott Miller, Prog. Dir. Richard Blackburn, Techni- cal Dir.	McKinney Standard Lang-Worth AP, Reuters
HARTFORD 15	WTIC 1925	1080 50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Jesse W. Randall, Pres. Paul W. Morency, V.P. & Gen. Mgr. Walter Johnson, Ass't Gen. Mgr. & Sales Mgr.	Leonard J. Patricelli, Prog. Mgr. Bernard Mullins, Dir. of Publ. Rel. Herman Taylor, Plant Mgr.	Weed Lang-Worth Thesaurus AP, INS, TP
MERIDEN	WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. Palace Bldg. 2600		Carl A. Schultz, Pres. Gustav A. Kruttschnitt, Gen. Mgr. Carl W. Schultz, Coml. Mgr.	Bernard Morley, Prog. Dir. G. Langfelder, Chief Engr. James A. Iodice, Technical Dir.	Thesaurus AP
NEW BRITAIN	WKNB 1945	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 702		Julian Gross, Pres. & Gen. Mgr. L. H. Martineau, Coml. Mgr.	David Scott, Prog. Dir. William R. Atkinson, Chief Engr.	Young Capitol, World AP
NEW HAVEN 10	WAVZ 1946	1260 1,000-D	New Haven Broadcasting Corp. Liberty Bldg. 7-0171		Edward S. Minor, Pres. Lester C. Flood, Treas. & Gen. Mgr. Murray L. Grossman, Secy., Coml. & Prom. Mgr.	W. Richard Carlson, Prog. Dir. Arthur M. Allen, Chief Engr.	Cooke World UP
NEW HAVEN 10	WELI 1935	960 1,000	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Conn- State	H. C. Wilder, Pres. Richard W. Davls, Gen. Mgr. Edwin H. Schweltzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr.	Headley-Reed Lang-Worth UP
NEW HAVEN 10	WNHC 1944	1340 250	Elm City Bcstg. Co. 1110 Chapel St. 8-0196		Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent J. Callanan, Coml. Mgr.	David K. Harris, Prog. Dir. Aldo Di Dominics, Prom. Mgr. Vincent De Laurentis, Chief Engr.	Rambeau Standard AP
NEW LONDON	WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 2-4365	MBS Yankee Conn- State	Roderick L. Morey, Chief Owner Gerald J. Morey, Pres. & Gen. Mgr. Edward F. Darrell, Nat'l Coml. Mgr. Leo B. Keegan, Local Coml. Mgr.	Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. Mgr. Walter J. Tucker Jr., Chief Engr.	Bannan AP
NORWALK	WNLK (Construction permit)	1350 500-D	Norwalk Broadcasting Co. 15 Willow St. 6-0569		Samuel R. Sallick and Benjamin Glnzburg, Part- ners		UP
NORWICH	WNOC 1946	1400 250	Norwich Bcstg. Co. 91 Main St. 3325	KBS	H. Ross Perkins, Pres., Gen. & Coml. Mgr. Paul Entress, Prog. Dir.	James Duncan, Prom. Mgr. John Benson, Chief Engr.	Rambeau Capitol, SESAC AP
STAMFORD	WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn- State	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Dalger, Prog. Dir. Edward L. Markman, Chief Engr.	Bannan World UP
TORRINGTON	WLCR (Construction permit)	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173		J. Richard Dobbins, Pres. Frederick E. Bleber, Gen. Mgr.		World UP
TORRINGTON	WTOR	1490 250	Torrington Bcstg. Co. Torrington 4181	Conn- State	Joseph R. Schifini, Pres. James Parker, Gen. Mgr. Joseph X. O'Hara, Coml. Mgr.	Richard C. Kilbourn, Prog. Dir. Gerardo T. Schifini, Prom. Mgr. Theodore W. Hitchcock, Chief Engr.	Capitol INS
WATERBURY 3	WATR 1934	1320 1,000	Harold Thomas 71 Grand St. 3-5161	ABC Conn- State	Harold Thomas, Owner & Gen. Mgr. S. R. Elman, Station Mgr. & Coml. Mgr.	Edmund Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Harold Thomas, Chief Engr.	Rambeau Bannan UP
WATERBURY 89	WBRY 1934	1590 5,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	W. J. Pape, Pres. Eric Pape, Gen. Mgr. Harry DeVorken, Coml. Mgr.	W. O. Howard, Prog. Mgr. J. Maxim Ryder, Prom. Mgr. Frank Hales, Chief Engr.	Gilman, Nicoll & Ruthman World AP
WATERBURY	WWCO 1946	1240 250	Mattatuck Broadcasting Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, Pres., Gen. Mgr. & Prog. Dir. Mort Silverman, Coml. Mgr.	Gene Vallon, Prom. Mgr. Ted Kalin, Chief Engr.	ForJoe Thesaurus AP



Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

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DELAWARE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
DOVER	WDOV	1410 1,000-D (Construction permit)	William C. Evans Dover		William C. Evans, Owner	
WILMINGTON	WARS	1380 1,000 ST-WAWZ (Construction permit)	Wilmington Tri-State Bcstg. Co. Wilmington 4-8881	Frank S. Carrow, Pres. George L. Sutherland, V.P., Gen. & Coml. Mgr.	Jack Gibbons, Prog. & Prom. Mgr. Lang-Worth, Standard AP
WILMINGTON 28	WDEL 1922	1150 5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough, Station Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Harvey C. Smith, Prog. Dir. James Adshead, Prom. Dir. J. E. Mathiot, Chief Engr. Radio Adver- tising Thesaurus World UP
WILMINGTON	WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC, MBS	Aifred G. Hill, Pres. Francis H. Brinkley, V.P., Gen. & Coml. Mgr.	Frank Gallagher, Prog. Dir. & Prom. Mgr. Ed Kennedy, Chief Engr. Young Lang-Worth AP
WILMINGTON	WTUX 1947	1290 500-D	Port Frere Broadcasting Co. 1326 Market St. 5-8821	Gordon K. MacIntosh } Owners Howard Robinson }	Howard Robinson, Gen. Mgr. Sidney L. Schulman, Coml. & Prom. Mgr. Robert L. Wilcox, Prog. Dir. Wayne Neuhaus, Chief Engr. ForJoe World AP

DISTRICT OF COLUMBIA

WASHINGTON 1	WINX 1940	1340 250	WINX Broadcasting Co. 8th & Eye Sts. N.W. Republic 8000	Philip L. Graham, Pres. John S. Hayes, Gen. Mgr.	George Creamer, Prog. Dir. Ralph E. Cannon Jr., Chief Engr. Headley-Reed World Associated Standard Lang-Worth AP, UP
WASHINGTON 5	WMAL 1925	630 5,000	Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC	S. H. Kauffmann, Pres. K. H. Berkeley, Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Gordon Hubbel, Prog. Dir. Daniel Hunter, Chief Engr. ABC Spot Standard Lang-Worth AP, UP
WASHINGTON 6	WOL 1924	1260 5,000	Cowles Broadcasting Co. 1627 K St., N.W. Metropolitan 0010	MBS	Gardner Cowles, Pres. Cmdr. T. A. M. Craven, V.P. & Gen. Mgr. William D. Murdock, Coml. Mgr.	Roy Passman, Prog. Mgr. John F. Hardesty, Prom. Dir. Harold Reed, Chief Engr. Katz Lang-Worth Associated AP, UP
WASHINGTON 8	WQQW 1946	570 1,000-D	Metropolitan Bcstg. Corp. 2627 Connecticut Ave., N.W. Columbia 6331	Morris Rodman, Pres. M. Robert Rogers, Gen. Mgr. Perry Walders, Coml. Mgr.	Pierson Underwood, Prog. Dir. Robert Martin, Chief Engr. Rambeau Standard, World AP
WASHINGTON 5	WRC 1923	980 5,000	National Broadcasting Co. Trans-Lux Bldg. Republic 4000	NBC	Niles Trammell, (NBC) Pres. Frank M. Russell, (NBC) V.P. in Charge William McAndrew, Asst. to V.P. Carleton D. Smith, Gen. Mgr.	Mahlon A. Glascock, Coml. Mgr. George Y. Wheeler, Prog. Dir. Lorin Myers, Prom. Mgr. NBC Spot Thesaurus Standard Associated AP, UP, INS
WASHINGTON 4	WTOP 1932	1500 50,000	Columbia Broadcasting System Warner Bldg. Metropolitan 3200	CBS	Frank N. Stanton (CBS) Pres. E. H. Gammons (CBS) V.P. in Charge	Maurice B. Mitchell, Coml. Mgr. Richard L. Linkroum, Prog. Dir. Julian G. Murphy, Prom. Mgr. Clyde M. Hunt, Chief Engr. Radio Sales Lang-Worth AP, UP
WASHINGTON 6	WWDC 1941	1450 250	Capital Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	Joseph Katz, Pres. Ben Strouse, Gen. Mgr. Helen K. Mobberley, Coml. Mgr.	Norman Reed, Prog. Dir. Rick LaFalce, Prom. Mgr. Ross Beville, Chief Engr. ForJoe Thesaurus Capitol Standard AP, UP

WPIK Alexandria, Va.; WARL and WEAM Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WGAY and WOOK Silver Spring, Md., listed in their respective states.

FLORIDA

BELLE GLADE	WSWN 1947	900 1,000-D	Seminole Broadcasting Co. P. O. Box 355 155	Tom Watson, Jr., Pres. & Gen. Mgr. Mary Foy, Coml. Mgr.	George Peters, Prog. Dir. C. S. Ciemans, Chief Engr. World UP
BRADENTON	WDHL 1947	1490 250	Manatee Bcstg. Co. Inc. Bradenton Pier 37-561	KBS	Lou Jacobson, Pres. & Gen. Mgr. Jim Shilliday, Coml. Mgr.	Eileen Jackson, Prog. Dir. Dean Fleischman, Prom. Mgr. Arthur Betts, Chief Engr. Cole, Standar AP
CLEARWATER	WCLE 1947	680 1,000-D	Clearwater Broadcasting Co. Inc. Whitcomb Bldg. 2573	Houston Cox Jr., Pres. Gen. Mgr. & Coml. Mgr.	Bill Stels, Prog. Dir. Drew Shankle, Prom. Mgr. Harold Legg, Chief Engr. Holman Standard AP
CORAL GABLES	WBAY 1947	1490 250	Atlantic Shores Bcstg. Ltd. 322 Aragon 48-65-71	James Brown } Ronald Johnson } Partnership Bert Graulich } Elbert Griffls }	James Brown, Gen. Mgr. Robert Standart, Coml. Mgr. Bert Graulich, Prog. Dir. & Prom. Mgr. Walt Kinney, Chief Engr. McGillvra Cole Standard Associated UP
CORAL GABLES	WVCG 1947	1070 1,000-D	Peninsular Broadcasting Corp. 223 Aragon Ave.	George W. Thorpe, Pres. & Gen. Mgr.	Edward S. Gaylor, Prog. Dir. Edward M. Vickers, Chief Engr. ForJoe Associated AP
CRESTVIEW	WCNU	1010 1,000-D (Construction permit)	Guif Shores Bcstg. Co. Crestview	Cyrl Reddock L. Bursan Whittington— Co-partners	
DAYTONA BEACH	WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 91	ABC	W. Wright Esch, Pres. Billie E. Esch, Gen. Mgr. Ray Clancy, Station Mgr.	John Pitts, Coml. Mgr. Floyd Dillingham, Prom. Mgr. W. K. Ellenwood, Chief Engr. McGillvra Thesaurus Lang-Worth INS



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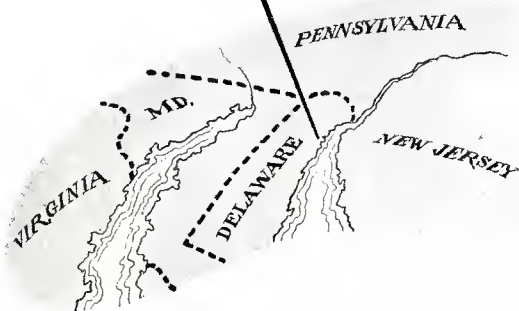
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BROADCASTING • Telecasting

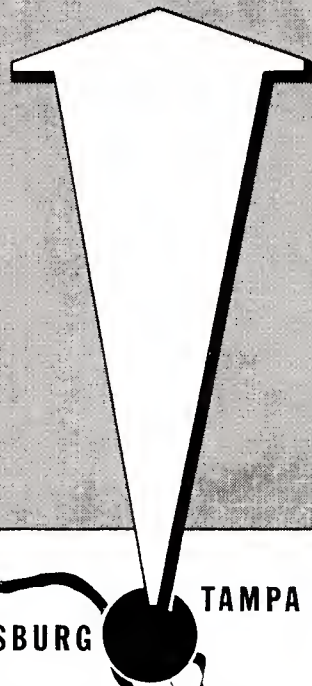
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DAYTONA BEACH ..	WNDE (Construction permit)	1150 1000-D	News-Journal Corp. 128 Orange Ave. 2000	Julius Davidson, Pres. Jerry Stone, Gen. Mgr.	Carl Bensen, Prog. Dir. Lillian Davidson, Prom. Mgr. Fred F. Moore, Chief Engr.	Standard World AP
DAYTONA BEACH ..	WROD 1947	1340 250	Daytona Beach Broad- casting Corp.	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	Earle Young, Prog. Dir. F. A. Scott, Chief Engr.	Associated UP
EUSTIS	WEUS (Construction permit)	790 1,000	Lake County Broadcast- ers 32 Magnolia Ave. 85	Frank W. Stebbins, Pres. J. L. Brownell Sr., Gen. & Coml. Mgr.	J. L. Brownell Jr., Prog. Dir. Martin C. Kirkland, Chief Engr.	Standard AP
FT. LAUDERDALE ..	(Construction permit)	1580 250-D	Southland Broadcasting Corp. Box 777, Ft. Pierce, Fla.			
FT. LAUDERDALE ..	WFTL 1946	1400 250	Ft. Lauderdale Broad- casting Co. 305 S. Adams St.				
FORT MYERS	WINK 1940	1240 250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS	Arthur McBride Owners Daniel Sherby George T. Case, Gen. Mgr., Coml. Mgr. & Prog. Dir.	Marilu Case, Prom. Mgr. A. J. Bauer, Chief Engr.	Associated AP
FORT PIERCE	WIRA 1946	1400 250	Indian River Bcstg. Co. Box 507 870	MBS	Douglas Silver, Pres., Gen. & Coml. Mgr. John Sadler, Prog. Dir. & Prom. Mgr. James Sowinski, Chief Engr.		Pearson Standard World UP
GAINESVILLE	WGGG 1946	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 1230	R. M. Chamberlin, Pres. & Gen. Mgr. Gordon K. Hemby, Coml. Mgr.	Guy Hamilton, Prog. Dir. Clinton E. Wills, Chief Engr.	Associated Capitol AP
GAINESVILLE 2	WRUF 1928	850 5,000	University of Florida Gainesville 1000	MBS	State of Florida, Owner Garland Powell, Dir. Paul Acosta, Gen. & Prom. Mgr.	John S. Sever, Prod. Mgr. Duane McConnell, Chief Operator	Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD	WINZ 1946	940 1,000-D CP-1,000-U	Hollywood Bcstg. Co. Inc. Cadillac Hotel Miami Beach, Fla. Miami-5-3191	Jonas Welland, Pres. Wells F. Bruen, Gen. & Coml. Mgr.	Joseph Kerns, Prog. Dir. Sy Schankman, Chief Engr.	Lang-Worth AP
JACKSONVILLE	WIVY (Construction permit)	1050 250-D	Denton and Jones Broadcasters 602 Grand Bldg., Macon, Ga.	Frank L. Denton and L. Frank Jones—partners		
JACKSONVILLE ...	WJAX 1926	930 5,000	City of Jacksonville #1 Broadcast Place 4-1681	NBC	John T. Hopkins 3rd, Mgr. & Chief Engr.		Associated Thesaurus
JACKSONVILLE 1 ..	WJHP 1940	1320 5,000	Metropolis Co. 506 Laura St. 4-7711	MBS	John H. Perry, Pres. Speed Veal, Gen. & Coml. Mgr.	Howard Nelson, Prog. Dir. Beecher Hayford, Chief Engr.	Perry Lang-Worth Associated SESAC AP, UP
JACKSONVILLE 7 ..	WMBR 1927	1400 CP-1460 250 CP-5,000	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Coml. Mgr.	Charles Stone, Prog. Dir. Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr.	Avery-Knod- World UP
JACKSONVILLE	WPDQ 1942	600 5,000	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC	James R. Stockton, Pres. Robert R. Feagin, Gen. Mgr. Frank Taylor, Jr., Coml. Mgr.	H. Burnham Adams, Prog. Dir. Lillian Nunn, Prom. Mgr. James R. Donovan, Chief Engr.	Katz Standard AP
JACKSONVILLE	(Construction permit)	1360 1,000-D	Southern Radio and Equipment Co. Barnett National Bank Bldg.	J. R. Sharp, Pres. K. H. Anderson, V. P.		
JACKSONVILLE BEACH	WJVB 1947	1010 250-D	Jacksonville Beach Broadcasting Co. 200 Block 1st Ave. North	KBS			
KEY WEST	WKWF 1945	1600 500	John M. Spottswood Spottswood Bldg. 510	KBS	John M. Spottswood, Pres. & Gen. Mgr. Homer Harris, Chief Engr.		Walker Thesaurus UP
LAKE CITY	WDSR 1946	1340 250	Deep South Radioways 126 N. Marlon St. 525	Alfred H. Temple, Principal Partner, Mgr. & Coml. Mgr.	Owen W. Parnacott, Traffic Supvsr. H. B. Greene, Chief Engr.	World Cole AP
LAKELAND	WLAK 1936	1430 1,000	Lakeland Broadcasting Corp. 1412 E. Lime St. 2127	NBC	S. O. Ward, Pres. & Mgr. Bill Reeves, Asst. Mgr., Prog. Dir. & Prom. Mgr.	Powell Adams, Coml. Mgr. William P. Lee, Chief Engr.	Pearson Thesaurus UP
LAKE WORTH	WBLW (Construction permit)	1490 100	Lake Worth Broadcasting Corp. North Dixie Highway	NBC	Clarence L. Menser, Owner		
LEESBURG	WLBK 1947	1240 250	Lake Broadcasting Co. 1240 Floradell Ave. 552	KBS	P. C. Gorman, Pres. W. E. Harkness, Gen. Mgr. Donn R. Colee, Coml. Mgr.	Marjorie Scarborough, Prog. Dir. Carl B. DeLay, Chief Engr.	Thesaurus Capitol Cole UP

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 ST. PETERSBURG
 MARKET**



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Increased industrial and agricultural production, expanding distribution and wholesale activity, and an amazing population growth have stepped-up buying power to a new peacetime high—buying power that is steady and stable *right around the calendar.*

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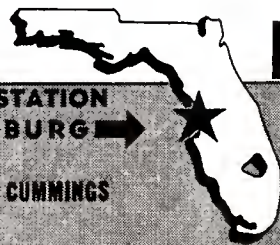


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FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LIVE OAK	1220 250-D (Construction permit)	Suwanee Bcstg. Co. Live Oak	G. Warren Sanchez, Pres.		
MARIANNA	WTYS (Construction permit)	1340 250	John H. Phipps Marianna	John H. Phipps, Owner Fred U. Wamble, Gen. Mgr., Coml. Mgr. & Chief Engr.	Lucille W. Wamble, Prog. Dir. & Prom. Mgr. Perry Standard AP	
MELBOURNE	WMMB (Construction permit)	1050 250-D	Melbourne Bcstg. Corp. Melbourne	William Shakespear Jr., Pres. Thomas R. Barr, V.P.		
MIAMI	WFEC (Construction permit)	1220 250-D	Florida East Coast Broadcasting Co. 627 NW 20th Ave.			
MIAMI 36	WGBS 1939	710 10,000; CP-50,000-LS 10,000-N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS	George B. Storer, Pres. Stanton P. Kettler, V.P. in charge of operations M. N. Babcock, Coml. Mgr.	Paul Kingsley, Prog. Dir. Frank Jaffe, Prom. Mgr. A. W. Shropshire, Chief Engr. Katz Lang-Worth Thesaurus AP	
MIAMI 30	WIOD 1926	610 5,000	Isle of Dreams Bcstg. Co. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidler, Coml. Mgr.	Warren Sinot, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton C. Scott, Chief Engr. Wilton Chiles, Ass't. Chief Engr. Hollingsbery Cummings Associated Standard AP, UP, IN	
MIAMI	WMIE (Construction permit)	1140 10,000-LS 5,000-N	Lincoln Operating Co. 306 N. Miami Ave.			
MIAMI 31	WQAM 1920	560 5,000-LS 1,000-N	Miami Broadcasting Co. 327 NE First Ave. 2-6121	ABC	F. W. Borton, Pres. & Gen. Mgr. F. W. Mizer, Coml. Mgr.	Marge Christopher, Prog. Dir. & Prom. Mgr. Hazel McGuire, Asst. to the Pres. Gene Rider, Chief Engr. Blair World Associated SESAC AP	
MIAMI	WWPB 1947	1450 250	Paul Brake			
MIAMI BEACH 39	WKAT	1360 5,000-LS 1,000-N	WKAT Inc. 1759 N. Bay Road 5-5711	MBS	A. Frank Katzentine, Pres. John I. Prosser, V. P., Gen. & Coml. Mgr. Gordon N. Waltz, Prog. Dir.	Robert Beutel Chief Ann. Arthur Smith } Chief Engrs. Tom Magee }	Weed Cole Standard UP
MIAMI BEACH	WMBM 1947	800 1,000-D	Biscayne Broadcasting Co. McArthur Causeway Terminal	Thomas O. McCullough, Pres. Gen. & Coml. Mgr.	Calvert A. Carter, Prog. Dir. John D. Miller, Chief Engr. McGeehan & O'Mara Standard Capitol UP	
OCALA	WTMC 1939	1290 1,000	Ocala Broadcasting Co. P. O. Box 831 128	MBS KBS	John H. Perry, Pres. T. S. Gilchrist Jr., Gen. & Coml. Mgr.	John F. Nicholson, Prog. Dir. & Prom. Mgr. Robert M. Henley, Chief Engr. Perry Lang-Worth UP	
ORLANDO	WDBO 1924	580 5,000	Orlando Broadcasting Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS	Col. George C. Johnston, Pres. & Gen. Mgr. Harold F. Danforth, V.P. & Exec. Officer William G. McBride, Nat'l Sales Mgr. & Prog. Dir.	John M. Pedrick, Local Sales Dir. James E. Yarbrough, Chief Engr. Blair Cummings World Thesaurus Associated AP, UP	
ORLANDO	WLOF 1940	1230; CP-850 250; CP-5,000	Hazlewood Inc. Angebilt Hotel Bldg. 8163	MBS	Victor Buisset, Gen. Mgr.	Raymer Lang-Worth INS	
ORLANDO	WOOO 1947	990 10,000-LS 5,000-N	Orlando Daily News- papers Ft. Catelin Hotel 2-0773	ABC	Martin Andersen, Pres. Walter P. Speight Jr., Gen. Mgr. George Newhart, Coml. & Prom. Mgr.	Larry Scarborough, Prog. Dir. Stanley Beck, Chief Engr. Hollingsbery Capitol AP	
ORLANDO	WORZ 1947	740 1,000	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	NBC	James Dandelake, Pres. Eugene D. Hill, Station & Coml. Mgr.	William Pennell, Prog. & Prom. Mgr. W. Dodd Daniel, Chief Engr. Weed Standard Lang-Worth AP	
PALATKA	WWPF 1947	800 250-D	Palatka Broadcasting Co. 105½ N. Second St. 354	J. E. Massey, L. C. McCall, Owners L. C. McCall, Gen. & Coml. Mgr. Bruce Wilson, Prog. Dir.	Dan Ross, Prom. Mgr. L. C. McCall, Chief Engr. Lang-Worth, SESAC UP	
PALM BEACH	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. South Ocean Blvd. 2-1515	ABC	Charles E. Davis, Pres. & Gen. Mgr. Donald S. Greenleaf, Sta- tion & Coml. Mgr.	Mary E. Neely, Prog. Dir. Clyde L. Walkden, Chief Engr. Perry Thesaurus World Lang-Worth AP	
PANAMA CITY	WDLP 1940	590 1,000	Panama City Broadcast- ing Co. West Palm Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen & Coml. Mgr.	John Thomas, Prog. Dir. Elmer Scott, Chief Engr. Beecher Hayford (Chief Engr., Perry Stations) Perry World UP	
PENSACOLA	WBSR 1946	1450 250	Escambia Broadcasting Co. P. O. Box 1351 6173	ABC	Ruth Braden, Pres. & Gen. Pres. & Gen. Mgr. Robert Forsyth, Coml. Mgr. John H. Cummins, Prog. Dir.	Ormand Forsyth, Prom. Mgr. G. E. Bert Mead, Chief Engr. Radio Adver- tising Lang-Worth AP	
PENSACOLA	WCOA 1926	1370 5,000	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry, Pres. J. Holiday Veal, Gen. Mgr. William G. Champiin, Coml. Mgr. & Prom. Mgr.	Tom Carswell, Prog. Dir. Harold Heath, Chief Engr. Perry Capitol Associated AP, UP	



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A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

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There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western Band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday: giving band and speaking concerts throughout Central Florida to civic club luncheons daily: sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties: one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHOO Radio Station Representatives

GEORGE P. HOLLINGBERY CO.

307 North Michigan Avenue

Phone State 2898

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CHICAGO DETROIT SAN FRANCISCO

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ORLANDO, FLORIDA

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PENSACOLA	WEAR 1947	1490 250	Gulfport Broadcasting Co. 5 East Gregory St.	MBS			
QUINCY	WCNH (Construction permit)	1230 250	Quincy Broadcasting Corp. Quincy	Richard J. Gardner, Pres.	AP	
ST. AUGUSTINE	WFOY 1936	1240 250	Fountain of Youth Bestg. Co. Magnolia Ave. 1622	CBS	John E. Bell, Pres. & Owner John E. Bernhard Jr. Exec. V.P., Gen & Coml. Mgr.	Mrs. Frankye C. Walker, Secy.-Treas., Prog. Dir. & Prom. Mgr. Russell, Chambers, V.P. & Chief Engr.	Avery-Knodel Thesaurus UP
ST. PETERSBURG 1.	WSUN 1927	620 5,000	City of St. Petersburg P. O. Box 240 7-4747	ABC	City of St. Petersburg Norman E. Brown, Gen. Mgr. Vera New, Coml. Mgr.	Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated, SESAC UP
ST. PETERSBURG 1.	WTSP 1939	1380 1,000-LS 500-N CP-5,000-U	Pinellas Broadcasting Co. P. O. Box 691 7-8108	MBS	Nelson P. Poynter, Pres. Herbert T. Anderson, Gen. Mgr. Le Wildman, Sales Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World UP
SANFORD	WTRR 1947	1400 250	Southeastern Bestg. System P. O. Box 1541 999	KBS	James S. Rivers, Pres. & Gen. Mgr. Joseph W. Parris, Coml. Mgr.	Bruce Smith, Prog. Dir. Emerson W. Browne, Chief Engr.	Lang-Worth UP
SARASOTA	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 2565	CBS	Robert C. Jones Jr., Pres. John E. Browning, Gen. Mgr. Robert H. Neff, Coml. Mgr.	David C. Hale, Prog. Dir. James E. Grant, Chief Engr.	Pearson Thesaurus UP
SULPHUR SPRINGS.	WHBO (Construction permit)	1050 250-D	Sulphur Springs Broad- casters 8410 Florida Ave., Tampa		Harold A. Dunlap } Partners James D. Sinyard }		
TALLAHASSEE	WRHP 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. E. R. LaBarbera, Coml. Mgr.	R. S. Meigs, Prog. Dir. F. W. Hazelton, Prom. Mgr. C. L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1943	1270 5,000	John H. Phipps Cherokee Hotel 2160	MBS	John H. Phipps, Pres. & Gen. Mgr. Herschel Graves, Coml. Mgr.	Read W. Wynn, Prog. Dir. Harriet Carson, Prom. Mgr. William A. Snowden, Chief Engr.	Perry Associated Standard AP
TAMPA 1	WALT 1946	1110 1,000-D	Tampa Bestg. Co. 401 W. Tyler St. H-7921	W. Walter Tison, Pres., Gen. & Coml. Mgr. Lynn Gearheart, Prog. Dir.	Coburn Gunn, Prom. Mgr. J. B. Tison, Chief Engr.	Perry Lang-Worth Capitol SESAC Cole AP
TAMPA 2	WDAE 1922	1250 5,000	Tampa Times Co. P. O. Box 2409 M-1818	CBS	David E. Smiley, Pres. L. S. Mitchell, Gen., Coml. & Prom. Mgr.	Kenneth W. Skelton, Prog. Dir. William Pharr Moore, Chief Engr.	Katz Associated Cole AP
TAMPA 6	WFLA 1926	970 5,000	The Tribune Co. Hyde Park & Lafayette H-1828	NBC	Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr.	Paul M. Jones, Prog. Dir. Tom Matthews, Prom. Mgr. J. H. Mitchell, Chief Engr.	Blair Cummings Lang-Worth Thesaurus UP
WEST PALM BEACH.	WIRK 1947	1290 1,000-D CP-1,000-U	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS	Joseph S. Field Jr., Pres. & Chief Engr. Joseph B. Matthews, Gen. & Coml. Mgr.	Charles T. Snowden, Prog. Dir. Rome Hartman, Prom. Mgr.	McGillvra Associated Lang-Worth AP
WEST PALM BEACH.	WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Drive 2-3638	CBS	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Matt Gettings, Prog. Dir. Otis C. Wright, Chief Engr.	Radio Adver- tising Standard Capitol UP
WINTER HAVEN	WSIR 1947	1490 250	Citrus Belt Broadcasters Inc. 132 Third St. S.W. 3-1313	MBS	Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr. John W. Brandstetter, Coml. & Prom. Mgr.	Richard Eyrich, Prog. Dir. L. Orden Cralg, Chief Engr.	Harrington World Cole AP

GEORGIA

ALBANY	WALB 1941	1590 1,000	Herald Publishing Co. Leesburg Road 1590	MBS	James H. Grey, Pres. Abner M. Israel, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. C. D. Chandler, Chief Engr.	Burn-Smith Cook World AP
ALBANY	WGPC 1933	1450 250	Albany Bestg. Co. New Albany Hotel 1371	CBS	J. W. Woodruff, Pres. J. W. Woodruff Jr., Exec. Mgr. Leonard M. George, Coml. & Station Mgr.	Gwendolyn Walker, Prog. Dir. Leonard M. George, Prom. Mgr. Wayne C. McClung, Chief Engr.	Hollingsbery Thesaurus UP
AMERICUS	WDEC 1947	1230 250	The Americus Bestg. Co. 109½ Windsor Ave. 3681	MBS	James R. Blair, Pres. Phil Jones, Vice Pres.	W. E. Johnson, Gen., Coml., Prom., Mgr. & Prog. Dir. Charles Adams, Chief Engr.	Cox & Tanz Thesaurus AP



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ALBANY GEORGIA

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal . . . "The ALBANY Market showed a greater increase in bank debits than any city in the country"



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GEORGIA (Continued)

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ATHENS	WGAU 1938	1340 250	J. K. Patrick and Co. Bobbin's Mill Road 1741	CBS KBS			
ATLANTA 3	WAGA 1937	590 5,000	Liberty Bestg. Corp. Western Union Bldg. Main 5101	ABC	George B. Storer, Pres. James Balley, V.P. in charge of Operations	Arvy L. Brown, Prog. Dir. Ken Gurley, Prom. Mgr. & Paul Cram, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth AP, INS
ATLANTA 3	WATL 1928	1400: CP-1380 250; CP-5,000	Atlanta Bestg. Co. 26 Cain St., N.W. Walnut 4377	MBS	J. W. Woodruff Sr., Pres. Robert W. Minton, Gen. Mgr. & Chief Engr.	Sam W. Kaue, Coml. Mgr. Ernest T. Guy, Prog. Dir.	Hollingbery Standard Lang-Worth UP
ATLANTA 3	WEGE 1947	1340 250	General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.	Ann Hutcheson, Ass't. Prog. Dir. & Traffic Mgr. David J. Holt, Chief Engr.	Burn-Smith Lang-Worth Capitol Cole AP
ATLANTA 2	WCON 1947	550 5,000	The Atlanta Constitution Constitution Bldg. Lamar 4545	ABC	Clark Howell, Pres. David Carpenter, Gen. Mgr. B. Crenshaw Bonner, Sales Mgr.	Henry Allen, Prog. Dir. Harvey J. Aderhold, Chief Engr.	Headley-Reed
ATLANTA	WERD (Construction permit)	860 1,000-D	Radio Atlanta Inc. 1425 C & S Bldg.			
ATLANTA 1	WGST 1923	920 5,000-LS 1,000-N	Regents, Georgia School of Tech. Forsyth Building Walnut 8441	CBS	John Fulton, Gen. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr.	Katz World Thesaurus AP
ATLANTA	WSEB 1922	750 50,000	The Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	J. M. Cox Jr., Pres. J. Leonard Reinsch, Manag- ing Dir. John M. Outler Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Dir. M. K. Toalson, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Standard Associated AP, UP
ATLANTA		1550 50,000-LS 10,000-N (Construction permit)	Fulton County Bestg. Corp. Atlanta	Samuel Rothberg, Owner		
AUGUSTA	WBHQ 1947	1340 250	Savannah Valley Bestg. Co. Sand Bar Ferry Road 2-0264	MBS	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. Mgr.	George M. Scott, Prog. Dir. & Prom. Mgr. David W. Freeman, Chief Engr.	Walker Cole Standard AP, INS
AUGUSTA	WGAC 1940	580 5,000-LS 1,000-N	The Twin States Bestg. Co. WGAC Bldg. 2-2692	ABC	J. B. Fuqua, V.P. & Gen. Mgr. Donald M. Kelly Jr., Coml. Mgr.	Warren Hites, Prog. Dir. Claire Himmel, Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Thesaurus UP
AUGUSTA	WRDW 1930	1480 5,000	Augusta Broadcasting Co. Masonic Bldg. 2-8805	CBS	R. W. Ringson, Mgr.		
AUGUSTA	WTNT 1947	1230 250	Georgia-Carolina Bestg. Co. Cotton Row 2-1003	NBC	Walter J. Brown, Pres. Edgar W. Teasley, Gen. Mgr. A. Lee Parsons, Coml. & Prom. Mgr.	Fred J. Runde, Prog. Dir. Ted R. Woodard, Chief Engr.	T-H-S Associated UP
BAINBRIDGE	WMGR 1946	1490 250	S. Martin Griffin P.O. Box 348 776	MBS KBS	S. Marvin Griffin, Owner Ben Dekle, Gen. Mgr.	Barbara Ann Johnson, Prog. Dir. Bill Moore, Chief Engr.	Cole SESAC AP
BRUNSWICK	WMOG 1940	1490 250	Coastal Broadcasting Co	MBS KBS			
BUCKHEAD	WQXI (Construction permit)	790 1,000-D	Robert W. Rounsaville	Robert W. Rounsaville, Pres. & Gen. Mgr.	William F. Lance, Technical Dir.	UP
CARROLLTON	WLEB 1947	1100 250-D	Carroll Bestg. Co., Inc. Peoples Bank Bldg. 980	KBS	James C. Vocalis, Pres., Gen. & Prom. Mgr. James Dunaway, Coml. Mgr.	James Matthews, Prod. Dir. Chesley Hooper, Chief Engr.	Capitol Thesaurus UP
CARTERSVILLE	WBHF 1946	1450 250	W. Ryan Frier Shackelford Bldg. 686	MBS KBS	W. Ryan Frier, Owner James O. Hardin Jr., Gen. & Coml. Mgr.	Thomas W. Cowan Jr., Chief Engr.	Lang-Worth UP
CEDARTOWN	WGAA 1941	1340 250	Northwest Georgia Bestg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Hall Wray, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	ABC	Allen M. Woodall, Pres. & Gen. Mgr. Miles Ferguson, Coml. Mgr.	Ed Wescott, Prog. Dir. & Prom. Mgr. Randy Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS	WGBA 1947	620 1,000-D	Georgia-Alabama Bestg. Co. 1213½ Broadway 3-3603	A. H. Chapman, Pres. A. E. Mickel, Gen. Mgr. W. S. Massie, Coml. Mgr.	Bill Rhodes Jr., Prog. Dir. James R. Cook, Prom. Mgr. Jack H. Wiseley, Chief Engr.	Branham Capitol Associated UP, INS
COLUMBUS	WRBL 1928	1420 5,000	Columbus Broadcasting Co. 1420 Second Ave. 2-061	CBS	J. W. Woodruff, Chief Owner Jim Woodruff Jr., Exec. Mgr. & Coml. Mgr.	Ed J. Hennessy, Prog. Dir. W. Prom. Mgr. Joe Gamble, Chief Engr.	Hollingbery Thesaurus SESAC UP
COLUMBUS	WSAC (Construction permit)	1460 1,000	Chattahoochee Bestg. Co. 1028 Broadway 2-4427	MBS	William K. Jenkins, Pres. Edwin Mullinax, Gen. Mgr. Frances G. Smith, Coml. Mgr.	Jim O'Donnell, Prog. Dir. Benson C. Pressly, Prom. Mgr. Hudie M. Brown, Chief Engr.	Walker Lang-Worth UP
CORDELE	WMJM 1940	1490 250-LS 100-N	Cordele Dispatch Publ. Co. 20th Ave. and B St. 666	MBS KBS	John W. Greer, Pres. James S. Rivers, Gen. Mgr. William E. Blizzard Jr., Coml. & Prom. Mgr.	Willard Belote, Prog. Dir. Jeff Donley, Chief Engr.	World UP
COVINGTON	WMOC 1946	1490 250	Covington News Inc. 2275	MBS KBS	Belmont Dennis, Pres. Walt Gaines, Gen. & Coml. Mgr.	Tom Palmer, Prog. Dir. Bill Shadburn, Prom. Mgr. Paul Smay, Chief Engr.	World AP

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24 hour station

Full Time FM Station

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GENERAL BROADCASTING COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA (Continued)

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DALTON	WBLJ 1940	1230 250	Dalton Broadcasting Corp. Kenemer Bldg. 684	MBS KBS	H. C. Kenemer, Pres. William Armond, Gen. & Coml. Mgr.	Dave Achor, Prog. Dir. Chester Wilson, Prom. Mgr. Janubb Andrews, Chief Engr.	Cox & Tanz Capitol SESAC UP
DAWSON	WDWD 1947	990 1,000-D (Construction permit)	Dawson Broadcasting Co.				
DECATUR	WEAS 1947	1010 1,000-D	Stone Mountain Bcstg. Co. 217 W. Ponce de Leon Ave. Dearborn 2521		E. D. Rivers Jr., Pres. Ewald Kockritz, Gen., Coml. & Prom. Mgr.	William Keller, Chief Engr.	World Cole AP
DOUGLAS	WDMG 1947	860 1,000-D	Downing Musgrove 118 S. Madison Ave. 564		Downing Musgrove, Owner & Gen. Mgr. Al H. Evans, Coml. Mgr.	James W. Hayes, Prog. Mgr. Clinton Vaughan, Chief Engr.	Thesaurus SESAC UP
DUBLIN	WMLT 1945	1340 250	Dublin Broadcasting Co. P. O. Box 659 871	MBS KBS	George T. Morris, Pres. T. K. Vassey, V.P. & Gen. Mgr. George P. McIntyre, Coml. Mgr.	Dennis Brown, Prog. Dir. Charlie R. Lord, Chief Engr.	Cox & Tanz Thesaurus AP
ELBERTON	WSGC 1947	1400 250	Elberton Broadcasting Co.	MBS KBS			
FITZGERALD	WBHB 1946	1240 250	J. Paul Stone & R. M. Ware, Jr. 600 Block Roanoke Drive 740	MBS	J. Paul Stone } Owners R. M. Ware Jr. } R. M. Ware Jr. Gen. & Coml. Mgr.	Al Job, Prog. Dir. R. M. Ware Jr., Chief Engr.	Lang-Worth AP
GAINESVILLE	WDUN 1941	1400 250 (Construction permit)	Northeast Georgia Bcstg. Co.				
GAINESVILLE	WGGA 1941	1240 250	Blue Ridge Bcstg. Co. Athens Road 1600	MBS KBS	Charles A. Smithgall, Pres. & Gen. Mgr. E. F. MacLeod, Coml. Mgr.	Mildred Thompson, Prog. Dir. F. Keith Brown, Chief Engr.	Lang-Worth UP
GRIFFIN	WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS KBS	A. W. Marshall, Jr., Pres. & Gen. Mgr. C. I. Crawley, Coml. Mgr.	H. C. Young, Jr., Prog. Dir. & Prom. Mgr. G. H. Whitley, Jr., Chief Engr.	UP
HARTWELL	WKLY 1947	980 1,000-D	Louie L. Morris Box 183 256		Louie L. Morris, Pres. Max G. Pfaender, Exec. V. P. Paul S. Wight, Coml. Mgr.	Joe B. Wilder, Prog. Dir. William Leland Hayes, Chief Engr.	Capitol UP
LAGRANGE	WLAG 1941	1240 250	LaGrange Broadcasting Co. 303 Broome St. 3505	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John Boggess, Prog. Dir. Josephine Thomasson, Prom. Mgr. J. M. McKay, Chief Engr.	Clark Standard UP
MACON	WBML 1940	1240 250	Middle Georgia Bcstg. Co. First Nat'l Bank Bldg. 2728	ABC	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary H. Richardson, Prog. Dir. H. S. Goodrich, Chief Engr.	AP
MACON	WIBB 1947	1280 1,000-D (Construction permit)	Peach State Broadcasting Co. Lanier Hotel			Peach State Broadcasting Co. Lanier Hotel	
MACON	WMAZ 1922	940 10,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin, Pres. & Chief Engr. Wilton E. Cobb, Gen. Mgr. Frank Crowther, Coml. Mgr. Frank Hubbs, Prod. Mgr.		Katz Lang-Worth World UP, INS
MACON	WNEX 1945	1400 250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe, Pres. Al Lowe, V. P. & Gen. Mgr. George Patton, Coml. Mgr.	Ed. Sharpe, Prog. Dir. Peggy Taylor, Prom. Mgr. A. C. Kibler, Chief Engr.	ForJoe Capitol Cole AP
MARIETTA 4	WFOM 1946	1230 250	Chattahoochee Bcstg. Co. South Cobb Drive 1746		Fred B. Wilson } Partners Channing Cope } Albert L. Jones, Gen. Mgr. A. E. Garoni, Ass't. Mgr.	Nelsie Horne, Prog. Dir. Orbra W. Harrell, Chief Engr.	World AP
MILLEDGEVILLE	WMVG 1946	1450 250	Jere N. Moore 250	MBS KBS	Jere N. Moore, Pres. Michael T. Landy, Gen. & Coml. Mgr.	Douglas O. Henson, Prog. Dir. & Prom. Mgr. Robble O. Hattaway, Chief Engr.	Griffith World UP
MOULTRIE	WMGA 1939	1400 250	John F. Pidcock Box 310 999	KBS	John F. Pidcock, Pres. & Gen. Mgr. Wandell Murphy, Coml. Mgr. & Prom. Mgr.	Jackle Stringfellow, Prog. Dir. George Buckmann, Chief Engr.	UP
NEWNAN	WCOH 1947	1400 250	Newnan Broadcasting Co. 6 Jefferson St. 1160		D. T. Manget } Partner- E. W. Thomasson } ship James Thomasson } Ida A. Thomasson } John H. French, Gen. Mgr. & Prom. Mgr.	James Thomasson, Coml. Mgr. R. C. S. Young, Prog. Dir. James S. Stowers Jr., Chief Engr.	World Thesaurus AP
QUITMAN	WKMA 1947	1490 250	John Raymond Barlett Walker Bldg. 4811		John Raymond Barlett Owner & Gen. Mgr.	James Wood, Prog. Dir.	Associated AP
ROME	WLAQ 1947	670 1,000-D	News Publishing Co. 209 N. Broad St. 7767		E. H. Mooney Sr., Pres. Eugene P. Weil, Gen. & Coml. Mgr.	George Eubanks, Prog. Dir. George Rice Jr., Prom. Mgr. Dan Scott, Chief Engr.	McGillvra Cooke Capitol Thesaurus AP, UP, INS

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5000 WATTS DAY and NIGHT • 590 KILOCYCLES

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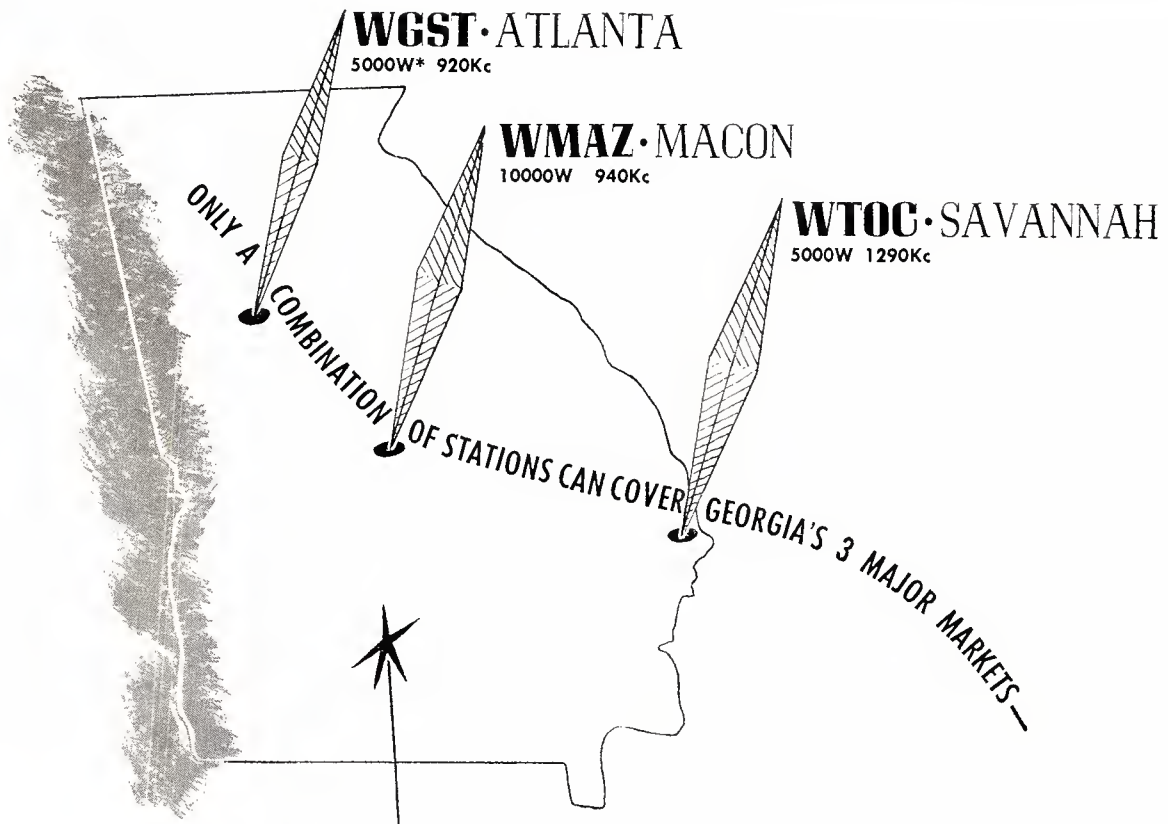
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 (Data corrected to January 1, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ROME	WRGA 1930	1490; CP-1470 250; CP-5,000	Rome Broadcasting Corp. 501 Broad St. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Price Selby, Coml. Mgr.	Jim Roberts, Prog. Dir. Don Murdock, Prom. Mgr. R. A. Starr, Chief Engr.	Walker Lang-Worth UP
ROME	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Inc. 121 Broad St. 9075	H. Dean Covington, Pres. & Gen. Mgr. E. J. Cooper, Coml. Mgr.	John MacLean, Prog. Dir. Charles Poole Jr., Prom. Mgr. Edward S. Hill, Chief Engr.	Griffith World AP
SAVANNAH	WCCP 1946	1450 250	Carter C. Peterson P.O. Box 943 2-4182	MBS	Carter C. Peterson, Pres. & Gen. Mgr. Weldon Herrin, Coml. Mgr.	Charles Beresford, Prog. Dir. Carson Deemond, Prom. Mgr. Wm. Moats, Chief Engr.	Walker Standard UP
SAVANNAH	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. John P. Dyer, Gen. Mgr. Abram Eisenman, Coml. Mgr.	J. Davis Sheppard, Prog. Dir. & Prom. Mgr. Howard Jewett, Chief Engr.	Avery-Knode Standard AP
SAVANNAH	WFRP 1946	1230 250	Georgia Broadcasting Co. 219 E. Charlton St. 3-9642	Frank R. Pidcock, Pres. Edward N. Palen, Gen. Mgr. Earl Harper, Coml. Mgr.	Roy F. Zess, Assn't. Mgr., Prog. Dir. & Prom. Mgr. James M. Wilder, Chief Engr.	Perry Associated Cole AP
SAVANNAH	WSAV 1939	630 5,000	WSAV Inc. Liberty Nat'l Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Coml. Mgr.	James L. Woods, Prog. Dir. Brendon Galloway, Prom. Mgr. M. E. Thompson, Chief Engr.	Hollingbery Thesaurus AP
SAVANNAH	WTOC 1929	1290 5,000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS	William T. Knight Jr., Pres. & Gen. Mgr. S. P. Driscoll, Vice Pres. Ben Williams, Coml. Mgr.	Dwight J. Bruce, Prog. Dir. Catherine Goette, Prom. Mgr. Reeve Owen, Chief Engr.	Katz World Capitol Lang-Worth UP
STATESBORO	WWNS 1946	1490 250	Alfred Dorman P. O. Box 146 502	MBS KBS	Alfred Dorman, Pres. Paul R. Sauve, Gen. Mgr.		Standard UP
THOMASTON	WSFT 1947	1220 250-D	Thomaston Broadcasting Co. 101 N. Church St. 1300	MBS	R. E. Hightower, Pres. J. B. Hardy, Vice Pres. S. J. Carswell, Secy. & Mgr.	William H. Heule, Prog. Dir. Richard D. Wharton, Chief Engr.	Associated AP
THOMASVILLE	WKIG 1947	730 1,000-D	Southern Broadcasting System Inc. Bank of Thomas County 1501	W. Fred Scott Jr., Pres. & Gen. Mgr. Pratt Secrest, Coml. & Prom. Mgr.	William B. Hill, Prog. Dir. Kenneth T. Mallory, Chief Engr.	World Lang-Worth AP
THOMASVILLE	WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909	H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bob Oakman, Prog. Dir. James W. Poole, Chief Engr.	Capitol Thesaurus UP
THOMSON	WTWA (Construction permit)	1240 250	Walter J. Brown Hickory Hill	MBS	Walter J. Brown, Owner		
TIFTON	WWGS 1946	1340 250	Tifton Bcstg. Co. 800 S. Main St. 921	MBS	Walter A. Graham, Pres. William W. Shepherd, Gen. & Coml. Mgr.	Herb Scott, Prog. Dir. James E. Graham, Prom. Mgr. Wendell C. Roberts, Chief Engr.	Griffith Standard UP
TOCCOA	WRLC 1941	1450 250	R. G. LeTourneau Prather Bridge Road 544	MBS KBS	R. G. LeTourneau, Owner Virgle E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Roy E. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr.	Clark Associated UP
VALDOSTA	WGOV 1940	1450; CP-950 250; CP-5,000-LS 1,000-N	E. D. Rivers E. Park Ave.	MBS			
VIDALIA	WRQN 1946	1450 250	Vidalia Broadcasting Co. 327	MBS KBS	M. F. Erice, Pres. R. W. Sockwell, Gen. Mgr. Bob Moran, Coml. Mgr.	Bill Harbeson, Prog. Dir. W. G. Jones, Chief Engr.	World UP
WAYCROSS	WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS KBS	Jack Williams, Pres. John J. Tabola, Gen. & Coml. Mgr.	Gwen Crosby, Prog. Dir. Clyde C. Davis, Prom. Mgr. John E. Legare, Chief Engr.	Holman World Cole UP
WEST POINT	WRLD 1944	1490 250	Valley Broadcasting Co. Gen. Tyler Hotel Bldg. 173	ABC KBS	L. J. Duncan, Owner & Gen. Mgr. Perry Elliott, Station Mgr. & Coml. Mgr. Alfred Hammock, Chief Engr.		Headley-Reed World AP

IDAHO

BOISE	KDSH 1947	950 1,000; CP-5,000	Boise Valley Broadcasters Inc. Radio Center Bldg. 6820	CBS	Saul Haas, Pres. Westernman Whillock, V. P. & Gen. Mgr. Earl Glade Jr., Treas., Asso- ciate Mgr. & Prog. Dir.	James A. Johntz, Chief Engr.	Free & Peters Associated UP
BOISE	KGEM 1945	1340; CP-1140 250; CP-10,000	Idaho Bcstg. & Telev. Co. Hotel Owyhee 533	APC Rocky Mtn.	Frank C. Carman, Pres. Fentress H. Kuhn, Gen. Mgr. Kenyon R. Bennett, Coml. Mgr.	Newell R. Tripp, Prog. Dir. Harry Waterstone, Prom. & Traffic Mgr. Richard Egleston, Chief Engr.	Katz Capitol Cole AP
BOISE	KIDO 1928	1380 2500-LS 1000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia Davidson, Pres. Walter E. Wagstaff, Gen. Mgr. Boyd E. Braithwaite, Coml. Mgr.	Hub Warner, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeier, Chief Engr.	Blair Standard World AP, UP
BURLEY	KBIO 1946	1400 250	KBIO Inc. Box 461 10	APC KBS Rocky Mtn.	Jessica L. Longston, Pres. James L. Hamstreet, Gen. Mgr. Rudy Rankin, Coml. Mgr.	Jean MacLean, Prog. Dir. Franklin K. Clark, Prom. Mgr. Gerald Ekker, Chief Engr.	Katz Standard UP
CALDWELL	KCID 1946	1490 250	Caldwell Broadcasting Co. 819 Main Street 1540	J. T. LaFond, Pres. H. R. McCosh, V. P., Gen. & Coml. Mgr.	Helen McCosh, Prog. Dir. Don Bower, Chief Engr.	World UP



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IDAHO (Continued)

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COEUR D' ALENE ...	KVNI 1946	1240 250	Coeur d'Alene Broad- casting Co. Blackwell Island 1250	MBS Don Lee	Burl C. Hagadone, Pres. C. E. Rodell, Station & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Howard Olson, Chief Engr.	Gilman, Nicoll & Ruthman Lang-Worth UP
IDAHO FALLS	KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS KBS Inter-moun- tain	Cecil E. Hart, Pres. & Gen. Mgr. Leonard Wasden, Coml. Mgr.	James Lawrence, Prog. Dir. Roy Southwick, Prom. Mgr. C. N. Layne, Chief Engr.	Avery-Knodel World UP
IDAHO FALLS	KIFI 1947	1400 250	Eastern Idaho Bestg. & Telev. Co. 339 Broadway 1054	ABC Rocky Mtn. Gem	J. M. Brady, Pres. & Gen. Mgr. Charles Crabtree, Station Mgr. Dan W. Kelly, Coml. Mgr.	Keith Clarke, Prog. Dir. Jerry Browne, Prom. Mgr. Blair Nelson, Chief Engr.	Katz Thesaurus AP
IDAHO FALLS	KYNG (Construction permit)	1230 250	Idaho Falls Broadcasting Co. 295 13th St.
LEWISTON	KRLC 1935	1350 1000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr.	Virginia Taylor, Prog. Dir. Gene Wilson, Chief Engr.	Gilman, Nicoll & Ruthman Keating Lang-Worth UP
MOSCOW	KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 207 2283	T. R. Farrier, Pres. Bert McAllister, Gen. Mgr. & Prog. Dir. Jack H. Goetz, Coml. Mgr. & Prom. Mgr.	Herbert D. Young, Chief Engr.	Grant World Cole AP
NAMPA	KFXD 1922	580 1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Inter-moun- tain	Frank E. Hurt & Son, Partners Frank E. Hurt, Gen. Mgr. Doyle H. Cain, Coml. Mgr.	W. Shirl Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr.	Avery-Knodel Thesaurus Lang-Worth SESAC AP, UP
POCATELLO	KEIO 1946	1450; CP-1440 250; CP-500	Eastern Idaho Bestg. & Telev. Co. Hotel Bannock 3400	ABC Rocky Mtn. Gem	James M. Brady, Pres. John E. Taylor, Gen. Mgr. James H. Schoonover, Coml. Mgr.	Don R. E. Weber, Prog. Dir. Randell Sorenson, Chief Engr.	Katz Thesaurus AP
POCATELLO	KEYY 1946	1240 250	Radio and Television Bestg. Co. of Idaho Route #2, Yellowstone Highway	MBS
POCATELLO	KSEI 1926	930 5,000	Radio Service Corp. Pocatello 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeney, Prom. Mgr. Ellis W. Call, Chief Engr.	Walker Standard Lang-Worth Cole UP
TWIN FALLS	KLIX 1946	1340 250	Southern Idaho Bestg. & Telev. Co. Box 432 2484	ABC Rocky Mtn. Gem	Frank C. McIntyre, Gen. & Nat'l. Sales Mgr. Juneau Shinn, Local Sales Mgr. Charles Neeley, Continuity Dir.	Ian Elliot, Admin. Assistant. Lloyd James, Chief Engr.	Katz Thesaurus AP
TWIN FALLS	KTFI 1928	1270 5,000-LS 1,000-N	Radio Broadcasting Corp. 241 Main St. W. 2400	NBC	O. P. Soule, Pres. F. M. Gardner, Gen. Mgr. Kenneth Montgomery, Coml. Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Weed Keating Lang-Worth Standard UP
EAST TWIN FALLS .	KVMV 1946	1450 250	Radio Sales Corp. 126½ E. Shoshone 2002	MBS Inter-moun- tain	E. W. McRoberts, Pres. Jack Thomas, Station Mgr. F. V. Cox, Business Mgr.	Wm. Hall, Prog. Dir. F. V. Cox, Chief Engr.	Avery-Knodel Associated, World UP
WALLACE	KWAL 1937	1450; CP-620 250; CP-1,000	Silver Broadcasting Co. Box 930 330	MBS KBS	Dr. J. R. Binyon, Pres. R. G. Binyon, V.P., Gen. & Prom. Mgr. W. M. Spencer, Coml. Mgr.	Betty Spencer, Prog. Dir. Myron Sargent, Chief Engr.	World SESAC
WEISER	KWEI 1947	1240 250	Inland Broadcast Co. 455 W. Liberty St.	KBS

ILLINOIS

ALTON	WOKZ (Construction permit)	1570 1,000-D	Illinois Alton Broadcast- ing Co.	R. C. Goshorn and R. L. Rose—partners
AURORA	WMRO 1938	1280 250-D	Martin R. O'Brien 34 S. River St. 4215	KBS	Martin R. O'Brien, Pres. & Gen. Mgr. Vincent G. Cofey, Coml. & Prom. Mgr.	Edith Hinckley, Prog. Dir. John Kitner, Chief Engr.	Standard AF
BELLEVILLE	WIBV 1947	1060 250-D	Belleville Broadcasting Co. 2100 W. Main St. 5000	Paul A. Wnorowski, Gen. Mgr. Marshal True, Coml. & Prom. Mgr.	Joyce Hatch, Prog. Dir. John Schultz, Techn. Supvr.	Holman Standard AP
BLOOMINGTON	WJBC 1924	1230 250	Bloomington Bestg. Co. 209 E. Washington St. 5281	ABC	Hale Bondurant, Gen. Mgr. Joseph J. Hannel, Coml. Mgr.	Joe Glass, Prog. Dir. Eldred Uhler, Prom. Mgr. Ted Bailey, Chief Engr.	Sears & Ayer Lang-Worth UP
CAIRO	WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS	Oscar C. Hirsch, Pres. Merrill C. Currier, Gen. & Coml. Mgr.	Bernice Currier, Prog. Dir. Oscar C. Hirsch, Chief Engr.	Pearson UP
CANTON	WBYS 1947	1560 250-D	Fulton County Bestg. Co. East Linn St. 1877	Harold R. Winsor, Pres. Cletus H. Quick, Gen. & Coml. Mgr.	Robert Boone, Prog. Dir. Robert McElroy, Prom. Mgr. John Stockberger, Chief Engr.	Lang-Worth AP

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ILLINOIS (Continued)

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CARBONDALE	WCIL 1946	1020 1000-D	Southern Illinois Bcstg. 219 W. Main St. 167		Paul F. McRoy, Pres. & Gen. Mgr. Walter C. Schafer, Coml. Mgr.	Don Boudreau, Prog. Dir. Marian Sawyer, Chief Engr. T-H-S World AP
CARTHAGE	WCAZ 1922	990 1,000-D	Superior Bcstg. Service Inc. Carthage 520		Bob Compton, Pres. John M. Palmer, Gen. & Coml. Mgr.	Antionette C. Palmer, Prog. Dir. Bob Compton, Chief Engr. Capitol UP
CENTRALIA	WCNT 1946	1210 1000-D	Hobart Stephenson Centralia 234		Hobart Stephenson, Pres. & Gen. Mgr.	Anne Collins, Prog. Dir. Hobart G. Stephenson Jr., Chief Engr. Sears & Ayer Thesaurus Lang-Worth UP
CHAMPAIGN	WDWS 1936	1400 250	The News-Gazette Inc. 48 Main St. 5252	CBS KBS	Mrs. D. W. Stevick, Pres. Frank R. Mills, Coml. Dir.	Radio Adv. World UP
CHICAGO 90	WAAF 1922	950 1000-D	Drovers Journal Publ. Co. Palmer House Randolph 1932		Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley R. Eidmann, Coml. Mgr.	Cynthia A. Coyle, Prog. Dir. Ben V. Kirk, Prom. Mgr. Carl W. Ulrich, Chief Engr. Hollingsbery Standard UP
CHICAGO 1	WAIT 1923	820 5000 L-LS, Dallas	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660		Gene T. Dyer, Owner S. M. "Sil" Aston, Gen. Mgr. M. E. Clemens, Coml. Mgr.	L. E. Antonsen, Prog. Dir. Staney Matas, Prom. Mgr. Edward Jacker, Chief Engr. T-H-S Radio Sales Associated Lang-Worth SESAC MacGregor UP
CHICAGO 11	WBBM 1924	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	Frank Stanton, (CBS) Pres. H. Leslie Atlass, (CBS) Vice- Pres. Frank Falknor, Gen. Mgr. Erwin H. Shomo, Coml. Mgr.	Val Sherman, Prog. Dir. Arthur Duram, Prom. Mgr. George Sherman, Chief Engr. Radio Sales Associated World AP, UP, INS
CHICAGO	WCBD 1947	820 5,000 SH	Christian Catholic Church Administration Bldg., Zion, Ill.		Michael J. Mintern, General Overseer	
CHICAGO	WCFL 1926	1000 10,000 CP-50,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	ABC	William A. Lee, Pres. Maurice Lynch, Gen. Mgr. Melvin Wolens, Coml. Mgr.	Howard T. Keegan, Prog. Dir. Jack Odell, Prom. Mgr. Charles Willett, Chief Engr. Katz Associated UP
CHICAGO 14	WCRW 1926	1240 100 SH-WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 6860		Clinton R. White, Owner J. A. White, Gen. Mgr.	Clinton R. White, Chief Engr. MacGregor
CHICAGO 23	WEDC 1926	1240 250 SH-WCRW, WSBC	Emil Denemark 3860 W. Ogden Ave. Crawford 4100		Emil Denemark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr. UP
CHICAGO 6	WENR 1923	890 50,000 ST-WLS	American Broadcasting Co. 20 N. Wacker Drive Delaware 1900	ABC	Mark Woods, (ABC) Pres. Edward Borroff, (ABC) Vice- Pres. in Charge. Roy McLaughlin, Gen. & Coml. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. E. C. Horstman, Chief Engr. Standard AP, UP, INS
CHICAGO 12	WGES 1924	1390 5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 1700		John A. Dyer, Pres. & Gen. Mgr. E. M. Hinzman, Coml. Mgr.	E. M. Rudolph, Prog. Dir. K. F. Freda, Prom. Mgr. E. L. Plotts, Technical Dir. Associated UP
CHICAGO 11	WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Mgr. William A. McGuineas, Coml. Mgr.	Buckingham W. Gunn, Prog. Supvsr. Bruce W. Dennis, Pub. Rel. Dir. Carl J. Meyers, Dir. of En- gineering Keenan & Eickelberg Standard AP, UP, INS, Reuters
CHICAGO 11	WIND	560 5,000	Johnson Kennedy Radio Corp 409 N. Michigan Whitehall 2170		Paul Harper, Pres. Ralph L. Atlass, Gen. Mgr. John T. Carey, Coml. Mgr.	Howard Miller, Prog. Dir. Alexis Tellis, Prom. Mgr. Kenneth Shirk, Chief Engr. Pearson Standard AP, UP, INS
CHICAGO 1	WJJD 1934	1160 50,000 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 5466	Wol- verine	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Mark Russell, Prog. Dir. Ed Short, Prom Mgr. Walter F. Myers, Chief Engr. Avery-Knodel Capitol Standard Cole Associated UP
CHICAGO 7	WLS 1924	890 50,000 ST-WENR	Agricultural Broadcast- ing Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Burridge D. Butler, Pres. Glenn Snyder, Gen. Mgr. Harold Safford, Coml. Mgr.	John Baker, Prog. Dir. Don Finlayson, Prom. Mgr. Tom Rowe, Chief Engr. Blair Standard AP, UP, INS TF
CHICAGO 54	WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 8300	NBC	Niles Trammell, (NBC) Pres. I. E. Showerman, Vice Pres. & Gen. Mgr. Paul McCluer, Network Sales Mgr.	Jules Herbuveaux, Prog. Mgr. Oliver Morton, Local Sales Mgr. Howard C. Luttgens, Chief Engr. NBC Spot Thesaurus Standard AP, UP, INS
CHICAGO 10	WMBI L-KFAB, WBT	1110 5,000	The Moody Bible Insti- tute of Chicago 153 Institute Place Michigan 1570		Dr. William Culbertson, Pres. Robert L. Constable, Gen. Mgr.	Robert Parsons, Prog. Dir. A. P. Frye, Chief Engr. World UP
CHICAGO 12	WSBC 1925	1240 250 SH-WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 9060		Robert O. Miller, Gen. Mgr. & Prog. Dir. Julius Miller, Coml. Mgr.	For Joe SESAC Cole MacGregor UP

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JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Illinois, until she moved to Carbondale, was among those interviewed last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

MOWEAQUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna. A tour of the Ford Plant in Detroit, Mich. and the WLS National Barn dance in Chicago.

MONTICELLO, IND.—HERALD-JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loretta of Idaville spent Saturday and Saturday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 6:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the air starts when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and best farm in 1934, and acquired his own territory's outstanding herds of Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p.m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.



The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

CHICAGO 7

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson KSUN, Bisbee-Lowell-Douglas

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
CICERO	WHFC 1926	1450 250	WHFC, Inc. 6138 West Cermak Road			
CLINTON	WHOW 1947	1520 1000-D	Cornbelt Bstg. Co. 401½ S. Side Square 305	Keith Rhea, Pres. H. E. Rhea, Gen. Mgr.	Fred Harrison, Prog. Dir. H. O. Trummel, Chief Engr. Cooke Standard UP
DANVILLE	WDAN 1938	1490 250	Northwestern Publishing 202 N. Hazel 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Station & Coml. Mgr.	Honore E. Ronan, Prog. Dir. T. G. Magin, Chief Engr. McKinney World UP
DECATUR	WSOY 1924	1340 250	Commodore Bstg. Inc. Route 48 at N. Jasper St. 5371	CBS	F. W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwisch, Chief Engr. Weed Lang-Worth Associated AP
DEKALB	WLBK 1947	1360 500-D	DeKalb Radio Studios 153½ N. Third St. 2677	Roland Wallem } T. A. Lanes } Co-owners	Roland Wallem, Bus. Mgr. T. A. Lanes, Coml. Mgr. & Prog. Dir. Charles Green, Chief Engr. Thesaurus Cole AP
EAST ST. LOUIS	WTMV 1935	1490 250	On The Air Inc. Broadview Hotel Bridge 3424	Clarence Leich } Henry B. Walker } Owners Frank J. Prendergast, Gen. & Coml. Mgr. Elmer Willich, Ass't Gen. Mgr.	Paul Enright, Prog. Dir. Henry Hoffman, Prom. Mgr. Erie White, Chief Engr. Weed World Cole UP
EFFINGHAM	WCRA	1090 250-D	Effingham Broadcasting Co. Box 568 1090	Willard L. Thompson, Pres. & Gen. Mgr. Joseph E. McNaughton, Coml. Mgr.	Mabel L. Thompson, Prog. Dir. Scott Franklin, Chief Engr. Holman Lang-Worth UP
ELGIN	WRMN (Construction Permit)	1490 250	The Elgin Broadcasting Co.		Geo. A. Ralston and Jerry C. Miller—partners	
EVANSTON	WNMP 1947	1590 1000-D	Evanston Broadcasting Co. 2201 Oakton St. Greenleaf 1590	Fred S. Newton, Pres. Angus D. Pfaff, Gen. Mgr.	Wayne S. Bismarck, Prog. Dir. Jack Angell, Prom. Mgr. Ladislav J. Schnedorf, Chief Engr. Standard INS
FREEPORT	WFRD 1947	1570 1000-D	Freeport Broadcasting Co. 9 N. Chicago Ave. State 436	Vincent S. Barker, Gen. Mgr. Dave Taylor, Coml. Mgr.	Bud Houghton, Prog. Mgr. Vincent S. Barker, Chief Engr. World Thesaurus AP
GALESBURG	WGIL 1938	1400 250	Galesburg Broadcasting Co. Hill Arcade 4626	MBS	Mrs. L. A. Pritchard, Pres. Kenneth Schieffer Gen. Mgr. Lee R. Kramer, Coml. & Prom. Mgr.	Betty Harler, Prog. Dir. Lee V. Rector, Chief Engr. Cooke Standard SESAC UP
HARRISBURG	WEBQ 1923	1240 250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	KBS	Ingils M. Taylor, Gen. & Coml. Mgr. Wanda R. Owen, Prog. Dir.	Ken Hamilton, Prom. Mgr. Joseph R. Tate, Chief Engr. UP
HERRIN	WJPF 1940	1340 250	Orville W. Lyerla P.O. Box 179 382	MBS KBS	Orville W. Lyerla, Pres. Charles R. Cook, Gen. Mgr.	Doug Hadley, Prog. Dir. Fred Reinhardt, Prom. Mgr. Gino Monaco, Chief Engr. Pearson Standard SESAC UP
JACKSONVILLE	WLDS 1941	1180 1000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. C. J. Cassens, Chief Engr. Standard UP
JOLIET	WJOL 1926	1340 250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS	Robert L. Bowles, Vice Pres. & Gen. Mgr. Joseph Kirby, Coml. Mgr.	Robert Schmidt, Chief Engr. McGillvra Lang-Worth AP, TP
KANKAKEE	WKAN 1947	1320 1000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 6500	Leslie C. Small, Pres. Burrell L. Small, Gen. Mgr. Bruce Brown, Station Mgr.	Wayne Center, Prog. Dir. Morris Mindel, Prom. Mgr. Robert L. Harrell, Chief Engr. World Standard AP
LASALLE	WLPO 1947	1220 250-D	LaSalle County Broad- casting Co. Medical Arts Bldg. 3100	F. F. McNaughton } Louis F. Leurig } Partners William Holm, Gen. & Coml. Mgr.	Don Grantham, Prog. Dir. Joseph A. Terrando, Prom. Mgr. J. Harold White, Chief Engr. World Lang-Worth AP
MACOMB	WKAI 1946	1510 250-D	Macomb Broadcasting Co. 113 E. Carroll St. 1350	KBS	James C. Bailey, Pres. Lyle B. Landis, Vice Pres.	Eugene F. Spry, Prog. Dir. Leo Wilson, Chief Engr. Thesaurus SESAC UP
MATTOON	WLBH 1946	1170 250-D	Mattoon Broadcasting Co. 1632½ Broadway 3800	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr.	Robert F. LaMere, Prog. Dir. J. R. Livesay, Chief Engr. Standard SESAC AP
MOLINE	WQUA 1946	1230 250	Moline Broadcasting Co. Radio Center 7000	MBS	Bruff W. Olin, Jr., Pres., Gen. & Prom. Mgr. Marvin L. Rosen, Vice Pres. & Coml. Mgr.	Don Stevens, Prod. Mgr. Larry Lynch, Chief Engr. T-H-S World AP
MT. VERNON	WMIX 1946	940 1000-D	Mt. Vernon Radio & Telev. Co. 121½ N. 9th St. 3500	John Russell Mitchell, Pres. Art Milward, Gen. & Prom. Mgr. Sam Virts, Coml. Mgr.	Claude Sullivan, Prog. Dir. Adrian Muller, Chief Engr. Pearson World Standard AP
OLNEY 3	WVLN 1947	740 250	Olney Broadcasting Co. 302 E. Main St. 935	KBS	Marshall H. Poole, Pres. & Gen. Mgr. Harry A. Brauer, Coml. Mgr.	John Henkes, Jr., Prog. Dir. Sidney Faulkerson, Prom. Mgr. Leander A. Smith, Chief Engr. Holman Capitol Keystone AP
PEKIN	WSIV 1945	1140 1000-D	Pekin Broadcasting Co. Arcade Bldg. 1747	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed. Henry, Coml. Mgr.	Charles Timm, Prog. Dir. George Udry, Prom. Mgr. Emil Prandoni, Chief Engr. Sears & Ayer Standard SESAC AP

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequalled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

*A Clear Channel Station ...
Serving the Middle West*

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

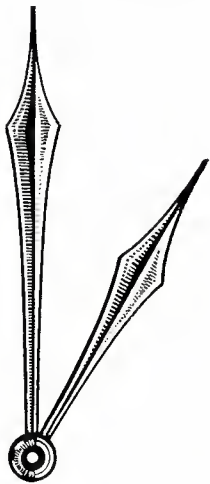
N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
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ILLINOIS (Continued)

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PEORIA	WEEK 1947	1350 1000	West Central Bestg. Co. Commercial Nat'l. Bank Bldg. 3-3688	NBC	Fred C. Mueller, Station Mgr. Fred L. Vance, Coml. Mgr.	Harry Eldred, Prog. Dir. Montez Tjaden, Prom. Mgr. Alden Wooster, Chief Engr.	Katz World Capitol AP
PEORIA	WIRL 1947	1290 5,000	Illinois Valley Broad- casting Co. Jefferson Bldg	ABC	Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain— partners.	Robert B. Jones, Jr., Gen. Mgr.	
PEORIA 2	WMBD 1927	1470 5,000-LS 1,000-N CP-5,000-U	Peoria Broadcasting Co. First Nat'l. Bank Bldg. 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. & Gen. Mgr. Donald D. Kynaston, Coml. Mgr.	Charles E. Barnhart, Prog. Dir. J. Kent Saunders, Prom. Mgr. A. James Ebel, Chief Engr.	Free & Peter Thesaurus Lang-Worth AP, UP
PEORIA 2	WMMJ 1946	1020 1000-D	Mid State Broadcasting Co. Inc. 408 Fulton St. 9164	MBS	William J. Kutsch, Pres. Joe Raber, Gen. Mgr. Al Kauffman, Coml. Mgr.	Berne Enterline, Prog. Dir. James Butler, Prom. Mgr. Theodore Giles, Chief Engr.	Pearson Standard UP
PEORIA 2	WVXL 1947	1580; CP-1590 1000-D; CP-1,0000	Central Ill. Radio Corp. Hotel Jefferson 9106	Joseph H. Giddan, Pres. George W. Cremeens, Oprtn's Mgr. & Prog. Dir.	A. B. Kershenbaum, Coml. & Prom. Mgr. Carl Horine, Chief Engr.	Burn-Smith Associated SESAC UP, INS
QUINCY	WGEM 1947	1440 1000	Quincy Broadcasting Co. Hotel Quincy 7760	Donald F. Fischer, Pres. & Gen. Mgr. Joseph S. Bonansinga, Sales Mgr.	Richard E. Fischer, Prog. Dir. John A. Arntson, Prom. Mgr. Roger S. Whitlock, Act. Chief Engr.	T-H-S Thesaurus Lang-Worth AP, UP
QUINCY	WTAD 1926	930 1000	Lee Broadcasting Inc. W.C.U. Bldg. 6200	CBS	Lee P. Loomis, Pres. George Arnold Jr., Asst. to Pres. & Co-Mgr. Wm. T. Burghart, Local Sls. & Co-Mgr.	Merritt Milligan, Prog. Dir. Gerald Staten, Prom. Mgr. Urlin Whitman, Chief Engr.	Weed Standard AP, UP
ROCKFORD	WROK 1929	1440 1000-LS 500-N	Rockford Broadcasters Inc. Rockford Newstower 2-6621	ABC	Albert G. Simms, Pres. Walter M. Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Maurice P. Owens, Prog. Dir. Betty L. Thro, Prom. Mgr. Wilfred A. Smith, Chief Engr.	Headley-Reed Standard UP
ROCK ISLAND	WHBF 1925	1270 5000	Rock Island Bestg. Co. 1800 Third Ave. 918	ABC	Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forrest W. Cooke, Prog. Dir. Fern Hawks, Prom. Mgr. Robert J. Sinnett, Chief Engr.	Avery-Knodel Associated AP, UP
SPRINGFIELD	WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	Harold L. Dewing, Pres.	Carroll W. Neels, Gen., Coml. & Prom. Mgr. H. L. Dewing, Chief Engr.	Sears & Ayer World AP
SPRINGFIELD	WTAX 1930	1240 100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. Jay A. Johnson, Asst Mgr.	Lee Phillips, Prog. Dir. Gladys McGrew, Prom. Mgr. Eli Swaringen, Chief Engr.	Weed Thesaurus SESAC UP
TUSCOLA	WDZ 1921	1050 1000-D	WDZ Bestg. Co. McNeill Bldg. 431	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. R. L. Stufflebarn, Gen. Mgr.	Shirl Evans Jr., Prog. Dir. A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA	WILL 1922	580 5000-D	U. of Illinois 1010 S. Wright St. 7-5461	George D. Stoddard, Pres. Jos. F. Wright, Gen. Mgr.	Frank E. Schooley, Prog. Dir. John R. Brugger, Chief Engr.	Thesaurus AP

INDIANA

ANDERSON	WCBC 1947	1470 1000-D	Civic Broadcasting Corp. 116 W. 12th St. 8822	Donald W. Cagley, Gen. Mgr. John J. Garrett, Jr., Coml. Mgr.	Sid Grieb, Prog. Dir. Charles Bailey, Prom. Mgr. Charles Robinson, Chief Engr.	McGeehan & O'Mara World AP
ANDERSON	WHBU 1923	1240 250	Anderson Bestg. Corp. Box 610 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	Holman Standard UP
BLOOMINGTON	WSUA 1946	1010 1000-D	Radio Station WSUA Inc. 117½ W. Kirkwood Ave. 7277	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Gene Waters, Prog. Dir. James Rolfe, Chief Engr.	Burn-Smith World Standard UP
BLOOMINGTON	WTOM	1490 100	Fred O. Grimwood 3rd & Washington Sts. 2593	KBS	Fred O. Grimwood, Pres. T. G. Grimwood, Gen. Mgr.	Ward Glenn, Prog. Dir. Robert A. Thomason, Chief Engr.	Sears & Ayer Lang-Worth AP
BLOOMINGTON	WTTS	1370 1,000-LS 500-N	Sarkes and Mary Tarzian Bloomington			
CONNERSVILLE	WCNB (Construction permit)	1580 250-D	News-Examiner Company 406 Central Ave.			
ELKHART	WTRC 1931	1340 250	Truth Publishing Co. Inc. 116 S. Second St. 1340	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Darrell Dunham, Prog. Dir. Hank Davis, Prom. Mgr. Lester Zellmer, Chief Engr.	Burn-Smith World Standard UP
EVANSVILLE	WFOA 1936	1400 250	WFEM Inc. 24 N. W. 3rd St. 4-9215	CBS	Harry M. Bitner Jr., Pres. Don Menke, Gen. Mgr.	William R. Fall, Prog. Dir. & Prom. Mgr. Robert Wilson, Chief Engr.	Katz Lang-Worth INS
EVANSVILLE	WGBF 1935	1280 5000-LS 1000-N	On the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. & Coml. Mgr.	Pat Roper, Prog. Dir. E. P. Schoeny, Chief Engr.	Weed World UP
EVANSVILLE	WIKY 1947	820 250-D	South Central Bestg. Corp. Mt. Auburn 48284	J. A. Engelbrecht, Pres. & Gen. Mgr. George F. Stoltz, Chief Engr.		Burn-Smith Associated Capitol AP



The Clock Struck One...

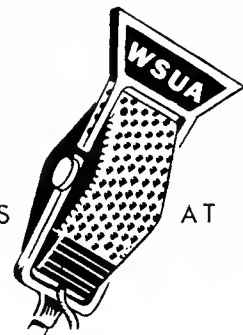
EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

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

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

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

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



WSUA

BLOOMINGTON, INDIANA

1000 WATTS AT 1010

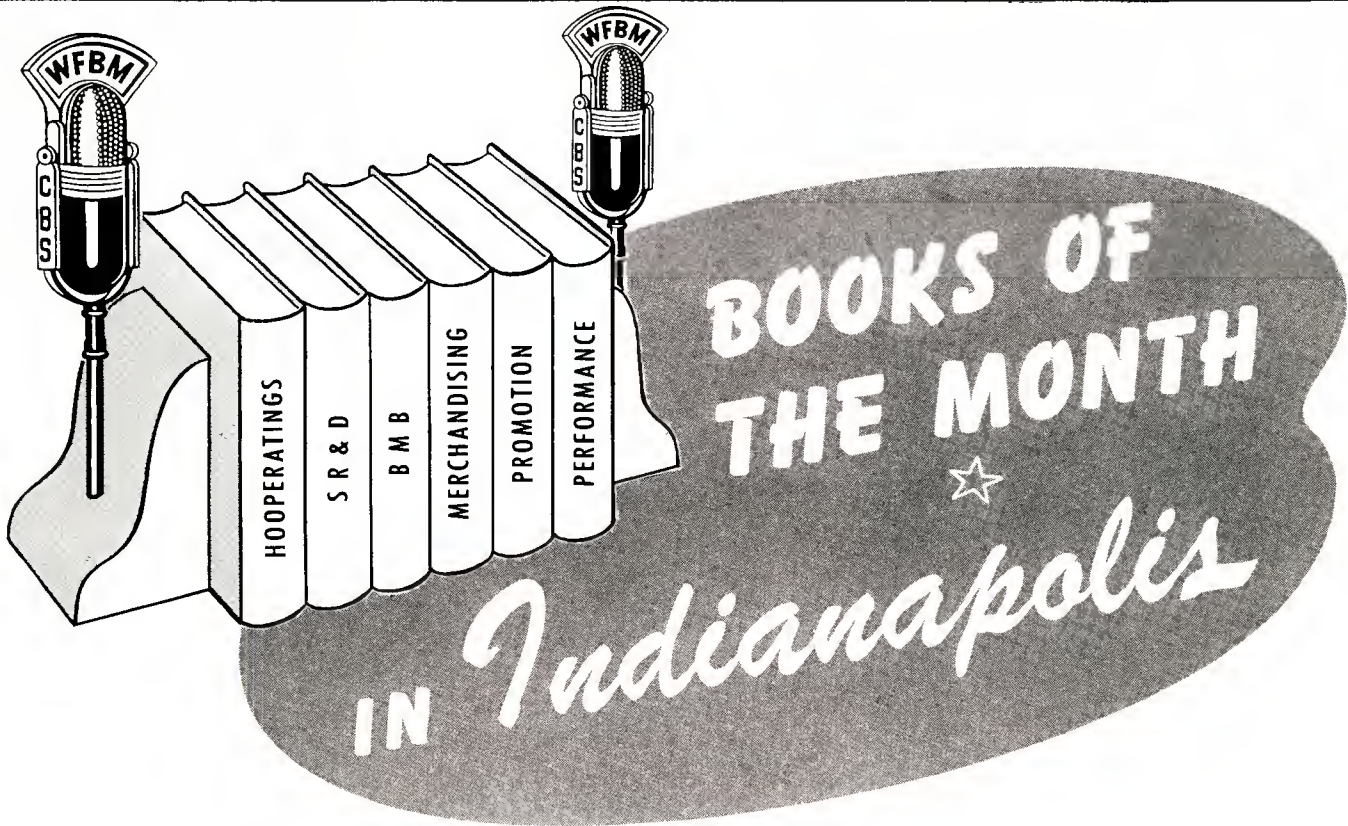
WARREN G. DAVIS, Pres.-Gen. Mgr.
BURN SMITH, National Representative

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INDIANA (Continued)

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EVANSVILLE	WJPS	1330 5,000-LS 1,000-N (Construction permit)	WJFS Inc. 411 American Bldg.			
FT. WAYNE	WANE	1450 250 (Construction permit)	Radio Ft. Wayne Inc. Lincoln Bank Tower			
FORT WAYNE 2	WFTW 1947	1090 1000-D	Fort Wayne Bcstg. Inc. 220 E. Jefferson St. Anthony 2295	Edward G. Thomas, Pres. & Gen. Mgr. William Aldrich, Coml. Mgr.	Rex W. Moad, Prog. Dir. Burn-Smith Associated Thesaurus UP	
FORT WAYNE 2	WGL 1924	1250 1000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nicholas, Pres. Pierre Boucheron, Gen. & Coml. Mgr.	Norman Widenhofer, Prog. Dir. & Prom. Mgr. Don Holzapfner, Chief Engr.	Headley-Reed Lang-Worth Standard AP, UP
FORT WAYNE 6	WKJG 1947	1380 5000	Northeastern Indiana Bcstg. Co. 3802 S. Calhoun St. Harrison 6111	MBS	William A. Kunkel Jr., Pres. Hilliard Gates, Station Mgr. Norman A. Stewart, Sales Mgr.	Calo O. Mahlock, Prog. Mgr. Tom Copeland, Chief Engr.	Raymer World AP, UP
FORT WAYNE 2	WOWO 1925	1190 10,000	Westinghouse Radio Sta- tions Inc. 925 S. Harrison Anthony 2136	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. R. G. Duffield, Station Mgr.	P. E. Mills, Sales Mgr. C. W. Vandagriff, Prog. Mgr. Hilda C. Woehrmeyer, Adv. & Sales Prom. Supvr. Bruce Ratts, Chief Engr.	NBC Spot World Capitol UP
HAMMOND	WJOB 1940	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	O. E. Richardson, Gen. Mgr. Robert C. Adair, Coml. Mgr.	Sam Weller, Prog. Dir. Stanley Strasburg, Chief Engr.	McGillvra Associated SESAC UP
INDIANAPOLIS 4	WBBW (Construction permit)	1550 250-D	Associated Broadcasters			
INDIANAPOLIS 4	WFEM 1939	1260 5000	WFEM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner, Chmn. of Bd. Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Coml. & Prom. Mgr.	Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	Katz Associated AP, INS
INDIANAPOLIS 6	WIBC 1938	1070 5000	Indiana Bcstg. Corp. 30 W. Washington St. Lincoln 2305	MBS	E. M. Fairbanks, Pres. Kenneth W. Church, Gen. Mgr. Samuel R. White, Coml. Mgr.	Ed Mason, Prog. Dir. Harry E. Adams, Chief Engr.	Blair Associated Lang-Worth World AP, UP
INDIANAPOLIS 6	WIRE 1929	1430 5000	Indianapolis Bcstg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Willard C. Worcester, Vice Pres. & Gen. Mgr. Daniel C. Park, Gen. Sales Mgr.	Ralph Goshen, Local Sales Mgr. William L. Dean, Prog. Dir. Eugene E. Alden, Chief Engr.	Pearson AP, UP
INDIANAPOLIS 8	WISH 1941	1310 5000-LS 1000-N	Universal Bcstg. Co. 215 Board of Trade Bldg. Market 6345	ABC	Frank E. McKinney, Pres.	William Frosch, Prog. Dir. Reid C. Chapman, Prom. Mgr. Stokes Gresham Jr., Chief Engr.	Free & Peter Standard AP
KOKOMO	WKMO 1941	1400 250	Kokomo Bcstg. Corp. 400½ N. Main St. 5171	CBS KBS	Dr. R. S. Taylor, Pres. Joseph W. Jordan, Gen. Mgr. Bert Julian, Coml. Mgr.	Frank Gregory, Prog. Dir. & Prom. Mgr. George Palmer, Chief Engr.	Radio Adve tising Lang-Worth UP
LAFAYETTE	WBAA 1922	920 5,000-LS 1,000-N	Purdue U. Hall of Music 92-2147	F. L. Hovde, Pres. Jim Miles, Gen. Mgr. & Prog. Dir. John DeCamp, Prod. Supvr.	John Henderson, Education Supvr. Ralph Townsley, Chief Engr.	Thesaurus UP
LAFAYETTE	WASK 1942	1450 250	WFAM Inc. 324 Perry St. 4300	MBS	O. E. Richardson, Pres. & Coml. Mgr. Joe Spring, Gen. & Prom. Mgr.	B. A. Spring, Prog. Dir. Harry C. Garba, Chief Engr.	McGillvra World UP
LA PORTE	WLOI (Construction permit)	1540 250-D	P. O. Box 381 LaPorte 3675	Hoyt H. Scott, Pres. & Prog. Dir. Dr. Edward Young, Gen. Mgr. I. S. Rumely, Coml. Mgr.		
MARION	WBAT 1947	1600 500-D	Marion Radio Corp. 303½ S. Adams St. 5500	John H. Bone, Pres., Gen. & Prom. Mgr. R. Douglas Garwood, Coml. Mgr.	Allen J. Jeffries, Prog. Dir. Richard H. Mitchell, Chief Engr.	Walker World AP
MICHIGAN CITY	WIMS 1947	1420 1000-D	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	R. Schilling, Chief Engr.	Lorenz & Thompson World UP
MUNCIE	WLBC 1936	1340 250	Donald A. Burton P. O. Box 271 4403	CBS KBS	Donald A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. & Prom. Mgr.	Lee W. Allerton, Prog. Dir. M. M. Crain, Chief Engr.	Walker Holman Thesaurus AP
RICHMOND	WKBV	1490 250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	G. F. Albright, Gen. Mgr. Roland Nusbaum, Coml. & Prom. Mgr.	A. F. Schroy, Ass't. Mgr. Louis J. Dunning, Prog. Dir. & Chief Engr.	Lang-Worth SESAC UP
SOUTH BEND 4	WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4155	ABC	C. Bruce McConnell, Pres. Wm. H. Spencer, Gen. & Coml. Mgr.	Ted Vernasco, Prog. Dir. C. J. Pajkowski, Prom. Mgr. David Maltby, Chief Engr.	Weed Associated AP



"HOOPERATINGS:" In 1947, WFBM was tops in Total Rated Time Periods more than any other Indianapolis station.

"STANDARD RATE AND DATA:" More listeners per dollar is an accepted fact among national and local advertisers who consistently buy WFBM.

"BROADCAST MEASUREMENT BUREAU:" An over-all higher percentage of listeners in central Indiana counties than any other reported Indianapolis station.

"MERCHANDISING:" Special field work and personal retail contact . . . every week in the year.

"PROMOTION:" Taxiposters, point-of-sale, theater play-bills, newspaper, direct mail . . . hard punching and consistent.

"PERFORMANCE:" Live or transcribed shows or announcements receive skilled and professional attention in the details of experienced broadcasting.



BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

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INDIANA (Continued)

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SOUTH BEND	WJVA (Construction permit)	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8668	B. W. Redifer, Pres. & Gen. Mgr. Carroll Reynolds, V. P., Station Mgr. & Prog. Dir. H. Parker, Coml. Mgr.	Dale Roberts, Prom. Mgr. F. J. Bock, Chief Engr.	Burn-Smith Capitol Lang-Worth Standard UP
SOUTH BEND 26	WSBT 1922	960 5000	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller, Pres. R. H. Swintz, Gen. Mgr. N. B. Welch, Coml. Mgr.	Marcus Boyden, Prog. Mgr. Walter Sweitzer, Prom. Mgr. H. G. Cole, Chief Engr.	Raymer Standard Capitol UP
TELL CITY	WTCJ (Construction permit)	1230 250	James Roland Brewer			
TERRE HAUTE	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	W. Ferrall Rippetoe, Gen. & Coml. Mgr. Leo Baxter, Prog. Dir.	Madeline K. Barry, Prom. Mgr. Donald Aldrich, Chief Engr.	Weed World AP, UP
TERRE HAUTE	WTHI 1945	1480 1000	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 8485	ABC	Raymond J. Kearns, Pres. Joseph M. Higgins, Gen. Mgr.	Arnold C. Johnson, Prog. Dir. G. F. Lee, Chief Engr.	Free & Peters Lang-Worth UP
VINCENNES	WAOV	1450 250	Vincennes Newspapers Inc. 320 Busseron St. 787	MBS	Eugene C. Pullian, Pres. Howard Greenlee, Gen. Mgr. Edward R. Raasch, Station Mgr. Robert Harris, Coml. Mgr.	Vernon Paule, Prog. Dir. Dale Young, Prom. Dir. Eugene E. Aiden, Chief Engr.	Pearson Lang-Worth UP

IOWA

AMES	*WOI 1921	640 5609-D	Iowa State College Ames 2500	Richard B. Hull, Gen. Mgr. & Prog. Dir. Richard P. Vogl, Ops. Mgr.	Edward P. Wegener, Prom. Mgr. L. L. Lewis, Chief Engr.	Standard World AP, UP
BOONE	*KFGQ 1923	1280 250-D	Boone Biblical College			
BURLINGTON	KBUR 1941	1480 250	Burlington Bcstg. Co. Nat'l Bank Bldg. 680	ABC Tall Corn	Dan T. Riley, Pres. Gerard B. McDermott, Gen. Mgr. Robert W. Frudeger, Sales Mgr.	Layton K. Hurst, Prog. Dir. David Steinle, Prom. Mgr. John Gallino, Chief Engr.	T-H-S Thesaurus SESAC UP
CEDAR RAPIDS	KCRG 1947	1600 5,600	The Gazette Co. 104 First St. S.W. 119	MBS	Joseph F. Hladky, Vice Pres. & Secy. George C. Biggar, Gen. Mgr. Neil C. Conklin, Coml. Mgr.	Pat Patterson, Prog. Dir. Edna A. Herbst, Publ. & Prom. Dir. Wayne L. Babcock, Chief Engr.	Weed Standard Associated AP, INS
CEDAR RAPIDS	WMT 1922	600 5000	American Bcstg. Station Inc. Paramount Theatre Bldg. 6127	CBS Mid-States	Mrs. Helen S. Mark, Owner Wm. E. Dolph, Exec. Vice Pres. Wm. E. Quarton, Gen. Mgr. Donald D. Sullivan, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr.	Katz Lang-Worth World AP, UP, INS
CLINTON	KROS 1941	1340 250	Clinton Bcstg. Co. 246 Fifth Ave. So. 448	MBS Tall Corn	W. S. Jacobsen, Pres. Morgan Sexton, Gen. Mgr. Walter Teich, Coml. Mgr.	Robert J. Bodden, Prog. Dir. Vern Gielow, Prom. Mgr. Gilbert Andrew, Chief Engr.	T-H-S Standard UP
COUNCIL BLUFFS	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co.	Tall Corn			
CRESTON	KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	KBS Tall Corn	Arthur Horning, Pres. E. M. Horning, Bus. & Prom. Mgr. Charles T. Webb, Coml. Mgr.	Ray W. Heinen, Prog. Dir. Louis A. Polen, Chief Engr.	T-H-S Standard SESAC AP
DAVENPORT	KSTT 1946	750 250-D	Davenport Bcstg. Co. Inc. 324 Main St. 2-3525	MBS	Hugh R. Norman } Owners A. M. McGregor } Hugh R. Norman, Gen. Mgr. A. M. McGregor, Coml. Mgr.	Pat Alan, Prog. Dir. David Breister, Chief Engr.	AP
DAVENPORT	WOC 1922	1420 5,000	Tri-City Bcstg. Co. 1000 Brady St. 3-3661	NBC	Col. B. J. Palmer, Pres. Buryl Lottridge, Vice Pres. & Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles Freburg, Prog. Dir. Jane Boom, Prom. Mgr. Paul Arvidson, Chief Engr.	Free & Peters Lang-Worth Thesaurus UP
DECORAH	KDEC 1947	1240 250-D SH	Telegraph-Herald 600 Leif Ericsson Drive	MBS Tall Corn			
DECORAH	*KWLC 1926	1240 250-D SH	Luther College 600 Leif Ericsson Drive 690	O. J. H. Preus, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	Gerry Karlton, Prom. Mgr. Oliver Eittrheim, Chief Engr.	
DES MOINES	KCBC 1947	1390 1,000	Capital City Broadcast- ing Co. Plymouth Bldg. 4-3151	MBS	George O'Dea, Pres. Sidney J. Pearlman, Gen. Mgr. Allan Curnutt, Coml. Mgr.	Dale Morgan, Prog. Dir. Wayne Crew, Prom. Mgr. Bob Brown, Chief Engr.	Burn-Smith Lang-Worth AP
DES MOINES	KIOA 1948	940 10,060-LS 5,000-N	Independent Broadcast- ing Co. 10th & Mulberry	John W. Boler, Pres. & Gen. Mgr. Edward Buckley, Treas. Joseph Rosenfield, Secy.	Donn A. Clayton, Prog. Dir. Mary Tucker, Prom. Mgr. Lloyd Amoo, Chief Engr.	World Associated UP, INS
DES MOINES 4	KRNT 1947	1350 5,000	Cowles Broadcasting Co. 715 Locust St. 3-2111	ABC Mid-States	Gardner Cowles, Pres. Phil Hoffman, Gen. Mgr. Bob Dillon, Coml. Mgr.	Charles Miller, Prog. Dir. Joe Hudgens, Prom. Mgr. Charles Quentin, Chief Engr.	Katz Standard Associated AP, UP
DES MOINES 9	KSO 1932	1460 5,000	Murphy Bcstg. Co. Tenth at Grand Ave. 30571	CBS	Kingsley H. Murphy, Pres. George J. Higgins, Gen. & Coml. Mgr.	Edmund J. Linehan, Prog. Dir. Don V. Shoemaker, Prom. Mgr. F. E. Bartlett, Chief Engr.	Headley-Reed World AP, UP



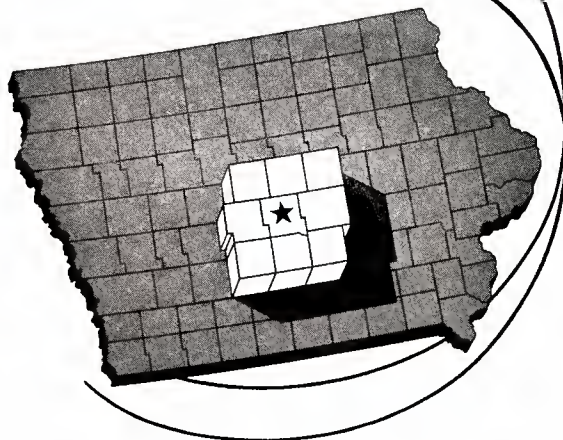
PEOPLE listen to certain radio stations more than others *because they like what they hear.*

For example, Des Moines has four* radio stations, each of which has daytime coverage throughout the nine counties emphasized on the map at the right. In addition other stations "come in" with sufficient strength to warrant very considerable audiences.

Normally you might expect WHO to get 25% of the audience in these nine counties. The 1947 Iowa Radio Audience Survey shows, from 5:00 a.m. through 6:00 p.m., WHO's 9-county average percentage of all radio listening is 66.4%!

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

*At the time of the 1947 Iowa Radio Audience Survey—May 1947



WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
 P. A. Loyet, Resident Manager
 FREE & PETERS, INC., National Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
DES MOINES 9	KUMB (Construction permit) 1947	740 250-D	Radio Station Des Moines Inc. Paramount Bldg. 3-5175	Myron J. Bennett, Pres. & Gen. Mgr.	World UP	
DES MOINES 9	KWDM 1947	1150 1,000	Des Moines Bcstg. Corp. 407 Fifth Ave.	Tall Corn	George W. Webber, Pres. Robert L. Webber, Gen. Mgr. James L. Kelehan, Coml. Mgr.	T-H-S Capitol Associated AP	
DES MOINES 7	WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC	Col. B. J. Palmer, Pres. Paul A. Loyet, Resident Mgr. Harold Fulton, Coml. Mgr.	Free & Peter Thesaurus Lang-Worth SESAC AP, UP, INS	
DUBUQUE	KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr. G. K. Downey, Coml. Mgr.	T-H-S Standard AP	
DUBUQUE	WKBB 1923	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC	James D. Carpenter, Pres. & Prom. Mgr. Harry Hatzenbuehler, Coml. Mgr. L. Vaughn Gayman, Ass't. Mgr.	Radio Advertising World UP	
FORT DODGE	KVFD 1938	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Mae Challberg, Office Mgr.	T-H-S UP	
FORT MADISON	KXGI (Construction permit) 1919	1360 500-D	Hawkeye Broadcasting Co. Marquette Bldg.	Willis L. Ashby } Billy M. Arron } Partners John F. Courrier }	Thesaurus AP	
IOWA CITY	*WSUI 1919	910 5,000	The State U. of Iowa Iowa City 80511	Carl H. Menzer, Gen. Mgr.	John Highlander, Prog. Dir. S. J. Ebert, Chief Engr.	
IOWA CITY (Construction permit)	800 1,000-D	Johnson County Broadcasting Co. Iowa City	Robert E. J. Snyder, Pres. Herbert D. Olson, Prog. Mgr.	
KEOKUK	KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 5th & Main Sts. 235	Tall Corn	H. W. Stadler, Pres. George B. Adkisson, Gen. & Coml. Mgr.	E. J. Lessinger, Jr., Prog. Dir. Cy Farr, Prom. Mgr. Walton W. Wilson, Chief Engr.	Webber T-H-S Lang-Worth UP
MARSHALLTOWN	KFJB 1923	1230 250	Marshall Electric Co. 136 W. Main St. 3361	MBS Tall Corn	Paul E. Millen, Gen. Mgr. Bill Theek, Coml. Mgr.	Ray P. Bennett, Prog. Dir. Paul G. Norris, Prom. Mgr. Jim Dickens, Chief Engr.	T-H-S Webber Standard UP
MASON CITY	KGLO 1937	1300 5,000	Lee Radio Inc. 12 Second St. NE 2800	CBS	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr.	Walter J. Rothschild, Natl. Sales Mgr. William G. Suter, Prog. Dir. Roger Sawyer, Chief Engr.	Weed Standard AP, UP
MASON CITY	KSMN (Construction permit)	1010 1,000-D	Mohawk Bcstg. Co. Mason City	Robert M. Carson, Pres. & Gen. Mgr. N. W. Rice, Coml. Mgr.	
MASON CITY (Construction permit)	1490 250	Mason City Broadcasting Co.	Louis Wolf } Abbot E. Wolf } Partners J. George Wolf } W. Robert Wolf }	
MUSCATINE	KWPC 1947	860 250-D	Muscatine Bcstg. Co. Ltd. Mulberry & Houser Sts. 860	Tall Corn	George J. Volger, Gen. & Coml. Mgr.	Virgil Godfrey, Prog. Dir. John Hanlon, Chief Anncr. Elmer Christenson, Chief Engr.	T-H-S Thesaurus Capitol UP
OTTUMWA	KBIZ 1941	1240 250	KBIZ, Inc. 117 East Main St. 5600	MBS	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Station Mgr.	Milo Knutson, Prog. Dir. Richard Meier, Prom. Mgr. Wayne Hatchett, Chief Engr.	World UP
SHENANDOAH	KFNF 1924	920 1,000-LS 500-N ST-KUSD	KFNF Inc. 407 Sycamore St. PBX 1	Henry Field } John Nicolson } Owners Frank Stubbs, Gen. & Coml. Mgr.	Marion Stubbs, Prog. Dir. Robert Barkman, Chief Engr.	Griffith World Standard AP
SHENANDOAH	KMA 1925	960 5,000	May Bcstg. Co. Lowell & Elm Sts. 192	ABC MBS	Edward W. May, Pres. Owen Sadtler, Gen. Mgr. H. O. Peterson, Coml. Mgr.	Glen Harris, Prog. Dir. W. H. Bailey, Prom. Mgr. R. J. Schroeder, Chief Engr.	Avery-Knode Cole SESAC AP, UP
SIoux CITY	KCOM (Construction permit)	620 1,000	Commercial Associates, Inc.	
SIoux CITY 1	KSCJ 1927	1360 5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. E. T. Flaherty, Station & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr. Alvin H. Smith, Ass't. Chief Engr.	Hollingbery World Lang-Worth SESAC Cole AP
SIoux CITY	KTRI 1938	1470 5,000	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Dietrich Dirks, Pres. & Gen. Mgr. Charles Butler, Coml. Mgr.	Sheldon Singer, Prog. Dir. Will Easterley, Chief Engr.	T-H-S UP
SPENCER	KICD	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Tall Corn	Ben. B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Coml. Mgr.	Mason Dixon, Prog. Dir. Bob Sterenberg, Prom. Mgr. Clarence Touw, Chief Engr.	T-H-S World Standard AP
WATERLOO	KAYX 1946	1090 1,000-D	Waterloo Bcstg. Co. 620 1/2 Lafayette St. 6851	Tall Corn	C. R. Miller, Pres. A. W. Triggs, Station & Coml. Mgr.	Cole McMartin, Prog. Dir. Stanley Whitman, Chief Engr.	Webber T-H-S Thesaurus Lang-Worth UP
WATERLOO	KWWL 1947	1320 1,000-D	Black Hawk Bcstg. Co. Russell-Lamson Hotel 2-9333	Ralph J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr.	Gene P. Loffer, Prog. Dir. Vern E. Baumgartner, Chief Engr.	Associated AP
WATERLOO	KXEL 1942	1540 50,000	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Elizabeth M. Gahre, Prom. Mgr. Don E. Kassner, Chief Engr.	Avery-Knode Standard SESAC AP

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In Industry —

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perform near miracles

IN RADIO
IN IOWA

ONLY K.F.N.F. HAS SPECIALIZED IN 'FARM'
RADIO EXCLUSIVELY—SINCE 1924.

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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

KANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
ARKANSAS CITY ...	KSOK 1947	1280 1,000-D	Travelers Publishing Co. Home Nat'l Bank Bldg. 2666	Oscar S. Stauffer, Pres. George E. Lindman, Gen. Mgr. S. C. Thompson, Asst. Mgr. & Coml. Mgr.	Don Chadd, Prog. & Prom. Mgr. Ed H. Howe, Chief Engr. Lorenzen & Thompson Standard AP
ATCHISON	KVAK 1939	1450; CP-1470 250; CP-1,000	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson, Pres. Leslie D. Cox, Jr., Station & Coml. Mgr.	Kenneth D. Gooding, Prog. Dir. & Coml. Mgr. Louden Gingerly, Chief Engr. Rambeau Keystone MacGregor AP
COFFEYVILLE	KCGF 1947	690 1,000-LS; 500-N CP-1,000	Midwest Bcstg. Co. Inc. Journal Bldg. 147	ABC	Fay N. Seaton, Pres. Bert H. Powell, Station Mgr. E. B. Spoonamore, Coml. Mgr.	Robert L. Pratt, Prog. Dir. J. Sarto Jaminet, Chief Engr. Weed Thesaurus World AP
COLBY	KXXX 1947	790 5,000-D	Western Plains Broad- casting Co. Cooper Hotel 790	John B. Hughes, Pres. & Gen. Mgr. Dan E. Bellus, Sales Mgr.	George E. Nickson, Prog. Dir. Urban L. Lynch, Chief Engr. Holman Associated Thesaurus INS
DODGE CITY	KCNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg.	KBS		
EL DORADO	KTMP (Construction permit)	1360 1,000-D permit	Tom Potter 1517 Commerce St., Dallas, Tex.		
EMPORIA	KTSW 1938	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS KBS	Julian L. Hill, Gen. Mgr. Steve B. Aylward, Sales Mgr.	Mrs. Robert Grimm, Prog. Dir. Bob Mott, Prom. Mgr. Paul Daniels, Chief Engr. World Standard AP
GARDEN CITY	KGAR (Construction permit)	1050 1,000-D permit	Albert B. Pyatt 411 N. 3rd St.		
GARDEN CITY	KIUL	1240 250	Telegram Publishing Co. Box 343 666	MBS KBS	Frank D. Conard, Pres. Ed Lovelace, Jr., Gen. Mgr. Tony Jewell, Asst Mgr.	John Melcum, Prog. Dir. Bob Bryant, Chief Engr. Thesaurus Cole UP
GOODLAND	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Box 88 331	James E. Blair, Owner & Gen. Mgr. J. Melvin Gullick, Sales Mgr.	George Bradley, Prog. Dir. Ralph C. MacClellan, Chief Engr. World Lang-Worth INS
GREAT BEND	KVGB 1937	1590 5,000	KVGB Inc. 2103 Forest Ave. 1080	MBS	R. C. Russell, Pres. Clem Morgan, Vice Pres., Gen. & Coml. Mgr.	Ray Beals, Prog. Dir. & Prom. Mgr. Leo Legleiter, Chief Engr. Pearson Lang-Worth SESAC UP
HAYS	KAYS (Construction permit)	1400 250 permit	KAYS, Inc. 2401 Hall St.		
HUTCHINSON	KWBW 1935	1450 250	Nations Center Bcstg. Co. 101 E. Avenue A 5202	NBC	William Wyse, Pres. & Gen. Mgr. Lee Biggs, Station Mgr. George Alden, Asst Mgr.	John Swafford, Chief Engr. Lang-Worth AP
HUTCHINSON	KWHK 1946	1190 1,000-D	James E. Murray 12 West 5th St. 3-100	KBS	James E. Murray, Owner Vern Minor, Gen. Mgr. Frank Bartley, Coml. & Prom. Mgr.	Sherwood Parks, Prog. Dir. Millard Clary, Chief Engr. Griffith Thesaurus AP
INDEPENDENCE	KIND (Construction permit)	1010 250-D permit	Central Bcstg. Co. Inc. First Nat'l Bank Bldg. 1822	J. Nelson Rupard, Pres. & Gen. Mgr. E. J. Barani, Coml. Mgr.	Harry C. Butterfield, Chief Engr.
KANSAS CITY	KCKN 1925	1340 250	(See Kansas City, Mo.)		
LAWRENCE	*KFKU 1924	1250; CP-1310 5,000-LS 1,000-N ST-WREN	University of Kansas		
LEAVENWORTH	KCLO (Construction permit)	1410 500-D permit	Alf M. Landon		
MANHATTAN	*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan	Milton S. Eisenhower, Pres. of College	L. L. Longdorf, Prog. Dir. Bernard Holbert, Chief Engr.
PITTSBURG	KOAM 1937	860 10,000-LS 5,000-N	Pittsburg Bcstg. Co. P. O. Box 603 2165	NBC	E. V. Baxter, Pres. & Coml. Mgr. R. E. Wade, Gen. Mgr. & Prog. Dir.	Leo Stafford, Chief Engr. Pearson World AP
PITTSBURG	KSEK 1947	1340 250	Pittsburg Publishing Co. Hotel Besse Bldg. 742	Oscar S. Stauffer, Pres. James M. Griffith, Gen. Mgr. Gordon Griffith, Coml. Mgr.	Jeanne Lohead, Prog. Dir. Melvin Carter, Prom. Mgr. Wm. D. Brosseau, Chief Engr. Lorenzen & Thompson Lang-Worth Cole AP
SALINA	KSAL 1937	1150 1,000; CP-5,000-LS 1,000-N	KSAL Inc. Journal Bldg. 100	MBS	R. J. Laubengayer, Pres. R. V. Jensen, Gen. Mgr.	N. E. Vance, Jr., Chief Engr. Pearson Lang-Worth Standard AP
TOPEKA	KAWM (Construction permit)	1560 500-D permit	Kaw Broadcasting Inc. 125 Kansas Ave.		
TOPEKA	KJAY (Construction permit)	1440 5,000-LS 1,000-N permit	S. H. Patterson 908 Kansas Ave. 8890	S. H. Patterson, Chief Owner David G. Roberts, Station Mgr.	N. J. Patterson, Chief Engr. Rambeau

1947—A Bonanza Year in KANSAS!

Earnings of Soil Up 500 Millions

By Alvin McCoy

(Reprinted from the "Kansas City Star") (Reprinted in the "New York Herald Tribune", September 22, 1947)

Nearly two billion dollars! That figure represents a close estimate of the total gross value of farm and mineral products that will be yielded by the rich soil of Kansas this year.

The dollar value of Kansas products from the soil and beneath the soil in 1947 will be approximately 1,800 million dollars. It is far higher than any previous figure on record. It is a half-billion dollars higher than in 1946.

Kansas hasn't merely hit the jackpot. It has found a Klondyke, a Cripple Creek strike, and a California gold rush, all in the products of the soil. The figure does not take into account manufactured goods, wages and other economic factors. It represents the value of crops, minerals and livestock from the soil and beneath the soil.

A 500-million-dollar increase! The amount seems beyond belief. Every one knows that farming Kansas is basking in undreamed-of prosperity; that banks are swollen with deposits, and that producers have become increasingly aware of Federal taxes. But few realized how much better off the state would be compared with prosperous 1946.

Never has more dollar wealth been represented in Kansas in its farm crops, its livestock, its oil, gas and other minerals from the soil.

Kansas, a state of producers, is riding high. Compared with the 1,300 million dollars gross value of the same products in 1946, the gain is a half-billion dollars—nearly equal to the entire yield in some years.

The value of Kansas production from the land this year will average about \$970 for every person in the state.

The greatest part of the half-billion-dollar gain is in the increased price for farm crops. Crop values will be roughly \$315,000,000 more than last year; livestock about \$100,000,000 and oil and gas about \$68,000,000.

The astounding wheat crop accounts for well more than half of this year's gain, or an estimated \$265,625,000 increase, based on today's price. The Department of Agriculture has estimated the 1946 crop at 216,768,000 bushels, worth an average of \$1.83 a bushel, or a total value of \$396,685,000. The 1945 crop was valued at \$309,829,000.

Compared with these exceptional yields and prices, this year's tremendous crop was estimated at 294,360,000 bushels.

It was well more than one-fourth the hard winter wheat produced in the entire United States. Estimates are that about one-half the crop has been sold. Around harvest time the price was about \$2 a bushel on the farm. Today's price is around \$2.50. Using \$2.25 as an average price for the 1947 crop, it will be worth approximately \$662,310,000 to Kansas.

Estimates by the U. S. D. A. for Sept. 1 placed the Kansas corn crop at 44,567,000 bushels, a 19-million-bushel drop from last year's yield of 63,231,000 bushels. This year's short crop, at \$2 a bushel, will be worth \$89,132,000. Last year's crop at \$1.31 was worth \$82,833,000.

Following are the estimated gross yields of various products by groups, compared with the 1946 report of the Department of Agriculture for farm products:

All Crops ...	\$933,784,000	\$618,292,000
Livestock ...	624,802,000	526,122,000
Oil and gas ...	212,000,000	144,170,184
Coal, lead, zinc	15,769,000	16,493,800
Totals...	\$1,786,355,000	\$1,305,077,184

The Kansas hay crop, next in value, shows a gain of \$8,000,000 over 1946. Estimates of 2,925,000 tons at \$15 a ton would place the value at \$43,875,000. This gain is due wholly to increased yield of 900,000 tons, since last year's unit price was \$15.40.

Livestock, on much rougher calculations, will show about a \$38,000,000 gain in cattle, \$33,000,000 in hogs,

and \$12,000,000 in milk and milk products.

Cattle and calves added weight valued at \$255,789,000 in 1946. Since production is down about 10 per cent, and prices have advanced 25 per cent, a 15 per cent gain estimate was used. This shows gross production at \$294,157,000.

With a 10 per cent increase in the spring pig crop, and possibly an equal one this fall, plus a 30 per cent price increase, the \$81,436,000 production value of hogs in 1946 was increased to \$114,000,000. Sheep numbers have increased about 15 per cent, and price about 40 per cent.

The total value of Kansas oil and gas produced in 1947 will be \$212,000,000. About \$12,000,000 will be in gas.

The state oil production in 1946 was 96,504,922 barrels, valued at \$136,304,000. Gas income was estimated at \$7,865,284. Oil production in the first eight months of 1947 indicate an annual figure of about 102,000,000 barrels. Price has jumped from \$1.25 to \$1.40 a barrel April 1, 1946, to a range of \$1.70 to \$1.95 a barrel March 25, 1947.

Coal production, estimated at a value at the mine of \$7,500,000 in 1946, probably will be worth \$9,180,000 this year.

When the \$30-a-ton government subsidy on zinc was stopped June 30, production fell off 50 per cent. The value of zinc production this year may drop several million dollars.

Deposits in the 435 state banks are higher, but have not yet fully reflected the increased values of 1947. Yet they increased \$20,000,000 in twelve months. Demand deposits June 30, 1947, were \$499,478,558, compared with \$479,477,532 June 30, 1946.

Kansas churches have paid off their mortgages. Kansas farmers have bought land, invested in bonds, and are improving the home. Solvency in farming Kansas is at an all-time high.

REAP THE CREAM OF THIS CROP IN THE VERY HEART OF CENTRAL KANSAS

KWBW HUTCHINSON - KANSAS **KWBW-FM**

Established 1935
William Wyse, Owner

NBC AFFILIATES
101 East Avenue "A"
Phone 5202

First FM Station in Central Kansas
Lee Biggs, Manager

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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KANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
TOPEKA	KTOP 1947	1490 250	T. Hall Collinson Norville G. Wingate 212 West 6th St. 2-9335	MBS	T. Hall Collinson } Own- Norville G. Wingate } ers T. Hall Collinson, Gen. Mgr. Wendell Elliott, Coml. Mgr.	Ed Letson, Prog. Dir. & Prom. Mgr. Chester A. Wallace, Chief Engr.	Lorenzen & Thompson Capitol AP
TOPEKA	WIBW 1924	580 5,000 ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen., Coml. & Prom. Mgr.	Maude Carlson, Prog. Dir. K. G. Marquardt, Chief Engr.	Capper Standard AP, UP
TOPEKA	WREN 1926	1250 5,000 ST-KFKU	WREN Bcstg. Co. Inc. WREN Bldg. 2-0505	ABC	R. C. Jackman, Pres. Verl Bratton, Gen. Mgr. Larry Cotton, Coml. Mgr.	Fred L. Conger, Prog. Dir. John P. Bondeson, Prom. Dir. Carl Bllesner, Chief Engr.	Hollingbery Thesaurus UP
WICHITA	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 416 W. Douglas 4-9369	MBS	Mark H. Adams, Pres. Clark A. Luther, Vice Pres., Gen. & Coml. Mgr.	Graeme Fletcher, Prog. Dir. Robert Hix, Pub. Rel. Dir. Harold Newby, Chief Engr.	Rambeau World AP
WICHITA	KANS 1946	1480 5,000-LS 1,000-N	Kansas Bcstg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Pres. & Chief Owner Archie J. Taylor, Gen. Mgr. H. W. Allen, Coml. Mgr.	Paul Wilson, Prog. Dir. Bob Drake, Prom. Mgr. Ted Heithecker, Chief Engr.	T-H-S Lang-Worth AP, UP
WICHITA 1	KFBI 1923	1070 10,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. 200 E. First St. 2-1447	ABC	H. K. Lindsley, Pres. Robert K. Lindsley, Gen. Mgr. D. W. McCoy, Coml. Mgr.	J. B. Bradshaw, Prog. Dir. D. W. McCoy, Sales & Prom. Dir. K. W. Pyle, Chief Engr.	Hollingbery Capitol UP
WICHITA 2	KFH 1923	1330 5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	M. M. Murdock, Vice. Pres. & Gen. Mgr. Plez S. Clark, Bus. Mgr. Frank Mathews, Nat'l Sales & Prom. Mgr.	Vernon Reed, Prog. Dir. Amos Dadisman, Chief Engr.	Petry Lang-Worth AP, UP
WICHITA	KWEB (Construction permit)	1420 500-D	Wichita Beacon Bcstg. Co Beacon Bldg.	Louis LeVand, Max LeVand and John LeVand—Part- ners		

KENTUCKY

ASHLAND	WCMI 1937	1340 250	The Ashland Bcstg. Co. Box 949 3010	CBS	Gilmore N. Nunn, Pres. Charles C. Warren, Gen. & Coml. Mgr.	John W. Fell, Prog. Dir. & Prom. Mgr. Clarence W. Weaver, Chief Engr.	Pearson World Thesaurus UP
BOWLING GREEN	WKCT 1947	930 1,000-N	Daily News Bcstg. Co. 415½ Park Row 2640	J. Ray Gaines, Pres. Paul R. Huddleston, Gen. Mgr. Jack Wilson, Coml. & Prom. Mgr.	Joe Calloway, Prog. Dir. David Dodd, Chief Engr.	Associated Capitol SESAC UP
BOWLING GREEN	WLEJ 1940	1340 250	Bowling Green Broad- casting Corp. Fairview & Lehman Ave's. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. E. A. Finley, Coml. Mgr.	Joe Hamilton, Prog. Dir. William Kuznitsof, Prom. Mgr. Frank Blesner Jr., Chief Engr.	Burn-Smith Lang-Worth AP
CAMPBELLSVILLE	WTCO 1947	1150 1,000-D	South Central Ky. Bcstg. Co. Main St. 250	H. T. Parrott, Pres. Dr. Paul Shirley, Vice-Pres. James Shacklette, Secy., Treas. & Gen. Mgr.	J. B. Crawley, Chief Engr.	UP
CORBIN	WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS KBS	J. Springer Robinson, Pres. John L. Crawford, Gen. Mgr. S. G. Hembree, Coml. Mgr.	Wing G. Campbell, Prog. Dir. Russell Henson, Chief Engr.	Thesaurus AP
COVINGTON	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave.			
DANVILLE	WHIR 1947	1230 250	Commonwealth Broad- casting Corp. P.O. Box 234 1230	W. T. Isaac, Pres. & Coml. Mgr. David B. Highbaugh, V. P. & Prog. Dir.	James D. Russell, V. P. & Tech. Dir.	World Capitol UP
FRANKFORT	WPKY 1945	1490 250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Leslie W. Perkins, Pres. Marshall L. Peace, Gen. & Commercial Mgr.	Earl Davis, Prog. Dir. Stanley Frakes, Chief Engr.	World AP
GLASGOW	WKAY	1490 250	Glasgow Bcstg. Co. Happy Valley Road 632	Gordon Brown, Pres. Russell J. Pirkey, Gen. & Coml. Mgr.	Edward C. Lockwood, Chief Engr.	Griffith Capitol World UP
HARLAN	WHLN 1941	1230 250	Blanfox Radio Co. Harlan 625	MBS KBS	R. B. Helms, Pres. & Gen. Mgr. C. E. Whlkehart, Coml. Mgr. & Prog. Dir.	Jean Sutton, Prom. Mgr. J. Francke Fox, V. P. & Chief Engr.	Burn-Smith Standard Cole AP
HAZARD	WKIC 1947	1340 250	BMG Broadcasting Corp. Box 621	MBS			
HENDERSON	WSON 1941	860 500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom F. Murray, Prog. Dir. & Prom. Mgr. Vernon R. Nunn, Chief Engr.	Sears & Ayer World AP, UP
HOPKINSVILLE	WHOP 1940	1230 250	Hopkinsville Broadcast- ing Co. Inc. Cadiz Road 1025	CBS KBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. Charles Stratton, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Sears & Ayer World Cole AP, UP
LAWSON	WMTC (Construction permit)	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve, Ky.			

SOCRATES HAD "SOCK!"

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

PREMISE I—Kansas farmers have more money to spend than at any other time in history.

PREMISE II—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.

CONCLUSION—To sell more of your goods or services to more families in Kansas and adjoining states... use WIBW.

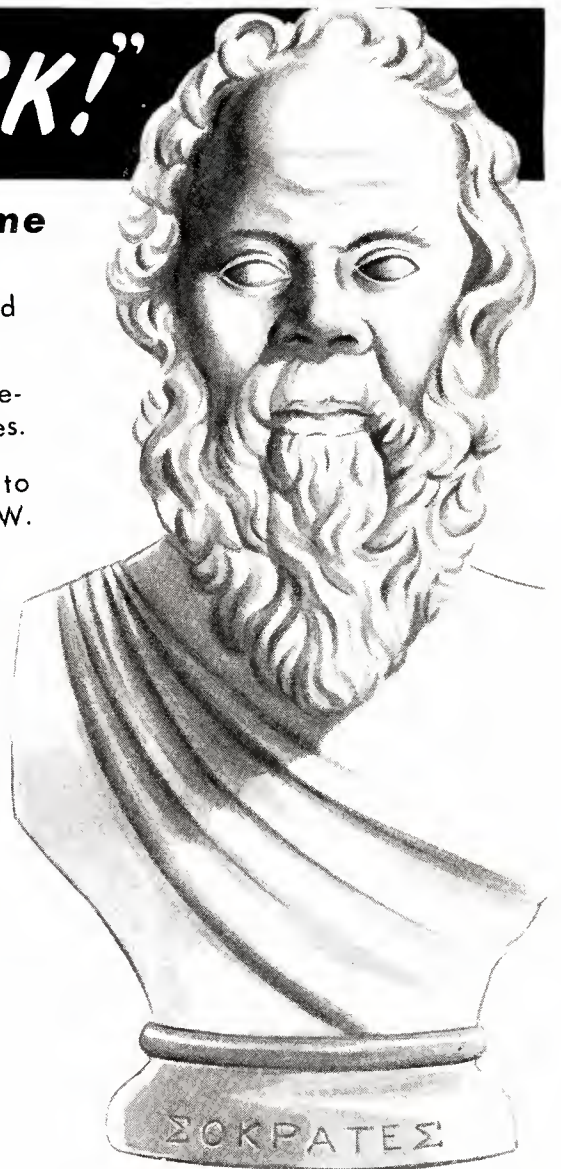
Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

WIBW HAS SOCK!

... selling sock, Mr. Advertiser, and here's why! WIBW always has been a farm station. For almost a quarter-century we've faithfully served our listeners on farms and in small agricultural communities. As a result, we're as much a part of their daily life as their ultra-modern farm machinery and equipment.

Our buying recommendations are acted upon ... quickly ...

because these First Families of Agriculture are rich. Long years of bumper crops were climaxed in 1947 by the largest wheat crop in history ... and which brought record prices. We offer you this staggering new purchasing power as a plus ... a value over and above WIBW's demonstrated ability to startle you with sales results even in average times.



Carefully Planned Farm Service Builds Audience, Confidence, Sales

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



WIBW's Farm Service Director covers the entire Midwest in our "Flying Rooster" plane. On-the-spot tape recordings are made at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later in the day at a time that does not interfere with their work. Long years of this "one step ahead" service has

built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

Independent surveys show that in this rich farm market bounded only by our 1/2mv line, WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.



Serving the
First Families of Agriculture



CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

KENTUCKY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service
LEXINGTON	WKLX 1945	1300 1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	E. F. Prichard Sr., Chief Owner Ted Grizzard, Gen. Mgr. Phil Sutterfield, Ass't Mgr. Paul Ledridge, Coml. Mgr.	Jack Brooks, Prog. Dir. Bob Jones, Chief Engr. Walker Standard Lang-Worth Cole AP
LEXINGTON 9	WLAP 1928	1450 250	American Bcstg. Co. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. J. E. Willis, Vice Pres. & Gen. Mgr. Miller Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Doris Holtzclaw, Prom. Mgr. Sanford Helt, Chief Engr. Pearson World Thesaurus UP
LEXINGTON	WLEX 1947	1340 250	The Central Kentucky Broadcasting Co.		
LOUISVILLE	WAVE 1927	970 5,000	WAVE, Inc.	NBC		
LOUISVILLE 2	WGRC 1936	1400 250	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. & Coml. Mgr. Charles L. Harris, Vice Pres. & Gen. Mgr.	Ward V. Hatcher, Prog. Dir. H. R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr. Walker Lang-Worth World Standard AP, UP
LOUISVILLE 2	WHAS 1922	840 50,000	WHAS Inc. 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham, Pres. Victor A. Sholls, Director.	J. Mac Wynn, Sales Dir. Peter R. Disney, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Townner, Tech. Dir. D. C. Summerford, Asst. Tech. Dir. Petry World Standard Associated SESAC AP, UP
LOUISVILLE 2	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	ABC	Mrs. Nelle M. Kendrick, Pres. Harry McTigue, Gen. Mgr. G. F. Bauer, Coml. Mgr.	M. K. McCarten, Prog. Dir. H. E. Roberts, Prom. Mgr. E. G. Rinn, Chief Engr. T-H-S MacGregor SESAC Standard Cole AP
LOUISVILLE 2	WKYW 1946	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	F. Eugene Sandford, Pres. & Treas. Edwin E. S. Weldon, Vice Pres. & Station Mgr.	David M. Wilburn, Prog. Dir. Stephen A. Cisler, V. P. & Operations Mgr. Burn-Smith Associated Capitol Standard Cole AP
LOUISVILLE	WLOU (Construction permit)	1570 1,000-D	Louisville Bcstg. Corp.		
LOUISVILLE (Construction permit)	1080 5,000-LS 1,000-N	Mid-American Broad- casting Corp. Starks Bldg.		
MADISONVILLE	WCIF	730 250-D	Madisonville Bcstg. Co. Box 27 1297	Pierce E. Lackey, Pres. T. E. Brewer, Gen. Mgr.	L. Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr. Standard AP
MAYFIELD	WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Mayfield Hotel 46	Frank Evans, Pres. Pierce Lackey, Gen. Mgr. Wayne R. Morgan, Coml. & Prom. Mgr.	James Motheral, Prog. Dir. Ernie Pell, Chief Engr. Sears & Ayer Standard AP
MAYFIELD	WNGO 1947	1320 1,000-D	West Ky Bcstg. Co. Inc. P.O. Box 41 1204	Rev. H. M. Suthard, Pres. & Chief Owner. Kenneth Z. Turner, Gen. & Coml. Mgr.	Lynn Lemond, Prog. Dir. James Ray Turner, Chief Engr. Thesaurus SESAC AP
MAYSVILLE	WFTM (Construction permit)	1240 250	Standard Tobacco Co. Inc. Maysville 245	C. P. Clarke, Pres. J. M. Finch Jr., Secy. & Treas. J. W. Betts, Gen. & Coml. Mgr.	Ross Edwards, Prog. Dir. William Martin, Chief Engr. World UP
MIDDLESBORO	WMIK (Construction permit)	560 500-D	The Middlesboro Broad- casting Co. Box 500		
MIDDLESBORO	WWPN (Construction permit)	1490 250	Pinnacle Bcstg. Co.		
NEWPORT	WWNL (Construction permit)	1110 1,000-D	Tri-City Bcstg. Co.		
OWENSBORO	WOMI 1937	1490 250	Owensboro Bcstg. Co. Byars Ave. & Livermore Road 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Gen. & Prom. Mgr. Marshall Bruner, Ass't Mgr.	Norman Hall, Prog. Dir. Leslie Goodaker, Chief Engr. Burn-Smith Lang-Worth AP
OWENSBORO	WVJS 1947	1420 1,000	Owensboro On the Air Inc. 320 Allen St. 3408	Vincent J. Steele, Pres. Malcolm Creep, Gen. Mgr. Jack McLean, Coml. Mgr.	Lee C. Meredith, Prog. Dir. John T. Rutledge, Prom. Dir. Robert Earl Jagoe, Chief Engr. Rambau Thesaurus World INS
PADUCAH	WKYB 1946	800 1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton Sr., Pres. E. J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Neil McIntyre, Prog. Dir. Ray Hogg, Prom. Mgr. C. G. Sims, Chief Engr. Burke, Kuiper & Mahoney Associated Standard AP
PADUCAH	WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. W. Prewitt Lackey, Gen. & Coml. Mgr.	Evelyn Carroll, Prog. Dir. Gene Peak, Prom. Mgr. U. C. Morris, Chief Engr. Sears & Ayer Lang-Worth World Cole AP, UP
SOMERSET	WSFC 1947	1240 250	Southeastern Bcstg. Co. Finnell-Ledford Bldg.		
VERSAILLES	WVLK (Construction permit)	590 1,000	Bluegrass Bcstg. Co. Inc. Logan-Helm Memorial Lib. 654	MBS	A. B. Chandler, Pres. W. D. McCommish, Gen. & Coml. Mgr.	Edwin L. Rogers, Prog. Dir. Margaret Middendorf, Prom. Mgr. Henry C. Hall, Chief Engr. T-H-S SESAC INS

THE MARKET

Chemical Manufacturing Center of the Deep South

Mammoth plants of the Standard Oil Company of N. J., Ethyl Corp., Solvay Process Co., Consolidated Chemical Industries, Inc., Copolymer Corp., Permanente Metals Corp., The Mengel Company and others employ more than 15,000 skilled workers whose earnings are in excess of \$1,500,000.00 each week.

Highest Per Capita Income of Any Parish in the State

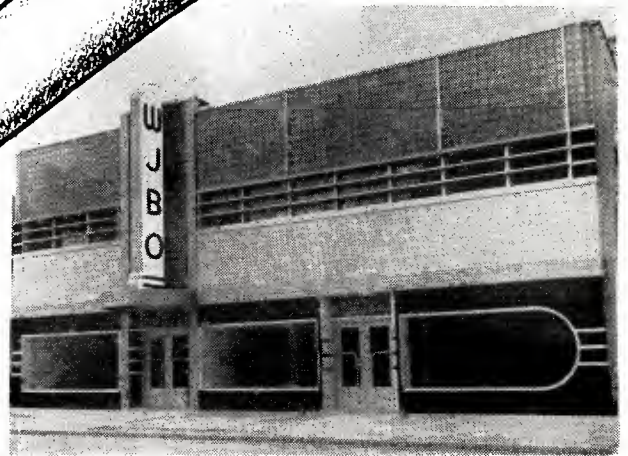
Metropolitan Baton Rouge is proud that its per capita income of \$1,237 is higher than the national average of \$1,115. Retail sales in area shown on BMB map. for the first 8 months of 1947 were greater than \$314,000,000.00

Center of Great Agricultural Activity

The country's most delicious strawberries, the South's fastest growing cattle region, the hub of the world's sugar wealth and the birthplace of the famous sweet potato—all in the Baton Rouge area.

Fourth Largest Gulf Port

250 miles from the Gulf of Mexico, the Baton Rouge port handles 7,500,000 tons of freight each year.

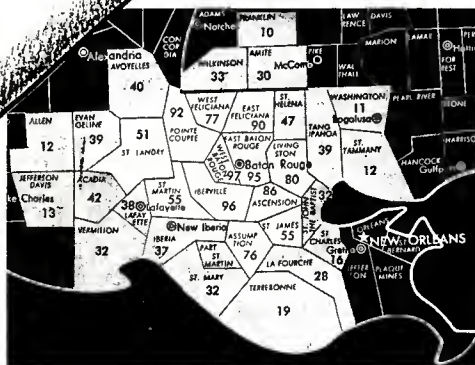


THE MEDIUM

Operating with 5000 watts on 1150 kilocycles, WJBO dominates this rich market of more than 550,000 steadily employed, highly paid people. Excellent broadcast facilities and announcing staff plus a clear signal insure results. Plan to include Baton Rouge and WJBO in your next schedule.



WJBO REACHES THIS RICH, BUSY MARKET WHERE 80% OF THE HOMES HAVE ONE OR MORE RADIOS!



Daytime Coverage Light Area 50%: shaded 10-49%
Base Map (c) BMB 1946 Reprints Available

WJBO

1150 ON YOUR DIAL 5000 WATTS
BROADCASTING • Telecasting

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South

Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by
GEORGE P. HOLLINGBERY COMPANY,
LOS ANGELES & SAN FRANCISCO, CHICAGO, NEW YORK, ATLANTA



AFFILIATE

1948 Yearbook Number • Page 137

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

LOUISIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
NEW ORLEANS	WDSU 1923	1280 5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC Louisiana	E. A. Stephens } H. G. Wall } Partners Fred Weber } Fred Weber, Gen. Mgr. J. J. Flanigan, Ass't Mgr.	Charles Price, Coml. Mgr. Stanley Holiday, Prog. Dir. Sylvia B. Glick, Prom. Mgr. Lindsey Riddle, Chief Engr.	Blair Associated Lang-Worth AP, UP
NEW ORLEANS 12	WJWB 1926	1230 250	Charles C. Carlson 924 Canal St. Magnolia 3488	C. C. Carlson, Pres. & Gen. Mgr. Pat J. Shannon, Coml. & Prom. Mgr.	Harry Nigocia, Prog. Dir. C. C. Carlson, Chief Engr.	Rambeau Capitol AP
NEW ORLEANS 13	WJMR 1945	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	William Cortada, Pres. Stanley W. Ray Jr., Co-Man- ager & Coml. Mgr.	James V. Bowler, Prog. Dir. Henry Thiele, Prom. Mgr. George A. Mayoral, Co-Man- ager & Chief Engr.	Young Lang-Worth Associated UP
NEW ORLEANS 19	WNOE 1922	1450 250	James A. Noe St. Charles Hotel Raymond 0423	MBS	Governor James A. Noe, Pres. James E. Gordon, Gen., Coml. & Prom. Mgr.	Beverly Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Burke, Kulpei & Mahoney AP
NEW ORLEANS 16	WSMB 1925	1350 5,000	WSMB Inc. Maison Blanche Bldg. Walnut 2937	NBC	E. V. Richards, Pres. H. Wheelahan, Gen. Mgr. Ted Fontelleu, Coml. & Prom. Mgr.	Harry Arthur, Prog. Dir. H. G. Nebe, Chief Engr.	Petry Lang-Worth Thesaurus AP
NEW ORLEANS	WTFS (Construction permit)	940 1,000-D	The Times Pfcayune Publishing Co. 601 Howard Ave. Canal 5561	H. F. Wehrmann, Gen. Mgr. John R. O'Meaille, Coml. Mgr.	Bill Seymour, Prog. Mgr.	World AP
NEW ORLEANS	WWEZ 1947	690 1,000-D	Sky Bcstg. Service Hotel New Orleans Canal 3521	A. L. Chilton, Pres. Joe A. Oswald, Gen. & Coml. Mgr. William D. Matthews, Ass't Mgr.	Bob Tompkins, Prog. Dir. Harrison Mondy, Chief Engr.	Associated AP
NEW ORLEANS 12	WWL 1922	870 50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	T. J. Shields, Pres. of Uni- versity W. H. Summerville, Gen. Mgr. Larry Baird, Coml. Mgr.	Henry P. Dupre, Prog. Dir. Jack Halladay, Prom. Mgr. J. D. Bloom, Chief Engr.	Katz World Standard AP, UP
OPELOUSAS	KJAN (Construction permit)	910 1,000	The KJAN Broadcast- ing Co.			
OPELOUSAS	KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 3776	MBS Louisiana	W. Eugene Jones, Gen. Mgr. Frank Holfield, Coml. Mgr.	Sidney King, Prog. Dir. Henry Y. Gantt	Sears & Ayer World UP
RUSTON	KRUS 1947	1490 250	Ruston Bcstg. Co. 105 E. No. Railroad Ave. 1490	MBS	C. E. Faulk Jr., Owner, Gen. & Coml. Mgr. Joel M. Hirsch, Station Mgr. Bea Magee, Office Mgr.	Allen Hundley Jr., Prog. Dir. Henry Shean, Chief Engr.	Lang-Worth UP
SHREVEPORT	KENT 1947	1550 500-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS	Frank H. Ford, Chief Owner & Gen. Mgr. Frank H. Ford Jr., Coml. Mgr.	Todd Branson, Prog. Dir. L. J. Carlson, Chief Engr.	Walker Standard AP
SHREVEPORT "R"	KRMD 1923	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Louisiana	T. B. Lanford, Pres. Glenn V. Wilson, Gen. & Coml. Mgr. Elizabeth V. Alford, Prog. Dir.	William L. Switzer, Station Dir. Jane Reed, Prom. Mgr. Howard H. Hargrove, Chief Engr.	T-H-S Radio Sales World AP
SHREVEPORT	KTBS 1925	710 10,000-LS 5,000-N	Radio Station KTBS Inc. P. O. Box 1121 3-3673	NBC	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr. Neil Cilne, Coml. Mgr.	Charles Neathery, Prog. Dir. Marie Battey, Publ. Dir. C. H. Maddox, Chief Engr.	Petry Lang-Worth AP
SHREVEPORT 92	KWKH 1925	1130 50,000	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. Dean R. Upson, Coml. Mgr.	Robert Atherton, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Lang-Worth Capitol AP, UP

MAINE

AUGUSTA	WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. & Coml. Mgr.	Normand Gallant, Prog. Dir. Theodore Weaver, Prom. Mgr. Robert Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA	WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC New England	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Walter Weightman, Coml. Mgr.	Donald K. Powers, Prog. Dir. Harold T. Dinsmore, Chief Engr.	Weed, Bannan Thesaurus UP
BANGOR	WABI 1925	910 5,000	Community Broadcasting Service 57 State St.	CBS			
BANGOR	WGUY 1947	1450 250	Guy Gannett Bcstg. Serv- ices Box 732 7354	ABC	Guy P. Gannett, Pres. S. G. Henderson Jr., Mgr. Harvey M. Grant, Coml. Mgr.	Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AP
BANGOR	WJOR 1946	1230 250	Bangor Bcstg. Service Inc. 22 State St. 5612	MBS KBS Yankee	Stephen Velardi, Pres. & Chief Engr.	Lawrence Slon, Mgr. & Prog. Dir.	Forjoe World AP
BANGOR	WLBZ 1926	620 5,000	Maine Bcstg. Co. Inc. 100 Main St. 6023	NBC	William H. Rines, Pres. Edward E. Guernsey, Ass't. Gen. Mgr.	Irving S. Hunter, Prog. Dir. John H. Wibby, Chief Engr.	Weed, Bannan UP

DOES NATURE MAKE YOU PAUSE IN WONDER (Ky.)?

Ain't nacher grand? Yep, it is — and Wonder (Ky.) is plumb full of it. But business? Wal, Bud, that's something *different*. Wonder's got flora and fauna, but darned little *else*.

Hence WAVE doesn't woo Wonder, nor otherwise beam its broadcast at the birds and the bees. We concentrate on *people*—in the Louisville Trading Area—the section in which *more business* is carried on daily than in the rest of the State, combined!

The Louisville Trading Area is the *natural* outlet for your product. And with WAVE really covering this area, at low rates—you may *pause* in Wonder, but you'll want to *stop* in Louisville! You'll commune with *buyers*, not the great outdoors. Try us — and let nature take its course!

LOUISVILLE'S WAVE

NBC Affiliate

5000 Watts . 970 K C

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1948 Yearbook Number • Page 135

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
ABBEVILLE	KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P.O. Box 306	Lovelis Hebert, Pres. George P. Martin, Gen. & Coml. Mgr.	Ebba Lou Martin, Prog. Dir. World
ALEXANDRIA	KALB 1935	580 5,000-LS 1,000-N	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 3335	ABC Louisiana	Walter H. Allen, Pres. T. B. Lanford, Secy. & Treas. Willard L. Cobb, Gen. Mgr. Fred Ohl, Station Dir.	Walter B. Melson, Local Sales Mgr. Harper Clark, Prod. & Prom. Mgr. Jesse R. Sexton, Chief Engr. Weed World UP
ALEXANDRIA	KPDR 1946	970 1,000-LS 500-N	Central La. Bcstg. Corp. 1710 Jackson St. 9568	MBS	Eugene Levy, Pres. George I. Maston, Gen. Mgr. Albert F. Rourke, Coml. Mgr.	Nolan S. Cruise, Prog. Dir. Glen G. Peebles, Chief Engr. McGillivra Capitol AP
ALEXANDRIA	KSYL 1947	1400 250	Radio Station KSYL P.O. Box 1489 6611	NBC	Sylvan Fox } Partner- Harold Wheelahan } ship Paul H. Goldman, Station Mgr.	Milton Fox, Coml. & Prom. Mgr. Bruce Rainey, Prog. Dir. E. W. McDonald, Chief Engr. Hollingbery Lang-Worth AP
BASTROP	KTRY (Construction permit)	730 250-D	Morehouse Broadcast- ing Co. 217 S. Washington St.	Nathan Bolton } A. R. McCleary } Partners	
BATON ROUGE	WAFB (Construction permit)	1460 1,000-D	Modern Broadcasting Co. of Baton Rouge, Inc. 392 Louisiana Nation- al Bank Bldg.		
BATON ROUGE 1	WJBO 1934	1150 5,000	Baton Rouge Bcstg. Co. 444 Florida St. 5271	NBC Louisiana	Charles P. Manship Jr., Pres. J. Roy Dabadie, Vice Pres. & Gen. Mgr. T. E. Gibbens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Douglas L. Manship, Prom. Mgr., Secy.-Treas. Vernon E. Dudley, Chief Engr. Hollingbery World Standard AP, UP
BATON ROUGE 6	WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. A. Lamar Simmons, Coml. Mgr.	Martha Hundemer, Prog. Dir. William H. Bland Jr., Chief Engr. Burke, Kuipe & Mahone Associated Capitol Cole SESAC AP, INS
BATON ROUGE	WCLA (Construction permit)	1220 250-D	Community Bcstg. Co. Baton Rouge	G. T. Owen and } Part- Owen W. Ware } ners	
BOGALUSA	WIKC 1947	1490 250	I. K. Corkern Jr. P.O. Box 811 1906	MBS	I. K. Corkern Jr., Pres. & Gen. Mgr. J. H. Knight, Coml. Mgr.	V. Lanegrass, Prog. Dir. I. K. Corkern Jr., Chief Engr. World AP
CROWLEY	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson 1450	Louisiana	Max Thomas, Pres. & Prom. Mgr. B. Hilliman Bailey Jr., Gen.	Lauren R. Staff, Coml. Mgr. Freda S. Thomas, Prog. Dir. Clovis L. Bailey, Chief Engr. McGillivra Associated AP
HAMMOND	WIHL 1947	730 250-D	Superior Enterprises 500 West Morris St.	Joseph A. Sims and Henry A. Mentz Jr.—partners	
HAMMOND 5	WSLA 1947	1110 250-D	Hammond Bcstg. Co. 216 W. Thomas 888	MBS KBS Louisiana	Fred LeMieux, Pres. & Gen. Mgr. H. D. Hutson, Coml. Mgr.	F. A. Barberito, Prog. Dir. C. M. Kiss, Prom. Mgr. Jacob Rick, Chief Engr. Clark AP
HOUMA	KCIL 1946	1490 250	Charles W. Lamar Jr. P.O. Box 1031 2047	MBS Louisiana	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Dick Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Chief Engr. Donald L. Jones, Chief Engr. Griffith World Cole AP
LAFAYETTE	KVOL 1935	1340 250	Evangeline Bcstg. Co. Inc. 519 S. Buchanan St. 338	NBC	George H. Thomas, Gen. Mgr. Lowell W. McCrary, Coml. Mgr.	Lucille M. LeBlanc, Prog. Dir. Charles T. Hook, Chief Engr. Thesaurus MacGregor AP
LAKE CHARLES 1	KLOU 1947	1580 1,000	Frank R. Gibson 134 Clarence St. 7277	CBS Louisiana	Frank R. Gibson, Pres. H. Vernon Anderson, Gen. Mgr. G. Frank Carroll Jr., Station Dir.	Gene Cuny, Coml. Mgr. James H. Jesse, Prog. Dir. Annelie Bulchek, Prom. Mgr. Ben C. Segrest Jr., Chief Engr. Walker Associated AP
LAKE CHARLES	KPLC 1940	1490 250	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford } R. M. Dean } Partners L. M. Sepaugh } David Wilson, Gen. Mgr. Jerry Bozeman, Coml. Mgr.	Claude Cunningham, Prog. Dir. Pelham Mills, Prom. Mgr. A. B. Craft, Chief Engr. T-H-S World AP
LAKE CHARLES	KWSL 1947	1400 250	A. S. Dudley Mill Street at Lake 61401	A. S. Dudley, Owner and Gen. Mgr. W. F. Hession, Sales Mgr.	E. C. Moses, Asst. Gen. Mgr. & Chief Engr. David E. Chapman, Prog. Dir. James W. Wilson, Prod. Dir. Lang-Worth Capitol Cole UP
MONROE	KMLB 1930	1440 5,000-LS 1,000-N	Liners Bcstg. Station Inc. P.O. Box 1723 LD 25	ABC Louisiana	J. C. Liner Sr., Pres. J. C. Liner Jr., Gen., Coml. & Prom. Mgr.	Mrs. Otto Baker Green, Prog. Dir. O. L. Morgan, Chief Engr. T-H-S World UP
MONROE	KNOE 1944	1230 250	James A. Noe Bernhardt Bldg. 912	NBC Louisiana	James A. Noe, Pres. Robert W. Dumm, Gen. Mgr. Al Donaldson, Coml. Mgr.	Bill Stanley, Prog. Dir. C. K. Strong, Chief Engr. Burke, Kuiper & Mahoney Associated Capitol AP
NATCHITOCHE	KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Box 232 2353	MBS KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. Coml. & Prom. Mgr.	Carroll C. Crew, Chief Engr. Burke, Kuiper & Mahoney Standard AP
NEW IBERIA	KANE 1946	1240 250	New Iberia Bcstg. Co. St. Peter St. 965	MBS	George H. Thomas } J. J. Davidson } Partners D. H. Castille } George H. Thomas, Gen. Mgr.	I. I. Femrite, Mgr. Viola Legendre, Prog. Dir. Dierrel Hamm, Prom. Mgr. Joe Sweeney, Chief Engr. Standard MacGregor UP



Ark-La-Tex a natural test market

Leading drug and grocery firms (names sent on request) in growing numbers are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with more than \$1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt KWKH is the Number One station in a Number One market.



* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%-100%), served exclusively by Shreveport and KWKH.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

MAINE (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra News Service	
LEWISTON	WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. & Coml. Mgr. Oscar Norman, Office Mgr.	Eugene Parker, Prog. Dir. Harold Alberghini, Prom. Mgr. Donald Mason, Chief Engr.	Forjoe, Banna Standard, SESAC UP
LEWISTON	WLAM 1947	1470 5,000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 6500	ABC	Frank S. Hoy, Chief Owner & Gen. Mgr. Elden H. Shute, Station Mgr. Gerald T. Higgins, Coml. & Prom Mgr.	William Finkeldey, Prog. Mgr. Leslie R. Hall, Tech. Dir.	Young, Kettell-Carte Thesaurus, Capitol AP
PORTLAND 3	WCSH 1925	970 5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New Eng- land	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. John Hogan, Prom. Mgr. G. Fred Crandon, Chief Engr.	Weed, Banna Thesaurus AP, UP
PORTLAND 3	WGAN 1938	560 5,000	Guy Gannett Bcstg. Serv- ices 645a Congress St. 2-7489	CBS	Guy P. Gannett, Pres. & Gen. Mgr. Crighton E. Gatchell, Mgr. & Prom. Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth AP, UP
PORTLAND 3	WMTW 1946	1490 250	The Yankee Network Falmouth Hotel 4-2649	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neill, Pres.	Charles W. Curtin, Station Mgr. Linus Travers, Coml. Mgr.	Petry AP, INS
PORTLAND	WPOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC	Murray Carpenter, Pres. & Gen. Mgr. Gordon Lewis, Ass't Mgr. James McKnight, Sales Mgr.	Richard Bronson, Chief Anncr. Roger W. Hodgkins, Chief	Avery-Knode Kettell World AP
PRESQUE ISLE 1	WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	KBS	Harold E. Umphrey, Pres. Harold D. Glidden, Gen. & Coml. Mgr.	Ted Coffin, Prog. Dir. & Prom. Mgr. Lester E. Hughes, Chief Engr.	Cox & Tanz Thesaurus, Cole, SESAC, UP
WATERVILLE	WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 370	ABC	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. Mgr.	Charles F. Halsted, Prog. Dir. Richard S. Reid, Prom. Mgr. Donald H. Sutherland, Chief Engr.	Radio Adv., Kettell-Carte Standard AP

MARYLAND

ANNAPOLIS	WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Station & Sales Mgr.	C. E. Franklin, Chief Engr.	Lang-Worth, SESAC AP, UP
ANNAPOLIS	WASL	810 250-D	Chesapeake Radio Corp. Box 612 9211	Robert L. Blalock, Pres. W. H. Dodderidge, Gen. Mgr.	Harold Stephens, Prog. Dir. Jill Allen, Prom. Mgr. J. H. Griscom Jr., Chief Engr.	World AP
BALTIMORE 18	WBAL 1925	1090 50,000	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC	Harold C. Burke, Gen. Mgr. Kenneth Carter, Coml. Mgr.	John Dickman, Prog. Dir. Richard Duncan, Chief Engr.	Petry Thesaurus, World AP, UP, INS
BALTIMORE 1	WBMD 1947	750 1,000-D	Key Bcstg. Corp. 2 W. Eager St. Vernon 8125	George E. Hull, Pres. William R. Burrier, Gen. Mgr.	Genevieve Cain, Prog. Dir. Russel H. Morgan, Chief Engr.	Associated AP
BALTIMORE 1	WCAO 1922	600 5,000	The Monumental Radio Co. 1102 N. Charles St. Vernon 0600	CBS	Lewis M. Milbourne, Pres. L. Waters Milbourne, Exec. Vice Pres. & Gen. Mgr.	Leslie H. Peard Jr., Ass't Coml. Mgr. & Prom. Mgr. George L. Filling, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Standard AP
BALTIMORE 13	WCBM 1924	1400 250	Baltimore Bcstg. Corp. Harford & North Aven- ues University 8400	MBS	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr.	Charles A. Roeder, Prog. Dir. Newell A. Warner, Prom. Mgr. G. Porter Houston, Chief Engr.	Weed Associated UP, INS
BALTIMORE 2	WFBR 1922	1300 5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. Hope H. Barroll Jr., Exec. Vice Pres. William S. Pirie Jr., Dir. of Nat'l Sales William R. Dothard, Dir. of Local Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Publ. Dir. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Jr., Pres. Robert C. Embry, Vice Pres.	William Warren, Prog. Dir. James A. Duff, Chief Engr.	Headley-Reed Standard, Lang-Worth AP
BALTIMORE	WMAR (Construction permit)	850 1,000	A. S. Abel Co. Baltimore and Charles Sts.	E. K. Jett, V. P.		
BETHESDA- CHEVY CHASE	WBCC 1947	1120 250-D	Broadcast Management Inc. 5 Wilson Lane Oliver 2800	Willard D. Egoif, Pres. Parker H. Jones, Secy.- Treas.	William L. Browne, Prog. Dir. John Haskell, Sales Prom. Mgr. Vernon Story, Chief Engr.	Lang-Worth, Associated AP, UP
CAMBRIDGE	WCMD 1947	1240 100	The Cambridge Co. Cambridge	James H. Littlepage Thomas P. Littlepage Jr. } Partnership John Schneider, Coml. Mgr.		Standard UP
CUMBERLAND 1	WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker } Part- Charles Z. Heskett } ners Aurelia S. Becker, Pres. Gen. & Coml. Mgr.	Edwin F. Hinkle, Prog. Dir. David W. Jefferies, Chief Engr.	World AP, UP

W T B O

1928

1948

CUMBERLAND
MARYLAND

THE BUYING AUDIENCE OF THREE
STATES* DEPENDS ON WTBO FOR
RELIABLE SALES MESSAGES.

IN AFFILIATION WITH:
THE NATIONAL BROADCASTING CO.

* MARYLAND (WESTERN)
PENNSYLVANIA (SO. CENTRAL)
W. VIRGINIA (NO. CENTRAL)

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MARYLAND (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librat News Service
CUMBERLAND	WCUM (Construction permit)	1490 100	The Tower Realty Co. 222 E. Baltimore St., Baltimore, Md.		
EASTON	1480 1,000	Easton Bcstg Co., Inc. Easton	John N. Critchlow Sr., Pres.	
ESSEX	WSID 1947	1570 1,000-D	Sidney H. Tinley Jr. 136 Eastern Ave. 2400	Sidney H. Tinley Jr., Pres. Albert C. Goldbach, Gen. Mgr. Armand Terl, Coml. & Prom. Mgr.	Raymond Kay, Prog. Dir. Albert C. Goldbach, Chief Engr. Capitol, Forj MacGregor AP
FREDERICK	WFMD 1945	930 500	Monocacy Bcstg. Co. Winchester Hall 1626	CBS	Laurence Leonard, Pres. William E. Hardy, Gen. Mgr. James W. Robertson, Ass't Gen. Mgr. & Chief Engr.	Eve Leonard, Prog. Dir. Bill Hardy, Prom. Mgr. World AP
HAGERSTOWN	WARK 1947	1490 250	Antietam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	Andrew K. Coffman, Pres. Stewart W. Phillips, Gen. & Coml. Mgr.	James S. Simpson, Prog. Dir. G. Harold Brewer, Chief Engr. Radio Adver- tising Thesaurus AP
HAGERSTOWN	WJEJ 1922	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS Mary- land	Grover C. Crilley, Owner & Gen. Mgr. William H. Paulsgrove, Coml. & Prom. Mgr.	Marle Whitcraft, Prog. Dir. George W. McIntire, Chief Engr. Lang-Worth, SESAC, Work AP
HAVRE DE GRACE	1600 500-D	Cheapeake Bcstg. Corp. Havre de Grace	Jayson T. Pate, Pres.	
PRESTON 1	WESL 1947	1370 1000-D	Eastern Shore Bcstg. Co. Preston 2491	Max Chambers, Gen. Mgr.	AP
SALISBURY	WBOC 1940	960 1,000	The Peninsula Broadcast- ing Co. Radio Park 2480	MBS	John W. Downing, Pres. Charles J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr. Prog. Dir. Peter A. Alfonsi, Chief Engr. Burn-Smith World AP
SILVER SPRING	WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Kemp Mill Road Shepherd 1050	John W. Kluge, Pres. Joseph L. Brechner, Gen. Mgr. Robert W. Jonscher, Coml. Mgr.	Ernest Tannen, Prog. Dir. Nick Chaconas, Chief Engr. World, SESAC AP
SILVER SPRING	WOOK 1947	1590 1,000-D	United Broadcasting Co. 8512 Georgia Ave.		

MASSACHUSETTES

BOSTON	WBMS 1946	1090 1,000-D	The Templetone Radio Mfg. Corp. 35 Court St.			
BOSTON 16	WBZ 1921	1030 50,000	Westinghouse Radio Sta- tions, Inc. 275 Tremont St. (1170 Soldiers Field Rd., Allston 34—after June) Hancock 6-4261	NBC New Eng- land	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr. NBC Spot Associated Thesaurus AP, UP
BOSTON 16	WCOP 1925	1150 5,000	Massachusetts Bcstg. Corp. 485 Boylston St. Copley 7-0123	ABC	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong Jr., Nat'l. Coml. Mgr.	Harry Wheeler, Local Sales Mgr. Harry D. Goodwin, Prom. & Publ. Mgr. Gene King, Prog. Dir. Roland C. Hale, Chief Engr. H. Roy Marks, Ass't. Sales Mgr. Raymond G. Girardin, Prod. Mgr. Harold A. Dorschug, Chief Engr. Katz Standard AP, UP, INS
BOSTON 12	WEFI 1924	590 5,000	Columbia Bcstg. System Inc. 182 Tremont St. Hubbard 2323	CBS	Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr. Kingsley F. Horton, Ass't. Mgr. & Prog. Dir. Frederick H. Garrigus, Ass't Prog. Dir.	Radio Sales Lang-Worth AP, UP
BOSTON 16	WHDH 1926	850 5,000; CP-50,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 5500		William B. McGrath, Gen. Mgr. William W. Warner, Coml. Mgr.	George M. Perkins, Prog. Dir. Kerby Cushing, Prom. Mgr. Philip K. Baldwin, Chief Engr. Blair Capitol Standard Lang-Worth AP, UP
BOSTON	WMEX 1934	1510 5,000	The Northern Corp. 70 Brookline Ave.			
BOSTON 15	WNAC 1922	1260 5,000	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee	John Shepard 3rd., Chmn. of Bd. William O'Neil, Pres. Linus Travers, Vice-Pres., Gen. & Coml. Mgr.	George W. Steffy, Vice-Pres. & Prog. Dir. David F. Shurtleff, Prom. Mgr. Irving B. Robinson, Chief Engr. Petry Standard Associated SESAC AP, INS, Reu- ters
BOSTON	WORL 1926	950 1,000-D	Bcstg. Service Organiza- tion Inc. 216 Tremont St. Liberty 4540		Harold A. Lafount, Pres. George Lasker, Gen. Mgr. A. L. Robison, Ass't Gen. Mgr.	Robert Perry, Prog. Dir. John Parker, Chief Engr. Forjoe AP, UP
BROCKTON 64	WBET 1946	990 250-D	Enterprise Publishing Co. 60 Main St. Brockton 7062		Charles A. Fuller, Gen. Mgr. & Prog. Dir. Paul A. Belaire, Coml. Mgr.	Mark L. MacAdam, Tech. Dir. Thesaurus, Lang-Worth SESAC AP
BROCKTON	WBKA (Construction permit)	1450 250	Cur-Nan Co.			
BROOKLINE 46	WVOM (Construction permit)	1600 5,000	The Boston Bcstg. Corp. 100 Summit Ave. Beacon 3349		John C. Pappas, Pres. Benjamin Bartzoof, Exec. Vice Pres.	
CAMBRIDGE	740 250-D	Harvey Radio Labs. Cambridge		Frank Lyman Jr., Pres. Jeanne S. Lyman, V. P.	
CHICOPEE	WACE 1946	730 1,000-D	The Regional Bcstg. Co. 326 Chicopee St. Springfield 6-1323		John S. Begley, Treas. John S. Lloyd, Gen. Mgr. David Hayes, Coml. Mgr.	Terry Colwell, Prog. Dir. Forbes Parkyn, Prom. Mgr. Ralph J. Robinson, Chief Engr. Kettell-Carter McGeehan & O'Mara Thesaurus AP

LOOK AT YOUR MAP

NOTICE the 200-mile-long promontory of land jutting conspicuously between the Chesapeake Bay and Atlantic Ocean. This is the prosperous Delaware-Maryland-Virginia peninsula, known familiarly to millions of Americans as the "Eastern Shore".

HERE is an economic commonwealth fabulous in its own right for its variety of industries, its trade and commerce . . . progressive towns . . . rich farmlands . . . abundant fin and shell fish . . . colorful estates . . . water resorts . . . A province little affected by drastic economic fluctuations.

IN THE CENTER OF THIS FLOURISHING EMPIRE IS
SALISBURY, MARYLAND, ITS LARGEST CITY, AND—

W B O C

1,000 WATTS
UNLIMITED TIME

960 KILOCYCLES
FOUNDED IN 1940

W B O C - F M

12,000 WATTS RADIATED POWER -- 97.5 MC

NO RADIO STATION HAS FINER EQUIPMENT THAN THESE TWO
THE ONLY RADIO STATIONS, OR ADVERTISING MEDIUM, BLANKETING THE AREA

MARKET DATA—PRIMARY AREA

Population	287,900
Radio Homes	60,475
Retail Sales	\$181,717,000
Annual Income	\$317,525,000

RADIO PARK

A \$155,000 expansion program just completed provides 5 studios, large transmitter rooms, more offices—all air-conditioned—and new tower array.

ASK FOR THE BROCHURE: "THIS IS DEL-MAR-VA'S OWN RADIO VOICE"

Address: WBOC, Radio Park, Salisbury, Maryland

John W. Downing, *President*

Charles J. Truitt, *Manager*

MEMBER OF MUTUAL BROADCASTING SYSTEM (East-Central Group)

National Representatives: Burn-Smith Co., Inc.

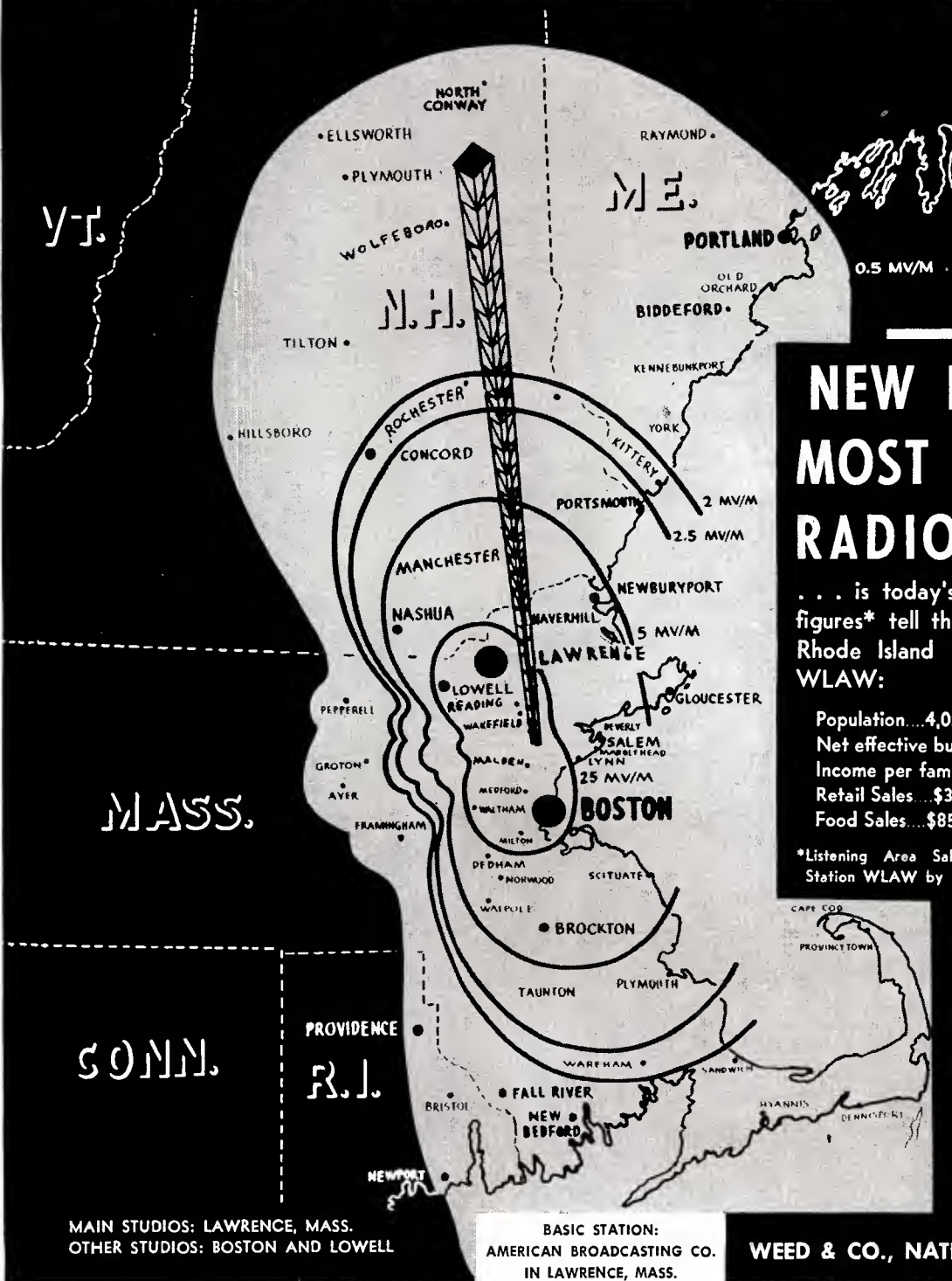
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MASSACHUSETTS (Continued)

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FALL RIVER	WSAR 1921	1480 5,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Pavao, Chief Engr.	Headley-Reed Lang-Worth Thesaurus UP
FALL RIVER (Construction permit)	1400 250	Narragansett Bcstg. Co. 12 Hudner Bldg.		Mitchell G. Meyers Ruben E. Aronheim Milton H. Myers } Part- ners		
FITCHBURG	WEIM 1941	1340 250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Milton H. Meyers, Oper. Partner Earle G. Clement, Gen. Mgr. Ford Billings, Coml. Mgr.	Richard Tucker, Prog. Dir. Theodore Kallin, Chief Engr.	Bannan AP
FRAMINGHAM	WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400		Richard E. Adams, Station Mgr. James H. Shoemaker, Coml. Mgr.	Lee Emmerich, Prog. Dir. G. Ellis Mott, Prom. Mgr. Francis Bartol, Chief Engr.	Kettell-Carter Capitol Thesaurus UP
GARDNER	WHOB 1946	1490 250	The Gardner Bcstg. Co. 39 Pleasant St. 1490		David M. Richman, Pres. Ted Jones, Gen. Mgr.	George Gray, Prog. Dir. Parker Vincent, Chief Engr.	Rambeau Thesaurus SESAC AP
GREENFIELD	WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee	John W. Haigis, Owner John W. Haigis Jr., Mgr. H. W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Leland F. Wheeler, Chief Engr.	Burn-Smith Bannan Thesaurus AP
HAVERHILL	WHAU 1947	1490 250	The Haverhill Gazette Co. 30 How St. 7090		John T. Russ, Pres. & Gen. Mgr.	E. Whitterige Clark, Prog. Dir. Herbert W. Brown, Chief Engr.	Kettell-Carter McGeehan & O'Mara World Associated SESAC AP
HOLYOKE	WHYN 1941	1400 250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight, Pres. Charles N. DeRose, Gen. Mgr. Patrick J. Montague, Coml. Mgr.	Jay Heitin, Prog. Dir. & Prom. Mgr. Thomas Humphrey, Chief Engr.	Walker Bannan Associated Lang-Worth UP
LAWRENCE	WGCM 1947	800 1,000-D	Lawrence Bcstg. Co. 54 Essex St. 3-7171		George H. Jaspert, Pres. Gordon S. Lev, Treas., Gen. Mgr. & Chief Engr.	William C. Engel, Coml. Mgr. Arthur I. Rothafel, Prog. Dir.	Thesaurus Capitol, SESAC AP
LAWRENCE	WLAW 1937	680 50,000	Hildreth & Rogers Co.	ABC	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr.		Weed
LOWELL	WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	Gerald Harrison, Pres. Dana W. Fitzgerald, Gen. Mgr. Haskell Bloomberg, Coml. Mgr.	Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr.	Petry Associated AP
LYNN	WLYN 1946	1360 500-D	Puritan Bcstg. Service Inc. 7 Willow St. 5-6200		A. M. Morgan, Pres. & Gen. Mgr. James E. Dunbar, Coml. Mgr.	Dorothy Rich, Prog. Dir. John W. Parker, Chief Engr.	Associated SESAC UP
NEW BEDFORD	WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	ABC	Basli Brewer, Vice Pres. & Treas. James M. Patt, Gen. Mgr.	Edward Boghosian, Prog. Dir. & Prom. Mgr. Arthur Deters, Chief Engr.	Rambeau Bannan World AP
NORTH ADAMS	WKOZ 1947	860 250-D	Citizens Bcstg. Co. 20 State St. 3470		John T. Ward Jr. } E. B. Cureton Jr. } Owners G. W. Fisher } Joseph R. Trott Jr. } John T. Ward Jr., Coml. Mgr. E. B. Cureton, Jr. Bus. Mgr.	Thomas M. Donlin, Prog. Dir. George W. Fisher, Prom. Mgr. Bud Kordalewski, Chief Engr.	McGillvra Standard Capitol UP
NORTH ADAMS	WMNB 1947	1230 250	Northern Berkshire Broadcasting Co. 27 Bank St.		Robert B. Clark } Robert Hardman } Part- James G. Keyworth } ners		
PITTSFIELD	WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC	Lawrence K. Miller } Donald B. Miller } Owners James L. Spates, Gen. Mgr. & & Chief Engr. W. Wendell Budrow, Coml. Mgr.	Franklin Wiener, Prog. Dir. John Williams, Prom. Mgr.	McKinney Lang-Worth Standard AP
PITTSFIELD	WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee	Leon Podolsky, Owner John T. Parsons, Gen. Mgr. Robert H. Burbank, Coml. Mgr.	Daniel Healy, Prog. Dir. Leonard Lavendale, Chief Engr.	Walker Bannan Thesaurus UP
QUINCY 69	WJDA 1946	1300 1,000-D	South Shore Bcstg. Co. Inc. 29 Brackett St. Mayflower 1300		Joseph H. Tobin } Owners James D. Asher } Joseph H. Tobin, Station Mgr. & Prog. Dir.	James D. Asher, Coml. & Prom. Mgr. James O. Wood, Chief Engr.	World AP
SALEM	WESX 1939	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. Edmund L. Phelan, Gen. Mgr. Edward Tibbetts, Coml. Mgr.	Irene Roberts, Prog. Dir. Richard I. Hammond, Chief Engr.	AP, UP

WLAW



NEW ENGLAND'S MOST POWERFUL RADIO STATION

... is today's Best Buy. The following figures* tell the story of the Maine to Rhode Island sales area blanketed by WLAW:

Population...4,052,200
 Net effective buying income...\$4,666,248,000
 Income per family...\$4,250
 Retail Sales...\$3,263,411,000
 Food Sales...\$858,354,000

*Listening Area Sales Potential Study compiled for Station WLAW by Sales Management.

50,000
WATTS
680 KC

MAIN STUDIOS: LAWRENCE, MASS.
 OTHER STUDIOS: BOSTON AND LOWELL

BASIC STATION:
 AMERICAN BROADCASTING CO.
 IN LAWRENCE, MASS.

WEED & CO., NATIONAL REPRESENTATIVES

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libral News Service	
SPRINGFIELD	WBZA 1925	1030 1,000	Westinghouse Radio Stations, Inc. Hotel Kimball 6-8336	NBC New England	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr.	C. Herbert Masse, Sales Mgr. Lynn Morrow, Asst. Sales Mgr. W. Gordon Swan, Prog. Mgr. Harold E. Randol, Chief Engr.	NBC Spot Associated Thesaurus AP, UP
SPRINGFIELD 3	WMAS 1932	1450 250	WMAS Inc. Hotel Charles 7-1414	CBS	Gerald Harrison, Pres. Robert Donahue, Gen. Mgr. Robert Feldman, Coml. Mgr.	Turner Cooke, Prog. Dir. Paul Peltier, Prom. Mgr. John Michnovez, Chief Engr.	Petry Associated UP
SPRINGFIELD 5	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, Vice Pres. & Coml. Mgr.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Prom. Mgr. Lawrence A. Rellly, Chief Engr.	Hollingbery Lang-Worth AP
WALTHAM	WCRB (Construction permit)	1330 500-D	Charles River Bcstg. Co. 206 Monroe St. Dedham, Mass.		L. P. Liles, John E. Hoffer Richard C. O'Hare } Partners		
WARE	WRMS (Construction permit)	1250 500-D	Donald W. Howe Gilbertville Road		Donald W. Howe, Owner Daniel J. Hyland Jr., Gen. & Coml. Mgr.	Albert Green, Chief Engr.	Associated AP
WEST YARMOUTH	WOEB 1943	1240 250	Bristol Bcstg. Co. Inc. West Yarmouth Hyannis 502	ABC KBS	Basll Brewer, Pres. Donald L. Sellers, Gen. & Coml. & Prom. Mgr.	Marlon Crowell, Prog. Dir. Arthur Deters, Chief Engr.	Rambeau
WORCESTER 8	WAAB 1931	1440 5,000	The Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres. Richard A. Cobb, Station Mgr.	Linus Travers, Coml. Mgr. Albert M. Hiorns, Prog. Dir. Joseph E. Grahn, Chief Engr.	Petry Associated Standard AP, INS
WORCESTER 8	WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672		Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. & Treas. Kenneth B. Murray, Coml. Mgr.	John F. Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon Wilson, Chief Engr.	Young Kettell-Carte Thesaurus Capitol UP
WORCESTER 2	WORC 1925	1310 1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred Frank Kleindienst, Pres. Mildred P. Stanton, Gen. & Coml. Mgr.		Weed Lang-Worth INS
WORCESTER 1	WTAG 1924	580 5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. Vice Pres. Robert W. Booth, Vice Pres. & Gen. Mgr. Herbert L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. & Prod. Mgr. Andrew C. Fuller, Publ. & Prom. Mgr. Elliot A. Browning, Chief Engr.	Raymer Associated World AP

MICHIGAN

ADRIAN	WABJ 1946	1500 250-D	The Adrian Bcstg. Co. 111 E. Maumee St. 1599	Alden M. Cooper } Co-Owners Gail D. Griner } & Co-Mgrs. Alden M. Cooper, Coml. Mgr.	Gail D. Griner, Prog. Dir. Gordon F. Sweeley, Chief Engr.	Griffith Thesaurus UP
ALPENA	WATZ 1946	1450 250	Midwestern Bcstg. Co. M-32 West 1049	MBS KBS Wolverine	Les Biederman, Pres. & Chief Engr. Drew McClay, Mgr. & Prom. Mgr.		Holman AP
ANN ARBOR	WHRV 1947	1600 1,000	Huron Valley Bcstg. Inc. Box 160 2-4573	ABC	J. F. Hopkins, Pres. & Gen. Mgr. R. S. Augustus, Coml. Mgr.	Sybil Krieghoff, Prog. Dir. James W. Allen, Chief Engr.	ForJoe World AP
ANN ARBOR	WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. 106 East Liberty Street 25317	Arthur E. Greene, Pres. Edward F. Baughn, Gen. Mgr. Ted Turner, Coml. Mgr.	Edwin G. Burrows, Prog. Dir. George D. Stearns, Chief Engr.	Burn-Smith Standard, Associated AP, INS
BATTLE CREEK	WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank Bldg. 5655	ABC Michi- gan Wolverine	Federated Publications Inc., Chief Owner D. E. Payne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. Earl J. Stone, Chief Engr.	Burn-Smith Lang-Worth AP
BATTLE CREEK	WBCK (Construction permit)	930 1,000	Michigan Broadcasting Co. Post Bldg.			
BAY CITY	WBOM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Michi- gan	Harley D. Peet, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Hollingbery World, Lang-Worth UP
BENTON HARBOR	WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. 5-2113	Stanley R. Banyon, Pres. Jake F. Scherer, Gen. Mgr. Wm. L. Harmon, Coml. Mgr.	Phil Molloy, Prog. Dir. Munson U. Robinson, Chief Engr.	Lang-Worth AP
CADILLAC	WATT 1945	1240 250	Midwestern Bcstg. Co. Cadillac 1270	MBS KBS Bunyan Wolverine	Les Biederman, Chief Owner John Cundiff, Gen. Mgr. Merritt Chandler, Coml. Mgr.	William H. Kiker, Chief Engr.	Lang-Worth, SESAC
DEARBORN	WKMH 1946	1540; CP-1310 1,000-D; CP-1,000-U	WKMH Inc. WKMH Bldg. Superior 4000	Fred A. Knorr, Pres. & Gen. Mgr. Walter Patterson, Coml. & Prom. Mgr.	Kirk Knight, Prog. Dir. Jerrold Martin, Chief Engr.	Weed Lang-Worth UP, INS

WSAR FALL RIVER

GOES 5,000 WATTS

AND PLACES MORE THAN
A HALF-MILLION
CUSTOMERS

IN THE PALM OF YOUR HAND!



REPRESENTED
by
HEADLEY-REED CO.

- NEW YORK
- CHICAGO
- DETROIT
- ATLANTA
- SAN FRANCISCO
- LOS ANGELES

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MICHIGAN (Continued)

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DETROIT (Windsor)	CKLW 1932	800 5,000	Essex Broadcasters Inc. Guarantee Trust Bldg. Cadillac 7200	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. Richard Jones, Coml. Mgr.	Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Young Stovik INS, UP
DETROIT 2	WJBK 1925	1490 250	Detroit Bestg. Co. Cor. Woodward & Kirby Sts. Trinity 2-2000	Wolver- ine	George B. Storer, Pres. Ralph G. Elvin, V. P. in charge of Operations George M. Millar, Coml. Mgr.	Judith Lawton, Prog. Dir. Robert Anthony, Prom. Mgr. Paul Frincke, Chief Engr.	ForJoe Lang-Worth, World Thesaurus AP
DETROIT 26	WJLB 1926	1400 250	Booth Radio Stations Inc. 3100 David Broderick Tower Cadillac 7600	John Lord Booth, Pres. Hugh M. Gray, Gen. Mgr. Eric V. Hay, Coml. Mgr.	George Kendall, Prog. Dir. Mitchell Jachinski, Prom. Mgr. Edward H. Clark, Chief Engr.	Burn-Smith, Holman World AP
DETROIT 2	WJR 1925	760 50,000	WJR, The Goodwill Sta- tion Inc. 2100 Fisher Bldg. Madison 4440	CBS	G. A. Richards, Pres. Harry Wismer, Asst. to Pres. Conrad Noll Jr., Optg. Mgr. A. B. Shawd, Sales Mgr.	Worth Kramer, Prog. Dir. James Quello, Dir. Publ. & Prom. G. F. Leydo, Chief Engr.	Petry Thesaurus Standard, Lang-Worth, Associated AP, UP, INS
DETROIT 31	WWJ 1920	950 5,000	Evening News Associa- tion 630 W. Lafayette Ave. Randolph 2-000	NBC	W. J. Scripps, Dir. of Radio The Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Sales Mgr.	Melvin C. Wissman, Prog. Dir. Jake Aibert, Prom. Mgr. Edgar J. Love, Gen. Engr. Mgr.	Hollingsbery Standard AP, UP
DETROIT 27	WXYZ 1930	1270 5,000	King-Trendle Bestg. Corp. 1700 Stroh Building Cherry 8321	ABC Michi- gan	James G. Riddell, Gen. Mgr. Harold S. Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. William J. Hendricks, Prom. Mgr. Charles Kotcher, Chief Engr.	Standara Lang-Wortz World UP, INS
EAST LANSING	*WKAR 1921	870 5,000-D	Michigan State College East Lansing Lansing 8-1511	Robert J. Coleman, Gen. Mgr.	Larry Frymlre, Prog. Dir. Norris Grover, Chief Engr.	Thesaurus, Lang-Worth AP
ESCANABA	WDBC 1941	1490 250	Delta Broadcasting Co.	MBS KBS Wolver- ine			
FLINT 3	WBBC 1947	1330 1,000	Booth Bestg. Co. 112 W. Water St. 9-8686	MBS	John Lord Booth, Pres. Robert L. Balfour, Gen. Mgr. August Torreano, Coml. Mgr.	W. Eldon Garner, Sales Mgr. Robert L. Mabry, Prog. Dir. George Geiger, Prom. Mgr. C. Elwood Ryan, Chief Engr.	ForJoe MacGregor, Capitol AP
FLINT	WFDP 1922	910 1,000	Flint Broadcasting Co.	ABC Michi- gan Wolver- ine			
FLINT 4	WMRP 1943	1510 250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112	Daniel M. Robins, Pres. William H. Morford, Gen. & Coml. Mgr.	Cedric Farger, Prog. Dir. Homer Blumerich, Chief Engr.	Grant Standard
FLINT	WTCB 1947	600 1,000-LS 500-N	Trendle-Campbell Bestg. Co. 740 S. Saginaw St. 2-1136	NBC	George W. Trendle, Pres. & Treas. H. Allen Campbell, Vice Pres. & Gen. Mgr. Don DeGroot, Resident Mgr.	Russell H. Edsall, Sales Dir. William R. Dixon, Prog. Dir. Harold Holmes, Chief Engr.	Raymer World UP
FLINT 3	WWOK 1946	1470 1,000	Drohlich Bros. 432 N. Saginaw St. 4-1691	Wolver- ine	Albert S. Drohlich Owners Robert A. Drohlich Robert A. Drohlich, Gen. & Coml. Mgr.	Albert S. Drohlich, Prog. Dir. & Prom. Mgr.	McGillvra Associated, Cole UP
GRAND RAPIDS 2...	WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 430 Federal Square Bldg. 6-9541	Wolver- ine	Simon W. Oppenhuizen, Pres., Gen. & Coml. Mgr. Jennie Oppenhuizen, Vice Pres.	Raymond A. Plank, Treas., Ass't Mgr. & Chief Engr. Gordon F. Kibby, Prog. Dir. Henry G. Bosch, Prom. Mgr.	Walker Capitol, Lang-Worth, SESAC AP
GRAND RAPIDS 3...	WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave. N.E. 9-4111	Paul F. Eichhorn, Pres. & Gen. Mgr. George Hartman, Coml. Mgr.	Cameron Blake, Prog. Dir. J. C. Yeakey, Local Sales Mgr. Richard Groenevelt, Chief Engr.	Standard, Associated AP
GRAND RAPIDS 1...	WJEF 1945	1230 250	Fetzer Bestg. Co. Fantiing Hotel 6-8512	CBS	John E. Fetzer, Pres. Edward H. Bronson, Gen. Mgr. & Prog. Dir. John W. O'Harrow, Coml. Mgr.	Richard L. Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodei Associated, Standard AP
GRAND RAPIDS 2...	WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABC Michi- gan	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	D. Cotton, Prog. Dir. Lee Stevens, Chief Engr.	McGillvra Standard UP
GRAND RAPIDS 2...	WOOD 1924	1300 5,000	American Bestg. Co. Grand Rapids Nat'l Bank Bldg. 9-4211	NBC Wolver- ine	Stanley W. Barnett, Gen. Mgr. Lyman Anson, Coml. Mgr.	Sandy Meek, Prog. Dir. Lenore Little, Publ. Rel. Dir. Fred W. Russell, Chief Engr.	Raymer Lang-Worth SESAC, World UP
HOLLAND	WHTC (Construction permit)	1450 250	Holland Broadcasting Co. 135 W. 11th St.	Millard C. Westrate, Pres., Chief Engr. Willard C. Wichers, V. P. & Prog. Dir.		AP



TELEVISION . . . *in action!*

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen! Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television . . . reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM...

Associate AM Station WWJ

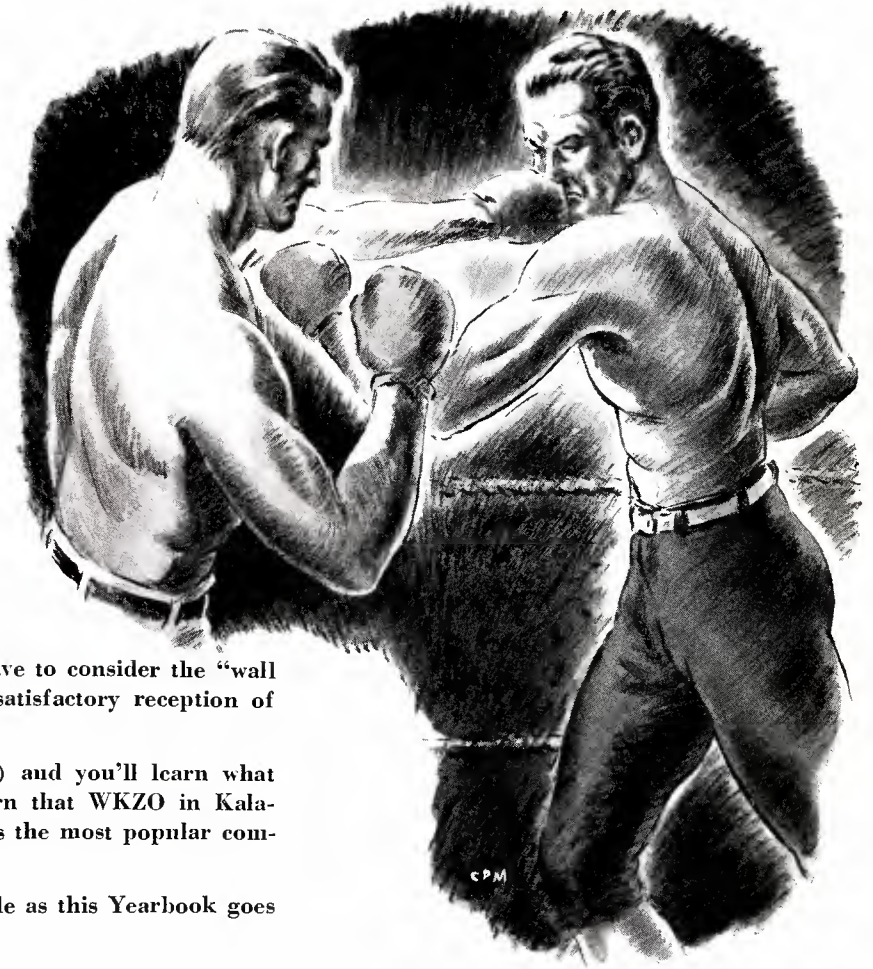
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MICHIGAN (Continued)

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HOUGHTON	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS KBS Wolverine	John W. Rice, Exec. Vice Pres. Albert W. Payne, Station Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Tech. Supvr. Walker World
IRON MOUNTAIN	WIKB 1943	1230 250	Upper Mich.-Wis. Bcstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr. J. A. Marta, Sales & Prom. Mgr.	Carl Casperson, Prog. Dir. & Studio Mgr. Eugene Kaari, Chief Engr. Walker Standard UP
IRON MOUNTAIN	WMIQ 1947	1450 250	Iron Mountain Kingsford Bcstg. Co. 211 E. Ludington St. 2031	William F. Russell, Pres. William C. Johnson, Gen. Mgr. John S. Wallis, Coml. Mgr.	Ronald F. Bothe, Prog. Dir. & Prom. Mgr. Robert W. Berry, Chief Engr. Lang-Worth UP
IRONWOOD	WJMS 1931	630 1,000	Upper Mich.-Wis. Bcstg. Co. Inc. Ironwood 20	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Vice Pres. & Gen. Mgr.	J. A. Marta, Sales & Prom. Mgr. Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr. Walker Standard UP
ISHPEMING	WJPD 1947	1240 250	IshpeMING Broadcasting Co. Jenks Block 1892	James P. Deegan, Pres., Gen. & Coml. Mgr.	Paul C. Crowley, Prog. Dir. Carl B. Tupala, Prom. Mgr. Bernard R. Maloney, Chief Engr. Lang-Worth AP
JACKSON	WIBM 1927	1450 250	WIBM Inc. Hotel Hayes 6121	ABC Michi- gan Wolverine	Herman Radner, Pres. Roy Radner, Vice Pres. William Cizek, Gen. Mgr.	Bill Atherton, Coml. Mgr. Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr. ForJoe, Holman Thesaurus
KALAMAZOO 8	WGFG 1947	1360 1,000	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 5191	ABC Michi- gan Wolverine	Harold F. Gross, Pres. & Gen. Mgr.	Charles T. Lynch, Prog. Dir. Irene A. Ginther, Prom. Mgr. Standard UP
KALAMAZOO 99	WKZO 1923	590 5,000	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. Mgr.	Willis F. Dunbar, Prog. Dir. Richard Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr. Avery-Knodel Standard, World AP
LANSING 30	WLS 1946	1430 500-D	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS KBS Wolverine	W. A. Pomeroy, Pres. & Gen. Mgr. R. S. Underhill, Coml. Mgr.	R. E. Kauffman Jr., Prog. Dir. Bruce Elliott, Prom. Mgr. John C. Pomeroy, Chief Engr. Holman Capitol, Lang-Worth AP
LANSING 16	WJIM 1934	1240; CP-550 250; CP-1000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michi- gan	Harold F. Gross, Pres., Gen. & Coml. Mgr.	Howard K. Finch, Prog. Dir. Kay Bergin, Prom. Mgr. Elza Runkle, Chief Engr. Standard, Thesaurus, World UP
LAPEER	WMPC 1926	1230 250 SH	The Liberty St. Gospel Church		
LUDINGTON	WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	KBS Wolverine	Grant F. Ashbacker Partner- Karl L. Ashbacker ship Karl Ashbacker, Gen. & Coml. Mgr.	Peter A. Mars, Prog. Dir. & Prom. Mgr. Frederick A. Bld, Chief Engr. Burn-Smith World, Keystone, SESAC UP
MARQUETTE	WDMJ 1931	1340 250	The Lake Superior Broadcasting Co.	MBS KBS Wolverine		
MARQUETTE	WMMI (Construction permit)	970 1,000-D	Gordon H. Brozek 609 N. 3rd St.		
MUSKEGON	WKBZ 1926	1490; CP-850 250; CP-1,000	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Michi- gan Wolverine	Grant F. Ashbacker, Pres. Fred W. Wagenvoord, Gen. & Coml. Mgr.	Howard Hoffman, Prog. Dir. Bill Bennett, Prom. Mgr. Kenneth Pendleton, Chief Engr. Burn-Smith World, Standard UP
MUSKEGON	WMUS 1947	1090 1,000-D	Greater Muskegon Broad- casters Inc. 1769 Peck St. 27-608	Wolverine	William C. Wester, Gen. & Coml. Mgr. Billy L. Bennett, Prog. Dir.	Clinton Raymond, Prom. Mgr. N. L. Kessler, Chief Engr. Associated, Thesaurus AF, UP
OWOSSO	WOAP 1947	1080 250-D	Argus Press Co. 2300 N. Shiawassee 980	J. E. Campbell, Pres. M. H. Wirth, Gen. Mgr.	J. Hall Smith, Prog. Dir. Stanley Bristol, Chief Engr. McGillvra Standard AF
PONTIAC	WCAR 1940	1130 1,000-D	WCAR, Inc.		
PETOSKEY	WMBN 1947	1340 250	Midwestern Bcstg. Co. Petoskey 3633	MBS KBS Paul Bunyan Wolverine	Les Biederman, Pres. Ralph Pierson, Gen. Mgr. Merten Carter, Coml. Mgr.	Max Anspaugh, Prog. Dir. William H. Kiker, Chief Engr. Lang-Worth AP
PORT HURON	WHLS 1933	1450 250	Port Huron Bcstg. Co. 932 Military St. 23151	MBS KBS Wolverine	Harmon LeRoy Stevens, Herman LeRoy Stevens; Partnership Helen Nelson, Gen. Mgr.	Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr. Gene Grant, Holman Lang-Worth, Standard, World UP
PORT HURON	WTHH 1947	1360 1,000-D	Times Herald Co. 903 Sixth St. 5171	W. W. Ottaway, Pres. L. A. Weil, V. P. Herb Michael, Station Mgr. & Prog. Mgr.	Al Goetze, Coml. & Prom. Mgr. Dick Noel, Prog. Mgr. Marion Stoner, Chief Engr. McGillvra Capitol, Associated, SESAC AF

YOU MIGHT BOX FOR 110 ROUNDS*— BUT... YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN!



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that *stops* satisfactory reception of outside broadcasts.

Consult the latest Hooper Report (Spring, 1947) and you'll learn what stations best cover Western Michigan—you'll learn that WKZO in Kalamazoo and WJEF in Grand Rapids are by all odds the most popular combination in the entire area.

Here is an excerpt from the latest Hooper available as this Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF WKZO	OTHER NET- WORK "A"	ALL NET- WORK "B"	ALL NET- WORK "C"	ALL NET- WORK "D"	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	20.7	38.6	5.5	21.5	4.7	27.9	1.8	6,694
12 NOON—6:00 PM (MON. thru FRI.)	20.8	32.9	7.5	26.1	4.8	26.2	2.5	9,896
6:00 PM—10:00 PM (SUN. thru SAT.)	31.8	36.3	5.1	14.3	6.9	36.1	1.3	18,496

Let us send you *all* the facts, and you'll never again try to cover Western Michigan with an outside station! Write us—or just ask Avery-Knodel, Inc.

* *Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893 in New Orleans.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders . . . most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



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ROYAL OAK	WEXL 1931	1340 250	Royal Oak Bcstg. Co. 212 West Sixth St. Elmhurst 6524	George B. Hartrick, Pres. Calvert M. Hill, Gen. & Coml. Mgr.	Gordon Sparks, Prog. Dir. Garnet Sparks, Chief Engr.	Standard AP, INS
SAGINAW	WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington 3-4471	Wolver- ine	O. J. Kelchner } Equal W. J. Edwards } Partnership H. H. Wolfe } O. J. Kelchner, Gen. Mgr.	W. J. Edwards, Coml. & Prom. Mgr. H. H. Wolfe, Prog. Dir. Max W. Thomas, Chief Engr.	T-H-S Associated, Lang-Worth UP
SAGINAW	WSAM 1940	1400 250	Saginaw Bcstg. Co. Radio Bldg. 2-8161	NBC	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	William J. Lofback, Prog. Dir. Jacqueline Jefferson, Prog. Prom. Mgr. Meridith L. Koerner, Engi- neering Dir.	Headley-Reed Standard, World INS
SAULT STE. MARIE	WSOO 1940	1230 250-LS 100-N	Hawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michi- gan	Stanley R. Pratt, Pres. Richard Y. Burnett, Mgr. Russ Staffeld, Coml. Mgr.	Ray Ulbrich, Prog. Dir. Ed Krieger, Prom. Dir. William Morris, Chief Engr.	Lang-Worth, SESAC AP
FRAVERSE CITY	WTCM 1941	1400 250	Midwestern Bcstg. Co. Anderson Bldg. 1150	MBS KBS Paul Bryan Wolver- ine	Les Blederman, Pres. R. E. Detwiler, Coml. Mgr.	Ken Haven, Prog. Dir. William Kiker, Chief Engr.	Holman Lang-Worth AP

MINNESOTA

ALBERT LEA	KATE 1937	1450 250	Albert Lea-Austin Broadcasting Co.	ABC		
AUSTIN	KAUS (Construction permit)	1480 1,000	Cedar Valley Bcstg. Co. 319 N. Main St. (Temp.)		Harry M. Smith, Pres. W. W. McCurnin, Gen. Mgr.		
BEMIDJI	KBUN 1946	1450 250	Bemidji Bcstg. Co. 419½ Beltrami Ave. 10	MBS	Harry F. Pihl, Pres. Robert A. Mullen, Gen. Mgr. & Prog. Dir.	Don Peterson, Sports Dir. Denvy Doty, Chief Engr.	Walker Lang-Worth UP
BRAINERD	KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 1400	MBS	E. Thomas O'Brien, Pres. & Gen. Mgr. M. C. Gorham, Coml. & Prom. Mgr.	Mrs. Lucile G. Grosse, Prog. Dir. A. L. Vandersluis, Chief Engr.	Walker Standard AP
BRECKENRIDGE	(Construction permit)	1450 250	Interstate Bcstg. Corp. Breckenridge	Don H. Bower, Pres. Dr. E. A. Eberlin, V.P. Kline E. Bower, Treas.		
CROOKSTON	KROX (Construction permit)	1050 1,000-D	Crookston Bcstg. Co. Crookston	D. A. McKenzie, Pres. A. J. Jensen, V.P.		
DULUTH	KDAL 1927	610 5,000	Red River Broadcasting Co., Inc. Bradley Bldg.			
DULUTH	WEBC 1924	1320 5,000	Head of the Lakes Broadcasting Co.	NBC			
DULUTH 2	WREX 1947	1080 10,000-LS 5,000-N	Lake Superior Bcstg. Co. 213 E. Superior St. Radisson 1080	MBS	Thomas M. McCabe, Pres. James R. King, Gen. & Coml. Mgr.	Rolf M. Erickson, Prog. Dir. Frank Watson, Prom. Mgr. William H. Lounsberry, Chief Engr.	World UP
ELY	WXLT (Construction permit)	1450 250	Charles W. Ingersoll Box 450 226	Charles W. Ingersoll, Pres. & Gen. Mgr. Anthony R. Martinson, Coml. Mgr.	Leo J. Kuhn, Prog. Dir. Carl E. Davidson, Prom. Mgr. Harold Kolari, Chief Engr.	MacGregor UP
EVELETH	WEVE 1947	1340 250	Eldson Inc. 921 Tower Ave. Superior, Wis. 4451	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Elden Soberg, Coml. Mgr.	J. Melvin Laskey, Chief Engr.	Lang-Worth AP
FARIBAULT	KDHL 1947	920 1,000	Lee-Smith Bcstg. Co. Faribault		Herbert H. Lee } Palmer Dragsten } Partners John E. Hyde Jr. }		
FERGUS FALLS	KGDE 1926	1230 250	Fergus Radio Corp. Fergus Falls 3986	MBS	Harold L. Dell, Exec. Dir.	Don L. Albertson, Gen. Mgr.	Walker AP
GRAND RAPIDS	KBZY (Construction permit)	1490 250	Itasca Broadcasting Co. 2 E. Third St.	Robert D. Kennedy, Pres. Larke L. Huntley, V.P.	
HIBBING	WMFG 1935	1240 250	Head of the Lakes Broadcasting Co. Androy Hotel 1150	NBC Arrow- head	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Station & Coml. Mgr.	Ruth E. Coe, Prog. Dir. Jamea MacDougall, Prom. Mgr. Norman Gill, Chief Engr.	Hollingsbery Associated UP
MANKATO	KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC North- west	John F. Meagher, Gen. & Coml. Mgr. Jerry Deane, Prog. Dir.	Bob Gardner, Prom. Mgr. Jim Houts, Chief Engr.	Pearson Thesaurus, Lang-Worth UP
MARSHALL	KMHL 1947	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS	Harry W. Linder, Owner, Technical Dir. Gilmore F. Frayseth, Gen. Mgr.	Homer Love, Prog. Dir.	Pearson UP
MINNEAPOLIS 2 (St. Paul)	KSTP 1928	1500 50,000	KSTP Inc. Radio City Minneapolis 2 Bridgeport 3222 St. Paul—Cedar 5511	NBC North- west	Stanley E. Hubbard, Pres. & Gen. Mgr. Miller C. Robertson, Coml. Mgr. Kenneth M. Hance, Vice Pres., Treas. & Station Mgr.	Brooks Henderson, Prod. Supvr. Joe Cook, Prom. Mgr. John N. Fricker, Chief Engr.	Petry Thesaurus World Lang-Worth Standard AP, UP
MINNEAPOLIS 14 (St. Paul)	*KUOM 1921	770 5,000-D ST-WCAL	U. of Minnesota Minneapolis Main 8177	Burton Paulu, Gen. Mgr.	Ruth E. Swanson, Prog. Dir. Berten A. Holmberg, Chief Engr.	AP
MINNEAPOLIS 2 (St. Paul)	WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Frank Stanton, (CBS) Pres. Merle S. Jones, Gen. Mgr. Tom Dawson, Sales Mgr. Gene Wilkey, Prog. Dir.	Carl Ward, Dir. Publ. & Sales Prom. E. W. Ziebarth, Educ. Dir. J. J. Beloungy, Chief Engr.	Radio Sales Lang-Worth, Standard AP, UP
MINNEAPOLIS 1 (St. Paul)	WDGY 1923	1130 5,000-LS 500-N L-Albuquerque	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	Charles T. Stuart, Pres. & Exec. Dir. (Lincoln, Nebr.) Melvin Drake, Vice Pres. & Station Mgr.	B. Kendall Crane, Prog. Dir. Charles W. Winkler, Chief Engr. (Lincoln, Nebr.)	Avery-Knode Capitol, Standard AP

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MINNEAPOLIS 3 (St. Paul)	WLOL 1940	1330 5,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. S. Atlantic 0406	MBS	Ralph Atlas, Chief Owner Norman Boggs, Pres. & Gen. Mgr. C. T. Hagman, Exec. V.-P. & Coml. Mgr.	Robert Bouchier, Prog. Dir. Stu Mann, Prom. Mgr. Merle Bjork, Trans. Engr. Gene Brautigam, Control Engr.	Blair UP
MINNEAPOLIS 2 (St. Paul)	WMIN 1936	1400 250	WMIN Bcstg. Co. Hamm Bldg., St. Paul Garfield 1361	Edward Hoffman, Pres. & Gen. Mgr. Frank M. Devaney, Ass't Gen. Mgr. & Prom. Mgr.	Charles E. Michaud, Coml. Mgr. Warren B. Fritze, Chief Engr.	ForJoe Associated AP
MINNEAPOLIS 4 (St. Paul)	WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairy- land	St. Paul Dispatch-Pioneer Press & Minn. Tribune Co., Owners F. Van Konynenburg, Gen. Mgr. Robert Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. Cliff J. Rian, Prom. Mgr. John M. Sherman, Tech. Dir.	Free & Peters Capitol, Associated, Capitol AP, UP
MOORHEAD	KVOX 1937	1340 250	KVOX Bcstg. Co. 813 Center Ave. 3-1523 (Fargo, N. D.)	MBS	David C. Shepard, Pres. M. M. Marget, Gen. Mgr. Arv Johnson, Coml. Mgr.	Dale Howard, Prog. Dir. Harry Vose, Chief Engr.	Walker Capitol, SESAC UP
NORTHFIELD	*WCAL ST-KUOM	770 5,000-D	St. Olaf College Northfield 770	Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Chief Engr.	AP
ROCHESTER	KROC 1935	1340 250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC North- west	Mrs. Gregory Gentling, Pres. & Gen. Mgr. G. David Gentling, Coml. Mgr.	Cal Smith, Prog. Dir. Walter Bruzek, Prom. Mgr. Fred Clarke, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1938	1450 250	St. Cloud Daily Times Weber Bldg. 3330	NBC North- west	Fred Schilplin, Pres. Frederick C. Schilplin, Gen. Mgr. John A. Krauel, Coml. Mgr.	Avis Russell, Prog. Dir. Robert Witschen, Chief Engr.	Thesaurus, Lang-Worth AP
THIEF RIVER FALLS	KTRF 1947	1230 250	Henry K. Arneson 237 Crocker Ave., N.			
VIRGINIA	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC North- west Arrow- head	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. O. H. Peterson, Mgr.	Alice Mae McBride, Traffic Bud Germ, Prog. Dir. Norman Gill, Chief Engr.	
WADENA	KWAD (Construction permit)	920 1,000	Associated Bcstrs., Inc. First Natl. Bk. Bldg.	H. G. Alexander, Gen. Mgr. & Chief Engr.	Juanita I. Hall, Coml. Mgr. & Prog. Dir.	Capitol AP
WILLMAR	KWLM 1946	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Dairy- land	H. W. Linder, Pres. & Gen. Mgr. Jack Lynch, Coml. Mgr. & Prog. Dir.	Bill Linder, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairy- land	Maxwell H. White } Part- Hermann R. Wiecking } ners Maxwell H. White, Pres.	H. A. Winther, Gen. & Coml. Mgr. Doris Cooper, Prog. Dir. Ethel Goetzman, Publ. Dir.	Pearson Lang-Worth AP
WORTHINGTON	KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Thompson Hotel 2-7301	R. W. Olson, Pres. & Coml. Mgr. R. E. Shepard, Mgr.	F. W. Endersbe, Prog. Dir. & Prom. Mgr. Clinton Knapp, Chief Engr.	Bulmer- Johnson Lang-Worth UP

MISSISSIPPI

BILOXI	WLOX 1947	1490 250	WLOX Bcstg. Co. Buena Vista Hotel	J. S. Love Jr., Exec. Vice Pres. Gene Tibbett, Gen. Mgr. & Prom. Mgr.	Carl U. Upchurch, Coml. Mgr. Carl Junkers, Prog. Dir. Thomas Blue Major, Chief Engr.	Rambeau Standard UP
BILOXI	WVMI (Construction permit)	570 1,000-D	Radio Associates	James H. McKee } Odes S. Robinson } Partners G. E. Holmes }		
CLARKSDALE	WROX	1450 250	Birney Imes Estate Birney Imes Jr. (Exe- cutor) Clarksdale 1566	MBS KBS Mid South	Birney Imes, Pres. P. B. Hinman, Gen. Mgr. H. E. Gurney, Coml.	J. C. Clayton, Chief Engr.	Sears & Ayer World AP
COLUMBIA	WCJU 1947	1450 250	Lester Williams	MBS KBS Rebel			
COLUMBUS	WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid South	Birney Imes Jr., Pres. Bob McRaney, Gen. & Prom. Mgr.	James Eatherton, Coml. Mgr. Thomas McFerrin, Chief Engr.	Sears & Ayer World AP
CORINTH 1	WCMA 1946	1230 250	The Corinth Bcstg. Co. Inc. Ray Bldg. 800	MBS Dixie	Aaron B. Robinson, Pres. & Gen. Mgr. Bill Winsett, Coml. Mgr.	Jim Hoppers, Prog. Dir. John E. Bell, Prom. Mgr. W. M. Essary, Chief Engr.	Burn-Smith World, Standard UP
GRENADA	WRXL (Construction permit)	1400 250	Robin Weaver Box 236			
GREENVILLE	WJPR 1939	1340 250	Radio Services Co. 107 S. Poplar St. 2434	MBS KBS	Emmet H. McMurry } Frank W. Baldwin } Own- Thomas H. Golding } ners Emmet H. McMurry Jr., Gen. Mgr.	Frank W. Baldwin, Coml. Mgr. Charles Allen, Prog. Dir. & Prom. Mgr. Percy L. Kuhn, Chief Engr.	Sears & Ayer, Hollingbery Thesaurus, Capitol, Associated AP, UP

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GREENWOOD	WGRM 1935	1240 250	P. K. Ewing	NBC KBS		
GULFPORT	WGCM	1240 250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Gen. & Coml. Mgr. C. E. Vann, Prog. Dir.	Donovan Murphy, Chief Engr. Sears & Ayer World AF
HATTIESBURG	WFOR 1926	1400 250	Forrest Bestg. Co. 302 Hemphill St. 1866	NBC KBS Rebel	C. J. Wright, Pres. & Gen. Mgr. H. L. Patterson, Coml. Mgr.	E. M. Jenkins, Prog. Dir. C. J. Wright Jr., Prom. Mgr. B. B. McLemore, Chief Engr. Hollingbery World, Thesaurus UP
JACKSON 116	WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC So. Cent. Rebel	Lamar Life Insurance Co., Chief Owner Wiley P. Harris, Gen. Mgr. Frank Gentry, Coml. Mgr.	Howard Langfitt, Prog. Dir. Percy G. Root, Chief Engr. Hollingbery Thesaurus, MacGregor, Lang-Worth UP
JACKSON	WJQS 1947	1400 250	Mississippi Broadcasting Co. Edwards Hotel 3-9681	CBS	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
JACKSON	WJXN 1945	1450 250	Ewing Bestg. Co. 200 E. Capitol St. 4-8871		P. K. Ewing Jr. } Owners F. C. Ewing } M. M. Ewing } F. K. Ewing Jr. } Co-Mgrs. F. C. Ewing }	P. K. Ewing Jr., Coml. & Prom. Mgr. F. C. Ewing, Prog. Dir. T. W. Patterson, Chief Engr. Lang-Worth, Standard AP
JACKSON	WRBC 1947	620 5,000-LS 1,000-N	Rebel Bestg. Co. Inc. 125 S. Lamar 3-9641	MBS	John H. Cleghorn, Gen. Mgr. J. W. Carlier, Coml. Mgr.	Tom Stinson, Prog. Dir. Frank Meyerhoff, Prom. Mgr. G. B. Benson, Chief Engr. Branham Associate AP, INS
JACKSON 114	WSLI 1938	930 5,000	Standard Life Bestg. Co. P. O. Box 1847 3-2788	ABC	G. W. Covington, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Dir. M. B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr. Weed World AP
KOSCIUSKO	WKOZ 1947	1340 250	Kosciusko Broadcasting Co. 109 W. Jefferson St. 781	KBS	James W. Arendale Sr. } Part- Cy N. Bahakel } ners	Melvin C. Lee, Coml. Mgr. J. W. Arendale Sr., Chief Engr. AP
LAUREL	WAML 1935	1340 250	New Laurel Radio Sta- tion Inc. 535½ Central Ave. 288	NBC KBS Rebel	D. A. Matison, Pres. Granville Walters, Gen. Mgr. M. M. Caver, Coml. Mgr.	Stanley Walters, Prog. Dir. Clyne Graves, Chief Engr. Hollingbery World, SESAC, AP, UP
LAUREL	WLAU 1946	1490 250	Southland Bestg. Co. 437½ N. Magnolia St. 420	MBS	Hugh M. Smith, Gen. Mgr. W. C. DeHority, Coml. Mgr.	David Kane, Prog. Dir. Ed Pierce, Chief Engr. Lang-Worth UP
MACON	WMBC 1947	1400 250	Mississippi Broadcasting Co. Hotel Thomas Jefferson 310		Withers Gavin, Pres. & Gen. Mgr.	Standard AP
McCOMB	WAPP (Construction permit)	1010 250-D	Southwestern Broadcast- ing Co. of Miss. 230 Michigan Ave.		Albert Mack Smith } Phillip Dean Brady } Part- Kenneth Hinton Quin } ners J. P. Melvin }	
McCOMB	WSKB 1939	1230; CP-1250 250; CP-1,000-LS 500-N	McComb Bestg. Corp. P. O. Box 111 37		George Blumenstock } Own- Robert Louis Sanders } ers George Blumenstock, Gen. & Coml. Mgr.	Julia D. Blumenstock, Prog. Dir. Wayne Walker, Prom. Mgr. Robert Louis Sanders, Chief Engr. Gene Grant Thesaurus AP
MERIDIAN	WCOC 1927	910 5,000-LS 1,000-N	Mississippi Broadcasting Co. Threefoot Bldg. 1042	CBS	Withers Gavin, Pres. & Gen. Mgr.	Standard Thesaurus UP
MERIDIAN	WMOX 1946	1240 250	Birney Ines Jr. WMOX Bldg. 495	MBS KBS Mid South	Birney Ines Jr., Owner Jerry Kerns, Station & Prom. Mgr. Tiny Vickery, Coml. Mgr.	Jim Shelton, Prog. Dir. Raymond Bates, Chief Engr. Sears & Ayer World AF
MERIDIAN	WTOK 1947	1450 250	Meridian Broadcasting Co. 2100 14th St.	ABC		
NATCHEZ	WMIS 1941	1240 250	Natchez Bestg. Co. Walgreen Bldg. 580	NBC KBS Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Traffic Mgr. George Wilson, Chief Engr. Lang-Worth
PHILADELPHIA		1490 250 (Construction permit)	William Howard Cole Philadelphia		William Howard Cole, Owner	
TUPELO	WELO 1944	1490 250	Tupelo Bestg. Co. WELO Bldg. 1400	MBS KBS Mid South	Birney Ines Jr., Owner (Columbus, Miss.) Bob McRaney, (Columbus, Miss.), Gen. Mgr.	Bob Evans, Mgr. Reeves Whirley, Coml. Mgr. Gene Gratz, Prog. Dir. LeRoy Green, Chief Engr. Sears & Ayer World AP
VICKSBURG	WQBC 1931	1420 1,000-LS 500-N	Delta Bestg. Co. Inc. Hotel Vicksburg 312	MBS KBS	L. P. Cashman, Pres. Mary Van Cashman, Gen. Mgr.	O. W. Jones, Coml. Mgr. C. E. Drake, Chief Engr. Sears & Ayer World AP
VICKSBURG	WVIM (Construction permit)	1490 250	Ewing Broadcasting Co. Carrol Hotel		P. K. Ewing Jr. } F. C. Ewing and } Partners Myrtle M. Ewing }	
WEST POINT	WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS KBS Mid South	Bob McRaney Sr., Pres. & Gen. Mgr. Edward McRaney, Coml. Mgr.	W. E. Sneed, Chief Engr. Sears & Ayer
YAZOO CITY	WAZF 1947	1230 250	B. J. Barrier, Jr. H. T. Barrier and H. P. Holmes	KBS		

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CAPE GIRARDEAU	KFVS 1925	1400; CP-960 250; CP-1,000-LS 500-N	Oscar C. Hirsch 324 Broadway 2104	MBS	Oscar C. Hirsch, Pres., Gen. Mgr., Chief Engr.	Ralph L. Hirsch, Coml. Mgr., Prom. Mgr., Prog. Dir.	Pearson UP
CARTHAGE	KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut St. 2648	KBS	Lloyd C. McKenney } Partners John Daly } Lloyd C. McKenney, Gen. Mgr. John J. Daly, Coml. Mgr.	Harry Lukins, Prog. Dir. Mike Forsythe, Prom. Mgr. Jack Langford, Chief Engr.	Thesaurus AP
CLAYTON (ST. LOUIS 5).....	*KFUO 1924	850 5,000 SH	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	Rev. Herman Hohenstein, Gen. Mr. & Prog. Dir. Rev. Elmer J. C. Knoern- schild, Prod. Mgr.	William C. Krato, Bus. Mgr. Albert H. Wiese, Chief Engr.	World UP
CLAYTON	KXLW 1947	1320 1,000-D	St. Louis County Broad- casting Co. 8135 Forsythe Blvd. Delmar 1320	Guy Runnion, Pres. & Gen. Mgr. Leslie P. Ware, Local Sales Mgr.	Blaine Cornwell, Prog. Dir. Edgar J. Mothershead, Prom. Mgr. Denis E. Volas, Chief Engr.	Forjoe World AP, UP
COLUMBIA	KFRU 1937	1400 250	KFRU Inc. 9th & Elm 4141	ABC	Elzey Roberts, Pres. Mahlon Aldridge, Gen. & Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr.	Blair Lang-Worth AP, UP
FARMINGTON	KREI (Construction permit)	1350 1,000-D	Cecil W. Roberts Farmington	KBS	Cecil W. Roberts, Owner Mrs. Mary Burton, Station Mgr.	Kermit Barker, Chief Engr.	Lang-Worth AP
FLAT RIVER	KFMO 1927	1240 250	Lead Belt Bcstg. Co. Flat River 1000	Oscar C. Hirsch, Pres., Chief Engr. David E. Hoche, V.P.	James F. Collins, Gen. & Coml. Mgr. Virginia Collins, Prog. Dir. & Prom. Mgr.	Pearson UP
HANNIBAL	KHMO 1941	1070 5,000-LS 1,000-N	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Pres. Wayne W. Cribb, Gen., Coml. & Prom. Mgr.	U. Scott Smith, Prog. Dir. Ben Parrish, Chief Engr.	Pearson World AP
INDEPENDENCE	KIMO 1947	1510 1,000-D	The Blue Valley Co.	Frank E. Fowler } Partners Craig Siegfried } Cedric Siegfried } Charles Siegfried }		
JEFFERSON CITY ..	KWOS 1937	1240 250	Capital Bcstg. Co 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. Catherine Roer, Gen. & & Coml. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr.	Sears & Ayer Lang-Worth AP
JOPLIN	KSWM 1946	1230 250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres. & Gen. Mgr. W. D. Lowry, Coml. Mgr.	Noel Ball, Prog. Dir. Austin A. Harrison, Chief Engr.	Rambeau World UP
JOPLIN	WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poynor, Pres. & Gen. Mgr. Roy Wilson Bilderback, Prog. Dir.	Charles David Blair, Prom. Mgr. Richard P. Meek, Chief Engr.	Sears & Ayer Standard Thesaurus Lang-Worth AP
JOPLIN	(Construction permit)	1310 5,000-LS 1,000-N	Four States Bcstrs Inc. Joplin	Harry Easley, Pres. George A. Spiva, V.P.		
KANSAS CITY	KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walltower Bldg. Victor 3864	W. A. Bailey, Pres. Ben Ludy, Gen. Mgr. Ellis Atterberry, Mgr.	George Stump, Prog. Dir. Joe Story, Sales Mgr. Max Williams, Chief Engr.	Capper Lang-Worth Standard AP, UP
KANSAS CITY 6	KCMO 1936	810 50,000-LS 10,000-N	KCMO Bcstg. Co. 1515 Commerce Bldg. Victor 0900	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. Mgr. C. E. Morrill, Coml. Mgr.	S. B. Tremble, Prog. Dir. Farrell C. Strawn, Prom. Mgr. Karl Troeglen, Chief Engr.	Pearson Thesaurus AP, UP
KANSAS CITY	KFRM 1947	550 5,000-D	Midland Bcstg. Co.	Arthur B. Church, Pres.		Free & Peters
KANSAS CITY 6	KMBC 1922	980 5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. Karl K. Koerper, Vice Pres. & Mngng. Dir. Sam H. Bennett, Vice Pres. chg. of Sales	Rod Cupp, Prog. Dir. Tom Rucker, Dir. of Prom. Kenneth Krahl, Studio Dir. Ray Moler, Chief Engr.	Free & Peters World Associated AP, UP
KANSAS CITY 17	WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. Manne Russo, Coml. Mgr. V. S. Batton, Ass't Mgr.	Harry J. Kaufmann, Prog. Dir. Bill Bates, Prom. Mgr. Joseph Flaherty, Chief Engr.	Petry Standard AP
KANSAS CITY	WHB 1922	710 10,000-LS 5,000-N	WHB Broadcasting Co. Scarlett Bldg. Harrison 1161	MBS	Donald Dwight Davis, Pres & Coml. Mgr. John T. Schilling, Gen. Mgr.	John R. Wahlstedt, Prog. Dir. John W. Fraser Jr., Prom. Mgr. Henry E. Goldenberg, Chief Engr.	Blair Associated Lang-Worth AP
KENNETT	KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Highway 25, So. 830	Paul C. Jones, Pres., Gen. & Coml. Mgr.	Ray Van Hooser, Prog. Dir. & Prom. Mgr. Robert L. Conner, Chief Engr.	Thesaurus SESAC AP
KIRKSVILLE	KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	Samuel A. Burk, Pres. & Gen. Mgr. Richard R. Canady, Coml. Mgr.	William Morgan, Prog. Dir. Leon H. Brauhn, Chief Engr.	Thesaurus Capitol AP
LEBANON	(Construction permit)	1230 250	Lebanon Bcstg. Co. Heuer Bldg.			
MEXICO	KXEO (Construction permit)	1340 250	Audrain Bcstg. Corp. 115 West Monroe St.	MBS			
POPULAR BLUFF ..	KWOC 1938	1340 250	McCarthy-Tedrick-Wol- pers 1801 N. Main St. 1310	MBS KBS	O. A. Tedrick, Pres. William E. Tedrick, Gen., Coml. & Prom. Mgr.	Byron Kearbey Jr., Prog. Dir. & Prod. Mgr. Don M. Lidenton, Chief Engr.	Pearson SESAC AP
ROLLA	KTRR 1947	1490 250	"Show-Me" Bcstg. Co.	Luther W. Martin } Part- Wilson C. Burkhead } ners Martin M. Mitchum }		

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE* MORNING • NOON • NIGHT* IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK alone delivers over 22.1% of the listening audience (Blew that clear signal at 630 on the dial). In the thirty radio-range counties reach for profit-packed within a 100-mile radius of St. Louis, KXOK alone delivers over 22.1% of the total listening audience (Blew that clear signal at 630 on the dial). Twenty other stations from near and far divide up the rest. When you compare KXOK's reach and low rates — it's easy to understand why KXOK is the St. Louis station that reaches most with advertising marketing in St. Louis and the thirty satellite counties that add almost a million population to the St. Louis market potential (Blew that clear signal at 630 on the dial).

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Four-Time

*Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 100,000 calls were completed by Edward C. Thoms and Co. Ask your John Blair Blair Man about this revealing survey. Office locations listed in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.

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KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
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Mr. time buyer...

**EXTRA REACH
GETS EXTRA RESULTS!**



KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE* MORNING • NOON • NIGHT* IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Blew that clear signal at 630 on the dial... it packs a punch that puts profits in your pocket!... a coverage wallop that BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of these prosperous counties... the reach area within a hundred miles of St. Louis... and found 22.1% of the listeners tuned to 630 on the dial. Blew that clear signal, add a million additional operators to the million and a quarter St. Louis area in KXOK's "home market." Compare KXOK's long reach and low rates... and you'll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Blew that clear signal at 630 on the dial.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
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*Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 100,000 calls were completed by Edward C. Thoms and Co. Ask your John Blair Blair Man about this revealing survey. Office locations listed in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.

Your clients are interested in developing markets beyond metropolitan areas, because greater sales volume is one way of offsetting increased costs of operations. KXOK is a favorite advertising medium with proved salesability in St. Louis and over a wide area. 527,010 radio families daytime* (in 115 counties) and 508,270 radio families nighttime* (in 98 counties) form a market of prime importance to your client.

A 109,000 coincidental survey, in 30 counties immediately surrounding St. Louis, attests KXOK's potent influence. KXOK alone delivered 22.1% of the audience "morning • noon • night." You can use KXOK dollar-wisely too, because KXOK has the lowest average rate of any St. Louis network station.

*BMB Survey, 1946

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700 • 630 KC • 5000 WATTS • FULL TIME
REPRESENTED BY JOHN BLAIR • NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

MISSOURI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Service	
ST. GENEVIEVE ...	KSGM 1947	1450 250	The Donze Co. 261 Merchant St. 580	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. Mgr.	C. M. Poindexter, Prog. Dir. Donald M. Donze, Prom. Mgr. Muriel L. Rose, Chief Engr.	Gardner & Clark Lang-Worth UP
ST. JOSEPH 7	KFEQ 1923	680 5,000	KFEQ Inc. KFEQ Bldg. 4-0813	MBS	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr.	R. Thompson Mabie, Prog. Dir. J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Headley-Reed Lang-Worth UP
ST. JOSEPH	KRES 1946	1230 250	Missouri Valley Broad- casting Inc. 113 S. 7th St. 4-6346	Paul E. Roscoe, Secy. & Gen. Mgr. J. J. Fitzgerald, Coml. Mgr.	Dward A. Moore, Prog. Dir. Charles H. Wiesemann, Chief Engr. & Ass't Mgr.	Standard AP
ST. LOUIS	KBGS (Construction permit)	690 1,000-D	Radio St. Louis	Edwin Wiley Grove III } James Henry Grove } Wm. Blum, Jr. }Part- ners		
ST. LOUIS 2	KMOX 1923	1120 50,000	Columbia Broadcasting System Inc. 401 S. 12th St. Central 8240	CBS	Wendell B. Campbell, Gen. Mgr. J. Soulard Johnson, Exec. Ass't Carter Ringlep, Coml. Mgr.	T. A. Bland, Prog. Dir. Edwin M. Fisher, Prom. Mgr. Harry Harvey, Chief Engr.	Radio Sales Lang-Worth AP, UP
ST. LOUIS 1	KSD 1922	550 5,000-LS 1,000-N; CP-5,000-N	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	Edward W. Hamlin, Coml. Mgr. Thomas E. Howard, Chief Engr.	Free & Peters Thesaurus World AP
ST. LOUIS 8	KWK 1927	1380 5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey, Pres. & Gen. Mgr. Ray E. Dady, Vice Pres. & Station Dir. V. E. Carmichael, Vice Pres. & Coml. Dir. John W. Tinnea, Assist. Sta- tion Dir.	Russell C. Kaiser, Prog. Dir. T. E. Richter, Pro. & Mer- chandising Tom Dailey, Publ. Dir. N. J. Zehr, Chief Engr.	Raymer World UP
ST. LOUIS I	KXOK 1933	630 5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springgate, Coml. Mgr.	Elmer Muschany, Prog. Dir. Foster Brown, Prom. Mgr. Arthur Rekart, Chief Engr.	Blair Associated Standard AP, UP, INS Reuters
ST. LOUIS 8	WEW 1922	770 1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665	Rev. Patrick J. Holloran, S. J., U. Pres. Nicholas Pagliara, Gen. Mgr. Leonard P. Frankel, Coml. Mgr.	Don Lochner, Prog. Dir. William Moffett, Prom. Mgr. Joseph A. Vold, Chief Engr.	Pearson World Standard Lang-Worth INS
ST. LOUIS 8	WIL	1230 250	Missouri Bestg. Corp. Melbourne Hotel Jefferson 8403	L. A. Benson, Pres. C. W. Benson, Vice Pres. & Gen. Mgr. H. R. Hansen, Coml. Mgr.	Nell Norman, Prog. Dir. Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Lang-Worth MacGregor Standard AP
SEDALIA	KDRO	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein, Pres. & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. Harry Trotman, Coml. Mgr.	Maxine Fisher, Prog. Dir. Wayne Pash, Chief Engr.	Forjoe UP
SIKESTON	KSIM (Construction permit)	1400 250	Sikeston Community Broadcasting Co. 210 W. North St.			
SPRINGFIELD	KGBX 1926	1260 5,000	Springfield Bestg. Co. 602 St. Louis St. 3-3200	NBC	Tams Bixby Jr., Pres. J. Gordon Wardell, Gen. & Coml. Mgr.	Carl Fox, Prog. Dir. Dudley Morris, Prom. Mgr. Dennis White, Chief Engr.	Hollingsbery Thesaurus AP
SPRINGFIELD	KTTS 1942	1400 250	Independent Bestg. Co. Walnut and Jefferson Sts.	MBS CBS			
SPRINGFIELD 4	KWTO 1933	560 5,000-LS 1,000-N	Ozarks Bestg. Co. 606 St. Louis St. 3-2800	ABC	Ralph D. Foster, Pres. & Gen. Mgr. R. M. Keltner, Coml. Mgr. Leslie L. Kennon, Assist. Mgr.	Bill Ring, Prog. Dir. Bill Bailey, Prom. Mgr. Fritz Bauer, Chief Engr.	Pearson Lang-Worth UP
WEST PLAINS	KWPM 1947	1450 250	Robert Neathery P.O. Box 446 700	KBS	Robert Neathery, Pres. Fritz Williams Dixon, Coml. Mgr.	Nola Langston, Prog. Dir.	Standard AP

MONTANA

ANACONDA	KANA 1946	1230 250	Mosby's Inc. P. O. Box 727 136	Arthur J. Mosby, Pres. Don Jones, Gen. Mgr. Barbara Kline, Coml. Mgr. & Prog. Dir.	Charles Currie, Chief Engr.	Weed Lang-Worth MacGregor UP
BILLINGS	KBMY 1946	1240 250	Billings Bestg. Co. Box 1101 3838	MBS KBS Inter- m'tain	R. E. Mulvaney, Pres. Franz J. Robischon, Gen. Mgr.	Ken Nybe, Coml. Mgr. Leroy Swecker, Prom. Mgr. Richard Kaiser, Chief Engr.	Avery-Knodel Lang-Worth AP
BILLINGS	KGHL 1923	790 5,000	Northwestern Auto Sup- ply Co. 5th & North Broadway 2222	NBC	C. O. Campbell, Pres. Ed Yocum, Gen. Mgr. M. V. Braunberger, Station Mgr. & Prog. Dir.	June Leff, Prom. Mgr. Jeff Kilchli, Chief Engr.	Katz Thesaurus World Standard SESAC UP
BOZEMAN	KXLQ 1939	1450 250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	E. B. Craney, Pres. Ernest A. Neath, Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Tom Robischon, Prog. Dir. Duane Parker, Prom. Mgr. Henry Spahr, Chief Engr.	Walker Lang-Worth UP

3,730 more square miles

... with KSD's increase in nighttime power!

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

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

**FREE &
PETERS**

Incorporated

**NATIONAL
ADVERTISING**

REPRESENTATIVES

KSD

The ST. LOUIS POST-DISPATCH Station

KSD-TV and KSD-FM

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BUTTE	KBOW 1947	1490 250	Copper City Radio Co. P. O. Box 1932 7429	CBS KBS	Frank Reardon, Pres. Bob Athearn, Mgr. & Prog. Dir.	Bert Davis, Chief Engr. Cooke Gene Grant Thesaurus UP
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Finlan	ABC	Frank C. Carman, Pres.	Katz World UP
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broad- casting Co.		
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. S. J. Schile, Coml. Mgr.	W. J. Provis, Chief Engr. Walker Lang-Worth MacGregor UP
GREAT FALLS	KFBB 1922	1310 5,000	Buttrey Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur L. Myhre, Chief Engr. Weed Thesaurus UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.		
GREAT FALLS	KMFR (Construction permit)	560 5,000	Montana Farmer Broad- casting Corp.		
GREAT FALLS	KMON (Construction permit)	970 5,000	Sun River Broadcasters, Inc.		
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Carl Argabrite, Coml. Mgr.	Walker Lang-Worth UP
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 888	KBS	Jessica L. Longston, Pres. Larry Gordon, Gen. Mgr. & Prog. Dir.	Bill Murphy, Coml. Mgr. F. Willard Smith, Chief Engr. Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broad- casting Co. Inc. Liberty Hotel Bldg. 1096	Dr. F. W. Aubin, Pres. E. J. Pepin, V.-P. & Treas. Ed Lovelace, Gen. Mgr.	Bob Rodgers, Coml. Mgr. Leo Billings, Prog. Dir. George H. Bauer, Chief Engr. Griffith MacGregor Cole Long AP
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	A. T. Hibbard, Pres. Bob Rutter, Gen. & Coml. Mgr.	Paul A. Hatton Jr., Prog. Dir. Walker Lang-Worth UP
KALISPELL	KG EZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar, Owner & Gen. Mgr.	William H. Patterson, Chief Engr. World UP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	George Bennitt, Pres. & Gen. Mgr. Robert Gray, Coml. Mgr.	Lee Belding, Prog. Dir. William R. Parker, Chief Engr. Friedenberg Standard AP
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	Paul B. McAdam, Pres., Gen. & Prom. Mgr. Jack Hinman, Coml. Mgr.	Robert Greer, Prog. Dir. James Blaine, Chief Engr. Griffith Lang-Worth SESAC AP
MILES CITY	KRWF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter- m'n'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. & Prom. Mgr.	Robert Wilson, Prog. Dir. C. L. Scofield Jr., Chief Engr. Avery-Knode World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smith, Chief Engr. Hollingbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU (Construction permit)	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	Robert B. Cummins, Pres. Oakley E. Coffee, Vice Pres.	
MISSOULA	KXLL (Construction permit)	1450 250	Western Montana Associ- ates Orchard Homes, River Road	Z-Net	Pat M. Goodover, Pres. & Gen. Mgr.	Walker Lang-Worth UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Shelby 560	KBS	John Hurley, Pres. Cedor Aranow, Secy. Treas. Frank Krshka, Gen. & Coml. Mgr.	Lawrence Wing, Prog. Dir. Richard Velo, Chief Engr. Grant World UP
SIDNEY	KG CX 1926	1480 1,000	E. E. Krebsbach Sidney 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. E. C. Krebsbach, Coml. & Prom. Mgr.	Mel King, Prog. Dir. O. H. Halvorson, Chief Engr. Walker Thesaurus AP

NEBRASKA

COLUMBUS	KJSK (Construction permit)	900 1,000-D	George Basil Anderson Columbus	George Basil Anderson, Pres. & Gen. Mgr.	Harold Hardy, Chief Engr. AP
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 113 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul Fry, Gen. Mgr. William H. Baldwin, Station Mgr.	G. E. Bentz, Coml. Mgr. Ray Arvin, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr. Weed Thesaurus AP

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ----- 326,777</p> <p>Retail Sales ----- \$ 224,033,000</p> <p>Radio Homes ----- 79,641</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NEBRASKA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
GRAND ISLAND	KMMJ 1936	730 1,000-D L-WSB	KMMJ Inc. Division & Cedar 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. Mgr.	Orle Kerwood, Prog. Dir. Herb Clark, Prom. Mgr. Norval Larson, Chief Engr.	Headley-Reed World UP
HASTINGS	KHAS 1940	1230 250	Nebraska Bestg. Co. Tribune Bldg. 1745	MBS KBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. Mgr. Ed Kihn, Coml. Mgr.	Warren Mowder, Prog. Dir. & Prom. Mgr. Duane Allison, Chief Engr.	Capitol INS
KEARNEY	KGFW 1930	1340 250	Central Neb. Bestg. Corp. Federal Annex Bldg. 23541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen., Coml. & Prom. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr.	Keystone UP
LINCOLN	KFAB 1924	1110 50,000	KFAB Bestg. Co. 620 Farnam Bldg. Omaha, Neb. Jackson 3420	(See Omaha Listing)		
LINCOLN	KFOR 1930	1240 250	Cornbelt Bestg. Corp. Stuart Bldg. 2-6965	ABC	Charles T. Stuart, Pres. & Exec. Dir. Harry D. Peck, Station & Coml. Mgr.	Jack Huston, Prog. Dir. Gladycy Gayle, Prom. Mgr. Charles W. Winkler, Chief Engr.	Petry Standard, Capitol AP, INS
LINCOLN	KOLN 1947	1400 250	Inland Bestg. Co. 211 Federal Securities Bldg. 2-7218	MBS	John K. Morrison, Pres. Paul R. Fry, Vice Pres. & Gen. Mgr. Hugh E. Bader, Station Mgr. William B. Waugh, Local Coml. Mgr.	Donald K. French, Prod. Mgr. Edwin T. Smith, Prom. Mgr. Marvin J. Korinek, Engr. Supvr.	Weed Thesaurus AP
LINCOLN	KILM (Construction permit)	1480 1,000	Lincoln Bestg. Corp. 510 Barkley Bldg.			
MCCOOK	KBRL 1947	1450 250	The McCook Bestg. Co. J St. & Highway #83 1450	William J. Cox } Arthur Henri } Equal Edward Cooper } Partners LeRoy Lenwell } William J. Cox, Gen. & Prom. Mgr.	Arthur V. Henri, Coml. Mgr. Edward Cooper, Prog. Dir. LeRoy W. Lenwell, Chief Exec.	Friedenberg Thesaurus, Capitol AP
NORFOLK	WJAG 1922	780 1,000-LS 1,000-N-L	Norfolk Daily News Norfolk 432	Gene Huse, Pres. Art Thomas, Gen. Mgr.	Bob Thomas, Coml. Mgr. Frank Weldenbach, Chief Engr.	Walker Lang-Worth AP
NORTH PLATE	KODY 1943	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin, Jr., Pres. John Alexander, Gen. & Nat'l Sales Mgr. Joe di Natale, Local Sales Mgr.	Ed Launer, Prog. Dir. Jerry Wlng, Prom. Mgr. Jay Blakesley, Chief Engr.	Blair Lang-Worth, Standard AP, UP
OMAHA 2	KBCN 1942	1490 250	Inland Bestg. Co. 676 Saunders-Kennedy Bldg. Jackson 8282	MBS	Paul R. Fry, Vice Pres. & Gen. Mgr. Richard Welna, Station Mgr. & Prog. Dir.	Ernie Priesman, Coml. Mgr. Joe Baker, Prom. Mgr. Percy Ziegler, Chief Engr.	Weed Associated AP
OMAHA	KFAB 1924	1110 50,000	KFAB Bestg. Co. 620 Farnam Bldg. Jackson 3420	CBS	Fred S. Sldes, Pres. Joe W. Seacrest, Chairman of Board Harry Burke, Gen. & Coml. Mgr.	L. A. Miller, Prog. Dir. Harold E. Roll, Prom. Mgr. Mark Bullock, Chief Engr.	Free & Peters Standard, SESAC AP, UP
OMAHA 2	KOIL 1925	1290 5,000	Central States Bestg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC	Charles T. Stuart, Pres. William J. Newens, Mgr. Forrest Blair, Gen. Sales Mgr.	Virgil Sharpe, Ass't. Mgr. & Prog. Dir. Charles Winkler, Chief Engr.	Petry Capitol, Standard AP, INS
OMAHA 2	KOWH 1922	660 500-D	World Publishing Co. World Herald Bldg. Atlantic 2228	H. Doorly, Pres. B. C. Corrigan, Gen. Mgr.	Frank E. Shopen, Chief Engr.	Hollingbery Standard, World, Associated UP
OMAHA 2	WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin, Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Dir.	Bill Wiseman, Prom. Mgr. William J. Kotera, Chief Engr. Joseph Herold, Tech. Supvrs.	Blair Standard, Thesaurus, SESAC, Associated AP, UP
SCOTTSBLUFF	KNEB (Construction permit)	970 500-D	Platte Valley Bestg. Corp. 1913 Broadway			
SCOTTSBLUFF	KOLT 1930	1320 1,000	Hilliard Co. 1517 1/2 Broadway 856	CBS KBS	L. L. Hilliard, Pres., Gen. & Coml. Mgr.	Bill Walter, Prog. Dir. Harland Morrison, Chief Engr.	Holman Standard UP

NEVADA

BOULDER CITY	KBNE 1946	1450 250	Boulder City Bestg. Co. Drawer "E" 247	MBS KBS	Edward Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Charlotte Brader, Coml. Mgr.	Rueben Galnes, Prog. Dir. & Prom. Mgr. Roy Rockstrom, Chief Engr.	Grant World
CARSON CITY	KVNC (Construction permit)	1450 250	Ralph Morgall Box 298, Reno, Nev.			
ELKO	KERS (Construction permit)	1340 250	Elko Broadcasting Co.			
ELY	KELN (Construction permit)	1230 250	Boulder City Bestg. Co.	KBS			

WOW

.... the farm boy
with the big Hoop^{*}

IF YOU WANT YOURS
TO GO AS FAR
AS MINE... YOU'LL
HAVE TO PUSH
TWELVE TIMES
AS HARD!



HERE'S the explanation: Natural and man-made obstacles impede the progress of radio waves. Long waves (low frequencies) are impeded much less than short waves (high frequencies) and hence go much farther with less power than shorter waves.

It requires approximately TWELVE TIMES as much power to push a radio signal a given distance on wavelength of 270 meters as is required on a wavelength of 508 meters.

508.2 METERS = **590** KC.

272 METERS = 1100 KC.

ASK ANY ENGINEER



Also the station
with the **BIG HOOPERS!**

RADIO STATION
WOW INC.
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JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
 JOHN BLAIR & CO., REPRESENTATIVES

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NEVADA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librai News Service	
FALLON	KNEV 1946 (Construction permit)	1400 250	The Voice of Fallon Box 1644, Reno, Nev.	Chet L. Gonce and Ralph Morgall—Partners		
LAS VEGAS	KENO 1940	1400 250	Nevada Bcstg. Co. "The Strip" 1400	ABC	Maxwell Kelch, Pres. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Leo A. Newsome, Jr., Prog. Dir. H. H. Haas, Chief Engr.	Griffith Thesaurus INS
LAS VEGAS	KLAS 1948	1230 250	Las Vegas Bdcstrs. Inc. Las Vegas	C. L. McCarthy, Pres.		
LAS VEGAS	KRAM (Construction permit)	920 1,000-D	Boulder City Bcstg. Co.			
LAS VEGAS (Construction permit)	1340 250	San Joaquin Bcstrs. Las Vegas	R. K. Wittenberg } R. L. Stoddard } Partners		
RENO	KATO 1946	1340 250	Sierra Bcstg. Co. Elks Bldg. 2-4501	MBS Don Lee	Ralph K. Wittenberg, Pres. Robert L. Stoddard, Gen. Mgr.	Ray Bohannon, Coml. Mgr. R. K. Wittenberg, Chief Engr.	Grant Standard
RENO	KOH 1928	630 CP-5,000; 1,000	McClatchy Bcstg. Co. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hugh Kees, Mgr.	Merle Snider, Office Mgr. Wesley Craig, Chief Engr.	Raymer Thesaurus, World UP
RENO	KOLO 1946	920 1,000	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS	David McKay, Pres. H. G. Wells, Gen. & Coml. Mgr.	Russ Shepard, Prog. Dir. D. Basich, Prom. Mgr. Merle Peterson, Chief Engr.	Young, Western Radio Ads. Lang-Worth, Capitol AF, UP
RENO	KWRN 1947	1490 250	Reno Newspapers, Inc. 123 N. Center St. 6156	ABC	Merritt C. Speidel, Pres. Merrill Inch, Gen. Mgr. John A. Lang, Coml. Mgr.	Gene Shumate, Prog. Dir. Wilbur C. Comer, Chief Engr.	Walker Associated UP
RENO	KXXL 1947	1230 250	The Voice of Reno Co. Box 1329 2-4036	Edward Margolis, Gen. Mgr. James Diamond, Coml. Mgr.	Byron Samuel, Prog. Dir. Fred Kirshe, Prom. Mgr. Chet Gonce, Chief Engr.	Cooke, Gene Grant UP

NEW HAMPSHIRE

BERLIN	WMOU 1946	1230 250	White Mountain Bcstg. Co. 40 Main St. 1797	KBS	Albert N. Morris, Pres. Warren M. Greenwood, Gen. & Prom. Mgr. & Prog. Dir.	C. S. Holbrook, Coml. Mgr. James F. Hennessey, Chief Engr.	T-H-S, Kettel- Carte Associated AP
CONCOBD	WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Hon. Charles M. Dale, Owner Bert Georges, Gen. Mgr. William A. Dawson, Jr., Sales Mgr.	Norman E. Bailey, Prog. Dir. Dal Wyant, Prom. Mgr. George Jowdy, Chief Engr.	Bannan, Walker Capitol, Lang-Worth AP
KEENE	WKNE 1926	1290 5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres., Gen. & Coml. Mgr. Robert M. Peebles, Prog. Mgr.	Barbara Williams, Prom. Mgr. Ernest F. Batchelder, Jr., Chief Engr.	Young, Kettel-Carte Thesaurus UP
LACONIA	WLNH 1922	1340 250	Northern Bcstg. Corp. Masonic Temple Bldg. 501	MBS KBS Yankee	Warren H. Brewster, Pres., Gen. & Prom. Mgr. Martin Avery, Coml. Mgr.	Sherwin Greenlaw, Prog. Dir. Wilfred Ledoux, Chief Engr.	McGeehan & O'Mara, Kettel-Carte Thesaurus AP
MANCHESTER	WFEA 1932	1370 5,000	WFEA Inc. 286 Franklin St. 4656	CBS	H. M. Bitner, Pres. Melvin C. Green, Gen. & Prom. Mgr. Edward G. de St. Aubin, Coml. Mgr.	Warren Journay, Prog. Dir. R. A. B. Schow, Chief Engr.	Katz, Kettel-Carte Thesaurus, Lang-Worth AP
MANCHESTER	WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St.	MBS			
MANCHESTER	WMUR 1941	610 5,000-LS 1,000-N	The Radio Voice of N.H. Inc. 1819 Elm St. 2090	ABC	Francis P. Murphy, Pres. Hervey Carter, Mgr. & Prog. Dir. & Coml. Mgr. Gordon E. Moore, Asst. Mgr.	Paul Sheldon, Prom. Mgr. Vincent H. Chandler, Chief Engr.	Weed World AP
NASHUA	WOTW 1945	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Arthur A. Newcomb, Pres. & Gen. Mgr. Carter S. Knight, Coml. Mgr.	Jay E. Serwin, Prog. Dir. Robert C. Bingham, Chief Engr.	McGeehan & O'Mara World UP
PORTSMOUTH	WHEB 1932	750 1,000 L-WSB	Hon. Charles M. Dale Lafayette Road 4080	MBS Yankee	Hon. Charles M. Dale, Pres. Bert Georges, Vice Pres. & Gen. Mgr. William A. Dawson, Jr., Coml. Mgr.	Winslow Bettinson, Prog. Dir. Walter Emery, Prom. Dir. Paul G. Lindsay, Chief Engr.	Bannan, Walker Capitol, World AP
ROCHESTER	WWNH (Construction permit)	930 1,000-D	Strafford Bcstg. Corp. 25 Maple St.			

NEW JERSEY

ASBURY PARK	WCAP 1926 ST-WCAM, WTNJ	1310 500	Radio Industries Broad- cast Co. 601 Bangs Ave. 2-8600	Walter W. Reid Jr., Pres. Walter L. Reid, Gen. Mgr.	V. N. Scholes, Prog. Dir. M. G. Porter, Chief Engr.	World AP
ATLANTIC CITY	WBAB 1940	1490 250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. Monroe L. Mendelsohn, Gen., Coml. & Prom. Mgr.	Ralph Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	Headley-Reed World AP

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and
massachusetts
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

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FOR DETAILS ON ALL THREE:

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Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Berth Georges

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NEW JERSEY (Continued)

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ATLANTIC CITY ...	WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Irving F. Teetsell, Gen. & Coml. Mgr.	Earl Keyes, Prog. Dir. Blair K. Thorn, Chief Engr.	Lang-Worth UP
ATLANTIC CITY ...	WMID 1947	1340 250	Mid Atlantic Bcstg. Co. Convention Hall 41340	MBS	Earl M. Johnson, Pres. Edwin E. Kohn, Gen. & Coml. Mgr.	Alan Owen, Prog. Dir. Quincy Knight, Chief Engr.	Associated AP
BRIDGETON	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Bridgeton 1600	KBS	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. & Prom. Mgr. Jerry Alden, Sales Mgr.	Bob Crager, Prog. Dir. Francis Fekel, Chief Engr.	Clark UP
CAMDEN	WCAM 1924	1310 500	City of Camden New City Hall			
JERSEY CITY	WHOM 1925	1480 500-N 1,000-LS CP-5000-U	Atlantic Bcstg. Co.	(See New York Listing)		
MORRISTOWN		1250 500-D (Construction permit)			Kenneth A. George S. James R. and Alive S. } Co-partnership Croy		
NEWARK 1	WAAT 1926	970 1,000	Bremer Bcstg. Corp. 11 Hill St. Mitchell 2-6400	Irving R. Rosenhaus, Pres. & Gen. Mgr. A. B. Schillan, VP Chg. Loc. Sales. Victor A. Bennett, Chg. Nat. Sales	Dale Kennedy, Prog. Dir. Jack Moore, Prom. Mgr. F. V. Bremer, Vice-Pres. Chg. of Engng.	Associated World AP
NEWARK	WHBI 1922	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354	James L. Shearer, Pres. & Chief Owner & Gen. Mgr. Clarence Talisman, Coml. Mgr.	Frances E. Serchak, Prog. Dir. Herman G. Foster, Chief Engr.	
NEWARK 2	WNJR 1947	1430 5,000	North Jersey Radio Inc. 91 Halsey St. Market 3-2700	Edward W. Scudder Jr., Pres. Richard B. Scudder, Vice- Pres. Otis P. Williams, Gen. & Coml. Mgr.	William Farliss, Prog. Dir. James Ryall, Prom. Mgr. Peter Testan, Chief Engr.	World, Capitol UP, INS
NEWARK	WVNJ (Construction permit)	620 5,000	Newark Bcstg. Corp. 744 Broad St.			
NEW BRUNSWICK ..	WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 Georgia St. 2-9020	James L. Howe, Pres. & Gen. Mgr. Ed Derryberry, Coml. Mgr.	Robert Bell, Prog. Dir. Robert Lee Williams, Chief Engr.	World Associated AP
PATERSON 1	WPAT 1941	930 1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400	James V. Cosman, Pres. Sidney J. Flamm, V-P & Gen. Mgr. Herman Fields, Coml. Dir.	Ted Webbe, Prog. Dir. Earl Lucas, V-P., Chg. of Engng.	Cooke Associated SESAC UP
TRENTON	WTNJ 1922	1310 500	WOAX Inc. 416 Bellevue Ave. 8149	F. J. Wolff, V-P. & Gen. Mgr.		
TRENTON 8	WTTM 1942	920 1,000	Trent Broadcast Corp. 35 West State St. 2-7127	NBC	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. James P. O'Erlen, Asst. Mgr.	Miss Dean Andrews, Prog. Dir. Ed Brown, Prom. Mgr. Theodore P. Killmer, Chief Engr.	McGillvra Thesaurus UP
VINELAND	WWBZ 1946	1360 1,000-D	Community Bcstg. Service Inc. 633 Wood St. 1360	Joseph M. Bullock, Pres. A. Harry Zoog, Exec. Vice- Pres., Gen. & Coml. Mgr.	J. Paul Hunsberger, Prog. Dir. Dorothy H. Carlson, Prom. Mgr. T. D. Hobart, Chief Engr.	World Lang-Worth AP, UP
ZAREPHATH	*WAWZ 1931	1380 5,000-LS 1,000-N ST-WBNX	Pillar of Fire Zarephath Boundbrook 9-0102	Arthur K. White, Pres. & Gen. Mgr. Kathleen White, Prog. Dir.	Donald J. Wolfram, Asst. Prog. Mgr. N. L. Wilson, Chief Engr.	

NEW MEXICO

ALAMOGORDO	KYLE (Construction permit)	1230 250	Intermountain Broad- casting Co. Box 438 Albuquerque, N. Mex.	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr.	
ALBUQUERQUE	KGGM 1927	610 5,000	New Mexico Bcstg. Co. Klmo Bldg. 4543	CBS	A. R. Hebenstreit, Pres. & Gen. Mgr. Jack Skillen, Coml. Mgr. S. P. Vidal, V. P.	Bob VanDriel, Prog. Dir. Virgle Abeyta, Traffic Mgr. Leonard F. Dodds, Chief Engr.	T-H-S Standard World AP, UP
ALBUQUERQUE	KOAT 1946	1450 250	Rio Grande Bcstg. Co. Inc. 122 S. Tulane 3-2247	ABC Zia	A. E. Buck, Pres. Merle H. Tucker, V.P. & Mgr. Karl Lambertz, Coml. Mgr.	James Church, Prog. Dir. Arthur N. Brown, Prom. Mgr. Lewis W. Hake Jr., Chief Engr.	Associated Capitol UP
ALBUQUERQUE	KOB 1929	1030 10,000 SA-770 50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. West Silver & Fifth 4411	NBC, MBS	T. M. Pepperday, Pres. Roger M. Baker, Gen. Mgr. Rolf S. Nielsen, Prog. Dir. (Acting)	Dorothy B. Smith, Traffic Mgr. George S. Johnson, Chief Engr.	Free & Peters Thesaurus SESAC AP, INS
ALBUQUERQUE	KVER 1947	1490 250	Intermountain Bcstg. Co. Inc. P. O. Box 1388 3-1744	MBS	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres. R. G. Bard, Coml. Mgr.	Rebecca Frazier Peterson, Traffic Mgr. J. J. Donnelly, Natl. Sales William H. Carmen, Chief Engr.	Cooke Lang-Worth Standard AP

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JERSEY**



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General Manager

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DAY AND NIGHT
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present rate for two full
years — to every account
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Jim Healey, Gen'l. Mgr.

Gren Rand, Ass't. Mgr.

ABC Basic

WOKO

1460 K. C.

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ALBUQUERQUE	KQSP 1946	1450 250	Intermountain Bcstg. Co. Inc. Artesla 650	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr. Cooke Capitol Standard AP
CARLSBAD	KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS KBS South-west	Val Lawrence, Pres. Norman R. Loose, Mgr. Gall Boles, Coml. Mgr.	Alexander Pitcaithley, Prog. Dir. Ethelbert Zachry, Prom. Mgr. Harland Nilfong, Chief Engr. T-H-S Standard AP
LOUISIANA	KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAllister 6th & Pile St. 3	MBS	Hugh DeWitt Landis, Co-Owner & Pres. R. B. McAllister, Co-Owner & Mgr. Don Boles, Coml. Mgr.	Vernon Hughes, Chief Engr. MacGregor AP, UP
ALLAMOGOSA	KGAK 1946	1230 250	Gallup Bcstg. Co. Box 1150 726	ABC Zia	Albert E. Buck } Partners Merle H. Tucker } Harry H. Stair, Mgr.	Jack Ingram, Prog. Dir. John C. Joanides, Chief Engr. Griffith Associated World UP
DOBSON	KWEW 1938	1490 250	W. E. Whitmore Harden Hotel	MBS KBS		
DOT SPRINGS	KCHS 1946	1400 250	Sierra Bcstg. Service 401 Broadway 161	KBS	Leonard R. Trainer } Partners Reginald H. Shlrk } Leonard Trainer, Gen. Mgr.	Kemper S. Trainer, Prog. Dir. Reginald H. Shlrk, Chief Engr. Cole Standard UP
LAS CRUCES	KOBE 1947	1450 250	Messilla Valley Bcstg. Co. Inc. P. O. Box 832 205	Frank E. Cooke, Gen. & Coml. Mgr.	Fred M. Hall, Prod. Mgr. & Chief Engr. World AP
LAS VEGAS	KFUN 1942	1230 250	Southwest Bcstrs Inc. P.O. Box 710 12	ABC Zia	E. N. Thwaites, Pres. & Gen. Mgr. Ken Randolph, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr. Cole Standard World UP
ALBUQUERQUE	KRTN (Construction permit)	1490 250	Southwest Bcstrs Inc. Box 710, Las Vegas, Nev.	E. N. Thwaites, Pres. & Gen. Mgr.	
OSWEGO	KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS	W. E. Whitmore, Pres. & Gen. Mgr. George F. Roberts, Coml. & Prom. Mgr.	Hallie Blymiller, Prog. Dir. Melvin Unger, Chief Engr. MacGregor Lang-Worth UP
OSWEGO	KSWS 1947	1230 250	McEvoy Bcstg. Co. Radio Center 2400	Paul B. McEvoy, Pres. John A. McBoyle, Gen. Mgr. & V. P. M. J. Montgomery, Coml. Mgr.	George R. Walsh, Prog. Dir. Ray R. Summersgill, Chief Engr. Capitol Thesaurus AP
ALBUQUERQUE	KTRC 1947	1400 250	The New Mexico Publishing Co.	ABC		
ALBUQUERQUE	KVSP 1936	1260 1,000	New Mexico Bcstg. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. & Coml. Mgr.	Ann Clerk, Prog. Dir., & Prom. Mgr. Newman L. Keys, Chief Engr. T-H-S Associated World AP, UP
EL PASO	KSIL 1947	1340 250	Dorrance D. Roderick 17th & Cactus St. 612	CBS South-west	Dorrance D. Roderick, Pres. Carl Dunbar, Gen. Mgr. Harold T. Welsh, Prog. & Sales Dir.	Gladman W. Upchurch, Chief Engr. Standard AP
ALBUQUERQUE	KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS KBS	R. B. McAllister } Partners Pryde E. Hale } Grady Maples } Grady Maples, Gen., Prog. & Prom. Mgr.	J. Paul Aley, Coml. Mgr. Jack W. Todd, Chief Engr. Lang-Worth AP, UP

NEW YORK

ALBANY	WABY 1930	1400 250	The Adirondack Broad-casting Co. Radio Center	Russell B. Wilde, Gen. Mgr. Charles Bell Jr., Coml. Mgr.	McKinney Standard
ALBANY 1	WOKO 1924	1460 1,000-LS 500-N CP-5,000-U	Governor Dongan Broad-casting Corp. 100 State St. 3-6638	ABC	Col. Jim Healey, Pres. & Gen. Mgr.	
ALBANY	WPTR (Construction permit)	1540 10,000	Patroon Bcstg. Co., Inc. 1 Elk St.		
ALBANY 7	WROW 1947	590 5,000-LS 1,000-N	Hudson Valley Bcstg. Co. 112 State St. 3-4320	MBS	Dr. John J. Quinlan, Pres. Harry L. Goldman, Exec. Vice-Pres. Hyman Abrams, Vice-Pres. Hyman Rosenblum, Secy.-Treas.	W. S. Clark, Coml. Mgr. Johnny Lee, Prog. Dir. Keran Markey, Prom. Mgr. Charles R. Heisler, Chief Engr. Avery-Knodel World UP
ALBANY	WRWR 1948	850 10,000	Champlain Valley Broad-casting Corp. First Trust Bldg. 6-7676	ABC 1	Stephen R. Rintoul, Pres. Harold H. Meyer, Gen. Mgr.	Arthur Schoenfuss, Chief Engr. Katz
AMSTERDAM	WCSS (Construction permit)	1490 250	Community Service Broadcasting Corp. 119 Stewart St.		
AUBURN	WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 433	MBS KBS	William O. Dapping, Pres. Frederick L. Keesee, Gen. & Coml. Mgr.	Kathleen Crouch, Prog. Dir. Robert B. Morgan, Prom. Mgr. Herbert House, Chief Engr. Clark Thesaurus SESAC AP

When it goes on the air WRWR Albany becomes the ABC outlet in that city.

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BATAVIA	WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, Pres. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	J. Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callander, Chief Engr.	Wood & Coltz Capitol AP
BINGHAMTON	WINR 1946	1490 250	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, V. P.	Charles Bishara, Prog. Mgr. Shirley Wilson, Prom. Mgr. A. A. Kelley, Chief Engr.	Headley-Reed Standard AP
BINGHAMTON	WKOP 1947	750 1,000-D	The Binghamton Broad- casters Inc. 34 Chenango St. 2-3437	MBS	Andrew Jarema, Pres. & Gen. Mgr. Samuel Kirkland, Coml. Mgr.	Robert Keefe, Prog. Dir. & Prom. Mgr. Charles Hallanin, Chief Engr.	Burn-Smith World
BINGHAMTON	WNEF 1928	1290 5,000	Clark Associates Inc. Box 48 2-3461	CBS	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	E. Ray McCloskey, Prom. Mgr. Lester N. Gilbert, Chief Engr.	Bolling Capitol Standard UP
BROOKLYN 2	*WBBR 1924	1330 1,000 CP-5,000	Watch Tower Bible & Tract. Soc. Inc. 1111 Woodrow Road, Staten Island Honeywood 6-1379	M. A. Howlett, Gen. Mgr.	A. K. Wagner, Prog. Dir. R. H. Lefler, Chief Engr.	INS
BUFFALO	WBEN 1930	930 5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres. & Owner A. H. Kirchofer, Vice-Pres. C. Robert Thompson, Sta- tion Dir. Frank W. Kelly, Coml. Mgr	George Torge, Prog. Dir. Joseph Haefner, Prom. Mgr. Ralph Kingsley, Chief Engr.	Petry Lang-Worth Standard Thesaurus AP, UP, INS
BUFFALO 3	WBNY 1935	1400 250	Roy L. Albertson 483 Main St. Madison 4000	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Carl J. Spavento, Prog. Dir. Robert A. Wallace, Prom. Mgr. Thomas L. Vines, Chief Engr.	Young Associated Lang-Worth AP, UP, INS
BUFFALO 2	WEER 1924	970 5,000	WEER Inc. 23 North St. Lincoln 7133	MBS	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr.	Clare Allen, Prog. Dir. William Schweitzer, Prom. Mgr. Frank Ridgeway, Chief Engr.	Wced Lang-Worth Standard AP, INS Reuters
BUFFALO 3	WKBW 1925	1520 50,000	Broadcasting Foundation Inc. Rand Bldg. Washington 3100	ABC	Dr. Clinton H. Churchlll, Pres. Arthur Simon, V.P. & Gen. Mgr. Richard H. Ullman, Dir. of Sales	Lillian Kirk, Prom. Mgr. Karl B. Hoffman, Chief Engr.	Avery-Knode World UP
BUFFALO 3	WGR 1922	550 5,000	WGR Broadcasting Corp. Rand Bldg. Washington 3100	CBS	Leo J. Fitzpatrick, Chm. of Board I. E. Lounsbury, Pres. & Gen. Mgr. N. Cohen, Coml. Mgr.	R. J. Strigl, Prog. Dir. Ross MacPherson, Prom. Mgr. K. B. Hoffman, Chief Engr.	Free & Peter SESAC World UP
COBLESKILL	WCSR (Construction permit)	1420 1,000-D	Schoharie County Com- munity Service Broad- casting Corp. 44 Main St.			
CORTLAND	WKRT 1947	920 1,000-D	Cortland Bcstg. Co. 14 Grooten Ave. 2707	Geraid Mayer, Pres. & Gen. Mgr. Ernst Greup, Coml. & Prom. Mgr.	William Hall, Prog. Dir. Elizabeth Sweetland, Prod. Dir. Herbert Pascalar, Chief Engr.	McGillvra Associated UP
ELMIRA	WELM 1947	1400 250	J. Robert Meachem 222 Market St. 2-1400	ABC	J. Robert Meachem, Owner & Mgr. J. Forman Meachem, Bus. Mgr. Claude Snyder, Coml. & Prom. Mgr.	Preston L. Tappin, Prog. Dir. Theodore M. Duay, Chief Engr.	Walker Thesaurus AP
ELMIRA	WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS NBC	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. Mgr. Ted Hodge, Prod. Mgr.	Bernard C. Hargreaves, Pub- lic Service Dir. Thurlow A. Greene, Chief Engr.	McKinney Lang-Worth World UP
ENDICOTT	WENE 1946	1450 250	Empire Newspapers—Ra- dio Inc. 909 E. Main St. 3200	ABC	James H. Ottaway, Pres. Byron E. French, Gen. Mgr. Stephen W. Ryder, Asst. Mgr.	William E. Lundquest, Coml. Mgr. Harold Graves, Prog. Dir. J. Harold Merchant, Chief Engr.	Walker Capitol Thesaurus AP
FREEMPORT	WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-2418	Harry H. Carman, Owner		
GENEVA	WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savngs Bldg. 2009	MBS	M. R. Forman, Pres. Thomas L. Brown, V.-P. & Gen. Mgr. Lloyd B. Gibson, Sales Mgr.	Robert S. Kieve, Prog. Dir. & Prom. Mgr. R. Carleton Greene, Chief Engr.	World AP
GLENS FALLS	WGLN 1947	1230 100	Glens Falls Publicity Corp. 13 Warren St. 2-1230	ABC	Earl C. Pace, Sales & Gen. Mgr. Carl W. Mattison, Prod. Mgr.	E. M. Frink, Coml. Mgr. Richard Weld, Prog. Dir.	Wood & Colton Thesaurus AP
GLENS FALLS	WWSC 1948	1450 250	Great Northern Radio Inc. 11 South St. 2-6518	MBS KBS	Martin Karl, Pres. & Gen. Mgr. John H. Bennett, Coml. Mgr.	Robert Gifford, Prog. Dir. Kent E. Jones, Prom. Mgr. Joseph Thomas, Chief Engr.	World UP



Put a star on WGR when you list the nation's top stations for 1948. One year of new ownership* has scored new highs in audience ratings, new highs in results for advertisers on this Columbia basic outlet . . . Buffalo's *first* station.

* Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry



Broadcasting Corporation

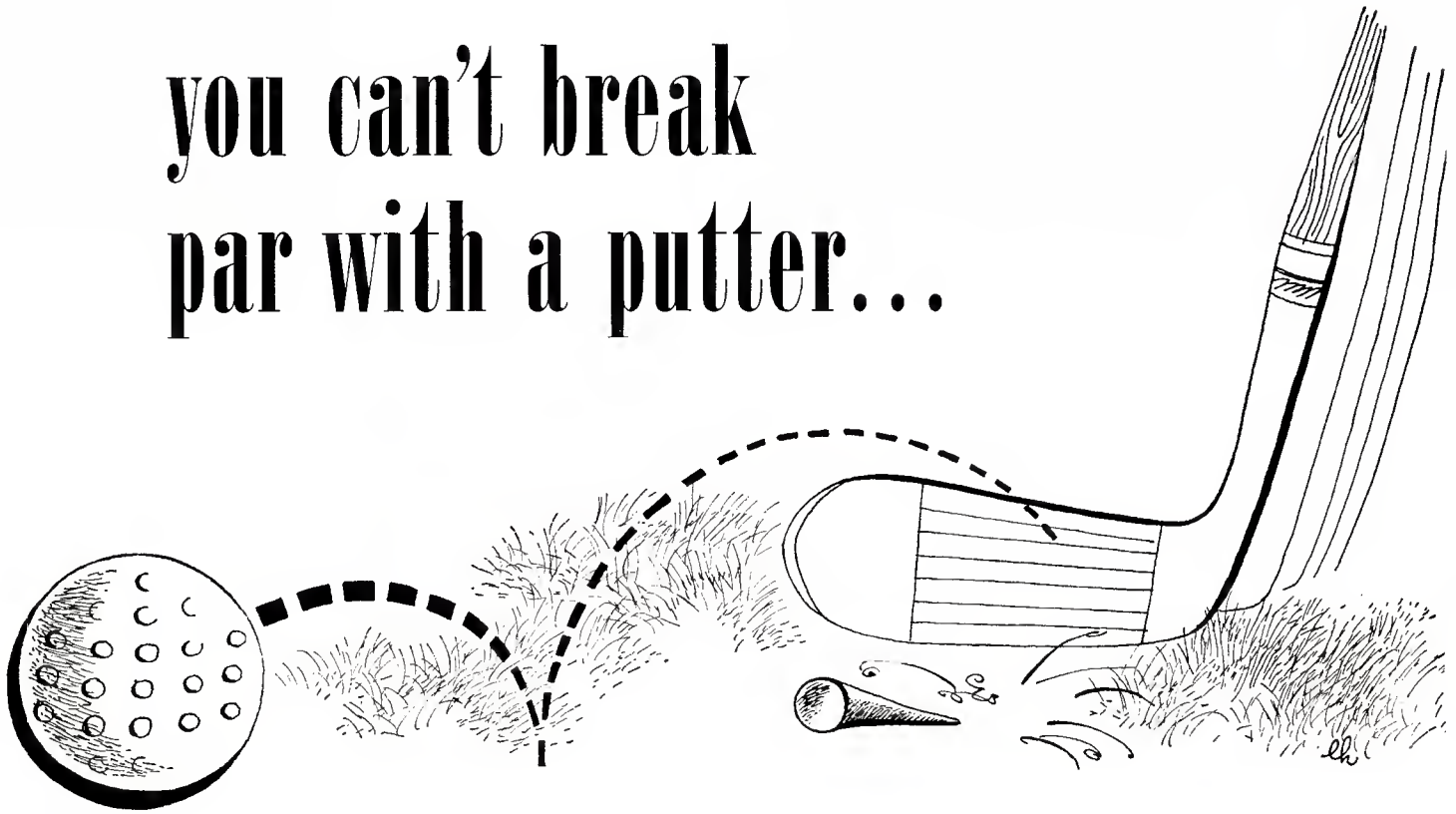
RAND BUILDING, BUFFALO, NEW YORK

National Representatives: Free & Peters, Inc.

BROADCASTING • Telecasting

1948 Yearbook Number • Page 171

you can't break par with a putter...



Sure a putter is important when you get up close—but it's not much good off the tee or on the fairway. You can't go 18 holes with a club that's only good on the greens.

Radio selling is pretty much the same way.

Take Syracuse, for example. Other stations in this fast-growing city are pitched for a short roll toward the cup, but *only WSYR* drives out over a surrounding fairway of 23 BMB counties as well. Central New York State—with 40% of the New York farms and 11 major cities—is a long course, five times as big as Syracuse itself.

Bunch all this ground into one WSYR-accessible market and you've got a billion and a half spendable dollars. That's more than Milwaukee, or Pittsburgh, or Seattle. And WSYR—the only NBC outlet in the area—takes first place with the most listeners (and most local advertisers) in poll after poll.

If you want to know how to be 5-up over your competitors with these million and a quarter families who bought almost a billion dollars worth of retail goods in 1946, you can get a scorecard from us or Headley-Reed.



"A Quarter Century of Service"

570 kc.—5000 watts

NBC in Central New York

Represented by Headley-Reed

WRUN
UTICA-ROME, N.Y.
1150 Kc

5 Kw Day • 1 Kw Night

BEAMED TO 40 MILES
OF MOHAWK VALLEY
MAIN STREET

THE *only*
ABC STATION
between
ALBANY and SYRACUSE
WRUN

ASK

Avery-Knodel,

ABOUT

WRUN

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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NEW YORK (Continued)

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GLOVERSVILLE	WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-900	CBS, MBS	George F. Bissell, Pres. Dale Robertson, Gen. Mgr.	Thesaurus AP	
HEMPSTEAD	WHLI 1947	1100 250-D	FM Broadcasting Corp. 245 Baldwin Road 7897	EHas I. Godofsky, Pres. & Gen. Mgr. Paul Godofsky, Station Mgr. & Exec. V.-P. Joseph A. Lenn, V.-P. & Sales Mgr.	Clifford Evans, V.-P. & Dir of Pub. Affairs Rhoda Cantor, Prod. Dir. Frank E. Knaack, V.-P. & Tech. Dir.	Associated World UP
HUDSON	WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 1167	Robert P. Strakos } Partners John F. Kearney } John F. Kearney, Gen. Mgr. Robert P. Strakos, Coml. Mgr.	Paul Baron, Prog. Dir. Michael Tackach, Chief Engr.	Capitol World UP
ITHACA	WHCU 1921	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr.	Joseph A. Short, Prog. Dir. Theodore T. Howes, Prom. Mgr. True McLean, Chief Engr.	Lang-Worth World UP
JAMESTOWN	WJOC 1947	1470 1,000-D	Alr Waves Inc. 415 W. Fourth St. 5-108	Harry E. Layman, Gen. & Coml. Mgr. John R. Thomas, Prog. Dir.	Robert L. Blalock, Chief Engr.	Capitol AP
JAMESTOWN	WJTN 1936	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7151	ABC	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. & Coml. Mgr.	Jean Slade, Prom. Mgr. Harold J. Kratzert, Chief Engr.	Rambeau Standard World UP
KENMORE 17	WNYB 1948	1080 1,000-D	Edwin R. Sanders & Thaddeus Podblelnak Kenmore	Partnership Thaddeus Podblelnak, Gen. Mgr.	Edwin R. Sanders, Chief Engr.	Associated AP
KINGSTON	WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Lou Steketee, Gen. Mgr.	Dick McCarthy, Prog. Dir. Herbert Inman, Chief Engr.	McGillvra Thesaurus UP
LACKAWANNA 18 ...	WWOL 1947	1120 1,000-D	Leon Wyszatycki 692 Ridge Road Woodlawn 8200	Leon Wyszatycki, Pres. Benno Rosenheimer, Coml. Mgr.	Stanley Jasinski, Prog. Dir. Howard A. Seyse, Chief Engr.	Standard UP
LIBERTY	WVOS 1947	1240 250	Sullivan County Bcstg. Co. Liberty 1680	David A. Kyle, Pres. Art Cooper, Gen. & Coml. Mgr.	Eric Fields, Prog. Dir. Merrill Grossman, Prom. Mgr. Bernard Bell, Chief Engr.	Associated UP
MALONE	WICY 1946	1490 250	North County Bcstg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackey, Prod. Mgr. Ralph M. Cardinal, Coml. Mgr.	Peggy Reisdorf, Prog. Dir. Bernard B. Reisdorf, Chief Engr.	World UP
MASSENA	WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas McHugh, Coml. & Station Mgr.	Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Weed Associated SESAC UP
MIDDLETOWN	WALL 1942	1340 250	Community Bcstg. Corp. 14 South St. 3119	MBS KBS	John Morgan Davis, Pres. Martin N. Oebbecke, Gen. Mgr.	George F. Shepard, Prog. Dir.	AP
MIDDLETOWN	WMDL (Construction permit)	1400 100	Ernest H. Warnock 122 West Main St.			
NEWBURGH	WGNY 1933	1220 1,000-D	WGNY Bcstg. Co. Inc. 161 Broadway 4600	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard UP
NEW YORK 51	WBNX 1927	1380 5,000 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell, Pres. Wm. I. Moore, Vice-Pres. & Gen. Mgr.	Edward Eryln, Prod. Mgr. Frank Johnson, Prog. Dir. A. L. Solbrig, Chief. Engr.	ForJoe SESAC Standard AP
NEW YORK	WCBS 1924	880 50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	William S. Paley (CBS), Ch. of Bd. Frank Stanton (CBS), Pres. Arthur Hull Hayes, Gen. Mgr. Don Miller, Sales Mgr.	G. Richard Swift, Asst. Gen. Mgr. William Elwell, Mgr. Prod. Oprtns. Jules Dundes, Adv. & Sales Prom. Mgr. Henry Grossman, Chief Engr.	Radio Sales Associated Lang-Worth AP, UP, INS
NEW YORK 19	WEVD 1927	1330 5,000 ST-WBBR, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held, Ch. of Bd. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	AP
NEW YORK 19	WHN 1922	1050 50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettay, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebhar Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert G. Patt, Dir. of Adv. & Prom. Paul Fuelling, Chief Engr.	Associated AP, UP



EGAD NO! WVET HAS NO STUFFED SHIRT DEPT.

All we have is what it takes to help you lick the be-whoosis out of competition!

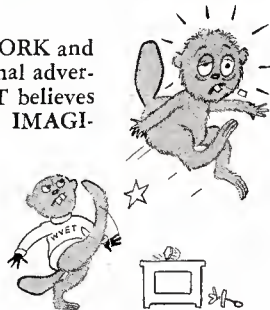


EAGER-BEAVER DEPT:

Some people think the way to run a radio station is to sit on their fannies. Frankly we don't. Not in a hot-profit spot like Rochester, New York!

WVET knows it takes extra LEGWORK and ELBOW-GREASE to put any national advertiser ahead of competition. WVET believes it takes extra BRAINWORK and IMAGINATION to keep him there.

This 5000 watt Basic Mutual Station is staffed and equipped to do both jobs. There are no cases of Fanny Fatigue at WVET.



EXPECTANT-SPONSOR DEPT:

Walking in circles looking for world-shaking, sales-making ideas? Going nuts trying to find talent to fit your budget or vice versa? Whatever your No. 1 problem, WVET will come up with a Bell-Ringer. (Cash register bell, that is!)

... And if it's the works you want, YOU'LL GET 'EM. Everything from new, skilfully developed ideas to expert casting, directing, producing and testing shows. All this plus WVET's Complete Advertising and Merchandising Service-of-the-Air!



PIKE'S-PEAK-OR-BUST DEPT:

Whether your problem is one of slow returns, a drooping Hooper or inadequate distribution, WVET has but one platform: (And it's a dilly!) FAST ACTION—not alibis. RESULTS—not half-baked campaign promises. SERVICE tailored to fit your product, your problems, your markets, your competition. None of this cut-and-dried, rubber-stamp stuff that passes for service.

EAR-TO-GROUND DEPT:

We've been talking about all the dandy things WVET can do. Here's something we can't do . . . bring you the best in Radio from Rochester alone. SO—to help you cash in on latest developments and beat the ears off competition—WVET maintains a New York office. We're the ONLY—yep, the ONLY—Rochester station that does. And it's right smack in the heart of the radio "empire." 30 Rockefeller Plaza is the address. Suite 3116. C'mon up!



FACTS-OF-LIFE DEPT:

Cost-cutting is another VERY SPECIAL service on WVET. We got our basic training—46 years of it—on national networks, major stations and in 4-A agencies . . . believe we can show you how to get better returns at lower cost without impairing the quality of your radio advertising and entertainment.



So if you've got a problem, why not wig-wag WVET's 38 Eager Beavers today for some of that fast-action WVET Service you've been hearing so much about!

VETERANS BROADCASTING COMPANY, INC.
204 Granite Bldg., Rochester 4, New York

WVET

ROCHESTER, NEW YORK

BASIC MUTUAL STATION

5000 WATTS

1280 KC

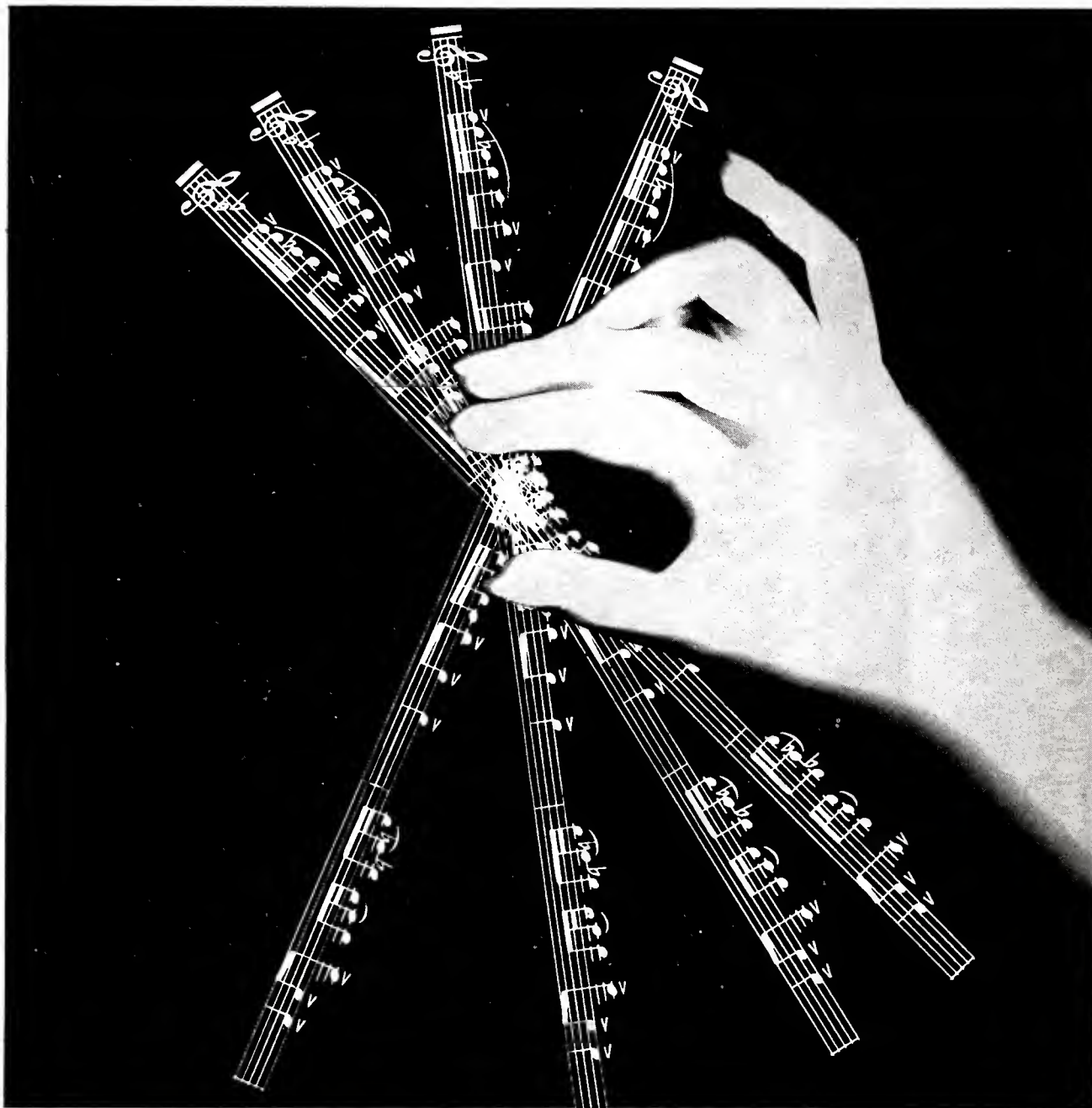
NATIONALLY REPRESENTED BY WEED AND COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
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NEW YORK (Continued)

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NEW YORK 19	WHOM 1925	1480 1,000-LS 500-N	Atlantic Bcstg. Co. Inc. 29 W. 57th St. Plaza 3-4204	Generoso Pope, Pres. Fortune Pope, Gen. Mgr. Ralph Nardella, Exec. Assist. Chg. of Sales	Charles Baltin, Assist. Mgr. Ralph Constantino, Prod. Mgr. Paul Lee, Chief Engr.	UP
NEW YORK 18	WINS 1932	1010 50,000-LS 10,000-N CP-50,000-U	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	James D. Shouse, Pres. Eldon A. Park, Gen. Mgr. Wilnot Losee, Coml. Mgr.	Jerry Danzig, Prog. Dir. Marion Annenberg, Prom. Mgr. Paul VonKunitz, Chief Engr.	Standard World AP, UP, INS
NEW YORK 20	WJZ 1921	770 50,000	American Bcstg. Co. 33 W. 42nd St. Wisconsin 7-1737	ABC	Edward J. Noble (ABC), Ch. of Bd. Mark Woods (ABC), Pres. Murray B. Grabhorn, Gen. Mgr. Chick Doty, Sales Mgr.	John Hade, Prog. Dir. Walter B. Dunn, Prom. Mgr. George Milne, Chief Engr.	ABC Spot AP, UP, INS
NEW YORK 16	WLIB 1942	1190 1,000 L-WOVO	WLIB Inc. 207 E. 30th St. Murray Hill 3-6903	Dorothy S. Thackrey, Pres.	Don Martin, Prog. Dir. Sam Eiefert, Prom. Mgr. Logan Louis Thompson, Chief Engr.	Associated AP, UP
NEW YORK 19	WMCA 1925	570 5,000	WMCA Inc. 1657 Broadway Circle 6-2200	Nathan Straus, Pres. Herman M. Stein, Treas. Charles Stark, Gen. Mgr. Herman Bess, Coml. Mgr.	Joseph Gottlieb Prog. Dir. Joseph Klarman, Prom. Mgr. Pierre C. Verseput, Chief Engr.	Free & Peters AP
NEW YORK 20	WNBC 1922	660 50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell (NBC), Pres. James M. Gaines, Gen. Mgr. Thomas B. McFadden, Assist. Mgr. William O. Tilenius, Sales Mgr.	deLancy L. Provost, Prog. Dir. Charles Philips, Prom. Mgr. F. A. Wankel, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
NEW YORK 17	WNEW 1934	1130 10,000	Greater New York Broad- casting Corp. 565 Fifth Ave. Plaza 3-3300	Bernice Judis, Gen. Mgr. Ira Herbert, Coml. Mgr.	Ted Cott, Prog. Dir. John V. B. Sullivan, Prom. Mgr. M. J. Weiner, Chief Engr.	Lang-Worth AP
NEW YORK 7	*WNYC 1924	830 1,000-LS 1,000-N-L L-WCCO	City of New York Municipal Bldg. Worth 2-5500	William O'Dwyer, Mayor, New York Seymour N. Siegel, Gen. Mgr. John DeProspro, Exec. Officer	Lillian Supove, Prom. Mgr. William Pitkin, Chief Engr.	Associated AP, UP
NEW YORK 18	WOR 1922	710 50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, Pres. Rufus C. Maddux, V.P. in Charge of Sales. Eugene S. Thomas, Sales Mgr.	Joseph Creamer, Prom. Mgr. J. E. Poppele, V.P. & Chief Engr.	Associated AP, UP, INS
NEW YORK 19	WOV 1926	1230 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova, Chief Owner Harry D. Henshel, Pres. Ralph N. Weil, Gen. Mgr.	Arnold B. Hartley, Prog. Dir. C. Carroll Forbes, Prom. Mgr. Hillis Holt, Chief Engr.	Pearson Standard AP
NEW YORK 19	WQXR 1934	1560 10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	A. H. Sulzberger, Ch. of Bd. Julius Ochs Adler, Vice- Chairman John V. L. Hogan, Pres. Elliott M. Sanger, Exec. V.P.	Hugh K. Bolce, V.P., Sales Eleanor N. Sanger, Prog. Dir. Eleanor P. Hurley, Publ. Dir. Norman S. McGee, Dir. of Sales Russell D. Valentine, Chief Engr.	Raymer Associated World
NEW YORK (Woodside)	WWRL 1936	1600 250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside Newtown 9-3300	William H. Reuman, Pres. & Gen. Mgr. Edith Dick, Station Mgr.	Fred Barr, Prog. Dir. Walter Kaner, Prom. Mgr. Vincent Losgar, Chief Engr.	Clark Associated Standard AP
NIAGARA FALLS ...	WHLD 1940	1290 1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	Headley-Read Associated Lang-Worth SESAC Standard World UP
NIAGARA FALLS ...	WJLU 1947	1440 1,000-D	John J. Laux Elks Bldg.	John J. Laux, Owner Robert F. Kliment, Gen. & Coml Mgr.	Kay Balfé, Prog. Dir. & Prom. Mgr. Frank Harr, Chief Engr.	McGillvra Lang-Worth UP
OGDENSBURG	WSLB 1940	1400 250	St. Lawrence Bcstg. Co. Ogdensburg 500	MBS KBS	Joseph R. Brandy, Pres. Harold J. Frank Secy.-Treas.	Hal Gilmon, Prog. Dir. & Prom. Mgr. Ray Lafferty, Chief Engr.	Walker Cole Standard UP
OLEAN	WHDL 1936	1450 250	WHDL Inc. Exchange Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. J. E. Henzel, Gen. Mgr. J. K. Eade, Coml. Mgr.	R. Neno, Prog. Dir. L. Greich, Prom. Mgr. J. Atherton, Chief Engr.	McKinney Associated UP
ONEONTA	WDOS (Construction permit)	1400 250	Oneonta Star Inc. 1214 Broad St. 2300	MBS	James H. Ottaway, Pres. Eugene J. Brown, Gen. Mgr. Walton Deming, Coml. Mgr.	Stephen Ryder, Prog. Dir. Hardd Merchant, Chief Engr.	Walker AP
ONEONTA	WONO (Construction permit)	1110 250-D	Oneonta Bcstg. Co. 285 River St.	John Nazak & Joanne May Levko—partners		
OYSTER BAY	WKBS (Construction permit)	1520 250-D	Eastern Bcstg. Co.			



FINE MUSIC AT THEIR FINGERTIPS The flick of a switch . . . a world of fine music at the fingertips of more than half a million families listening habitually to "New York's Most Beloved Radio Station." Because they tune to WQXR-WQXQ so faithfully, no other station can reach them as often. More and more advertisers, eager to reach the heart of New York's purchasing power, are turning to WQXR-WQXQ because its audience is pre-selected . . . above-average in income . . . discriminating in taste . . . loyal to advertisers who bring them the music they love. For greater sales, use WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.

WQXR

and FM Station WQXQ

Radio Stations of The New York Times

BROADCASTING • Telecasting

1948 Yearbook Number • Page 177



WRNY

680
ON THE DIAL
IN
ROCHESTER

In its first year of operation, WRNY has won a very special place in public affection in this rich Western New York area as THE "news-music-sports" station. Such listener preference makes WRNY time commitments exceptionally resultful.

P. S. All WRNY programs are broadcast simultaneously over WRNY-FM—Rochester's most powerful FM station.

WRNY MONROE BROADCASTING CO., INC. **WRNY-FM**
191 EAST AVE., ROCHESTER 4, N. Y.



WFBL

—the Greatest Selling Power
in SYRACUSE and Central New York!

BASIC—CBS

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over WFBL in SYRACUSE!

✓ Check these WFBL
AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios of Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mon. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B						
Station C						
Station D						
Station E**						

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Haaper Winter-Spring Report . . . December through April.

**Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives
BASIC MEMBER CBS 5000 Watts

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

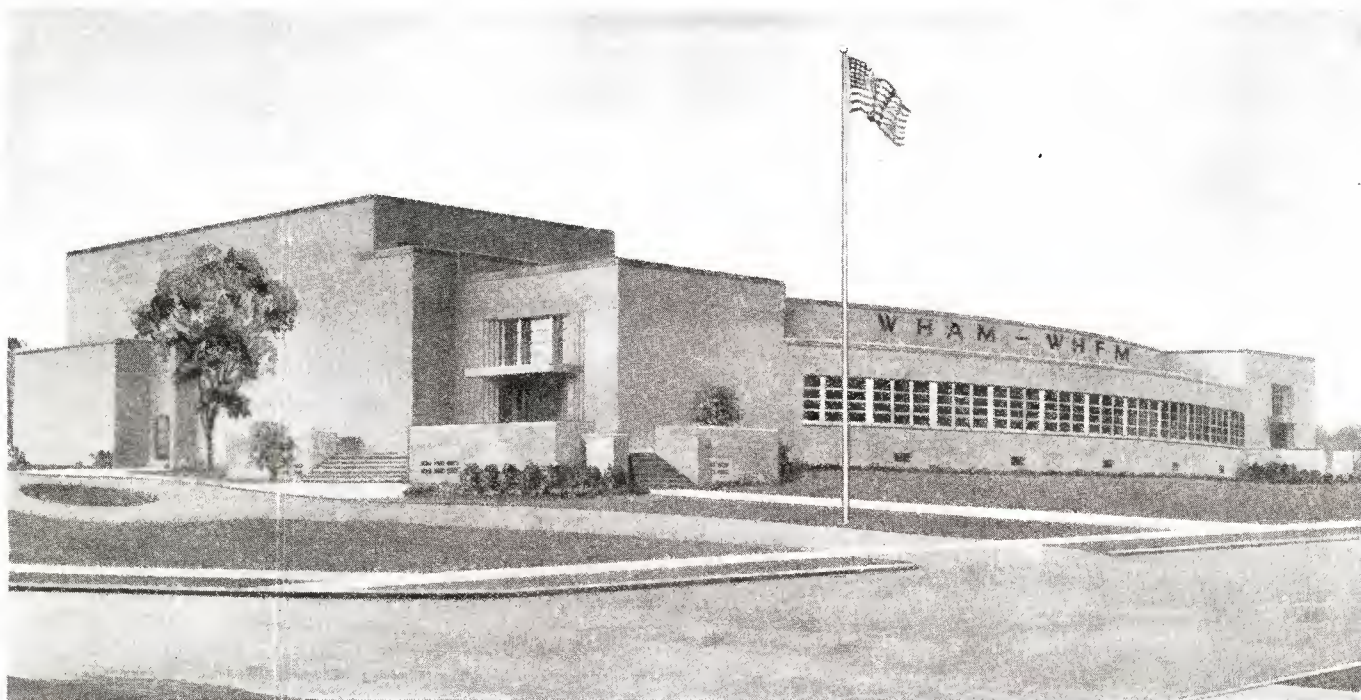
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NEW YORK (Continued)

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PLATTSBURG	WMFF 1935	1340; CP-960 250; CP-1,000	Plattsburg Bcstg. Corp. Radio Centre 1600	ABC KBS	George F. Bissell, Pres. & Gen. Mgr. Joel H. Scheeler, Coml. Mgr.	John Lawrence, Prog. Dir. Edward Gagnon, Chief Engr., Prom. & Bus. Mgr.	McGillvra Thesaurus UP
POUGHKEEPSIE	WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Square 6800	ABC	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. H. C. Watson, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard AP
ROCHESTER 4	WARC 1947	950 1,000	WARC Inc. Sheraton Hotel Main 6134	ABC	S. W. Townsend, Pres. & Gen. Mgr. Harland M. Evans, Coml. Mgr.	Fredrick L. Essex, Prog. Dir. Hav' Nash, Prom. Mgr. Robert S. Emch, Chief Engr.	Katz Associated AP
ROCHESTER 4	WHAM 1922	1180 50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	William A. Fay, Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles W. Siverson, Prog. Dir. Arthur W. Kelly, Prom. Mgr. Kenneth Gardner, Chief Engr.	Hollingbery Standard Thesaurus World UP
ROCHESTER 4	WHEC 1925	1460 5,000	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett, Pres. Clarence Wheeler, Exec. V.P. Gunnar O. Wiig, Gen. Mgr. LeMoine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Lowell MacMillan, Prod. Mgr. Bernard C. O'Brien, Chief Engr.	McKinney Associated MacGregor Standard AP
ROCHESTER 4	WRNY 1947	680 250-D	Monroe Bcstg. Co. 191 East Ave. Main 7533	George B. Kelly, Pres., Gen. & Coml. Mgr.	Add Penfield, Prog. Dir. Feix Bonvouloir, Chief Engr.	Young AP
ROCHESTER 4	WSAY 1936	1370 1,000 CP-5,000	Federal Broadcasting System Inc. Taylor Bldg. Stone 0702	Gordon P. Brown, Pres. & Gen. Mgr. John D. Kelly, Coml. Mgr.	George LiButti, Prog. Dir. Gordon P. Brown, Chief Engr.	Walker McGillvra INS
ROCHESTER 4	WVET 1947	1280 5,000	Veterans Bcstg. Co. Granite Bldg. Stone 0990	MBS	William B. Maillefert, Pres. & Gen. Mgr. John S. Houseknecht, Coml. Mgr.	Coleman Scott, Prog. Dir. Harry W. Bennett Jr., Prom. Mgr. Ervin F. Lyke, Chief Engr.	Weed Capitol UP
ROME	WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George L. Cramer, Coml. & Prom. Mgr.	Daniel Fusco, Prog. Dir. Deforest T. Layton Jr., Chief Engr.	Cooke Lang-Worth UP
SARANAC LAKE	WNBZ 1938	1450 250	Upstate Bcstg. Co. 88 Main St. 1320	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jacques DeMattos, Coml. Mgr.	Kerroll Kunz, Prog. Dir. Robert Myles Jr., Prom. Mgr. H. Berwyn Williams, Chief Engr.	Clark Thesaurus AP
SCHENECTADY 5	WGY 1922	810 50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, V.P. & Mgr. of Broadcasting B. J. Rowan, Assist. Mgr. G. Emerson Markham, Sta- tion Mgr.	A. G. MacDonald, Supvr. Station Sales & Prom. Caleb Paine, Supvr. of Prog. W. J. Purcell, Chief Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7	WSNY 1942	1240 250	Western Gateway Broad- casting Corp. 619 State St. 3-3622	W. P. Leighton, Pres. George R. Nelson, Gen. Mgr. Ceil Woodland, Coml. Mgr.	Edward F. Flynn, Prog. Dir. Robert S. Cragin, Prom. Mgr. Irving Beck, Chief Engr.	Lang-Worth Standard AP
SYRACUSE 2	WAGE 1941	620 1,000; CP-5,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. William T. Lane, Gen. Mgr. Aaron Beckwith, Coml. Mgr.	Gordon Alderman, Prog. Dir. Charles W. Brannen, Chief Engr.	Petry Standard Thesaurus AP
SYRACUSE 2	WFBL 1924	1390 5,000	Onondaga Radio Broad- casting Corp. Hotel Onondaga	CBS	O. F. Soule, Pres. C. F. Phillips, V.P. & Coml. Mgr.	S. Woodworth, V.P. & Gen. Mgr.	Free & Peters World UP
SYRACUSE 2	WNDR 1947	1260 5,000	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS	T. Frank Dolan, Pres. Al Goodwin Jr., Gen. & Coml. Mgr.	Ralph Freeman, Prog. Dir. Pat Farrell, Prom. Mgr. Charles Just, Chief Engr.	Raymer Associated Lang-Worth SESAC AP
SYRACUSE 2	WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	T. S. Marshall, Pres. & Gen. Mgr. Daniel Dwyer, Coml. Mgr.	Hamilton Woodie, Prog. Dir. James J. Cooligan, Prom. Mgr. Tom Crimmins, Chief Engr.	Walker Cole Standard AP
SYRACUSE 2	WSYR 1922	570 5,000	Central N. Y. Broadcast- ing Corp. Syracuse Kemper Bldg. 3-7111	NBC	Harry C. Wilder, Pres. Mark S. Wilder, V. P. N. L. Kidd, Treas. E. R. Vadeboncoeur, V. P.	W. R. Alford Jr., Coml. Mgr. Bill Rothrum, Prog. Dir. Al Gillen, Prom. Mgr. G. Armand Belle Isle, Chief Engr.	Headley-Reed Associated Lang-Worth UP
TROY	WHAZ 1922	1330 1,000 ST-WBBR, WEVD	Rensselaer Polytechnic Institute			
TROY	WTRY 1940	980 5,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	H. C. Wilder, Pres. Wm. A. Rippe, Gen. Mgr. Woodbury Carter, Assist. Mgr. John W. Sutphen, Coml. Mgr.	H. H. Sharpe, Prog. Dir. James Baker, Prom. Mgr. A. H. Chismark, Chief Engr.	Headley-Reed Kettel-Carter Associated Lang-Worth UP

WHAM *tops*

THEM ALL WITH
ROCHESTER RADIO CITY.....

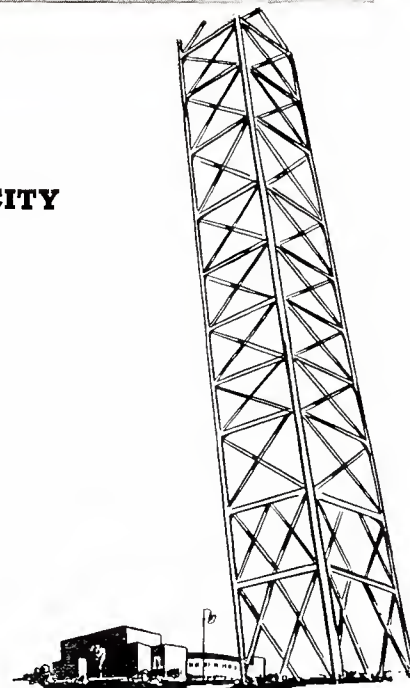


New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience-participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



W H A M

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
UTICA	WFRB (Construction permit)	900 1,000-D	Richard H. Balch 20 Whiteboro St.	Richard H. Balch, Owner		
UTICA	WGAT 1946	1100 250-D	Central Bcstg. Co. Mayro Bldg. 2-9231	ABC	J. Eric Williams, Chief Owner Richard T. Moore, Prog. Dir.	Roland L. Fowler, Prom. Mgr. Robert N. Blair, Chief Engr. Radio Advertising AP	
UTICA 2	WIBX 1925	1230; CP-950 250; CP-5,000	WIBX Inc. First Bank Bldg. 2-2101	CBS	Margaret P. Bowen, Pres. & Gen. Mgr. Helen Wood, Asst. to Pres. Nathan W. Cook, Coml. & Prom. Mgr.	Elliott A. Stewart, Prog. Dir. John T. Dowdell, Chief Engr. Wood & Colton World UP, INS	
UTICA	WRUN 1947	1150 5,000-LS 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC	B. C. Barnard, Pres. Fritz S. Updike, Gen. Mgr.	Stewart Spencer, Prog. Dir. Richard A. Clark, Prom. Mgr. Warren E. McDowell, Chief Engr. Avery-Knodel Associated Thesaurus AP	
WATERTOWN	WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, Pres. & Gen. Mgr. Hugh L. Cosline Jr., Prog. Mgr.	Donald Schryver } J. Fred Sprague } Co-Chief James Billingsley } Engr.	Wood & Colton Standard AP
WATERTOWN	WWNY 1941	790 1,000	The Brockway Co. Watertown 4120	CBS	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. & Coml. Mgr. Earl R. Kelly, Station Mgr.	James W. Higgins, Prog. Dir. Glenn S. Douli, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed Associated SESAC World UP
WHITE PLAINS	WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Valentine E. Macy Jr., Pres. Frank A. Seitz, Gen. Mgr. John E. Arens, Coml. Mgr.	Randall Kaler, Prog. Dir. Frank A. Seitz, Chief Engr.	Headley-Reed Associated World AP

NORTH CAROLINA

AHOSKIE	WRCS (Construction permit)	970 1,000-D	Ronauoke-Chowan Bcstg. Co., Inc.			
ALEMARLE	WABZ 1947	1010 1,000-D	Albermarle Bcstg. Co.	T. R. Wolfe W. E. Smith S. L. Myers Carl C. Aley R. H. Whitlow } Partners		
ASHEBORO	WGWR 1946	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 800	Roy Cox, Pres. J. R. Marlowe, Gen. & Coml. Mgr.	Andy Brown, Prog. Dir. Fred Gray, Prom. Mgr. Clyde Penny, Chief Engr. Associated UP	
ASHEVILLE	WISE 1939	1230 250	Radia Station WISE Inc. 100 College St. 4560	NBC	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Hal Edwards, Prog. Dir. Floye Bowers, Prom. Mgr. & Natl. Sales Matthew Munn, Chief Engr.	Burn-Smith Lang-Worth Thesaurus AP
ASHEVILLE	WLOS 1946	1380 5,000-LS 1,000-N	Skyway Bcstg. Corp. Battery Park Hotel 3080	MBS	Charles M. Britt, Pres. & Gen. Mgr. J. William Hendon, Coml. Mgr.	Bernard C. Barth, Prog. Dir. Palmer A. Greer, Chief Engr.	T-H-S Standard UP, INS
ASHEVILLE	WNCA 1945	1340 250	Community Bcstg. Co. Asheville Biltmore Hotel 2872	ABC KBS	Linton D. Baggs, Jr., Pres. Robert M. Lambe, Gen. Mgr. Edward D. Brandt, Coml. Mgr.	Hazel S. Bennett, Prog. Dir. R. Fred Brown, Prom. Mgr. John Randolph, Chief Engr.	ForJoe Cole, World INS
ASHEVILLE	WSKY 1947	1490 250	Radio Asheville, Inc. 12 Church St.			
ASHEVILLE	WWNC 1927	570 5,000	Asheville Citizen-Times Co. Inc. 14 O'Henry Ave. 5500	CBS	Don S. Elias, Exec. Dir. Cecil B. Hoskins, Gen. Mgr. James A. Hagan, Sales Mgr.	William F. Mella, Prog. Dir. K. C. Willson, Jr., Prom. Mgr.	Headley-Reed Associated AP, UP
BURLINGTON	WBBB 1941	920 1,000-D; CP-5000-D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS	V. W. Lane, Pres. E. Z. Jones, Gen. Mgr. Roy Springcr, Coml. Mgr.	Bill Sandefur, Prog. Dir. Rollie Furman, Prom. Mgr. Berry Tysor, Chief Engr.	Gene Grant Associated Capitol Lang-Worth AP, UP
BURLINGTON	WFNS 1947	1150 1,000-D	Burlington-Graham Broadcasting Co.			
CHARLOTTE 2	WAYS 1941	610 5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Thlrd St. 3-7173	ABC, MBS	G. W. Dowdy, Pres. W. H. Goan, Gen. Mgr. N. A. Royster, Coml. Mgr.	J. B. Clark, Prog. Dir. Mitzi Stack, Prom. Mgr. A. L. Chaney, Jr., Chief Engr.	Avery-Knodel Lang-Worth SESAC Standard AP
CHARLOTTE 2	WBT 1921	1110 50,000	Jefferson Standard Broadcasting Co. Wilder Bldg. 3-8833	CBS	J. M. Bryan, Pres. Ralph Price Chm. of Board Chas. H. Crutchfield, Vice- Pres. & Gen. Mgr.	E. J. DeGray, Secy. Treas. & Asst. Gen Mgr. Keith S. Byerly, Sales Mgr. Larry Walker, Prog. Dir. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr.	Radio Sales Lang-Worth AP, UP
CHARLOTTE	WGIV 1947	1600 1,000-D	Publix Bcstg. Services of Charlotte Inc. 2520 Tooney Ave.	Francis M. Fitzgerald, Pres. & Gen. Mgr. J. Law Epps, Coml. Mgr.	Cele Roberts, Prog. Dir. Mary Burnside, Prom. Mgr. Tom Brandon, Chief Engr.	Capitol AP
CHARLOTTE 1	WSOC 1933	1240 250	Radlo Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. Bomar Lowrance, Coml. Mgr.	Paul Marlon, Prog. Dir. Clyde Clem, Prom. Mgr. L. L. Caudie, Jr., Chief Engr.	Headley-Reed Standard Thesaurus AP
CLINTON	WRRZ 1946	880 1,000-D	Tar Heed Bcstg. System Inc. Clinton 2354	ABC	W. R. Roberson, Jr., Exec. Vice-Pres. George S. Walston, Gen. & Coml. Mgr.	Don Britt, Prog. Dir. & Prom. Mgr. Herman Joltitz, Chief Engr.	ForJoe World AP

LOOK AT THIS-

**SUPER-DUPER HOOPER
IN ROCHESTER**

FOR THE
LAST THREE YEARS:-

HOOPERATING*

Morning, Afternoon, And Evening COMBINED)

Station B-33.6 Station C-16.2 Station D-10.2

(DAYTIME ONLY-1947)

WHEC 44.4

*FALL-WINTER—1944-'45, 1945-'46, 1946-'47 WINTER-SPRING—1944-'45, 1945-'46, 1946-'47

PROOF OF THE PULLING!*

PROGRAM	NATIONAL HOOPER	WHEC
American Melody Hour	9.9	16.4
Baby Snooks	13.4	27.0
Big Sister	6.3	14.5
Big Town	14.2	29.4
Blondie	12.2	20.7
Bob Hawk	9.7	32.3
Crime Doctor	9.6	19.6
Dr. Christian	12.2	22.8
Durante & Moore	12.4	18.1
Ellery Queen	8.1	19.8
Family Hour	6.5	11.4
Frank Sinatra	9.9	18.2
Ginny Simms	8.8	18.5
Grand Slam	4.4	12.9
Hour of Charm	6.2	10.1

PROGRAM	NATIONAL HOOPER	WHEC
House Party	4.1	14.1
Inner Sanctum	12.9	26.9
Jack Carson	10.1	16.9
Joan Davis	13.7	26.5
Lux Theater	23.8	38.1
Mayor of the Town	9.1	18.4
Meredith Willson	6.5	17.5
Mr. Keen	10.8	22.4
Our Gal Sunday	6.8	13.1
Ozzie & Harriet	11.5	25.0
Romance of Helen Trent	6.9	11.5
The Thin Man	10.8	22.6
Vaughn Monroe	8.6	16.4
Vox Pop	8.7	19.9
Your Hit Parade	12.3	24.2

From Fall-Winter Hooper Survey, 1946-1947



45.6

GOOD Morning!



44.3

GOOD Afternoon!



43.4

GOOD Evening!



WHEC

of Rochester

N. Y.

5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CONCORD	WEGO 1943	1410 1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson, Pres. & Gen. Mgr. Henry L. Lowder, Coml. Mgr.	Nelda J. Garmon, Prog. Dir. Edwin M. Stanton, Chief Engr.	Clark Cole, SESAC Standard AP, UP
DUNN	WCKB 1946	780 1,000-D	N. C. Central Broad- casters Inc. Dunn 552	KBS	Earl McDonald Westbrook, Pres. A. Hartwell Campbell, Gen. Mgr. A. L. Faulk, Coml. Mgr.	Frank Huber, Prog. Dir. E. L. Burwell, Chief Engr.	Lang-Worth SESAC AP
DURHAM	WDNC 1928	620 5,000-LS 1,000-N	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Vice- Pres., Gen. & Prom. Mgr. C. J. Woodhouse, Coml. Mgr.	Joe Beaman, Dir of Con- tinuity Homer Ledbetter, Chief Engr.	Raymer Associated Capitol AP, UP
DURHAM	WDUK 1946	1310 1,000-D; CP-1,000-LS 500-N	WDUK Inc. Box 387 R-101	ABC	S. H. Campbell, Jr., Pres. Harmon L. Duncan, Vice- Pres. & Gen. Mgr.	Art Fazzlin, Coml. Mgr. Eccles Huff, Prog. Dir. Joseph Duncan, Chief Engr.	Pearson Lang-Worth AP
DURHAM	WHHT 1946	1590 1,000	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thomas, Pres. Kenneth Beachboard, Gen., Prom. & Coml. Mgr.	Vera Ervin, Prog. Dir. W. L. Wafford, Jr., Chief Engr.	Burn-Smith Standard INS
DURHAM	WSSB 1948	1490 250	Public Information Corp. Depositors Natl. Bk. Bldg. 6919	Thomas B. Sawyer, Pres. Guy Griffen, Gen. Mgr.		Forjoe
DURHAM	WTIK 1946	730 1,000-D	Durham Bcstg. Co. 211½ E. Main St. N-187	Tobacco	Floyd Fletcher, Pres. & Gen. Mgr. Paul W. Norrls, Coml. Mgr.	Ken Corbltt, Prog. Dir. Arlis White, Chief Engr.	Cooke World Thesaurus AP
ELIZABETH CITY	WCNC 1939	1400 250	Albermarle Bcstg. Co. 104 E. Colonial Ave. 1400	MBS KBS	J. A. Gill, Pres. Edmund D. Northup, Gen. Mgr. T. W. Talbot, Coml. Mgr.	Nancy Northup, Prog. Dir. Bill Krough, Prom. Mgr. Joe Kyle, Chief Engr.	Burn-Smith Lang-Worth UP
ELIZABETH CITY	WGAI 1947	560 500-D	Daily Advance Kramer Bldg. 757	Bob Bingham, Gen. Mgr. Alan Friedrichs, Coml. Mgr. Alan Burke, Prog. Dir.	Sterling Waters, Prom. Mgr. Frederick Wagner, Chief Engr.	World AP
FAYETTEVILLE	WFLB (Construction permit)	1490 250	Fayetteville Broadcast- ers, Inc. P. O. Box 1258	Harry B. Stein, Pres. John M. Croft, Gen. Mgr.	N. L. Royster, Coml. Mgr. E. A. Whitlock, Chief Engr.	Cox & Tanz Thesaurus INS
FAYETTEVILLE	WFNC 1940	1450 250	Cape Fear Bcstg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Gen. Mgr. Mrs. T. N. Clark, Secy.-Treas. Luther A. Gambill, Coml. Mgr.	Nat R. Martin, Prog. Dir. Harry M. Mills, Prom. Mgr. William H. Alford, Chief Engr.	Walker World UP
FAYETTEVILLE	WWNF (Construction permit)	1230 250	Wayne M. Nelson, Inc. Box 72, Concord, N. C.			
FOREST CITY	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	Ed M. Anderson, Pres. & Gen. Mgr. Jack Hammette, Coml. Mgr.	Wally Williams, Prog. Dir. Jane Smith, Prom. Mgr. Merton Iwerks, Chief Engr.	Lang-Worth AP
GASTONIA	WGNC 1939	1450 250	F. C. Todd Natl. Bank of Com- merce Bldg. 732	ABC KBS	F. C. Todd, Pres. Pat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Earl Holder, Prog. Dir. W. C. Groves, Jr., Chief Engr.	Cox & Tanz Lang-Worth UP
GASTONIA	WLTC (Construction permit)	1370 1000-D	Gastonia Broadcasting Service, Inc. National Bank of Com- merce Bldg.			
GOLDSBORO	WGBR 1938	1400 250	Eastern Carolina Broad- casting Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins, Pres. Leland B. Nelson, Gen. Mgr. Sidney J. Brumberg, Coml. & Prom. Mgr.	Vassie G. Balkcum, Prog. Dir. Daniel B. Trueblood, Chief Engr.	Walker Cole Thesaurus World AP
GREENSBORO	WBIG 1926	1470 5,000	North Carolina Broad- casting Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres., Gen. & Coml. Mgr. Al Rice, Prog. Dir.	Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr.	Hollingbery Thesaurus World AP
GREENSBORO	WCOG (Construction permit)	1320 1,000	Inter-City Advertising Co. 120 E. Third St., Charlotte, N. Car.			
GREENSBORO	WGBG 1942	980 1,000-D	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	ABC	Ralph M. Lambeth, Pres. & Gen. Mgr. Earl Sullivan, Coml. Mgr.	Helen Marie Craven, Prog. Dir. & Prom. Mgr. James M. Stewart, Chief Engr.	Burn-Smith Associated Capitol Lang-Worth UP
GREENVILLE	WGTC 1940	1490 250	Greenville Bcstg. Co. P. O. Box 898 3182	MBS Tobacco	J. J. White, Pres. B. S. Hodges, Jr., Gen. Mgr. Dave Mosier, Coml. Mgr.	Charles Whedbee, Prog. Dir. & Prom. Mgr. Jim Mayo, Chief Engr.	Walker Lang-Worth SESAC World AP
HENDERSON	WHNC 1946	890-N 1,000-D	Henderson Radio Corp. 219 S. Williams St. 736	MBS KBS	S. S. Stevenson, Pres. T. W. McCracken, Vice-Pres. W. J. Alston, Secy.-Treas.	Nathan Frank, V.P., Gen., Coml. & Prom. Mgr. Virginia Parham, Prog. Dir. Lewis Hiland, Chief Engr.	Griffith Cole Lang-Worth Thesaurus World AP
HENDERSONVILLE	WHKP 1946	1450 250	Redege Bcstg. Co. Box 757 700	MBS KBS	R. Lee Whitmire, Pres. L. Robert Amos, Gen. Mgr. Reginald Hill, Coml. Mgr.	Harold Brown, Prog. Dir. Kernix Edney, Prom. Mgr. William M. Cox, Chief Engr.	World AP
HICKORY	WHKY 1939	1290 5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Bldg. 1195	ABC KBS	Carl V. Cline, Pres.	E. S. Long, Gen. Mgr. & Chief Engr.	Associated World AP

NORTH CAROLINA

is the South's

No. ① STATE

and North Carolina's

No. ① SALESMAN

is

WPTF

Raleigh, North Carolina

50,000

WATTS

NBC

AFFILIATE

680 KC

FREE & PETERS

**National
Representatives**

BROADCASTING • Telecasting

1948 Yearbook Number • Page 185

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA (Continued)

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HIGH POINT	WHPE 1946	1070 1,000-D	High Point Enterprise 315 N. Main St. 3466	R. B. Terry, Pres. D. A. Rawley, Secy.-Treas. Walter F. Hester, Gen. Mgr.	C. R. Messervey, Coml. Mgr. Wm. H. Alspaugh, Actg. Prog. Dir. H. C. Spengler, Chief Engr.	Cox & Tanz Associated, Standard AP
HIGH POINT	WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Gen. Mgr. Pat Taylor, Coml. Mgr.	Gary Davis, Prog. Dir. Lois Cusworth, Prom. Mgr. Robert Moore, Chief Engr.	Burn-Smith Capitol, Lang-Worth UP
JACKSONVILLE	WJNC 1945	1240 250	Jacksonville Bestg. Co. Rt. 24 707	MBS Tobacco	Louis N. Howard, Pres. Lester L. Gould, Gen. Mgr. Rodric L. Jones, Coml. Mgr.	Gorton T. H. Wilbur, Prog. Dir. & Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS	WGTL 1946	870 1,000-D	Fred H. Whitley Cannon Blvd. & Country Club 870	Fred H. Whitley, Pres. Hal A. Seville, Gen. & Coml. Mgr.	Hod Love, Prog. Dir. Foy Hinson, Chief Engr.	ForJoe Capitol, Lang-Worth UP
KINSTON	WFTC 1937	1230 250	Jonas Welland 204 E. King St.	ABC			
KINSTON	WKNS 1947	1000 1,000-D	Kinston Bestg. Co. Radio Bldg. 4509	A. K. Barrus, Pres. James W. Campbell, Gen., Coml. & Prom. Mgr.	Marshall T. Pack, Prog. Dir. David Hardison, Chief Engr.	McGillvra Thesaurus, World UP
LAURINBURG	WEWO 1947	1080 1,000-D	Scotland Bestg. Co. Hotel Chetwynd Bldg. 770	Edwin Pate, Pres. J. R. Dalrymple, Jr., Gen., Coml. & Prom. Mgr.	Ed Leach, Prog. Dir. Truman Brock, Chief Engr.	World UP
LEAKSVILLE	WLOE 1946	1490 100	Douglas L. Craddock Leaksville 701	MBS KBS	Douglas L. Craddock, Pres. & Gen. Mgr. Dallas E. Gwynn, Coml. Mgr.	Charles H. Slate, Prog. Dir. Kenneth Thomas, Prom. Mgr. Eldred Winn, Chief Engr.	Capitol, World AP
LENOIR	WJRI 1946	1340 250	John P. Rabb 107 West Ave. 761	MBS Tobacco KBS	John P. Rabb, Pres. & Gen. Mgr. Art Davis, Coml. Mgr.	Glen Whittier, Prog. Dir. Earl Boyles, Prom. Mgr. Blaine Ruckert, Chief Engr.	Thesaurus AP
LEXINGTON	WBUY 1946	1450 250	Omar & Greeley Hilton 219 S. Main St. 2716	KBS	Omar Hilton } Partners Greeley Hilton } C. Robert Ray, Gen. & Coml. Mgr.	William Bennett, Prog. Dir. Frank Thomas, Prom. Mgr. Fred Honeybutt, Chief Engr.	Clark Lang-Worth AP
LUMBERTON	WTSB 1946	1340 250	Robeson Bestg. Corp. West 5th St. 1080	MBS KBS	Dr. E. L. Bowman, Pres. James MacNeil, Gen. Mgr. Eleanor French, Coml. Mgr.	Coleman Patterson, Prog. Dir. & Prom. Mgr. William Rogers, Chief Engr.	Cole, Standard AP
MONROE	WMAP 1947	1060 250-D	Union Bestg. Co. Monroe 1060	J. R. Shute } Owners O. B. Sikes } J. S. Beaty, Jr. } Station R. O. Darby, Jr. } Mgr. & Prog. Dir.	D. E. Marable, Sales Mgr. Elizabeth Long, Traffic Mgr. Martin L. Covington, Chief Engr.	Thesaurus UP
MOREHEAD CITY	WMBL 1947	740 1,000-D	Carteret Bestg. Co. Morehead City 9740	Grover C. Munden, Pres. Paul Parker, Station, Prom. Mgr. & Prog. Dir.	Charles Markey, Coml. Mgr. Ray Cummins, Chief Engr.	McGillvra Standard, World UP
MORGANTON	WMNC 1947	1490 250	Nathan J. Cooper Box 805 1100	MBS	Nathan J. Cooper, Pres., Gen. & Coml. Mgr. Robert T. Perkins, Prog. Dir.	Elmer H. Troutman, Chief Engr.	Lang-Worth AP
MOUNT AIRY	WPAQ (Construction permit)	740 1,000-D	Ralph D. Epperson			
NEW BERN	WHIT 1942	1450 250	Coastal Bestg. Co. Inc. U.S. Highway 17 South 4450	MBS Tobacco	Louis N. Howard, Pres. Gordon A. Scheihing, Gen. Mgr. & Prog. Dir.	Richard B. Stark, Coml. & Prom. Mgr. William G. Haire, Chief Engr.	Walker Lang-Worth UP
NEWTON	WNNC (Construction permit)	1230 250	Newton-Conover Broadcasting Co. 211 Main St., Gastonia, N. C.	Earl Holder } Part- Ray Leinbach Jr. } ners Charles C. Turner }		
NORTH WILKESBORO	WILX 1947	1450 250	Carolina-Northwest Broadcasting Co.	MBS KBS			
NORTH WILKESBORO	WKBC 1947	810 1,000-D	Wilkes Bestg. Co. Cashion Bldg. 633	Doris B. Brown, Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	George C. Yarbrough, Prom. Mgr. Robert L. Pinnix, Chief Engr.	World AP
RALEIGH	WNAO 1947	850 5,000	News & Observer Pub. Co. Raleigh	ABC	Josephus Daniels, Pres. Dudley Tichenor, Gen. & Coml. Mgr.	Bascom E. Porter, Chief Engr.	Avery-Knodel Standard UP
RALEIGH	WPTF 1924	680 50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr. Graham B. Poyner, Prog. Mgr.	R. W. Youngsteadt, Dir. of Adv. & Prom. Henry Hulick, Jr., Chief Engr.	Free & Peters Associated AP, UP
RALEIGH	WREAL 1939	1240 250	Capitol Bestg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Gen. Mgr. Tom Mitchell, Coml. Mgr.	Howard Maschmeier, Prog. Dir. Stanley Brown, Chief Engr.	Weed Lang-Worth AP
REIDSVILLE	WFRC	1600 1,000	Piedmont Carolina Bestg. Co. 18 Gilmer St. 1573	KBS	H. T. Williams, Pres. W. E. Williams, Gen. & Prom. Mgr.	George Anderson, Coml. Mgr. Chuck Perron, Prog. Dir. L. H. Alexander, Chief Engr.	Cooke Associated, Cole AP

BROADCASTING

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar: News Service	
ROANOKE RAPIDS ..	WCBT 1941	1230 250	Radio Station WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew, Pres. & Gen. Mgr. W. Lunsford Crew, Secy.- Treas.	A. L. Drew, Coml. Mgr. Jesse Heims, Prog. Dir. & Prom. Mgr. C. W. Meares, Chief Engr.	Burn-Smith Lang-Worth, World UP
ROCKINGHAM	WAYN 1945	900 1,000-D	Wayne M. Nelson Rockingham 611	Wayne M. Nelson, Pres. & Gen. Mgr. Mrs. Jimmie Ellerbe, Coml. Mgr.	William E. Henley, Chief Engr.	Cole, Lang-Worth, MacGregor, SESAC UP
ROCKY MOUNT	WCEC 1947	810 1-000-D	Josh L. Horne 115 N. Church St. 2880	Josh L. Horne, Pres. Melvin J. Warner, Gen. & Prom. Mgr.	Raymond S. Wilkinson, Prog. Dir. Warren G. Palmer, Chief Engr.	Associated, Capitol AF
ROCKY MOUNT	WEED 1933	1450 250	W. A. Wynne Rocky Mount 1420	ABC	W. A. Wynne, Pres. & Gen. Mgr. Jack L. Cummings, Coml. Mgr.	Tommy Snowden, Prog. Dir. Eunice Snipes, Prom. Mgr. W. A. Wynne, Chief Engr.	World AP
SALISBURY	WSAT (Construction permit)	1280 1,000-D	Mid-Carolina Broad- casting Co. 119 Lawyers Row
SALISBURY	WSTP 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. & Gen. Mgr. Gene Dorton, Secy.-Treas. Katherine Murphy, Coml. Mgr.	Russell McIntire, Prog. Dir. & Prom. Mgr. Carl Watson, Chief Engr.	Burn-Smith, Cook Lang-Worth AF
SANFORD	WWGP 1945	1050 1,000-D	Lee Bcstg. Corp. 23 Steele St. 860	W. W. Primm, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr. Gerald E. Bowman, Prog. Dir.	Gerald C. Primm, Prom. Mgr. Carey H. Olive, Chief Engr.	Cole, Capitol, World UP
SHELBY	WCHS 1946	730 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Steve Woodson, Coml. Mgr.	Milton Scarboro, Prog. Dir. Robert M. Wallace, Chief Engr.	Thesaurus AP
SOUTHERN PINES ..	WEEB 1947	1360 1,000-D	Sandhill Community Broadcasters Inc. Box 1298 6191	MBS	Jack S. Younts, Pres., Gen. & Coml. Mgr. Elizabeth M. Younts, Prog. Dir.	William E. Cox Jr., Prod. Dir. Richard S. Philbrick, Chief Engr.	ForJoe AP
SOUTHERN PINES ..	WSTS 1947	990 250-D	Sandhill Bcstg. Corp. 113 E. Broad St. 8271	F. L. Beber, Pres. Joe B. Long Jr., Gen. Mgr. Chalmers B. Brazell, Prog. Dir.	Kent L. Jeffrey, Coml. Mgr. Clyde E. Rhodes, Chief Engr.	Clark Standard UP
STATESVILLE	WSIC 1947	1400 250	Statesville Bcstg. Co. Inc. Radio Rd. Box 1189 1000	MBS	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	James Poston, Prog. Dir. Frances Earle, Prom. Mgr. T. K. Abernethy, Chief Engr.	World AP
TARBORO	WCPS 1945	760 1,000-D	Coastal Pains Bcstg. Co. Inc. Tarboro 643	John C. Hanner, Chief Owner & Gen. Mgr. R. M. Fountain, Coml. Mgr.	Syd Byrnes, Prog. Dir. Charles D. Chandler, Chief Engr.	Capitol, Lang-Worth AP
THOMASVILLE	WINC 1946	790 1,000-D	Thomasville Bcstg. Co. Salem St. Ext. 902	Russell F. VanLandingham, Part Owner	Harold Harrison, Gen. & Coml. Mgr. L. M. Sugg, Chief Engr.	World AP
WADESBORO	WADE 1947	1210 1,000-D	Anson Radio and Broadcasting Co.
WASHINGTON	WHED (Construction permit)	1340 250	Beaufort Bcstg. Co.
WASHINGTON	WRRF 1942	930 5,000-D	Tar Heel Broadcasting System Inc. Bank of Washnqton Bldg. 403	ABC	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Vice- Pres. T. H. Patterson, Gen. & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. Ike Murphrey, Chief Engr.	ForJoe AP
WAYNESVILLE	WHCC 1947	1400 250	Smoky Mountain Bcstg. Main St. 680	W. Curtis Russ, Pres. Robert M. Wallace, Gen. Mgr. Zeno Wall, Coml. Mgr.	George A. Flowers, Prog. Dir. Don Hunnicutt, Chief Engr.	Lang-Worth UP
WHITEVILLE	WENC 1946	1240 250	Whiteville Broadcasting Co. Inc. P. O. Box 508 120	MBS	J. A. Maultsby, Pres. Ward A. Coleman, Gen. & Prom. Mgr.	Margaret McNeil, Coml. Mgr. Henry Hoppe, Prog. Dir. Harold Vanderment, Chief Engr.	Standard, World AP
WILMINGTON	WGNI 1946	1340 250	General Newspapers Inc. P. O. Box 869 L. D. 30	MBS	Carmage Walls, Pres. James W. Stewart, Gen. Mgr.	Foster Edwards, Coml. & Prom. Mgr. Don Barber, Prog. Dir. W. P. Callahan, Chief Engr.	McGillvra Capitol, Standard UP
WILMINGTON	WMFD 1935	1400; CP-630 250; CP-1,000	Richard Austin Dunlea P. O. Box 696 4840	ABC	R. A. Dunleau, Pres. & Gen. Mgr. Claud O'Shields, Coml. Mgr.	H. W. Lee, Prog. Dir. E. I. Herring, Chief Engr.	Burn-Smith Cole, World UP
WILSON	WGTM 1937	1340; CP-590 250; CP-5,000	Watson Industries Inc. P. O. Box 976 2188	MBS Tobacco	Penn Thomas Watson, Pres. Allen Wannamaker, Gen. Mgr.	Harry Severance, Coml. & Prom Mgr. Clint Faris, Prog. Dir. Bill Malone, Chief Engr.	Hollingsbery Lang-Worth, Thesaurus, World UP
WILSON	WVOT (Construction permit)	1420 1,000-D	Wilson Radio Co. National Bank Bldg.	H. W. Anderson Joel Lawhon C. E. Leeper, N. V. Pieler W. T. Williams	Partners

C. K. KITTS DIVISION—
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 (Data corrected to January 1, 1948)

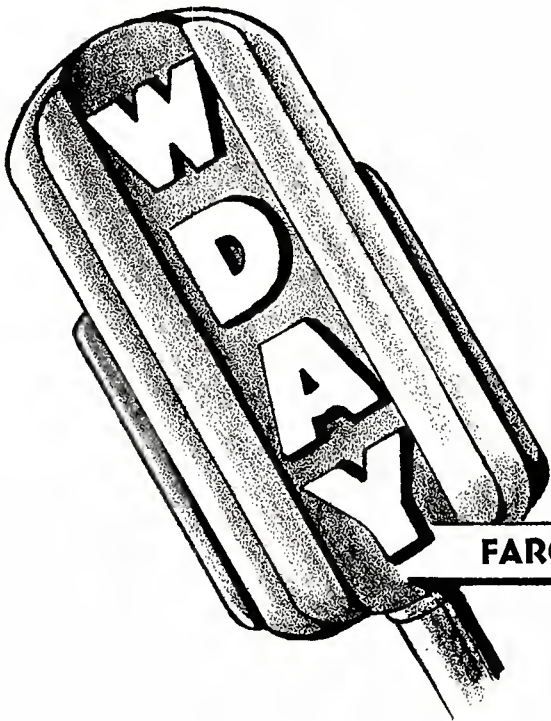
NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Servie	
WINSTON-SALEM ..	WAIR 1927	1340 250	Wair Bcstg. Co. Pepper Bldg. 2-1133	ABC	George Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	Eleanore Walker, Prom. Mgr. Lee King, Chief Engr.	Walker Cole, Lang-Worth World AP
WINSTON-SALEM 1..	WSJS 1930	600 5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray, Pres. Harold Essex, Vice-Pres. & Managing Dir.	Harry B. Shaw, Sales Mgr. Robert C. Estes, Prog. Mgr. Walter Blake, Prom. Mgr. Phil Hedrick, Chief Engr.	Headley-Reed Associated, Standard UP
WINSTON-SALEM ...	WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. 826½ W. 4th St. 7145	MBS	James W. Coan, Pres. John G. Johnson, Gen. Mgr.	Louis T. Marsh, Prog. Dir. L. C. Davis, Chief Engr.	T-H-S Thesaurus AP

NORTH DAKOTA

BISMARCK	KFYR 1925	550 5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC North- West	P. J. Meyer, Pres. & Gen. Mgr. F. E. Fitzsimonds, Station Mgr. R. W. MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Blair Thesaurus UP
DEVILS LAKE	KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great North- ern	Bert Wick, Pres., Gen. & Coml. Mgr. Robert Medaris, Prog. Dir.	Olaf Overbo, Prom. Mgr. Richard Moritz, Chief Engr.	Walker SESAC World UP
DICKINSON	KDIX 1947	1230 250	Dickinson Radio Assn. 28 1st Ave. W. 348	Dr. Paul J. Weir, Pres. Orville F. Burda, Gen. Mgr. Eugene L. Spear, Coml. Mgr.	Warren M. Peterson, Prog. Dir. Orville J. Narum, Prom. Mgr. Quentin V. Prochaska, Chief Engr.	Standard AP
FARGO	KFGO 1947	790 5,000	Northern States Broad- casting Co. 421½ N. P. Ave. 2-3291	ABC	W. R. Haggart, Pres. Charles G. Burke, Gen. & Coml. Mgr.	David B. Henley, Prog. Dir. Frank P. Sanders, Prom. Mgr. Wallace I. Bey, Chief Engr.	Raymer SESAC Standard AP
FARGO	WDAY 1922	970 5,000	WDAY Inc. Black Bldg. 5357	NBC North- west	Earl Reineke, Pres. & Gen. Mgr. Jack Dunn, Station Mgr. Tom Barnes, Coml. Mgr.	Ken Kennedy, Prog. Dir. Roy Pedersen, Prom. Mgr. Maurice Waller, Prod. Mgr. Julius Hetland, Chief Engr.	Free & Pete Thesaurus AP, UP
FARGO	KVNJ (Construction permit)	900 1,000-D	Northwest Bcstg. Co. Gardner Hotel	Donald J. Robertson, Gen. Mgr.
GRAND FORKS	*KFJM 1923	1440 1,000-LS 500-N SH-KILO	U. of North Dakota University Station 2800-5	Andrew J. Kochman Jr., Prog. Dir.	J. W. Wilkerson, Coml. Mgr. Arnold F. Petrich, Chief Engr.
GRAND FORKS	KILO 1941	1440 1,000-LS 500-N SH-KFJM	Dalton Le Masurier First Natl. Bank Bldg. 1200	CBS	Dalton LeMasurier, Pres. & Gen. Mgr. Elmer O. Hanson, Coml. Mgr.	Ralph D. Herbert, Prog. Dir. Robert Lukkason, Prom. Mgr. Arnold Petrich, Chief Engr.	Avery-Knodel Lang-Worth UP
GRAND FORKS	KNOX 1947	1400 250	Community Radio Corp. P.O. Box 1110 3500	MBS	Carroll E. Day, Pres. Frank W. Kaulf, Gen. & Coml. Mgr.	Jack Kennedy, Prog. Dir. & Prom. Mgr. Eugene Zober, Chief Engr.	World UP
GRAND FORKS	KVNW (Construction permit)	1260 1,000-LS 500-N	Grand Forks Herald, Inc. 118 N. Fourth St.
JAMESTOWN 1	KSJB 1937	600 5,000	Jamestown Bcstg. Co. 422 N. W. 2nd St. 1600	CBS MBS	John W. Boler, Chief Owner Joseph Goodfellow, Vice- Pres. Don A. Clayton, Gen. Mgr. Wm. Hurley, Coml. Mgr.	Wm. Barry, Prog. Dir. Mary Tucker, Prom. Mgr. Robert Ridgeway, Chief Engr.	Young World UP
MANDAN	KGCU 1928	1270 250; CP-1,000-LS 250-N	Mandan Radio Assn. Inc. 200 Third Ave., N.W. 800	MBS Great North- ern	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	M. W. Bushee, Prog. Dir. & Prom. Mgr. Ray Barnett, Chief Engr.	Lang-Worth AP
MINOT	KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS Great North- ern	John B. Cooley, Pres. C. W. Baker, Gen. Mgr.	Leslie Maupin, Coml. & Prom. Mgr. Jane Hauteman, Prog. Dir. C. W. Baker, Chief Engr.	Walker Cole World UP
VALLEY CITY	KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408W	MBS KBS Great North- ern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr. Robert Nelson, Prog. Dir.	Wayne King, Prom. Mgr. Charles Sjostrom, Chief Engr.	Walker Cole UP
WILLISTON	KWBM (Construction permit)	1450 250	Williston Bcstg. Co.

ASK YOUR OWN LOCAL REPRESENTATIVE!



If you want to know what section of North Dakota accounts for the most retail sales, or what one radio station you can use to *cover* that section—

ASK YOUR OWN LOCAL REPRESENTATIVE.

Fargo's famous Red River Valley so far outshines the rest of the State that it's not even *close*. (Don't forget that WDAY's primary area also includes 27 prosperous counties in Minnesota plus 6 in South Dakota.) And Fargo's WDAY gets 61.4% of the listeners in its area, against 9.5% for Station B, and 7.2% for Station C.

ASK YOUR OWN LOCAL REPRESENTATIVE, and you'll choose WDAY as a matter of course. For rates, availabilities or any other facts you want, consult Free & Peters, Inc.

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS



FREE & PETERS, INC.

Exclusive National Representatives

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OHIO

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AKRON	WADC 1925	1350 5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons, Owner- Mgr. Robert Wilson, Assist. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secret Williams, Prom. Mgr. J. L. Wildermuth, Chief Engr.	Hollingbery Lang-Worth Standard World UP Transradio
AKRON 8	WAKR 1940	1590 5,000	Summit Radio Corp. First Natl. Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr. Roger C. Berk, Assist. to Pres. Kenneth M. Keegan, Coml. Mgr.	Gene Trace, Prog. Dir. Bert Charles, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Weed Associated Capitol Thesaurus AP, UP
AKRON 8	WHKK 1944	640 1,000-LS L-N-1,000; KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS	H. K. Carpenter, Exec. Vice- Pres. R. W. Richmond, Gen. Mgr. Phillip R. Herbert, Coml. Mgr.	Louis Heinrich, Prog. Dir. T. E. Egan, Prom. Mgr. James S. Hill, Chief Engr.	Raymer Cole Standard AP
ASHTABULA	WICA 1937	970 1,000-D CP-5,000-LS 1,000-N	WICA Inc. 221 Center St. 1211	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	A. B. Newkirk, Prog. Dir. T. F. Searl, Chief Engr.	Lang-Worth UP
BELLAIRE	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. Bellaire 1515	MBS	Jesse A. Bloch, Pres. Robert W. Ferguson, Gen. Mgr. Robert J. Campbell, Coml. Mgr.	Franklin Curtis, Prog. Dir. Albert T. Fisher, Prom. Mgr. George Cowen, Chief Engr.	World AP
CAMBRIDGE	WILE (Construction permit)	1270 1,000-D	Land O'Lakes Broadcast- ing Corp. 917 Beatty Ave. 3545	H. D. McClelland, Pres. Howard A. Donahoe, V. P. & Gen. Mgr.	Wesley C. Randies, Chief Engr.	World AP
CANTON	WAND 1947	900 500-D	P. C. Wilson 1414 12th St., N.E.
CANTON 2	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 W. Tuscarawas St. 22935	Merlin Schneider, Pres. Royal G. Lister, Vice-Pres. Len Taylor, Gen. Mgr. George Starr, Coml. Mgr.	Vic Decker, Prog. Dir. M. Adelman, Prom. Mgr. Royal G. Lister, Tech. Dir.	Burn-Smith Lang-Worth Standard Thesaurus INS
CANTON 2	WHBC 1925	1480 5,000	Ohio Bcstg. Co. 550 Market Ave. S. 7166	MBS ABC	Louis Brush, Pres. Roy D. Moore, Vice-Pres. & Gen. Mgr. Robert C. Fehlman, Station Mgr. Gervis Brady, Coml. Mgr.	W. Richard Neher, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth Sliker, Chief Engr.	Rambeau Capitol AP, UP
CHILLICOTHE	WBEX 1947	1490 250	Shawnee Bcstg. Co.
CINCINNATI 1	WCKY 1929	1530 50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Station Mgr.	Bill Dawes, Prog. Dir. C. H. Topmiller, Chief Engr.	World Standard - Cole INS
CINCINNATI 2	WCPO 1924	1230 250	Scripps-Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. Mortimer C. Watters, Vice- Pres. & Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clark Miller, Prog. Dir. Kay Ashe, Prom. Mgr. Glenn A. Davis, Chief Engr.	Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 1923	550 5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	CBS	Hubert Taft Jr., Managing Dir. H. E. Fast, Gen. Mgr. U. A. Latham, Coml. Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovall, Prom. Mgr. George A. Wilson, Chief Engr.	Katz Lang-Worth AP, UP
CINCINNATI 2	WLW 1921	700 50,000	Crosley Bcstg. Corp. Crosley Square Cherry 1822	NBC	James D. Shouse, Pres. R. E. Dunville, Vice-Pres. & Gen. Mgr. H. M. Smith, Vice-Pres. in Charge of Sales William P. Robinson, Vice- Pres. in Charge of Progs.	Dwight Martin, Vice-Pres. & Asslt. Gen. Mgr. E. J. Boos, Vice-Pres. & Treas. M. N. Terry, Dir. of Merchg. & Prom. Activities David E. Partridge, Sales Prom. Dir. R. J. Rockwell, Vice-Pres. in in Chg. of Engrg.	Keenan & Eickelberg Thesaurus AP, UP, INS
CINCINNATI 2	WSAI 1923	1360 5,000	Buckeye Broadcasting 115 E. 4th St. Main 1068	ABC	Marshall Field, Pres. Robert M. Sampson, Gen. Mgr. E. K. Bauer, Assist. Mgr.	R. H. Boulware, Natl. Sales Mgr. James Leonard, Prog. Dir. Kirk Brodie, Prom. Mgr. W. E. Symons, Chief Engr.	Avery-Knode AP, UP
CLEVELAND 1	WGAR 1930	1220 50,000	The WGAR Bcstg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Pres. John F. Patt, Vice-Pres. & Gen. Mgr. Carl George, Assist. Gen. Mgr. E. M. Krause, Treas. Harry Camp, Sales Mgr.	Reginald Merridew, Prog. Dir. Jack Roeder, Prom. Mgr. R. Morris Pierce, Vice-Pres. Charge of Engrg.	Petry Capitol Standard UP, INS
CLEVELAND 13	WHK 1921	1420 5,000	United Bcstg. Co. Terminal Tower Prospect 5800	MBS	K. K. Hackathorn, Gen. Mgr. J. B. Maurer, Coml. Mgr. C. M. Hunter, Prog. Dir.	Henry Norweb Jr., Prom. Mgr. R. H. DeLany, Chief Engr.	Raymer SESAC AP, INS
CLEVELAND 15	WJMO 1947	1540 1,000-D	W. J. Marshall 2157 Euclid Ave. Superior 4424	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr. & Prog. Dir. Robert DeTchon, Coml. Mgr.	Lawrence Shipley, Chief Engr.	Young Capitol Standard AP

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS * DAY & NIGHT

For The Facts Call

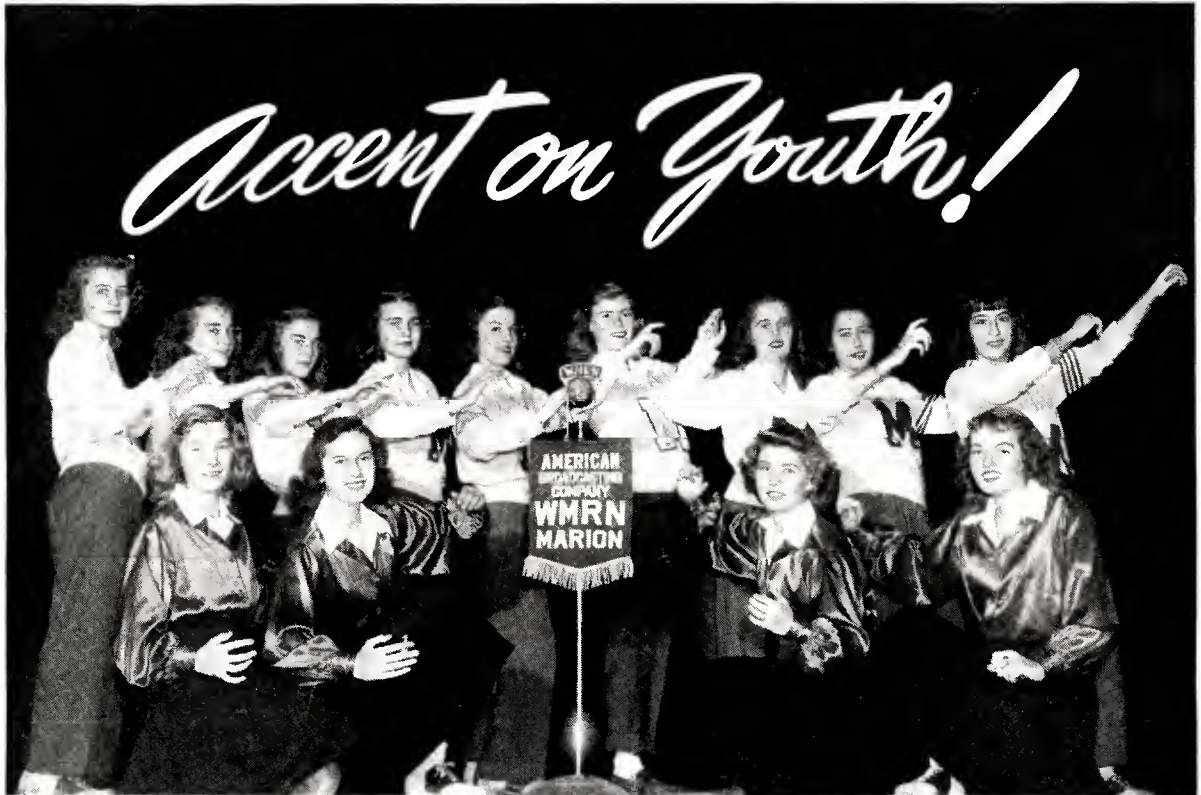
WEED & CO.

National Representatives



Also Operating WAKR-FM 97.5 MC. or Channel 248

Accent on Youth!



"Unlucky 13"? Not if you identify your product with these 13 pretty cheerleaders from Morion High Schools. Photo was taken at a football party sponsored by WMRN on its front lawn.

You profit twice when you buy time on WMRN! Teen-age acceptance of WMRN and the products it advertises is the extra dividend added to the proved high audience response among WMRN's more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

WMRN's wide sponsorship of and keen participation in the activities of youth keep youngsters as well as grown-ups tuned to WMRN. Local programs with teen-age appeal—high school sports, F.F.A. meetings and such—are highly encouraged and intelligently reported.

Yes, you profit twice when you buy WMRN—from better than expected response from WMRN's adult coverage and from the continuing teen-age product education resulting from WMRN's accent on youth!



Robert T. Mason, president of the Marion Broadcasting Co., presents the annual WMRN football trophy to Paul Wenzel, Marysville High School coach. WMRN is an active participant in all local teen-age activities.



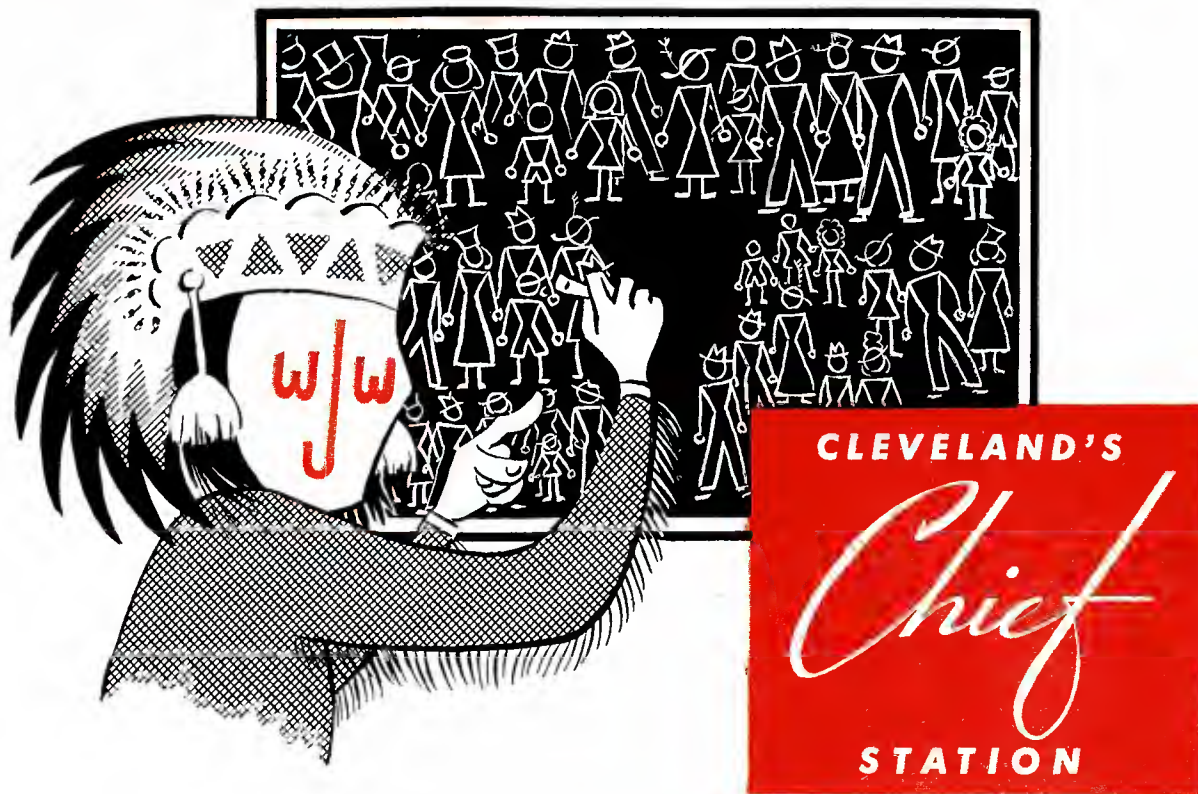
A view of the annual banquet given area members of the Future Farmers of America by WMRN. For the past 3 years WMRN has sponsored this tribute to sectional rural leaders of tomorrow.

WMRN



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

DRAWING POWER is SELLING POWER!



● We know the "Chief's" drawing of an audience on a blackboard doesn't mean selling power to you, but when facts prove the drawing power of WJW programs, including selected shows of the ABC Network

...that does mean selling power! In this rich Northern Ohio market where a billion dollars are spent annually, WJW reaches the homes that represent 94% of the total retail sales. WJW draws the audience and sells them too!

BILL O'NEIL, President



**BASIC
ABC Network**

C L E V E L A N D

**850 KC
5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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 (Data corrected to January 1, 1948)

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librs News Servic	
CLEVELAND 15	WJW 1932	850 5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. Lawrence Webb, Assist. to Pres. & Treas. Harold W. Waddell, Natl. Sales Mgr.	Wallen J. Sylvester, Local Sales Mgr. Charles V. Hunter, Prog. Dir. Gerold G. Roberts, Chief Engr.	Headley-Ree UP, Transrad
CLEVELAND 14	WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell, Pres. Vernon H. Pribble, Gen. Mgr. Harold Gallagher, Coml. Mgr.	Hal W. Metzger, Prog. Dir. Howard A. Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	NBC Spot Standard Thesaurus AP, UP
CLEVELAND HEIGHTS 18	WSRS 1947	1490 250	Samuel R. Sague Radio Center Bldg. Erievuew 2005	Samuel R. Sague, Pres., Gen. Dir. Mgr.	Harold A. Brinkman, Chief Engr.	AP
COLUMBUS 15	WBNS 1921	1460 5,000-LS 1,000-N	Radiohio Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. W. I. Orr, Coml. Mgr. Robert D. Thomas, National Sales Mgr.	Geer Parkinson, Prog. Dir. Jerome R. Reeves, Prom. Mgr. Lester H. Nafzger, Chief Engr.	Blair Capitol Thesaurus AP
COLUMBUS 15	WCOL 1924	1230 250	The Pixleys East Broad at Young St. Main 4581	ABC	L. A. Pixley, Pres. Jack Kelly, Gen. Mgr. Frank Jones, Coml. & Prom. Mgr.	Al Albinger, Prog. Dir. Leo DeConnick, Chief Engr.	Headley-Ree Associated Lang-Worth World AP, INS
COLUMBUS 15	WHKC 1921	610 1,000; CP-5,000	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. & Prom. Mgr.	John B. Moses, Prog. Dir. Wm. B. Minor, Chief Engr.	Raymer Associated Lang-Worth UP, INS
COLUMBUS 10	*WOSU 1922	820 5,000 L-LS, Dallas	The Ohio State U. O. S. U. Campus University 3148	Howard L. Bevis, Pres. Robert C. Higgy, Dir.	Wm. H. Ewing, Prog. Dir. Al J. Boggioni, Chief Oper- ator	Thesaurus UP
COSHOCTON	WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. Main St. 1560	Bruce Wallace, Pres. & Gen. Mgr. Richard H. Athey, Coml. & Prom. Mgr.	Fred Dodge, Station Mgr. & Prog. Dir. Ben Jones, Chief Engr.	Lang-Worth SESAC UP
DAYTON 1	WHIO 1935	1290 5,000	Miami Valley Broadcast- ing Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr., Pres. & Principal Owner Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Stanley G. Mouse, Prom. Mgr. Ernest L. Adams, Chief Engr.	Hollingsbery Associated Standard AP, UP, INS
DAYTON 2	WING 1921	1410 5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. F. G. Dykstra, Station Mgr.	Arthur H. Martin, Prog. Dir. Margaret Josten, Assist. Prom. Mgr. Lloyd House, Chief Engr.	Weed Lang-Worth Standard AP
EAST LIVERPOOL	WLIO (Construction permit)	1570 1,000-D	Pottery Bcstg. Co. 410 North Ave. Millvale, Pa.	Earl D. Eisenhower } Dr. A. S. Sickman } Owners J. Milton Hammond }		
ELYRIA	WEOL (Construction permit)	930 1,000	Elyria-Lorain Bcstg. Co. 330 2nd St. 2000	Roy W. Ammel, Pres. & Gen. Mgr.		
FINDLAY	WFIN 1941	1330 1,000-D	Fred R. Hover Estate Findlay 1330	KBS	Dimond Hover, Gen. Mgr. Jean Lamb, Traffic Mgr.	Edgar C. Smith, Chief Engr.	Cole Lang-Worth SESAC Standard INS
HAMILTON	WMOH 1944	1450 250	Fort Hamilton Broadcast- ing Co. Second Natl. Bank Bldg. 4-6543	MBS	Herbert G. Pabst, Pres. & Managing Dir. Donald L. Chapin, Sales & Prom. Mgr.	Don J. Meeks, Prog. Dir. Andrew F. Bruck, Chief Engr.	Thesaurus UP
LIMA	WLOK 1936	1240 250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. J. Robert Kerns, V.P. in Charge of Operations	Harry Jay, Coml. Mgr. E. C. Ulrick, Prog. Dir. Darrel Hunter, Chief Engr.	Lang-Worth AP
MANSFIELD	WMAN 1939	1400 250	Richland Inc. 140½ Park Ave. W. 4235-6	ABC	M. F. Rubin, Pres. J. M. O'Hara, Gen., Coml. & Prom. Mgr.	Harry C. Lytle, Prog. Dir. W. E. Morrison, Chief Engr.	T-H-S World UP
MARIETTA	WMOA 1946	1490 250	Marietta Bcstg. Co.	MBS KBS	Mildred Chernoff, Pres. A. N. Archer, Resident & Coml. Mgr.	Harold Haught, Prog. Dir. Paul Nesper, Prom. Mgr. Charles E. Clark, Chief Engr.	Lang-Worth UP
MARION	WMRN 1940	1490 250	Marion Bcstg. Co. P.O. Box 518 3226	ABC KBS	Robert T. Mason, Pres. & Gen. Mgr. Clark Dozer, Coml. Mgr.	Sanford Marshall, Prog. Dir. John Plank, Prom. Mgr. Francis J. Peters, Chief Engr.	Stovin Thesaurus UP
MIDDLETOWN	WPFB 1947	910 1,000-D	Paul F. Braden Central Ave. 2-3625	Paul F. Braden, Pres. & Gen. Mgr. Ranny Daly, Coml. Mgr. & Prog. Dir.	Don Lyons, Prom. Mgr. Ray Brock, Chief Engr.	Lang-Worth SESAC AP
PIQUA	WPTW 1947	1570 250-D	Miami County Broad- casting Co. Inc. 1625 W. Covington Ave. 1420	Richard E. Hunt, Pres. & Gen. & Prom. Mgr. George E. Donahue, Assist. Chief Engr. & Vice-Pres. Carroll M. Ball, Coml. Mgr.	Leo Underhill, Prog. Dir. Byron F. London, Secy., Treas. & Chief Engr.	Grant World SESAC AP

PAID CIRCULATION

The history of space buying passed from the quantitative to the qualitative. Radio is growing in that manner. More time buyers are realizing the importance of listener motivations.

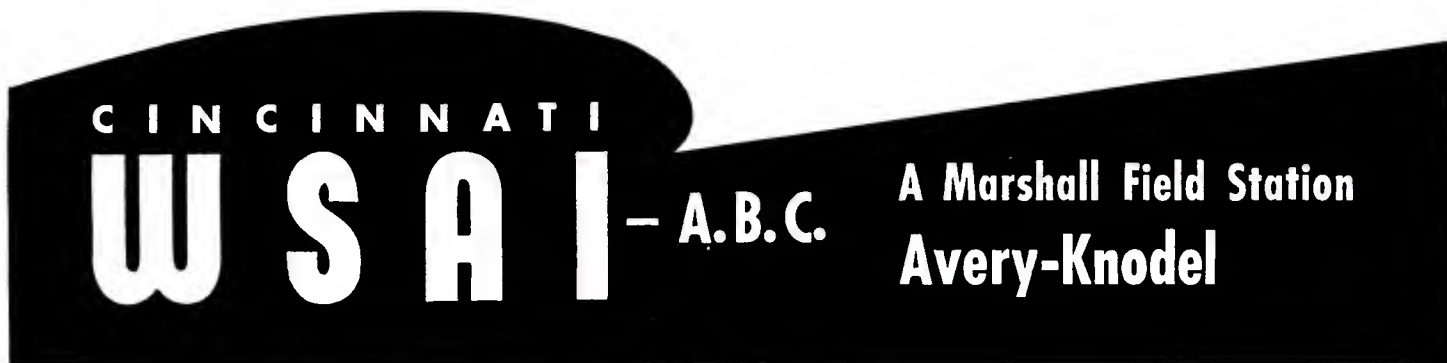
**"Do listeners tune in casually or do they
have a purpose—however whimsical?"**

And if they have a purposeful motivation how does it characterize them?

**Audience gained by casual listeners
can be compared to the circulation
gained by "free" publications.**

Station program structure can attract either a casual tune-in or a purposeful tune-in. So far there have been enough listeners to justify costs in either event. But we believe the one way is backward and the other is forward.

We believe that the **purposeful** tune-in is the radio counterpart of **paid** circulation. We associate it with the success of the many advertisers of all types and classes on WSAI.



DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Transc. Librar Representative News Service	
PORTSMOUTH	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Louis H. Brush, Pres. Gerald F. Boyd, Mgr. & Coml. Mgr. Floyd M. Jackson, Prog. Dir.	Carl P. Bodner, Prom. Mgr. Maurice L. Myers, Chief Engr. Rambeau Thesaurus AP	
SANDUSKY	WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Hunt- ington Sts. 5170	MBS	Lloyd A. Pixley, Pres. Albert E. Heiser, V. P., & Gen. Mgr. J. H. Kelly, Secy. & Dir. Louis E. Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Donald Dean, Prom. Mgr. George F. Buchrie, Chief Engr. Lang-Worth World PN	
SPRINGFIELD 35	WIZE 1940	1340 250	Radio Voice of Spring- field 115 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. Adna H. Karns, Station Mgr.	Robert Terry, Prog. Dir. Yvonne Roberts, Prom. Mgr. Victor L. Bushong, Chief Engr. Weed Lang-Worth Standard UP	
SPRINGFIELD	WJEL 1947	1600 500-D	Champion City Broad- casting Co. 101 N. Fountain Ave.	KBS	Dr. Delbert Joseph Parsons John Edward Harwood Bill Erin	Partners	
SPRINGFIELD	WWSO 1947	1210 250-D	Radio Springfield Inc. Springfield 3-6488	Gus Sun, Pres. O. R. Bellamy, Gen. & Coml. Mgr.	Virginia Weber, Prog. Dir. Dave Sawyer, Prom. Mgr. Robert Cory, Chief Engr.	Thesaurus World AP
STEBENVILLE	WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	John J. Laux, Gen. & Coml. Mgr. George H. Wilson Jr., Prog. Dir. & Prom. Mgr.	Joseph M. Troesch, Tech. Advisor	McGillyra Thesaurus UP
TOLEDO 4	WSPD 1921	1370 5,000	The Fort Industry Co. Broadcast Bldg. Adams 3175	NBC	George B. Storer, Pres. J. Harold Ryan, Senior V.P. & Treas. E. Y. Flanigan, V.P. in Charge of Operations	Glenn C. Jackson, Prog. Dir. Robert B. Evans, Prod. Dir. O. William Myers, Prom. Mgr. Wm. M. Stringfellow, Chief Engr.	Katz Lang-Worth Standard Thesaurus AP, UP, INS
TOLEDO 4	WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	Stanley Speer, Pres. Sunne Miller, Gen., Coml., Prom. Mgr. & Prog. Dir.	Robert Sowers, Chief Engr.	Sears & Ayer Associated Lang-Worth SESAC Standard AP
TOLEDO 2	WTOL 1938	1230 250	Community Bcstg. Co. Bell Building Adams 3291	ABC	Frazier Reams, Pres. & Treas. Thos. Bretherton, Secy. & Exec. Dir., Gen. Mgr. Morton Neipp, Vice-Pres.	Karl Nelson, Prog. Dir. Francis Mc Nerney, Prom. Mgr. John Sheehan, Chief. Engr.	Raymer World UP
WARREN	WRN 1941	1400; CP-1440 250; CP-5,000	Nied & Stevens Inc. 108 Main St. 2212-9	MBS	Perry H. Stevens, Pres. Emerson J. Pryor, Gen. Mgr. Frank B. Cannon, Coml. Mgr.	Richard G. Oram, Prog. Dir. & Prom. Mgr. Robert V. Kinney, Chief Engr.	McGillyra Lang-Worth SESAC UP
WOOSTER	WWST 1947	960 500-D	Wooster Republican Ptg. Co. Wooster 760	Raymond E. Dix, Pres. Harold D. Schaaf, Gen. Mgr. Ted Evans, Coml. Mgr.	James Rowe, Prog. Dir. Russell Grunder, Chief Engr.	Standard World AP
WORTHINGTON	WRFD 1947	880 5,000-D	Peoples Broadcasting Corp. of Ohio 649 High St.	James H. West, Pres. Edgar Parsons, Station & Sales Mgr. John D. Davis, Natl. Sales Rep.	William Meredith, Prog. Dir. Joseph D. Bradshaw, Sales Serv. & Prom. Mgr. Royce O. Woodward, Chief Engr.	Lang-Worth SESAC Standard AP, INS
YOUNGSTOWN	WFMJ 1939	1450; CP-1390 250; CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag Jr., Pres. & Gen. Mgr. Phil Wood, Natl. Sales Len Nassman, Local Sales Mgr.	R. B. Mackall, Prog. Dir. F. A. Dieringer, Chief Engr.	Headley-Reed Standard Thesaurus AP, UP
YOUNGSTOWN 3	WKBN 1926	570 5,000	WKBN Bcstg. Corp. 17 N. Champlon St. 42122	CBS	W. P. Williamson Jr., Pres. & Gen. Mgr. J. L. Bowden, Coml. Mgr. & Station Dir.	Baldwin Harper, Prog. Dir. Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade 6000	NBC	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert Maley, Prog. Dir. Charles E. Hartmeyer, Chief Engr.	Pearson Capitol Lang-Worth AP

OKLAHOMA

ADA	KADA 1934	1230 250	C. C. Morris First Natl. Bank Bldg. 1212	ABC Okla- homa	C. C. Morris, Owner & Sta- tion Mgr. James M. Griffith, Gen. Mgr. Leroy W. Moses, Coml. Mgr.	Jerry Folsom, Prog. Dir. Bill Hoover, Asst. Mgr. Betty Hughes, Prom. Mgr. Harold Walker, Chief Engr.	T-H-S Standard AP
ALTUS	KWHW 1946	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS	Frank E. Wimberly, Pres. & Gen. Mgr.	Jon E. Wagner, Coml. Mgr. Ernest Baucum, Chief Engr.	Griffith Thesaurus AP
ARDMORE	KVSO 1935	1240 250	John F. Easley 1612 N. Washington 3030	ABC KBS Okla- homa	John F. Easley, Pres. Albert Rieser, Gen. & Prom. Mgr. H. Bell, Coml. Mgr.	Dolly Dutton, Prog. Dir. Wm. Kolb, Chief Engr.	T-H-S SESAC Standard World AP

IF... YOU WERE MR. HOOPER



You'd rate Youngstown sets-in-use

55%

above the national average. From 12 Noon to 6:00 P. M. the national average sets-in-use was 18.2%.* The Youngstown average: 29.5%.* Most important—the evening hours—from 6:00 P. M. to 10:00 P. M.—the national average was 31.2%.* Youngstown: 45.0%.*

You'd rate WKBN programs

81%

above the national average on 58 out of 60 CBS Hooperated programs. You'd get a total of 419 bonus Hooperating points! In fact, WKBN ratings for 19 CBS programs more than doubled the national average.

If you were a Youngstown listener, you'd tune to WKBN for

27 ^{OUT} **OF** **30**

of Youngstown's top Hooperated shows. Tuning to WKBN for the best in Youngstown is a listening habit that can serve to promote your products. The greater Youngstown area exceeds 650,000 people.

IF YOU WANT ONE OF THE NATION'S BEST BUYS—BUY YOUNGSTOWN—BUY WKBN.

Here in one of America's 25 largest markets, a vast audience listens 55% above the national average. And so offers sponsors one of the best big-city buys. Youngstown is a radio town . . . more so than most of the cities now carrying your network or national spot business. And for favorite shows (27 out of 30 top Hoopers) WKBN—570 is a Youngstown listening habit.

* Source: Youngstown, Ohio, Fall-Winter Report, October 1946 through February 1947 of C. E. Hooper, Inc.

WKBN

COLUMBIA BROADCASTING SYSTEM

YOUNGSTOWN, OHIO

5000 WATTS • 570 K. C.



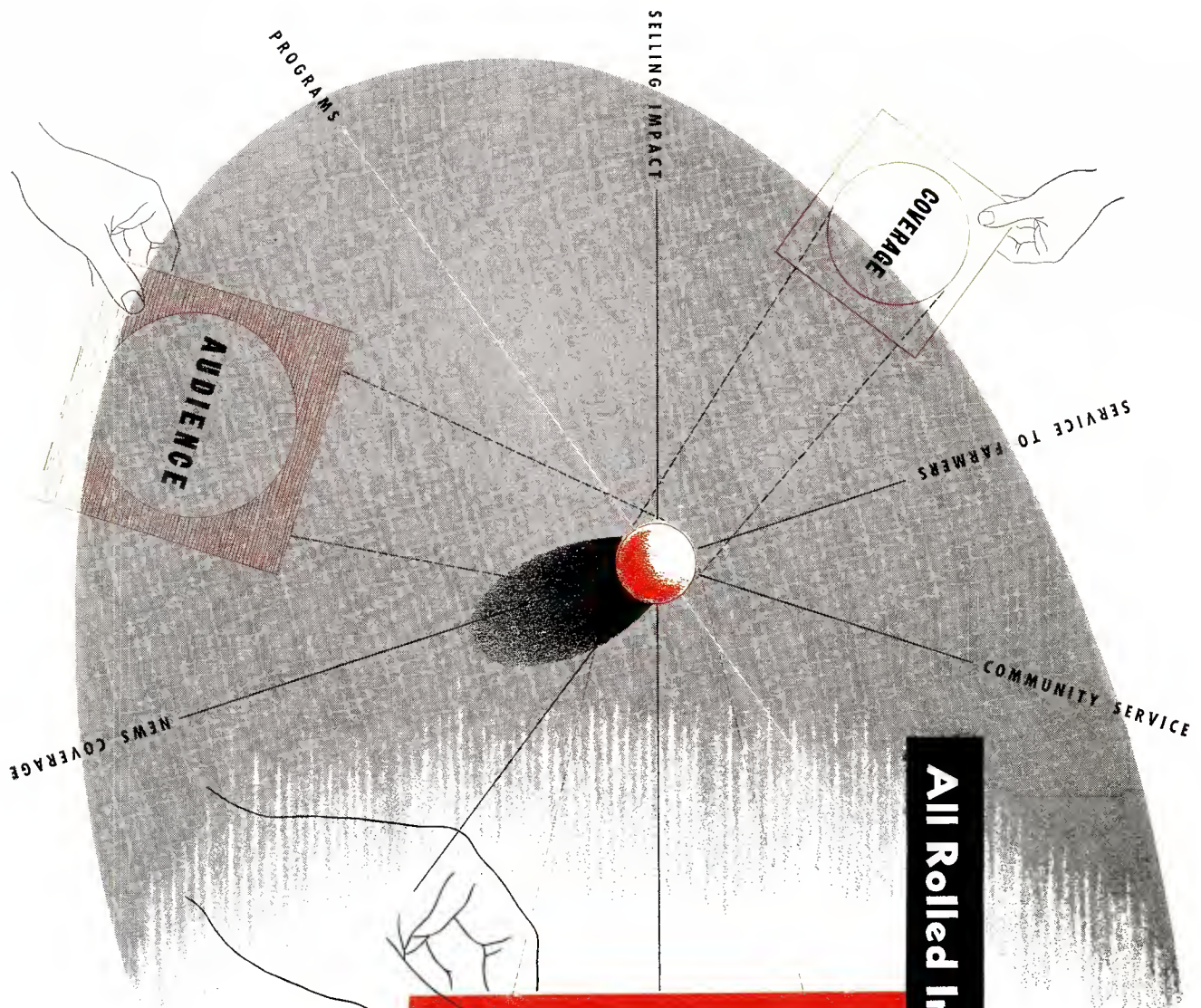
Represented by
RAYMER

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BARTLESVILLE	KWON 1942	1400 250	Bartlesville Bcstg. Co. Union Natl. Bank Bldg. 1400	MBS	J. Fred Case, Pres., Gen. & Coml. Mgr.	John W. Overstreet, Chief Engr.	Standard AF
CHICKASHA	KWCO 1946	1560 250-D	Washita Valley Bcstg. Corp. Chickasha 2899	MBS	George C. Robinson, Pres. James B. Quattlebaum, Gen Mgr John Steele, Station Mgr.	Len Lyon, Coml. Mgr. George P. Miller, Prog. Dir. George C. Robinson, Chief Engr.	Standard AP
CLINTON		1320 1,000-D (Construction permit)	Western Oklahoma Broadcasting Co.				
DUNCAN	KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Chief Owner W. Edward Evans, Gen., Coml. & Prom. Mgr.	Jack Raymond, Prog. Dir. W. E. Billington, Chief Engr.	Capitol UP
DURANT	KDUR (Construction permit)	1540 250	Texhoma Bcstg. Co. 321 W. Main St.				
DURANT	KSEO 1947	750 250-D	Bennett Story } Partners R. F. Story Democrat Bldg. 102	KBS	H. Weidon Stamps, Gen. & Prom. Mgr. Gerald Sanders, Coml. Mgr.	Muriel Nix, Prog. Dir. Bill Watters, Chief Engr.	Thesaurus AP
ELK CITY	KASA 1932	1240 250	Southwest Bcstg. Co. 204 N. Main 730	MBS KBS	Lonnie J. Preston, Pres. & Gen. Mgr. J. A. Caldwell, Coml. Mgr.	Grace Caldwell, Prog. Dir. Bob Pace, Prom. Mgr. George Fenter, Chief Engr.	Standard UP
ENID	KCRC 1929	1390 1,000	Enid Radiophone Co. Broadway Tower 147	ABC Okla- homa	Mrs. M. C. Garber, Pres. Milton B. Garber, Gen. Mgr. H. F. Hale, Coml. Mgr.	Diamond Postiewait, Prog. Dir. Murray D. Coleman, Chief Engr.	T-H-S Standard Thesaurus AF
HOBART	KTJS 1947	1420 250-D	T. J. Shriner	KBS			
HUGO		1340 250 (Construction permit)	Little Dixie Bcstg. Co. Hugo		O. A. Brewer, Pres.		
LAWTON	KSWO 1941	1380 1,000	Oklahoma Quality Bcstg. Co. 17th & E. Aves. 1380	ABC Okla- homa	R. H. Drewry, Pres. Allan Page, Gen. Mgr. Paul Goode, Office Mgr.	Neil Ashlock, Coml. Mgr. Morgan Roberts, Prog. Dir. Gene Billington, Chief Engr.	T-H-S Standard UP
McALESTER	KTMC 1946	1400 250	J. Stanley O'Neill P. O. Box 157 2411	ABC Okla- homa	J. Stanley O'Neill, Owner & Gen. Mgr. George Overton, Coml. Mgr.	Mollie Hutcheson, Prog. Dir. Glenn Barnett, Chief Engr.	T-H-S Radio Sales Standard AF
MIAMI	KOVE (Construction permit)	910 1,000	Miami Bcstg. Co. 509 First National Bank Bldg.				
MUSKOGEE	KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 302	ABC Okla- homa	Tams Bixby Jr., Pres. Paul A. Bruner, Gen. & Coml. Mgr.	Bob Castie, Prog. Dir. Earl Graves, Chief Engr.	T-H-S Radio Sales UP
MUSKOGEE 1	KMHU (Construction permit)	1380 1,000-LS 500-N	Eastern Okla. Bcstg. Corp. 412½ Court St. 656		Ben T. Childers, Pres. Bill Bryan, Gen. Mgr.	Duane Hoisington, Chief Engr.	Lang-Worth UP
NORMAN	*WNAD 1920	640 1,000-D	U. of Oklahoma 900		John W. Dunn, Gen. Mgr. W. S. Morgan, Prog. Dir.	Margaret Bannister, Prom. Mgr. Remy Perot, Chief Engr.	Standard AP
OKLAHOMA CITY 3	KBYE 1946	890 1,000-D	State Bcstg. Co. 108 N.W. 9th St. 7-3653		A. Earl Cullum Jr., Pres. Tom Johnson, Gen. Mgr. James M. Collins, Vice-Pres. & Treas. Galen O. Glibert, Coml. Mgr.	Flora A. Luper, Prog. Dir., Office & Prom. Mgr. Clyde S. Mosteller, Chief Engr.	Branham Cole Lang-Worth UP
OKLAHOMA CITY 8	KLPR 1946	1140 1,000-D	Okla. City Bcstg. Co. 132½ W. Commerce St. 3-6358		Byrne Ross, Pres. & Gen Mgr. Walter Colvin, Coml. & Prom. Mgr.	Kathleen Burkett, Prog. Dir. Jack D. Richmond, Chief Engr.	Associated AP
OKLAHOMA CITY 3	KOCY 1938	1340 250	Plaza Court Bcstg. Co. Plaza Court 3-4333	MBS	John D. Thomas, Pres. M. H. Bonebrake, Gen. Mgr. George Tarter, Coml. Mgr.	Paul H. Buening, Prog. Dir. Royden R. Freeland, Chief Engr.	Walker Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA 1927	1520 50,000	Koma Inc. Biltmore Hotel 2-3291	CBS	John Toole Griffin, Pres. & Chief Owner J. J. Bernard, Gen. Mgr. Webster L. Benham Jr., Coml. Mgr.	Robert Eastman, Prog. Dir. Raymond Ruff, Prom. Mgr. Morris W. Thomas, Chief Engr.	Avery-Knodel Capitol Cole Standard UP
OKLAHOMA CITY 2	KTOW (Construction permit)	800 250-D	Sooner Bcstg. Co. 3300 Apco Tower 79-2604		Neal Barrett, Gen. Mgr.		UP
OKLAHOMA CITY 2	KTOK 1927	1400; CP-1000 250; CP-5,000-LS 1,000-N	KTOK Inc. 2004 Apco Tower 3-8352	ABC Okla- homa	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Harold M. Shreve, Prog. Dir. Philip A. Kernan, Prom. Mgr. Clifford M. Easum, Chief Engr.	T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 2	WKY 1922	930 5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylor, Pres. P. A. Sugg, Gen. & Coml. Mgr.	Hoyt T. Andres, Prog. Dir. Gene White, Prom. Mgr. H. J. Lovell, Chief Engr.	Katz Associated Standard AP, UP
OKMULGEE	KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Petroleum Bldg. 3646	MBS KBS	Pat Buford, Pres. & Gen Mgr. Lucille Buford, Coml. & Prom. Mgr.	Nova Clarke, Prog. Dir. Chester Ludwick, Chief Engr.	Sears & Ayer Keystone Lang-Worth UP



All Rolled Into One . . .



Everything an advertiser could ask for, all the essentials which produce a profitable end result for radio advertising are present in WKY. WKY is so decisively dominant in programs, in community activity and service that Radio and WKY are synonymous in the minds of most Oklahomans. WKY is so decisively dominant in audience and coverage that Results and WKY are synonymous in the experience of advertisers. WKY is everything an advertiser needs and wants to make his radio advertising pay in Oklahoma.

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 NYOR, COLORADO SPRINGS • KIZ, DENVER AND WER, FLORIDA, AFFILIATED IN MANAGEMENT • REPRESENTED NATIONALLY BY THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

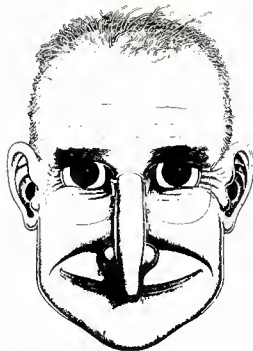
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OKLAHOMA—(Continued)

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PAULS VALLEY	KVLH 1948	1470 250-D	James T. Jackson 110 E. Paul Ave. 105	James T. Jackson, Pres.	UP	
PONCA CITY	WBBZ 1928	1230 250	Adelaide L. Carrell 615 W. Grand Ave. 3200	MBS KBS	Adelaide L. Carrell, Pres. & Gen. Mgr.	Bill Maugans, Prog. Dir. Nicholas J. DeFrancesco, Chief Engr.	Thesaurus AP
SEMINOLE	KSMI (Construction permit)	1260 500-D	Tom Potter			
SHAWNEE	KGFF 1930	1450 250	KGFF Bestg. Co. Inc. 9th & Bell Sts. 4390	ABC Okla- homa	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. D. Frank McGee, Coml. Mgr.	William Weaver, Prog. Dir. Martin Thomas, Prom. Mgr. Joseph T. Gaskill, Chief Engr.	T-H-S Lang-Worth AP
STILLWATER	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Terry Condrey, Coml. Mgr.	W. R. McKinsey, Prog. Dir. Paul McCollum, Chief Engr.	Burke, Kuipers & Mahoney World UP
TULSA 3	KAKC 1946	1570 1,000-D	Public Radio Corp. 412 E. 5th St. 4-2401	Sam E. Avey, Pres. Glenn Condon, Vice-Pres. & Gen. Mgr. James L. Neal, Asst. Gen. & Coml. Mgr.	Joan Wells, Prog. Dir. James Crosbie, Prom. Mgr. M. M. Donley, Chief Engr.	Walker Lang-Worth AP
TULSA	KFMJ 1946	1050 1,000-D	Fred Jones Bestg. Co. Alvin Hotel 5-5555	Fred Jones, Pres. Lawson Taylor, Gen. Mgr. Leon Betz, Coml. Mgr.	Jack Hoffman, Prog. Dir. Nate Wilcox, Chief Engr.	Forjoe Standard World UP
TULSA 3	KOME 1938	1340; CP-1300 250; CP-5000-LS 1000-N	Oil Capitol Sales Corp. 8th & Main 3-4121	ABC MBS Okla- homa	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. Howard Engle, Coml. Mgr. Hal Hough, Prog. Dir.	Gregg Chancellor, Prom. Mgr. Roy Brown, Chief Engr.	T-H-S Lang-Worth Standard AP
TULSA 1	KTUL 1934	1430 5,000	Tulsa Bestg. Co. Boulder-on-the-Park 2-3191	CBS	John Toole Griffin, Pres. John Esau, Vice-Pres. & Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Janssen, Prog. Dir. George L. Ketchum, Prom. Mgr. Robert Snider, Chief Engr.	Avery-Knode Capitol Standard World UP
TULSA 3	KVOC 1925	1170 50,000	Southwestern Sales Corp. 2104 Philtower Bldg. 2-2254	NBC	W. G. Skelly, Owner P. Q. Proctor, Pres. William B. Way, Vice-Pres. & Gen. Mgr. Gustav K. Brandborg, Coml. Mgr.	F. M. Randolph, Prog. Dir. R. L. Schonhoff, Prom. Mgr. L. Watt Stinson, Chief Engr.	Petry Lang-Worth Standard UP, INS
WOODWARD	KSIW 1946	1450 250	Woodward Bestg. Co. Box 508 1450	MBS	Dave D. Price, Pres. James L. Todd, Gen. Mgr. Herbert S. Swift, Coml. & Prom. Mgr.	Harry Van Slycke, Prog. Dir. Robert E. Davis, Chief Engr.	Lang-Worth AP

OREGON

ALBANY	KWIL 1941	1240 250	Central Willamette Bestg. Co. 15th & Elm. Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. R. R. Cronise, Secy.-Treas. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Warren Stoffer, Prom. Mgr. Herb Davidson, Chief Engr.	Griffith Keating Standard World UP
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bestg. Co. Inc. 1160 Helman St. 2-1351	KBS	M. S. Hamaker, Pres. Bob Reinholdt, Gen. Mgr. Ed P. Barnett, Coml. Mgr.	Charles B. Field, Prog. Dir. & Prom. Mgr. Ralph S. Chick, Chief Engr.	Griffith Keating Capitol Standard World AP
ASTORIA	KAAT 1935	1230 250	Astoria Bestg. Co.	MBS KBS Don Lee	L. E. Parsons, Mgr.		
BAKER	KBKR 1939	1490 250	Inland Radio Inc. First & Court Sts. 140	KBS	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. & Coml. Mgr.	Kenneth F. Holden, Prog. Dir. Milton M. Levy, Prom. Mgr. Sidney S. Williams, Chief Engr.	Grant Keating Thesaurus UP
BEND	KBND 1938	1340 250	Central Oregon Bestg. Co. 1101 Wall St. 848	MBS KBS Don Lee	Frank H. Loggan, Pres., Gen. & Prom. Mgr. W. H. Barton, Coml. Mgr.	K. R. Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Lang-Worth UP
COOS BAY	KOOS 1923	1230 250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Mgr. Leonard Epling, Coml. Mgr.	Sara Spaugh, Prog. Dir. Lucy Johnson, Office Mgr. Roger L. Spaugh, Chief Engr.	Keating World AP
COQUILLE	KWRO 1948	1450 250	KWRO Broadcasters Box 359, Coos Bay, Oregon	Wm. E. Walsh and Walter L. Read—Partners		
CORVALLIS	*KOAC 1922	550 5,000	Oregon State Agric. College Corvallis 526	P. C. Packer, Chancellor (State System)	James M. Morris, Prog. Mgr. Granv Felkert, Chief Engr.	UP



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Farm Director



ABE BERCOVITZ
Musical Director



H. Q. COX
Manager



HOMER WELCH
Program Director



GLENN SHELLEY
Ass't to Musical Director



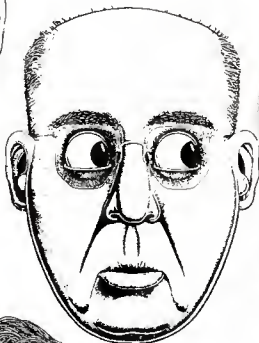
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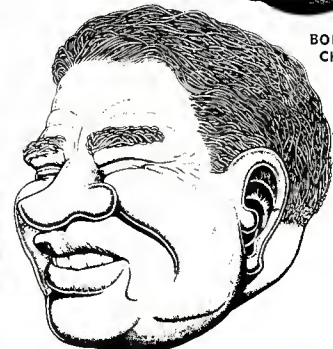
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Educational Director



EARL E. PETERSEN
Technical Supervisor



HELEN ALEXIEFF
Continuity Chief



HAROLD SINGLETON
Chief Engineer

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PORTLAND 11	KOIN 1924	970 5,000	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS	Marshall Field, Pres. Harry H. Buckendahl, Gen. Mgr. Ted W. Cooke, Prog. Dir.	Marc Bowman, Prom. Mgr. L. S. Bookwalter, Chief Engr. Avery-Knodel Associated Capitol World AP, UP, INS
PORTLAND 2	KPDQ 1947	800 1,000-D	John W. Davis Oaks Park Vermont 6142	John W. Davis, Pres., Gen. & Coml. Mgr.	Donovan Zundel, Prog. Dir. Rodney Johnson, Chief Engr. Rambeau Capitol AP
PORTLAND 4	KWJJ 1927	1080 10,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	W. J. Jerman, Pres. John C. Egan, Gen. Mgr. L. D. Henderson, Coml. Mgr.	Jerry Speerstra, Prog., Dir. & Prom. Mgr. Frank Hood, Chief Engr. Grant Burn-Smith Lang-Worth Standard UP
PORTLAND 7	KXL 1926	750 10,000 L-WSB	KXL Broadcasters Orpheum Bldg. Broadway 6451	H. S. Jacobson, Pres., Gen. & Coml. Mgr.	Frederick Elchorn, Prog. Dir. Paul Robinson, Prom. Mgr. Ralph Miffin, Chief Engr. Walker Lang-Worth MacGregor Standard UP
ROSEBURG	KRNR 1936	1490 250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Pres. Iris Rice Helliwell, Gen. Mgr. Del McKay, Coml. Mgr.	Allen Cordon, Prog. Dir. Leroy Hiatt, Chief Engr. Griffith Keating Cole SESAC Standard World AP
SALEM	KOCO 1947	1490 250	KOCO Broadcasters P. O. Box 230 2-6258	B. Loring Schmidt, Pres. Al Schuss, Gen. & Coml. Mgr.	Dave Hoss, Prog. Dir. & Prom. Mgr. Dwight D. Loomis, Chief Engr. Capitol Thesaurus UP
SALEM	KSLM 1934	1390 1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	Glenn McCormick, Pres. & Gen. Mgr. Lee Bishop, Bus. Mgr.	L. Bushnell, Prog. Dir. Robert Fischer, Prom. & Sales Mgr. Clyde Carlton, Chief Engr. Grant World AP, UP
TILLAMOOK	KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Tillamook 1122	KBS	Fred H. Guyton, Pres. Robert W. Harris, Gen. & Coml. Mgr.	Mary R. Harris, Traf. Mgr. Ralph I. Brown, Chief Engr. Keating Cole World AP

PENNSYLVANIA

ALLENTOWN	WHOL (Construction permib)	1230 250	Allentown Bcstg. Corp. 508 Hamilton St.		
ALLENTOWN	WKAP 1946	1580 1,000-D	Allentown Bcstg. Corp. 715 Hamilton St. 3-3166	KBS	N. Joe Rahall, Pres. Ben W. Muros, Gen. Mgr. & Prog. Dir. Ogden R. Davies, Coml. & Prom. Mgr.	Frank Cordaro, Chief Engr. World Lang-Worth AP
ALLENTOWN	WSAN 1923	1470 5,000	Lehigh Valley Bcstg. Co. 39 N. 10th St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musseiman, V.P. & Managing Dir.	Olivia P. Musselman, Office Mgr. George Y. Snyder, Prog. Dir. Reul H. Musselman, Tech. Spvsr. Headley-Reed Standard Thesaurus AP, UP
ALTOONA	WFBG 1924	1340 250	Gable Bcstg. Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable, Pres. John M. Snyder, Managing Dir. & Coml. Mgr.	Wilbert Ketner, Prog. Dir. George Burgoon, Chief Engr. Headley-Reed Lang-Worth World AP
ALTOONA	WJSW 1947	1290 1,000-LS 500-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS	Herbert Wolf, Pres. Thomas W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr.	Jerry McDevitt, Prog. Dir. Robt. Michel, Prom. Mgr. Irving Metzger, Chief Engr. Burn-Smith Standard UP
ALTOONA	WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC	Roy F. Thompson, Pres., Gen. & Coml. Mgr.	Dorothy M. Jones, Prog. Dir. J. Denny Stevens, Prom. Mgr. George R. Burgoon, Chief Engr. Radio Advertising Thesaurus UP
ALTOONA	WVAM (Construction permib)	1430 1,000	General Bcstg. Corp. 423 Central Trust Bldg.		
APOLLO	WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Pa. Ave. 410	C. F. Clifton } Owners A. J. West } C. F. Clifton, Gen. Mgr. A. J. West, Coml. Mgr.	H. Warren Anderson, Prog. Dir. Carmen Tubby, Prom. Mgr. H. Edward Smith, Chief Engr. SESAC UP
BETHLEHEM	WGPA 1946	1100 250-D	Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	Rolland L. Adams, V.P. Arthur McCracken, Gen. Mgr. David Knipe, Coml. Mgr.	Stefan George, Prog. Dir. Betty Gordon, Prom. Mgr. L. Edwin Rybak, Chief Engr. Capitol World UP
BLOOMSBURG	WCNR 1946	930 500-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	Robert R. Eyerly, Pres. Paul R. Eyerly, Treas. Ed. Darlington, Gen. Mgr. & Prog. Dir. John B. Girton, Coml. Mgr.	S. E. Davis, Chief Engr. Thesaurus AP

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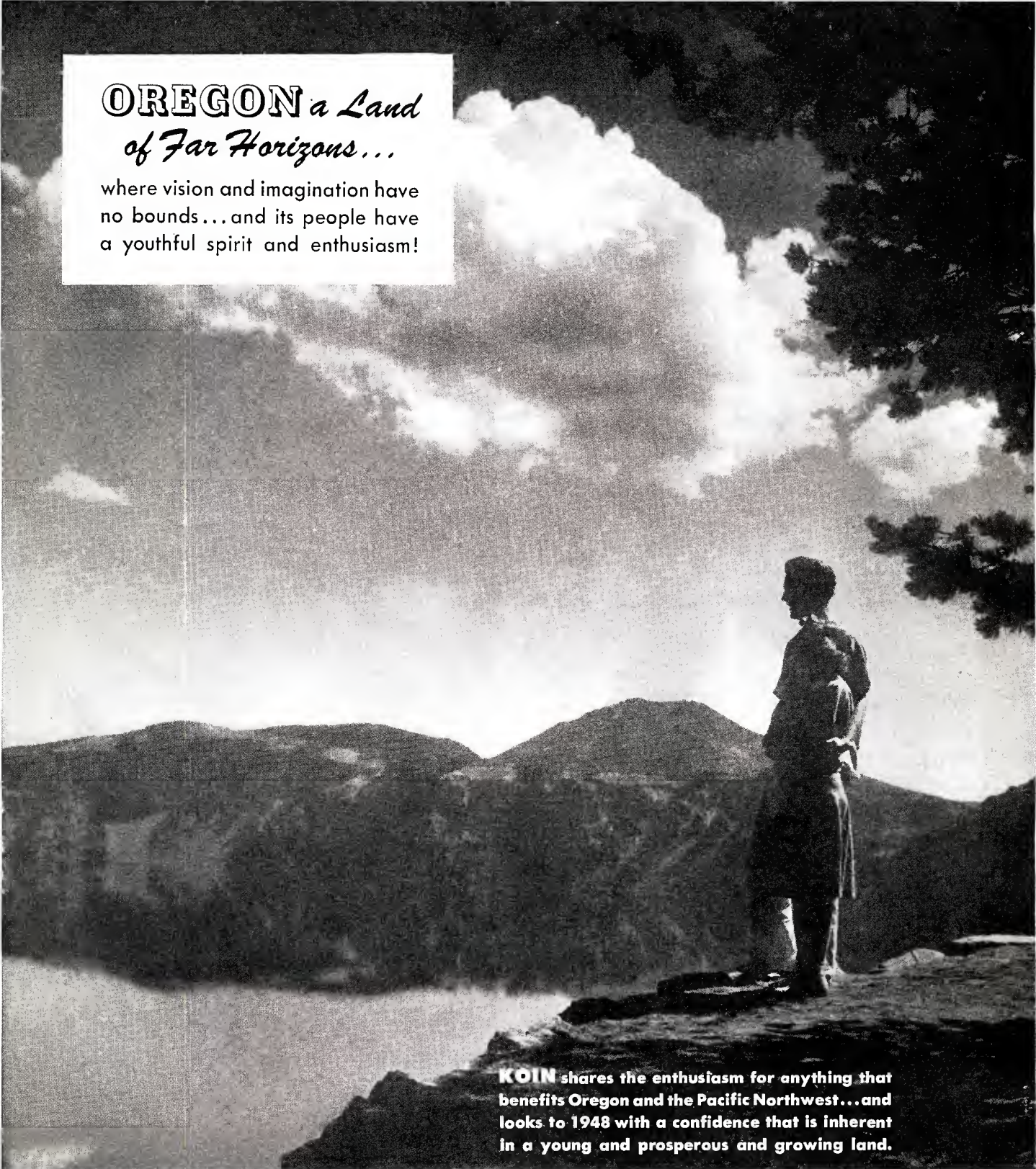
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CORVALLIS	KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 1504	J. C. Haley, Operatng. Mgr. Gordon C. Bjork, Coml. Mgr.	C. W. Peck, Prog. Dir. James E. Bailey, Prom. Mgr. J. C. Haley Jr., Operating Dir.	Grant Keating Cole Lang-Worth AP
THE DALES	KODL 1940	1230 250-LS 100-N	Western Radio Corp. Sunset Dr. 2300	KBS	V. B. Kenworthy, Pres. Paul E. Walden, Station Mgr.	Lea Phillips, Prog. Dir. Talmadge McCartney, Chief Engr.	Keating Griffith MacGregor UP
EUGENE	KASH 1947	1600 1,000	Radio Air Ways Inc. P. O. Box 1800 4595	E. L. Kincaid, Pres. & Gen. Mgr.	Bruce Nidever, Prog. Dir. William Riley, Chief Engr.	Standard Thesaurus AP
EUGENE	KORE 1927	1450 250	Eugene Broadcast Sta. Box 1032 3	MBS Don Lee	Violet G. Motter, Chief Owner L. W. Trommlitz, Gen. Mgr. C. R. Hillyer, Coml. & Prom. Mgr.	Robert Eubanks, Prog. Dir. Harold Gander, Chief Engr.	Griffith Keating World AP, UP
EUGENE	KUGN 1946	1400 250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher } Partners B. N. Phillips } S. W. McCreedy, Gen. Mgr. L. N. Young, Coml. Mgr.	T. J. Hallock, Prog. Dir. Jim Prior, Prom. Mgr. John Boren, Chief Engr.	Grant Capitol Lang-Worth AP
GRANTS PASS	KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee	A. E. Voorhies, Pres. Wm. B. Smullin, Gen. Mgr. E. A. Malone, Station Mgr.	Mae Dawson, Prog. Dir. G. E. Nickell, Sales Mgr. N. L. Williams, Chief Engr.	Grant Cole MacGregor World AP
KLAMATH FALLS	KFJI 1922	1240; CP-1150 100; CP-1000	KFJI Broadcasters Second & Main 5155	MBS Don Lee	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	Dick Maguire, Prog. Dir. William P. Grimes, Chief Engr.	Grant Keating World UP
KLAMATH FALLS	KFLW 1946	1450 250	Herald Publishing Co. 1301 Esplanade 8115	ABC	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr. Max Frye, Coml. Mgr.	Marjorie Eagle, Prog. Dir. Charles Cecil, Prom. Mgr. Gilbert Walter, Chief Engr.	Griffith Thesaurus AP
LA GRANDE	KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Majorie Pierce, Prog. Dir. Jack Hartmaker, Prom. Mgr. Walt Abbott, Chief Engr.	Grant Keating Standard UP
MEDFORD	KMED 1922	1440 1,000; CP-5,000-LS 1,000-N	Medford Radio Corp. Ross Lane 4000	NBC	Mrs. W. J. Virgin, Chief Owner & Gen. Mgr. James J. Dunlevy, Coml. Mgr. Gladys LaMar, Prog. Dir.	John S. Duffy, Prom. Mgr. Victor M. Calif, Chief Engr.	Standard UP
MEDFORD	KYJC 1947	1230 250	Medford Printing Co. Barnett Road 9200	Robert W. Ruhl, Pres. Collin R. Matheny, Gen. Mgr. William H. Woodford, Coml. Mgr.	Lee S. Bullis, Prog. Mgr. Chester Stuart, Chief Operator	Grant Cole Lang-Worth Thesaurus AP, UP
NEWPORT	KNPT (Construction permit)	1230 250	Yaquina Radio, Inc.
ONTARIO	KSRV 1948	1450 250	Inland Radio Inc. Ontario 212	Lee W. Jacobs, Pres. Gordon L. Capps, V. P. & Gen. Mgr.	John W. Powell, Prog. Dir. Elliot Berhens, Prom. Mgr. Charles Harland, Chief Engr.	Grant Keating Capitol Cole Thesaurus World UP
OREGON CITY	KGON 1947	1230 250	Clackamas Broadcasters Box 391 7111	Temple V. Ehmsen } Roy Jarman } Part- Dr. John Fitzgibbon } ners Floyd C. Bain, Gen. Mgr.	Lawrence A. Read, Office Mgr. Robert R. Roberts Jr., Prog. Dir. Howard I. Jackson, Acct. Exec. Temple V. Ehmsen, Chief Engr.	Capitol Cole Lang-Worth World AP
PENDLETON	KWRC 1941	1240 250	Western Radio Corp. End of S.W. 6th St. 1425	V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Coml. Mgr. Alvin Anderson, Prog. Dir.	Edward Warmuth, Chief Engr.	Lang-Worth UP
PORTLAND 5	KALE 1933	1330 5,000	Kale Inc. Taylor St. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. & Gen. Mgr. Norman A. Davis, Coml. Mgr.	Kelmar K. LeMaster, Prom. Mgr. A. E. Richmond, Chief Engr.	Blair Associated Lang-Worth Standard AP, UP
PORTLAND	*KBPS 1923	1450 100 SH	Benson Polytechnic School
PORTLAND 5	KEX 1926	1190 50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main St. Atwater 6214	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. C. S. Young, Station Mgr.	Eldon Campbell, Sales Mgr. Melvin Bailey, Prog. Mgr. C. L. Burrow, Adv. & Sales Prom. Mgr. T. T. Ely, Chief Engr.	Free & Peters Associated SESAC UP, INS
PORTLAND 5	KGW 1922	620 5,000	Oregonian Publishing Co. 1011 S. W. Sixth Ave. Beacon 6364	NBC North-west	Carolne P. Leadbetter, Pres. H. Quenton Cox, Gen. Mgr. Frank H. Coffin, Publ. Rel. Dir. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Robert Hancock, Prom. Mgr. Harold C. Singleton, Chief Engr.	Petry Cole SESAC Lang-Worth Thesaurus AP, INS

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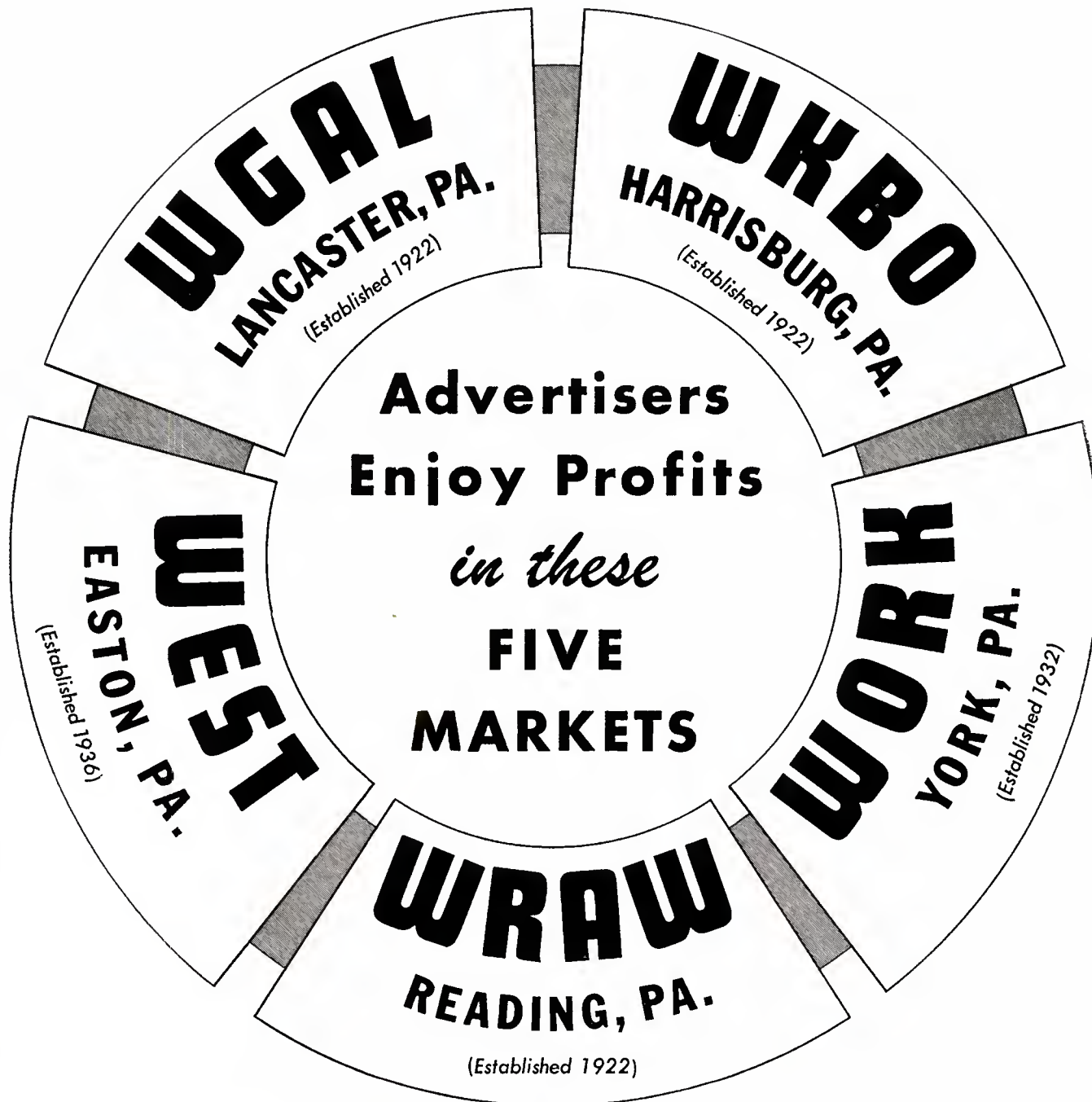
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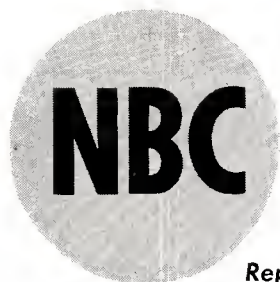
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BLOOMSBURG	WLTR 1947	690 1,000-D	Bloom Radio, Inc. 1 Washington Place			
BRADDOCK	WLOA 1947	1550 1,000-D	Matka Bestg. Co.			
BRADFORD	WESB 1947	1490 250	Bradford Publications Inc. 43 Main St. 3173	MBS	Joseph M. Cleary, Gen. Mgr. Arthur H. Hertlein, Coml. Mgr.	William Peters, Prog. Dir. Earl F. Harlan, Tech. Supvr. Benjamin Franklin, Chief Engr.	Standard World AP
BUTLER	WISR 1941	680 250-D	David H. Rosenblum 357 N. Main St. 4701	KBS	David H. Rosenblum, Pres. & Gen. Mgr. Kent L. Jeffery, Coml. Mgr.	Robert L. Kaufman, Prog. Dir. & Prom. Mgr. Paul F. Rex, Chief Engr.	ForJoe Lang-Worth UP
CHAMBERSBURG	WCHA 1946	800 1,000-D	Chambersburg Bestg. Co. Craft Press Bldg. 1111	John S. Booth, Chief Owner, V. P. & Gen. Mgr. Thompson K. Cassel, Coml. Mgr.	Chas. M. Cassel, Prog. Dir. M. Goodwin Clarke, Prom. Mgr. Joseph Rose, Chief Engr.	ForJoe Capitol UP
CHARLEROI	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Inc. Charleroi 30	Dr. A. S. Sickman, Pres. Pierre Paulin, Gen. Mgr. C. F. Kreitzer, Sales Mgr.	Henry Niederkofler, Chief Engr.	Capitol World AP
CHESTER	WPWA 1947	1590 1,000-D	Lou Poller Chester 3-1641	Lou Poller, Owner Max A. Mandel, Gen. Mgr.	Charles Ross Capps, Prog. Dir. Burton Levine, Prom. Mgr. Joseph J. Goodman, Chief Engr.	Capitol World AP
CHESTER	WVCH (Construction permitt)	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	James M. Tisdale, Owner, Gen. & Coml. Mgr., & Chief Engr.	Edna Whittington, Prog. Dir.	UP
CLEARFIELD	WCPA (Construction permitt)	900 500-D	Progressive Publishing Co.			
CLEARFIELD	WTWS (Construction permitt)	1490 250	Airplane & Marine In- struments Inc.			
CONNELLSVILLE	WCVI 1947	1340 250	Connellsville Broadcast- ers Inc. 124 W. Crawford Ave. 2700	J. Wylie Driscoll, Pres., Gen. & Coml. Mgr.	T. A. Keefe Jr., Prog. Dir. C. W. Ross, Chief Engr.	Lang-Worth SESAC UP
DOYLESTOWN	WBUX (Construction permitt)	1570 250-D	Charles M. Meredith			
DUBOIS	WCED 1939	1230 250	Tri-County Bestg. Co. Inc. 80 N. Park Place 1700	CBS KBS	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir. Les Ryder, Coml. Mgr.	Virginia Ryder, Prom. Mgr. Vernon Stahl, Chief Engr.	McGillvra Lang-Worth UP
EASTON	WEST 1936	1400 250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC MBS Quaker	Clair R. McCollough, Station Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	Eugene Bethman, Prog. Dir. Geraldine Biro, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising Thesaurus UP
ERIE	WERC 1941	1230 250	Presque Isle Bestg. Co. 121 W. 10th St. 26-918	NBC	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Frank Proudfoot, Coml. Mgr.	Virginia Donachy, Prog. Dir. Arthur Ingram, Prom. Mgr. L. W. Cooke Jr., Chief Engr.	Weed Associated Lang-Worth UP
ERIE	WIKK (Construction permitt)	1330 5,000	Community Service Broadcasting Co.			
ERIE	WLEU 1933	1450 250	WLEU Bestg. Corp. Commerce Bldg 23-327	ABC MBS Quaker	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. & Coml. Mgr.	Clara A. Theno, Secy.	World AP
GREENSBURG	WHJB 1934	620 250-D; CP-1,000-LS 500-N	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3750	H. J. Brennan, Pres. George J. Podyen, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1922	1340 250 SH	Grove City College			
HARRISBURG	WHGB 1945	1400 250	Harrisburg Bestg. Co. 112 Market St. 2-3456	ABC	Herbert Kendrick } Partners G. L. Hash } Herbert Kendrick, Gen. & Coml. Mgr.	Jack Hooper, Prog. Dir. Betsy Heagy, Prom. Mgr. Woody Schlegal, Chief Engr.	Weed Thesaurus AP
HARRISBURG	WHP 1924	1460 5,000-LS 1,000-N	WHP Inc. 216 Locust St. 43211	CBS	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr.	Dick Redmond, Prog. Dir. Peter Wambach, Prom. Mgr. Mgr. E. Daniel Leibensperger, Chief Engr.	Bolling Associated Standard AP, UP
HARRISBURG	WKBO 1922	1230 250	Keystone Bestg. Corp. 31 N. Second St. 4-0191	NBC MBS Quaker	Clair R. McCollough, Station Exec. C. G. Moss, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	David Bennett, Prog. Dir. Peter Wambach, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising World UP



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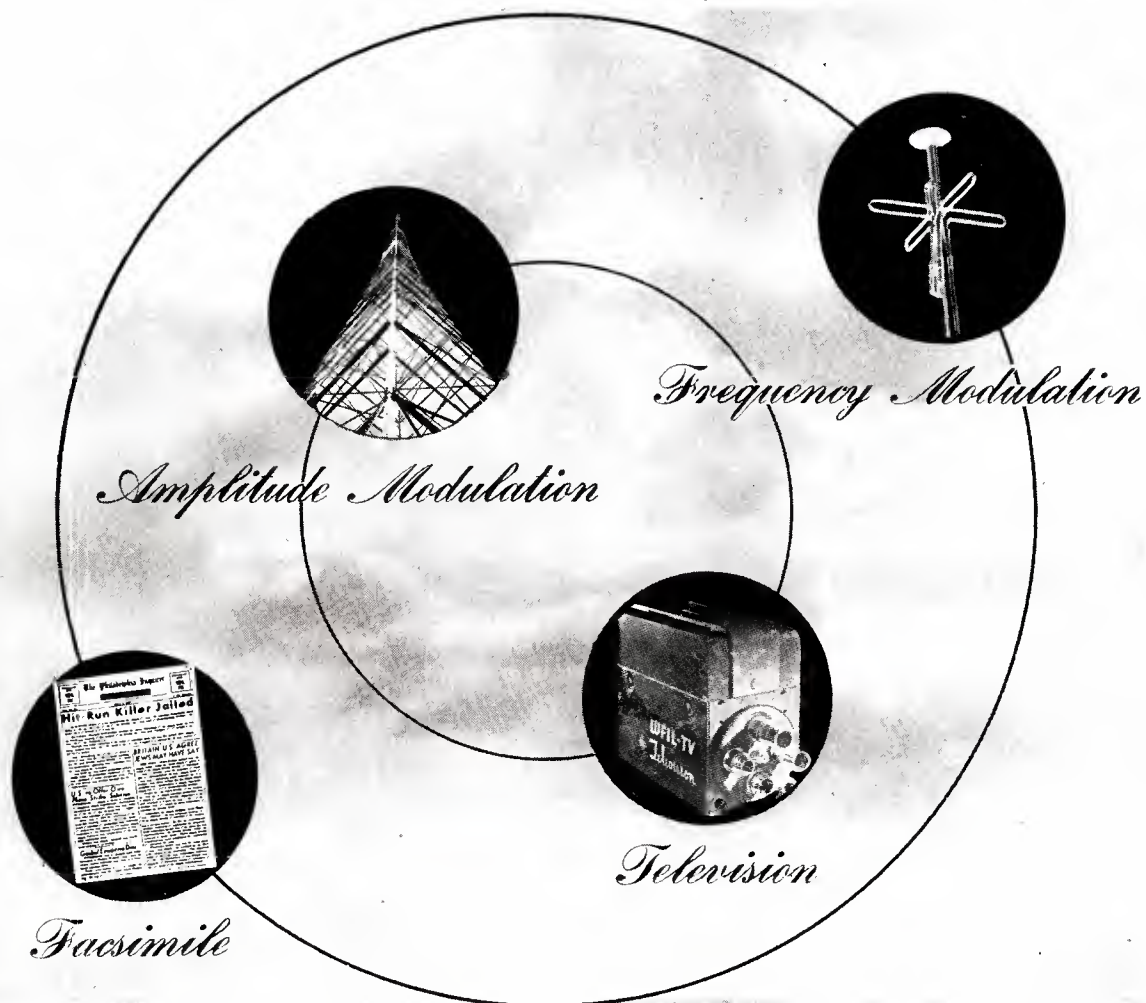
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HAZLETON	WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton National Bank Bldg. 5400	NBC MBS Quaker	Victor C. Diehm, Pres. & Gen. Mgr. George Martin, Coml. Mgr.	Don Murray, Prog. Dir. Kathryn Kahler, Prom. Mgr. Elwood Tito, Chief Engr.	Radio Advertising Thesaurus UP
HOMESTEAD	WHOD (Construction perm19)	860 250-D	Steel City Bcstg. Corp. 1209 Grant Bldg. Pittsburgh, Pa.			
HUNTINGDON	WHUN 1946	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. Mgr. Irvin C. Mann, Coml. Mgr.	Cary H. Simpson, Prog. Dir. James H. Hopewell, Chief Engr.	SESAC Standard AP
INDIANA	WDAD 1945	1450 250	Indiana Broadcast Inc. Indiana Theatre Bldg.	CBS KBS	Paul J. Short, Pres. & Gen. Mgr. Paul B. McCandless, Assist. Mgr. & Prog. Dir. Frank J. Richards, Coml. Mgr.	R. F. Mihalick, Chief Engr.	McGillvra SESAC Standard AP
JOHNSTOWN	WARD 1946	1490 250	Central Bcstg. Co. Inc. 237 Franklin St. 81-216	CBS	Paul Short, Pres. George D. Gartland, Vice- Pres. & Gen. Mgr. Chas. R. Petrie, Station & Prom. Mgr.	Robert G. Walter, Prog. Dir. Millard D. Coleman, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO 1946	1230 250	Century Bcstg. Corp. 317 Main St. 75-255	ABC	John J. Keel, Pres. John F. Hanssen, Gen. Mgr.	Dennis Gerken, Coml. Mgr. Rex Ackley, Chief Engr.	Associated INS
JOHNSTOWN	WJAC 1925	1400 250	WJAC Inc. 329 Main St. 24361	NBC Quaker	J. C. Tully, Pres. J. P. Foster, Assist. Gen. Mgr.	Campbell Patch, Prog. Dir. N. L. Straub, Chief Engr.	Headley-Reed Lang-Worth Standard Thesaurus AP
LANCASTER	WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5252	MBS NBC Quaker	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Ernest Stanzola, Prog. Mgr. James R. Appel, Prom. Mgr. J. E. Mathios, Chief Engr.	Radio Advertising Thesaurus UP
LANCASTER	WLAN 1945	1320 1,000-D	WLAN 252 N. Queen St. 7261	F. H. Aldtoeffer, Pres., Gen. & Coml. Mgr.	Mack Edwards, Prog. Dir. & Prom. Mgr. Robert Love, Chief Engr.	Forjoe Lang-Worth World AP
LEBANON	WLBR 1946	1270 1,000-D	Lebanon Bcstg. Co. Central Bldg. 3900	Lester P. Etter, Chief Own- er, Secy. Treas. Julian F. Skinnell, Opera- tions Mgr. Phillip J. Reilly, Coml. Mgr.	Alan Bautzer, Prog. Dir. Jerome Weiss, Prom. Mgr. M. Leonard Savage, Chief Engr.	Radio Advertising World AP
LEMOYNE	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyme Theater Bldg. 4-3005	Edgar T. Shepard, Pres. Ed K. Smith, Vice-Pres. & Gen. Mgr.	John Heikes, Coml. Mgr. J. Howard Bair, Chief Engr.	Cooke Associated AP
LEWISTOWN	WMRF 1941	1490 250	Lewiston Bcstg. Co. 5 W. Market St. 6757	NBC	Thomas W. Metzger, Gen. & Coml. Mgr.	Ralph A. Parker, Prog. Dir. Robert Wagner, Prom. Mgr. Bernard Bopp, Chief Engr.	UP
LOCK HAVEN	WPBZ 1946	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS	Donald C. Welch, Pres. Paul M. Breining, Gen. Mgr. Norman S. Caldwell, Coml. Mgr.	Mildred L. Weber, Office Mgr. Bob Roberts, Prom. Mgr. Kenneth B. Caum, Chief Engr.	Grant SESAC Standard AP
MCKEESPORT	WEDO 1946	810 1,000-D	Trl-City Broadcasting Co 547 5th Ave. 7167	Edward J. Hirshberg, Pres. & Gen. Mgr. John C. Karabin, Coml. Mgr.	Edward Patrick, Prog. Dir. Bob McKenna, Prom. Mgr. Wilkes Hurley, Chief Engr.	Burke, Kuipers & Mahoney Associated Capitol Lang-Worth Thesaurus MacGregor World AP, INS
MCKEESPORT	WMCK 1946	1360 1,000	Mon-Yough Bcstg. Co. Market St. 7195	KBS	George R. Raikes, Pres. Robt. Cox, Vice-Pres. George Munnell, Secy.-Treas. Jack Craddock, Gen. Mgr.	Roy Ferree, Coml. Mgr. Pat Haley, Prog. Dir. & Prom. Mgr. Charles White, Chief Engr.	Walker Keystone SESAC Standard UP
MEADVILLE	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First National Bank Bldg. 24-723	H. C. Winslow, Pres. Victor C. Diehm, Gen. Mgr.	Thomas A. Tito, Coml. Mgr. & Prog. Dir. Hoyt Stout, Chief Engr.	Lang-Worth Thesaurus UP
MORRISVILLE	WBUD 1947	1490 250	Margaret Strelt & Verna Hardin 12 S. Pa. Ave. 7434	Richard M. Hardin, Chief Owner & Gen. Mgr. Jim Dollard, Coml. Mgr.	William F. Hildenbrand, Prog. Dir. Robert Kent, Prom. Mgr. William Brewer, Chief Engr.	World Capitol AP
NANTICOKE	WHWL 1946	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Henry W. Lark, Pres. Milton Laughlin, Gen. Mgr. Tom Durkin, Coml. Mgr.	Thomas A. Bigler, Prog. Dir. Bernard Hyzinski, Chief Engr.	Forjoe Capitol Standard SESAC AP, UP
NEW CASTLE	WKST 1938	1280 1,000; CP-5000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Shirley Kerr, Traffic Mgr. Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Katz World AP
NEW KENSINGTON	WKPA 1940	1150 250-D	Allegheny-Kiskl Bcstg. Co. 810 Fifth Ave. 3534	Edward J. Kroen, Gen. & Coml. Mgr., Prog. Dir. W. W. Neely, Chief Engr.	Cox & Tanz Cole Lang-Worth MacGregor SESAC UP	

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For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the inauguration of service by

WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion . . . the spirit which assures the success of your WFIL program.

The Philadelphia Inquirer Station

WFIL *Philadelphia*

AN ABC AFFILIATE

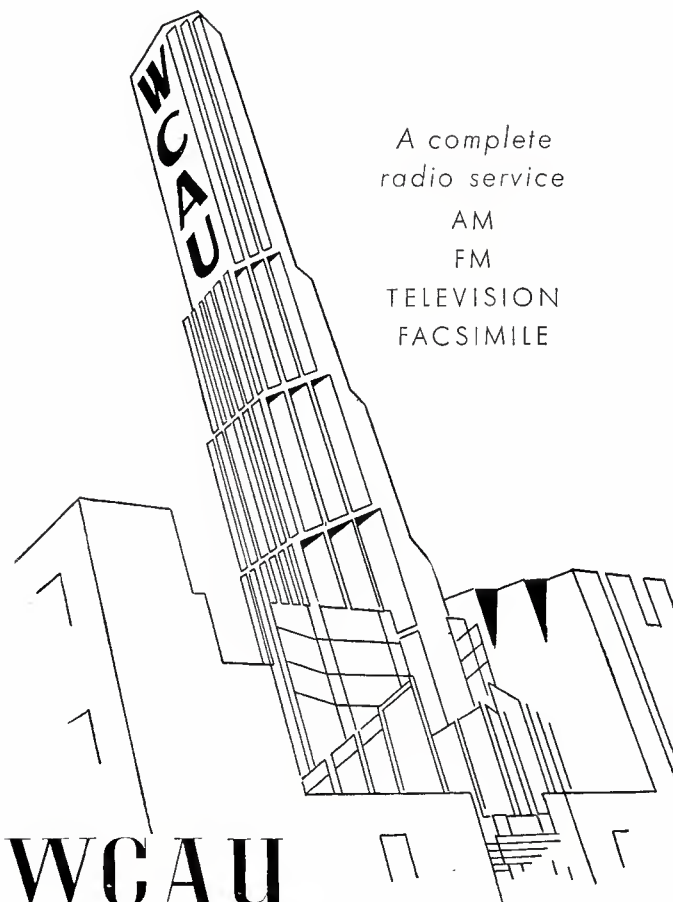
REPRESENTED NATIONALLY BY THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
NORRISTOWN	WNAR 1946	1110 500-D	Rahall Bcstg. Co. 115 W. Main St. 7600	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Tom Douds, Gen. Mgr.	Edwin W. Tucker, Prog. Dir. Franklin Bisbing, Chief Engr. Lang-Worth World UP	
OIL CITY	WKRZ 1945	1340 250 SH	Kenneth E. Rennekamp 232 Senaca St. 41-269	MBS KBS	Kenneth E. Rennekamp, Pres. C. Gene Gosch, Exec. Dir. Frank Jacoby, Prog. Dir.	Chuck Goodwin, Prod. Dir. Russell E. Shettler, Chief Engr. McGillvra World UP	
PHILADELPHIA 3	KYW 1921	1060 50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 7-3760	NBC	Walter C. Evans, Pres. Walter E. Benoit, V. P. Robert E. White, Gen. Mgr. Harvey McCall Jr., Sales Mgr.	James P. Begley Jr., Prog. Mgr. Arthur C. Schofield, Adv., Sales & Prom. Mgr. I. N. Eney, Chief Engr.	NBC Spot Associated AP, UP
PHILADELPHIA 3	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Robert W. McLean, Ch. of Bd. Leon Levy, Pres. & Gen. Mgr. Alex Rosenman, Coml. Mgr. Joseph Connolly, Prog. Dir.	Robert Pryor, Prom. Mgr. John G. Leitch, Tech. Dir. George Lewis, Chief Engr.	World AP, UP
PHILADELPHIA 7	WDAS 1922	1400 250	WDAS Broadcasting Sta- tion Inc. 1211 Chestnut St. Locust 7-7400	William Goldman, Pres. Leslie W. Joy, Gen. Mgr.	Michael Deegan, Prog. Dir. Gilbert Morris, Prod. Mgr. Frank W. Unterberger, Chief Engr.	ForJoe World Lang-Worth AP
PHILADELPHIA 7	WFIL 1922	560 5,000	Triangle Publications Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker	Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Jack Steck, Prog. Dir.	James T. Quirk, Prom. Mgr. Louis E. Litkejohn, Chief Engr.	Katz Associated AP, UP
PHILADELPHIA 2	WHAT 1922	1340 100 ST-WTEL	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 2058	William A. Banks, Pres., Gen. & Coml. Mgr.	Dolly Banks, Prog. Dir. & Prom. Mgr.	AP
PHILADELPHIA 2	WIBG 1925	990 10,000	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	John B. Kelly, Board Chair- man Paul F. Harron, Pres. Joseph Lang, Vice-Pres. Katherine A. Harron, Secy.- Treas.	Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir. Rupe Werling, Prom. Mgr. John H. Henninger, Chief Engr.	Lang Young Thesaurus AP, UP
PHILADELPHIA 7	WIP 1922	610 5,000	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon R. Gray, Coml. Mgr.	Murray Arnold, Prog. Dir. Ralph H. Minton, Prom. Mgr. Clifford C. Harris, Chief Engr.	Petry World AP, UP
PHILADELPHIA	WJMJ 1947	1530 10,000-D	Patrick Joseph Stanton			
PHILADELPHIA	WPEN 1929	950 5,000	Wm. Penn Bcstg. Co. 1528 Walnut St. Pennypacker 5-9490	Albert J. Sylk, Pres. Edward C. Obrist, Mgr. Alexander W. Dannenbaum Jr., Coml. Mgr.	John L. McClay, Prog. Dir. Wm. B. Caskey, Asst. to Gen. Mgr. Charles W. Burtis, Chief Engr.	Headley-Reed Associated Thesaurus AP, UP
PHILADELPHIA 40	WTEL 1925	1340 250 ST-WHAT	Foulkrod Radio Eng. Co. 4312 N. Broad St. Davenport 4-4310	E. Douglass Hibbs, Pres. & Prog. Dir. Henry N. Cocker, Gen. Mgr.	Alan Stewart, Prod. Mgr. John Field, Chief Engr.	ForJoe
PITTSBURGH 19	KDKA 1920	1020 50,000	Westinghouse Radio Sta- tions Inc. Grant Bldg. Grant 4200	NBC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. Joseph E. Baudino, Station Mgr.	George D. Tons, Sales Mgr. Franklin A. Tooke, Prog. Dir. David N. Lewis, Adv., Sales & Prom. Mgr. Theodore C. Kenney, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
PITTSBURGH 19	KQV 1919	1410 5,000	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	Charles T. Campbell, Pres. Lee W. Eckels, Secy.-Treas. James F. Murray, Gen. & Coml. Mgr.	William M. Burns Jr., Prog. Dir. Virginia Reed, Prom. Mgr. Robert F. Hunt, Chief Engr.	Weed Lang-Worth Standard UP
PITTSBURGH 19	WCAE 1922	1250 5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. R. Clifton Daniel, Gen. Mgr. Carl Dozer, Coml. Mgr.	John Wilkoff, Prom. Mgr. John Leban, Prod. Mgr. James Schultz, Chief Engr.	Katz Thesaurus AP, INS
PITTSBURGH 19	WJAS 1921	1320 5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennan, Pres. H. K. Brennan, Gen. Mgr. H. H. Stohman, Secy. & Comptroller J. H. Bucheit, Prom. & Coml. Mgr.	James M. Hughes, Prog. Dir. Milton Kerns Jr., Prod. Mgr. Walter W. McCoy, Chief Engr.	Rambeau Cole Lang-Worth UP Transradio
PITTSBURGH 6	WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	Henry A. Bergstrom, Pres. George L. Young, Gen., Coml. & Prom. Mgr.	Dwight J. Merriman, Prog. Dir. James A. McFarland, Chief Engr.	Young Capitol World AP
PITTSBURGH 22	WPIT 1947	730 1000-D	Liberty Broadcasting So. 211 Smithfield St. Grant 0794	John J. Laux, Pres. John L. Meridian, Gen. Mgr. C. C. Swarlingen, Coml. Mgr.	George Galley, Prog. Dir. Lee T. Sellars, Prom. Mgr. John Berninger, Chief Engr.	McGillvra Lang-Worth Standard UP
PITTSBURGH 22	WWSW 1931	1490; CP-970 250; CP-5,000-LS; 2500-N	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Pete Schloss, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr.	Fred Joyner, Prog. Dir. Miss Jimmie Spanos, Prom. Mgr. Henry R. Kaiser, Chief Engr.	ForJoe Associated Cole Standard AP
POTTSTOWN	WMAC (Construction permit)	1370 1,000-D	Radio Anthracite, Inc.			
POTTSVILLE	WPAM 1947	1450 250	Miners Bcstg. Service. 106 S. Centre St. 5050	MBS	Joseph L. Maguire } James J. Curran } Partners Louis H. Murray, Gen. & Coml. Mgr.	William Dimmerling, Prog. Dir. Jere H. Holden, Prom. Mgr. George I. Hatfield, Chief Engr.	Griffith Associated UP
POTTSVILLE	WPPA 1946	1360 500-D	A. V. Tidmore 8 S. Second St. 4744	A. V. Tidmore, Pres. & Gen. Mgr. John M. Naylor, Coml. Mgr. & Prog. Dir.	Julius G. Thiel, Chief Engr.	World AP
READING	WEEU 1931	850 1,000-D; CP-1000	Berks Bcstg. Co. 533 Penn St. 7335	ABC Quaker	Hawley Quier, Pres. Clifford M. Chafey, Gen. Mgr. James E. Keller, Exec. Vice- Pres.	K. Richard Creitz, Coml. Mgr. E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr.	Hollingsbery Associated SESAC Lang-Worth UP



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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
READING	WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	MBS	Robert G. Magee, Vice-Pres. & Gen. Mgr. Richard G. Fichthorn, Coml. Mgr.	Eva Sandeffer, Public Serv- ice Dir. A. Raymond Moore, Music Dir. Joseph E. MacCormack, Chief Engr.	Weed Standard AP
READING	WRAW 1922	1340 250	Reading Bestg. Co. Inc. 19 N. Fifth St. 7173	NBC Quaker	Clair R. McCollough, Sta- tion Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Chet Hagan, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus World UP
SCRANTON 10	WARM 1940	1400 250	Union Bestg. Co. Bowman Bldg. 4-1148	ABC	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. & Prom. Mgr.	Joe Salsburg, Prog. Dir. A. W. Oschmann, Chief Engr.	Hollingbery Thesaurus UP
SCRANTON	WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee, Pres. George D. Coleman, Gen., Coml. & Prom. Mgr.	R. E. McDowell, Station Mgr. Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr.	Blair World AP
SCRANTON	WQAN 1923	910 1,000-LS 500-N ST-WGBI	The Scranton Times			
SCRANTON 3	WSCR 1947	1000 1,000-D	Lackawanna Valley Bestg. Co. 116 Adams Ave. 5242	Frank S. Blair, Mgr. Joseph W. Dobbs, Coml. Mgr.	Frank P. Mansuy, Prog. Dir. Charles Muller, Prom. Mgr. Malcolm MacMillan, Chief Engr.	Walker Associated Lang-Worth AP
SHAMOKIN	WISL	1480 1,000	Radio Anthracite, Inc. National Dime Bank Bldg.			
SHARON	WPIC 1938	790 1,000-D	Sharon Herald Bestg. Co. P.O. Box 541 4113	John Fahline Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr.	W. Paul Gamble, Prog. Dir. Evelyn L. Keller, Prom. Mgr. A. C. Heck, Chief Engr.	Young Associated Capitol Lang-Worth World UP
STATE COLLEGE ...	WMAJ 1945	1450 250	Centre Broadcasters Inc. Glennland Bldg. 4959	MBS KBS	R. J. Kennard } Owners W. K. Uerich } Robert L. Wilson, Gen. Mgr. Sidney Friedman, Coml. Mgr.	Douglas I. Beman, Chief Engr.	Lang-Worth AP
STROUDSBURG	WHAB 1947	840 250-D	Pocono Bestg. Co.	Harold B. Newman } Anne L. Newman } Partners		
STROUDSBURG	WVPO (Construction permt)	1350 1,000-D	Pocono Record, Inc. 18 N. 7th St.			
SUNBURY	WKOK 1933	1240 250	Sunbury Bestg. Corp. Sunbury 1325	Pennsyl- vania Quaker	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Michael Kane, Coml. Mgr.	Paul Miller, Prog. Dir. John W. Keller, Chief Engr.	Cox & Tanz Lang-Worth World AP
UNIONTOWN	WMBS 1937	590 1,000	Fayette Bestg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsyl- vania	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	Sullivan Sages, Prog. Dir. Charles Underwood, Prom. Mgr. William Henzly, Chief Engr.	Radio Advertising Standard Thesaurus UP
WARREN	WNAE 1946	1310 1,000-D	Northern Allegheny Broadcasting Co. 310 Second Ave. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. Frank Foster, Coml. Mgr.	LeRoy Schneck, Prog. Dir. & Prom. Mgr. Homer M. Haines, Chief Engr.	Thesaurus AP
WASHINGTON	WJFA 1942	1450 250	Washington Bestg. Co. Geo. Washington Hotel 4870	MBS Pennsyl- vania	Wm. S. Yard, Pres. C. B. Heller, Station Mgr. Charles R. Duvall, Sales Mgr.	Elizabeth Leon, Prod. Mgr. Stanley Progar, Prom. Dir. Horace Cooper, Chief Engr.	McGillvra UP
WILKES-BARRE	WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 30196	MBS	John H. Stenger Jr., Pres. August W. Grebe, Gen. & Coml. Mgr.	John H. A. Stenger III, Prog. Dir. John H. Stenger Jr., Chief Engr.	Burn-Smith Associated UP
WILKES-BARRE	WBRE 1923	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Owner & Gen. Mgr. David M. Baltimore, Prom. & Assist. Mgr. A. C. Baltimore, Sales Mgr.	Frank D. Coslett, Prog. Dir. Charles Sahoskle, Chief Engr.	World AP
WILKES-BARRE	WILK 1947	1450 250	Wyoming Valley Broad- casting Co. 88 N. Franklin St. 3-7165	ABC	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Sholburne, Sta- tion Mgr.	Hal Berg, Prog. Dir. Jerry Butler, Sales Mgr. Ted French, Chief Engr.	Young Lang-Worth UP
WILLIAMSPORT	WRAK 1929	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy Jane Person, Prog. Dir. Irving A. Berndt Jr., Prom. Mgr. Glen Sherman, Chief Engr.	McKinney Standard UP
YORK	WNOW (Construction permt)	1250 1,000-D	Broadcast Division Helm Coal Co. Sumner St. & WMR 2168	H. J. Williams M. E. Cousler Lowell W. Williams Edward C. Hale } Partners	Lowell W. Williams, Gen. Mgr. Willis N. Weaver, Chief Engr.	AP
YORK	WORK 1932	1350 1,000	York Bestg. Co. Inc. 13 S. Beaver St. 6629	NBC, MBS Quaker	Clair R. McCollough, Station Executive Harold E. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Arthur Weeks, Prog. Dir. Harold Daugherty, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising Thesaurus UP
YORK	WSBA 1942	900 1,000-D	Susquehanna Bestg. Co. R. D. #5 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensies, Exec. Vice-Pres.	Sydney Robbins, Coml. & Prom. Mgr. Otis Morse, Prog. Dir. Woodrow G. Eberhart, Dir. of Engring.	Capitol World AP

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WWSW is always there . . . with 30 remote lines
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For the everyday picture of the local scene,
Pittsburgh turns to WWSW, the station that serves them best
through local programming and public service.

Yes . . . Pittsburgh is talking about . . . Pittsburgh is
listening to its favorite local independent 24 hours a day,
every day! And the results add up in dollars—
The large local department stores, dairy concerns, candy com-
panies, plus many national* accounts hitch their sales
wagon to WWSW . . . the station that means
MORE LISTENERS PER DOLLAR IN PITTSBURGH!

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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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RHODE ISLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PAWTUCKET	WFCI 1941	1420 5,000	Pawtucket Bcstg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David Brooks, Prog. Dir. Gilbert Johnson, Chief Engr. Katz Associated AP
PROVIDENCE 2	WEAN 1922	790 5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres.	Joseph Lopez, Station Mgr. Malcolm S. Parker Station Supvsr. Petry Associated Standard SESAC AP, INS Reuters
PROVIDENCE 3	WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211	Robert T. Engles, Pres. & Gen. Mgr. Brenton G. Meader, Coml. Mgr.	C. George Taylor, Prog. Dir. & Prom. Mgr. Carroll Philbrook, Chief Engr. Young Kettell-Carter Capitol Standard AP
PROVIDENCE 2	WJAR 1922	920 5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New Eng- land	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothorn Abbott, Prog. Dir. & Prom. Mgr. Thomas C. J. Prior, Chief Engr. Weed Bannan World
PROVIDENCE	WNAF 1947	1290 500-D	Community Broadcasting Service Co.
PROVIDENCE	WPPO 1924	630 5,000	Cherry and Webb Broad- casting Co.	CBS	Fred E. Ripley, Gen. Mgr. A. F. Schoen Jr., Coml. Mgr.	Raymer
PROVIDENCE 2	WRIB 1947	1220 250-D	R. I. Bcstg. Co. Narragansett Hotel Union 4512	Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Anthony Petronella, Coml. Mgr.	James Drake, Chief Engr. ForJoe UP
WOONSOCKET	WWON 1946	1240 250	Asso. Electronic Enter- prises Inc. 99 Main St. 3900	Garo Willard Ray, Pres. & Gen. Mgr. Mitchell Stanley, Station & Prom. Mgr.	Jean Bergeron, Coml. Mgr. William Metcalf, Prog. Dir. George W. Travis, Chief Engr. Rambeau World Standard Capitol AP

SOUTH CAROLINA

ANDERSON	WAIM 1935	1230 250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall, Pres. Glen P. Warnock, Gen. Mgr. C. B. Goodyear, Coml. Mgr.	James Coggins, Prog. Dir. John Davenport, Prom. Mgr. S. A. Azar, Chief Engr. Burn-Smith World Thesaurus Lang-Worth SESAC AP, INS
BARNWELL	WVSC (Construction permit)	1240 250	Edisto Broadcasting Co. Bank of Barnwell Bldg.
BENNETTSVILLE	WBSC 1947	1400 250	Loys Marsden Hawley	MBS
CHARLESTON "(H)"	WCSC 1930	1390 5,000	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr.	Russell Long, Prog. Dir. Wilbur R. Abbee, Chief Engr. Free & Peters UP
CHARLESTON 6	WFAK 1947	730 1,000-D	Charleston Broadcasters 149 Wentworth St. 3-6428	MBS	J. B. Fuqua, Pres. Tom Means, Gen. & Coml. Mgr.	James A. Klosky, Prog. Dir. Fred Bernstein, Prom. Mgr. Carl Modlin, Chief Engr. ForJoe Capitol UP
CHARLESTON	WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC	Harry J. O'Neill, Pres. C. Wylie Calder, Gen. & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William Birchfield, Chief Engr. Avery-Knodel Lang-Worth UP
CHARLESTON	WTMA 1939	1250 5,000-LS 1,000-N	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. Robert E. Bradham, Secy., Gen. & Prom. Mgr. A. Franz Witte Jr., Coml. Mgr.	William N. Abbott, Prog. Dir. Douglass M. Bradham, Chief Engr. Hollingsbery Associated AP
CHARLESTON	WUSN (Construction permit)	1450 250	Southern Bcstg. Co. Charleston	C. Norwood Hastie, Chief Owner B. M. Middleton, Part-Owner & Mgr. J. D. Hastie, Part-Owner & Coml. Mgr.
COLUMBIA "(E)"	WCOS 1939	1400 250	Radio Columbia 1202 Main St. 25601	ABC	E. D. Black, Pres. W. C. Boehman, Gen. Mgr. C. W. Burdsal, Coml. Mgr.	H. M. McElveen Jr., Prog. Dir. Richard Goode, Prom. Mgr. Robert Lambert, Chief Engr. T-H-S Capitol AP
COLUMBIA	WIS 1930	560 5,000	Surety Life Ins. Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Coml. Mgr.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert Eidson, Chief Engr. Free & Peters Standard UP
COLUMBIA	WKIK 1945	1490; CP-1320 250; CP-1,000-LS 500-N	Inter-City Adv. Co. 1127 Lady St. 2-8659	CBS	C. Durham Moore, Gen. Mgr. Thomas Chandler, Prom. Mgr.	E. E. Hampton, Chief Engr. Weed Lang-Worth Standard Cole UP
COLUMBIA	WNOK 1947	1230 250	Palmetto Radio Corp. 921 Huger St.	MBS	Samuel Litman, Pres.	Cole AP
CONWAY	WLAT 1945	1490 250	Coastal Broadcasting Co. P. O. Box 497 340	MBS	Loys Marsden Hawley } Part- Herman Lee Hanks } ners L. M. Hawley, Pres.	H. L. Hanks, V.-P. & Chief Engr. Edward Browning Jr., Sta. Mgr. & Prog. Dir. McGillvra Standard Cole AP
DILLON	WDSC 1946	800 1,000-D	Border Bcstg. Co. Inc. Dillon 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. Mgr. Joseph Martin, Coml. Mgr.	Bill Bunn, Prog. Dir. W. E. Jackson Jr., Prom. Mgr. J. J. Ikner Jr., Chief Engr. McGillvra Standard Capitol Cole UP
FLORENCE	WJMX 1947	970 5,000-D	Atlantic Bcstg. Co. P. O. Box 1035 2495	Eugene E. Stone, Pres. & Gen. Mgr. H. A. Smith Jr., Coml. Mgr.	Jack Gainey, Prog. Dir. Paul H. Benson Jr., Prom. Mgr. Frank Jenne, Chief Engr. World Associated AP

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 (Data corrected to January 1, 1948)

SOUTH CAROLINA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
FLORENCE	WOLS 1937	1230 250	Florence Bcstg. Co. 129 S. Dargan St. 354	ABC KBS	Melvin Purvis, Pres., Gen. & Prom. Mgr. A. P. Skinner, Coml. Mgr.	Bruce Buchanan, Prog. Dir. W. A. Pritchett, Chief Engr.	Standard Lang-Worth UP
GAFFNEY	(Construction permit)	1570 250-D	Cherokee Radio Co. P. O. Box 66 (Temp.) 220 (Temp.)	A. Ray Godshall, Pres.	Bob Liverance, Gen. Mgr. & Chief Engr.	UP
GREENVILLE	WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 8200	MBS	Scott Russell, Pres. & Gen. Mgr. Cliff W. Bowers, Coml. Mgr.	Ken Keese, Prog. Dir. L. W. Elias, Chief Engr.	McGillvra Associated Standard Lang-Worth AP
GREENVILLE	WFBC 1933	1330 5,000	Greenville News - Pied- mont Co. 305 S. Main St. 362	NBC	Roger C. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	L. Byron Jenkins, Prog. Dir. N. P. Mitchell, Prom Mgr. William E. Garrison, Chief Engr.	Avery-Knodel Cook Thesaurus UP
GREENVILLE	WMRC 1940	1490 250	Textile Broadcasting Co.	ABC
GREENWOOD	WCRS 1941	1450 250	Greco Inc. P. O. Box 868 4300	NBC	Douglas Featherstone, Pres. Dan Crosland, Gen. Mgr. Ralph Norman, Coml. Mgr. Randy Davidson, Prog. Dir.	Martha Wofford, Prom. Mgr. Charles M. Sparks, Chief Engr.	McGillvra Thesaurus AP
HARTSVILLE	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	C. H. Campbell, Pres. Raymond Caddell, Gen. & Prom. Mgr.	Jack Frierson, Coml. Mgr. Jimmy Brazzell, Prog. Dir. Donald A. Brienon, Chief Engr.	Thesaurus AP
LAURENS	WLBG (Construction permit)	860 250-D	WLBG, Inc.
NEWBERRY	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. 143	MBS KBS	C. A. Kaufmann, Pres., Treas. & Gen. Mgr. John F. Clarkson, Vice-Pres. & Secy.	Charles E. Bowers, Coml. & Prom. Mgr. Ann L. Flenlken, Prog. Dir. George N. Martin, Chief Engr.	World AP
ORANGEBURG	WFRN (Construction permit)	910 1,000-D	Orangeburg Radio Co. 63 Ellis Ave.	Frank B. Best Frank B. Best Jr., } Partners
ORANGEBURG	WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420	MBS	Charles S. Heuerey, Pres. G. Paul Browne, Gen. Mgr. Harry Carroll, Prog. Mgr.	Cole AP
ORANGEBURG	WFVA (Construction permit)	1270 1,000-D	Sims Publishing Co.
ROCK HILL	WRHI 1944	1340 250	York County Bcstg. Co.	MBS KBS	Ernest H. Carroll Virginia B. Carroll James S. Beaty, Jr. Wm. C. Beaty } Part- ners
SPARTANBURG	WORD 1940	1400 250	Spartan Radiocasting 291 E. Main St. 6000	ABC	Walter J. Brown, Pres. & Gen. Mgr. J. W. Kirkpatrick, Station Mgr.	John Carrington, Coml. Mgr. Sterling Wright, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	T-H-S World Lang-Worth AP
SPARTANBURG	WSPA 1929	950 5,000	Spartanburg Adv. Co. Box 1717 2900	CBS	C. Richard Shafto, Vice- Pres. Roger A. Shaffer, Gen. Mgr.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Harold R. Beckholt, Chief Engr.	Hollingsbery Associated UP
SUMTER	WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS	Hubert D. Osteen Jr., Pres. T. D. Youngblood, Gen. Mgr. Charles H. Pointel Jr., Coml. Mgr.	Robert Hannah, Prog. Dir. M. E. Pointel, Prom. Mgr. James L. Williams, Chief Engr.	McGillvra Thesaurus AP
WALTERBORO	WALD 1947	1490 250	Walterboro Bcstg. Co. Walterboro 3861	MBS	R. M. Jefferies, Pres. Charles A. Thoman, Gen. Mgr.	Beulah Glover, Coml. Mgr. Peter Edman, Prog. Dir. Roger A. Clark, Prom. Mgr. Louis Neale, Chief Engr.	Associated AP

SOUTH DAKOTA

ABERDEEN	KABR 1935	1420 5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS Gt. North- ern	H. C. Jewett Jr., Pres. A. A. Fahy, Gen. Mgr. Fred S. Stellner, Coml. Mgr	E. C. Pieplow, Prog. Dir. Delbert T. Hunt, Chief Engr.	Walker Standard AP
ABERDEEN	KSDN	930 1,000	Aberdeen News Company Aberdeen	Henry J. Schmitt, Pres.	Byron McElligott, Gen., Coml. & Prom. Mgr.	Capitol AP
DEADWOOD	KDSJ 1946	1450 250	Daniels & Sons Franklin Hotel 186	KBS	Eli Daniels } Partners John Daniels } Eli Daniels, Pres.	Truman H. Walrod, Coml. & Prom. Mgr., Prog. Dir. Eli Daniels, Chief Engr.	Clark Thesaurus World UP
HURON	KIJV 1945	1340 250	James Valley Bcstg. Co. 34 2nd S. E. 765	MBS	G. W. Chitty, Pres. & Gen. Mgr. Max Staley, Vice-Pres.	Robert Brandt, Coml. Mgr. Dale Larson, Prog. Dir. Donald Volkman, Chief Engr.	Universal Thesaurus UP
MITCHELL	KMHK 1947	1490 250	Mitchell Bcstg. Assn. 117 N. Main St. 621	MBS	Raymond V. Eppel, Pres., Gen. Mgr. & Prog. Dir.	B. Harland Ohde, Coml. & Prom. Mgr. Donald Dahl, Chief Engr.	Capitol UP

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PIERRE	KGFX 1927	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil, Gen. Coml., & Prom. Mgr.	Charles W. Hobbs, Chief Engr. Cox & Tanz UP
RAPID CITY	KOTA 1936	1380 5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Abner H. George, Asslt. Mgr., Secy.-Treas. Stanley S. Lieberman, Sales Mgr.	Harry S. Peterson, Prog. Dir. Ellen Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr. Holman Capitol Standard UP
RAPID CITY	WCAT 1922	1230 100-D SH	South Dakota School of Mines and Technology		
SIoux FALLS	KELO 1937	1230; CP-1320 250; CP-5,000	Midcontinent Bestg. Co. Phillips Ave. at 8th St. 6363	NBC	Sam Fante Jr., Pres. & Gen. Mgr. Ted Matthews, Coml. Mgr.	Evans Nord, Prog. Dir. Tony Moe, Prog. Dir. Lester C. Froke, Chief Engr. Pearson Standard Capitol UP
SIoux FALLS	KIHO 1,000 (Construction permit)	1270	Blg Sioux Bestg. Co. Inc. Box 702	David J. Kempkes } John D. Conner } James E. Sweet } Chief Owners	David S. Kemkes, James E. Sweet, Co.-Mgrs.
SIoux FALLS	KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bestg. Assn. Inc. 317 S. Phillips 757	Morton H. Henkin, Pres. George R. Hahn, Gen. Mgr. Rollie R. Williams, Gen. Sales Mgr.	George Rohn, Prom. Mgr. Maxwell F. Staley, Chief Engr. Avery-Knodel Thesaurus Standard AP
SIoux FALLS	KISD	1230 250	KDAK, Inc. 355 Boyce Bldg.		
VERMILLION	*KUSD 1922	920 500 ST-KFNF	University of South Da- kota Union Bldg. 601-J	Irving R. Merrill, Dir. & Gen. Mgr. Bob Williamson, Prog. Dir.	Joe Langston, Prom. Mgr. Stephen J. Graf, Chief Engr. AP
WATERTOWN	KWAT 1940	1240 250	Midland Nat'l Life Ins. Co. Kemp & Broadway 777	KBS	F. L. Bramble, Pres. M. W. Plowman, Coml. & Prom. Mgr.	Bernice Dowling, Prog. Dir. Francis Alwin, Chief Engr. Cole UP
YANKTON	WNAX 1926	570 5,000	Cowles Bestg. Co. 2nd & Capitol Sts. 442	MBS ABC	Gardner Cowles, Pres. Robert R. Tinscher, Gen. Mgr. Don E. Inman, Coml. Mgr.	Herb Howard, Prog. Dir. James H. Allen, Prom. Mgr. Clifton Todd, Chief Engr. Katz Standard Cole AP, UP

TENNESSEE

ATHENS	WLAR 1946	1450 250	Athens Bestg. Co. Hitch Bldg. 891	MBS KBS	Lowell F. Arterburn, Pres. & Gen. Mgr. Virgil Lindner Jr., Coml. Mgr.	Otis Parker, Prog. Dir. R. R. Magill Chief. Engr. Standard Keystone UP
BRISTOL	WOPI 1925	1490 250	Radiophone Bestg. Sta- tion WOPI Inc. 310 State St. 9674	NBC KBS Tenn. Valley	W. A. Wilson, Pres. & Gen. Mgr. Roy L. Russell, Coml. Mgr.	Stewart O'Dell Muscal. Dir. Ruth Mottern, Prom. Mgr. Russ V. Robinson, Chief Engr. Burn-Smith World Capitol Lang-Worth UP
CHATTANOOGA 2..	WAGC 1946	1450 250	Tenn. Valley Bestg. Co. Hotel Patten 7-1128	MBS	Gordon W. Campbell } Herbert M. Martin } Humphrey B. Heywood } R. T. Russell } Part- ners	Vann Campbell, Gen. Mgr. June Thurman, Prog. Dir. Charles Stokley Chief Engr. Rambeau Lang-Worth AP
CHATTANOOGA 2..	WAPO 1936	1150 5,000-LS 1,000-N	WAPO Bestg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. Prog. & Prom. Mgr.	B. B. Barnes, Chief Engr. Headley-Reed World Thesaurus Associated Cole AP
CHATTANOOGA 2..	WDEF 1940	1370 5,000-LS 1,000-N	WDEF Bestg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel Pres. Ken Flenniken, Gen. & Coml. Mgr. Charles Gullickson, Prog. Dir.	W. H. Stamper Jr. Prom. Mgr. B. C. Baker, Chief Engr. Weed Capitol Cole UP
CHATTANOOGA 2..	WDOD 1925	1310 5,000	WDOD Bestg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	Norman Thomas, Pres. Earl W. Winger, Vice-Pres. Ralph H. Patt Jr., Gen. & Coml. Mgr.	Gaylord McPherson Prog. Dir. Elmer D. Kammer, Prom. Mgr. Roy Owens, Chief Engr. Raymer Standard UP
CHATTANOOGA	WJVW (Construction permit)	1490 250	Joe V. Williams, Jr. 1011 Hamilton Natl. Bank Bldg.		
CLARKSVILLE	WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 2295	MBS KBS	E. T. Campbell, Chief Owner & Gen. Mgr. Clay Cline, Coml. Mgr.	Roy Smith, Prog. Dir. John H. Bailey, Chief Engr. Cox & Tanz World AP
CLEVELAND	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. A. D. Smith Jr., Station Mgr.	Art Selley, Prog. Dir. Sam Davis, Prom. Mgr. Jim Byerly, Chief Engr. Lang-Worth UP
COLUMBIA	WKRM 1946	1340 250	Middle Tenn. Bestg. Co. P. O. Box 71 1340	MBS KBS	R. M. McKay Jr., Pres., Gen. Coml. & Prom. Mgr.	Chesley J. Smith, Prog. Dir. Revis V. Hobbs, Chief Engr. Thesaurus UP

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COOKEVILLE	WHUB 1940	1400 250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley, Pres., Gen. & Coml. Mgr. Joe Mabry, Station & Prog. Dir.	Jesse M. Beasley, Prom. Mgr. George Daugherty, Chief Engr.	UP
DYERSBURG	WDSG 1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS KBS	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr.	Norb Beckers, Prog. Dir. C. W. Morrow, Chief Engr.	World AP
ELIZABETHTON	WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 9235	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Thad Fitch, Station Mgr.	Bill Edgar, Prog. Dir. Bill Wagner, Prom. Mgr. Condon Bowers, Chief Engr.	Thesaurus UP
FAYETTEVILLE	WEKR (Construction permit)	1240 250	Elk River Bostrs.	R. M. McKay, Sr. } R. M. McKay, Jr. } James M. McGrew } Revis V. Hobbs } R. A. Largen }	Partners	
GALLATIN	WHIN (Construction permit)	1010 1,000-D	Sumner County Broadcasting Co.			
GREENEVILLE	WGRV 1947	1340 250	Radio Greeneville Inc. Radio Bldg. 9478	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Paul Metcalfe, Station Mgr.	Ed Daniels, Prog. Dir. Hugh Pickle, Prom. Mgr. Laile Hampton, Chief Engr.	Capitol UP
HARRIMAN	WHBT 1946	1230 250	Harriman Bcstg. Co. Inc. Devonia at Crescent 870	MBS KBS	Jere B. Brewer, Pres. F. L. Crowder, Vice-Pres. & Gen. Mgr. Neil L. Shields, Secy.-Treas.	W. Lawrence Hedgpeth Jr. Coml. Mgr. & Prog. Dir. Montarie Hedgpeth, Prom. Mgr. Kenneth Hargis, Chief Engr.	Cox & Tanz Standard Thesaurus UP
JACKSON	WTJS 1931	1390 1,000	Sun Publishing Co. 104 Baltimore St. 7-3316	ABC	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Asst. Mgr. Sam D. Lollar, Studio Dir.	Glenn E. Johnson, Prom. Mgr. Robert M. Gordon, Chief Engr.	Branham World AP, UP
JOHNSON CITY	WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. Priss Bldg. 2281	Carl A. Jones Jr., Pres. & Gen. Mgr. Charles Powers, Coml. Mgr.	Arthur J. Borgesen, Prog. Dir. E. B. Jones, Chief Engr.	Wood & Colton World AP
JOHNSON CITY	WJHL 1939	910 5,000-LS 1,000-N	WJHL Inc. 143 W. Main St. 2780	ABC	W. Hanes Lancaster, Sr., Pres. Ken Marsh, Gen. & Coml. Mgr.	Berney Burleson, Prog. Dir. & Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
JOHNSON CITY	WTVN (Construction permit)	1050 1,000-D	Washington County Broadcasting Corp. John Sevier Hotel			
KINGSPORT	WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. Box 870 2870	NBC Tenn. Valley	C. P. Edwards Jr., Pres. A. F. Martin, Gen. Mgr. Phil J. Weaver, Coml. Mgr.	Paul L. Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	Burn-Smith Cummings Lang-Worth Standard Thesaurus AP
KNOXVILLE 42	WBIR 1941	1240 250	Radio Station WBIR Inc. 406 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. John P. Hart, Gen., Coml. & Prom. Mgr.	Tys Terwey, Prog. Dir. J. Rex Horton, Chief Engr.	Pearson Associated Capitol UP
KNOXVILLE	WIBK 1946	800 1,000-D	Independent Bcstg. Co. 908 S. Gay St. 4-9866	Marvin I. Thompson, Gen. Mgr. Kenneth McClure, Coml. Mgr.	Bob Charles, Prog. Dir. Helen Ross, Prom. Mgr. T. E. Hooper, Chief Engr.	Cooke MacGregor Associated AP INS
KNOXVILLE	WKGN 1947	1340 250	Clarence Beaman Park National Bank Bldg.	MBS			
KNOXVILLE 24	WNOX 1921	990 10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Vice-Pres. & Gen. Mgr. O. L. Smith, Coml. Mgr. & Station Dir.	Charles McMahon, Prog. Dir. Sarah Booth, Prom. Mgr. Ray Evans, Chief Engr.	Branham Standard UP
KNOXVILLE	WROL 1927	620 5,000	S. E. Adcock 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock, Pres. & Gen. Mgr. C. H. Frazier, Coml. Mgr.	John Reese, Prog. Dir. & Prom. Mgr. F. M. Andrews, Chief Engr.	Blair Thesaurus World AP
LEWISBURG	WJJM 1947	1490 250	James J. Murray Estate Box 20 780	James J. Murray Estate, Chief Owner Louis D. Lingner, Gen. Mgr.	Daryl L. Laub, Prog. Dir. J. E. Sowell, Chief Engr.	World AP
MARYVILLE	WGAP 1947	1400 250	Gateway Bcstg. Co. Blount National Bank 2490	MBS	George R. Dempster } Vic H. McLean } Robert M. Claffin, Prog. Dir., Gen. & Prom. Mgr.	John F. Main, Sales Mgr. Curtis Lamarr, Chief Engr.	Thesaurus UP
McMINNVILLE	WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 401	MBS KBS	Royce Richards, Gen. Mgr. Roy E. Wood Jr., Coml. Mgr.	Ernie Richards, Prog. Dir. & Prom. Mgr. Claude Haston, Chief Engr.	World UP
MEMPHIS 4	WDA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	John R. Pepper } Bert Ferguson } Bert Ferguson, Gen. Mgr.	Lou Zlotky, Coml. Mgr. Gene Allen Carr, Prog. Dir. Frank T. Edwards, Chief Engr.	Pearson Standard UP INS

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WMC—5000 Watts Day & Night • 790 Kilocycles • NBC Affiliate
WMC-FM—261,000 Watts Day & Night • 99.7 MC • Channel 259

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MEMPHIS 3	WHBQ 1925	1400 250	Harding College Hotel Gayoso 8-6868	MBS	E. A. Alburty, Gen. Mgr. E. Pournelle, Coml. Mgr.	Lade Conlee, Prog. Dir. W. M. Roy, Chief Engr. Walker Capitol AP
MEMPHIS 3	WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	Patt McDonald Gen. & Coml. Mgr.	Allan G. Avery, Prog. Dir. & Prom. Mgr. Wm. Marsh, Chief Engr. Forjoe AP
MEMPHIS 1	WMC 1932	790 5,000	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC	H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr. Wilson Mount, Prog. Dir.	Walter E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr. Branham UP
MEMPHIS 3	WMPS 1925	680 10,000-LS 5,000-N	WMPS Inc. Columbian Mutual Tower 5-2721	ABC	Harold R. Kreistein, Gen. Mgr. Robert Neal Hobgood, Prog. Dir.	Matty Brescia, Prom. Mgr. J. G. Deaderick, Chief Engr. T-H-S Radio Sales Standard AP, UP
MEMPHIS	WREC 1924	600 5,000	Hoyt B. Wooten	CBS	Hoyt B. Wooten, Owner & Gen. Mgr.	Hollis Wooten, Coml. Mgr. Ray Wooten, Prog. Mgr. Katz
MORRISTOWN	WCRK 1947	1450 250	Cherokee Bcstg. Corp. Morristown 1450	MBS	H. S. Walters, Pres. Hal Falter, Gen. Mgr. Howell Ashford Jr., Coml. Mgr.	Bob Tamblyn, Prog. Dir. Bill Cooper, Prom. Mgr. Larry Martin, Chief Engr. World AP
MURFREESBORO	WGNS 1946	1450 250	Murfreesboro Bcstg. Co. 118 N. Church St. 1450	MBS	Cecil N. Elrod, Pres. & Gen. Mgr. Harold Huffines Coml. Mgr.	Howard Byrum, Prog. Dir. John Dodd, Prom. Mgr. Glen Snoddy, Chief Engr. Holman Capitol World UP
NASHVILLE 3	WKDA 1947	1240 250	Capitol Bcstg. Co. American National Bank Bldg. 4-0511	T. B. Baker Jr. } A. G. Beaman } Owners	T. B. Baker Jr., Gen. Mgr. O. C. Griffin Jr., Chief Engr. Capitol Lang-Worth AP
NASHVILLE	WLAC 1926	1510 50,000	J. T. Ward	CBS	J. T. Ward, Owner F. C. Sowell, Gen. Mgr.	Paul Oliphant, Prog. Dir. Raymer
NASHVILLE	WMAK 1948	1300 5,000	Volunteer State Bcstg. Co. Inc. Maxwell House	MBS	Frank W. Mayborn, Pres. Edward M. Kirby, Gen. Mgr.	Shelton Weaver, Chief Engr. UP
NASHVILLE 3	WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	MBS, ABC	Jack M. Draughon } Part- Louis R. Draughon } ners E. S. Tanner, Coml. Mgr.	Ottis Roush, Prog. Dir. Dr. Fred Schumann, Chief Engr. Katz Standard AP
NASHVILLE 3	WSM 1925	650 50,000	WSM Inc. National Life Bldg. 6-7181	NBC	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Jack Stapp, Prog. Dir.	Bill Graham, Prom. Mgr. George Reynolds, Chief Engr. Petry AP INS
OAK RIDGE	WATO (Construction permit)	1490 250	Pellegrin and French Municipal Market Bldg.	MBS	Marshall H. Pengra, Pres. & Gen. Mgr. Harry Weaver, Coml. Mgr.	Arthur Metzler, Prog. Dir. Lorenzen & Thompson Standard UP
OAK RIDGE	WOND (Construction permit)	1450 250	Highlands Bestrs, Inc.	Sam K. Carson, Pres.	G. Paul Crowder, Gen. Mgr.
PARIS	WPIN (Construction permit)	910 1,000-D	Broadcasters Associates	James H. McKee } Part- Odes E. Robinson } ners	
PARIS	WTPR 1946	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ Market St. 1700	KBS	E. Weeks Smith, Pres. & Gen. Mgr. Parkman R. Feezor, Coml. Mgr.	Bettye Baggett, Prog. Dir. Joseph Brandt, Prom. Mgr. Carlos Steele, Chief Engr. Clark Lang-Worth AP
PULASKI	WKSR 1947	730 250-D	Pulaski Bcstg. Co. Radio Bldg. 661	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Virgil Trimm, Station Mgr.	Bill Schoocraft, Prog. Dir. Hugh Brewer, Prom. Mgr. Elton Chick, Chief Engr. UP
SHELBYVILLE	WHAL 1946	1400 250	Shelbyville Bcstg. Co. 112½ East Side Square	MBS	J. O. Fly, Sr. } Part- Geo. F. Fly } ners Harvard P. Smith }	
TULLAHOMA	WJIG (Construction permit)	740 250-D	Tri-Cities Bcstg. Co. Box 411	Raymond L. Pres- cott, Jr. } Part- Henry L. Wilson } ners	
UNION CITY	WENK 1946	1240 250	Union City Bcstg. Co. Inc. First & Washington 1240	MBS	B. Cary Brummel, Pres. A. B. Robinson, Gen. Mgr. Dave Capps, Coml. Mgr.	Jim Blaine, Prog. Dir. Lou Wrather, Prom. Mgr. James Thomas, Chief Engr. World UP
WINCHESTER	WCDT (Construction permit)	1340 250	Arthur D. Smith Jr., Winchester	Arthur D. Smith Jr. Owner	

TEXAS

ABILENE	KRBC 1936	1450 250	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State	M. B. Hanks, Pres. Howard Barrett, Gen. Mgr. Forest Lane, Coml. & Prom. Mgr.	Bro Mingus, Prog. Dir. J. B. Casey, Chief Engr. Pearson Thesaurus Lang-Worth AP
ALICE	KBKI 1946	1070 1,000-D	Alice Bcstg. Co. Hotel Alice	J. H. Mayberry, Buford Nicholson and E. G. Lloyd, Jr.	Leon Lloyd, Gen. Mgr. & Coml. Mgr. Cooke, Gene Grant
ALPINE	KVLF 1947	1490 250	Big Bend Broadcasters Holland Hotel 37	MBS South- west	Barney H. Hubbs, Pres. George H. Peters Jr., Gen. & Coml. Mgr.	Thomas B. Erwin, Prog. Dir. & Prom. Mgr. Katz Lang-Worth AP

DIRECCION CABLEGRÁFICA:
"MUNDO"

EL MUNDO

EL DIARIO DE MAYOR CIRCULACION EN PUERTO RICO
SAN JUAN, P.R.

MEMO TO: TIMEBUYERS:

EL MUNDO of San Juan, Puerto Rico, announces the opening of its new 5,000 watt broadcasting station scheduled to coincide with the beginning of the New Year.

Advertisers in the Puerto Rican market will find in WEMB the same quality and service that have been offered for so many years by EL MUNDO and PUERTO RICO ILUSTRADO.

For data and availabilities we invite you to contact our exclusive mainland representatives,

INTER AMERICAN PUBLICATIONS, INC.,
41 East Forty Second Street, New York, 17.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

BRITISH COLUMBIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
CHILLIWACK	CHWK 1927	1340 250	Fraser Valley Bestg. Ltd. 5-Yale East 7511	Dominion	C. C. Wells, Pres. Jack Pilling, Managing Dir.	All-Canada Weed Gale United BUP
DAWSON CREEK ...	CJDC 1947	1350 1,000	Wilma Moore Dawson Creek	Wilma Moore, Pres. & Gen. Mgr. Gordon H. Cummings, Station Mgr.	
KAMLOOPS	CFJC 1926	910 1,000	Sentinel Publishing Co. 310 St. Paul St. 1021	Trans-Canada	Ian G. Clark, Gen. Mgr. Robert Innes, Coml. Mgr.	All-Canada Weed Exclusive PN
KELOWNA	CKOV 1931	630 1,000	Okanagan Bestg. Ltd. Radio Bldg. 200	Trans-Canada	G. T. B. Browne, Pres. Marlor E. Lee, Secy-Treas. J. W. B. Browne, Gen. Mgr.	All-Canada Weed Lang-Worth Sesac Thesaurus World PN
NELSON	CKLN 1939	1240 250	News Publishing Co. Box 250 19	Trans-Canada	Joan Orr, Gen. Mgr.	Stovin Baldwin Young Freemantle PN
NEW WESTMINSTER.....	CKNW 1944	1230 250	International Bestg. Co. 752 Columbia St. 3000	Wm. Rea Jr., Pres. & Gen. Mgr. David M. Armstrong, Coml. Mgr.	Radio Repre sentatives Forloe Associated World PN
PORT ALBERNI	CJAV 1946	1240 250	CJAV Ltd. 3rd Ave. N. 2 Redford Rd.	Margaret Rea, Pres. Charles J. Rudd, Gen. Mgr. Charles Patrick, Coml. Mgr.	Radio Repre sentatives Lang-Worth PN
POWELL RIVER	1490 520	Al Harvey Alagard Powell River	Al Harvey Alagard, Owner & Gen. Mgr.	
PRINCE GEORGE ..	CKPG 1945	550 250	Radio Station CKPG Ltd. Ritz Klefer Hall 140	Trans-Canada	Frank H. Elphicke, Pres. Cecll G. Elphicke, Gen. Mgr. Jack E. Carbutt, Coml. & Prog. Dir.	All-Canada Weed United

**COMMANDING
ATTENTION . . .
EARNING RESULTS**

FIRST IN AUDIENCE
(Elliott-Haynes)

FIRST IN COVERAGE
(Bureau of Broadcast Measurement)

FIRST IN RESULTS
(Canadian Facts Dealer Preference Survey)

FIRST IN PROMOTION
(The Billboard's 1947 Promotion Competition)

Consult All-Canada or Weed & Company

Vancouver's

CKNW

The Station with
PROMOTION
YARDSTICK

5000 WATTS

TOP STATION

CKNW

*** BOTH in Vancouver
and * NEW WESTMINSTER**

HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
OF OUR TOWER

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

WITHIN 15 MILES
OF OUR TOWER

93
SAWMILLS

Producing over
4,000,000 Bd. Ft.
of LUMBER
Daily.

REACH THIS
RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

\$11¼ MILLIONS
in
EGGS - POULTRY - CHICKS
produced annually
WITHIN 15 MILES
OF OUR TOWER

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

526,059
PEOPLE LIVE WITHIN
15 MILES OF
OUR TOWER

Reach This Rich Market
through **CKNW**
NEW WESTMINSTER, B.C.



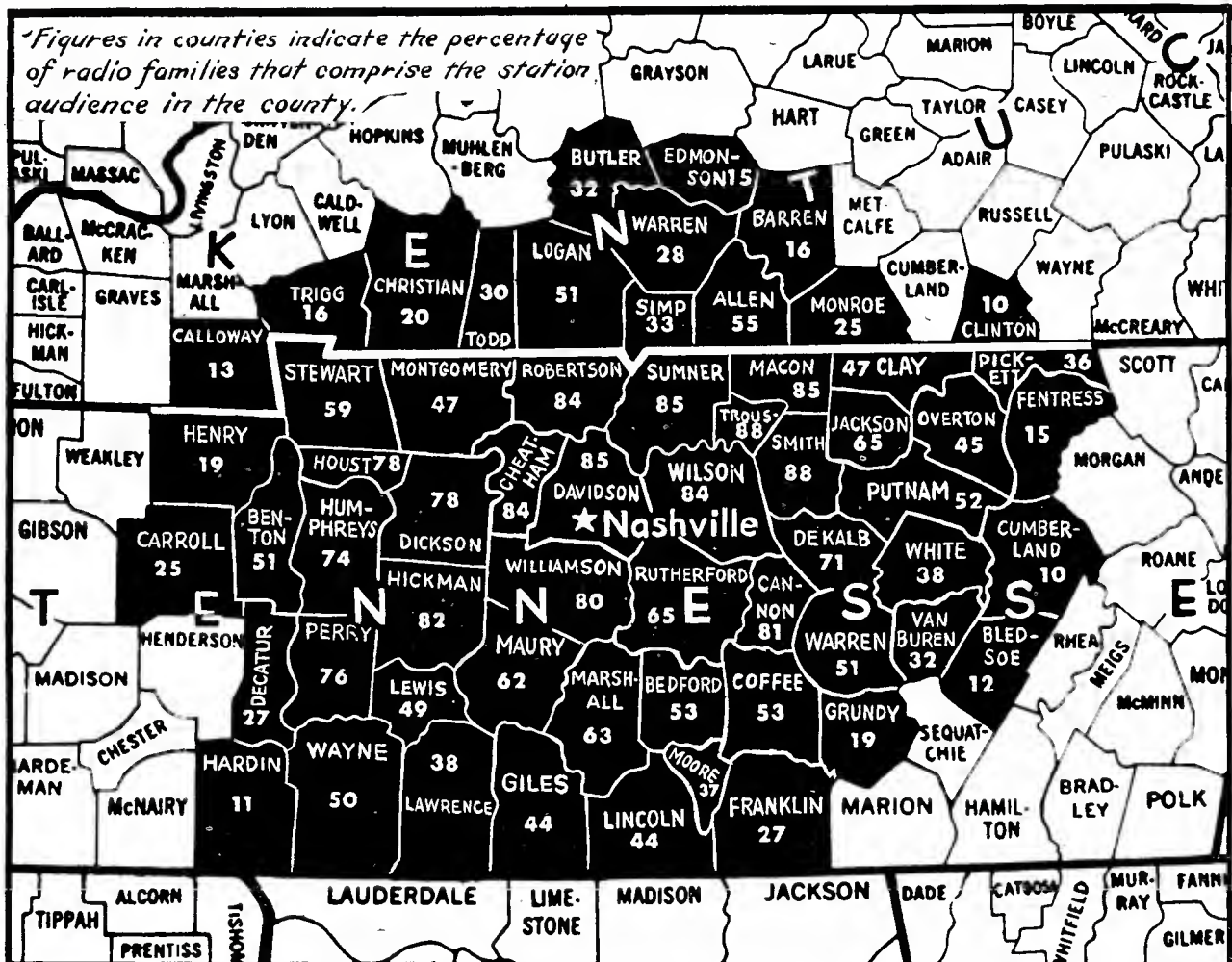
DAYTIME COVERAGE

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by The Kotz Agency, Inc.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%	No. of Counties	47,850	39,810
Home County Davidson 85%		67,540	57,610
<i>Percentage Levels</i>			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

Complete BMB County and City Data available on request.



Map and Tabulation Based on BMB Audience Study No. 1—March 1946

WSIX gives you all three: Market, Coverage, Economy

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
AMARILLO	KAMQ 1947	1010 1,000-D	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	Walter G. Russell, Pres. W. J. Dickerson, Gen. & Prom. Mgr.	Jack Petrie, Coml. Mgr. Ray Whitworth, Prog. Dir. Stewart Parsons, Chief Engr.	Griffith Thesaurus AP
AMARILLO	KFDA 1939	1230 250	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	Gilmore Nunn, Pres. H. P. Roberson, Gen. & Coml. Mgr.	Bill Fairley, Prog. Dir. Bill Kelley, Prom. Mgr. Noel Luddy, Chief Engr.	Pearson World Capitol UP
AMARILLO	KGNC 1922	710 10,000	Plains Radio Bcstg. Co. Radio Building 4242	NBC Lone Star Texas- Quality	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. Aubrey Jackson, Gen. Mgr.	Bob Watson, Prog. Dir. William H. Torrey, Chief Engr.	T-H-S Standard Lang-Worth Cole AP, UP
AMARILLO	KVAZ 1947	940 1,000	Plains Empire Bcstg. Co. 1014 W. 7th 2-6773	MBS	Lonnie J. Preston, Pres. & Gen. Mgr. Jim Rennie, Coml. Mgr.	George McBride, Chief Engr.	UP
ATHENS (Construction permit)	1410 250-D	The Henderson County Broadcasting Co. 3524 S. Henderson St. Fort Worth, Tex.	J. B. McNutt, Jr. } Merl Saxon } Partners		
AUSTIN	KNOW 1926	1490 250	Frontier Bcstg. Co. Capitol National Bank Building 2-6213	ABC Texas State	Gene L. Cagle, Pres. Louis R. Cook, Gen. Mgr. M. H. Coleman, Coml. Mgr.	Conrad Vernon, Prog. Dir. & Prom. Mgr. James E. Lewis, Chief Engr.	Weed Capitol AP
AUSTIN	KTXN (Construction permit)	1370 1,000-D	Thomas G. Harris	Thomas G. Harris, Gen. Mgr.		AP
AUSTIN	KTBC 1939	590 5,000-LS 1,000-N	Texas Bcstg. Corp. Brown Building 2-2424	CBS	Claudia T. Johnson, Pres. J. C. Kellan, Vice-Pres., Gen. Mgr. & Prog. Dir. Willard Deason, Assist. Gen. & Coml. Mgr.	Harvey Payne, Prom. Mgr. Frank W. Yeagley, Chief Engr.	T-H-S World UP
AUSTIN	KVET 1946	1300 1,000	Austin Bcstg. Co. 113 W. 8th St.	MBS	John B. Connally, Pres. & Mgr. J. J. Pickle, Coml. Mgr.	Fred M. Caldwell, Prog. Dir. Frank Yeagley, Chief Engr.	ForJoe Lang-Worth UP
BALLINGER	KRUN 1947	1400 250	Runnels County Broad- casting Co. Ballinger 711	R. E. Bruce, Pres. & Gen. Mgr.	J. M. Isaacs, Prog. Dir. J. O. Braden, Chief Engr.	Standard AP
BAY CITY	KIOX 1946	1270 1,000	Bay City Bcstg. Co. Box 1391 642	MBS	J. G. Long, Managing Dir. Royce A. Collier, Gen. Mgr.	George S. Lanham, Coml. Mgr. Olgie Fremont, Prog. Dir. Frank Woods, Chief Engr.	Thesaurus AP
BEAUMONT	KFDM 1924	560 1,000; CP-5,000	Beaumont Bcstg. Corp. P.O. Box 2950 2-7758	ABC	D. A. Cannan, Pres. C. B. Locke, Gen. & Coml. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. L. M. Sanders, Chief Engr.	Free & Peters Lang-Worth Standard UP
BEAUMONT	KPBX 1947	1380 1,000-D	KPBX Broadcasting Co. New Crosby Hotel			
BEAUMONT	KRIC 1938	1450 250	KRIC Inc. 130 Wall St. 4200	E. C. Davis, Chief Owner. Philip E. Dusenbury, Gen. & Coml. Mgr.	Louis A. Breault Jr., Prog. Dir. M. J. Easterwood Jr., Chief Engr.	Branham Thesaurus Capitol Associated AP
BEAUMONT	KTRM 1947	990 250-D	KTRM Inc. 230 Orleans St. 2-8478	KBS	Jack Nell, Pres. & Gen. Mgr. G. L. Kirk, Coml. Mgr. Joe Trum, Prog. Dir.	Ben F. Hughes, Chief Engr.	World AP INS
BIG SPRING	KBST 1936	1490 250	Big Spring Herald Broad- casting Co. Inc. 702 Johnson St. 1500	ABC Texas State	Jack Wallace, Gen. Mgr. Bill Cox, Coml. Mgr.	Lloyd Hawkins, Prog. Dir. & Prom. Mgr. Andrew Jones, Chief Engr.	Pearson Thesaurus AP
BONHAM	KFYN (Construction permit)	1420 250	Frank Svoboda Box 294			
BORGER	KHUZ 1946	1490 250	R. G. Hughes Highway 117 1600	MBS	R. G. Hughes, Pres. Wayne Phelps, Gen. Mgr. Les Helmes, Coml. Mgr.	Hal Moon, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth World SESAC AP
BRADY	KNEL 1935	1490 250	G. L. Burns Brady 77	KBS	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP
BRECKENRIDGE	KSTB 1947	1430 500-D	Stephens County Broad- casting Co. Miller Bldg.	Robert W. Chapman } Manning L. Trammell }ners		
BRANHAM	KWHI 1947	1280 1,000-D	Tom S. Whitehead Branham 655	Tom S. Whitehead, Pres. & Gen. Mgr.	H. B. Balch, Chief Engr.	Lang-Worth UP
BROWNSVILLE	KVAL 1946	1490 250	KEEW Ltd. San Benito Highway 1273	ABC	T. Frank Smith, Pres. Byron Winstead, Gen. Mgr. Dick Smith, Coml. Mgr.	Fred McCall, Prog. Dir. Duane McCoy, Prom. Mgr. Leonard Dutton, Chief Engr.	Free & Peters AP

Business
Social Lesson No. 1: How to woo a BILLION \$!
 (and don't forget... Miss Dallas-Ft. Worth Area
 has an annual buying income of over a \$BILLION to spend!)



- A.** You locate a lovely lady with \$1,000,000,000 yearly to spend: Miss Dallas-Ft Worth Area.
- B.** Hire two industrious and attentive escorts... Stations WRR (Dallas) and KFJZ (Ft Worth)... to drive away all competition.
- C.** CONCENTRATE and hammer home YOUR sales talk at all hours, day and night from as many approaches as possible... TWO stations for a single price, either simultaneous or separate schedules!

WRR - KFJZ AREA (100-Mile Radii)	
*Population	1,898,300
*Buying Income	\$1,890,148,000.00
*Bank Deposits	\$1,904,769,000.00
*Retail Sales	\$1,239,913,000.00
*Wholesale Sales	\$1,662,055,000.00
Auto Registrations	498,255
† Radio Families	410,033
<small>*Sales Management, 1947. †B.M.B. Area Survey, 1946.</small>	

TEXAS' BEST RADIO BUY

WRR  **KFJZ**
 DALLAS FT. WORTH

TWO STATIONS FOR ONE PRICE

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

NATIONAL REPRESENTATIVE
WEED & COMPANY

BROADCASTING • Telecasting

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BROWNWOOD	KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS Texas— State	Wendell Mayes, Pres. & Gen. Mgr. F. T. Wilson, Coml. Mgr.	Howard Edwards, Prog. Dir. A. W. Stewart, Chief Engr. Walker Lang-Worth UP
BRYAN	KORA 1947	1240 250	Bryan Bcstg. Co. 305 W. 26th St. 2-1451	David C. Jones Jr., Owner & Gen. Mgr. Maxine Saunders, Coml. Mgr.	Cecil Beardon, Prog. Dir. & Prom. Mgr. Robert M. Shuffler, Asst. Mgr. & Chief Engr. Thesaurus AP
CANYON	KPAN (Construction permit)	860 250-D	Randall County Broad-casting Co. 1912 Ave. E. Brownwood, Tex.	Marshall Formby } John Blake } Partners	
CHILDRESS	KCTX 1947	1510 250-D	Golden West Broad-casting Co. Inc. 217½ N. Main 1085	MBS	Richard M. Hagan, Pres. & Coml. Mgr. George D. Cowen, Gen. Mgr.	James D. Abbott, Prog. Dir. Hal S. Christensen, Chief Engr. Standard AP
CLEBURNE	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main 1025	George W. Marti, Pres. & Gen. Mgr. Jo C. Marti, Assist. Mgr.	John Marti, Coml. Mgr. Billie D. Moorman, Prog. Dir. George W. Marti, Chief Engr. Capitol UP
COLEMAN	KSTA 1947	1000 250-D	Coleman County Broad-casting Co. Box 827 8406	Jack South, Gen. Mgr.	A. W. Stewart, Chief Engr. Capitol UP
COLLEGE STATION	WTAW 1922	1150 1,000-D	Agric. & Mech. College of Texas Administration Bldg. 4-6724	ABC	W. R. Pierre, Station Mgr. & Prog. Dir. B. J. Cook, Coml. Mgr.	Pat Gates, Prom. Mgr. Frank J. Sosolik, Chief Engr. Griffith World SESAC AP
CORPUS CHRISTI	KEYS 1941	1440 1,000-LS 500-N	Nueces Broadcasitng Co. Centre Theatre Bldg. 2-7411	CBS	E. C. Hughes, Gen. Mgr. Kelley Wofford, Coml. Mgr. Bill McRae, Prog. Dir.	Lorraine Berry, Prom. Mgr. Harold Griffith, Chief Engr. T-H-S World UP
CORPUS CHRISTI	KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co.	MBS, NBC Lone Star Texas- Quality	T. Frank Smith, Gen. Mgr.	Free & Peters
CORPUS CHRISTI	KSIX 1947	1230 250	Corpus Christi Broad-casting Co., Inc. Show Room Bldg. 2-9242	ABC	Vann M. Kennedy, Pres. & Gen. Mgr. Charles R. Manning, Coml. Mgr.	Jack Foster, Prog. Dir. Troy Whitaker, Chief Engr. Forjoe Lang-Worth UP
CORPUS CHRISTI	KWEU 1943	1030 50,000-D	Baylor University 912 Commerce St., Dal-las Riverside 2431	Carr P. Collins, Pres. Homer Hogan, Mgr. Bob McBride, Prog. Dir.	Nestor Cuesta Jr., Chief Engr. Branham AP
CORSICANA	KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	KBS	J. C. West, Vice-Pres. Ernest T. Jones, Gen. Mgr.	E. R. Hellums, Chief Engr. Branham Standard Thesaurus UP
DALHART	KXIT (Construction permit)	1410 500-D	Dalrad Assoc. Dalhart	Balrd Bishop } Ed Bishop } Partners	
DALLAS	KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Assist. Mgr. Charles F. Payne, Prog. Dir.	John D. Wilson, Prod. Mgr. Bob E. Tripp, Chief Engr. Rambeau Standard World AP
DALLAS 1	KRLD 1926	1080 50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. J. W. Crocker, Prom. Mgr. R. M. Flynn, Tech. Supvr. Branham Capitol Standard AP, INS
DALLAS 4	KSKY 1941	660 1,000-D	Sky Broadcasting Service Hotel Stoneleigh Central 6193	A. L. Chilton, Pres. R. G. Terrill, Gen. & Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr. Associated AP
DALLAS 5	WFAA 1 1922	820 50,000 570 5,000 ST-WBAP	Dallas Morning News 1122 Jackson St. Riverside 9631	ABC, NBC Texas— Quality	E. M. Dealey, Pres. Martin Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Robert Summers, Prom. Mgr. Raymond Collins, Chief Engr. Petry Associated Thesaurus Lang-Worth AP, UP
DALLAS 1	WRR 1920	1310 5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas— State	Charles B. Jordan, Gen. Mgr. Dale Drake, Coml. Mgr. Pete Teddlie, Prog. Dir. & Prom. Mgr.	Durward J. Tucker, Chief Engr. Weed AP
DEL RIO	KDLK 1947	1230 250	Del Rio Broadcasting Co. Del Rio 1150	MBS	James A. Clements, Pres. & Gen. Mgr. John Harris, Prog. Dir.	Gonzalo G. Moyo, Prom. Mgr. Norman Lassetter, Chief Engr. Griffith
DENTON	KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS	Harwell V. Shepard, Owner & Gen. Mgr.	Thesaurus UP
EAGLE PASS	KXEG (Construction permit)	1450 250	J. G. Long 2521 Ave. F. St. Bay City, Tex.		
EASTLAND	KCOW (Construction permit)	1600 1,000	Eastland-Ranger-Cisco Broadcasting Co. 410 S. Hillcrest	John D. Harvey } W. H. Wright } Partners Harry N. Harris }	
EDINBURG	KURV 1947	710 250-D	J. C. Looney San Antonio Highway 710	J. C. Looney, Pres. Louis Alken Jr., Gen. Mgr. Walter Widlar, Coml. Mgr.	Stuart Graymount, Prog. Dir. Jane Trimmer, Prom. Mgr. Warren Chase, Chief Engr. Forjoe World UP

NOTE: Stations are assigned fulltime, but divide time between two channels. NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

DOWN TEXAS WAY...



use Station

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

It's as simple as

1 • 2 • 3

**to make the rich
DALLAS - FT. WORTH
market *PAY!***

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY and COMPANY

*In the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

*The
TIMES HERALD
Station*

KRLLD

*As Your Best Buy
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH

50 K. W. 1080 K. C.

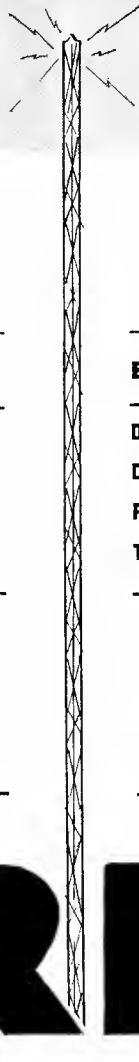
Represented by the BRANHAM COMPANY



KRLD

Oldest CBS AFFILIATE IN
 TEXAS ★ ONLY FULL-TIME
 50,000-WATT STATION SERVING
 THE BIG DALLAS-FORT WORTH

Area!



BMB DATA — NIGHTIME

BMB %	No. of Counties	1946 Radio Families	Families Nightime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number | *Radio Station*

KRLD

Number | *Radio Market South*

The Times Herald Station

Represented by the Branham Company

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares. Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
EL CAMPO	KULP (Construction permit)	1390 500-D	Wharton County Broad- casting Co. 1424 Republic Bank Building Dallas, Texas	Louis Thurmond Culp Krueger Lafayette Lionel Duckett Charles Coppage Ingram J. Edward Johnson Ross Bohannon } Partners		
EL PASO	KELP 1947	920 1,000-D	Paso Broadcasting Co. 106 Texas St. 3-3658	Tim Carroll, Gen. Mgr.	Jesse Martin Neil, Chief Engr.	Pearson Capitol UP
EL PASO	KEPO 1947	690 5,000	H. J. Griffith 2419 N. Piedras St. Dallas, Tex. 5-2731	ABC	H. J. Griffith, Pres. Willard L. Kline, Gen. Mgr. Larry Clair, Coml. Mgr.	John Hicks, Prog. Dir. E. L. Gemoetz, Chief Engr.	Raymer Standard UP
EL PASO	KROD 1940	600 5,000	Roderick Bcstg. Corp. 2201 Wyoming St. Main 2020	CBS South- west	Dorrance D. Roderick, Pres. Val Lawrence, Gen. Mgr. Ted Hunt, Prog. Dir.	Frank Junell, Prom. Mgr. Edward P. Talbott, Chief Engr.	T-H-S Standard Associated AP
EL PASO	KSET 1947	1340 250	Sunland Bcstg. Co. 307 Mills St. 3-2693	MBS	Edward D. Hodge, Pres. Vincent W. McConn, Gen. Mgr.	William H. Gerlach, Coml. Mgr. David E. Bigley, Prog. Dir. Lloyd W. Hilbun, Chief Engr.	Lang-Worth World AP
EL PASO	KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. Main 3122	NBC	Frances Walz Bredberg, Pres. Karl O. Wyler, Gen. Mgr. Roy T. Chapman, Coml. & Prom. Mgr.	Jack R. Rye, Prog. Dir. Kenneth J. Walton, Chief Engr.	Hollingbery Thesaurus UP
FORT WORTH 1	KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. 2-7175	J. H. Speck, Pres. & Gen. Mgr. A. Earl Cullum Jr., Vice- Pres. Elliott Wilkinson, Secy.- Treas.	Jack Hopkins, Assist. Mgr. & Tech. Dir. Jim Bradley, Prog. Dir. Chester Grubbs, Chief Engr.	Walker Lang-Worth Capitol AP
FORT WORTH	KCUL (Construction permit)	1540 5,000-LS 1,000-N	East-West Bcstg. Co. First Nat'l Bank Bldg.			
FORT WORTH 1	KFJZ 1922	1270 5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3473	MBS Texas— State	Gene L. Cagle, Pres. & Gen. Mgr. Clyde Pemberton, Coml. Mgr.	Wally Blanton, Prog. Dir. Forrest Clough, Prom. Mgr. Truett Kimzey, Chief Engr.	Weed AP
FORT WORTH	KWBC 1946	970 1,000-D	Worth Bcstg. Co.			
FORT WORTH 4	KXOL 1946	1360 1,000	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. 3-1448	F. M. Skinner, Pres. Russ N. Lamb, Gen., Coml. & Prom. Mgr.	Bill Herring, Prog. Dir. John R. Crouse, Chief Engr.	Pearson Lang-Worth AP
FORT WORTH 2	WBAP ¹ 1922	820 50,000 570 5,000 ST-WFAA	Carter Publications Inc. Medical Arts Bldg. 3-1234	ABC, NBC Lone Star Texas— Quality	Amon G. Carter, Pres. Harold V. Hough, Radio Dir. George Cranston, Gen. Mgr. Roy I. Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Chief Engr.	Free & Peters World Lang-Worth Cole AP
FREDERICKSBURG	KNAF 1947	1340 250	Gillespie Bcstg. Co. Security State Bank Bldg. 311	MBS	Jerry Fisher, Gen. Mgr.	H. W. Smith, Chief Engr.	AP
GAINESVILLE	KGAF 1947	1580 250-D	Gainesville Broadcasting Co. Inc. Training School Road 1600	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. & Coml. Mgr.	Louis C. Pitchford Jr., Prog. Dir. & Prom. Mgr. William R. Johnson, Chief Engr.	Thesaurus Standard AP
GALVESTON	KGBC 1947	1540 1,000-D	James W. Bradner Commerce Bldg. 4329	James W. Bradner Jr., Pres. & Gen. Mgr. Floyd Smith, Coml. Mgr.	Dean Turner, Prog. Dir. Jesse Simms, Chief Engr.	Capitol AP
GALVESTON	KLUF	1400 250	The KLUF Bcstg. Co.	MBS KBS	George Roy Clough, Pres.		Rambeau
GONZALES	KCTI 1946	1450 250	Gonzales Bcstg. Co. 425 St. George St. (Temp.) 692	Lawrence M. Walshak } Chief Frank Wilson Jr. } Owners Lawrence M. Walshak, Gen. & Coml. Mgr.	Rosemary Hermann, Prog. Dir. Frank Wilson Jr., Prom. Mgr. & Chief Engr.	Cooke Gene Grant Capitol AP
GOOSE CREEK	KRCT 1947	650 250-D	Bay Broadcasting Co. Box 622	KBS			
GOOSE CREEK	KREL 1947	1360 1,000	Tri-Cities Bcstg. Co. P.O. Box 419 1360	Robert Matherne, Pres. Virgil G. Evans, Gen. & Prom. Mgr. Isabelle McConnell, Coml. Mgr.	Harold Orton, Prog. Dir. Harold Rench, Chief Engr.	Lang-Worth Associated UP
GRAHAM (Construction permit)	1330 500-D	Graham Bcstg. Co. Celina, Texas	Geo. W. Smith Jr. Clay E. Thompson Jr. Harland V. Newsom } Part- Guy C. Hutcheson } ners		
GREENVILLE	KGVL 1946	1400 250	Truett Kimzey Graham-Fagg Bldg. 2066	MBS KBS Texas— State	Truett Kimzey, Pres. Earle Fletcher, Gen. Mgr.	Jimmy Jones, Prog. Dir. Tom E. Clyce, Chief Engr.	AP
HAMILTON	KCLW (Construction permit)	900 250-D	Clyde Weatherby 1517 Commerce St. Dallas, Tex.			

1 NOTE: Stations are assigned fulltime, but divide time between two channels, NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS-- results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--
WBAP-TV and WBAP-FM

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star
Chain

Texas Quality
Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.

Harold Hough, Dir.

George Cranston, Mgr.

Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. National Representatives

Fort Worth:
Star-Telegram Bldg.
3-1234

New York:
444 Madison Ave.
Plaza 5-4130

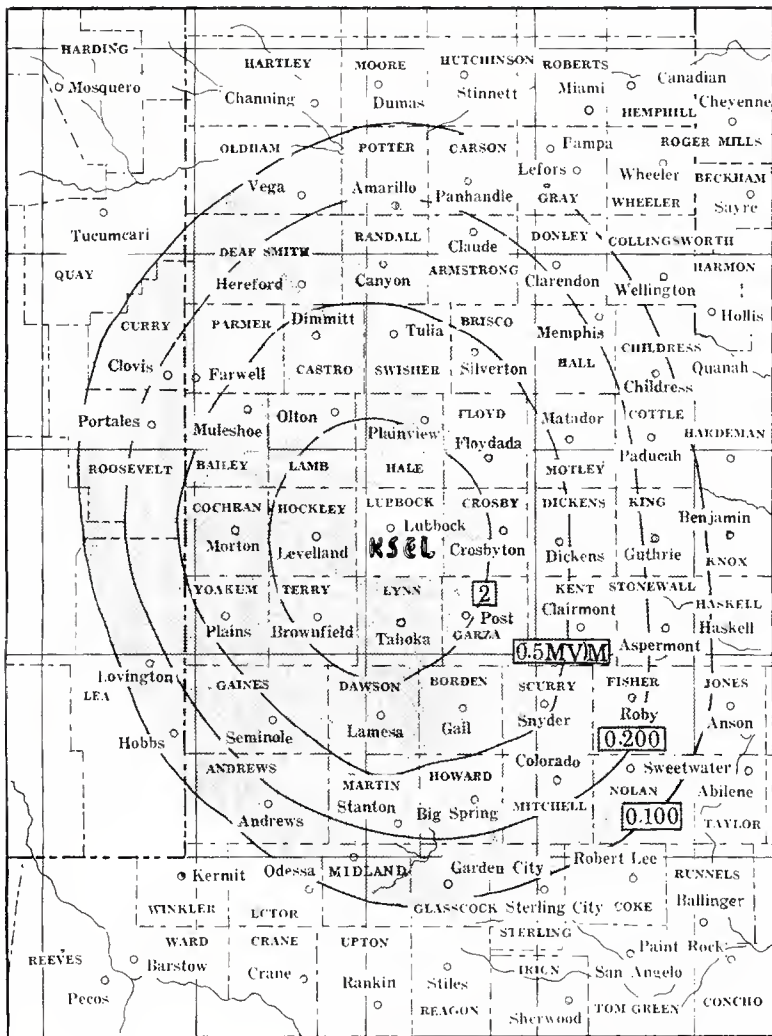
Chicago:
180 N. Michigan
Franklin 6373

Hollywood:
6331 Hollywood
Hollywood 2151

Atlanta:
322 Palmer Bldg.
Main 5667

Detroit:
3463 Pincuscat Bldg.
Cadillac 4255

San Francisco:
5B Sutter
Sutter 4353



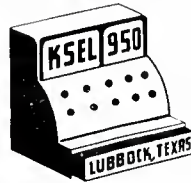
Speaking of SURVEYS ...AND WHO ISN'T?

POPULATION 671,200
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE KSEL'S CASH REGISTER-ABILITY



Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jackeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

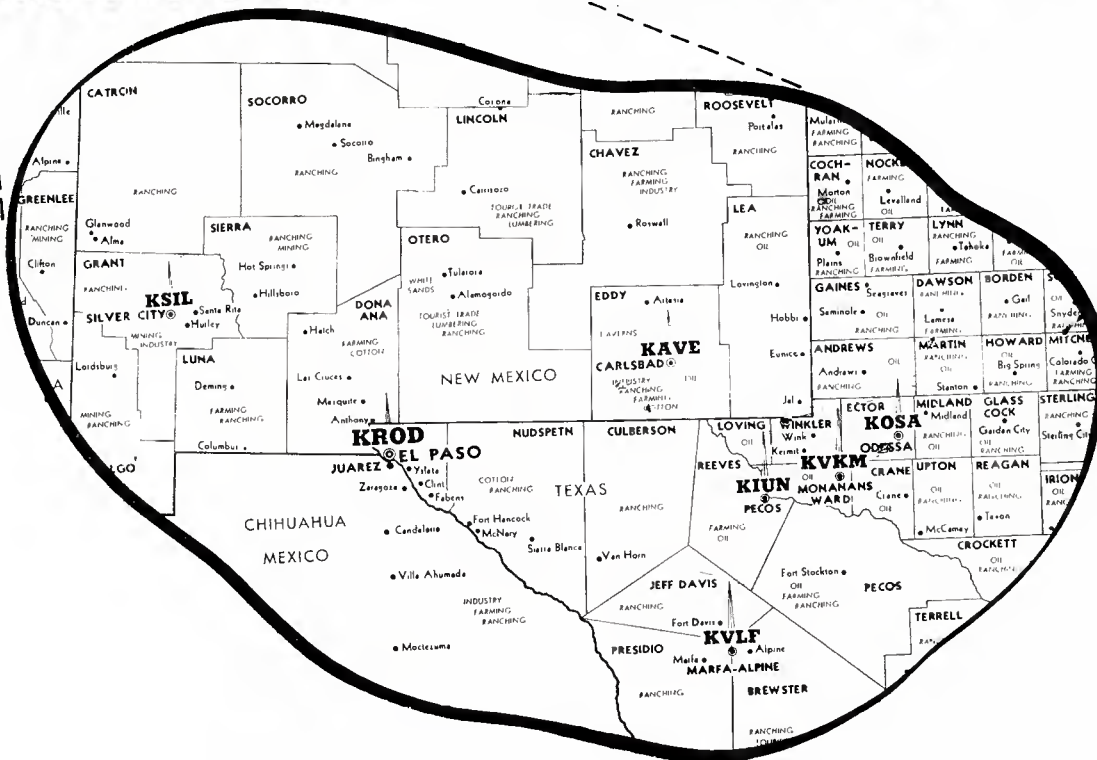
NATIONAL REPRESENTATIVE, HAL HOLMAN CO.
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO
LUBBOCK, TEXAS



WHAT AND WHERE

IS

Southwest NETWORKLAND ?



It's a vast, rich, radio - isolated market - centered around El Paso
 It's served **ONLY** by the Southwest Network

This network covers parts of two nations, parts of four states, 93 cities and towns in 48 counties. It can take your message to 596,900 people living all over 129,271 square miles, which is an area bigger than all New England. Isolated, yes: Albuquerque, 272 miles distant, is the nearest city over 25,000. Southwest Networkland folks have a high effective buying income, \$971 each, because this area's growth and

prosperity is widely diversified. Here are industry, agriculture, ranching, commerce, tourists. Southwest Networkland's more than 140,000 radio families account for most of its three hundred million plus retail sales in '46—and they're lots higher now. One order, one low rate, one responsibility, takes your message effectively, surely throughout this vast and vital area when you use the

SOUTHWEST NETWORK

201-205 Radio Bldg. • Box 1799 • El Paso, Texas

Dorrance D. Roderick
 President

Val Lawrence
 Vice-Pres. & Gen. Mgr.

Robert C. Hughes
 Sales Manager



Represented Nationally by
TAYLOR-HOWE-SNOWDEN Radio Sales
 NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO • PORTLAND

7 Fine Stations

- KROD** El Paso **CBS**
 SWN Key Station
- KAVE** Carlsbad, N.M. **CBS**
- KSIL** Silver City, N.M. ... **CBS**
- KOSA** Odessa, Texas **CBS**
 plus these affiliated
 Mutual Stations
- KVKM** Monahans, Texas .. **MBS**
- KVLV** Marfa-Alpine, Texas **MBS**
- KIUN** Pecos, Texas **MBS**

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TEXAS—(Continued)

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HARLINGEN	KGBS 1941	1240 250	Harbenito Bcstg. Co. P.O. Box 711 1400	CBS	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Frank L. Parker, Prog. Dir. Verna Mae Purl, Prom. Mgr. W. O. Porter, Chief Engr.	Burke, Kulpe & Mahoney Associated Standard Capitol UP
HENDERSON	KGRI 1947	1000 250-D	Henderson Bcstg. Corp.				
HILLSBORO	KHBR (Construction permit)	1560 250-D	Hill County Bcstg. Co. 1424 Republic Bank Bldg. Dallas, Texas		R. W. Calvert } W. N. Furey } Partners Ross Bohannon }		
HOUSTON 2	KATL 1947	1590 1,000	Texas Broadcasters State National Bldg. Preston 3108	Texas- State	William H. Talbot, Pres. King H. Robinson, Gen. Mgr. William C. Burks, Coml. Mgr.	William S. Newkirk, Prog. Dir. Jerome Doyle, Prom. Mgr. John O. Webb, Chief Engr.	Weed Lang-Worth SESAC AP
HOUSTON	KCOH (Construction permit)	1430 1,000-D	Lee Segall Bcstg. Co. Citizens Bank Bldg.				
HOUSTON 2	KLEE	610 5,000	W. Albert Lee Milby Hotel Preston 1161		W. Albert Lee, Pres. Ray E. Bright, Gen. Mgr.	Winthrop C. Sherman, Prog. Dir. Paul Huhndorff, Chief Engr.	Raymer World
HOUSTON	KNUZ (Construction permit)	1230 250	Veterans Bcstg. Co. Scanlan Bldg. Beacon 38801		Max H. Jacobs, Pres. Douglas Hicks, V.P.	Carlton Wooddell, Chief Engr.	Forjoe UP
HOUSTON	KPRC 1925	950 5,000	Houston Post Co. Lamar Hotel Fanin 7101	NBC Texas- Quality	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	William Sprague, Prog. Dir. Charles Dyer, Prom. Mgr. Harvey Wheeler, Chief Engr.	Petry Thesaurus Lang-Worth AP
HOUSTON 6	KTHT 1944	790 5,000	Texas Star Bcstg. Co. 4000 S. Main St. Keystone 3-5535	MBS	Roy M. Hofheinz, Pres. John Earle Stephen, Legal & Exec. Assist.	Ted Hills, Gen. & Coml. Mgr. Jack Edmunds, Prog. Dir. Louis Jelly, Chief Engr.	Walker Capitol Associated UP
HOUSTON 1	KTRH 1930	740 50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Gen. Mgr. Ray Herndon, Coml. Mgr. Ted Nabors, Prog. Dir.	George H. McCormick, Prom. Mgr. T. L. Hiner } Chief Lester A. Mullan } Engrs.	Blairst World UP
HOUSTON 2	KXYZ 1930	1320 5,000	Harris County Bcstg. Co. Gulf Building Capitol 6151	ABC Lone Star Texas State	M. Tilford Jones, Pres. R. H. Reinecker, Station Mgr. Wm. F. Bennett, Coml. & Sales Mgr.	Grace Spanihel, Traffic Dir. Arthur Finger, Prom. Mgr. Gerald R. Chinski, Chief Engr.	Free & Peters Lang-Worth Standard AP
HUNTSVILLE	KSAM 1938	1490 250	J. G. Long Highway 75 South 666	MBS KBS	J. G. Long, Pres. Verne Trembley, Gen. Mgr. H. C. Bailes, Coml. & Local Mgr.	Harold Coley, Prog. Dir. & Prom. Mgr. John Neathery, Chief Engr.	Thesaurus AP
JACKSONVILLE 1	KEBE 1946	1400 250	Billy A. Laurie Pierce & Lake 2211	KBS	Billy A. Laurie, Owner, Gen. & Prom. Mgr. Robert R. Stoner, Coml. Mgr.	Emo Laurie, Prog. Dir. Wm. A. McCreary, Chief Engr.	Lang-Worth SESAC UP
JASPER (Construction permit)	1240 250	Jasper Bcstg. Co. 1517 Commerce St. Dallas, Tex.		A. B. Rhodes } B. G. Lindsey } Partners C. W. Lindsey } Joe H. Tonahill } Joe J. Fisher } Jep S. Fuller }		
KILGORE	KOCA 1936	1240 250	Oil Capital Bcstg. Assn. 102½ E. North St. 987	KBS	Roy G. Terry, Pres. H. A. Degeer, Gen. Mgr. Horace W. Haygood, Coml. Mgr. & Prog. Dir.	Thornton L. Audry, Prom. Mgr. Karem O. Soule, Chief Engr.	SESAC AP
KINGSVILLE	KINT (Construction permit)	1330 1,000-D	Jack Henry Kidd, Jr. Kleberg Bank				
LAMESA	KPET 1946	690 250-D	Lamesa Bcstg. Co. 408 N. Second 690	KBS	R. O. Parker } R. A. Woodson } Owners K. S. Ashby }	Kermit Ashby, Gen. & Coml. Mgr. Mrs. O. K. Connor, Prog. Dir. Clayton Jay, Prom. Mgr. E. R. Cornelius, Chief Engr.	UP
LAREDO	KPAB 1938	1490 250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS Texas- State KBS	Howard W. Davis, Pres. Mrs. Doane Chapman, Gen., Coml. & Prom. Mgr.	Geneva Chambers, Prog. Dir. K. Hulan Smith, Chief Engr.	Pearson
LAMPASAS (Construction permit)	1450 250	Lampasas Bcstg. Co. Lampasas		Sylvester Lewis } Robert O. Easton } Partners		
LITTLEFIELD	KVOW 1947	1490 250	J. C. Rothwell Littlefield 400		J. C. Rothwell, Pres. J. B. McShan, Gen. Mgr. Lloyd Spencer, Coml. Mgr.	Minnie K. Jones, Prog. Dir. Bob Foust, Prom. Mgr. James Zackery, Chief Engr.	Lang-Worth AP
LONGVIEW	KFRO 1934	1370 1,000	Voice of Longview Curtis Building 411	ABC KBS Texas State	James R. Curtis, Pres.		Burn-Smith Lang-Worth AP
LUBBOCK	KCBD 1946	1590 1,000	Caprock Bcstg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr. George T. Dale, Coml. Mgr.	Robert L. Snyder, Prog. Dir. Leroy Land, Prom. Mgr. Frank Lee, Chief Engr.	Pearson World AP
LUBBOCK	KFYO 1927	1340 250	Plains Radio Bcstg. Co. 914 Avenue J 5567	ABC	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. DeWitt Landis, Gen. Mgr.	Gordon Thompson, Coml. & Prom. Mgr. Leon Harris, Prog. Dir. W. S. Bledsoe, Chief Engr.	T-H-S Capitol AP, UP
LUBBOCK	KSEL 1947	950 1,000-LS 500-N	Lubbock Bcstg. Co. Box 1524 6376		Walter G. Russell, Pres. Clyde H. Smith, Gen. Mgr. Sloan Fortenberry Jr., Coml. Mgr.	R. D. Freusch, Prog. Dir. Roger V. Hively, Chief Engr.	Holman Thesaurus Lang-Worth Cole AP

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FIRST

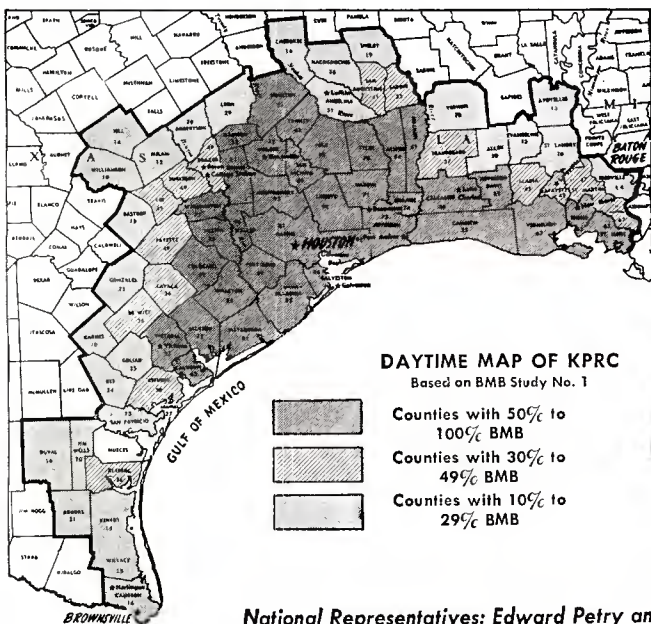
YOU PICK
KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way... effective way... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



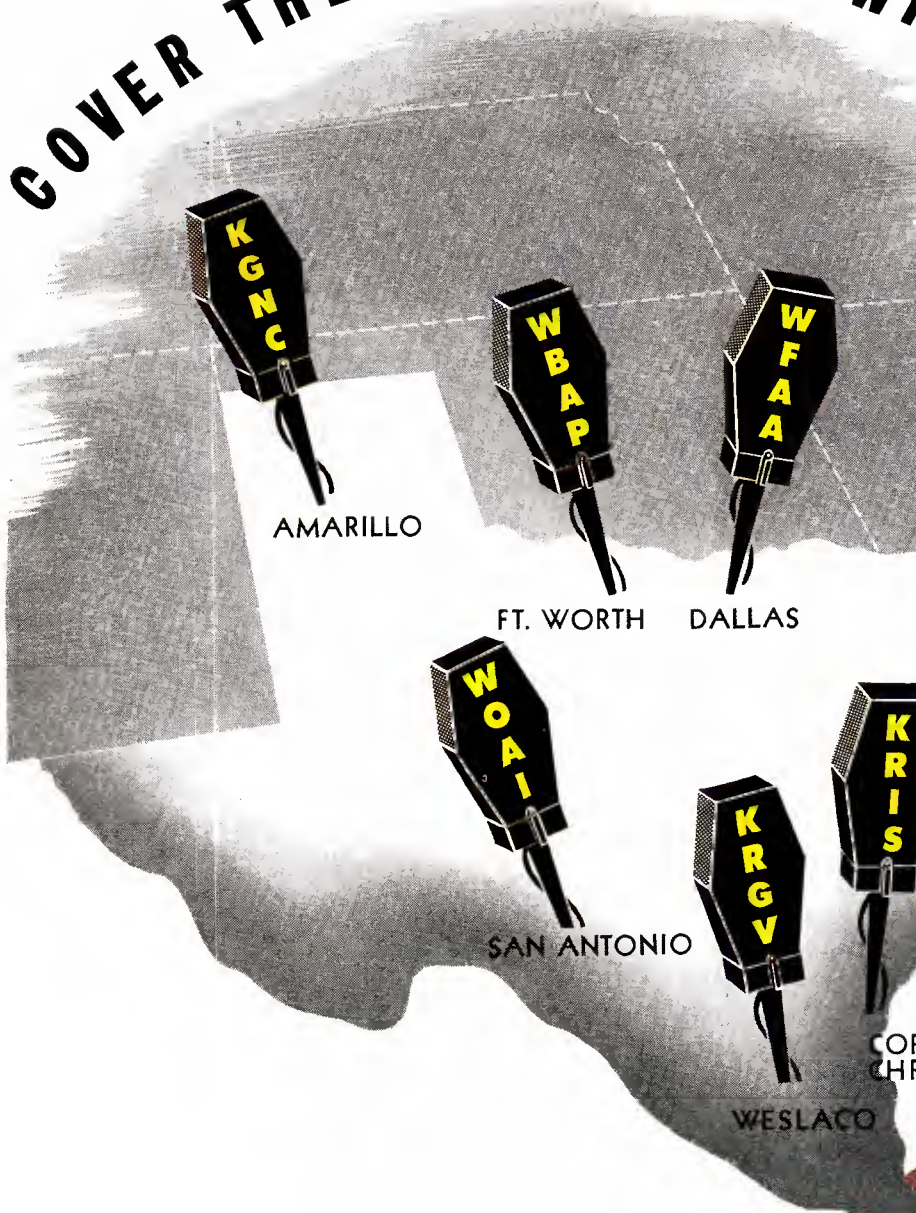
KPRC

HOUSTON

950 Kilocycles - 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

COVER THE SOUTHWEST WITH ONE GREAT NETWORK . . .



AMARILLO

FT. WORTH

DALLAS

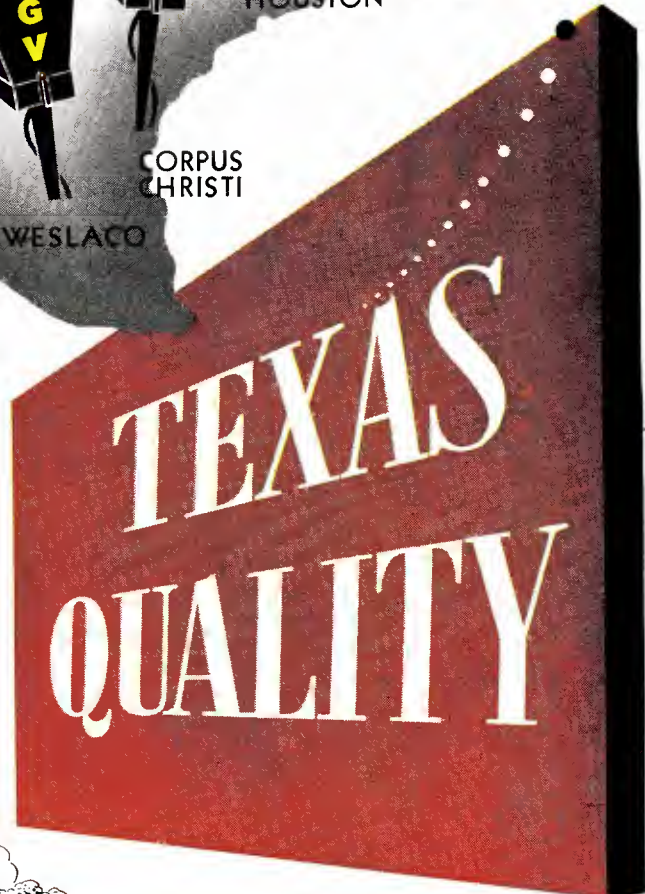
SAN ANTONIO

HOUSTON

CORPUS CHRISTI

WESLACO

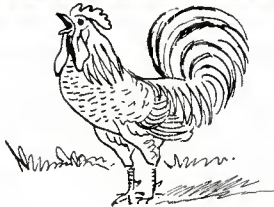
- There's a lush era opened in the great Southwest . . .
- a day of new and greater markets than ever before.
- Cover this land of opportunity with a network as big as the State of Texas itself . . . *The Texas Quality Network.*
- Bny TQN . . . bny the oldest network in Texas . . .
- bny all NBC stations, on Class A lines . . . bny
- proven quality programming* that's sure to
- send your sales soaring.



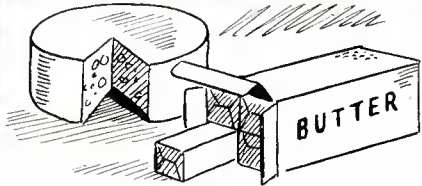
ALL STATIONS AFFILIATED WITH NATIONAL BROADCASTING COMPANY

AN EMPIRE IS YOURS FOR THE ASKING

KCBD COVERS THE AGRICULTURAL EMPIRE OF THE GREAT SOUTHWEST... A POPULATION OF 396,000



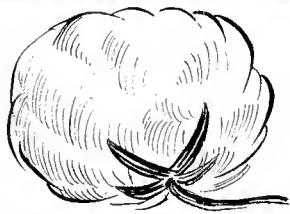
POULTRY Lubbock... number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.



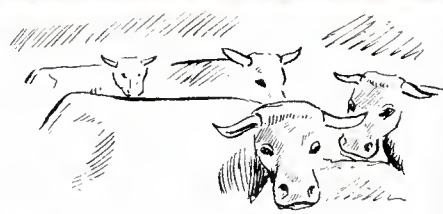
DAIRY PRODUCTS Largest butter manufacturing center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.



OIL 5,000 oil wells, producing annually \$100,000,000, make oil the area's No. 2 "cash crop." South Plains have greatest known oil reserves in the world.



COTTON Lubbock... the third largest inland cotton market in the nation. A \$100,000,000 crop produced in 1947.



LIVESTOCK Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.



GRAIN A \$30,000,000 grain sorghum crop — more than 1/4 the national output. Plus \$60,000,000 wheat crop and \$10,000,000 in sudan, milo, millet and other grains.

Within the thirty counties of KCBD's coverage stretches the agricultural empire of the great Southwest. Here farm, ranch and oil income will top a half-billion. Per capita retail sales are \$662.70*— more than double the national average in the KCBD area of 396,000 consumers. More local merchants use KCBD than use the other two stations combined... merchants who by first-hand experience know that KCBD's 1000-watt voice reaches and sells all the South Plains of Texas.

* Latest report available: U. S. Census Bureau.

A MUTUAL STATION

KCBD

1000 WATTS • UNLIMITED

LUBBOCK, TEXAS

JOE H. BRYANT, General Manager
Represented by JOHN E. PEARSON CO.

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City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
LUBBOCK	KVLU	790 5,000-LS 1,000-N (Construction permit)	Lubbock County Broad- casting Co. Box 513 Brownwood, Tex.	G. H. Nelson } Wendell Mayes } Partners C. C. Woodson }		
LUFKIN	KRBA 1938	1340 250	Darrell E. Yates 110 Cotton Square 272	MBS KBS	Darrell E. Yates, Owner & Gen. Mgr. Dave Runnells, Coml. Mgr.	Allen Earl Vinson, Prog. Dir. Royce Christenson, Prom. Mgr. Ambrose Maxim, Chief Engr.	Cox & Tanz Lang-Worth AP, UP
LUFKIN	KTRE 1947	1420 1,000	Forest Capital Bcstg. Co. 114½ N. First St. 1420	E. L. Kurth, Pres. Richman Lewln, Gen. & Coml. Mgr.	Ed Henry, Prog. Dir. Ray Gordon, Prom. Mgr. Fred Hill, Chief Engr.	T-H-S World Capitol AP
MARSHALL	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 826	MBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. J. B. Jack, Coml. Mgr. John Scroggin, Prog. Dir.	Mary Dorothy Womack, Prom. Mgr. Bill Lindsay, Chief Engr.	AP
McALLEN	KRIO 1947	910 1,000	Valley Bcstg. Ass'n Inc. P.O. Box 1551 1700	MBS Texas- State	Bryce Ferguson, Pres. Ingham S. Roberts, Gen. Mgr.	Bill Dickson, Prog. Dir. Sherman L. Spencer, Chief Engr.	Griffith Standard SESAC AP, UP
McKINNEY	KMAE 1947	1600 500-D	McKinney Air Enter- prises 218 E. Virginia St.			
MIDLAND	KCRS 1935	550 5,000-LS 1,000-N	Millard Eidson Box 1072 1080	KBS Texas State	J. M. McDonald, Gen. Mgr. G. L. McDonald, Coml. Mgr. Wayne Harrell, Prog. Dir.	Milton H. Sparks, Chief Engr.	Thesaurus Standard SESAC AP
MINERAL WELLS	KORC 1946	1140 250-D	Alfred Achilles Corcanges Box 31 319	KBS	Achilles Corcanges, Owner & Gen. Mgr. Jeri Brown, Asslst. Mgr. William H. Guy, Coml. & Prom. Mgr.	Raymond W. Crowl, Asslst. Coml. Mgr. Don Wilson Jr., Prog. Dir. W. D. Pickett Jr., Chief Engr.	Standard AP
MONAHANS	KVKM 1947	1340 250	Monahans Broadcasters Inc. Radio Center 438	MBS KBS South- west	Charles W. Stuckey, Pres. & Gen. Mgr. R. C. Hughes, Sales Mgr. James E. Stanton, Coml. Mgr.	Bill Cook, Prog. Dir. Forrest W. Tipton, Chief Engr.	T-H-S Capitol MacGregor UP
NACOGDOCHES	KOSF 1947	1230 250	Kelly Bell Lufkin Road 1230	Kelly Bell, Pres. Everett Johnston, Gen. & Coml. Mgr., Prog. Dir.	Tom Kenesson, Chief Engr.	Lang-Worth UP
NACOGDOCHES	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 1509 N. St.	Wilbur C. Fouts, Pres. & Prom. Mgr. Morris M. McKnight, Coml. Mgr.	Robert M. White, Prog. Dir. T. L. Kidd, Chief Engr.	Standard AP
OAK CLIFF	KLIF 1947	1190 1,000-D	Trinity Bcstg. Corp. Cliff Towers Hotel Winfield 6511	Barton R. McLendon, Pres. Gordon B. McLendon, Exec. Dir. Aubrey H. Escoe, Gen. & Coml. Mgr.	Paul Munroe, Prog. Dir. David A. Ward, Prom. Mgr. Glenn B. Caillson, Chief Engr.	Burke, Kulper & Mahoney Associated UP
ODESSA	KECK 1946	920 1,000-D	Ector County Bcstg. Co. Box 1369 920	Ben Nedow, Pres. Jan King, Gen. Mgr. Tom Magowan, Coml. Mgr.	Bill Chambers, Prog. Dir. Virginia Heflin, Prom. Mgr. Jim Kimbrell, Chief Engr.	Cooke Standard Lang-Worth Associated MacGregor AP
ODESSA	KOSA 1947	1450 250	Southwestern Broadcast- ing Corp. 115 W. 6th St. 4301	CBS South- west	Dorrance D. Roderick, Chief Owner Cecil L. Trigg, Gen. Mgr. Don Brooks, Coml. Mgr.	John Guffey, Prog. Dir. Bruce McLaughlin, Prom. Mgr. James A. Simpson, Chief Engr.	T-H-S Capitol AP
ODESSA	KRIG 1946	1410 1,000	Oil Center Bcstg. Co.	MBS			
ORANGE	KOGT 1947	1600 1,000	Sabine Area Bcstg. Corp. 407 Tenth St. 4381	J. Jacobs, Pres. Arthur P. Kay Jr., V.P. & Gen. Mgr. Floyd Murray, Coml. Mgr.	Sam Leavitt, Prog. Dir. & Prom. Mgr. Arthur P. Kay Jr., Chief Engr.	Associated Capitol UP
PALESTINE	KNET 1936	1450 250	Palestine Bcstg. Corp. Municipal Building 8686	MBS KBS	Gordon B. McLendon, Pres. Joe Brown, Gen. Mgr. Dennis Sullivan, Coml. Mgr. Marvin Crain, Prog. Dir.	La Veda Wilbanks, Prom. Mgr. Melvin D. Wagner, Chief Engr.	Burke, Kulp & Mahoney Thesaurus UP
PAMPA	KPDN 1936	1340 250	Radio Station KPDN Box 901 1100	MBS KBS	C. H. Holles } Harry Holles } Chief Jane Holles Hardy } Owners	John Michel, Station Mgr. Ken Palmer, Prog. Dir. Douglas Smith, Chief Engr.	Griffith World AP
PARIS	KPLT 1935	1490 250	North Texas Bcstg. S. Main & W. Austin 1124	ABC Texas State	A. G. Pat Mayse, Pres. Boyd Kelley, Gen. & Prom. Mgr. Aubrey T. Harris, Coml. Mgr.	Bill Richie, Prog. Dir. Robert A. Harmon, Chief Engr.	AP
PECOS	KIUN 1935	1400 250	Hawkins & Hubbs Radio Building 21	MBS KBS South- west	Jack Hawkins } Barney Hubbs } Partners Jack Hawkins, Gen. & Coml. Mgr.	W. D. Martin Jr., Prog. Dir. Harry W. Boehnemann, Chief Engr.	T-H-S UP
PLAINVIEW	KVOP 1944	1400 250	W. J. Harpole Veigel Building 1400	MBS KBS	W. J. Harpole, Owner William T. Kemp, Gen. Mgr. & Prog. Dir.	Rial Campbell, Coml. & Prom. Mgr. Carl Cook, Chief Engr.	Griffith Standard AP



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Your advertising contract with KABC means more to you and to us than just putting your program on the air.

It means that in addition to the 50,000-Watt coverage on 680 K C., our complete, specialized merchandising department gives your product immediate, on-the-ground promotion, building sales and dealer acceptance.

KABC enlists the cooperation of distributors,

wholesalers, jobbers, agents and key merchants by personal calls, mail and publicity. Our trained merchandising staff works with them to make sure you get more for your radio dollar.

KABC gives you all of this in addition to the extra coverage of nearly 100,000 radio homes beyond the half millivolt signal of any other San Antonio station. Get the details from your John Blair representative today.

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50,000 WATTS DAY • 10,000 WATTS NIGHT

ABC AFFILIATE • TEXAS STATE NETWORK



50,000 WATTS ON 680 KILOCYCLES DOES THE JOB
 BROADCASTING • Telecasting

1948 Yearbook Number • Page 241

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PORT ARTHUR	KOLE 1947	1340 250	Port Arthur Bcstg. Co. P.O. Box 1126 2-9436	Socs Vrats } Owners Mary Anne Petru } Socs Vris, Gen. Mgr. Mary Anne Petru, Assist. Gen. Mgr.	Gray Harrower, Coml. Mgr. Hal Parkes, Prog. Dir. Bob Wass, Prom. Mgr. Joe Miller, Chief Engr.	Thesaurus Lang-Worth AP
PORT ARTHUR	KPAC 1934	1250 5,000-LS 1,000-N	Port Arthur College 1515 Lakeshore Drive 7458	MBS	W. D. Mauldin, Gen. Mgr. Marjorie Vickers, Coml. Mgr. Corinne Enos, Prog. Dir.	Ruby Broyles, Prom. Mgr. Glenn Boatright, Chief Engr.	World Standard Cole SESAC PN
SAN ANGELO	KGKL 1928	960 5,000-LS 1,000-N	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State	H. C. Ragsdale, Pres. Lewis O. Seibert, Gen. Mgr. Robert Montgomery, Coml. Mgr.	Evelyn Nettleton, Prog. Dir. Frank Jones, Chief Engr.	Pearson AP
SAN ANGELO	KTXL 1945	1340 250	Westex Broadcasting P.O. Box 1565 7183	MBS	Ingham S. Roberts, Gen. Mgr. Mike Shapiro, Coml. Mgr.	Jack Stelling, Prog. Dir. Jack Proctor, Chief Engr.	Capitol AP
SAN ANGELO	KXSA (Construction Permit)	600 5,000-LS 1,000-N	San Angelo Broadcasters	Glen H. McClain, E. H. Rowley, James A. Clem- ents, L. M. Rice, Frank Monroe Dowd and Joe H. Torbett	Partners	
SAN ANTONIO	KABC 1926	680 50,000-LS 10,000-N	Alamo Broadcasting Co. Milam Building Fannin 3126	ABC Texas State	Gene Cagle, Pres. Bill Michaels, Gen. & Coml. Mgr.	Harold Carr, Prog. Dir. Jerry Spengler, Prom. Mgr. Joe Haigh, Chief Engr.	Blair World AP
SAN ANTONIO	KCOR 1945	1350 1,000-D; CP-5,000-LS 1,000-N	Raoul A. Cortez 214 Broadway Cathedral 1301	Raoul A. Cortez, Pres. Chas. F. Harris, Gen. Mgr. Wm. P. Smythe, Coml. Mgr. Marvin N. Broyles, Prog. Dir. (English)	Leonardo G. Astol, Prog. Dir. (Spanish) Kenneth R. Hyman, Chief Engr.	AP, UP
SAN ANTONIO	KITE 1947	930 1,000-D	Chas. W. Balthrope Transit Tower Fannin 0335	Charles W. Balthrope, Pres. & Gen. Mgr.	Alec Chesser Jr., Prog. Dir. L. E. Richards, Chief Engr.	Rambeau AP
SAN ANTONIO	KMAC	1240; CP-630 250; CP-5,000	Howard W. Davis	MBS Texas State			
SAN ANTONIO 6	KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Eugene J. Roth, Chief Owner Jack L. Pink, Gen. Mgr. Bob A. Roth, Assist. Mgr.	James M. Brown, Coml. Mgr. Robert F. Jenkins, Prog. Dir. George W. Ing, Chief Engr.	For Joe SESAC Standard AP, UP
SAN ANTONIO 6	KTSA 1928	550 5,000-LS 1,000-N CP-5,000-U	Sunshine Bcstg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe, Pres. George W. Johnson, Gen. Mgr. Rex Preis, Coml. Mgr.	Merrill Myers, Prog. Dir. Bill Lamar, Prom. Mgr. W. G. Egerton, Chief Engr.	T-H-S Associated Lang-Worth SESAC AP, UP
SAN ANTONIO	WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarre St. Garfield 4221	NBC Texas Quality	G. A. C. Half, Chairman of Board Hugh A. L. Half, Pres. & Gen. Mgr. Jack Keasler, Assist. Gen. & Coml. Mgr.	Monte A. Kleban, Prog. Dir. Arthur L. Forrest, Prom. Mgr. Charles Jeffers, Tech. Dir.	Petry Capitol Standard AP, UP, INS
SHERMAN	KRRV 1936	910 1,000	Red River Valley Broad- casting Corp. Fannin & Owing Sts. (Denison) 421 N. Crockett St. (Sherman) 423 (Denison) 201 (Sherman)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. (Sherman) B. V. Hammond, Gen. & Coml. Mgr. (Denison)	W. E. Wilcox, Prog. Dir. Charles Hinkle, Prom. Mgr. T. E. Spellman, Chief Engr.	Pearson World Thesaurus UP
SHERMAN	KTAN 1947	1500 250-D	Denison Broadcast Corp. Sherman 2910	E. S. Scarborough } Owners Joel Carrol }	Otis McKlnzie, Gen., Coml. & Prom. Mgr. E. S. Scarborough, Prog. Dir. Stafford Davis, Chief Engr.	AP
STAMFORD	KDVT 1946	1400 250	David W. Ratliff Stamford 840	MBS KBS	David W. Ratliff, Pres., Gen. & Coml. Mgr.	Richard Embody, Prog. Dir. & Prom. Mgr. John H. Long, Chief Engr.	Cox & Tanz AP
STEPHENVILLE	KSTV 1947	1510 250-D	Doyle E. Collup Box 34 950	Doyle E. Collup, Owner & Gen. Mgr. Maldee McNamara, Coml. Mgr.	Marilyn Rocquemore, Prog. Dir. Doyle E. Collup, Chief Engr.	Lang-Worth UP
SULPHUR SPRINGS	KSST 1947	1230 250	Hopkins County Broad- casting Co. Pulley Bldg.			
SWEETWATER	KXOX 1939	1240 250	Sweetwater Radio Inc. Box 570 2341	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Gen. Mgr.	Elwood Fritsch, Coml. Mgr. Zeb Williams, Prog. Dir. J. T. Allen, Chief Engr.	Standard Cole UP
TAYLOR (Construction permit)	1260 1,000-D	Williamson County Broadcasting Co. 1517 Commerce St. Dallas, Texas	Graham Gillis Conoley, Dr. Raymond Garrett and Ross K. Prescott	Partners	
TEMPLE	KTEM 1936	1400 250	Bell Broadcasting Co. Kyle Hotel 5252	MBS KBS Texas State	Frank W. Mayborn, Pres. Burton Blishop, Gen. Mgr. C. F. Whitesides Jr., Station Mgr.	H. E. Callaway, Coml. Mgr. Jim Hairgrove, Prog. Dir. Keith Tye, Prom. Mgr. Homer Cook, Chief Engr.	Lang-Worth UP
TEXARKANA	KCMC 1932	1230 250	KCMC Inc. Gazette News Bldg. 832	ABC Texas State	Frank O. Myers, Gen. Mgr. T. E. Dillahunt, Coml. Mgr. Herman Cecil, Prog. Dir.	Donald H. Myers, Prom. Mgr. Harvey Robertson, Chief Engr.	T-H-S Thesaurus SESAC AP

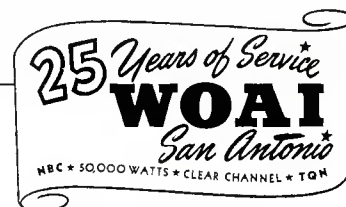


February 6, 1928, WOAI carried the first network program ever broadcast to listeners in Central and South Texas. Two decades of affiliation with the National Broadcasting Company, the world's first network, plus charter membership in Texas Quality Network, supported by constant emphasis on top local programming, have built WOAI dominance from the Big Bend to the Gulf.

Throughout this billion-dollar market, WOAI consistently has sold more goods, to more people, than any other advertising medium—and at a lower cost per sale.

WOAI's daytime primary delivers:

- More people than live in Washington, D. C., or Baltimore, or Cleveland
- More Retail Sales than Pittsburgh, or Milwaukee or Newark, N. J.
- More Food Sales than Pittsburgh, or Boston or Milwaukee
- More Drug Sales than Kansas City, Mo., or Pittsburgh, or St. Louis
- More General Merchandise Sales than Indianapolis, or Cincinnati, or Memphis



Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
TEXARKANA	KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ Stateline Ave. 867	MBS KBS	David M. Segal, Gen. & Coml. Mgr.	Les Eugene, Prog. Dir. Henry N. Fones, Chief Engr.	Griffith World UP
TEXAS CITY	KTLW (Construction permit)	920 1,000-D	J. G. Long 2521 Ave. F.			
TYLER	KGKB 1929	1490 250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS KBS	Jas. G. Ulmer, Pres. & Gen. Mgr. Jas. G. Ulmer Jr., Asslt. Gen. & Coml. Mgr.	J. Edwin Smith, Prom. Mgr. John York, Prog. Dir. John B. Sheppard, Chief Engr.	Pearson Gene Grant UP
TYLER	KRST 1947	1530 1,000-D	Rose Capital Bcstg. Co. 118 W. Dobbs			
TYLER	K'TBB 1947	600 500-D	Blackstone Bcstg. Co. Blackstone Hotel 7010	S. H. Bothwell, Dir. M. E. Danbom, Gen. & Coml. Mgr.	Lawrence Birdsong Jr., Prog. Dir. David Bothwell, Asslt. Mgr. R. A. Wileman, Chief Engr.	Thesaurus AP
UVALDE	KVOU 1947	1490 250	Harpole, Harpole & Kemp 1490 Batesville Road 717	MBS KBS	Edward J. Harpole, Gen. Mgr. William T. Kemp, Coml. Mgr.	Joe Watson Jr., Prog. Dir. Elbert L. Black, Prom. Mgr. Sam Barker, Chief Engr.	Griffith
VERNON	KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813½ Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Gen. Mgr. Howard E. Kelley, Coml. Mgr.	Bob Hardison, Prog. Dir. H. F. Ridgway, Chief Engr.	AP
VICTORIA	KVIC 1939	1340 250	Radio Enterprises Inc. Victoria Bank & Trust Building 1106	MBS KBS	J. G. Long, Pres. Robert Tharp, Prog. Dir., Gen. & Prom. Mgr.	Robert Norton, Coml. Mgr. Robert McCown, Chief Engr.	Griffith Thesaurus AP
WACO	KWTX 1946	1230 250	KWTX Broadcasting Co. 108½ S. 6th St.	MBS			
WACO	WACO 1922	1470 1,000	Frontier Bcstg. Co. Amicable Building 9315	ABC Texas State	R. E. Lee Glasgow, Gen. Mgr. Stanley Wilson, Coml. Mgr.	Bob H. Walker, Prog. Dir. Mike Rinehart, Prom. Mgr. Jesse H. Dove, Chief Engr.	Weed AP
WESLACO	KRGV 1927	1290 1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star Texas Quality	O. L. Ted Taylor, Exec. Gen. Mgr. Byron W. Ogle, Gen. Mgr. Dick Watkins, Asslt. Mgr.	Dick Harwell, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr.	T-H-S SESAC Lang-Worth AP, UP
WICHITA FALLS	KFDX 1947	990 5,000-LS 1,000-N	Darold A. Cannan City Nat'l Bank Bldg. 2-8668	ABC	Darold A. Cannan, Pres. Charles E. Clough, Gen. Mgr. Arthur Busbey Jr., Coml. & Prom. Mgr.	Syd Grayson, Prog. Dir. John Adams, Chief Engr.	T-H-S Lang-Worth AP
WICHITA FALLS	KWFT 1939	620 5,000	KWFT Inc. Kemp Hotel 4182	CBS	Kenyon Brown, Pres. & Gen. Mgr. A. L. Pierce, Asst. Mgr. Sherrill Edwards, Coml. Mgr.	Mott Johnson, Prog. Dir. Herbert T. Wiley, Chief Engr.	Raymer Standard Thesaurus Cote UP

UTAH

BRIGHAM	KBUH 1947	800 250-D	S. L. Stephens Sr. Forest St.	S. L. Stephens, Chief Owner Ken Houseman, Gen. Mgr.	Kenneth King, Prog. Dir. Sam Stephens, Jr., Prom. Mgr.	Capitol UP
CEDAR CITY	KSUB 1937	1340; CP-590 250; CP-1,000	Southern Utah Bcstg. Co. Hotel El Escalante 398	CBS KBS	Ivor Sharp, Pres. Roscoe A. Grover, Res. Mgr.	Richard B. Pratt, Prog. Dir. Hurchell G. Urie, Chief Engr.	
LOGAN 1	KVNU 1938	1230; CP-610 250; CP-1,000	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS KBS Inter-moun- tain	Herschel Bullen, Pres., Gen. & Com. Mgr. Reed Bullen, Gen. & Coml. Mgr.	Arthur Higbee, Prog. Dir. Richard Barber, Prom. Mgr. Carroll Secrist, Chief Engr.	Avery-Knodel World UP
OGDEN	KLO 1924	1430 5,000	Interstate Bcstg. Corp. Ben Lombard Hotel 3721	MBS Inter-moun- tain	A. L. Glasman, Pres. George B. Morgan, Station Mgr. Arthur Mortensen, Coml. Mgr.	Collin W. Lowder, Prog. Dir. Wayne Boothe, Chief Engr.	Avery-Knodel Standard UP
OGDEN	KOPP 1947	730 1,000-D	James B. Littlejohn West 12th St. 4223	James B. Littlejohn, Owner, Gen. & Coml. Mgr.	Cliff Owen, Prog. Dir. Alex. G. Adams, Prom. Mgr. Robert Levy, Chief Engr.	Griffith Associated AP
OGDEN	KVOG (Construction permit)	1490 250	Unlted Broadcasting Co. P. O. Box 325	Arch G. Webb, Pres. & Gen. Mgr.		
PRICE	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS KBS Inter-moun- tain	Jack Richards, Pres. & Gen. Mgr.	Carl P. Wolfrom, Asslt. Mgr. Leo E. Reid, Chief Engr.	Avery-Knodel UP
PROVO	KCSU 1947	1490 250	Central Utah Bcstg. Co. Provo 2802	Frank A. Van Wagenen, Pres., Mgr. & Co-owner Harold E. Van Wagenen, Mgr. & Co-owner	Lawson S. C. Davies, Prog. Dir. & Prom. Mgr. R. Dean Salmons, Chief Engr.	Capitol Standard UP
PROVO	KNEU (Construction permit)	1450 250	Lester R. Taylor 109 N. 4th West			
PROVO	KOVO 1939	960 1,000	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS KBS Inter-moun- tain	Clifton A. Tolboe, Pres. & Gen. Mgr. S. Garn Carter, Coml. Mgr.	L. H. Curtis, Prog. Dir. Dewain Silvester, Prom. Mgr. Henry Keyes, Chief Engr.	Avery-Knodel World AP
RICHFIELD	KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 690	William L. Warner, Pres. William L. Warner Jr., Gen. & Coml. Mgr.	Art Tucker, Prog. Dir. & Prom. Mgr. David I. Hansen, Chief Engr.	World UP



A BIG SLICE
and it's spread thick!

MARKET DATA - TOTAL AREA

	Daytime	Nighttime
Retail Sales	\$1,571,310,000	\$1,199,756,000
Food Sales	381,428,000	294,214,000
Drug Sales	74,505,000	57,054,000
Net Efficiency		
Buying Income	1,928,073,000	1,498,039,000
Grass Farm Dollars	734,422,000	510,694,000

Source: Sales Mgt. Survey of Buying Power, 1947

**1½ BILLION DOLLAR MARKET
 SPREAD OVER TWO STATES**

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a **billion and a half dollar market** that spreads over **two great states**. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.



THE TEXAS - OKLAHOMA STATION
 WICHITA FALLS-5,000 WATTS-620 KC-CBS

REPRESENTED BY PAUL H. RAYMER CO., AND KWFT, 801 TOWER PETROLEUM BLDG., DALLAS

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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UTAH—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
SALT LAKE CITY 1	KALL 1945	910 1,000	Salt Lake City Bcstg. Co. Inc. 248 S. Main St. 4-1843	MBS Inter- moun- tain	George C. Hatch, Pres. Alvin G. Pack, Vice-Pres. Thomas H. Anderson, Coml. Mgr.	Craig Rogers, Prog. Dir. Jack Goodman, Prom. Mgr. Stanley Benson, Chief Engr.	Avery-Knodel Associated MacGregor Cole AP, UP, INS, British UP, Reuters
SALT LAKE CITY 1	KDYL 1922	1320 5,000	Intermountain Bcstg. Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr.	K. W. Richins, Prog. Dir. Del Leeson, Prom. Mgr. John M. Baldwin, Tech. Dir.	Blair Thesaurus World UP, INS
SALT LAKE CITY 1	KNAK 1945	1400; CP-1280 250; CP-500	Granite Radio Bcstg. Co. Continental Bldg. 5-8113	Howard D. Johnson, Pres. Richard F. Connor, Gen. Mgr. Ray Noll, Coml. Mgr.	Ed. G. Black, Prog. Dir. Howard M. Buchman, Prom. Mgr. Myron O. May, Chief Engr.	Grant Lang-Worth AP
SALT LAKE CITY 1	KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr., Pres. Ivor Sharp, Vice-Pres. & Gen. Mgr. F. B. McLatchy, Sales Mgr.	Eugene Halliday, Prog. Dir. Ray Bergman, Prom. Mgr. C. Richard Evans, Chief Engr.	Radio Sales Capitol Associated AP, UP
SALT LAKE CITY ..	KUTA 1938	570 5,000	Utah Broadcasting and Television Co.	ABC	Frank C. Carman, Gen. Mgr.		Lang-Worth Standard World
VERNAL	KJAM 1946	1340 250	Uintah Bcstg. Co. Inc. Hotel Vernal 494	KBS	James C. Wallentine, Pres. Leland E. Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Prog. Dir. & Chief Engr.	Grant World Keystone UP

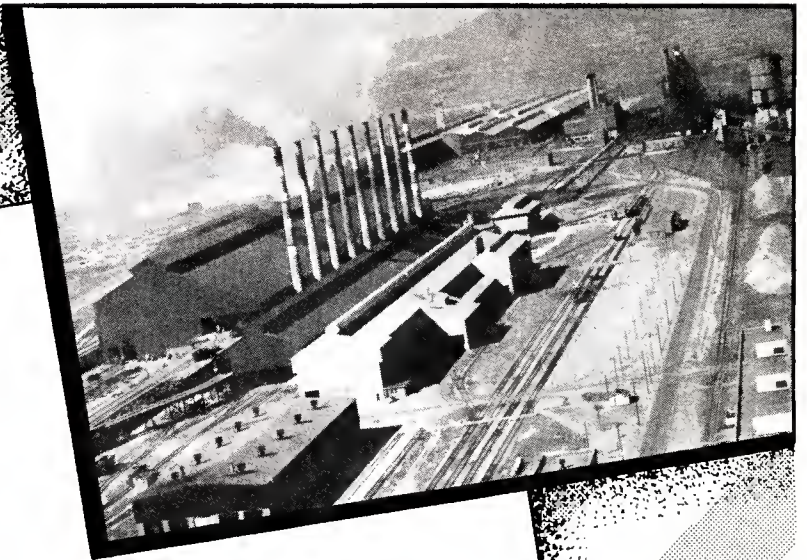
VERMONT

BURLINGTON	WCAX 1921	620 5,000	WCAX Bcstg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Pres. & Gen. Mgr. John D. Swan, Coml. & Prom. Mgr., Prog. Dir.	James W. Tierney, Chief Engr.	Weed World Lang-Worth UP
BURLINGTON	WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 3400	ABC	David W. Howe, Pres. Alfred E. Spokes, Gen. Mgr. Theodore R. Morrow, Coml. Mgr.	Val Carter, Prog. Dir. John C. Quill, Chief Engr.	Bannon McGillvra Thesaurus AP
MONTPELIER- BARRE	WSKI 1947	1240 250	Taylor-Jacobs Union Mutual Bldg. 1740	Carl R. Taylor } Co-owners B. M. Jacobson } Carl R. Taylor, Bus. Mgr. B. M. Jacobson, Coml. Mgr.	Robert Bamnon, Prog. Dir. E. Dean Flinney, Prom. Mgr. James F. McKernan, Chief Engr.	Kettell-Carter Lang-Worth AP
RUTLAND	WHLW (Construction permt)	1000 1,000-D	Herbert L. Wilson			
RUTLAND	WSYB 1930	1380 1,000	Philip Weiss 80 W. St.	MBS KBS Yankee	J. H. Weiss, Business Mgr.		Bannon McGillvra
ST. ALBANS	WWSR 1931	1420 1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Lloyd Squier, Pres. Warren Marsden, Gen. Mgr.	Stuart Perry, Prog. Dir. Theodore Boisvert, Chief Engr.	Walker World UP
WATERBURY	WDEV 1931	550 1,000	Lloyd E. Squier 8 Stowe St. 400	MBS KBS Yankee	Lloyd E. Squier, Pres., Gen. & Coml. Mgr.	Tom Dodd, Prog. Dir. & Prom. Mgr. Harold M. Grout, Chief Engr.	Walker World UP

VIRGINIA

ALEXANDRIA	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Box 298 Overlook 3000	Howard B. Hayes, Pres. & Gen. Mgr., Prog. Dir. Carl P. Lindberg, V.P. & Prog. Dir. Henry Z. Ungar, Coml. Mgr.	Carl L. Lindberg, Chief Engr.	McGillvra Lang-Worth World AP
ARLINGTON	WARL 1946	780 1,000-D	Northern Va. Broadcast- ers Inc. Box 391 Owens 7800	R. Kilbourne Castell, Pres. Frank U. Fletcher, Secy. & Gen. Counsel Raymond W. Baker, Station Mgr.	William W. Jefferay, Coml. Mgr. Earl Merryman, Chief Engr.	Burn-Smith Standard Capitol UP
ARLINGTON	WEAM 1947	1390 1,000-D	Arlington-Fairfax Bcstg. Co. Inc. 2030 N. 16th St. Owens 7100	J. Maynard Magruder, Pres. Raymond Brown Jr., Gen. & Coml. Mgr. Howard Stanley, Assist. Gen. & Prom. Mgr.	Matthew Warren, Prog. Dir. Richard Washington, Chief Engr.	Young Associated Lang-Worth AP
BLACKSTONE	WKLW 1947	1490 250	Frank H. Wagner Box 69			
BRISTOL	WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. 3560	K. Fey Rogers, Pres. & Sales Mgr. Robert H. Smith, Gen. Mgr. & Secy.-Treas.	Warren Wright, Prog. Dir. R. H. Smith, Chief Engr.	Associated Thesaurus AP
BRISTOL	WFHG 1947	860 1,000-D	Blanfox Radio Co. Inc. Hotel Bristol 3620	MBS	R. B. Helms, Pres. William J. Thomas, Gen. & Prom. Mgr. J. L. Bolling, Coml. Mgr.	Eva Moore, Prog. Dir. John Hughlett, Chief Engr.	Standard AP

Expect BIG THINGS IN UTAH



Steel—a \$200,000,000 plant, the largest integrated steel works in the world . . .

Copper—the biggest surface copper mine in North America . . .

Coal—717 billion tons in and adjoining Utah, representing 34% of the total U. S. reserves and 17% of the world reserves . . .

Minerals—Utah ranks second among all states in value of mineral production — and Salt Lake valley is the nation's leading smelting center . . .

. . . these are just a few of the reasons why business is dynamic in Utah. It's a big market and is growing bigger.

Radio—more than 93% of Utah homes have radios. And in this alert, forward-looking market, KDYL is the *popular* station!



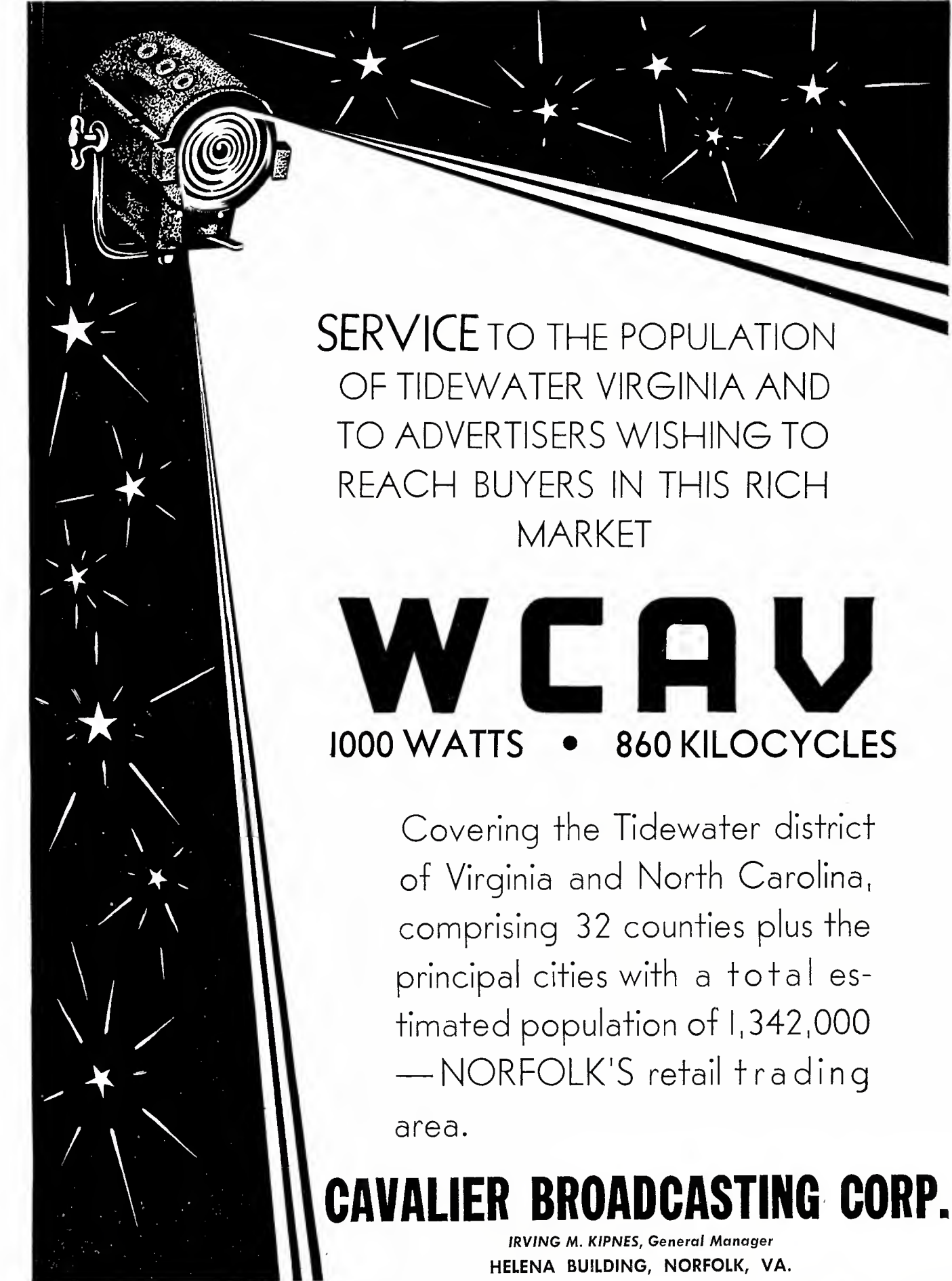
National Representative: JOHN BLAIR & CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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VIRGINIA—(Continued)

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CHARLOTTESVILLE	WCHV 1934	1240 250	Barham & Barham 4th & Market Sts. 2500	ABC KBS	Charles Barham Jr., Owner Randolph Bean, Gen., Coml. & Prom. Mgr., Prog. Dir.	Walter W. Gray, Chief Engr. Cox & Tanz Thesaurus AP
COVINGTON	WKEY 1941	1340 250	Earl M. Key Box 710 840	ABC KBS	Earl M. Key, Pres. & Gen. Mgr. Carroll Harrison, Coml. Mgr. & Prog. Dir.	Kenneth L. Bryant, Prom. Mgr. Lawrence L. Kennedy, Chief Engr. World Cole UP
CREWE	WSVS 1947	650 1000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 3192	KBS	C. S. Willis, Pres. W. L. Willis Jr., Gen., Coml. & Prom. Mgr.	Robert W. Hutchison, Prog. Dir. C. E. Wilson, Chief Engr. World AP
DANVILLE	WBTM 1930	1330 5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. E. Sanford Guyer, Gen. Mgr. E. G. Gardner, Coml. Mgr.	Milton Adams, Prog. Dir. Thomas W. Thompson, Prom. Mgr. Lyle Motley, Chief Engr. Hollingsbery Lang-Worth AP
DANVILLE	WDVA 1947	1250 5,000-LS 1,000-N	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS	John D. Prultt, Pres. Walter M. Windsor, Gen. Mgr. William P. Hefferman, Assist Mgr.	Charles J. Holmes, Prog. Dir. Albert H. Carr, Chief Engr. Walker World Capitol UP
FALLS CHURCH	WFAX (Construction permit)	1220 250-D	Lamar A. Newcomb Box L (Wash., D.C.) Chestnut 4296	Lamar A. Newcomb, Pres. & Chief Owner	
FARMVILLE	WFLO 1946	870 1,000-D	Colonial Bcstg. Corp. P. O. Box 242 600	Carla B. Keys, Pres. James C. Wilson, Gen. Mgr. & Coml. Mgr.	Louis E. Hubbard Jr., Prog. Dir. Charles K. Chrismon, Chief Engr. Thesaurus Associated Cole UP
FREDERICKSBURG	WFVA 1938	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., Vice- Pres. & Gen. Mgr. Walter F. Harris Jr., Station & Coml. Mgr.	William S. Candler, Chief Engr. Lang-Worth
FRONT ROYAL	WFTR 1946	1450 250	Sky Park Bcstg. Corp. Front Royal	H. F. Minter, Pres.	Warren S. Bell, Gen. Mgr. & Chief Engr. Thesaurus UP
GALAX	WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. Joe P. Crockett, Coml. Mgr.	Muriel Bell, Prog. Dir. J. W. White, Prom. Mgr. Carl E. Duckett, Chief Engr. AP
HAMPTON	WVEC (Construction permit)	1050 250-D	Peninsula Bcstg. Corp.		
HARRISONBURG ...	WSVA 1939	550 1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 550	NBC	Frederick L. Allman, Pres. Robert B. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr. Thesaurus UP
LYNCHBURG	WLVA 1930	1230; CP-590 250; CP-1,000	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. & V-P. Joseph F. Wright, Jr., Coml. Mgr.	Eric F. Lund, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr. Standard Lang-Worth AP
LYNCHBURG	WWOD 1947	1390 1,000	Old Dominion Bcstg. Corp. P. O. Box 918 7000	MBS	D. H. Dillard, Pres. Jack Weldon, Gen. Mgr. George E. Weaver, Coml. Mgr.	Jay G. Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr. Walker World AP, UP
MARTINSVILLE	WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Box 831 2152	NBC KBS	William C. Barnes, Pres. John W. Shultz, Gen. Mgr. Charles F. Adams, Coml. & Prom. Mgr.	Barbara Harding, Prog. Dir. Dewey W. Muse, Chief Engr. AP
NEWPORT NEWS ...	WGH 1928	1340; CP-1310 250; CP-5,000	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk Norfolk 27031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, Gen. Mgr. Edward E. Edgar, Coml. Mgr.	John A. Black, Prog. Dir. Joe E. Brown, Prom. Mgr. Charles C. Runyon, Chief Engr. Free & Peters Standard Lang-Worth AP
NEWPORT NEWS ...	WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 31632	Dr. J. A. Gill, Pres. Edd M. Harris, Gen. Mgr. F. A. McMahon, Coml. Mgr.	A. Boyd Harrier Jr., Prog. Dir. E. M. Hutton, Prom. Mgr. Orville K. Gibboney, Chief Engr. Lang-Worth SESAC UP
NORFOLK 10	WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266	Joseph Light, Pres. Irving M. Kipnes, Secy. & Gen. Mgr. Don. Kelly, Dir. of Sales	Hugh E. Whiteside, Dir. of Prog. Operations Ray E. Daniels, Prom. & Adv. Dir. William M. Manrov, Chief Engr. Associated Standard UP
NORFOLK 10	WLOW 1946	1590 1,000-D	Commonwealth Bcstg. Corp. 219 Granby St. 45678	E. L. Scott, Pres. Robert E. Wasdon, Gen. Mgr. & Vice-Pres.	Ray C. Penner, Prog. Dir. Jack Siegel, Chief Engr. ForJoe Associated Capitol UP
NORFOLK (Construction permit)	1220 250-D	Norfolk Bcstg. Corp. 21st St. & Colonial Ave.		
NORFOLK 10	WTAR 1923	790 5,000	WTAR Radio Corp. Nat'l Bank of Com- merce Bldg. 25671	NBC	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. & Prom. Mgr.	Henry Cowles Whitehead, Prog. Dir. John C. Pepper, Chief Engr. Petry Standard Lang-Worth AP, UP
NORTON	WNVA 1945	1450 250	Blanfox Radio Inc. Cury Bldg. 700	MBS KBS	R. B. Helms, Pres. Jack T. Helms, Gen. Mgr. Bill Halland, Coml. Mgr.	Bill Benesch, Prog. Dir. & Prom. Mgr. Gene Tommerdahl, Chief Engr. Lang-Worth AP



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principal cities with a total es-
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CAVALIER BROADCASTING CORP.

IRVING M. KIPNES, General Manager
HELENA BUILDING, NORFOLK, VA.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

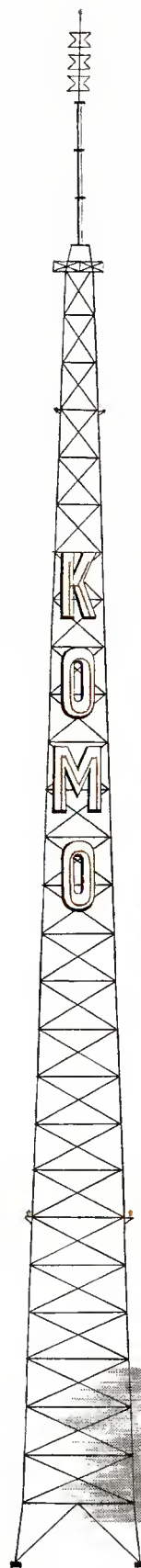
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PETERSBURG	WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Arthur H. Beckwith, Coml. Mgr.	Stuart M. Gates, Prog. Dir. Nellie W. Andrews, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith Standard AP
PORTSMOUTH	WSAP 1945	1490 250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	T. E. Gilman, Pres. T. W. Ayckett, Gen. Mgr. J. L. Norfleet, Coml. Mgr.	J. J. Friedman, Prog. Dir. Frederic Clair, Chief Engr.	McGillvra World Thesaurus UP
PULASKI	WPUV 1946	1230 250	Southwest Bcstg. Corp. Cool Springs, Va. P. O. Box 351 3-3931	MBS KBS	Howard R. Imboden, Pres. William R. Murray, Gen. Mgr. Allen S. Aden, Coml. Mgr.	James H. Mayes, Prog. Dir. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND	WBBL 1924	1450 250 SH	Grace Covenant Presbyterian Church			
RICHMOND 19	WLEE 1945	1450 250	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley, Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey Hudson, Prog. Dir. George McGuigan, Chief Engr.	Headley-Reed Standard AP
RICHMOND 20	WMBG 1926	1380 5,000	Havens & Martin Inc. P. O. Box 3229 58611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Ralph Wallerstein, Coml. Mgr.	Allan Phaup, Prog. Dir. Walter A. Bowry Jr., Prom. Mgr. Wilfred H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus Transradio
RICHMOND 13	WRNL 1927	910 5,000	Richmond Radio Corp. 323 Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. & Coml. Mgr.	Vincent Wolstenholme, Chief Engr.	Petry Standard Capitol AP
RICHMOND 12	WRVA 1925	1140 50,000	Larus & Bros. Co. Inc. Hotel Richmond 3-6633	CBS	Larus & Bros. Co. Inc. Owner Calvin T. Lucy, Gen. Mgr. Barron Howard, Coml. Mgr.	Sam Carey, Prog. Dir. Jack Stone, Prom. Mgr. David C. Woods, Chief Engr.	Radio Sales World Lang-Worth Associated UP
RICHMOND 20	WXGI 1947	740 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	D. H. Robertson, Pres., Coml. & Prom. Mgr. Lew Kent, Gen. Mgr. & Prog. Dir.	John Fleet, Chief Engr.	Lorenzen & Thompson Associated Lang-Worth AP
ROANOKE	WDBJ 1924	960 5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. Ray P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Clifford B. Huffman, Prom. Mgr. J. Edward Newman, Chief Engr.	Free & Peters World Lang-Worth AP, UP
ROANOKE	WROV 1946	1490 250	Radio Roanoke Inc. Mt. Trust Bank Bldg. 3-4444	MBS	Leo F. Henebry, Pres. Frank E. Koehler, Gen., Coml. & Prom. Mgr.	Gordon R. Phillips, Prog. Dir. Frank Hall, Engineer-in-Charge	Burn-Smith Capitol Lang-Worth UP
ROANOKE 7	WSLS 1940	1240; CP-610 250; CP-1,000	Roanoke Bcstg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Exec. Vice-Pres. & Mgr. Horace S. Fitzpatrick, Bus. & Coml. Mgr.	Robert W. Menefee, Prog. Dir. Doris Irvin, Prom. Mgr. J. Phillips Briggs, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
SOUTH BOSTON	WHLF (Construction permit)	1400 250	Halifax Broadcasting Co. P. O. Box 490 567	John L. Cole Jr., Pres. & Gen. Mgr. William Fielding, Coml. Mgr.	Charles B. Davis, Prog. Dir. & Assist. Mgr. W. D. Gregory, Chief Engr.	Thesaurus Cole AP
STAUNTON	WTON 1945	1400 250	Charles P. Blackley Morrison Building 1400	AEC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	Fulton A. Kling, Prog. Dir. Rex C. Houser, Chief Engr.	World AP
SUFFOLK	WLPM 1940	1450 250	Suffolk Bcstg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres., Gen. & Coml. Mgr.	Allen B. Jones, Prog. Dir. Betty Williams, Prom. Mgr. Veryl W. Rupp, Chief Engr.	Sears & Ayer Lang-Worth AP
WAYNESBORO	WAYB (Construction permit)	1490 250	Waynesboro Bcstg. Corp. Main St.			
WINCHESTER	WINC 1941	1400 250	Richard Field Lewis, Jr. P. O. Drawer 605 4855	KBS ABC	Richard Field Lewis Jr., Pres. & Gen. Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Winslow T. Porter, Prom. Mgr. Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

ABERDEEN	KXRO 1927	1340 250	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. Fred G. Goddard, Gen. Mgr. Bertha G. Ruby, Coml. Mgr.	Stan Spiegle, Prog. Dir. John Duane Johnson, Prom. Mgr. Billy G. Cunningham, Chief Engr.	Griffith Keating Standard UP
BELLINGHAM	KPUG (Construction permit)	1170 1,000	Bellingham Bcstrs.	Jessica L. Longston Edward J. Jansen C. V. Zaser L. Berenice Brownlow	} Part-ners	
BELLINGHAM	KVOS 1927	790 1,000	KVOS 1321 Commercial St. 790	ABC KBS	Rogan Jones, Pres. Ralph Miller, Gen. Mgr. Fred Elsethagen, Coml. Mgr.		Dave Gordon, Prog. Dir. Ernest Harper, Chief Engr.
BREMERTON	KBEO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 1970	Bruce Bartley, Pres. Richard D. Crombie, Gen. Mgr. Harold C. Moan, Coml. Mgr.	William Fox, Prog. Dir. Andrew K. Jordan, Chief Engr.	World AP
CENTRALIA (CHEHALIS)	KELA 1937	1470 1,000	Central Bcstg. Corp. Centralia, Box 720; Chehalis, Box 827 Centralia 6-3321; Chehalis 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Joe Chytil, Vice-Pres. & Gen. Mgr. Mabel A. Gwinn, Secy.-Treas. Robert S. Brister, Coml. Mgr.	Schuyler C. Hill, Prog. Dir. Glasco Branson, Prom. Mgr. Ellwood Lippincott, Chief Engr.	Keating UP



VITAL VOICE

IN the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume . . . an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with opening of KOMO's new studios.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

KOMO's voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market . . . with their *almost double the national average per capita spendable income*. For KOMO is the voice of NBC in this area.

By any yardstick you choose, KOMO . . . the vital voice of the Seattle-Tacoma-Puget Sound Country . . . is by all odds the best dollar for dollar advertising value.



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TACOMA**

KOMO

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ELLENSBURG	KXLE 1946	1240 250	Central Washington Bcstg. Inc. Box 689 2-4406	PNB	Goodwin Chase Jr., Pres. & Chief Owner Joe Kendall, Gen. Mgr. Bob Vaughan, Coml. Mgr. & Chief Engr.	Walker Moore MacGregor Lang-Worth UP	
EPHRATA	KULE (Construction permit)	730 250-D	Columbia Basin Bcstg. Co. Ephrata 207	Frank L. Huffman, Pres. Matthias F. Monson, Secy., Treas. & Gen. Mgr.		
EVERETT	KRKO 1922	1400 250	The Everett Bcstg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres. & Gen. Mgr.	Marlin E. Smythe, Prog. & Prom. Mgr. Earle J. Gerdon, Chief Engr.	Griffith Standard SESAC UP
KENNEWICK	KWIE (Construction permit)	1230 250	Benton County Bcstrs. Box 499, Burley, Idaho	Frank Krshka Joseph Patterson Edith Jansen } Partners		
KIRKLAND	KRKL (Construction permit)	1050 250-D	F. L. Thornhill Recreation Center			
LONGVIEW	KWLK 1938	1400 250	Twin City Bcstg. Corp. Longview 1500	MBS KBS Don Lee	C. O. Chatterton, Pres. & Gen. Mgr. John F. Richards, Coml. Mgr.	Marwayne Borg, Prog. Dir. Marvin E. Johnston, Chief Engr.	Griffith World UP
MOSES LAKE	KSEM 1947	1450 250	Columbia Basin Bcstrs.	KBS	Edward J. Jansen Jessica L. Longstron } Part- C. V. Zaser } ners L. Berenice Brownlow }		
MOUNT VERNON	KBRC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	Leo H. Beckley Louise L. Beckley Leo H. Beckley, Gen. Mgr. Marion Sexton, Coml. & Prom. Mgr.	Paul Herbold, Prog. Dir. M. D. Herr, Chief Engr.	Keating Standard Cole UP
OLYMPIA	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr.	Elmer Hulmerg, Prog. Dir. Frank Crewdson, Prom. Mgr. C. A. Roark, Chief Engr.	World UP
OMAK	KOMW 1947	680 1000-D	Miller Publishing Co. Box 151 Omak 00	Don T. Miller, Pres. Erin W. Thomas, Gen. Mgr. C. Nat Harris, Coml. Mgr.	Nancy Reeves, Prog. Dir. William Weiss, Chief Engr.	Lang-Worth UP
PASCO	KPKW 1945	1340 250	Western Radio Corp.			
PORT ANGELES	KONP 1945	1450 250	Radio Pacific, Inc. Port Angeles 1700	KBS	Beth Webster, Pres. & Treas. C. N. Webster, Gen. Mgr. Frank Adams, Station Mgr.	Howard R. Patrick, Chief Engr.	Keating UP
PULLMAN	*KWSC 1922	1250 5000 ST-KTW	State College of Wash. Arts Hall 9021	Dr. Wilson Compton, Pres. Frederic Hayward, Station Mgr.	Eldon Barr, Prog. Dir. John Blake, Prod. Mgr. Ira Myers, Acting Chief Engr.	World Associated Capitol UP
RENTON	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. N. Park St. & 7th Ave. 6262	Robert S. McCaw, Pres. & Gen. Mgr. Dudley K. Randal, Coml. & Prom. Mgr.	Wm. Shela, Prog. Dir. Frank C. Cook, Chief Engr.	Capitol
SEATTLE 4	KING 1940	1090 10000	KING Bcstg. Co. Smith Tower Main 1090	Mrs. A. Scott Bullitt, Pres. Henry B. Owen, Gen. Mgr. John Eichhorn, Coml. Mgr.	Martin Deane Wickett, Prog. Dir. Arthur A. Shultz, Chief Engr.	Weed Lang-Worth Associated AP UP
SEATTLE 1	KIRO 1935	710 50,000	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS	Saul Haas, Pres. Loren B. Stone, Mgr. & Vice Pres. William F. Tucker, Coml. Mgr.	Kenneth Yeend, Prog. Dir. Al Bond, Prom. Mgr. Homer A. Ray Jr., Chief Engr.	Free & Peters Standard Associated AP
SEATTLE 1	KJR 1922	950 5,000	Totem Bcstrs., Inc. Skinner Bldg. Elliott 5890	ABC	Marshall Field 3rd, Owner J. Archie Murton, Gen. Mgr.	Arthur Gerbel Jr., Sales Mgr. Roland Bradley, Prog. Dir. Maitland Jordan, Prom. Mgr.	Avery-Knodell Thesaurus UP
SEATTLE	KOL 1922	1300 5000	Seattle Bcstg. Co. 1220 Third Ave. Main 2312	Archie G. Taft Sr., Pres. Oliver A. Runchey, Gen. Mgr. Archie G. Taft Jr., Coml. Mgr. & Prog. Dir.	Sharon Kane, Prom. Mgr. Perry C. Lind, Chief Engr.	Blair World Standard Cole Capitol SESAC AP, UP
SEATTLE 9	KOMO 1926	1000 5,000; CP-50,000	Fishers Blend Station Inc. 100 4th Ave. N. Main 1401	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Nat'l. Sales & Sales Service Mdsng. & Prom. Mgr. F. J. Brott } Chief S. D. Bennett } Engrs.	Petry Associated Capitol Lang-Worth AP, UP
SEATTLE	KRSC 1926	1150 1000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480	P. K. Leberman, Pres. Robert E. Priebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr.	Ted Bell, Prog. Dir. George A. Freeman, Chief Engr.	Grant Associated Lang-Worth Cole AP
SEATTLE 4	KTW 1920	1250 1000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Main 2056	Dr. F. Paul McConkey, Pres. James S. Ross, Gen. Mgr. Don Bevilacqua, Coml. Mgr. & Prog. Dir.	James S. Ross, Chief Engr.	
SEATTLE 1	KXA 1924	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	W. I. Dumm, Pres. Rodney G. McArdle, Gen. Mgr. Robert A. Kilpatrick, Coml. Mgr.	Ben Harkins, Prog. Dir. James D. Neidigh Jr., Prom. Mgr. John H. Dubuque, Chief Engr.	Bolling Standard UP

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OKANE 8	KFIO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	Arthur L. Smith, Pres. R. G. McBroom, Gen. Mgr.	McGillvra World Cole UP	
OKANE 8	KGA 1926	1510 10,000; CP-50,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Pres. Harvey Wixson, Gen., Coml. & Prom. Mgr.	Robert Plummer, Prog. Dir. A. G. Sparling, Chief Engr.	Petry Capitol Associated UP
OKANE 8	KHQ 1922	590 5000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	R. O. Dunning, Pres. & Gen. Mgr. M. O. Fritsch, Treas. & Ass't. Secy. Robert H. Wesson, Mgr. Nat'l. Sales & Prom. Mgr.	Charles E. Lohnes, Mgr. Local Sales R. W. Brazeal, Prog. Dir. John Walker, Chief Engr.	Katz Associated SESAC AP
OKANE 8	KNEW 1947	1430 5000	Couer d'Alene Bcstg. Co. Sprague & Wall Riverside 8035	MBS Don Lee	Burl C. Hagadone, Pres. Harry Lantry, Gen. Mgr. Wm. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr.	Gilman Nicol & Ruthman World AP
OKANE	KREM 1946	1340 250	Cole E. Wylie 242 Riverside Ave. Main 3333		Cole E. Wylie, Pres. & Gen. Mgr. Robert H. Temple, Coml. Mgr.	Henry Poole Jr., Chief Engr.	Grant AP
OKANE 8	KXLY 1922	920 5000	Symons Bcstg. Co. Symons Bldg. Main 1218	CBS PNB	E. B. Crane, Pres. R. B. Wheeler, Gen. Mgr. B. E. Woolston, Coml. Mgr.	G. L. McGowan, Prog. Dir. J. E. Funk, Prom. Mgr. G. E. Langford, Chief Engr.	Walker Lang-Worth MacGregor UP
OMA 1	KMO 1922	1360 5000	Carl E. Haymond 914½ Broadway Main 4144		Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. James A. Murphy, Dir. Op- erations	Ted Knightlinger, Prog. Dir. Raymond T. McKenzie, Prom. Mgr. Max Bice, Chief Engr.	Keating Scott McGillvra Standard Capitol SESAC UP
OMA 3	KTBI 1941	810 1000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241		H. J. Quilliam, Pres. Burke Ormsby, Gen. Mgr. King Mitchell, Coml. Mgr.	Burke Ormsby, Prog. Dir. Harold Dillon, Chief Engr.	Associated World AP
OMA 2	KVI 1928	570 5000	Puget Sound Bcstg. Co. Inc. Rust. Bldg. Broadway 4211	MBS Don Lee	Vernice Irwin, Pres. & Gen. Mgr. Laura M. Doernbecher, V.P. Earl T. Irwin, Coml. & Prom. Mgr.	Larry Huseby, Prog. Dir. D. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth AP
COUVER	KVAN 1939	910 1000	Vancouver Radio Corp. 707½ Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Mark DeLaunay, Coml. Mgr.	Robert G. Delhl, Prog. Dir. George Conner, Prom. Mgr. Edgar R. Mcans, Chief Engr.	Keating World Standard UP
LLA WALLA	KUJ 1928	1420 5000	KUJ Inc. 55 E. Main St. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Norval Armes, Local Coml. Mgr. Don Wike, Nat'l. Coml. & Prom. Mgr.	Howard Rhodes, Prog. Dir. Milton Mac LaFerty, Chief Engr.	Gilman Keating Nicol & Ruthman Lang-Worth UP
LLA WALLA	KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	KBS	John W. Kendall, Pres. Arthur W. Lindsay, Vice- Pres. & Gen. Mgr. Kenneth K. Williams, Coml. Mgr.	Orville Claire Banks, Prog. Dir. Adaline Bussard, Prom. Mgr. John L. Kelley, Chief Engr.	Grant Standard Thesaurus AP
NATCHEE	KPQ 1929	560 1000	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC	Rogan Jones, Pres. James W. Wallace, Vice- Pres. & Gen. Mgr. Pat O'Halloran, Coml. Mgr.	Bill Green, Prog. Dir. Dorothy J. Maus, Prom. Mgr. George Frese, Chief Engr.	McGillvra Keating World SESAC Cole UP
KIMA	KIMA 1944	1460 500	Cascade Bcstg. Co. Inc. Box 702 Moxee Rd. 6104	CBS	A. W. Talbot, Pres. R. Lee Black, Vice-Pres. & Gen. Mgr. Doris Zeitzke, Coml. Mgr.	Thomas C. Bostic, Prog. Dir. Hershel Carey, Prom. Mgr. J. B. Watkinson, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
KIMA	KIT 1929	1280 1000	Valley Broadcasters 414½ E. Yakima Ave. 8115	ABC	Carl E. Haymond, Pres. James A. Murphy, Dir. John K. Clarke, Resident Mgr. Harrison A. Miller, Coml. Mgr.	James W. Nolan, Prog. Dir. William B. Hansen, Prom. Mgr. H. B. Murphy, Chief Engr.	McGillvra Scott Keating Capitol Lang-Worth Standard SESAC Cole AP, UP
KIMA	KYAK 1947	1400 250	Yakima Bcstg. Corp. Fair Ave. & Mead St. 2-7143	MBS Don Lee	Robert S. McCaw, Pres. & Gen. Mgr. J. Elroy McCaw, Vice-Pres. Seymour Spring, Coml. Mgr.	Robert B. Dyal, Prom. Mgr. Gordon Allen, Prog. Dir. & Chief Engr.	AP

WEST VIRGINIA

CKLEY	WJLS 1939	560 1000-LS 500-N	Joe L. Smith Jr. WJLS Building 7311	CBS	Joe L. Smith, Owner Virginia N. Cooper Station Mgr. Robert L. Burns, Coml. Mgr.	George A. Hartrick, Prog. Dir. Benton B. Boggs, Prom. Mgr. Al. J. Ginkel, Chief Engr.	Burn-Smith Standard UP
CKLEY	WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. C. Alden Baker, Gen. Mgr.	Don O. Hays, Prog. Dir. James F. Bucy, Chief Engr.	McGillvra Lang-Worth AP

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WEST VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
BLUEFIELD	WHIS 1929	1440 1,000-LS 500-N CP-5,000-U	Daily Telegraph Printing 623 Commerce St. 7114	NBC	H. I. Shott, Pres. P. T. Flanagan, Station Mgr.	C. H. Murphey, Sales Dir. M. F. Barnett, Prog. Dir. P. T. Flanagan, Chief Engr.	Katz World Cole AP
BLUEFIELD	WKOY (Construction permit)	1240 250	Radio Bluefield Co. Bluefield		J. Lindsey Alley, Partner, Gen. Mgr. George E. Shumate, Partner Chief Engr. E. Bernard Jarrett, Partner, Sales Dir.		
CHARLESTON	WCAW 1947	1400 250	Capitol Bcstg. Corp. 1600 McCorkle Ave. 37-503	Garland F. Wilkinson, Pres. Joseph J. Herget, Gen. Mgr. Robert E. Bell, Coml. Mgr.	James M. Flenniken, Prog. Dir. & Prom. Mgr. William D. Stone, Chief Engr.	Capitol Lang-Worth AP
CHARLESTON 24	WCHS 1927	580 5000	Charleston Bcstg. Co. 1016 Lee St. 28-131	CBS W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Gen. & Coml. Mgr.	Berton Sons, Prog. Dir. Jack Herman, Prom. Mgr. Odes E. Robinson, Chief Engr.	Branham Standard AP, UP
CHARLESTON 30	WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. 206 Dickinson St. Capitol 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. & Coml. Mgr. C. P. Vogel Jr., Prog. Dir.	Raymond R. Rebhann, Prom. Mgr. George Whiteman, Chief Engr.	McGillvra Thesaurus AP
CHARLESTON 1	WKNA 1946	950 1000	Joe L. Smith Jr. Box 3106 39-971	ABC	Joe L. Smith Jr., Pres. John T. Gelder, Gen. & Coml. Mgr.	Frank E. Chaffer, Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr.	Weed Standard AP
CHARLESTON I	WTIP 1946	1240 250	Gus Zaharis Capitol & Fife 23-136	MBS	Gus Zaharis, Pres. Dick Glaser, Station Mgr.		Forjoe Associated AP
CLARKSBURG	WELK 1937	1400 250	News Publishing Co. Pike St. 3040	NBC	George Clinton, Vice-Pres. Fred Zimmerman, Station Dir., Coml. & Prom. Mgr.	Don McWhorter, Prog. Dir. Joe Wright, Chief Engr.	Branham Lane-Worth SESAC AP
CLARKSBURG	WHAR 1946	1340 250	Mountain State Bcstg. Co. 1200 E. Pike St. 5775	MBS KBS	Glacus G. Merrill, Pres., Gen. & Prom. Mgr. Jimmie Darnall, Coml. Mgr. Ruth Parsons, Prog. Dir.	Thomas Brooks, Prod. Mgr. Andrew H. Kovlan, Chief Engr.	McGillvra SESAC McGregor UP
CLARKSBURG	WPDX 1946	750 1000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 6060	O. L. Billingsley, Pres. R. C. Warden, Gen. Mgr. Joseph M. LaRosa, Coml. & Prom. Mgr.	Dewitt Wyatt, Prog. Dir. Robert D. Hough, Chief Engr.	World Capitol UP
ELKINS	WDNE 1947	1240 250	West. Va. Radio Corp. Box 967	H. C. Greer, Pres.		Standard AP
FAIRMONT	WMMN 1928	920 5000	Monongahela Bcstg. Inc. Adams St. 3100	CBS	George B. Storer, Pres. Allen L. Haid, Managing Dir. Charles Smith, Coml. Mgr.	Frank Lee, Prog. Dir. Bill Powell, Prom. Mgr. Joseph Strelanski, Chief Engr.	Lang-Worth Katz Thesaurus Cole AP
FAIRMONT I	WVVW 1946	1490 250	Fairmont Bcstg. Co. Inc. WVVW Radio Park 5000	MBS	J. Patrick Beacom, Pres. & Gen. Mgr. J. Harvey McCoy, Vice- Pres.	Howard Forbes, Coml. Mgr. John F. Watkins, Prom. Mgr. Whip Robinson 3rd, Prog. Dir. J. Harvey McCoy, Chief Engr.	World Associated AP
HUNTINGTON	WHTN 1947	800 1000-D	Greater Huntington Radio Corp. 1112½ Fourth Ave. 33-453	A. B. Hyman, Pres. Meyer Layman, Gen. Mgr. John Roy Wolfe Jr., Coml. Mgr.	Ted Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr.	Friedenberg Associated MacGregor UP
HUNTINGTON	WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 33421	MBS	F. J. Evans, Pres. & Gen. Mgr. Bernard Sammons, Coml. Mgr.	Jay Caldwell, Prog. Dir. Lillian Swann, Prom. Mgr. William H. Hansher, Chief Engr.	McGillvra Standard Capitol AP
HUNTINGTON I	WSAZ 1923	930 5000-LS 1000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Manag- ing Dir. Marshall Rosene, Gen. & Coml. Mgr.	Ted Elland, Prog. Dir. Larry Rogers, Prom. Mgr. Leroy Kilpatrick, Chief Engr.	Branham Lang-Worth SESAC AP
LOGAN	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greaver Kanada & Chestnut Sts. 761	KBS	Clarence H. Frey } Part- Robert O. Greaver } ners Chet Clark, Gen., Coml. & Prom. Mgr.	Lucille Gallion, Prog. Dir. Louis Frey, Chief Engr.	Lang-Worth UP
MARTINSBURG	WEPM 1946	1340 250	Martinsburg Bcstg. Co. W. King St. 1146	C. M. Zinn } Part- C. Leslie Golliday } ners C. Leslie Golliday, Gen. Mgr. E. W. Dockeney, Coml. Mgr.	Amos Harper, Prog. Dir. Ruby J. Ware, Prom. Mgr. James R. Coale, Chief Engr.	World AP
MONTGOMERY	WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres., Coml. & Prom. Mgr.	James M. Holmes, Prog. Dir. Campbell Craver, Chief Engr.	World AP
MORGANTOWN	WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	H. G. Greer, Pres. Numa Fabre Jr., Gen. Mgr. John W. Johns, Coml. Mgr.	C. Capel, Prog. Dir. Ray Spence, Chief Engr.	Griffith World AP
OAK HILL	WOAY 1946	860 1,000-D	Robert R. Thomas, Jr. Oak Hill 651	W. Va.	Robert R. Thomas, Pres. Harold B. Shaw, Prog. Dir., Gen. & Coml. Mgr.	V. W. Moon Jr., Prom. Mgr. Robert R. Thomas, Chief Engr.	Friedenberg Capitol AP
PARKERSBURG	WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 6800	ABC	Carl Loose, Gen. Mgr. Paula Carr, Asst. Mgr. Vinton Murphy, Coml. Mgr.	Buford Barickman, Chief Engr.	Cooke World UP
PARKERSBURG	WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 2530	CBS	George H. Clinton, Vice- Pres., Gen. & Coml. Mgr. Sherman Grimm, Prog. Dir.	John Evans, Prom. Mgr. & Educational Dir. Vlah Brooks, Chief Engr.	Branham Standard SESAC AP
PINEVILLE	WYOP (Construction permit)	970 1,000-D	Wyoming Bcstg. Co.			

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WEST VIRGINIA—(Continued)

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PRINCETON	WLOH	1490 250	Mountain Bcstg. Princeton 567	MBS	Frank G. McKenzie, Pres. Robert C. Wolfenden, Gen. & Coml. & Prom. Mgr.	Thesaurus UP	
CONVERSE	WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS	William E. Blake, Pres. & Gen. Mgr. Clyde Porterfield, Coml. Mgr.	Arch Holsten, Prog. Dir. Art Kellar, Prom. Mgr. Herbert Jackson, Chief Engr.	McGillvra Thesaurus AP
ELCH	WERW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS KBS	J. G. Hunt, Pres. John Sinclair, Gen. & Coml. Mgr.	Johnny Villani, Prog. Dir. Chuck Barney, Prom. Mgr. Howard R. King, Chief Engr.	Forjoe Standard AP
ESTON	WHAW (Construction permit)	1450 250	Lewis Service Corp. 238 Main St.			
HEELING	WKWK 1941	1400 250	Community Bcstg. Inc. Pythian Bldg. 5320	ABC	Joe L. Smith, Jr., Pres. John B. Reynolds, Gen. & Coml. Mgr.	Albert H. Stewart, Prog. Dir. & Prom. Mgr. Fred A. Baker, Chief Engr.	Weed Standard UP
HEELING	WWVA 1926	1170 50,000	West Va. Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer, Pres. William E. Rine, V.P. in Charge of Operations Paul J. Miller, Ass't. Man. Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr.	Petry Lang-Worth Cole AP
WILLIAMSON	WETH 1939	1400 250	Williamson Bcstg. Corp. 2nd Ave. at Court St. 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	Robert E. Spiros, Prog. Dir. & Prom. Mgr. Robert W. Bullo, Chief Engr.	World UP

WISCONSIN

ANTIGO	WATK (Construction permit)	900 250-D	Antigo Bcstg. Co. 936 Superior St. 90	Art Berner, Pres.	Bill Ingram, Gen. & Coml. Mgr.	Standard UP
ANTIGO	WRFA (Construction permit)	1050 250-D	Langlade Bcstg. Co. Inc. 711 Badger Ave.			
APPLETON	WUBY 1925	1230 250	WUBY Inc. 600 S. Lave St. 1161	MBS KBS Wisconsin	Earl H. Huth, Gen. Mgr. W. C. Porson, Coml. Mgr.	Rodger Mueller, Prog. Dir. F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr.	Griffith Lang-Worth AP
SHLAND	WATW 1946	1400 250	Upper Michigan-Wisconsin Bcstg. Co.	MBS KBS Gt. Northern			
ELOIT	WBEL (Construction permit)	1380 500-D	Beloit Bcstrs, Inc. 335 E. Grand Ave.			
DULUTH	WREX	10,000-LS 5,000-N	Lake Superior Bcstg. Duluth, Minn.	MBS			
EAU CLAIRE (Dallas)	WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron Eau Claire, Wisc. 2-1969	James J. Conroy, Pres. & Gen. Mgr. Ray L. Watton, Coml. Mgr.	Fred Riddell, Prog. Dir. Alvina Britz, Traffic Mgr. Claude Thomas, Chief Engr.	World UP
EAU CLAIRE	WEAU 1937	790 5000	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC North-west Arrow-head	Walter C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Coml. Mgr.	Jack Kelly, Prog. Dir. Thornwald O. Jorgenson, Chief Engr.	Hollingbery Thesaurus Lang-Worth UP
EAU CLAIRE	WRFW (Construction permit)	1050 1,000-D	Chippewa Valley Radio and Television Corp. 21½ S. Barstow St. 4170	Thomas K. Werner, Pres.	Rolf Tobin, Chief Engr.	Standard AP
FOND DU LAC	KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin	Emery W. Martin, Exec. Vice-Pres. & Prom. Mgr. Lynn N. Fairbanks, Gen. & Coml. Mgr.	Lucille Fairbanks, Prog. Dir. Wendell Meyers, Chief Engr.	UP
GREEN BAY	WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC	Ben A. Laird, Pres. & Gen. Mgr. F. M. Cooper, Coml. Mgr.	Robert C. Nelson, Prog. Dir. Paul C. Tyrrel, Chief Engr.	T-H-S Lang-Worth SESAC UP
GREEN BAY	WJPG 1947	810 1000-D	Green Bay Newspaper Co. 423 Cherry St. Howard 6400	Wisconsin	A. B. Turnbull, Gen. Mgr. John M. Walter, Station Mgr. Glen R. Holznecht, Coml. Mgr.	Russell Widoe, Prog. Dir. Elmo W. Reed, Chief Engr.	McGeehan & O'Mara Thesaurus Standard AP
GREEN BAY	WTAQ 1922	1360 5000	WUBY Inc. Bellin Bldg. Adams 1	CBS	Rev. M. J. Beemster, Managing Dir. Haydn R. Evans, Gen. Mgr. Al Michel, Coml. Mgr.	Clair Stone, Prog. Dir. Lee Stinson, Prom. Mgr. Wallace Stangel, Chief Engr.	Weed World AP

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WISCONSIN—(Continued)

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JANESVILLE	WCLO 1930	1230 250	South Wisconsin Radio Inc. 200 E. Milwaukee St. 2500	MBS KBS Wiscon- sin	Sidney H. Bliss, Pres. Vern W. Williams, Gen. & Coml. Mgr.	Joseph G. Urban, Prom. Mgr. Wayne Clay, Chief Engr.	Lorenzen & Thompson Lang-Worth Thesaurus AP
KENOSHA	WLIP 1947	1050 250-D	Wm. L. Lipman 625-57th St. 6162	William L. Lipman, Pres. & Gen. Mgr. John Livingston, Coml. Mgr.	Richard V. Driscoll, Prog. Dir. Willard Thiel, Chief Engr.	McKinney Lang-Worth UP
LA CROSSE	WKBH 1923	1410 5000	WKEH Inc. 409 Main St. 450	NBC	Howard Dall, Pres. & Gen. Mgr.	Bernice Callaway, Prog. Dir. Ray Plamadore, Prod. Mgr. Al Leeman, Chief Engr.	T-H-S Lang-Worth World AP
LA CROSSE	WL CX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	Margaret B. Mac Lennan, Pres. Hector C. Berg, Vice-Pres. E. W. Berg, Gen. Mgr. Millard W. Berg, Coml. Mgr.	Joe N. Snyder, Prog. Dir. Robert A. Gaumer, Prom. Mgr. Albert I. Rauscher, Chief Engr.	Standard UP
LA CROSSE	WKTY (Construction permit)	580 1,000	La Crosse Bestg. Co. 515 State Bank Bldg.
LADYSMITH	WL DY (Construction permit)	1340 100	O. J. Falge Highway 8	O. J. Falge, Pres. Loren F. Bridges, Gen., Coml., & Prom. Mgr., Prog. Dir.	Darrell H. Holbrook, Chief Engr.	UP
MADISON	*WHA 1922	970 5000-D	University of Wisconsin Radio Hall Gifford 6860	State of Wisconsin, Chief Owner H. B. McCarty, Gen. Mgr.	Wm. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr. John Stiehl, Chief Engr.	Thesaurus Associated UP
MADISON 3	WIBA 1924	1310 5000	Badger Bestg. Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Bus. Mgr.	Robert N. Dick, Prog. Dir. Norman Hahn, Chief Engr.	Avery-Knodel Standard AP, UP
MADISON	WISC (Construction permit)	1480 1,000	Radio Wisconsin Inc. 119 Monona Ave.	ABC
MADISON 3	WKOW (Construction permit)	1070 10,000-LS 5,000-N	Monona Bestg. Co. 216 W. Washington Ave. Gifford 7100	Harry H. Packard, Gen. Mgr. Nelson W. Ross, Sales Mgr.	Vincent A. Vanderhelden, Chief Engr.	Headley-Reed UP
MANITOWOC	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS KBS Wiscon- sin	Francis M. Kadow, Pres. & Gen. Mgr. Robert Churchill, Coml. Mgr.	George H. Erdman, Prog. Dir. L. J. Splitt, Prom. Mgr. W. F. Duben, Chief Engr.	McGeehan & O'Mara UP
MARINETTE	WMAM 1939	570 250-LS 100-N	M & M Bestg. Co. Inc. Radio Park 570	NBC	W. E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard Emlch, Coml. Mgr.	Pat Kehoe, Prog. Dir. Mary Kay, Prom. Mgr. Leo Stuart, Chief Engr.	Radio Adver- tising Lang-Worth UP
MARSHFIELD	WDLB 1946	1450 250	Dairylands Bestg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. & Prom. Mgr.	Gerald J. Boos, Chief Engr.	Griffith World SESAC UP
MEDFORD	WIGM 1941	1490 250	Dairylands Bestg. Service Inc. Medford 5147	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. & Prom. Mgr. Irma Meyer, Assist. Mgr. & Coml. Mgr., Prog. Dir.	Raymond Bohnert, Chief Engr.	Cox & Tanz SESAC UP
MILWAUKEE 3	WEMP 1935	1340 250	Milwaukee Bestg. Co. 710 N. Plankinton Ave. Marquette 7722	ABC	Robert M. LaFollette, Pres. Hugh H. Bolce Jr., Gen. Mgr. and Ass't. Pres. John Gagliano, Coml. Mgr. Suzayne C. Cleveland, Asst. Treas.	Bert Mulroy, Prog. Dir. Karl Gierhahn, Prom. Mgr. Roland E. Paske, Chief Engr.	Avery-Knodel Capitol UP
MILWAUKEE 3	WEXT 1947	1430 1000-D	WEXT Inc. Century Bldg. Marquette 6542	Gerald A. Bartell, Pres. John M. Printup, Gen. & Coml. Mgr. Albert B. Gale, Station Mgr.	Rosa B. Evans, Prog. Dir. Lee K. Beznor, Prom. Mgr. Ralph E. Evans, Chief Engr.	Young Capitol SESAC UP INS
MILWAUKEE 2	WFOX 1947	860 250-D	Wisconsin Bestg. System Inc. 739 N. Broadway Broadway 7272	Charles J. Lanphier, Pres., Gen. & Coml. Mgr.	Carl Zimmerman, Prog. Dir. & Prom. Mgr. George Dodge, Chief Engr.	McGillvra Standard AP
MILWAUKEE	WISN 1922	1150 5,000	Hearst Radio Inc. 123 W. Michigan Daly 6471	CBS	G. W. Grignon, Gen. Mgr. R. E. Shireman, Local Coml. Mgr.	Jack Raymond, Prog. Dir. Ellis Saxton, Prom. Mgr. D. A. Weller, Chief Engr.	Katz World Standard UP, INS
MILWAUKEE 1	WMAW 1943	1250 5,000	Midwest Bestg. Co. 723 N. 3rd St. Daly 2154	George E. Inghram, Vice- Pres. & Gen. Mgr. Woods O. Dreyfuss, Ass't. Gen. Mgr.	Charles Chan, Prog. Dir. Hal Walker, Prom. Mgr. R. H. Host, Chief Engr.	Free & Peters Associated UP
MILWAUKEE 3	WMLO 1947	1290 1000-D	Cream City Bestg. Co. Inc. 2625 W. Wisconsin Ave. West 1290	Jerome Sill, Exec. V.-P. & Gen. Mgr. Dale F. Darr, Coml. Mgr.	Lan Singer, Prog. Dir. Arthur H. Posner, Prom. Mgr. Paul Mueller, Chief Engr.	ForJoe Lang-Worth UP
MILWAUKEE	WTMJ 1927	620 5000	The Journal Co. 333 W. State St. Marquette 6000	NBC	The Journal Co., Chief Owner Walter J. Damm, Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Mgr.	E. J. Robertson, Prog. Dir. R. B. Wallace, Prom. Mgr. William Hebal, Chief Engr.	Petry Associated Thesaurus AP
NEENAH	WNAW 1947	1280 1000-D	Neenah-Menasha Bestg Co. 101 E. Wisconsin Ave. 4615	Don C. Wirth, V.-P., Gen. & Coml. Mgr.	Les Sturmer, Prog. Dir. & Prom. Mgr. E. W. Fiegel, Chief Engr.	Rambeau World UP



WCLO

The No. 1 Station in
The No. 1 Dairyland Market
For National Spot Advertisers

PROVED by CONLAN (Quad County) SURVEY

March 23-29, 1947, Monday Thru Sunday

JANESVILLE — Rock Co. (Est. Pop. 27,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	44.9%	9.5%	15.2%	9.0%	11.4%	4.6%
12 Noon - 6 P. M.	36.5%	17.8%	12.8%	10.8%	9.7%	5.2%
6 P. M. - 10 P. M.	26.5%	21.3%	17.5%	11.9%	11.5%	6.7%
Rock County, Beloit, Wis. 12 Mi. So. (Est. Pop. 35,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	23.6%	12.8%	13.8%	15.9%	19.0%	2.6%
12 Noon - 6 P. M.	25.3%	21.2%	12.7%	12.3%	11.3%	5.2%
6 P. M. - 10 P. M.	22.1%	29.9%	18.5%	11.7%	11.7%	4.3%
Walworth County, Delavan, Wis. (20 Mi. East)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
12 Noon - 6 P. M.	29.6%	9.2%	9.2%	10.2%	6.1%	7.1%
6 P. M. - 10 P. M.	21.7%	25.5%	14.1%	12.3%	5.6%	6.6%
Jefferson County, Fort Atkinson, Wis. (20 Mi. NE)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	28.6%	7.9%	20.6%	9.5%	6.3%	7.9%
12 Noon - 6 P. M.	23.3%	11.1%	13.4%	20.0%	8.9%	7.8%
6 P. M. - 10 P. M.	21.5%	28.4%	13.7%	11.8%	7.8%	3.9%
Green County, Brodhead, Wis. (20 Mi. West)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	33.3%	5.6%	5.6%	8.3%	22.2%	5.5%
12 Noon - 6 P. M.	23.5%	31.4%	5.9%	5.9%	5.9%	7.8%
6 P. M. - 10 P. M.	14.5%	27.3%	14.5%	12.7%	9.1%	10.9%

Note—Above measurements based on 2,130 completed telephone calls in Janesville, 785 completed calls in Beloit, 255 in Fort Atkinson, 204 in Delovon and 142 in Brodhead.

WCLO is affiliated with the Janesville Daily Gazette. It has 18 years of "Know-How" behind it and is capably staffed with a personnel of 22 people.

Write for detailed copy of Conlan, Janesville and area survey. Also for market data before you place your 1948 schedule.

WCLO and WCLO-FM

250 WATTS F.T.

Janesville, Wisconsin

5000 WATTS F.T.

AFFILIATE OF MBS AND WISCONSIN NETWORK

Vern Williams, Manager

Represented by Rambeau

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*--Non-Commercial Station. D--Day. N--Night. ST--Shares Time. SH--Specified Hours. U--Unlimited. CP--Construction Permit Issued
 LS--Local Sunset. L--Limited Time with Dominant Station. SA--Special Authorization.
 (Data corrected to January 1, 1948)

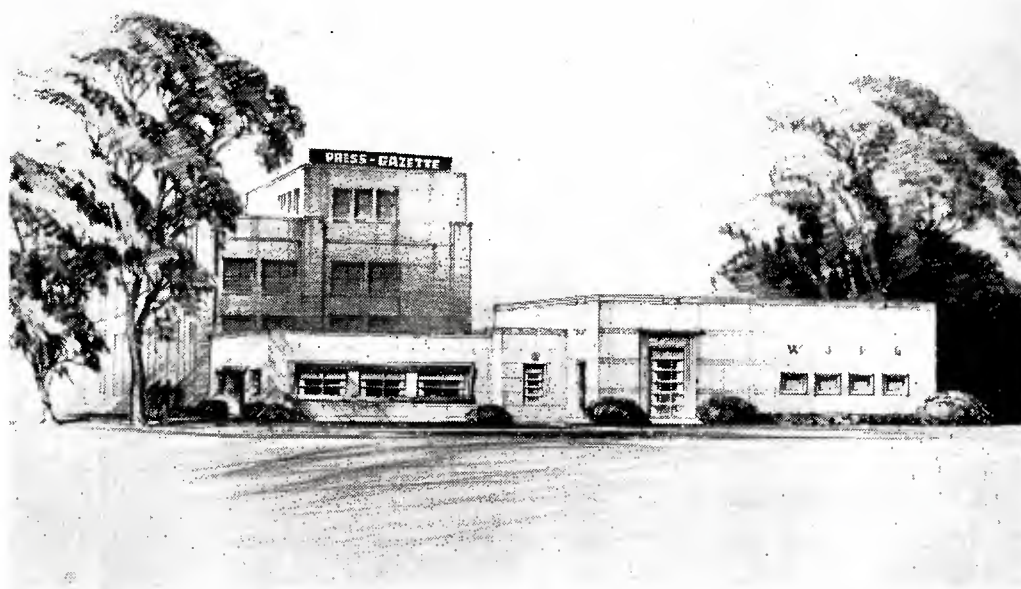
WISCONSIN--(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Servic
OSHKOSH	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4580	ABC	Myles H. Johns, Executive Dir. & Senior Partner George Greeley, Gen. Mgr. Sherwood Lorenz, Studio Mgr. Allen Embury, Sales Mgr.	Mary Casey, Prog. Dir. Glen Wheeler, Chief Engr. Cooke World UP
PELICAN	WOBT 1947	1240 250	The Oneida Bcstg. Co. 29 Frederick St., Rhineland, Wisc.		
POYNETTE	WIBU 1925	1240 250	Wm. C. Forrest RFD No. 2 97R5	MBS KBS Wiscon- sin	Wm. C. Forrest, Pres. & Gen. Mgr. Ralph O'Connor, Coml. & Prom. Mgr.	Mrs. Sarah Forrest, Prog. Dir. L. Stanley Sadler, Chief Engr. Burn-Smith Standard SESAC UP
RACINE	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. Jackson 290	ABC KBS Wiscon- sin	Frank R. Starbuck, Pres. Harry R. LePoldevin, Gen. Mgr. Harold J. Newcomb, Station & Coml. Mgr.	Lyman M. Merens, Prog. Dir. Esther Witt, Prom. Mgr. Lee Dechant, Chief Engr. Walker AP
RHINELANDER	WOBT 1947	1240 250	Oneida Bcstg. Co. Rhineland 1240	MBS KBS	John R. Tomek, Pres. George A. Richards, Gen. Mgr.	Clyde D. Lake, Prog. Dir. Gregory McElrone, Prom. Mgr. Charles Bresette, Chief Engr. Lang-Worth UP
RICE LAKE	WJMC 1939	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS North- west Arrow- head	W. C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr.	Harry Wills, Prog. Dir. Robert P. Kolsky, Chief Engr. Hollingbery Associated
SHEBOYGAN	WHBL 1924	1330 1000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Wiscon- sin	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Donnie, Prom. Mgr. Herbert J. Mayer, Chief Engr. World AP
STEVENS POINT	*WLBL 1922	930 5,000-D	State of Wisconsin, Dept. of Agriculture		
SUPERIOR	WDSM 1939	1230 250	Ridson Inc. Hotel Spalding Duluth, Minn.	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Clifford J. Lue, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr. Free & Peters Capitol SESAC AP
SUPERIOR	WSBR 1946	1490 250	WSBR Inc. 1st & Baxter Ave. Melrose 4794	KBS	Ford S. Campbell, Pres. James J. Conroy, Gen. Mgr. Arthur C. Robinson, Coml. Mgr. & Prog. Dir.	Laurie E. Carlson, Prom. Mgr. Olaf N. Gabrielson, Chief Engr. Standard AP
WAUKESHA	WAUX 1946	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	Carl Taylor, Pres. Lloyd Berlingham, Vice- Pres. Russ Salter, Secy.-Treas. Mig Figl, Gen. Mgr.	Ralph Andrews, Prog. Dir. Charles Kaetel, Chief Engr. Cole AP
WAUSAU	WSAU 1937	1400 250	The Journal Co. 125 3rd St. 6521	CBS	Walter J. Damm, Vice- Pres. & Gen. Mgr. of Rad. Ben F. Hovel, Station Mgr. J. W. Killeen, Coml. Mgr.	R. J. Topinka, Prog. Dir. R. W. Richardt, Chief Engr. Petry World AP
WEST ALLIS	(Construction permit)	1570 250-D	West Allis Bcstg. Co. West Allis	John A. Clark, Pres. Ruth H. Clark, V-P.	Ralph J. Drought, Sec'y. E. A. Dupke, Coml. Mgr.
WISCONSIN RAPIDS	WFHR 1940	1340 250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wiscon- sin	William F. Huffman, Pres. George T. Frechette, Gen. & Prom. Mgr. & Prog. Dir. Bruce G. Beichl, Coml. Mgr.	Victor W. Nickel, Chief Engr. Capitol AP

WYOMING

CASPER	KDFN 1920	1470 1,000	Donald L. Hathaway 1st and Lennox Sts. 407	MBS KBS Inter- mountain	Donald L. Hathaway, Pres. & Gen. Mgr. Frederic Hufsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir., & Prom. Mgr. Donald L. Hathaway, Chief Engr. Avery-Knodel Sears & Ayer Thesaurus Lang-Worth UP
CASPER	KVOC 1946	1230 250	KVOC Broadcasting Co. 1540 S. Wolcott St.	ABC		
CHEYENNE	KFBC 1940	1240 250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Robert True, Prom. Mgr. Harold Roberts, Chief Engr. Thesaurus UP
CODY	KODI 1947	1400 250	Absaroka Bcstg. Co. Cody 444	MBS	Breck Moran, Pres., Gen., Coml. & Prom. Mgr.	Louise G. Metz, Prog. Dir. Phillip H. Barnhart, Chief Engr. World Cole AP
LARAMIE	KOWB (Construction permit)	1340 250	The Snowy Range Broad- casting Co.	Carroll S. Mohr Fred O. Rice Douglas D. Kahle Geo. D. Humphrey	} Part- ners
POWELL	KPOW 1941	1260 1,000	Albert J. Meyer 243 East 2nd St. 222	MBS KBS Inter- mountain	A. J. Meyer, Pres., Gen. & Prom. Mgr. & Prog. Dir.	Del Brandt, Coml. Mgr. & Chief Engr. Avery-Knodel Cole SESAC UP
RAWLINS	KEAL 1947	1240 250	Rawlins Broadcasting Co. Rawlins 1015	ABC KBS	Tracy S. McCracken, Pres. Max M. Young, Gen. & Coml. Mgr.	Glen Mills, Prog. Dir. Clark Grove, Prom. Mgr. & Chief Engr. Thesaurus AP
RAWLINS	KSWR (Construction permit)	1340 250	G. Stanley Brewer 2730 Quincy St., Ogden, Utah		
RIVERTON	KWRL (Construction permit)	1450 250	Joseph P. Ernst		
ROCK SPRINGS	KYRS 1928	1360 1,000-LS 500-N	Wyoming Broadcasting Co. 1307 Wyo. St. 93	MBS KBS Inter- mountain	Marjorie L. McCracken, Pres. & Prog. Dir. H. L. McCracken, Gen. & Coml. Mgr.	Imogene Parr, Prom. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN	KWYO 1934	1410 1000-LS 500-N	Big Horn Broadcasting Co. 19 N. Main St. 601	MBS KBS Inter- mountain	R. E. Carroll, Pres. Jim Carroll, Gen. & Prom. Mgr. Clark Epperson, Coml. Mgr.	Mel Hallock, Prog. Dir. Bob Crosthwaite, Chief Engr. Avery-Knodel Lang-Worth UP
WORLAND	KWOR 1946	1490 250	Joseph P. Ernst Box 92	KBS	Joseph P. Ernst, Pres. & Gen. Mgr.	Mildred V. Ernst, Coml. Mgr. Joseph P. Ernst, Chief Engr. AP

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WJPG-FM
101.1 Mc.
NORTHEASTERN WISCONSIN'S
FIRST FM STATION
14.4 Kw. E. R. P.

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RADIO SERVICE
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Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

ALASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libr News Servi
ANCHORAGE	KBYR (Construction permit)	1240 250	Keith Capper Box 1296		
ANCHORAGE	KENI 1947	550 5,000	Midnight Sun Bcstg. Co. Box 1448	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr.	Jack M. Walden, Chief Engr. Press Assoc.
ANCHORAGE	KFQD 1924	790 5,000	Alaska Bcstg. Co. P. O. Box 1040 Main 143	CBS KBS Alaska	Wm. J. Wagner, Pres. & Gen. Mgr. Kenneth Laughlin, Station Mgr.	Jay Stauter, Prog. Dir. & Prom. Mgr. Bob Nichols, Chief Engr. Pan America Lang-Worth AP
FAIRBANKS	KFAR 1939	610; SA-660 5,000; SA-10,000	Midnight Sun Bcstg. Co. Box 910 East 380-A	Austin E. Lathrop, Pres. Miriam L. Dickey, Secy.- Treas. Alvin O. Bramstedt, Gen. Mgr.	Gilbert Wellington, Sales Mgr. Allan B. Walker, Prog. Dir. August G. Hiebert, Chief Engr. Thesaurus AP
FAIRBANKS	KFRB (Construction permit)	1290 1,000	Wm. J. Wagner Box 1040, 412 4th Ave. Anchorage, Alaska	Wm. J. Wagner, Owner	
JUNEAU	KINY 1935	1460 5,000	Wm. J. Wagner Decker Bldg. 197	CBS Alaska KBS	William J. Wagner, Owner Richard Peter, Gen. Mgr. & Prog. Dir.	C. A. Thorgaard, Chief Engr. Pan America AP
KETCHIKAN	KTKN 1942	930 1,000	Wm. J. Wagner	CBS	Jim Fletcher, Mgr. Jim Kemp, Prog. Dir.	Al Frazee, Chief Engr.
SEWARD	KIBH (Construction permit)	1340 250 SH	Wm. J. Wagner Box 1040, 412 4th Ave., Anchorage, Alaska	Wm. J. Wagner, Owner	

ALASKA'S TWO GREAT STATIONS

K

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FAIRBANKS, ALASKA
10,000 WATTS—660 KC

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Matanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's BOOMING civilian population.

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National Advertising Manager
GILBERT A. WELLINGTON
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DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

HAWAII

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HILO	KHBC 1936	1230; CP-970 250; CP-1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 3877	CBS Ha- waiian	J. Howard Worrall, Pres. C. T. Thrumston, Gen. Mgr. Rex Wills II, Coml. Mgr.	Marion Stutes, Prog. Dir. Charles Lynn Rhoades, Chief Engr.	Free & Peters Standard World AP, UP, INS
HILO	KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Haili St. 2177	MBS Don Lee Aloha	A. H. Green, Pres. & Gen. Mgr. Cary M. Fonner, Office Mgr. R. B. Groesbeck, Coml. Mgr.	Ethyl F. Green, Prog. Dir. Lucile Quear, Prom. Mgr. Harold L. Marques, Chief Engr.	Blair Thesaurus Lang-Worth UP
HONOLULU 9	KGMB 1929	590 3,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS Ha- waiian	J. Howard Worrall, Pres. & Gen. Mgr. Robert L. Dick, Coml. Mgr.	Owen Cunningham, Prog. Dir. E. F. Donnell Jr., Prom. Mgr. Ernest Lindemann, Chief Engr.	Free & Peters Standard World UP
HONOLULU	KGU 1922	760 2,500 L-WJR	Marion A. Mulrony P. O. Box 3110 2311	NBC	Lorin P. Thurston, Pres. & Exec. Gen. Mgr. Marlon A. Mulrony, Station Mgr. George T. Plummer, Coml. & Assist. Mgr.	Linton Latimer, Prog. Dir. Bernard E. Cooney, Sales & Prom. Mgr. Marion A. Mulrony, Chief Engr.	Katz Thesaurus UP
HONOLULU 42	KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Don Lee Aloha	Ralph M. Pitkin, Pres. Webley Edwards, Gen. Mgr. & Exec. V.P.	Roy Turner, Sales Mgr. Alexa Cogswell, Prog. Dir. Ira G. Mercer, Chief Engr.	Blair Capitol Lang-Worth MacGregor Standard UP
HONOLULU	KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 9-5281	John D. Keating, Gen. Mgr. Richard Downie, Coml. Mgr. Hal Lewis, Prod. Mgr.	Donald E. Klein, Prog. Dir. James R. Bird, Chief Engr.	Petry Lang-Worth AP
HONOLULU	KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1585 Kapiolani Blvd. 9C926	ABC	Harold T. Kay, Pres. Frank V. Webb, V.P. & Gen. Mgr. George C. Hatch, Treas.	Robert F. Shield, Prog. Dir. Homer R. Johnson, Chief Engr.	Avery-Knodel Capitol UP
HUE, KAUAI	KTOH 1940	1490 250	Garden Island Pub. Ltd. Box 1748 Kauai 261	MBS Don Lee Aloha	Charles J. Fern, Gen. Mgr. Dwight Mossman, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katashi Nose, Chief Engr.	Capitol Standard UP
HAILUKU, MAUI	KMVI 1946	550 1,000	Maui Publishing Co. Ltd. Maui 996	MBS Aloha	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Coml. Mgr.	Richard E. Mawson, Prog. Dir. Robert Jones, Chief Engr.	Blair Cole Lang-Worth MacGregor Standard UP

PUERTO RICO

RECIBO	WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Box 755 589	Byron Mitchell Jr., Pres., & Coml. Mgr.	Grimaldi Grau, Prog. Dir. Jose Soler, Chief Engr.	
RECIBO	WKVM 1946	1230; CP-1070 250; CP-10,000	American Colonial Broad- casting Corp.			
RAYAMON	WENA (Construction permit)	1560 250	Ramon Agudo Condado Beach Hotel, San Juan, P.R.			
LAGUAS	WRIA 1947	1450 250	Inter-American Radio Corp. Aguilera & Corchado Sts. 678	Eduardo Biascoechea, Pres. & Gen. Mgr. Jorge L. Arzuaga, Coml. Mgr.	Permin F. Bonnin, Prog. Dir. & Prom. Mgr. Eduardo Biascoechea, Chief Engr.	
LAGUAS	WVJP (Construction permit)	1110 250	Borinquen Broadcasting Co.	Francisco Pereira Casillas Federico Virella Hector Pereira Buonomo Pedro Luis Jimenez	} Part- ners } Owners	
LAJARDO	WMDD 1947	1490 250	Madrazo & Diaz Atilles Munoz Rivera esq. Barcelo 132	Madrazo Atilles Diaz Atilles Agustin R. Camunas, Gen. & Coml. Mgr.		Ruben Diaz Atilles, Prog. Dir. George Schellhas, Chief Engr.
LAUAYAMA	WXRF (Construction permit)	1580 1,000	Rafael Fuster No. 43 Cailmano St.			
MAYAGUEZ	WAEI (Construction permit)	1400 250	Mario Acosta Once de Agosta 82			
MAYAGUEZ	WECW 1947	1490 250	Electronic Corp. of P.R. Box 791			
MAYAGUEZ	WKJB 1946	1340 250	Jose Bechara Jr. Box 1293 983	Jose Bechara Jr., Pres. Rafael Izquierdo, Gen. Mgr. Jaime Sanjurjo Piris, Coml. Mgr.	Arturo Cortez, Prog. Dir. Dieguita Rivera, Prom. Mgr. Henry Fischback, Chief Engr.	
MAYAGUEZ	WORA 1944	1150 1,000	Radio Americas Corp. Box 43 1150	Maj. Alfred R. deArellano Jr., Pres. David Brown, Gen. Mgr. Plinio Gonzalez, Coml. Mgr.	Juan Libre, Prog. Dir. Reinaldo M. Dupont, Prom. Mgr. Rafael Perez, Chief Engr.	AP
MAYAGUEZ	WPBP 1946	1450 250	Paradise Broadcasting Co. Commercio 24	Jose M. Sepulveda Jose M. Rodriguez Quinones	} Partners	
MAYAGUEZ	WPRA 1937	990 5,000-LS; CP-10,000 1,000-N	Porto Rico Advertising Co. Box 869 269	Andres Camara, Pres. & Coml. Mgr. Luis E. Freyre, Gen. Mgr.		Natty Lopez, Prog. Dir. Luis E. Freyre, Chief Engr.
PONCE	WPAB 1939	1370 5,000	Portorican American Bcstg. Co. Inc. 17 Leon St. 783	A. Gimenez Aguayo, Gen. Mgr. Antonio Miro, Coml. Mgr.	Jose Ramon Diaz, Prog. Dir.	AP
PONCE	WPRP 1936	1420; CP-910 250; CP-5,000	Voice of Porto Rico, Inc.			
RIO PIEDRAS	WIPR (Construction permit)	940 10,000	P. R. Communications Authority P. O. Box 4187	Rafael Delgado Marquex, Gen. Mgr.		World AP

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

PUERTO RICO—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
SAN JUAN	WAPA 1946	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 2-1448	Jose Ramon Quinones, Pres. Harwood Hull Jr., Gen. & Coml. Mgr.	Santiago Garcia, Prog. Dir. Hector Moll, Chief Studio Engr. Jose Fernandez, Chief Engr.	Raymer Thesaurus
SAN JUAN	WEMB (Construction permit)	1320 5,000	El Mundo Broadcasting Co. Box 1072 2-2000	Angel Ramos } Partners Jose Coll Vidal } Angel Ramos, Pres.	Willis H. Homan, Gen. & Prom. Mgr. Raymon Peres, Coml. Mgr. Joaquin Bursset, Prog. Dir. Leon Hansen, Chief Engr.	Inter American World UP, INS
SAN JUAN 22	WIAC 1941	580 5,000	Radio Station WIAC Inc. Box 4504 2-0014	Mrs. Enrique Abarca, Pres. Tomas Muniz, Gen. Mgr. & Secy. Enrique Abarca, Coml. Mgr.	Rafael H. Benitez, Prog. Dir. Alfonso Sanchez, Chief Engr.	Standard AP
SAN JUAN	WITA 1947	1400 250	Electronic Enterprises Inc. Box 3726, Santurce, P.R.	V. H. Meador, Pres. Antonio Alfonso, Gen. Mgr. Bernard Rubeil, Exec. Bus. Mgr.	George Mayer, Chief Engr.	SESAC
SAN JUAN 18	WKAQ 1922	620 5,000	Radio Corp. of Porto Rico P. O. Box 3746 2-2021	CBS	A. P. del Valle, Gen. Mgr. Jose C. Irizarry, Coml. Mgr.	Manuel Ochoa, Prog. Dir. Nelson Banks, Prom. Mgr. Paul A. Girard, Chief Engr.	Guzman Associated AP
SAN JUAN	WNEL 1935	860 5,000	Juan Piza			
SANTURCE	WIBS 1947	740 10,000	Jose E. del Valle 52 Wilson St.			

**Directory of
BROADCASTING STATIONS IN CANADA**

*—Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

BUP—British United Press

PN—Press News, Rodia Subsidiary of Canadian Press

TP—Transradio Press

(Affiliated with Associated Press)

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

City	Call Letters Date Estab.	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
CALGARY	CFAC 1922	960 5,000	Calgary Bestg. Co. Southam Bldg. Renfrew 1036	Foot- hills	H. R. Carson, Pres. A. M. Cairns, Gen. Mgr. F. R. Shaw, Coml. Mgr.	P. Freeman, Prog. Dir. Miss W. Sutton, Prom. Mgr. E. C. Connor, Chief Engr.	All-Canada Weed Associated Thesaurus PN, BUP
CALGARY	CFCN 1922	1060 10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg. Main 1161	H. G. Love, Pres. & Gen. Mgr. E. H. McGuire, Coml. Mgr.	James A. Love, Prog. Dir. G. L. Carter, Prom. Mgr. Robert Lamb, Chief Engr.	Hunt Young Lang-Worth Standard United PN, BUP
CALGARY	CJCJ 1927	1140 1,000	Albertan Publishing Co. Ltd. Victory Bldg. Main 9966	CBC Alberta	G. M. Bell, Pres. D. H. McKay, Mgr. F. C. Colborne, Coml. Mgr.	N. R. Pringle, Prod. & Prom. Mgr. D. Readwin, Chief Engr.	Alexander McGillivra Sesac BUP
EDMONTON	CBX (Construction permit)	1010 50,000	Canadian Bestg. Corp.	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC)		CBC PN, BUP, Reuters
EDMONTON	CFRN 1924	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	Domin- ion	G. R. A. Rice, Pres. & Gen. Mgr. A. J. Hopps, Asslt. Mgr. D. Atkinson, Secy-Treas. C. R. Holmes, Coml. Mgr.	G. A. Duffield, Prog. Dir. T. A. Graham, Prom. Mgr. F. G. A. Makepeace, Chief Engr.	Young, Radio Representa- tives Cole Exclusive Lang-Worth Standard BUP
*EDMONTON	CKUA 1927	580 1,000	Alberta Government Telephones Provincial Bldg. 2-7212	CBC	F. Walker Blake, Gen. Mgr. James McRae, Prog. Dir.	Tom O'Neil, Prom. Mgr. Roy Usher, Chief Engr.	Associated PN
EDMONTON	CJCA 1922	930 5,000	Edmonton Journal Ltd. Birks Bldg. 21631	Trans- Canada	Gordon S. Henry, Gen. Mgr. Rolfe L. Barnes, Asslt. Mgr. Arthur H. Nicholl, Coml. Mgr.	Dalton E. Elton, Prog. Dir. Thomas A. Shandro, Prom. Mgr. Frank Hollingworth, Chief Engr.	All-Canada Weed Standard Thesaurus World PN
GRANDE PRARIE	CFGP 1937	1050 1,000	Northern Bestg. Corp. Richmond Ave. & 99th St. Private Exchange 109	CBC	J. E. Thomson, Pres. A. J. Balfour, Gen. Mgr. John Soars, Coml. Mgr.	Gordon Cockburn, Prog. Dir. K. Anderson, Prom. Mgr. R. H. Williams, Chief Engr.	All-Canada Weed Cole Thesaurus PN
LETHBRIDGE	CJOC 1926	1220 5,000	Lethbridge Bestg. Ltd. Marquis Hotel Bldg. 3161	Trans- Canada	H. R. Carson, Pres. W. M. Guild, Gen. Mgr. C. A. Perry, Coml. Mgr.	G. A. Brown, Prog. Dir. N. V. Fisher, Prom. Mgr. R. A. Reagh, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus PN
MEDICINE HAT	CHAT 1947	1270 1,000	Monarch Bestg. Co. 520 First St. 2821	J. H. Yuill, Pres. R. J. Buss, Gen. Mgr.	Bart Brown, Prog. Dir. Bette Krellar, Prom. Mgr. J. M. Ellis, Chief Engr.	All-Canada Weed Standard BUP

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 (Data corrected to January 1, 1948)

MONTANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BUTTE	KBOW 1947	1490 250	Copper City Radio Co. P. O. Box 1932 7429	CBS KBS	Frank Reardon, Pres. Bob Athearn, Mgr. & Prog. Dir.	Bert Davis, Chief Engr. Cooke Gene Grant Thesaurus UP
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Finlan	ABC	Frank C. Carman, Pres.	Katz World UP
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broad- casting Co.		
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. S. J. Schile, Coml. Mgr.	W. J. Provis, Chief Engr. Walker Lang-Worth MacGregor UP
GREAT FALLS	KFBB 1922	1310 5,000	Buttrey Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur L. Myhre, Chief Engr. Weed Thesaurus UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.		
GREAT FALLS	KMFR (Construction permit)	560 5,000	Montana Farmer Broad- casting Corp.		
GREAT FALLS	KMON (Construction permit)	970 5,000	Sun River Broadcasters, Inc.		
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Carl Argabrite, Coml. Mgr.	Walker Lang-Worth UP
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 888	KBS	Jessica L. Longston, Pres. Larry Gordon, Gen. Mgr. & Prog. Dir.	Bill Murphy, Coml. Mgr. F. Willard Smith, Chief Engr. Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broad- casting Co. Inc. Liberty Hotel Bldg. 1096	Dr. F. W. Aubin, Pres. E. J. Pepin, V.-P. & Treas. Ed Lovelace, Gen. Mgr.	Bob Rodgers, Coml. Mgr. Leo Billings, Prog. Dir. George H. Bauer, Chief Engr. Griffith MacGregor Cole Long AP
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	A. T. Hibbard, Pres. Bob Rutter, Gen. & Coml. Mgr.	Paul A. Hatton Jr., Prog. Dir. Walker Lang-Worth UP
KALISPELL	KG EZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar, Owner & Gen. Mgr.	William H. Patterson, Chief Engr. World UP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	George Bennitt, Pres. & Gen. Mgr. Robert Gray, Coml. Mgr.	Lee Belding, Prog. Dir. William R. Parker, Chief Engr. Friedenberg Standard AP
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	Paul B. McAdam, Pres., Gen. & Prom. Mgr. Jack Hinman, Coml. Mgr.	Robert Greer, Prog. Dir. James Blaine, Chief Engr. Griffith Lang-Worth SESAC AP
MILES CITY	KRWF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter- m'n'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. & Prom. Mgr.	Robert Wilson, Prog. Dir. C. L. Scofield Jr., Chief Engr. Avery-Knode World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smith, Chief Engr. Hollingbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU (Construction permit)	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	Robert B. Cummins, Pres. Oakley E. Coffee, Vice Pres.	
MISSOULA	KXLL (Construction permit)	1450 250	Western Montana Associ- ates Orchard Homes, River Road	Z-Net	Pat M. Goodover, Pres. & Gen. Mgr.	Walker Lang-Worth UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Shelby 560	KBS	John Hurley, Pres. Cedor Aranow, Secy. Treas. Frank Krshka, Gen. & Coml. Mgr.	Lawrence Wing, Prog. Dir. Richard Velo, Chief Engr. Grant World UP
SIDNEY	KGCK 1926	1480 1,000	E. E. Krebsbach Sidney 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. E. C. Krebsbach, Coml. & Prom. Mgr.	Mel King, Prog. Dir. O. H. Halvorson, Chief Engr. Walker Thesaurus AP

NEBRASKA

COLUMBUS	KJSK (Construction permit)	900 1,000-D	George Basil Anderson Columbus	George Basil Anderson, Pres. & Gen. Mgr.	Harold Hardy, Chief Engr. AP
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 113 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul Fry, Gen. Mgr. William H. Baldwin, Station Mgr.	G. E. Bentz, Coml. Mgr. Ray Arvin, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr. Weed Thesaurus AP

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ----- 326,777</p> <p>Retail Sales ----- \$ 224,033,000</p> <p>Radio Homes ----- 79,641</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NEBRASKA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
GRAND ISLAND	KMMJ 1936	730 1,000-D L-WSB	KMMJ Inc. Division & Cedar 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. Mgr.	Orle Kerwood, Prog. Dir. Herb Clark, Prom. Mgr. Norval Larson, Chief Engr.	Headley-Reed World UP
HASTINGS	KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS KBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. Mgr. Ed Kihn, Coml. Mgr.	Warren Mowder, Prog. Dir. & Prom. Mgr. Duane Allison, Chief Engr.	Capitol INS
KEARNEY	KGFW 1930	1340 250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 23541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen., Coml. & Prom. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr.	Keystone UP
LINCOLN	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Omaha, Neb. Jackson 3420	(See Omaha Listing)		
LINCOLN	KFOR 1930	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC	Charles T. Stuart, Pres. & Exec. Dir. Harry D. Peck, Station & Coml. Mgr.	Jack Huston, Prog. Dir. Gladycy Gayle, Prom. Mgr. Charles W. Winkler, Chief Engr.	Petry Standard, Capitol AP, INS
LINCOLN	KOLN 1947	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS	John K. Morrison, Pres. Paul R. Fry, Vice Pres. & Gen. Mgr. Hugh E. Bader, Station Mgr. William B. Waugh, Local Coml. Mgr.	Donald K. French, Prod. Mgr. Edwin T. Smith, Prom. Mgr. Marvin J. Korinek, Engr. Supvr.	Weed Thesaurus AP
LINCOLN	KILM (Construction permit)	1480 1,000	Lincoln Bcstg. Corp. 510 Barkley Bldg.			
MCCOOK	KBRL 1947	1450 250	The McCook Bcstg. Co. J St. & Highway #83 1450	William J. Cox } Arthur Henri } Equal Edward Cooper } Partners LeRoy Lenwell } William J. Cox, Gen. & Prom. Mgr.	Arthur V. Henri, Coml. Mgr. Edward Cooper, Prog. Dir. LeRoy W. Lenwell, Chief Exec.	Friedenberg Thesaurus, Capitol AP
NORFOLK	WJAG 1922	780 1,000-LS 1,000-N-L	Norfolk Daily News Norfolk 432	Gene Huse, Pres. Art Thomas, Gen. Mgr.	Bob Thomas, Coml. Mgr. Frank Weldenbach, Chief Engr.	Walker Lang-Worth AP
NORTH PLATE	KODY 1943	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin, Jr., Pres. John Alexander, Gen. & Nat'l Sales Mgr. Joe di Natale, Local Sales Mgr.	Ed Launer, Prog. Dir. Jerry Wlng, Prom. Mgr. Jay Blakesley, Chief Engr.	Blair Lang-Worth, Standard AP, UP
OMAHA 2	KBCN 1942	1490 250	Inland Bcstg. Co. 676 Saunders-Kennedy Bldg. Jackson 8282	MBS	Paul R. Fry, Vice Pres. & Gen. Mgr. Richard Welna, Station Mgr. & Prog. Dir.	Ernie Priesman, Coml. Mgr. Joe Baker, Prom. Mgr. Percy Ziegler, Chief Engr.	Weed Associated AP
OMAHA	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS	Fred S. Sldes, Pres. Joe W. Seacrest, Chairman of Board Harry Burke, Gen. & Coml. Mgr.	L. A. Miller, Prog. Dir. Harold E. Roll, Prom. Mgr. Mark Bullock, Chief Engr.	Free & Peters Standard, SESAC AP, UP
OMAHA 2	KOIL 1925	1290 5,000	Central States Bcstg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC	Charles T. Stuart, Pres. William J. Newens, Mgr. Forrest Blair, Gen. Sales Mgr.	Virgil Sharpe, Ass't. Mgr. & Prog. Dir. Charles Winkler, Chief Engr.	Petry Capitol, Standard AP, INS
OMAHA 2	KOWH 1922	660 500-D	World Publishing Co. World Herald Bldg. Atlantic 2228	H. Doorly, Pres. B. C. Corrigan, Gen. Mgr.	Frank E. Shopen, Chief Engr.	Hollingbery Standard, World, Associated UP
OMAHA 2	WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin, Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Dir.	Bill Wiseman, Prom. Mgr. William J. Kotera, Chief Engr. Joseph Herold, Tech. Supvr.	Blair Standard, Thesaurus, SESAC, Associated AP, UP
SCOTTSBLUFF	KNEB (Construction permit)	970 500-D	Platte Valley Bcstg. Corp. 1913 Broadway			
SCOTTSBLUFF	KOLT 1930	1320 1,000	Hilliard Co. 1517 1/2 Broadway 856	CBS KBS	L. L. Hilliard, Pres., Gen. & Coml. Mgr.	Bill Walter, Prog. Dir. Harland Morrison, Chief Engr.	Holman Standard UP

NEVADA

BOULDER CITY	KBNE 1946	1450 250	Boulder City Bcstg. Co. Drawer "E" 247	MBS KBS	Edward Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Charlotte Brader, Coml. Mgr.	Rueben Galnes, Prog. Dir. & Prom. Mgr. Roy Rockstrom, Chief Engr.	Grant World
CARSON CITY	KVNC (Construction permit)	1450 250	Ralph Morgall Box 298, Reno, Nev.			
ELKO	KERS (Construction permit)	1340 250	Elko Broadcasting Co.			
ELY	KELN (Construction permit)	1230 250	Boulder City Bcstg. Co.	KBS			

WOW

.... the farm boy
with the big Hoop^{*}

IF YOU WANT YOURS
TO GO AS FAR
AS MINE... YOU'LL
HAVE TO PUSH
TWELVE TIMES
AS HARD!



HERE'S the explanation: Natural and man-made obstacles impede the progress of radio waves. Long waves (low frequencies) are impeded much less than short waves (high frequencies) and hence go much farther with less power than shorter waves.

It requires approximately TWELVE TIMES as much power to push a radio signal a given distance on wavelength of 270 meters as is required on a wavelength of 508 meters.

508.2 METERS = **590** KC.

272 METERS = 1100 KC.

ASK ANY ENGINEER



Also the station
with the **BIG HOOPERS!**

RADIO STATION
WOW INC.
 OMAHA, NEBRASKA
 590 KC • NBC • 5000 WATTS
 Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
 JOHN BLAIR & CO., REPRESENTATIVES

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NEVADA (Continued)

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FALLON	KNEV 1946 (Construction permit)	1400 250	The Voice of Fallon Box 1644, Reno, Nev.	Chet L. Gonce and Ralph Morgall—Partners	
LAS VEGAS	KENO 1940	1400 250	Nevada Bcstg. Co. "The Strip" 1400	ABC	Maxwell Kelch, Pres. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Leo A. Newsome, Jr., Prog. Dir. H. H. Haas, Chief Engr. Griffith Thesaurus INS
LAS VEGAS	KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Las Vegas	C. L. McCarthy, Pres.	
LAS VEGAS	KRAM (Construction permit)	920 1,000-D	Boulder City Bcstg. Co.		
LAS VEGAS (Construction permit)	1340 250	San Joaquin Bcstrs. Las Vegas	R. K. Wittenberg } R. L. Stoddard } Partners	
RENO	KATO 1946	1340 250	Sierra Bcstg. Co. Elks Bldg. 2-4501	MBS Don Lee	Ralph K. Wittenberg, Pres. Robert L. Stoddard, Gen. Mgr.	Ray Bohannon, Coml. Mgr. R. K. Wittenberg, Chief Engr. Grant Standard
RENO	KOH 1928	630 CP-5,000; 1,000	McClatchy Bcstg. Co. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hugh Kees, Mgr.	Merle Snider, Office Mgr. Wesley Craig, Chief Engr. Raymer Thesaurus, World UP
RENO	KOLO 1946	920 1,000	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS	David McKay, Pres. H. G. Wells, Gen. & Coml. Mgr.	Russ Shepard, Prog. Dir. D. Basich, Prom. Mgr. Merle Peterson, Chief Engr. Young, Western Radio Ads. Lang-Worth, Capitol AF, UP
RENO	KWRN 1947	1490 250	Reno Newspapers, Inc. 123 N. Center St. 6156	ABC	Merritt C. Speidel, Pres. Merrill Inch, Gen. Mgr. John A. Lang, Coml. Mgr.	Gene Shumate, Prog. Dir. Wilbur C. Comer, Chief Engr. Walker Associated UP
RENO	KXXL 1947	1230 250	The Voice of Reno Co. Box 1329 2-4036	Edward Margolis, Gen. Mgr. James Diamond, Coml. Mgr.	Byron Samuel, Prog. Dir. Fred Kirshe, Prom. Mgr. Chet Gonce, Chief Engr. Cooke, Gene Grant UP

NEW HAMPSHIRE

BERLIN	WMOU 1946	1230 250	White Mountain Bcstg. Co. 40 Main St. 1797	KBS	Albert N. Morris, Pres. Warren M. Greenwood, Gen. & Prom. Mgr. & Prog. Dir.	C. S. Holbrook, Coml. Mgr. James F. Hennessey, Chief Engr. T-H-S, Kettel- Carte Associated AP
CONCOBD	WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Hon. Charles M. Dale, Owner Bert Georges, Gen. Mgr. William A. Dawson, Jr., Sales Mgr.	Norman E. Bailey, Prog. Dir. Dal Wyant, Prom. Mgr. George Jowdy, Chief Engr. Bannan, Walker Capitol, Lang-Worth AP
KEENE	WKNE 1926	1290 5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres., Gen. & Coml. Mgr. Robert M. Peebles, Prog. Mgr.	Barbara Williams, Prom. Mgr. Ernest F. Batchelder, Jr., Chief Engr. Young, Kettel-Carte Thesaurus UP
LACONIA	WLNH 1922	1340 250	Northern Bcstg. Corp. Masonic Temple Bldg. 501	MBS KBS Yankee	Warren H. Brewster, Pres., Gen. & Prom. Mgr. Martin Avery, Coml. Mgr.	Sherwin Greenlaw, Prog. Dir. Wilfred Ledoux, Chief Engr. McGeehan & O'Mara, Kettel-Carte Thesaurus AP
MANCHESTER	WFEA 1932	1370 5,000	WFEA Inc. 286 Franklin St. 4656	CBS	H. M. Bitner, Pres. Melvin C. Green, Gen. & Prom. Mgr. Edward G. de St. Aubin, Coml. Mgr.	Warren Journay, Prog. Dir. R. A. B. Schow, Chief Engr. Katz, Kettel-Carte Thesaurus, Lang-Worth AP
MANCHESTER	WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St.	MBS		
MANCHESTER	WMUR 1941	610 5,000-LS 1,000-N	The Radio Voice of N.H. Inc. 1819 Elm St. 2090	ABC	Francis P. Murphy, Pres. Hervey Carter, Mgr. & Prog. Dir. & Coml. Mgr. Gordon E. Moore, Asst. Mgr.	Paul Sheldon, Prom. Mgr. Vincent H. Chandler, Chief Engr. Weed World AP
NASHUA	WOTW 1945	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Arthur A. Newcomb, Pres. & Gen. Mgr. Carter S. Knight, Coml. Mgr.	Jay E. Serwin, Prog. Dir. Robert C. Bingham, Chief Engr. McGeehan & O'Mara World UP
PORTSMOUTH	WHEB 1932	750 1,000 L-WSB	Hon. Charles M. Dale Lafayette Road 4080	MBS Yankee	Hon. Charles M. Dale, Pres. Bert Georges, Vice Pres. & Gen. Mgr. William A. Dawson, Jr., Coml. Mgr.	Winslow Bettinson, Prog. Dir. Walter Emery, Prom. Dir. Paul G. Lindsay, Chief Engr. Bannan, Walker Capitol, World AP
ROCHESTER	WWNH (Construction permit)	930 1,000-D	Strafford Bcstg. Corp. 25 Maple St.		

NEW JERSEY

ASBURY PARK	WCAP 1926 ST-WCAM, WTNJ	1310 500	Radio Industries Broad- cast Co. 601 Bangs Ave. 2-8600	Walter W. Reid Jr., Pres. Walter L. Reid, Gen. Mgr.	V. N. Scholes, Prog. Dir. M. G. Porter, Chief Engr. World AP
ATLANTIC CITY	WBAB 1940	1490 250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. Monroe L. Mendelsohn, Gen., Coml. & Prom. Mgr.	Ralph Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr. Headley-Reed World AP

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and
massachusetts
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampsbire spreads its powerful signal over all of New Hampshire; covering one-third of the populaoa of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
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ATLANTIC CITY ...	WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Irving F. Teetsell, Gen. & Coml. Mgr.	Earl Keyes, Prog. Dir. Blair K. Thorn, Chief Engr.	Lang-Worth UP
ATLANTIC CITY ...	WMID 1947	1340 250	Mid Atlantic Bcstg. Co. Convention Hall 41340	MBS	Earl M. Johnson, Pres. Edwin E. Kohn, Gen. & Coml. Mgr.	Alan Owen, Prog. Dir. Quincy Knight, Chief Engr.	Associated AP
BRIDGETON	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Bridgeton 1600	KBS	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. & Prom. Mgr. Jerry Alden, Sales Mgr.	Bob Crager, Prog. Dir. Francis Fekel, Chief Engr.	Clark UP
CAMDEN	WCAM 1924	1310 500	City of Camden New City Hall			
JERSEY CITY	WHOM 1925	1480 500-N 1,000-LS CP-5000-U	Atlantic Bcstg. Co.	(See New York Listing)		
MORRISTOWN		1250 500-D (Construction permit)			Kenneth A. George S. James R. and Alive S. } Co-partnership Croy		
NEWARK 1	WAAT 1926	970 1,000	Bremer Bcstg. Corp. 11 Hill St. Mitchell 2-6400	Irving R. Rosenhaus, Pres. & Gen. Mgr. A. B. Schillan, VP Chg. Loc. Sales. Victor A. Bennett, Chg. Nat. Sales	Dale Kennedy, Prog. Dir. Jack Moore, Prom. Mgr. F. V. Bremer, Vice-Pres. Chg. of Engng.	Associated World AP
NEWARK	WHBI 1922	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354	James L. Shearer, Pres. & Chief Owner & Gen. Mgr. Clarence Talisman, Coml. Mgr.	Frances E. Serchak, Prog. Dir. Herman G. Foster, Chief Engr.	
NEWARK 2	WNJR 1947	1430 5,000	North Jersey Radio Inc. 91 Halsey St. Market 3-2700	Edward W. Scudder Jr., Pres. Richard B. Scudder, Vice- Pres. Otis P. Williams, Gen. & Coml. Mgr.	William Farliss, Prog. Dir. James Ryall, Prom. Mgr. Peter Testan, Chief Engr.	World, Capitol UP, INS
NEWARK	WVNJ (Construction permit)	620 5,000	Newark Bcstg. Corp. 744 Broad St.			
NEW BRUNSWICK ..	WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 Georgia St. 2-9020	James L. Howe, Pres. & Gen. Mgr. Ed Derryberry, Coml. Mgr.	Robert Bell, Prog. Dir. Robert Lee Williams, Chief Engr.	World Associated AP
PATERSON 1	WPAT 1941	930 1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400	James V. Cosman, Pres. Sidney J. Flamm, V-P & Gen. Mgr. Herman Fields, Coml. Dir.	Ted Webbe, Prog. Dir. Earl Lucas, V-P., Chg. of Engng.	Cooke Associated SESAC UP
TRENTON	WTNJ 1922	1310 500	WOAX Inc. 416 Bellevue Ave. 8149	F. J. Wolff, V-P. & Gen. Mgr.		
TRENTON 8	WTTM 1942	920 1,000	Trent Broadcast Corp. 35 West State St. 2-7127	NBC	Hon. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. James P. O'Erlen, Asst. Mgr.	Miss Dean Andrews, Prog. Dir. Ed Brown, Prom. Mgr. Theodore P. Killmer, Chief Engr.	McGillvra Thesaurus UP
VINELAND	WWBZ 1946	1360 1,000-D	Community Bcstg. Service Inc. 633 Wood St. 1360	Joseph M. Bullock, Pres. A. Harry Zoog, Exec. Vice- Pres., Gen. & Coml. Mgr.	J. Paul Hunsberger, Prog. Dir. Dorothy H. Carlson, Prom. Mgr. T. D. Hobart, Chief Engr.	World Lang-Worth AP, UP
ZAREPHATH	*WAWZ 1931	1380 5,000-LS 1,000-N ST-WBNX	Pillar of Fire Zarephath Boundbrook 9-0102	Arthur K. White, Pres. & Gen. Mgr. Kathleen White, Prog. Dir.	Donald J. Wolfram, Asst. Prog. Mgr. N. L. Wilson, Chief Engr.	

NEW MEXICO

ALAMOGORDO	KYLE (Construction permit)	1230 250	Intermountain Broad- casting Co. Box 438 Albuquerque, N. Mex.	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr.	
ALBUQUERQUE	KGGM 1927	610 5,000	New Mexico Bcstg. Co. Klmo Bldg. 4543	CBS	A. R. Hebenstreit, Pres. & Gen. Mgr. Jack Skillen, Coml. Mgr. S. P. Vidal, V. P.	Bob VanDriel, Prog. Dir. Virgle Abeyta, Traffic Mgr. Leonard F. Dodds, Chief Engr.	T-H-S Standard World AP, UP
ALBUQUERQUE	KOAT 1946	1450 250	Rio Grande Bcstg. Co. Inc. 122 S. Tulane 3-2247	ABC Zia	A. E. Buck, Pres. Merle H. Tucker, V.P. & Mgr. Karl Lambertz, Coml. Mgr.	James Church, Prog. Dir. Arthur N. Brown, Prom. Mgr. Lewis W. Hake Jr., Chief Engr.	Associated Capitol UP
ALBUQUERQUE	KOB 1929	1030 10,000 SA-770 50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. West Silver & Fifth 4411	NBC, MBS	T. M. Pepperday, Pres. Roger M. Baker, Gen. Mgr. Rolf S. Nielsen, Prog. Dir. (Acting)	Dorothy B. Smith, Traffic Mgr. George S. Johnson, Chief Engr.	Free & Peters Thesaurus SESAC AP, INS
ALBUQUERQUE	KVER 1947	1490 250	Intermountain Bcstg. Co. Inc. P. O. Box 1388 3-1744	MBS	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres. R. G. Bard, Coml. Mgr.	Rebecca Frazier Peterson, Traffic Mgr. J. J. Donnelly, Natl. Sales William H. Carmen, Chief Engr.	Cooke Lang-Worth Standard AP

WINNER

is

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EXCLUSIVELY**

for

**NORTH
JERSEY**



Otis P. Williams
General Manager

5000 WATTS

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Phone—Vanderbilt 6-0890

The Radio Station of the
NEWARK NEWS

Albany's *Pioneer* Station...

WOKO

Will Give You, in 1948

- **POWER INCREASE TO 5000 W**
DAY AND NIGHT
- **A NEW NATIONAL REPRESENTATIVE**
LORENZEN & THOMPSON, INC.
- **NEW STUDIOS IN THE WELLINGTON HOTEL**

—*But*— we guarantee our
present rate for two full
years — to every account
on WOKO as of Feb. 1, 1948

Jim Healey, Gen'l. Mgr.

Gren Rand, Ass't. Mgr.

ABC Basic

WOKO

1460 K. C.

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NEW MEXICO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ALBUQUERQUE	KQSP 1946	1450 250	Intermountain Bcstg. Co. Inc. Artesla 650	S. V. Patrick, Pres. & Gen. Mgr. R. L. Odson, Asst. to Pres.	William H. Carmen, Chief Engr. Cooke Capitol Standard AP
CARLSBAD	KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS KBS South-west	Val Lawrence, Pres. Norman R. Loose, Mgr. Gall Boles, Coml. Mgr.	Alexander Pitcaithley, Prog. Dir. Ethelbert Zachry, Prom. Mgr. Harland Nilfong, Chief Engr. T-H-S Standard AP
LOUISIANA	KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAllister 6th & Pile St. 3	MBS	Hugh DeWitt Landis, Co-Owner & Pres. R. B. McAllister, Co-Owner & Mgr. Don Boles, Coml. Mgr.	Vernon Hughes, Chief Engr. MacGregor AP, UP
ALLAMOGOSA	KGAK 1946	1230 250	Gallup Bcstg. Co. Box 1150 726	ABC Zia	Albert E. Buck } Partners Merle H. Tucker } Harry H. Stair, Mgr.	Jack Ingram, Prog. Dir. John C. Joanides, Chief Engr. Griffith Associated World UP
DOBSON	KWEW 1938	1490 250	W. E. Whitmore Harden Hotel	MBS KBS		
DOT SPRINGS	KCHS 1946	1400 250	Sierra Bcstg. Service 401 Broadway 161	KBS	Leonard R. Trainer } Partners Reginald H. Shlrk } Leonard Trainer, Gen. Mgr.	Kemper S. Trainer, Prog. Dir. Reginald H. Shlrk, Chief Engr. Cole Standard UP
SAN CRUCES	KOBE 1947	1450 250	Messilla Valley Bcstg. Co. Inc. P. O. Box 832 205	Frank E. Cooke, Gen. & Coml. Mgr.	Fred M. Hall, Prod. Mgr. & Chief Engr. World AP
SAN VEGAS	KFUN 1942	1230 250	Southwest Bcstrs Inc. P.O. Box 710 12	ABC Zia	E. N. Thwaites, Pres. & Gen. Mgr. Ken Randolph, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr. Cole Standard World UP
ATON	KRTN (Construction permit)	1490 250	Southwest Bcstrs Inc. Box 710, Las Vegas, Nev.	E. N. Thwaites, Pres. & Gen. Mgr.	
OSWELL	KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS	W. E. Whitmore, Pres. & Gen. Mgr. George F. Roberts, Coml. & Prom. Mgr.	Hallie Blymiller, Prog. Dir. Melvin Unger, Chief Engr. MacGregor Lang-Worth UP
OSWELL	KSWS 1947	1230 250	McEvoy Bcstg. Co. Radio Center 2400	Paul B. McEvoy, Pres. John A. McBoyle, Gen. Mgr. & V. P. M. J. Montgomery, Coml. Mgr.	George R. Walsh, Prog. Dir. Ray R. Summersgill, Chief Engr. Capitol Thesaurus AP
ANTAFERRIS	KTRC 1947	1400 250	The New Mexico Publishing Co.	ABC		
ANTAFERRIS	KVSP 1936	1260 1,000	New Mexico Bcstg. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. & Coml. Mgr.	Ann Clerk, Prog. Dir., & Prom. Mgr. Newman L. Keys, Chief Engr. T-H-S Associated World AP, UP
ELVER CITY	KSIL 1947	1340 250	Dorrance D. Roderick 17th & Cactus St. 612	CBS South-west	Dorrance D. Roderick, Pres. Carl Dunbar, Gen. Mgr. Harold T. Welsh, Prog. & Sales Dir.	Gladman W. Upchurch, Chief Engr. Standard AP
UCUMCARI	KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS KBS	R. B. McAllister } Partners Pryde E. Hale } Grady Maples } Gen., Prog. & Prom. Mgr.	J. Paul Aley, Coml. Mgr. Jack W. Todd, Chief Engr. Lang-Worth AP, UP

NEW YORK

ALBANY	WABY 1930	1400 250	The Adirondack Broad-casting Co. Radio Center	Russell B. Wilde, Gen. Mgr. Charles Bell Jr., Coml. Mgr.	McKinney Standard
ALBANY 1	WOKO 1924	1460 1,000-LS 500-N CP-5,000-U	Governor Dongan Broad-casting Corp. 100 State St. 3-6638	ABC	Col. Jim Healey, Pres. & Gen. Mgr.	
ALBANY	WPTR (Construction permit)	1540 10,000	Patroon Bcstg. Co., Inc. 1 Elk St.		
ALBANY 7	WROW 1947	590 5,000-LS 1,000-N	Hudson Valley Bcstg. Co. 112 State St. 3-4320	MBS	Dr. John J. Quinlan, Pres. Harry L. Goldman, Exec. Vice-Pres. Hyman Abrams, Vice-Pres. Hyman Rosenblum, Secy.-Treas.	W. S. Clark, Coml. Mgr. Johnny Lee, Prog. Dir. Keran Markey, Prom. Mgr. Charles R. Heisler, Chief Engr. Avery-Knodel World UP
ALBANY	WRWR 1948	850 10,000	Champlain Valley Broad-casting Corp. First Trust Bldg. 6-7676	ABC 1	Stephen R. Rintoul, Pres. Harold H. Meyer, Gen. Mgr.	Arthur Schoenfuss, Chief Engr. Katz
AMSTERDAM	WCSS (Construction permit)	1490 250	Community Service Broadcasting Corp. 119 Stewart St.		
AUBURN	WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 433	MBS KBS	William O. Dapping, Pres. Frederick L. Keesee, Gen. & Coml. Mgr.	Kathleen Crouch, Prog. Dir. Robert B. Morgan, Prom. Mgr. Herbert House, Chief Engr. Clark Thesaurus SESAC AP

When it goes on the air WRWR Albany becomes the ABC outlet in that city.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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NEW YORK (Continued)

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BATAVIA	WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, Pres. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	J. Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callander, Chief Engr.	Wood & Coltz Capitol AP
BINGHAMTON	WINR 1946	1490 250	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, V. P.	Charles Bishara, Prog. Mgr. Shirley Wilson, Prom. Mgr. A. A. Kelley, Chief Engr.	Headley-Reed Standard AP
BINGHAMTON	WKOP 1947	750 1,000-D	The Binghamton Broad- casters Inc. 34 Chenango St. 2-3437	MBS	Andrew Jarema, Pres. & Gen. Mgr. Samuel Kirkland, Coml. Mgr.	Robert Keefe, Prog. Dir. & Prom. Mgr. Charles Hallinan, Chief Engr.	Burn-Smith World
BINGHAMTON	WNEF 1928	1290 5,000	Clark Associates Inc. Box 48 2-3461	CBS	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	E. Ray McCloskey, Prom. Mgr. Lester N. Gilbert, Chief Engr.	Bolling Capitol Standard UP
BROOKLYN 2	*WBBR 1924	1330 1,000 CP-5,000	Watch Tower Bible & Tract. Soc. Inc. 1111 Woodrow Road, Staten Island Honeywood 6-1379	M. A. Howlett, Gen. Mgr.	A. K. Wagner, Prog. Dir. R. H. Lefler, Chief Engr.	INS
BUFFALO	WBEN 1930	930 5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres. & Owner A. H. Kirchhofer, Vice-Pres. C. Robert Thompson, Sta- tion Dir. Frank W. Kelly, Coml. Mgr	George Torge, Prog. Dir. Joseph Haefner, Prom. Mgr. Ralph Kingsley, Chief Engr.	Petry Lang-Worth Standard Thesaurus AP, UP, INS
BUFFALO 3	WBNY 1935	1400 250	Roy L. Albertson 483 Main St. Madison 4000	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Carl J. Spavento, Prog. Dir. Robert A. Wallace, Prom. Mgr. Thomas L. Vines, Chief Engr.	Young Associated Lang-Worth AP, UP, INS
BUFFALO 2	WEER 1924	970 5,000	WEER Inc. 23 North St. Lincoln 7133	MBS	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr.	Clare Allen, Prog. Dir. William Schweitzer, Prom. Mgr. Frank Ridgeway, Chief Engr.	Wced Lang-Worth Standard AP, INS Reuters
BUFFALO 3	WKBW 1925	1520 50,000	Broadcasting Foundation Inc. Rand Bldg. Washington 3100	ABC	Dr. Clinton H. Churchlll, Pres. Arthur Simon, V.P. & Gen. Mgr. Richard H. Ullman, Dir. of Sales	Lillian Kirk, Prom. Mgr. Karl B. Hoffman, Chief Engr.	Avery-Knode World UP
BUFFALO 3	WGR 1922	550 5,000	WGR Broadcasting Corp. Rand Bldg. Washington 3100	CBS	Leo J. Fitzpatrick, Chm. of Board I. E. Lounsbury, Pres. & Gen. Mgr. N. Cohen, Coml. Mgr.	R. J. Strigl, Prog. Dir. Ross MacPherson, Prom. Mgr. K. B. Hoffman, Chief Engr.	Free & Peter SESAC World UP
COBLESKILL	WCSR (Construction permit)	1420 1,000-D	Schoharie County Com- munity Service Broad- casting Corp. 44 Main St.			
CORTLAND	WKRT 1947	920 1,000-D	Cortland Bcstg. Co. 14 Groton Ave. 2707	Geraid Mayer, Pres. & Gen. Mgr. Ernst Greup, Coml. & Prom. Mgr.	William Hall, Prog. Dir. Elizabeth Sweetland, Prod. Dir. Herbert Pascalar, Chief Engr.	McGillvra Associated UP
ELMIRA	WELM 1947	1400 250	J. Robert Meachem 222 Market St. 2-1400	ABC	J. Robert Meachem, Owner & Mgr. J. Forman Meachem, Bus. Mgr. Claude Snyder, Coml. & Prom. Mgr.	Preston L. Tappin, Prog. Dir. Theodore M. Duay, Chief Engr.	Walker Thesaurus AP
ELMIRA	WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS NBC	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. Mgr. Ted Hodge, Prod. Mgr.	Bernard C. Hargreaves, Pub- lic Service Dir. Thurlow A. Greene, Chief Engr.	McKinney Lang-Worth World UP
ENDICOTT	WENE 1946	1450 250	Empire Newspapers—Ra- dio Inc. 909 E. Main St. 3200	ABC	James H. Ottaway, Pres. Byron E. French, Gen. Mgr. Stephen W. Ryder, Asst. Mgr.	William E. Lundquest, Coml. Mgr. Harold Graves, Prog. Dir. J. Harold Merchant, Chief Engr.	Walker Capitol Thesaurus AP
FREEMPORT	WGGB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-2418	Harry H. Carman, Owner		
GENEVA	WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savngs Bldg. 2009	MBS	M. R. Forman, Pres. Thomas L. Brown, V.-P. & Gen. Mgr. Lloyd B. Gibson, Sales Mgr.	Robert S. Kieve, Prog. Dir. & Prom. Mgr. R. Carleton Greene, Chief Engr.	World AP
GLENS FALLS	WGLN 1947	1230 100	Glens Falls Publicity Corp. 13 Warren St. 2-1230	ABC	Earl C. Pace, Sales & Gen. Mgr. Carl W. Mattison, Prod. Mgr.	E. M. Frink, Coml. Mgr. Richard Weld, Prog. Dir.	Wood & Colton Thesaurus AP
GLENS FALLS	WWSC 1946	1450 250	Great Northern Radio Inc. 11 South St. 2-6518	MBS KBS	Martin Karl, Pres. & Gen. Mgr. John H. Bennett, Coml. Mgr.	Robert Gifford, Prog. Dir. Kent E. Jones, Prom. Mgr. Joseph Thomas, Chief Engr.	World UP



Put a star on WGR when you list the nation's top stations for 1948. One year of new ownership* has scored new highs in audience ratings, new highs in results for advertisers on this Columbia basic outlet . . . Buffalo's *first* station.

* Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry



Broadcasting Corporation

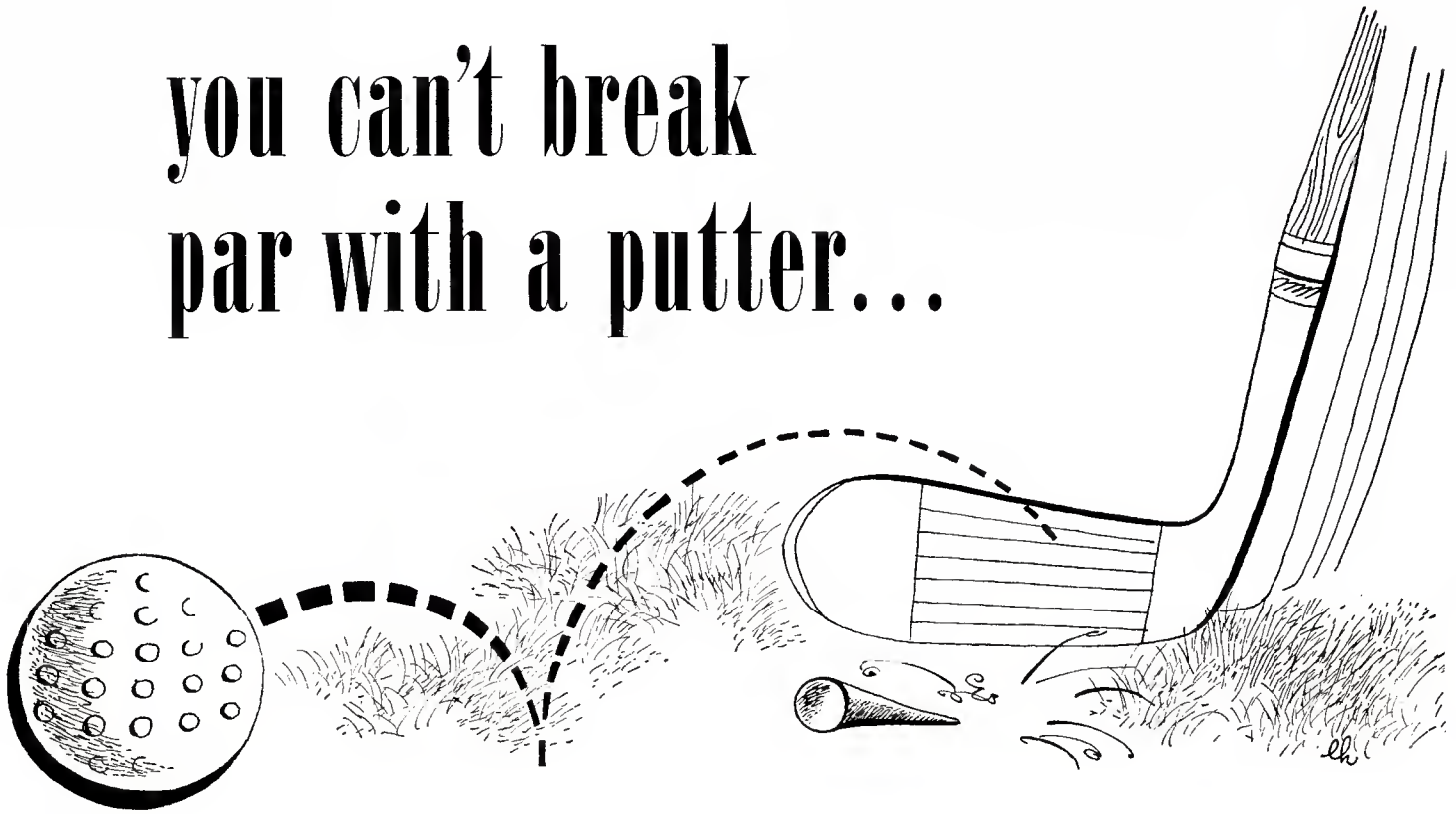
RAND BUILDING, BUFFALO, NEW YORK

National Representatives: Free & Peters, Inc.

BROADCASTING • Telecasting

1948 Yearbook Number • Page 171

you can't break par with a putter...



Sure a putter is important when you get up close—but it's not much good off the tee or on the fairway. You can't go 18 holes with a club that's only good on the greens.

Radio selling is pretty much the same way.

Take Syracuse, for example. Other stations in this fast-growing city are pitched for a short roll toward the cup, but *only WSYR* drives out over a surrounding fairway of 23 BMB counties as well. Central New York State—with 40% of the New York farms and 11 major cities—is a long course, five times as big as Syracuse itself.

Bunch all this ground into one WSYR-accessible market and you've got a billion and a half spendable dollars. That's more than Milwaukee, or Pittsburgh, or Seattle. And WSYR—the only NBC outlet in the area—takes first place with the most listeners (and most local advertisers) in poll after poll.

If you want to know how to be 5-up over your competitors with these million and a quarter families who bought almost a billion dollars worth of retail goods in 1946, you can get a scorecard from us or Headley-Reed.



"A Quarter Century of Service"

570 kc.—5000 watts

NBC in Central New York

Represented by Headley-Reed

WRUN
UTICA-ROME, N.Y.
1150 Kc

5 Kw Day • 1 Kw Night

BEAMED TO 40 MILES
OF MOHAWK VALLEY
MAIN STREET

THE *only*
ABC STATION
between
ALBANY and SYRACUSE
WRUN

ASK

Avery-Knodel,

ABOUT

WRUN

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NEW YORK (Continued)

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GLOVERSVILLE	WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-900	CBS, MBS	George F. Bissell, Pres. Dale Robertson, Gen. Mgr.	Thesaurus AP	
HEMPSTEAD	WHLI 1947	1100 250-D	FM Broadcasting Corp. 245 Baldwin Road 7897	EHas I. Godofsky, Pres. & Gen. Mgr. Paul Godofsky, Station Mgr. & Exec. V.-P. Joseph A. Lenn, V.-P. & Sales Mgr.	Clifford Evans, V.-P. & Dir of Pub. Affairs Rhoda Cantor, Prod. Dir. Frank E. Knaack, V.-P. & Tech. Dir.	Associated World UP
HUDSON	WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 1167	Robert P. Strakos } John F. Kearney } Partners John F. Kearney, Gen. Mgr. Robert P. Strakos, Coml. Mgr.	Paul Baron, Prog. Dir. Michael Tackach, Chief Engr.	Capitol World UP
ITHACA	WHCU 1921	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr.	Joseph A. Short, Prog. Dir. Theodore T. Howes, Prom. Mgr. True McLean, Chief Engr.	Lang-Worth World UP
JAMESTOWN	WJOC 1947	1470 1,000-D	Alr Waves Inc. 415 W. Fourth St. 5-108	Harry E. Layman, Gen. & Coml. Mgr. John R. Thomas, Prog. Dir.	Robert L. Blalock, Chief Engr.	Capitol AP
JAMESTOWN	WJTN 1936	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7151	ABC	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. & Coml. Mgr.	Jean Slade, Prom. Mgr. Harold J. Kratzert, Chief Engr.	Rambeau Standard World UP
KENMORE 17	WNYB 1948	1080 1,000-D	Edwin R. Sanders & Thaddeus Podblelnak Kenmore	Partnership Thaddeus Podblelnak, Gen. Mgr.	Edwin R. Sanders, Chief Engr.	Associated AP
KINGSTON	WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Lou Steketee, Gen. Mgr.	Dick McCarthy, Prog. Dir. Herbert Inman, Chief Engr.	McGillvra Thesaurus UP
LACKAWANNA 18	WWOL 1947	1120 1,000-D	Leon Wyszatycki 692 Ridge Road Woodlawn 8200	Leon Wyszatycki, Pres. Benno Rosenheimer, Coml. Mgr.	Stanley Jasinski, Prog. Dir. Howard A. Seyse, Chief Engr.	Standard UP
LIBERTY	WVOS 1947	1240 250	Sullivan County Bcstg. Co. Liberty 1680	David A. Kyle, Pres. Art Cooper, Gen. & Coml. Mgr.	Eric Fields, Prog. Dir. Merrill Grossman, Prom. Mgr. Bernard Bell, Chief Engr.	Associated UP
MALONE	WICY 1946	1490 250	North County Bcstg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackey, Prod. Mgr. Ralph M. Cardinal, Coml. Mgr.	Peggy Reisdorf, Prog. Dir. Bernard B. Reisdorf, Chief Engr.	World UP
MASSENA	WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas McHugh, Coml. & Station Mgr.	Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Weed Associated SESAC UP
MIDDLETOWN	WALL 1942	1340 250	Community Bcstg. Corp. 14 South St. 3119	MBS KBS	John Morgan Davis, Pres. Martin N. Oebbecke, Gen. Mgr.	George F. Shepard, Prog. Dir.	AP
MIDDLETOWN	WMDL (Construction permit)	1400 100	Ernest H. Warnock 122 West Main St.			
NEWBURGH	WGNY 1933	1220 1,000-D	WGNY Bcstg. Co. Inc. 161 Broadway 4600	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard UP
NEW YORK 51	WBNX 1927	1380 5,000 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell, Pres. Wm. I. Moore, Vice-Pres. & Gen. Mgr.	Edward Eryln, Prod. Mgr. Frank Johnson, Prog. Dir. A. L. Solbrig, Chief. Engr.	ForJoe SESAC Standard AP
NEW YORK	WCBS 1924	880 50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	William S. Paley (CBS), Ch. of Bd. Frank Stanton (CBS), Pres. Arthur Hull Hayes, Gen. Mgr. Don Miller, Sales Mgr.	G. Richard Swift, Asst. Gen. Mgr. William Elwell, Mgr. Prod. Oprtns. Jules Dundes, Adv. & Sales Prom. Mgr. Henry Grossman, Chief Engr.	Radio Sales Associated Lang-Worth AP, UP, INS
NEW YORK 19	WEVD 1927	1330 5,000 ST-WBBR, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held, Ch. of Bd. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	AP
NEW YORK 19	WHN 1922	1050 50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettet, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebhar Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert G. Patt, Dir. of Adv. & Prom. Paul Fuelling, Chief Engr.	Associated AP, UP



EGAD NO! WVET HAS NO STUFFED SHIRT DEPT.

All we have is what it takes to help you lick the be-whoosis out of competition!

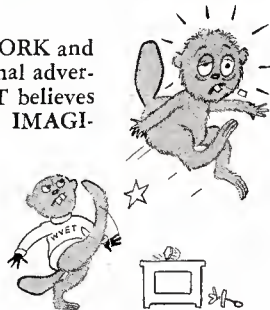


EAGER-BEAVER DEPT:

Some people think the way to run a radio station is to sit on their fannies. Frankly we don't. Not in a hot-profit spot like Rochester, New York!

WVET knows it takes extra LEGWORK and ELBOW-GREASE to put any national advertiser ahead of competition. WVET believes it takes extra BRAINWORK and IMAGINATION to keep him there.

This 5000 watt Basic Mutual Station is staffed and equipped to do both jobs. There are no cases of Fanny Fatigue at WVET.



PIKE'S-PEAK-OR-BUST DEPT:

Whether your problem is one of slow returns, a drooping Hooper or inadequate distribution, WVET has but one platform: (And it's a dilly!) FAST ACTION—not alibis. RESULTS—not half-baked campaign promises. SERVICE tailored to fit your product, your problems, your markets, your competition. None of this cut-and-dried, rubber-stamp stuff that passes for service.

EAR-TO-GROUND DEPT:

We've been talking about all the dandy things WVET can do. Here's something we can't do . . . bring you the best in Radio from Rochester alone. SO—to help you cash in on latest developments and beat the ears off competition—WVET maintains a New York office. We're the ONLY—yep, the ONLY—Rochester station that does. And it's right smack in the heart of the radio "empire." 30 Rockefeller Plaza is the address. Suite 3116. C'mon up!



EXPECTANT-SPONSOR DEPT:

Walking in circles looking for world-shaking, sales-making ideas? Going nuts trying to find talent to fit your budget or vice versa? Whatever your No. 1 problem, WVET will come up with a Bell-Ringer. (Cash register bell, that is!)

. . . And if it's the works you want, YOU'LL GET 'EM. Everything from new, skilfully developed ideas to expert casting, directing, producing and testing shows. All this plus WVET's Complete Advertising and Merchandising Service-of-the-Air!



FACTS-OF-LIFE DEPT:

Cost-cutting is another VERY SPECIAL service on WVET. We got our basic training—46 years of it—on national networks, major stations and in 4-A agencies . . . believe we can show you how to get better returns at lower cost without impairing the quality of your radio advertising and entertainment.

So if you've got a problem, why not wig-wag WVET's 38 Eager Beavers today for some of that fast-action WVET Service you've been hearing so much about!

VETERANS BROADCASTING COMPANY, INC.
204 Granite Bldg., Rochester 4, New York

WVET

ROCHESTER, NEW YORK

BASIC MUTUAL STATION

5000 WATTS

1280 KC

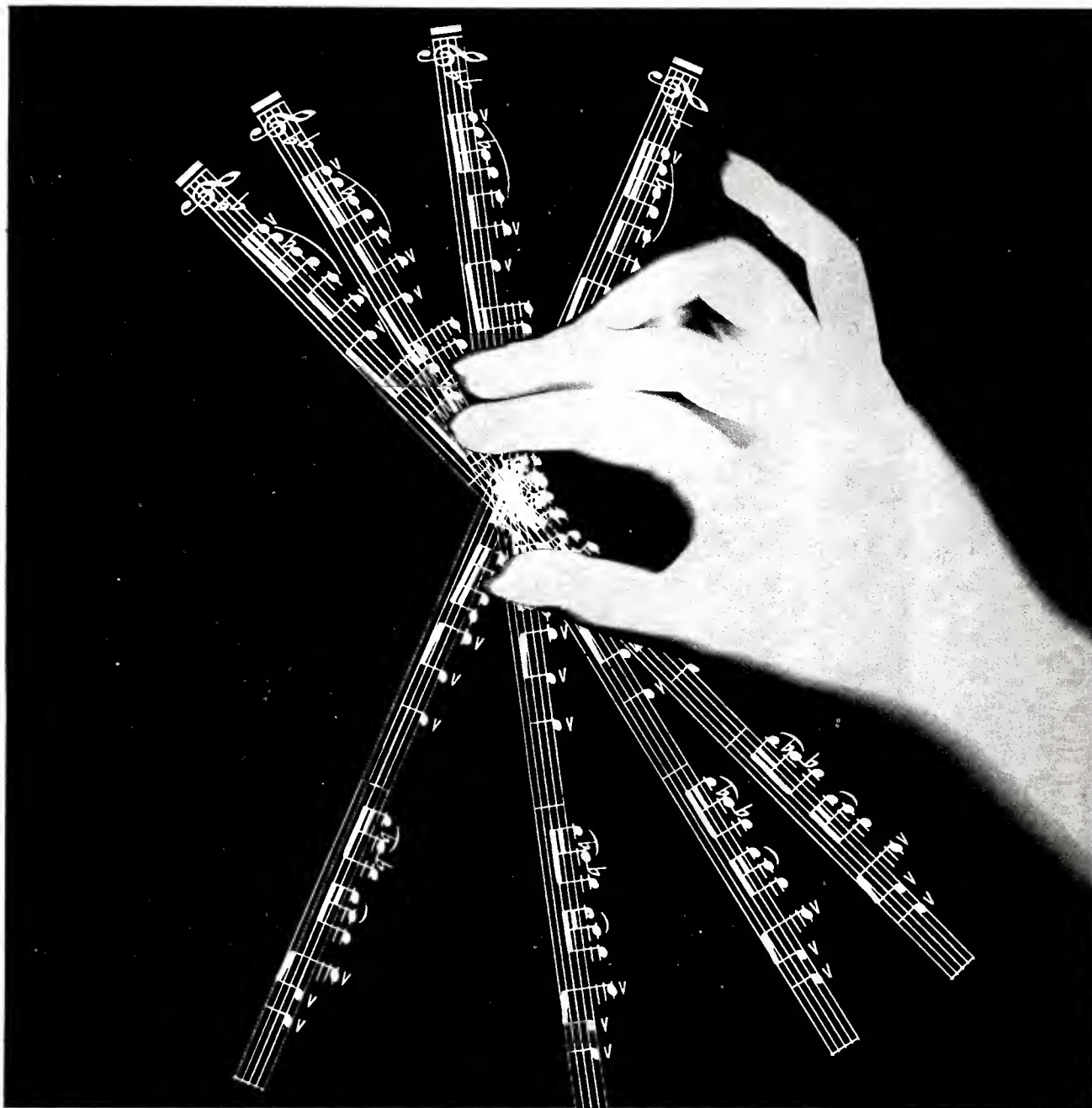
NATIONALLY REPRESENTED BY WEED AND COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK (Continued)

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NEW YORK 19	WHOM 1925	1480 1,000-LS 500-N	Atlantic Bcstg. Co. Inc. 29 W. 57th St. Plaza 3-4204	Generoso Pope, Pres. Fortune Pope, Gen. Mgr. Ralph Nardella, Exec. Assist. Chg. of Sales	Charles Baltin, Assist. Mgr. Ralph Constantino, Prod. Mgr. Paul Lee, Chief Engr.	UP
NEW YORK 18	WINS 1932	1010 50,000-LS 10,000-N CP-50,000-U	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	James D. Shouse, Pres. Eldon A. Park, Gen. Mgr. Wilnot Losee, Coml. Mgr.	Jerry Danzig, Prog. Dir. Marion Annenberg, Prom. Mgr. Paul VonKunitz, Chief Engr.	Standard World AP, UP, INS
NEW YORK 20	WJZ 1921	770 50,000	American Bcstg. Co. 33 W. 42nd St. Wisconsin 7-1737	ABC	Edward J. Noble (ABC), Ch. of Bd. Mark Woods (ABC), Pres. Murray B. Grabhorn, Gen. Mgr. Chick Doty, Sales Mgr.	John Hade, Prog. Dir. Walter B. Dunn, Prom. Mgr. George Milne, Chief Engr.	ABC Spot AP, UP, INS
NEW YORK 16	WLIB 1942	1190 1,000 L-WOVO	WLIB Inc. 207 E. 30th St. Murray Hill 3-6903	Dorothy S. Thackrey, Pres.	Don Martin, Prog. Dir. Sam Eiefert, Prom. Mgr. Logan Louis Thompson, Chief Engr.	Associated AP, UP
NEW YORK 19	WMCA 1925	570 5,000	WMCA Inc. 1657 Broadway Circle 6-2200	Nathan Straus, Pres. Herman M. Stein, Treas. Charles Stark, Gen. Mgr. Herman Bess, Coml. Mgr.	Joseph Gottlieb Prog. Dir. Joseph Klarman, Prom. Mgr. Pierre C. Verseput, Chief Engr.	Free & Peters AP
NEW YORK 20	WNBC 1922	660 50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell (NBC), Pres. James M. Gaines, Gen. Mgr. Thomas B. McFadden, Assist. Mgr. William O. Tilenus, Sales Mgr.	deLancy L. Provost, Prog. Dir. Charles Philips, Prom. Mgr. F. A. Wankel, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
NEW YORK 17	WNEW 1934	1130 10,000	Greater New York Broad- casting Corp. 565 Fifth Ave. Plaza 3-3300	Bernice Judis, Gen. Mgr. Ira Herbert, Coml. Mgr.	Ted Cott, Prog. Dir. John V. B. Sullivan, Prom. Mgr. M. J. Weiner, Chief Engr.	Lang-Worth AP
NEW YORK 7	*WNYC 1924	830 1,000-LS 1,000-N-L L-WCCO	City of New York Municipal Bldg. Worth 2-5500	William O'Dwyer, Mayor, New York Seymour N. Siegel, Gen. Mgr. John DeProspro, Exec. Officer	Lillian Supove, Prom. Mgr. William Pitkin, Chief Engr.	Associated AP, UP
NEW YORK 18	WOR 1922	710 50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, Pres. Rufus C. Maddux, V.P. in Charge of Sales. Eugene S. Thomas, Sales Mgr.	Joseph Creamer, Prom. Mgr. J. E. Poppele, V.P. & Chief Engr.	Associated AP, UP, INS
NEW YORK 19	WOV 1926	1230 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova, Chief Owner Harry D. Henshel, Pres. Ralph N. Weil, Gen. Mgr.	Arnold B. Hartley, Prog. Dir. C. Carroll Forbes, Prom. Mgr. Hillis Holt, Chief Engr.	Pearson Standard AP
NEW YORK 19	WQXR 1934	1560 10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	A. H. Sulzberger, Ch. of Bd. Julius Ochs Adler, Vice- Chairman John V. L. Hogan, Pres. Elliott M. Sanger, Exec. V.P.	Hugh K. Bolce, V.P., Sales Eleanor N. Sanger, Prog. Dir. Eleanor P. Hurley, Publ. Dir. Norman S. McGee, Dir. of Sales Russell D. Valentine, Chief Engr.	Raymer Associated World
NEW YORK (Woodside)	WWRL 1936	1600 250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside Newtown 9-3300	William H. Reuman, Pres. & Gen. Mgr. Edith Dick, Station Mgr.	Fred Barr, Prog. Dir. Walter Kaner, Prom. Mgr. Vincent Losgar, Chief Engr.	Clark Associated Standard AP
NIAGARA FALLS ...	WHLD 1940	1290 1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	Headley-Read Associated Lang-Worth SESAC Standard World UP
NIAGARA FALLS ...	WJLU 1947	1440 1,000-D	John J. Laux Elks Bldg.	John J. Laux, Owner Robert F. Kliment, Gen. & Coml Mgr.	Kay Balfé, Prog. Dir. & Prom. Mgr. Frank Harr, Chief Engr.	McGillvra Lang-Worth UP
OGDENSBURG	WSLB 1940	1400 250	St. Lawrence Bcstg. Co. Ogdensburg 500	MBS KBS	Joseph R. Brandy, Pres. Harold J. Frank Secy.-Treas.	Hal Gilmon, Prog. Dir. & Prom. Mgr. Ray Lafferty, Chief Engr.	Walker Cole Standard UP
OLEAN	WHDL 1936	1450 250	WHDL Inc. Exchange Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. J. E. Henzel, Gen. Mgr. J. K. Eade, Coml. Mgr.	R. Neno, Prog. Dir. L. Greich, Prom. Mgr. J. Atherton, Chief Engr.	McKinney Associated UP
ONEONTA	WDOS (Construction permit)	1400 250	Oneonta Star Inc. 1214 Broad St. 2300	MBS	James H. Ottaway, Pres. Eugene J. Brown, Gen. Mgr. Walton Deming, Coml. Mgr.	Stephen Ryder, Prog. Dir. Hardd Merchant, Chief Engr.	Walker AP
ONEONTA	WONO (Construction permit)	1110 250-D	Oneonta Bcstg. Co. 285 River St.	John Nazak & Joanne May Levko—partners		
OYSTER BAY	WKBS (Construction permit)	1520 250-D	Eastern Bcstg. Co.			



FINE MUSIC AT THEIR FINGERTIPS The flick of a switch . . . a world of fine music at the fingertips of more than half a million families listening habitually to "New York's Most Beloved Radio Station." Because they tune to WQXR-WQXQ so faithfully, no other station can reach them as often. More and more advertisers, eager to reach the heart of New York's purchasing power, are turning to WQXR-WQXQ because its audience is pre-selected . . . above-average in income . . . discriminating in taste . . . loyal to advertisers who bring them the music they love. For greater sales, use WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.

WQXR

and FM Station WQXQ

Radio Stations of The New York Times

BROADCASTING • Telecasting

1948 Yearbook Number • Page 177



WRNY

680
ON THE DIAL
IN
ROCHESTER

In its first year of operation, WRNY has won a very special place in public affection in this rich Western New York area as THE "news-music-sports" station. Such listener preference makes WRNY time commitments exceptionally resultful.

P. S. All WRNY programs are broadcast simultaneously over WRNY-FM—Rochester's most powerful FM station.

WRNY MONROE BROADCASTING CO., INC. **WRNY-FM**
191 EAST AVE., ROCHESTER 4, N. Y.



WFBL

—the Greatest Selling Power
in SYRACUSE and Central New York!

BASIC—CBS

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over WFBL in SYRACUSE!

✓ Check these WFBL
AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios of Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mon. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E**	█	█	█	█	█	█

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Haaper Winter-Spring Report . . . December through April.

**Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives
BASIC MEMBER CBS 5000 Watts

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

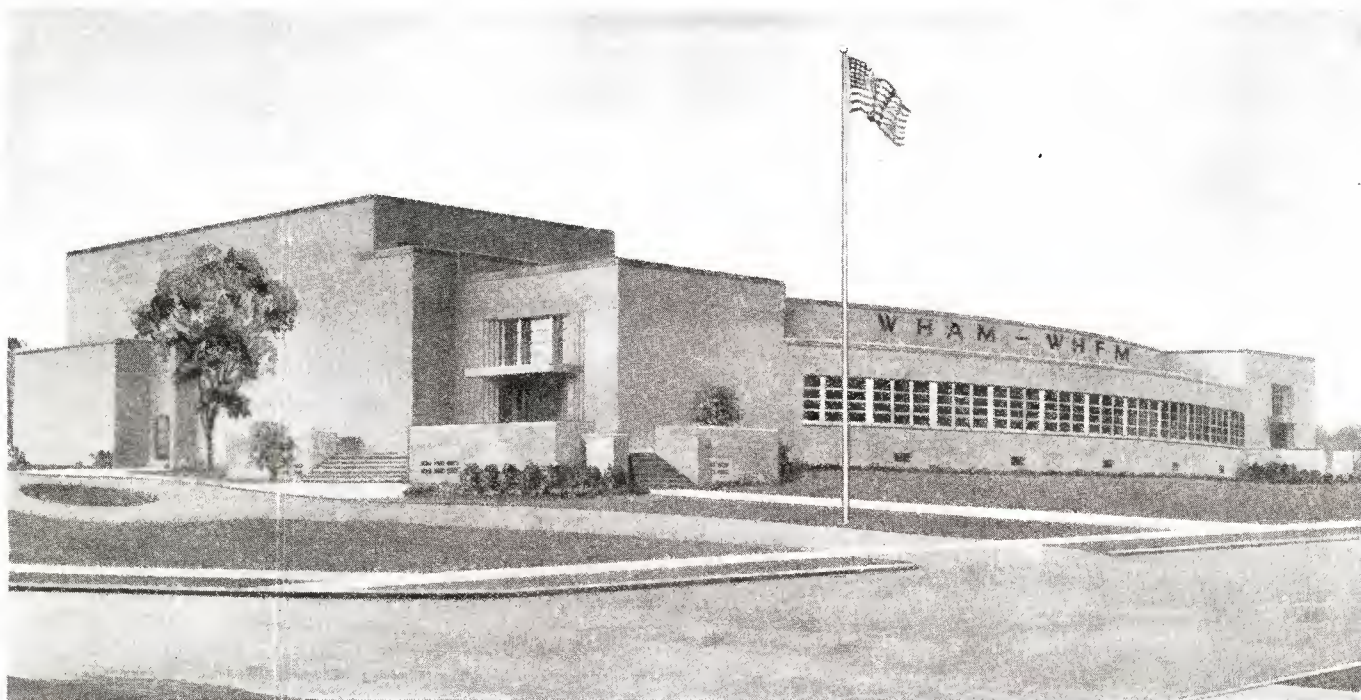
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PLATTSBURG	WMFF 1935	1340; CP-960 250; CP-1,000	Plattsburg Bestg. Corp. Radio Centre 1600	ABC KBS	George F. Bissell, Pres. & Gen. Mgr. Joel H. Scheeler, Coml. Mgr.	John Lawrence, Prog. Dir. Edward Gagnon, Chief Engr., Prom. & Bus. Mgr.	McGillvra Thesaurus UP
POUGHKEEPSIE	WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Square 6800	ABC	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. H. C. Watson, Coml. Mgr.	Richard F. Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard AP
ROCHESTER 4	WARC 1947	950 1,000	WARC Inc. Sheraton Hotel Main 6134	ABC	S. W. Townsend, Pres. & Gen. Mgr. Harland M. Evans, Coml. Mgr.	Fredrick L. Essex, Prog. Dir. Hav' Nash, Prom. Mgr. Robert S. Emch, Chief Engr.	Katz Associated AP
ROCHESTER 4	WHAM 1922	1180 50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	William A. Fay, Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles W. Siverson, Prog. Dir. Arthur W. Kelly, Prom. Mgr. Kenneth Gardner, Chief Engr.	Hollingbery Standard Thesaurus World UP
ROCHESTER 4	WHEC 1925	1460 5,000	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett, Pres. Clarence Wheeler, Exec. V.P. Gunnar O. Wiig, Gen. Mgr. LeMoine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Lowell MacMillan, Prod. Mgr. Bernard C. O'Brien, Chief Engr.	McKinney Associated MacGregor Standard AP
ROCHESTER 4	WRNY 1947	680 250-D	Monroe Bestg. Co. 191 East Ave. Main 7533	George B. Kelly, Pres., Gen. & Coml. Mgr.	Add Penfield, Prog. Dir. Feix Bonvouloir, Chief Engr.	Young AP
ROCHESTER 4	WSAY 1936	1370 1,000 CP-5,000	Federal Broadcasting System Inc. Taylor Bldg. Stone 0702	Gordon P. Brown, Pres. & Gen. Mgr. John D. Kelly, Coml. Mgr.	George LiButti, Prog. Dir. Gordon P. Brown, Chief Engr.	Walker McGillvra INS
ROCHESTER 4	WVET 1947	1280 5,000	Veterans Bestg. Co. Granite Bldg. Stone 0990	MBS	William B. Maillefert, Pres. & Gen. Mgr. John S. Houseknecht, Coml. Mgr.	Coleman Scott, Prog. Dir. Harry W. Bennett Jr., Prom. Mgr. Ervin F. Lyke, Chief Engr.	Weed Capitol UP
ROME	WKAL 1946	1450 250	Copper City Bestg. Corp. Capitol Theatre Bldg. 3616	MBS	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George L. Cramer, Coml. & Prom. Mgr.	Daniel Fusco, Prog. Dir. Deforest T. Layton Jr., Chief Engr.	Cooke Lang-Worth UP
SARANAC LAKE	WNBZ 1938	1450 250	Upstate Bestg. Co. 88 Main St. 1320	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jacques DeMattos, Coml. Mgr.	Kerroll Kunz, Prog. Dir. Robert Myles Jr., Prom. Mgr. H. Berwyn Williams, Chief Engr.	Clark Thesaurus AP
SCHENECTADY 5	WGY 1922	810 50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, V.P. & Mgr. of Broadcasting B. J. Rowan, Assist. Mgr. G. Emerson Markham, Sta- tion Mgr.	A. G. MacDonald, Supvr. Station Sales & Prom. Caleb Paine, Supvr. of Prog. W. J. Purcell, Chief Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7	WSNY 1942	1240 250	Western Gateway Broad- casting Corp. 619 State St. 3-3622	W. P. Leighton, Pres. George R. Nelson, Gen. Mgr. Ceil Woodland, Coml. Mgr.	Edward F. Flynn, Prog. Dir. Robert S. Cragin, Prom. Mgr. Irving Beck, Chief Engr.	Lang-Worth Standard AP
SYRACUSE 2	WAGE 1941	620 1,000; CP-5,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. William T. Lane, Gen. Mgr. Aaron Beckwith, Coml. Mgr.	Gordon Alderman, Prog. Dir. Charles W. Brannen, Chief Engr.	Petry Standard Thesaurus AP
SYRACUSE 2	WFBL 1924	1390 5,000	Onondaga Radio Broad- casting Corp. Hotel Onondaga	CBS	O. F. Soule, Pres. C. F. Phillips, V.P. & Coml. Mgr.	S. Woodworth, V.P. & Gen. Mgr.	Free & Peters World UP
SYRACUSE 2	WNDR 1947	1260 5,000	Syracuse Bestg. Corp. 306 S. Salina St. 2-6101	MBS	T. Frank Dolan, Pres. Al Goodwin Jr., Gen. & Coml. Mgr.	Ralph Freeman, Prog. Dir. Pat Farrell, Prom. Mgr. Charles Just, Chief Engr.	Raymer Associated Lang-Worth SESAC AP
SYRACUSE 2	WOLF 1940	1490 250	Civic Bestg. Corp. Onondaga Hotel 2-7211	T. S. Marshall, Pres. & Gen. Mgr. Daniel Dwyer, Coml. Mgr.	Hamilton Woodie, Prog. Dir. James J. Cooligan, Prom. Mgr. Tom Crimmins, Chief Engr.	Walker Cole Standard AP
SYRACUSE 2	WSYR 1922	570 5,000	Central N. Y. Broadcast- ing Corp. Syracuse Kemper Bldg. 3-7111	NBC	Harry C. Wilder, Pres. Mark S. Wilder, V. P. N. L. Kidd, Treas. E. R. Vadeboncoeur, V. P.	W. R. Alford Jr., Coml. Mgr. Bill Rothrum, Prog. Dir. Al Gillen, Prom. Mgr. G. Armand Belle Isle, Chief Engr.	Headley-Reed Associated Lang-Worth UP
TROY	WHAZ 1922	1330 1,000 ST-WBBR, WEVD	Rensselaer Polytechnic Institute			
TROY	WTRY 1940	980 5,000	Troy Bestg. Co. Inc. 92 Fourth St. 2100	CBS	H. C. Wilder, Pres. Wm. A. Rippe, Gen. Mgr. Woodbury Carter, Assist. Mgr. John W. Sutphen, Coml. Mgr.	H. H. Sharpe, Prog. Dir. James Baker, Prom. Mgr. A. H. Chismark, Chief Engr.	Headley-Reed Kettel-Carter Associated Lang-Worth UP

WHAM *tops*

THEM ALL WITH
ROCHESTER RADIO CITY....

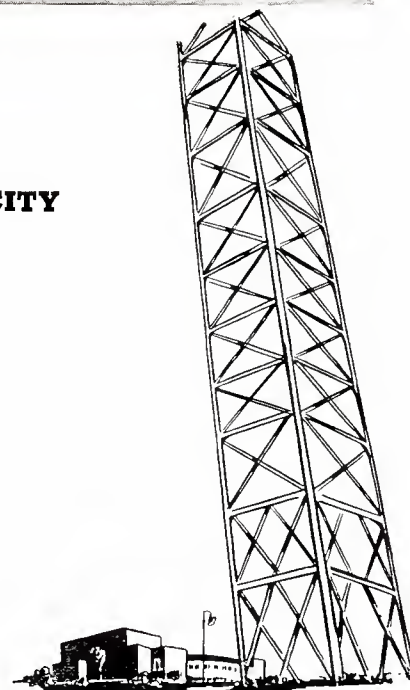


New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience-participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



W H A M

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
UTICA	WFRB (Construction permit)	900 1,000-D	Richard H. Balch 20 Whiteboro St.	Richard H. Balch, Owner		
UTICA	WGAT 1946	1100 250-D	Central Bcstg. Co. Mayro Bldg. 2-9231	ABC	J. Eric Williams, Chief Owner Richard T. Moore, Prog. Dir.	Roland L. Fowler, Prom. Mgr. Robert N. Blair, Chief Engr. Radio Advertising AP	
UTICA 2	WIBX 1925	1230; CP-950 250; CP-5,000	WIBX Inc. First Bank Bldg. 2-2101	CBS	Margaret P. Bowen, Pres. & Gen. Mgr. Helen Wood, Asst. to Pres. Nathan W. Cook, Coml. & Prom. Mgr.	Elliott A. Stewart, Prog. Dir. John T. Dowdell, Chief Engr. Wood & Colton World UP, INS	
UTICA	WRUN 1947	1150 5,000-LS 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC	B. C. Barnard, Pres. Fritz S. Updike, Gen. Mgr.	Stewart Spencer, Prog. Dir. Richard A. Clark, Prom. Mgr. Warren E. McDowell, Chief Engr. Avery-Knodel Associated Thesaurus AP	
WATERTOWN	WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, Pres. & Gen. Mgr. Hugh L. Cosline Jr., Prog. Mgr.	Donald Schryver J. Fred Sprague } James Billingsley } Co-Chief Engr.	Wood & Colton Standard AP
WATERTOWN	WWNY 1941	790 1,000	The Brockway Co. Watertown 4120	CBS	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. & Coml. Mgr. Earl R. Kelly, Station Mgr.	James W. Higgins, Prog. Dir. Glenn S. Douli, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed Associated SESAC World UP
WHITE PLAINS	WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Valentine E. Macy Jr., Pres. Frank A. Seitz, Gen. Mgr. John E. Arens, Coml. Mgr.	Randall Kaler, Prog. Dir. Frank A. Seitz, Chief Engr.	Headley-Reed Associated World AP

NORTH CAROLINA

AHOSKIE	WRCS (Construction permit)	970 1,000-D	Ronauoke-Chowan Bcstg. Co., Inc.			
ALEMARLE	WABZ 1947	1010 1,000-D	Albermarle Bcstg. Co.	T. R. Wolfe W. E. Smith S. L. Myers Carl C. Aley R. H. Whitlow } Partners		
ASHEBORO	WGWR 1946	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 800	Roy Cox, Pres. J. R. Marlowe, Gen. & Coml. Mgr.	Andy Brown, Prog. Dir. Fred Gray, Prom. Mgr. Clyde Penny, Chief Engr. Associated UP	
ASHEVILLE	WISE 1939	1230 250	Radia Station WISE Inc. 100 College St. 4560	NBC	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Hal Edwards, Prog. Dir. Floye Bowers, Prom. Mgr. & Natl. Sales Matthew Munn, Chief Engr. Burn-Smith Lang-Worth Thesaurus AP	
ASHEVILLE	WLOS 1946	1380 5,000-LS 1,000-N	Skyway Bcstg. Corp. Battery Park Hotel 3080	MBS	Charles M. Britt, Pres. & Gen. Mgr. J. William Hendon, Coml. Mgr.	Bernard C. Barth, Prog. Dir. Palmer A. Greer, Chief Engr.	T-H-S Standard UP, INS
ASHEVILLE	WNCA 1945	1340 250	Community Bcstg. Co. Asheville Biltmore Hotel 2872	ABC KBS	Linton D. Baggs, Jr., Pres. Robert M. Lambe, Gen. Mgr. Edward D. Brandt, Coml. Mgr.	Hazel S. Bennett, Prog. Dir. R. Fred Brown, Prom. Mgr. John Randolph, Chief Engr.	ForJoe Cole, World INS
ASHEVILLE	WSKY 1947	1490 250	Radio Asheville, Inc. 12 Church St.			
ASHEVILLE	WWNC 1927	570 5,000	Asheville Citizen-Times Co. Inc. 14 O'Henry Ave. 5500	CBS	Don S. Elias, Exec. Dir. Cecil B. Hoskins, Gen. Mgr. James A. Hagan, Sales Mgr.	William F. Mella, Prog. Dir. K. C. Willson, Jr., Prom. Mgr. Headley-Reed Associated AP, UP	
BURLINGTON	WBBB 1941	920 1,000-D; CP-5000-D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS	V. W. Lane, Pres. E. Z. Jones, Gen. Mgr. Roy Springer, Coml. Mgr.	Bill Sandefur, Prog. Dir. Rollie Furman, Prom. Mgr. Berry Tysor, Chief Engr. Gene Grant Associated Capitol Lang-Worth AP, UP	
BURLINGTON	WFNS 1947	1150 1,000-D	Burlington-Graham Broadcasting Co.			
CHARLOTTE 2	WAYS 1941	610 5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Thrd St. 3-7173	ABC, MBS	G. W. Dowdy, Pres. W. H. Goan, Gen. Mgr. N. A. Royster, Coml. Mgr.	J. B. Clark, Prog. Dir. Mitzi Stack, Prom. Mgr. A. L. Chaney, Jr., Chief Engr. Avery-Knodel Lang-Worth SESAC Standard AP	
CHARLOTTE 2	WBT 1921	1110 50,000	Jefferson Standard Broadcasting Co. Wilder Bldg. 3-8833	CBS	J. M. Bryan, Pres. Ralph Price Chm. of Board Chas. H. Crutchfield, Vice- Pres. & Gen. Mgr.	E. J. DeGray, Secy. Treas. & Asst. Gen Mgr. Keith S. Byerly, Sales Mgr. Larry Walker, Prog. Dir. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr. Radio Sales Lang-Worth AP, UP	
CHARLOTTE	WGIV 1947	1600 1,000-D	Publix Bcstg. Services of Charlotte Inc. 2520 Tooney Ave.	Francis M. Fitzgerald, Pres. & Gen. Mgr. J. Law Epps, Coml. Mgr.	Cele Roberts, Prog. Dir. Mary Burnside, Prom. Mgr. Tom Brandon, Chief Engr. Capitol AP	
CHARLOTTE 1	WSOC 1933	1240 250	Radlo Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. Bomar Lowrance, Coml. Mgr.	Paul Marlon, Prog. Dir. Clyde Clem, Prom. Mgr. L. L. Caudie, Jr., Chief Engr. Headley-Reed Standard Thesaurus AP	
CLINTON	WRRZ 1946	880 1,000-D	Tar Heed Bcstg. System Inc. Clinton 2354	ABC	W. R. Roberson, Jr., Exec. Vice-Pres. George S. Walston, Gen. & Coml. Mgr.	Don Britt, Prog. Dir. & Prom. Mgr. Herman Joltitz, Chief Engr. ForJoe World AP	

LOOK AT THIS-

**SUPER-DUPER HOOPER
IN ROCHESTER**

FOR THE
LAST THREE YEARS:-

HOOPERATING*

Morning, Afternoon, And Evening COMBINED)

Station B-33.6 Station C-16.2 Station D-10.2

(DAYTIME ONLY-1947)

WHEC 44.4

*FALL-WINTER—1944-'45, 1945-'46, 1946-'47 WINTER-SPRING—1944-'45, 1945-'46, 1946-'47

PROOF OF THE PULLING!*

PROGRAM	NATIONAL HOOPER	WHEC
American Melody Hour	9.9	16.4
Baby Snooks	13.4	27.0
Big Sister	6.3	14.5
Big Town	14.2	29.4
Blondie	12.2	20.7
Bob Hawk	9.7	32.3
Crime Doctor	9.6	19.6
Dr. Christian	12.2	22.8
Durante & Moore	12.4	18.1
Ellery Queen	8.1	19.8
Family Hour	6.5	11.4
Frank Sinatra	9.9	18.2
Ginny Simms	8.8	18.5
Grand Slam	4.4	12.9
Hour of Charm	6.2	10.1

PROGRAM	NATIONAL HOOPER	WHEC
House Party	4.1	14.1
Inner Sanctum	12.9	26.9
Jack Carson	10.1	16.9
Joan Davis	13.7	26.5
Lux Theater	23.8	38.1
Mayor of the Town	9.1	18.4
Meredith Willson	6.5	17.5
Mr. Keen	10.8	22.4
Our Gal Sunday	6.8	13.1
Ozzie & Harriet	11.5	25.0
Romance of Helen Trent	6.9	11.5
The Thin Man	10.8	22.6
Vaughn Monroe	8.6	16.4
Vox Pop	8.7	19.9
Your Hit Parade	12.3	24.2

From Fall-Winter Hooper Survey, 1946-1947



45.6

GOOD Morning!



44.3

GOOD Afternoon!



43.4

GOOD Evening!



WHEC

of Rochester

N. Y.

5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
CONCORD	WEGO 1943	1410 1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson, Pres. & Gen. Mgr. Henry L. Lowder, Coml. Mgr.	Nelda J. Garmon, Prog. Dir. Edwin M. Stanton, Chief Engr.	Clark Cole, SESAC Standard AP, UP
DUNN	WCKB 1946	780 1,000-D	N. C. Central Broad- casters Inc. Dunn 552	KBS	Earl McDonald Westbrook, Pres. A. Hartwell Campbell, Gen. Mgr. A. L. Faulk, Coml. Mgr.	Frank Huber, Prog. Dir. E. L. Burwell, Chief Engr.	Lang-Worth SESAC AP
DURHAM	WDNC 1928	620 5,000-LS 1,000-N	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Vice- Pres., Gen. & Prom. Mgr. C. J. Woodhouse, Coml. Mgr.	Joe Beaman, Dir of Con- tinuity Homer Ledbetter, Chief Engr.	Raymer Associated Capitol AP, UP
DURHAM	WDUK 1946	1310 1,000-D; CP-1,000-LS 500-N	WDUK Inc. Box 387 R-101	ABC	S. H. Campbell, Jr., Pres. Harmon L. Duncan, Vice- Pres. & Gen. Mgr.	Art Fazzlin, Coml. Mgr. Eccles Huff, Prog. Dir. Joseph Duncan, Chief Engr.	Pearson Lang-Worth AP
DURHAM	WHHT 1946	1590 1,000	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thomas, Pres. Kenneth Beachboard, Gen., Prom. & Coml. Mgr.	Vera Ervin, Prog. Dir. W. L. Wafford, Jr., Chief Engr.	Burn-Smith Standard INS
DURHAM	WSSB 1948	1490 250	Public Information Corp. Depositors Natl. Bk. Bldg. 6919	Thomas B. Sawyer, Pres. Guy Griffen, Gen. Mgr.		Forjoe
DURHAM	WTIK 1946	730 1,000-D	Durham Bcstg. Co. 211½ E. Main St. N-187	Tobacco	Floyd Fletcher, Pres. & Gen. Mgr. Paul W. Norrls, Coml. Mgr.	Ken Corbltt, Prog. Dir. Arlis White, Chief Engr.	Cooke World Thesaurus AP
ELIZABETH CITY	WCNC 1939	1400 250	Albermarle Bcstg. Co. 104 E. Colonial Ave. 1400	MBS KBS	J. A. Gill, Pres. Edmund D. Northup, Gen. Mgr. T. W. Talbot, Coml. Mgr.	Nancy Northup, Prog. Dir. Bill Krough, Prom. Mgr. Joe Kyle, Chief Engr.	Burn-Smith Lang-Worth UP
ELIZABETH CITY	WGAI 1947	560 500-D	Daily Advance Kramer Bldg. 757	Bob Bingham, Gen. Mgr. Alan Friedrichs, Coml. Mgr. Alan Burke, Prog. Dir.	Sterling Waters, Prom. Mgr. Frederick Wagner, Chief Engr.	World AP
FAYETTEVILLE	WFLB (Construction permit)	1490 250	Fayetteville Broadcast- ers, Inc. P. O. Box 1258	Harry B. Stein, Pres. John M. Croft, Gen. Mgr.	N. L. Royster, Coml. Mgr. E. A. Whitlock, Chief Engr.	Cox & Tanz Thesaurus INS
FAYETTEVILLE	WFNC 1940	1450 250	Cape Fear Bcstg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Gen. Mgr. Mrs. T. N. Clark, Secy.-Treas. Luther A. Gambill, Coml. Mgr.	Nat R. Martin, Prog. Dir. Harry M. Mills, Prom. Mgr. William H. Alford, Chief Engr.	Walker World UP
FAYETTEVILLE	WWNF (Construction permit)	1230 250	Wayne M. Nelson, Inc. Box 72, Concord, N. C.			
FOREST CITY	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	Ed M. Anderson, Pres. & Gen. Mgr. Jack Hammette, Coml. Mgr.	Wally Williams, Prog. Dir. Jane Smith, Prom. Mgr. Merton Iwerks, Chief Engr.	Lang-Worth AP
GASTONIA	WGNC 1939	1450 250	F. C. Todd Natl. Bank of Com- merce Bldg. 732	ABC KBS	F. C. Todd, Pres. Pat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Earl Holder, Prog. Dir. W. C. Groves, Jr., Chief Engr.	Cox & Tanz Lang-Worth UP
GASTONIA	WLTC (Construction permit)	1370 1000-D	Gastonia Broadcasting Service, Inc. National Bank of Com- merce Bldg.			
GOLDSBORO	WGBR 1938	1400 250	Eastern Carolina Broad- casting Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins, Pres. Leland B. Nelson, Gen. Mgr. Sidney J. Brumberg, Coml. & Prom. Mgr.	Vassie G. Balkcum, Prog. Dir. Daniel B. Trueblood, Chief Engr.	Walker Cole Thesaurus World AP
GREENSBORO	WBIG 1926	1470 5,000	North Carolina Broad- casting Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres., Gen. & Coml. Mgr. Al Rice, Prog. Dir.	Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr.	Hollingbery Thesaurus World AP
GREENSBORO	WCOG (Construction permit)	1320 1,000	Inter-City Advertising Co. 120 E. Third St., Charlotte, N. Car.			
GREENSBORO	WGBG 1942	980 1,000-D	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	ABC	Ralph M. Lambeth, Pres. & Gen. Mgr. Earl Sullivan, Coml. Mgr.	Helen Marie Craven, Prog. Dir. & Prom. Mgr. James M. Stewart, Chief Engr.	Burn-Smith Associated Capitol Lang-Worth UP
GREENVILLE	WGTC 1940	1490 250	Greenville Bcstg. Co. P. O. Box 898 3182	MBS Tobacco	J. J. White, Pres. B. S. Hodges, Jr., Gen. Mgr. Dave Mosier, Coml. Mgr.	Charles Whedbee, Prog. Dir. & Prom. Mgr. Jim Mayo, Chief Engr.	Walker Lang-Worth SESAC World AP
HENDERSON	WHNC 1946	890-N 1,000-D	Henderson Radio Corp. 219 S. Williams St. 736	MBS KBS	S. S. Stevenson, Pres. T. W. McCracken, Vice-Pres. W. J. Alston, Secy.-Treas.	Nathan Frank, V.P., Gen., Coml. & Prom. Mgr. Virginia Parham, Prog. Dir. Lewis Hiland, Chief Engr.	Griffith Cole Lang-Worth Thesaurus World AP
HENDERSONVILLE	WHKP 1946	1450 250	Redege Bcstg. Co. Box 757 700	MBS KBS	R. Lee Whitmire, Pres. L. Robert Amos, Gen. Mgr. Reginald Hill, Coml. Mgr.	Harold Brown, Prog. Dir. Kernix Edney, Prom. Mgr. William M. Cox, Chief Engr.	World AP
HICKORY	WHKY 1939	1290 5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Bldg. 1195	ABC KBS	Carl V. Cline, Pres.	E. S. Long, Gen. Mgr. & Chief Engr.	Associated World AP

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BROADCASTING • Telecasting

1948 Yearbook Number • Page 185

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HIGH POINT	WHPE 1946	1070 1,000-D	High Point Enterprise 315 N. Main St. 3466	R. B. Terry, Pres. D. A. Rawley, Secy.-Treas. Walter F. Hester, Gen. Mgr.	C. R. Messervey, Coml. Mgr. Wm. H. Alspaugh, Actg. Prog. Dir. H. C. Spengler, Chief Engr.	Cox & Tanz Associated, Standard AP
HIGH POINT	WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Gen. Mgr. Pat Taylor, Coml. Mgr.	Gary Davis, Prog. Dir. Lois Cusworth, Prom. Mgr. Robert Moore, Chief Engr.	Burn-Smith Capitol, Lang-Worth UP
JACKSONVILLE	WJNC 1945	1240 250	Jacksonville Bestg. Co. Rt. 24 707	MBS Tobacco	Louis N. Howard, Pres. Lester L. Gould, Gen. Mgr. Rodric L. Jones, Coml. Mgr.	Gorton T. H. Wilbur, Prog. Dir. & Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS	WGTL 1946	870 1,000-D	Fred H. Whitley Cannon Blvd. & Country Club 870	Fred H. Whitley, Pres. Hal A. Seville, Gen. & Coml. Mgr.	Hod Love, Prog. Dir. Foy Hinson, Chief Engr.	ForJoe Capitol, Lang-Worth UP
KINSTON	WFTC 1937	1230 250	Jonas Welland 204 E. King St.	ABC			
KINSTON	WKNS 1947	1000 1,000-D	Kinston Bestg. Co. Radio Bldg. 4509	A. K. Barrus, Pres. James W. Campbell, Gen., Coml. & Prom. Mgr.	Marshall T. Pack, Prog. Dir. David Hardison, Chief Engr.	McGillvra Thesaurus, World UP
LAURINBURG	WEWO 1947	1080 1,000-D	Scotland Bestg. Co. Hotel Chetwynd Bldg. 770	Edwin Pate, Pres. J. R. Dalrymple, Jr., Gen., Coml. & Prom. Mgr.	Ed Leach, Prog. Dir. Truman Brock, Chief Engr.	World UP
LEAKSVILLE	WLOE 1946	1490 100	Douglas L. Craddock Leaksville 701	MBS KBS	Douglas L. Craddock, Pres. & Gen. Mgr. Dallas E. Gwynn, Coml. Mgr.	Charles H. Slate, Prog. Dir. Kenneth Thomas, Prom. Mgr. Eldred Winn, Chief Engr.	Capitol, World AP
LENOIR	WJRI 1946	1340 250	John P. Rabb 107 West Ave. 761	MBS Tobacco KBS	John P. Rabb, Pres. & Gen. Mgr. Art Davis, Coml. Mgr.	Glen Whittier, Prog. Dir. Earl Boyles, Prom. Mgr. Blaine Ruckert, Chief Engr.	Thesaurus AP
LEXINGTON	WBUY 1946	1450 250	Omar & Greeley Hilton 219 S. Main St. 2716	KBS	Omar Hilton } Partners Greeley Hilton } C. Robert Ray, Gen. & Coml. Mgr.	William Bennett, Prog. Dir. Frank Thomas, Prom. Mgr. Fred Honeybutt, Chief Engr.	Clark Lang-Worth AP
LUMBERTON	WTSB 1946	1340 250	Robeson Bestg. Corp. West 5th St. 1080	MBS KBS	Dr. E. L. Bowman, Pres. James MacNeil, Gen. Mgr. Eleanor French, Coml. Mgr.	Coleman Patterson, Prog. Dir. & Prom. Mgr. William Rogers, Chief Engr.	Cole, Standard AP
MONROE	WMAP 1947	1060 250-D	Union Bestg. Co. Monroe 1060	J. R. Shute } O. B. Sikes } Owners J. S. Beaty, Jr. } R. O. Darby, Jr., Station Mgr. & Prog. Dir.	D. E. Marable, Sales Mgr. Elizabeth Long, Traffic Mgr. Martin L. Covington, Chief Engr.	Thesaurus UP
MOREHEAD CITY	WMBL 1947	740 1,000-D	Carteret Bestg. Co. Morehead City 9740	Grover C. Munden, Pres. Paul Parker, Station, Prom. Mgr. & Prog. Dir.	Charles Markey, Coml. Mgr. Ray Cummins, Chief Engr.	McGillvra Standard, World UP
MORGANTON	WMNC 1947	1490 250	Nathan J. Cooper Box 805 1100	MBS	Nathan J. Cooper, Pres., Gen. & Coml. Mgr. Robert T. Perkins, Prog. Dir.	Elmer H. Troutman, Chief Engr.	Lang-Worth AP
MOUNT AIRY	WPAQ (Construction permit)	740 1,000-D	Ralph D. Epperson			
NEW BERN	WHIT 1942	1450 250	Coastal Bestg. Co. Inc. U.S. Highway 17 South 4450	MBS Tobacco	Louis N. Howard, Pres. Gordon A. Scheihing, Gen. Mgr. & Prog. Dir.	Richard B. Stark, Coml. & Prom. Mgr. William G. Haire, Chief Engr.	Walker Lang-Worth UP
NEWTON	WNNC (Construction permit)	1230 250	Newton-Conover Broadcasting Co. 211 Main St., Gastonia, N. C.	Earl Holder } Ray Leinbach Jr. } Part- Charles C. Turner } ners		
NORTH WILKESBORO	WILX 1947	1450 250	Carolina-Northwest Broadcasting Co.	MBS KBS			
NORTH WILKESBORO	WKBC 1947	810 1,000-D	Wilkes Bestg. Co. Cashion Bldg. 633	Doris B. Brown, Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	George C. Yarbrough, Prom. Mgr. Robert L. Pinnix, Chief Engr.	World AP
RALEIGH	WNAO 1947	850 5,000	News & Observer Pub. Co. Raleigh	ABC	Josephus Daniels, Pres. Dudley Tichenor, Gen. & Coml. Mgr.	Bascom E. Porter, Chief Engr.	Avery-Knodel Standard UP
RALEIGH	WPTF 1924	680 50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr. Graham B. Poyner, Prog. Mgr.	R. W. Youngsteadt, Dir. of Adv. & Prom. Henry Hullick, Jr., Chief Engr.	Free & Peters Associated AP, UP
RALEIGH	WREAL 1939	1240 250	Capitol Bestg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Gen. Mgr. Tom Mitchell, Coml. Mgr.	Howard Maschmeier, Prog. Dir. Stanley Brown, Chief Engr.	Weed Lang-Worth AP
REIDSVILLE	WFRC	1600 1,000	Piedmont Carolina Bestg. Co. 18 Gilmer St. 1573	KBS	H. T. Williams, Pres. W. E. Williams, Gen. & Prom. Mgr.	George Anderson, Coml. Mgr. Chuck Perron, Prog. Dir. L. H. Alexander, Chief Engr.	Cooke Associated, Cole AP

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NORTH CAROLINA (Continued)

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ROANOKE RAPIDS ..	WCBT 1941	1230 250	Radio Station WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew, Pres. & Gen. Mgr. W. Lunsford Crew, Secy.- Treas.	A. L. Drew, Coml. Mgr. Jesse Heims, Prog. Dir. & Prom. Mgr. C. W. Meares, Chief Engr.	Burn-Smith Lang-Worth, World UP
ROCKINGHAM	WAYN 1945	900 1,000-D	Wayne M. Nelson Rockingham 611	Wayne M. Nelson, Pres. & Gen. Mgr. Mrs. Jimmie Ellerbe, Coml. Mgr.	William E. Henley, Chief Engr.	Cole, Lang-Worth, MacGregor, SESAC UP
ROCKY MOUNT	WCEC 1947	810 1-000-D	Josh L. Horne 115 N. Church St. 2880	Josh L. Horne, Pres. Melvin J. Warner, Gen. & Prom. Mgr.	Raymond S. Wilkinson, Prog. Dir. Warren G. Palmer, Chief Engr.	Associated, Capitol AF
ROCKY MOUNT	WEED 1933	1450 250	W. A. Wynne Rocky Mount 1420	ABC	W. A. Wynne, Pres. & Gen. Mgr. Jack L. Cummings, Coml. Mgr.	Tommy Snowden, Prog. Dir. Eunice Snipes, Prom. Mgr. W. A. Wynne, Chief Engr.	World AP
SALISBURY	WSAT (Construction permit)	1280 1,000-D	Mid-Carolina Broad- casting Co. 119 Lawyers Row
SALISBURY	WSTP 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. & Gen. Mgr. Gene Dorton, Secy.-Treas. Katherine Murphy, Coml. Mgr.	Russel McIntire, Prog. Dir. & Prom. Mgr. Carl Watson, Chief Engr.	Burn-Smith, Cook Lang-Worth AF
SANFORD	WWGP 1945	1050 1,000-D	Lee Bcstg. Corp. 23 Steele St. 860	W. W. Primm, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr. Gerald E. Bowman, Prog. Dir.	Gerald C. Primm, Prom. Mgr. Carey H. Olive, Chief Engr.	Cole, Capitol, World UP
SHELBY	WCHS 1946	730 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Steve Woodson, Coml. Mgr.	Milton Scarboro, Prog. Dir. Robert M. Wallace, Chief Engr.	Thesaurus AP
SOUTHERN PINES ..	WEEB 1947	1360 1,000-D	Sandhill Community Broadcasters Inc. Box 1298 6191	MBS	Jack S. Younts, Pres., Gen. & Coml. Mgr. Elizabeth M. Younts, Prog. Dir.	William E. Cox Jr., Prod. Dir. Richard S. Philbrick, Chief Engr.	ForJoe AP
SOUTHERN PINES ..	WSTS 1947	990 250-D	Sandhill Bcstg. Corp. 113 E. Broad St. 8271	F. L. Beber, Pres. Joe B. Long Jr., Gen. Mgr. Chalmers B. Brazell, Prog. Dir.	Kent L. Jeffrey, Coml. Mgr. Clyde E. Rhodes, Chief Engr.	Clark Standard UP
STATESVILLE	WSIC 1947	1400 250	Statesville Bcstg. Co. Inc. Radio Rd. Box 1189 1000	MBS	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	James Poston, Prog. Dir. Frances Earle, Prom. Mgr. T. K. Abernethy, Chief Engr.	World AP
TARBORO	WCPS 1945	760 1,000-D	Coastal Pains Bcstg. Co. Inc. Tarboro 643	John C. Hanner, Chief Owner & Gen. Mgr. R. M. Fountain, Coml. Mgr.	Syd Byrnes, Prog. Dir. Charles D. Chandler, Chief Engr.	Capitol, Lang-Worth AP
THOMASVILLE	WINC 1946	790 1,000-D	Thomasville Bcstg. Co. Salem St. Ext. 902	Russell F. VanLandingham, Part Owner	Harold Harrison, Gen. & Coml. Mgr. L. M. Sugg, Chief Engr.	World AP
WADESBORO	WADE 1947	1210 1,000-D	Anson Radio and Broadcasting Co.
WASHINGTON	WHED (Construction permit)	1340 250	Beaufort Bcstg. Co.
WASHINGTON	WRRF 1942	930 5,000-D	Tar Heel Broadcasting System Inc. Bank of Washnqton Bldg. 403	ABC	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Vice- Pres. T. H. Patterson, Gen. & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. Ike Murphrey, Chief Engr.	ForJoe AP
WAYNESVILLE	WHCC 1947	1400 250	Smoky Mountain Bcstg. Main St. 680	W. Curtis Russ, Pres. Robert M. Wallace, Gen. Mgr. Zeno Wall, Coml. Mgr.	George A. Flowers, Prog. Dir. Don Hunnicutt, Chief Engr.	Lang-Worth UP
WHITEVILLE	WENC 1946	1240 250	Whiteville Broadcasting Co. Inc. P. O. Box 508 120	MBS	J. A. Maultsby, Pres. Ward A. Coleman, Gen. & Prom. Mgr.	Margaret McNeil, Coml. Mgr. Henry Hoppe, Prog. Dir. Harold Vanderment, Chief Engr.	Standard, World AP
WILMINGTON	WGNI 1946	1340 250	General Newspapers Inc. P. O. Box 869 L. D. 30	MBS	Carmage Walls, Pres. James W. Stewart, Gen. Mgr.	Foster Edwards, Coml. & Prom. Mgr. Don Barber, Prog. Dir. W. P. Callahan, Chief Engr.	McGillvra Capitol, Standard UP
WILMINGTON	WMFD 1935	1400; CP-630 250; CP-1,000	Richard Austin Dunlea P. O. Box 696 4840	ABC	R. A. Dunleau, Pres. & Gen. Mgr. Claud O'Shields, Coml. Mgr.	H. W. Lee, Prog. Dir. E. I. Herring, Chief Engr.	Burn-Smith Cole, World UP
WILSON	WGTM 1937	1340; CP-590 250; CP-5,000	Watson Industries Inc. P. O. Box 976 2188	MBS Tobacco	Penn Thomas Watson, Pres. Allen Wannamaker, Gen. Mgr.	Harry Severance, Coml. & Prom Mgr. Clint Faris, Prog. Dir. Bill Malone, Chief Engr.	Hollingsbery Lang-Worth, Thesaurus, World UP
WILSON	WVOT (Construction permit)	1420 1,000-D	Wilson Radio Co. National Bank Bldg.	H. W. Anderson Joel Lawhon C. E. Leeper, N. V. Pieler W. T. Williams	Partners

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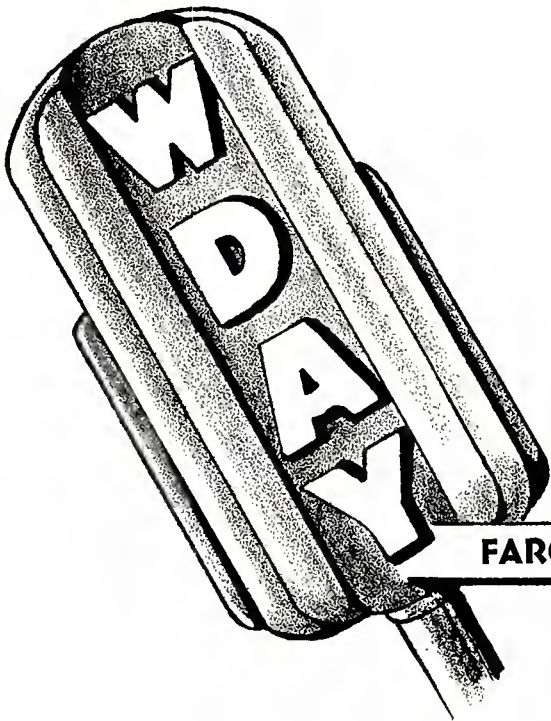
NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libria News Servie	
WINSTON-SALEM ..	WAIR 1927	1340 250	Wair Bcstg. Co. Pepper Bldg. 2-1133	ABC	George Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	Eleanore Walker, Prom. Mgr. Lee King, Chief Engr.	Walker Cole, Lang-Worth World AP
WINSTON-SALEM 1..	WSJS 1930	600 5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray, Pres. Harold Essex, Vice-Pres. & Managing Dir.	Harry B. Shaw, Sales Mgr. Robert C. Estes, Prog. Mgr. Walter Blake, Prom. Mgr. Phil Hedrick, Chief Engr.	Headley-Reed Associated, Standard UP
WINSTON-SALEM ...	WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. 826½ W. 4th St. 7145	MBS	James W. Coan, Pres. John G. Johnson, Gen. Mgr.	Louis T. Marsh, Prog. Dir. L. C. Davis, Chief Engr.	T-H-S Thesaurus AP

NORTH DAKOTA

BISMARCK	KFYR 1925	550 5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC North- West	P. J. Meyer, Pres. & Gen. Mgr. F. E. Fitzsimonds, Station Mgr. R. W. MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Blair Thesaurus UP
DEVILS LAKE	KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great North- ern	Bert Wick, Pres., Gen. & Coml. Mgr. Robert Medaris, Prog. Dir.	Olaf Overbo, Prom. Mgr. Richard Moritz, Chief Engr.	Walker SESAC World UP
DICKINSON	KDIX 1947	1230 250	Dickinson Radio Assn. 28 1st Ave. W. 348	Dr. Paul J. Weir, Pres. Orville F. Burda, Gen. Mgr. Eugene L. Spear, Coml. Mgr.	Warren M. Peterson, Prog. Dir. Orville J. Narum, Prom. Mgr. Quentin V. Prochaska, Chief Engr.	Standard AP
FARGO	KFGO 1947	790 5,000	Northern States Broad- casting Co. 421½ N. P. Ave. 2-3291	ABC	W. R. Haggart, Pres. Charles G. Burke, Gen. & Coml. Mgr.	David B. Henley, Prog. Dir. Frank P. Sanders, Prom. Mgr. Wallace I. Bey, Chief Engr.	Raymer SESAC Standard AP
FARGO	WDAY 1922	970 5,000	WDAY Inc. Black Bldg. 5357	NBC North- west	Earl Reineke, Pres. & Gen. Mgr. Jack Dunn, Station Mgr. Tom Barnes, Coml. Mgr.	Ken Kennedy, Prog. Dir. Roy Pedersen, Prom. Mgr. Maurice Waller, Prod. Mgr. Julius Hetland, Chief Engr.	Free & Pete Thesaurus AP, UP
FARGO	KVNJ (Construction permit)	900 1,000-D	Northwest Bcstg. Co. Gardner Hotel	Donald J. Robertson, Gen. Mgr.
GRAND FORKS	*KFJM 1923	1440 1,000-LS 500-N SH-KILO	U. of North Dakota University Station 2800-5	Andrew J. Kochman Jr., Prog. Dir.	J. W. Wilkerson, Coml. Mgr. Arnold F. Petrich, Chief Engr.
GRAND FORKS	KILO 1941	1440 1,000-LS 500-N SH-KFJM	Dalton Le Masurier First Natl. Bank Bldg. 1200	CBS	Dalton LeMasurier, Pres. & Gen. Mgr. Elmer O. Hanson, Coml. Mgr.	Ralph D. Herbert, Prog. Dir. Robert Lukkason, Prom. Mgr. Arnold Petrich, Chief Engr.	Avery-Knodel Lang-Worth UP
GRAND FORKS	KNOX 1947	1400 250	Community Radio Corp. P.O. Box 1110 3500	MBS	Carroll E. Day, Pres. Frank W. Kaulf, Gen. & Coml. Mgr.	Jack Kennedy, Prog. Dir. & Prom. Mgr. Eugene Zober, Chief Engr.	World UP
GRAND FORKS	KVNW (Construction permit)	1260 1,000-LS 500-N	Grand Forks Herald, Inc. 118 N. Fourth St.
JAMESTOWN 1	KSJB 1937	600 5,000	Jamestown Bcstg. Co. 422 N. W. 2nd St. 1600	CBS MBS	John W. Boler, Chief Owner Joseph Goodfellow, Vice- Pres. Don A. Clayton, Gen. Mgr. Wm. Hurley, Coml. Mgr.	Wm. Barry, Prog. Dir. Mary Tucker, Prom. Mgr. Robert Ridgeway, Chief Engr.	Young World UP
MANDAN	KGCU 1928	1270 250; CP-1,000-LS 250-N	Mandan Radio Assn. Inc. 200 Third Ave., N.W. 800	MBS Great North- ern	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	M. W. Bushee, Prog. Dir. & Prom. Mgr. Ray Barnett, Chief Engr.	Lang-Worth AP
MINOT	KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS Great North- ern	John B. Cooley, Pres. C. W. Baker, Gen. Mgr.	Leslie Maupin, Coml. & Prom. Mgr. Jane Hauteman, Prog. Dir. C. W. Baker, Chief Engr.	Walker Cole World UP
VALLEY CITY	KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408W	MBS KBS Great North- ern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr. Robert Nelson, Prog. Dir.	Wayne King, Prom. Mgr. Charles Sjostrom, Chief Engr.	Walker Cole UP
WILLISTON	KWBM (Construction permit)	1450 250	Williston Bcstg. Co.

ASK YOUR OWN LOCAL REPRESENTATIVE!



If you want to know what section of North Dakota accounts for the most retail sales, or what one radio station you can use to *cover* that section—

ASK YOUR OWN LOCAL REPRESENTATIVE.

Fargo's famous Red River Valley so far outshines the rest of the State that it's not even *close*. (Don't forget that WDAY's primary area also includes 27 prosperous counties in Minnesota plus 6 in South Dakota.) And Fargo's WDAY gets 61.4% of the listeners in its area, against 9.5% for Station B, and 7.2% for Station C.

ASK YOUR OWN LOCAL REPRESENTATIVE, and you'll choose WDAY as a matter of course. For rates, availabilities or any other facts you want, consult Free & Peters, Inc.

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS



FREE & PETERS, INC.

Exclusive National Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

OHIO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Service	
AKRON	WADC 1925	1350 5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons, Owner- Mgr. Robert Wilson, Assist. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secret Williams, Prom. Mgr. J. L. Wildermuth, Chief Engr.	Hollingbery Lang-Worth Standard World UP Transradio
AKRON 8	WAKR 1940	1590 5,000	Summit Radio Corp. First Natl. Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr. Roger C. Berk, Assist. to Pres. Kenneth M. Keegan, Coml. Mgr.	Gene Trace, Prog. Dir. Bert Charles, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Weed Associated Capitol Thesaurus AP, UP
AKRON 8	WHKK 1944	640 1,000-LS L-N-1,000; KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS	H. K. Carpenter, Exec. Vice- Pres. R. W. Richmond, Gen. Mgr. Phillip R. Herbert, Coml. Mgr.	Louis Heinrich, Prog. Dir. T. E. Egan, Prom. Mgr. James S. Hill, Chief Engr.	Raymer Cole Standard AP
ASHTABULA	WICA 1937	970 1,000-D CP-5,000-LS 1,000-N	WICA Inc. 221 Center St. 1211	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	A. B. Newkirk, Prog. Dir. T. F. Searl, Chief Engr.	Lang-Worth UP
BELLAIRE	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. Bellaire 1515	MBS	Jesse A. Bloch, Pres. Robert W. Ferguson, Gen. Mgr. Robert J. Campbell, Coml. Mgr.	Franklin Curtis, Prog. Dir. Albert T. Fisher, Prom. Mgr. George Cowen, Chief Engr.	World AP
CAMBRIDGE	WILE (Construction permit)	1270 1,000-D	Land O'Lakes Broadcast- ing Corp. 917 Beatty Ave. 3545	H. D. McClelland, Pres. Howard A. Donahoe, V. P. & Gen. Mgr.	Wesley C. Randies, Chief Engr.	World AP
CANTON	WAND 1947	900 500-D	P. C. Wilson 1414 12th St., N.E.
CANTON 2	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 W. Tuscarawas St. 22935	Merlin Schneider, Pres. Royal G. Lister, Vice-Pres. Len Taylor, Gen. Mgr. George Starr, Coml. Mgr.	Vic Decker, Prog. Dir. M. Adelman, Prom. Mgr. Royal G. Lister, Tech. Dir.	Burn-Smith Lang-Worth Standard Thesaurus INS
CANTON 2	WHBC 1925	1480 5,000	Ohio Bcstg. Co. 550 Market Ave. S. 7166	MBS ABC	Louis Brush, Pres. Roy D. Moore, Vice-Pres. & Gen. Mgr. Robert C. Fehlman, Station Mgr. Gervis Brady, Coml. Mgr.	W. Richard Neher, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth Sliker, Chief Engr.	Rambeau Capitol AP, UP
CHILLICOTHE	WBEX 1947	1490 250	Shawnee Bcstg. Co.
CINCINNATI 1	WCKY 1929	1530 50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Station Mgr.	Bill Dawes, Prog. Dir. C. H. Topmiller, Chief Engr.	World Standard - Cole INS
CINCINNATI 2	WCPO 1924	1230 250	Scripps-Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. Mortimer C. Watters, Vice- Pres. & Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clark Miller, Prog. Dir. Kay Ashe, Prom. Mgr. Glenn A. Davis, Chief Engr.	Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 1923	550 5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	CBS	Hubert Taft Jr., Managing Dir. H. E. Fast, Gen. Mgr. U. A. Latham, Coml. Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovall, Prom. Mgr. George A. Wilson, Chief Engr.	Katz Lang-Worth AP, UP
CINCINNATI 2	WLW 1921	700 50,000	Crosley Bcstg. Corp. Crosley Square Cherry 1822	NBC	James D. Shouse, Pres. R. E. Dunville, Vice-Pres. & Gen. Mgr. H. M. Smith, Vice-Pres. in Charge of Sales William P. Robinson, Vice- Pres. in Charge of Progs.	Dwight Martin, Vice-Pres. & Asslt. Gen. Mgr. E. J. Boos, Vice-Pres. & Treas. M. N. Terry, Dir. of Merchg. & Prom. Activities David E. Partridge, Sales Prom. Dir. R. J. Rockwell, Vice-Pres. in in Chg. of Engrg.	Keenan & Eickelberg Thesaurus AP, UP, INS
CINCINNATI 2	WSAI 1923	1360 5,000	Buckeye Broadcasting 115 E. 4th St. Main 1068	ABC	Marshall Field, Pres. Robert M. Sampson, Gen. Mgr. E. K. Bauer, Assist. Mgr.	R. H. Boulware, Natl. Sales Mgr. James Leonard, Prog. Dir. Kirk Brodie, Prom. Mgr. W. E. Symons, Chief Engr.	Avery-Knode AP, UP
CLEVELAND 1	WGAR 1930	1220 50,000	The WGAR Bcstg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Pres. John F. Patt, Vice-Pres. & Gen. Mgr. Carl George, Assist. Gen. Mgr. E. M. Krause, Treas. Harry Camp, Sales Mgr.	Reginald Merridew, Prog. Dir. Jack Roeder, Prom. Mgr. R. Morris Pierce, Vice-Pres. Charge of Engrg.	Petry Capitol Standard UP, INS
CLEVELAND 13	WHK 1921	1420 5,000	United Bcstg. Co. Terminal Tower Prospect 5800	MBS	K. K. Hackathorn, Gen. Mgr. J. B. Maurer, Coml. Mgr. C. M. Hunter, Prog. Dir.	Henry Norweb Jr., Prom. Mgr. R. H. DeLany, Chief Engr.	Raymer SESAC AP, INS
CLEVELAND 15	WJMO 1947	1540 1,000-D	W. J. Marshall 2157 Euclid Ave. Superior 4424	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr. & Prog. Dir. Robert DeTchon, Coml. Mgr.	Lawrence Shipley, Chief Engr.	Young Capitol Standard AP

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS * DAY & NIGHT

For The Facts Call

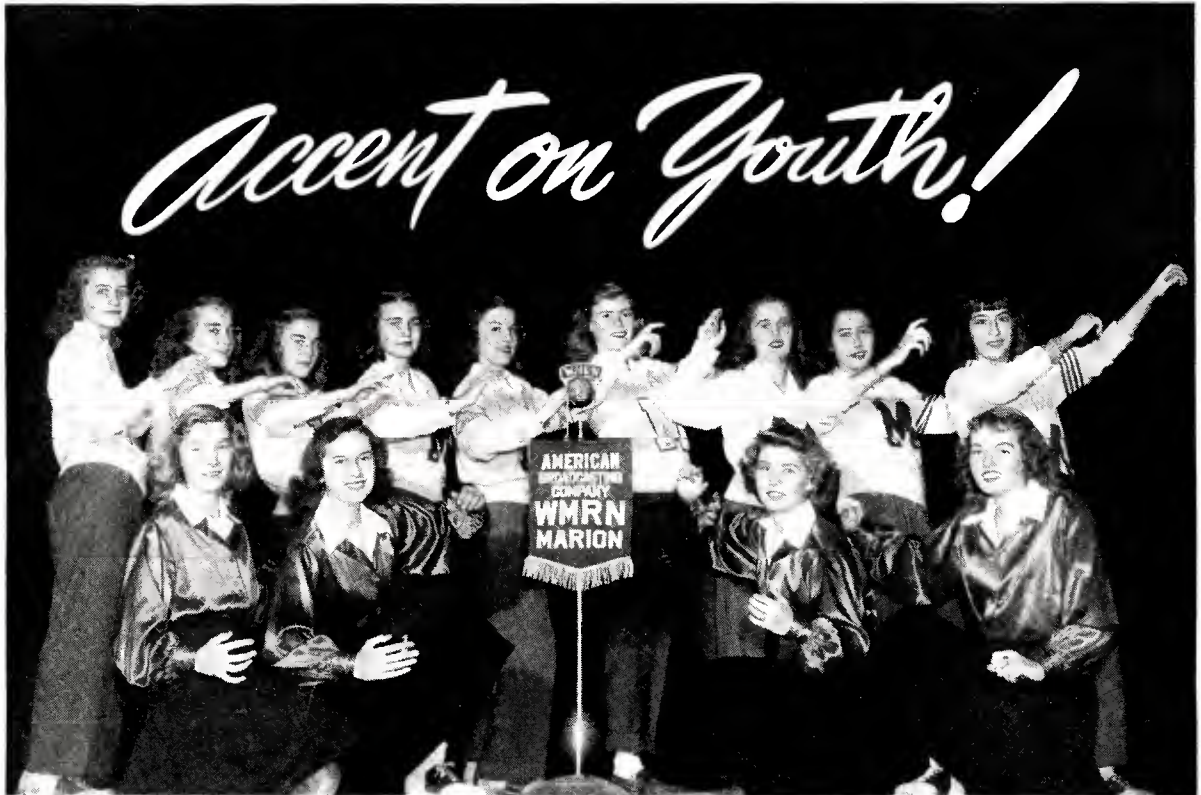
WEED & CO.

National Representatives



Also Operating WAKR-FM 97.5 MC. or Channel 248

Accent on Youth!



"Unlucky 13"? Not if you identify your product with these 13 pretty cheerleaders from Morion High Schools. Photo was taken at a football party sponsored by WMRN on its front lawn.

You profit twice when you buy time on WMRN! Teen-age acceptance of WMRN and the products it advertises is the extra dividend added to the proved high audience response among WMRN's more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

WMRN's wide sponsorship of and keen participation in the activities of youth keep youngsters as well as grown-ups tuned to WMRN. Local programs with teen-age appeal—high school sports, F.F.A. meetings and such—are highly encouraged and intelligently reported.

Yes, you profit twice when you buy WMRN—from better than expected response from WMRN's adult coverage and from the continuing teen-age product education resulting from WMRN's accent on youth!



Robert T. Mason, president of the Marion Broadcasting Co., presents the annual WMRN football trophy to Paul Wenzel, Marysville High School coach. WMRN is an active participant in all local teen-age activities.



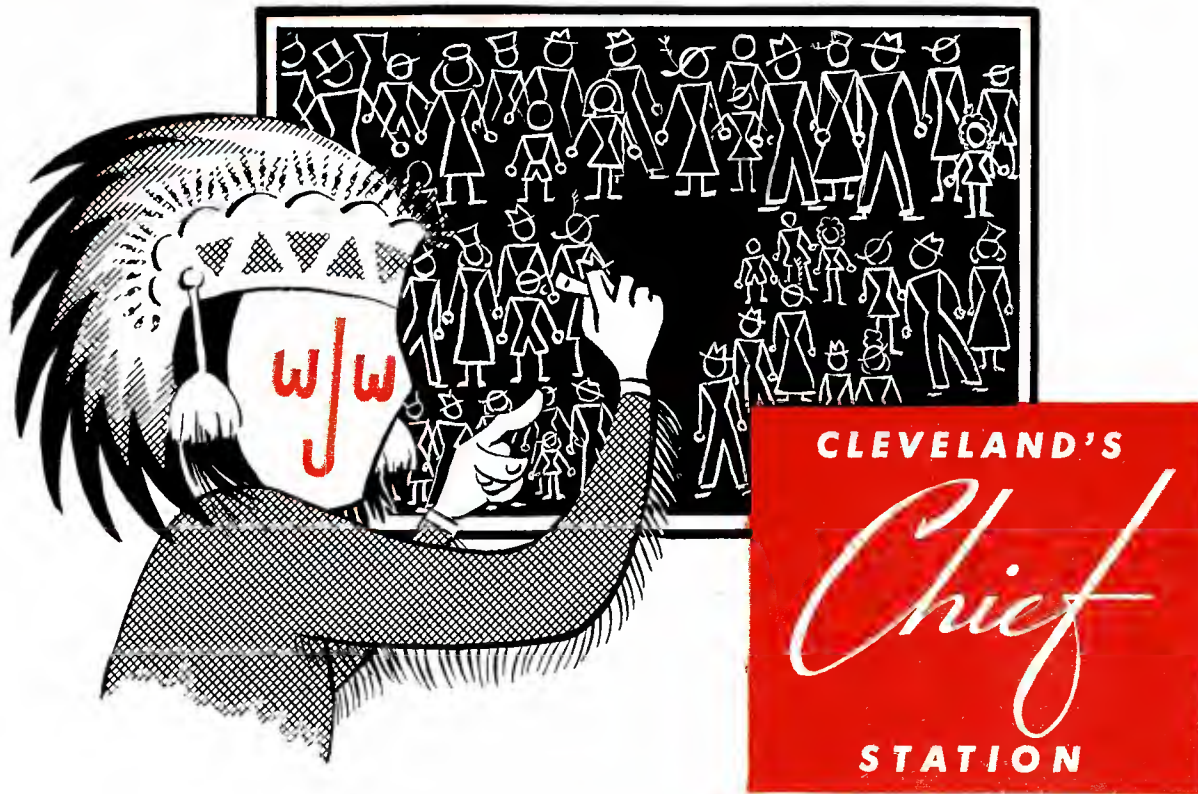
A view of the annual banquet given area members of the Future Farmers of America by WMRN. For the past 3 years WMRN has sponsored this tribute to sectional rural leaders of tomorrow.

WMRN



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

DRAWING POWER is SELLING POWER!



● We know the "Chief's" drawing of an audience on a blackboard doesn't mean selling power to you, but when facts prove the drawing power of WJW programs, including selected shows of the ABC Network

...that does mean selling power! In this rich Northern Ohio market where a billion dollars are spent annually, WJW reaches the homes that represent 94% of the total retail sales. WJW draws the audience and sells them too!

BILL O'NEIL, President



**BASIC
ABC Network**

C L E V E L A N D

**850 KC
5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librs News Servc	
CLEVELAND 15	WJW 1932	850 5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. Lawrence Webb, Assist. to Pres. & Treas. Harold W. Waddell, Natl. Sales Mgr.	Wallen J. Sylvester, Local Sales Mgr. Charles V. Hunter, Prog. Dir. Gerold G. Roberts, Chief Engr.	Headley-Reec UP, Transrad
CLEVELAND 14	WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell, Pres. Vernon H. Pribble, Gen. Mgr. Harold Gallagher, Coml. Mgr.	Hal W. Metzger, Prog. Dir. Howard A. Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	NBC Spot Standard Thesaurus AP, UP
CLEVELAND HEIGHTS 18	WSRS 1947	1490 250	Samuel R. Sague Radio Center Bldg. Erievuew 2005	Samuel R. Sague, Pres., Gen. Dir. Mgr.	Harold A. Brinkman, Chief Engr.	AP
COLUMBUS 15	WBNS 1921	1460 5,000-LS 1,000-N	Radiohio Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. W. I. Orr, Coml. Mgr. Robert D. Thomas, National Sales Mgr.	Geer Parkinson, Prog. Dir. Jerome R. Reeves, Prom. Mgr. Lester H. Nafzger, Chief Engr.	Blair Capitol Thesaurus AP
COLUMBUS 15	WCOL 1924	1230 250	The Pixleys East Broad at Young St. Main 4581	ABC	L. A. Pixley, Pres. Jack Kelly, Gen. Mgr. Frank Jones, Coml. & Prom. Mgr.	Al Albinger, Prog. Dir. Leo DeConnick, Chief Engr.	Headley-Reec Associated Lang-Worth World AP, INS
COLUMBUS 15	WHKC 1921	610 1,000; CP-5,000	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. & Prom. Mgr.	John B. Moses, Prog. Dir. Wm. B. Minor, Chief Engr.	Raymer Associated Lang-Worth UP, INS
COLUMBUS 10	*WOSU 1922	820 5,000 L-LS, Dallas	The Ohio State U. O. S. U. Campus University 3148	Howard L. Bevis, Pres. Robert C. Higgy, Dir.	Wm. H. Ewing, Prog. Dir. Al J. Boggioni, Chief Oper- ator	Thesaurus UP
COSHOCTON	WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. Main St. 1560	Bruce Wallace, Pres. & Gen. Mgr. Richard H. Athey, Coml. & Prom. Mgr.	Fred Dodge, Station Mgr. & Prog. Dir. Ben Jones, Chief Engr.	Lang-Worth SESAC UP
DAYTON 1	WHIO 1935	1290 5,000	Miami Valley Broadcast- ing Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr., Pres. & Principal Owner Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Stanley G. Mouse, Prom. Mgr. Ernest L. Adams, Chief Engr.	Hollingsbery Associated Standard AP, UP, INS
DAYTON 2	WING 1921	1410 5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. F. G. Dykstra, Station Mgr.	Arthur H. Martin, Prog. Dir. Margaret Josten, Assist. Prom. Mgr. Lloyd House, Chief Engr.	Weed Lang-Worth Standard AP
EAST LIVERPOOL	WLIO (Construction permit)	1570 1,000-D	Pottery Bcstg. Co. 410 North Ave. Millvale, Pa.	Earl D. Eisenhower } Dr. A. S. Sickman } Owners J. Milton Hammond }		
ELYRIA	WEOL (Construction permit)	930 1,000	Elyria-Lorain Bcstg. Co. 330 2nd St. 2000	Roy W. Ammel, Pres. & Gen. Mgr.		
FINDLAY	WFIN 1941	1330 1,000-D	Fred R. Hover Estate Findlay 1330	KBS	Dimond Hover, Gen. Mgr. Jean Lamb, Traffic Mgr.	Edgar C. Smith, Chief Engr.	Cole Lang-Worth SESAC Standard INS
HAMILTON	WMOH 1944	1450 250	Fort Hamilton Broadcast- ing Co. Second Natl. Bank Bldg. 4-6543	MBS	Herbert G. Pabst, Pres. & Managing Dir. Donald L. Chapin, Sales & Prom. Mgr.	Don J. Meeks, Prog. Dir. Andrew F. Bruck, Chief Engr.	Thesaurus UP
LIMA	WLOK 1936	1240 250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. J. Robert Kerns, V.P. in Charge of Operations	Harry Jay, Coml. Mgr. E. C. Ulrick, Prog. Dir. Darrel Hunter, Chief Engr.	Lang-Worth AP
MANSFIELD	WMAN 1939	1400 250	Richland Inc. 140½ Park Ave. W. 4235-6	ABC	M. F. Rubin, Pres. J. M. O'Hara, Gen., Coml. & Prom. Mgr.	Harry C. Lytle, Prog. Dir. W. E. Morrison, Chief Engr.	T-H-S World UP
MARIETTA	WMOA 1946	1490 250	Marietta Bcstg. Co.	MBS KBS	Mildred Chernoff, Pres. A. N. Archer, Resident & Coml. Mgr.	Harold Haught, Prog. Dir. Paul Nesper, Prom. Mgr. Charles E. Clark, Chief Engr.	Lang-Worth UP
MARION	WMRN 1940	1490 250	Marion Bcstg. Co. P.O. Box 518 3226	ABC KBS	Robert T. Mason, Pres. & Gen. Mgr. Clark Dozer, Coml. Mgr.	Sanford Marshall, Prog. Dir. John Plank, Prom. Mgr. Francis J. Peters, Chief Engr.	Stovin Thesaurus UP
MIDDLETOWN	WPFB 1947	910 1,000-D	Paul F. Braden Central Ave. 2-3625	Paul F. Braden, Pres. & Gen. Mgr. Ranny Daly, Coml. Mgr. & Prog. Dir.	Don Lyons, Prom. Mgr. Ray Brock, Chief Engr.	Lang-Worth SESAC AP
PIQUA	WPTW 1947	1570 250-D	Miami County Broad- casting Co. Inc. 1625 W. Covington Ave. 1420	Richard E. Hunt, Pres. & Gen. & Prom. Mgr. George E. Donahue, Assist. Chief Engr. & Vice-Pres. Carroll M. Ball, Coml. Mgr.	Leo Underhill, Prog. Dir. Byron F. London, Secy., Treas. & Chief Engr.	Grant World SESAC AP

PAID CIRCULATION

The history of space buying passed from the quantitative to the qualitative. Radio is growing in that manner. More time buyers are realizing the importance of listener motivations.

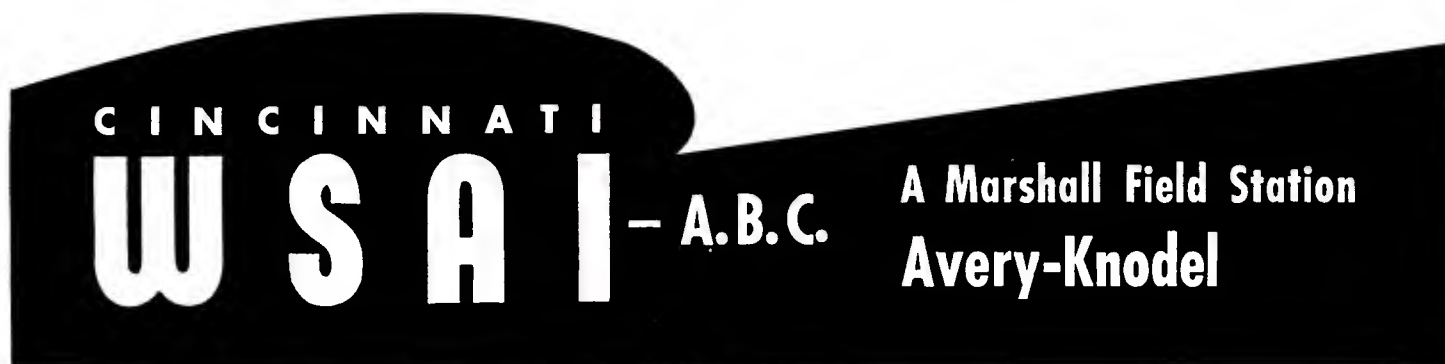
**"Do listeners tune in casually or do they
have a purpose—however whimsical?"**

And if they have a purposeful motivation how does it characterize them?

**Audience gained by casual listeners
can be compared to the circulation
gained by "free" publications.**

Station program structure can attract either a casual tune-in or a purposeful tune-in. So far there have been enough listeners to justify costs in either event. But we believe the one way is backward and the other is forward.

We believe that the **purposeful** tune-in is the radio counterpart of **paid** circulation. We associate it with the success of the many advertisers of all types and classes on WSAI.



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OHIO (Continued)

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PORTSMOUTH	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Louis H. Brush, Pres. Gerald F. Boyd, Mgr. & Coml. Mgr. Floyd M. Jackson, Prog. Dir.	Carl P. Bodner, Prom. Mgr. Maurice L. Myers, Chief Engr. Rambeau Thesaurus AP	
SANDUSKY	WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Hunt- ington Sts. 5170	MBS	Lloyd A. Pixley, Pres. Albert E. Heiser, V. P., & Gen. Mgr. J. H. Kelly, Secy. & Dir. Louis E. Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Donald Dean, Prom. Mgr. George F. Buchrie, Chief Engr. Lang-Worth World PN	
SPRINGFIELD 35	WIZE 1940	1340 250	Radio Voice of Spring- field 115 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Gen. Mgr. Adna H. Karns, Station Mgr.	Robert Terry, Prog. Dir. Yvonne Roberts, Prom. Mgr. Victor L. Bushong, Chief Engr. Weed Lang-Worth Standard UP	
SPRINGFIELD	WJEL 1947	1600 500-D	Champion City Broad- casting Co. 101 N. Fountain Ave.	KBS	Dr. Delbert Joseph Parsons John Edward Harwood Bill Erin	} Partners	
SPRINGFIELD	WWSO 1947	1210 250-D	Radio Springfield Inc. Springfield 3-6488	Gus Sun, Pres. O. R. Bellamy, Gen. & Coml. Mgr.		Virginia Weber, Prog. Dir. Dave Sawyer, Prom. Mgr. Robert Cory, Chief Engr. Thesaurus World AP
STEUBENVILLE	WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	John J. Laux, Gen. & Coml. Mgr. George H. Wilson Jr., Prog. Dir. & Prom. Mgr.	Joseph M. Troesch, Tech. Advisor	McGillyra Thesaurus UP
TOLEDO 4	WSPD 1921	1370 5,000	The Fort Industry Co. Broadcast Bldg. Adams 3175	NBC	George B. Storer, Pres. J. Harold Ryan, Senior V.P. & Treas. E. Y. Flanigan, V.P. in Charge of Operations	Glenn C. Jackson, Prog. Dir. Robert B. Evans, Prod. Dir. O. William Myers, Prom. Mgr. Wm. M. Stringfellow, Chief Engr.	Katz Lang-Worth Standard Thesaurus AP, UP, INS
TOLEDO 4	WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	Stanley Speer, Pres. Sunne Miller, Gen., Coml., Prom. Mgr. & Prog. Dir.	Robert Sowers, Chief Engr.	Sears & Ayer Associated Lang-Worth SESAC Standard AP
TOLEDO 2	WTOL 1938	1230 250	Community Bcstg. Co. Bell Building Adams 3291	ABC	Frazier Reams, Pres. & Treas. Thos. Bretherton, Secy. & Exec. Dir., Gen. Mgr. Morton Neipp, Vice-Pres.	Karl Nelson, Prog. Dir. Francis Mc Nerney, Prom. Mgr. John Sheehan, Chief. Engr.	Raymer World UP
WARREN	WRN 1941	1400; CP-1440 250; CP-5,000	Nied & Stevens Inc. 108 Main St. 2212-9	MBS	Perry H. Stevens, Pres. Emerson J. Pryor, Gen. Mgr. Frank B. Cannon, Coml. Mgr.	Richard G. Oram, Prog. Dir. & Prom. Mgr. Robert V. Kinney, Chief Engr.	McGillyra Lang-Worth SESAC UP
WOOSTER	WWST 1947	960 500-D	Wooster Republican Ptg. Co. Wooster 760	Raymond E. Dix, Pres. Harold D. Schaaf, Gen. Mgr. Ted Evans, Coml. Mgr.	James Rowe, Prog. Dir. Russell Grunder, Chief Engr.	Standard World AP
WORTHINGTON	WRFD 1947	880 5,000-D	Peoples Broadcasting Corp. of Ohio 649 High St.	James H. West, Pres. Edgar Parsons, Station & Sales Mgr. John D. Davis, Natl. Sales Rep.	William Meredith, Prog. Dir. Joseph D. Bradshaw, Sales Serv. & Prom. Mgr. Royce O. Woodward, Chief Engr.	Lang-Worth SESAC Standard AP, INS
YOUNGSTOWN	WFMJ 1939	1450; CP-1390 250; CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag Jr., Pres. & Gen. Mgr. Phil Wood, Natl. Sales Len Nassman, Local Sales Mgr.	R. B. Mackall, Prog. Dir. F. A. Dieringer, Chief Engr.	Headley-Reed Standard Thesaurus AP, UP
YOUNGSTOWN 3	WKBN 1926	570 5,000	WKBN Bcstg. Corp. 17 N. Champlon St. 42122	CBS	W. P. Williamson Jr., Pres. & Gen. Mgr. J. L. Bowden, Coml. Mgr. & Station Dir.	Baldwin Harper, Prog. Dir. Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade 6000	NBC	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert Maley, Prog. Dir. Charles E. Hartmeyer, Chief Engr.	Pearson Capitol Lang-Worth AP

OKLAHOMA

ADA	KADA 1934	1230 250	C. C. Morris First Natl. Bank Bldg. 1212	ABC Okla- homa	C. C. Morris, Owner & Sta- tion Mgr. James M. Griffith, Gen. Mgr. Leroy W. Moses, Coml. Mgr.	Jerry Folsom, Prog. Dir. Bill Hoover, Asst. Mgr. Betty Hughes, Prom. Mgr. Harold Walker, Chief Engr.	T-H-S Standard AP
ALTUS	KWHW 1946	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS	Frank E. Wimberly, Pres. & Gen. Mgr.	Jon E. Wagner, Coml. Mgr. Ernest Baucum, Chief Engr.	Griffith Thesaurus AP
ARDMORE	KVSO 1935	1240 250	John F. Easley 1612 N. Washington 3030	ABC KBS Okla- homa	John F. Easley, Pres. Albert Rieser, Gen. & Prom. Mgr. H. Bell, Coml. Mgr.	Dolly Dutton, Prog. Dir. Wm. Kolb, Chief Engr.	T-H-S SESAC Standard World AP

IF... YOU WERE MR. HOOPER



You'd rate Youngstown sets-in-use

55%

above the national average. From 12 Noon to 6:00 P. M. the national average sets-in-use was 18.2%.* The Youngstown average: 29.5%.* Most important—the evening hours—from 6:00 P. M. to 10:00 P. M.—the national average was 31.2%.* Youngstown: 45.0%.*

You'd rate WKBN programs

81%

above the national average on 58 out of 60 CBS Hooperated programs. You'd get a total of 419 bonus Hooperating points! In fact, WKBN ratings for 19 CBS programs more than doubled the national average.

If you were a Youngstown listener, you'd tune to WKBN for

27 ^{OUT} **OF** **30**

of Youngstown's top Hooperated shows. Tuning to WKBN for the best in Youngstown is a listening habit that can serve to promote your products. The greater Youngstown area exceeds 650,000 people.

IF YOU WANT ONE OF THE NATION'S BEST BUYS—BUY YOUNGSTOWN—BUY WKBN.

Here in one of America's 25 largest markets, a vast audience listens 55% above the national average. And so offers sponsors one of the best big-city buys. Youngstown is a radio town . . . more so than most of the cities now carrying your network or national spot business. And for favorite shows (27 out of 30 top Hoopers) WKBN—570 is a Youngstown listening habit.

* Source: Youngstown, Ohio, Fall-Winter Report, October 1946 through February 1947 of C. E. Hooper, Inc.

WKBN

COLUMBIA BROADCASTING SYSTEM
YOUNGSTOWN, OHIO
5000 WATTS • 570 K. C.



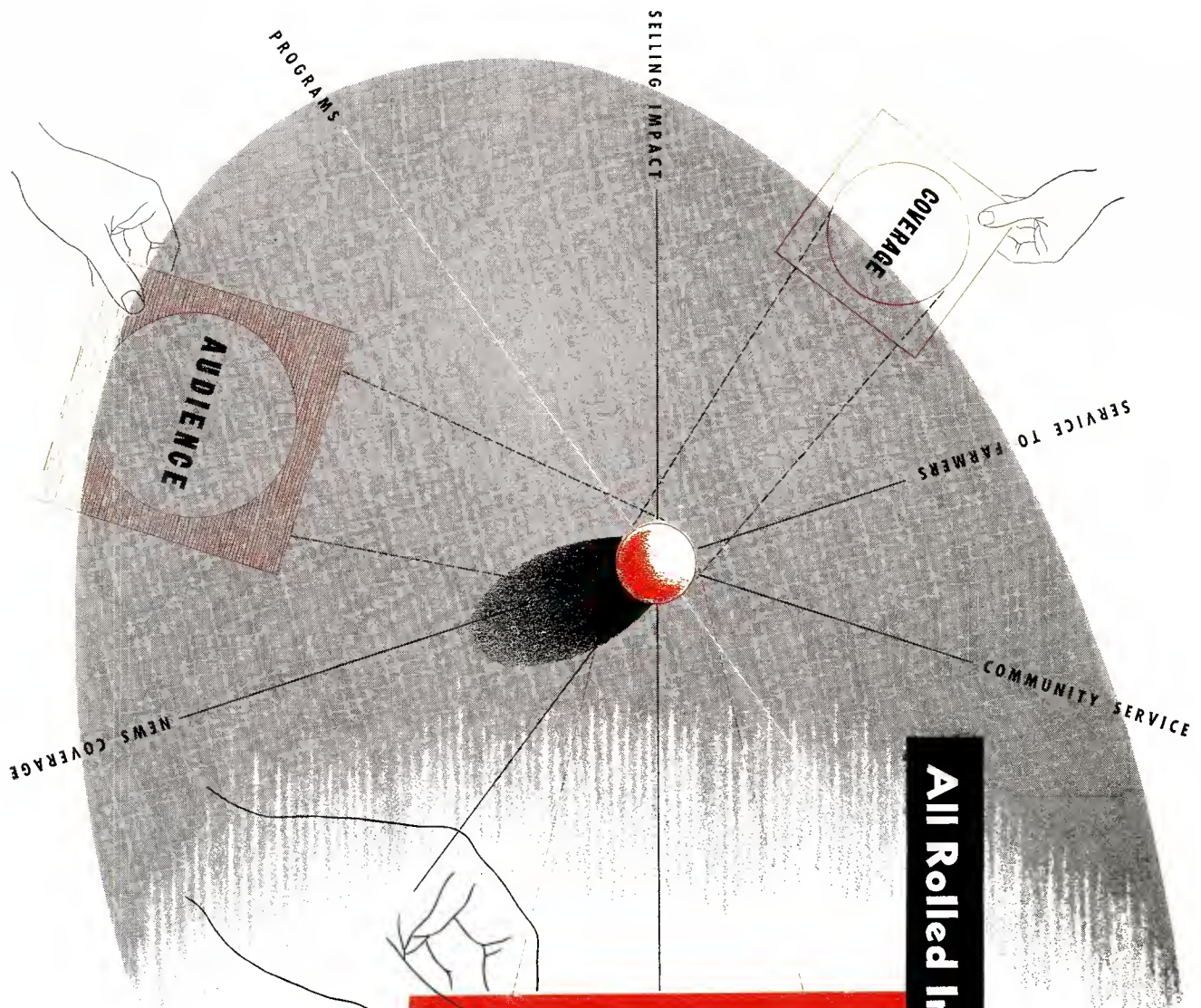
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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

OKLAHOMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transe. Librar. News Service	
BARTLESVILLE	KWON 1942	1400 250	Bartlesville Bcstg. Co. Union Natl. Bank Bldg. 1400	MBS	J. Fred Case, Pres., Gen. & Coml. Mgr.	John W. Overstreet, Chief Engr.	Standard AF
CHICKASHA	KWCO 1946	1560 250-D	Washita Valley Bcstg. Corp. Chickasha 2899	MBS	George C. Robinson, Pres. James B. Quattlebaum, Gen Mgr John Steele, Station Mgr.	Len Lyon, Coml. Mgr. George P. Miller, Prog. Dir. George C. Robinson, Chief Engr.	Standard AP
CLINTON		1320 1,000-D (Construction permit)	Western Oklahoma Broadcasting Co.				
DUNCAN	KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Chief Owner W. Edward Evans, Gen., Coml. & Prom. Mgr.	Jack Raymond, Prog. Dir. W. E. Billington, Chief Engr.	Capitol UP
DURANT	KDUR (Construction permit)	1540 250	Texhoma Bcstg. Co. 321 W. Main St.				
DURANT	KSEO 1947	750 250-D	Bennett Story } Partners R. F. Story Democrat Bldg. 102	KBS	H. Weidon Stamps, Gen. & Prom. Mgr. Gerald Sanders, Coml. Mgr.	Muriel Nix, Prog. Dir. Bill Watters, Chief Engr.	Thesaurus AP
ELK CITY	KASA 1932	1240 250	Southwest Bcstg. Co. 204 N. Main 730	MBS KBS	Lonnie J. Preston, Pres. & Gen. Mgr. J. A. Caldwell, Coml. Mgr.	Grace Caldwell, Prog. Dir. Bob Pace, Prom. Mgr. George Fenter, Chief Engr.	Standard UP
ENID	KCRC 1929	1390 1,000	Enid Radiophone Co. Broadway Tower 147	ABC Okla- homa	Mrs. M. C. Garber, Pres. Milton B. Garber, Gen. Mgr. H. F. Hale, Coml. Mgr.	Diamond Postlewait, Prog. Dir. Murray D. Coleman, Chief Engr.	T-H-S Standard Thesaurus AF
HOBART	KTJS 1947	1420 250-D	T. J. Shriner	KBS			
HUGO		1340 250 (Construction permit)	Little Dixie Bcstg. Co. Hugo		O. A. Brewer, Pres.		
LAWTON	KSWO 1941	1380 1,000	Oklahoma Quality Bcstg. Co. 17th & E. Aves. 1380	ABC Okla- homa	R. H. Drewry, Pres. Allan Page, Gen. Mgr. Paul Goode, Office Mgr.	Neil Ashlock, Coml. Mgr. Morgan Roberts, Prog. Dir. Gene Billington, Chief Engr.	T-H-S Standard UP
McALESTER	KTMC 1946	1400 250	J. Stanley O'Neill P. O. Box 157 2411	ABC Okla- homa	J. Stanley O'Neill, Owner & Gen. Mgr. George Overton, Coml. Mgr.	Mollie Hutcheson, Prog. Dir. Glenn Barnett, Chief Engr.	T-H-S Radio Sales Standard AF
MIAMI	KOVE (Construction permit)	910 1,000	Miami Bcstg. Co. 509 First National Bank Bldg.				
MUSKOGEE	KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 302	ABC Okla- homa	Tams Bixby Jr., Pres. Paul A. Bruner, Gen. & Coml. Mgr.	Bob Castie, Prog. Dir. Earl Graves, Chief Engr.	T-H-S Radio Sales UP
MUSKOGEE 1	KMHU (Construction permit)	1380 1,000-LS 500-N	Eastern Okla. Bcstg. Corp. 412½ Court St. 656		Ben T. Childers, Pres. Bill Bryan, Gen. Mgr.	Duane Hoisington, Chief Engr.	Lang-Worth UP
NORMAN	*WNAD 1920	640 1,000-D	U. of Oklahoma 900		John W. Dunn, Gen. Mgr. W. S. Morgan, Prog. Dir.	Margaret Bannister, Prom. Mgr. Remy Perot, Chief Engr.	Standard AP
OKLAHOMA CITY 3	KBYE 1946	890 1,000-D	State Bcstg. Co. 108 N.W. 9th St. 7-3653		A. Earl Cullum Jr., Pres. Tom Johnson, Gen. Mgr. James M. Collins, Vice-Pres. & Treas. Galen O. Gilbert, Coml. Mgr.	Flora A. Luper, Prog. Dir., Office & Prom. Mgr. Clyde S. Mosteller, Chief Engr.	Branham Cole Lang-Worth UP
OKLAHOMA CITY 8	KLPR 1946	1140 1,000-D	Okla. City Bcstg. Co. 132½ W. Commerce St. 3-6358		Byrne Ross, Pres. & Gen Mgr. Walter Colvin, Coml. & Prom. Mgr.	Kathleen Burkett, Prog. Dir. Jack D. Richmond, Chief Engr.	Associated AP
OKLAHOMA CITY 3	KOCY 1938	1340 250	Plaza Court Bcstg. Co. Plaza Court 3-4333	MBS	John D. Thomas, Pres. M. H. Bonebrake, Gen. Mgr. George Tarter, Coml. Mgr.	Paul H. Buening, Prog. Dir. Royden R. Freeland, Chief Engr.	Walker Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA 1927	1520 50,000	Koma Inc. Biltmore Hotel 2-3291	CBS	John Toole Griffin, Pres. & Chief Owner J. J. Bernard, Gen. Mgr. Webster L. Benham Jr., Coml. Mgr.	Robert Eastman, Prog. Dir. Raymond Ruff, Prom. Mgr. Morris W. Thomas, Chief Engr.	Avery-Knodel Capitol Cole Standard UP
OKLAHOMA CITY 2	KTOW (Construction permit)	800 250-D	Sooner Bcstg. Co. 3300 Apco Tower 79-2604		Neal Barrett, Gen. Mgr.		UP
OKLAHOMA CITY 2	KTOK 1927	1400; CP-1000 250; CP-5,000-LS 1,000-N	KTOK Inc. 2004 Apco Tower 3-8352	ABC Okla- homa	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Harold M. Shreve, Prog. Dir. Philip A. Kernan, Prom. Mgr. Clifford M. Easum, Chief Engr.	T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 2	WKY 1922	930 5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. P. A. Sugg, Gen. & Coml. Mgr.	Hoyt T. Andres, Prog. Dir. Gene White, Prom. Mgr. H. J. Lovell, Chief Engr.	Katz Associated Standard AP, UP
OKMULGEE	KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Petroleum Bldg. 3646	MBS KBS	Pat Buford, Pres. & Gen Mgr. Lucille Buford, Coml. & Prom. Mgr.	Nova Clarke, Prog. Dir. Chester Ludwick, Chief Engr.	Sears & Ayer Keystone Lang-Worth UP



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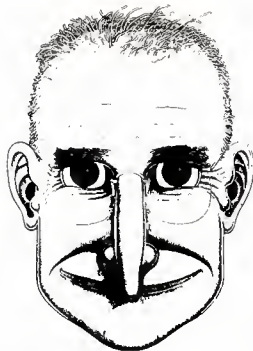
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PAULS VALLEY	KVLH 1948	1470 250-D	James T. Jackson 110 E. Paul Ave. 105	James T. Jackson, Pres.	UP	
PONCA CITY	WBBZ 1928	1230 250	Adelaide L. Carrell 615 W. Grand Ave. 3200	MBS KBS	Adelaide L. Carrell, Pres. & Gen. Mgr.	Bill Maugans, Prog. Dir. Nicholas J. DeFrancesco, Chief Engr.	Thesaurus AP
SEMINOLE	KSMI (Construction permit)	1260 500-D	Tom Potter			
SHAWNEE	KGFF 1930	1450 250	KGFF Bestg. Co. Inc. 9th & Bell Sts. 4390	ABC Okla- homa	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. D. Frank McGee, Coml. Mgr.	William Weaver, Prog. Dir. Martin Thomas, Prom. Mgr. Joseph T. Gaskill, Chief Engr.	T-H-S Lang-Worth AP
STILLWATER	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Terry Condrey, Coml. Mgr.	W. R. McKinsey, Prog. Dir. Paul McCollum, Chief Engr.	Burke, Kuipers & Mahoney World UP
TULSA 3	KAKC 1946	1570 1,000-D	Public Radio Corp. 412 E. 5th St. 4-2401	Sam E. Avey, Pres. Glenn Condon, Vice-Pres. & Gen. Mgr. James L. Neal, Asst. Gen. & Coml. Mgr.	Joan Wells, Prog. Dir. James Crosbie, Prom. Mgr. M. M. Donley, Chief Engr.	Walker Lang-Worth AP
TULSA	KFMJ 1946	1050 1,000-D	Fred Jones Bestg. Co. Alvin Hotel 5-5555	Fred Jones, Pres. Lawson Taylor, Gen. Mgr. Leon Betz, Coml. Mgr.	Jack Hoffman, Prog. Dir. Nate Wilcox, Chief Engr.	Forjoe Standard World UP
TULSA 3	KOME 1938	1340; CP-1300 250; CP-5000-LS 1000-N	Oil Capitol Sales Corp. 8th & Main 3-4121	ABC MBS Okla- homa	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. Howard Engle, Coml. Mgr. Hal Hough, Prog. Dir.	Gregg Chancellor, Prom. Mgr. Roy Brown, Chief Engr.	T-H-S Lang-Worth Standard AP
TULSA 1	KTUL 1934	1430 5,000	Tulsa Bestg. Co. Boulder-on-the-Park 2-3191	CBS	John Toole Griffin, Pres. John Esau, Vice-Pres. & Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Janssen, Prog. Dir. George L. Ketchum, Prom. Mgr. Robert Snider, Chief Engr.	Avery-Knode Capitol Standard World UP
TULSA 3	KVOC 1925	1170 50,000	Southwestern Sales Corp. 2104 Philtower Bldg. 2-2254	NBC	W. G. Skelly, Owner P. Q. Proctor, Pres. William B. Way, Vice-Pres. & Gen. Mgr. Gustav K. Brandborg, Coml. Mgr.	F. M. Randolph, Prog. Dir. R. L. Schonhoff, Prom. Mgr. L. Watt Stinson, Chief Engr.	Petry Lang-Worth Standard UP, INS
WOODWARD	KSIW 1946	1450 250	Woodward Bestg. Co. Box 508 1450	MBS	Dave D. Price, Pres. James L. Todd, Gen. Mgr. Herbert S. Swift, Coml. & Prom. Mgr.	Harry Van Slycke, Prog. Dir. Robert E. Davis, Chief Engr.	Lang-Worth AP

OREGON

ALBANY	KWIL 1941	1240 250	Central Willamette Bestg. Co. 15th & Elm. Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. R. R. Cronise, Secy.-Treas. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Warren Stoffer, Prom. Mgr. Herb Davidson, Chief Engr.	Griffith Keating Standard World UP
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bestg. Co. Inc. 1160 Helman St. 2-1351	KBS	M. S. Hamaker, Pres. Bob Reinholdt, Gen. Mgr. Ed P. Barnett, Coml. Mgr.	Charles B. Field, Prog. Dir. & Prom. Mgr. Ralph S. Chick, Chief Engr.	Griffith Keating Capitol Standard World AP
ASTORIA	KAAT 1935	1230 250	Astoria Bestg. Co.	MBS KBS Don Lee	L. E. Parsons, Mgr.		
BAKER	KBKR 1939	1490 250	Inland Radio Inc. First & Court Sts. 140	KBS	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. & Coml. Mgr.	Kenneth F. Holden, Prog. Dir. Milton M. Levy, Prom. Mgr. Sidney S. Williams, Chief Engr.	Grant Keating Thesaurus UP
BEND	KBND 1938	1340 250	Central Oregon Bestg. Co. 1101 Wall St. 848	MBS KBS Don Lee	Frank H. Loggan, Pres., Gen. & Prom. Mgr. W. H. Barton, Coml. Mgr.	K. R. Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Lang-Worth UP
COOS BAY	KOOS 1923	1230 250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Mgr. Leonard Epling, Coml. Mgr.	Sara Spaugh, Prog. Dir. Lucy Johnson, Office Mgr. Roger L. Spaugh, Chief Engr.	Keating World AP
COQUILLE	KWRO 1948	1450 250	KWRO Broadcasters Box 359, Coos Bay, Oregon	Wm. E. Walsh and Walter L. Read—Partners		
CORVALLIS	*KOAC 1922	550 5,000	Oregon State Agric. College Corvallis 526	P. C. Packer, Chancellor (State System)	James M. Morris, Prog. Mgr. Granv Felkert, Chief Engr.	UP



WALLACE KADDERLY
Farm Director



ABE BERCOVITZ
Musical Director



H. Q. COX
Manager



HOMER WELCH
Program Director



GLENN SHELLEY
Ass't to Musical Director



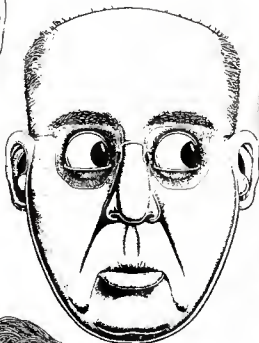
FRANK COFFIN
Public Relations Director



GEORGE MOORAD
News Analyst



CHUCK FOSTER
Nite News Chief



JACK WASSAN
Sales Manager

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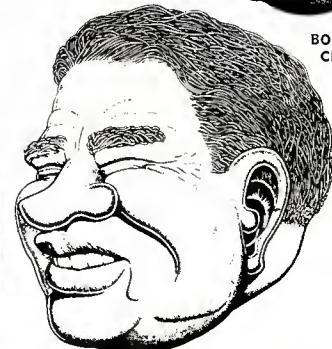
EVELYN SIBLEY LAMPMAN
Educational Director



EARL E. E. PETERSEN
Technical Supervisor



HELEN ALEXIEFF
Continuity Chief



HAROLD SINGLETON
Chief Engineer

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PORTLAND 11	KOIN 1924	970 5,000	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS	Marshall Field, Pres. Harry H. Buckendahl, Gen. Mgr. Ted W. Cooke, Prog. Dir.	Marc Bowman, Prom. Mgr. L. S. Bookwalter, Chief Engr. Avery-Knodel Associated Capitol World AP, UP, INS
PORTLAND 2	KPDQ 1947	800 1,000-D	John W. Davis Oaks Park Vermont 6142	John W. Davis, Pres., Gen. & Coml. Mgr.	Donovan Zundel, Prog. Dir. Rodney Johnson, Chief Engr. Rambeau Capitol AP
PORTLAND 4	KWJJ 1927	1080 10,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	W. J. Jerman, Pres. John C. Egan, Gen. Mgr. L. D. Henderson, Coml. Mgr.	Jerry Speerstra, Prog., Dir. & Prom. Mgr. Frank Hood, Chief Engr. Grant Burn-Smith Lang-Worth Standard UP
PORTLAND 7	KXL 1926	750 10,000 L-WSB	KXL Broadcasters Orpheum Bldg. Broadway 6451	H. S. Jacobson, Pres., Gen. & Coml. Mgr.	Frederick Elchorn, Prog. Dir. Paul Robinson, Prom. Mgr. Ralph Miffin, Chief Engr. Walker Lang-Worth MacGregor Standard UP
ROSEBURG	KRNR 1936	1490 250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Pres. Iris Rice Hellmell, Gen. Mgr. Del McKay, Coml. Mgr.	Allen Cordon, Prog. Dir. Leroy Hiatt, Chief Engr. Griffith Keating Cole SESAC Standard World AP
SALEM	KOCO 1947	1490 250	KOCO Broadcasters P. O. Box 230 2-6258	B. Loring Schmidt, Pres. Al Schuss, Gen. & Coml. Mgr.	Dave Hoss, Prog. Dir. & Prom. Mgr. Dwight D. Loomis, Chief Engr. Capitol Thesaurus UP
SALEM	KSLM 1934	1390 1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	Glenn McCormick, Pres. & Gen. Mgr. Lee Bishop, Bus. Mgr.	L. Bushnell, Prog. Dir. Robert Fischer, Prom. & Sales Mgr. Clyde Carlton, Chief Engr. Grant World AP, UP
TILLAMOOK	KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Tillamook 1122	KBS	Fred H. Guyton, Pres. Robert W. Harris, Gen. & Coml. Mgr.	Mary R. Harris, Traf. Mgr. Ralph I. Brown, Chief Engr. Keating Cole World AP

PENNSYLVANIA

ALLENTOWN	WHOL (Construction permib)	1230 250	Allentown Bcstg. Corp. 508 Hamilton St.		
ALLENTOWN	WKAP 1946	1580 1,000-D	Allentown Bcstg. Corp. 715 Hamilton St. 3-3166	KBS	N. Joe Rahall, Pres. Ben W. Muros, Gen. Mgr. & Prog. Dir. Ogden R. Davies, Coml. & Prom. Mgr.	Frank Cordaro, Chief Engr. World Lang-Worth AP
ALLENTOWN	WSAN 1923	1470 5,000	Lehigh Valley Bcstg. Co. 39 N. 10th St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musseiman, V.P. & Managing Dir.	Olivia P. Musselman, Office Mgr. George Y. Snyder, Prog. Dir. Reul H. Musselman, Tech. Spvsr. Headley-Reed Standard Thesaurus AP, UP
ALTOONA	WFBG 1924	1340 250	Gable Bcstg. Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable, Pres. John M. Snyder, Managing Dir. & Coml. Mgr.	Wilbert Ketner, Prog. Dir. George Burgoon, Chief Engr. Headley-Reed Lang-Worth World AP
ALTOONA	WJSW 1947	1290 1,000-LS 500-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS	Herbert Wolf, Pres. Thomas W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr.	Jerry McDevitt, Prog. Dir. Robt. Michel, Prom. Mgr. Irving Metzger, Chief Engr. Burn-Smith Standard UP
ALTOONA	WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC	Roy F. Thompson, Pres., Gen. & Coml. Mgr.	Dorothy M. Jones, Prog. Dir. J. Denny Stevens, Prom. Mgr. George R. Burgoon, Chief Engr. Radio Advertising Thesaurus UP
ALTOONA	WVAM (Construction permib)	1430 1,000	General Bcstg. Corp. 423 Central Trust Bldg.		
APOLLO	WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Pa. Ave. 410	C. F. Clifton } Owners A. J. West } C. F. Clifton, Gen. Mgr. A. J. West, Coml. Mgr.	H. Warren Anderson, Prog. Dir. Carmen Tubby, Prom. Mgr. H. Edward Smith, Chief Engr. SESAC UP
BETHLEHEM	WGPA 1946	1100 250-D	Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	Rolland L. Adams, V.P. Arthur McCracken, Gen. Mgr. David Knipe, Coml. Mgr.	Stefan George, Prog. Dir. Betty Gordon, Prom. Mgr. L. Edwin Rybak, Chief Engr. Capitol World UP
BLOOMSBURG	WCNR 1946	930 500-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	Robert R. Eyerly, Pres. Paul R. Eyerly, Treas. Ed. Darlington, Gen. Mgr. & Prog. Dir. John B. Girton, Coml. Mgr.	S. E. Davis, Chief Engr. Thesaurus AP

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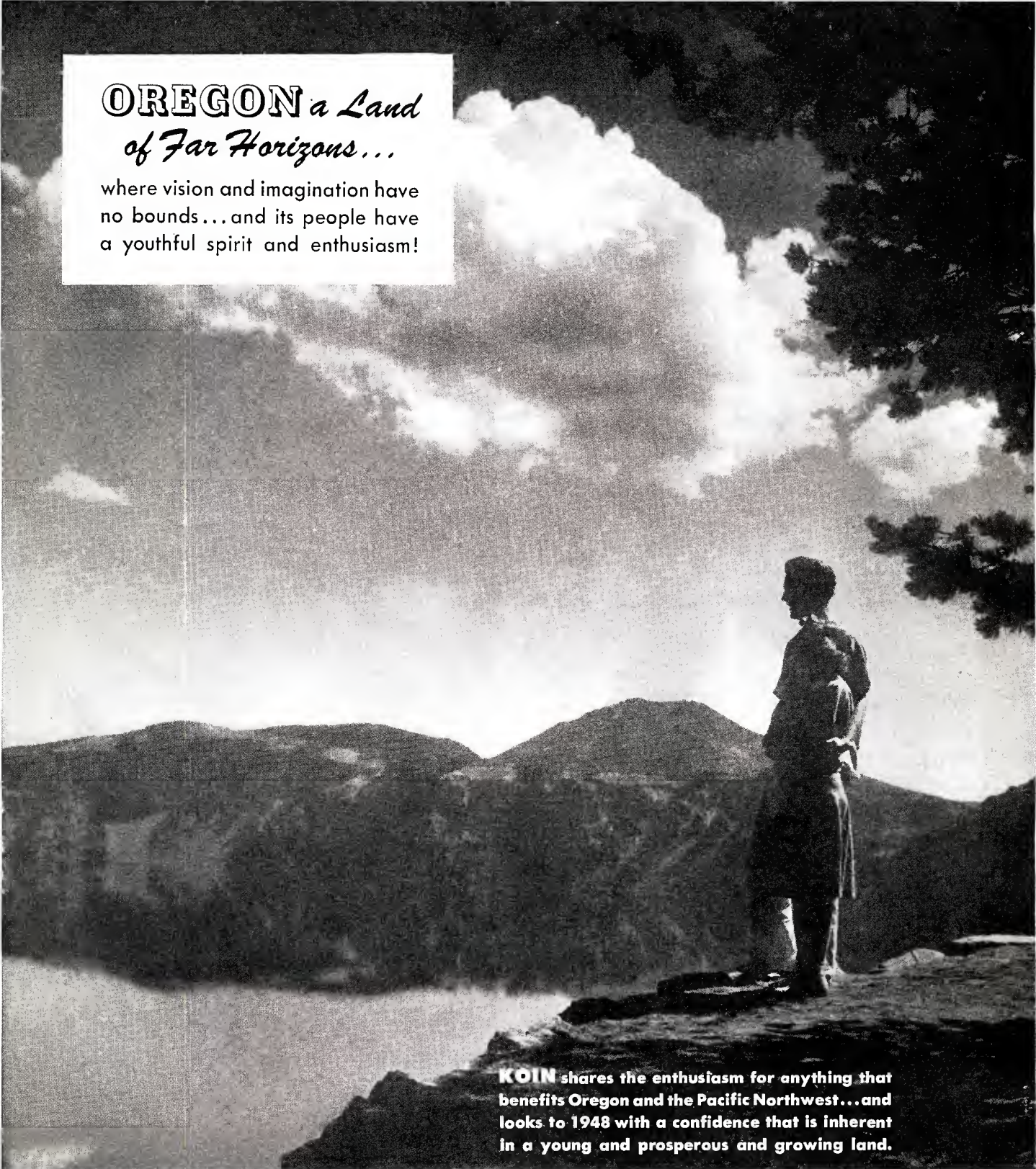
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CORVALLIS	KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 1504	J. C. Haley, Opertng. Mgr. Gordon C. Bjork, Coml. Mgr.	C. W. Peck, Prog. Dir. James E. Bailey, Prom. Mgr. J. C. Haley Jr., Operating Dir.	Grant Keating Cole Lang-Worth AP
THE DALES	KODL 1940	1230 250-LS 100-N	Western Radio Corp. Sunset Dr. 2300	KBS	V. B. Kenworthy, Pres. Paul E. Walden, Station Mgr.	Lea Phillips, Prog. Dir. Talmadge McCartney, Chief Engr.	Keating Griffith MacGregor UP
EUGENE	KASH 1947	1600 1,000	Radio Air Ways Inc. P. O. Box 1800 4595	E. L. Kincaid, Pres. & Gen. Mgr.	Bruce Nidever, Prog. Dir. William Riley, Chief Engr.	Standard Thesaurus AP
EUGENE	KORE 1927	1450 250	Eugene Broadcast Sta. Box 1032 3	MBS Don Lee	Violet G. Motter, Chief Owner L. W. Trommlitz, Gen. Mgr. C. R. Hillyer, Coml. & Prom. Mgr.	Robert Eubanks, Prog. Dir. Harold Gander, Chief Engr.	Griffith Keating World AP, UP
EUGENE	KUGN 1946	1400 250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher } Partners B. N. Phillips } S. W. McCready, Gen. Mgr. L. N. Young, Coml. Mgr.	T. J. Hallock, Prog. Dir. Jim Prior, Prom. Mgr. John Boren, Chief Engr.	Grant Capitol Lang-Worth AP
GRANTS PASS	KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee	A. E. Voorhies, Pres. Wm. B. Smullin, Gen. Mgr. E. A. Malone, Station Mgr.	Mae Dawson, Prog. Dir. G. E. Nickell, Sales Mgr. N. L. Williams, Chief Engr.	Grant Cole MacGregor World AP
KLAMATH FALLS	KFJI 1922	1240; CP-1150 100; CP-1000	KFJI Broadcasters Second & Main 5155	MBS Don Lee	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	Dick Maguire, Prog. Dir. William P. Grimes, Chief Engr.	Grant Keating World UP
KLAMATH FALLS	KFLW 1946	1450 250	Herald Publishing Co. 1301 Esplanade 8115	ABC	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr. Max Frye, Coml. Mgr.	Marjorie Eagle, Prog. Dir. Charles Cecil, Prom. Mgr. Gilbert Walter, Chief Engr.	Griffith Thesaurus AP
LA GRANDE	KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Majorie Pierce, Prog. Dir. Jack Hartmaker, Prom. Mgr. Walt Abbott, Chief Engr.	Grant Keating Standard UP
MEDFORD	KMED 1922	1440 1,000; CP-5,000-LS 1,000-N	Medford Radio Corp. Ross Lane 4000	NBC	Mrs. W. J. Virgin, Chief Owner & Gen. Mgr. James J. Dunlevy, Coml. Mgr. Gladys LaMar, Prog. Dir.	John S. Duffy, Prom. Mgr. Victor M. Calif, Chief Engr.	Standard UP
MEDFORD	KYJC 1947	1230 250	Medford Printing Co. Barnett Road 9200	Robert W. Ruhl, Pres. Collin R. Matheny, Gen. Mgr. William H. Woodford, Coml. Mgr.	Lee S. Bullis, Prog. Mgr. Chester Stuart, Chief Operator	Grant Cole Lang-Worth Thesaurus AP, UP
NEWPORT	KNPT (Construction permit)	1230 250	Yaquina Radio, Inc.
ONTARIO	KSRV 1948	1450 250	Inland Radio Inc. Ontario 212	Lee W. Jacobs, Pres. Gordon L. Capps, V. P. & Gen. Mgr.	John W. Powell, Prog. Dir. Elliot Berhens, Prom. Mgr. Charles Harland, Chief Engr.	Grant Keating Capitol Cole Thesaurus World UP
OREGON CITY	KGON 1947	1230 250	Clackamas Broadcasters Box 391 7111	Temple V. Ehmsen } Roy Jarman } Part- Dr. John Fitzgibbon } ners Floyd C. Bain, Gen. Mgr.	Lawrence A. Read, Office Mgr. Robert R. Roberts Jr., Prog. Dir. Howard I. Jackson, Acct. Exec. Temple V. Ehmsen, Chief Engr.	Capitol Cole Lang-Worth World AP
PENDLETON	KWRC 1941	1240 250	Western Radio Corp. End of S.W. 6th St. 1425	V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Coml. Mgr. Alvin Anderson, Prog. Dir.	Edward Warmuth, Chief Engr.	Lang-Worth UP
PORTLAND 5	KALE 1933	1330 5,000	Kale Inc. Taylor St. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. & Gen. Mgr. Norman A. Davis, Coml. Mgr.	Kelmar K. LeMaster, Prom. Mgr. A. E. Richmond, Chief Engr.	Blair Associated Lang-Worth Standard AP, UP
PORTLAND	*KBPS 1923	1450 100 SH	Benson Polytechnic School
PORTLAND 5	KEX 1926	1190 50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main St. Atwater 6214	ABC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. C. S. Young, Station Mgr.	Eldon Campbell, Sales Mgr. Melvin Bailey, Prog. Mgr. C. L. Burrow, Adv. & Sales Prom. Mgr. T. T. Ely, Chief Engr.	Free & Peters Associated SESAC UP, INS
PORTLAND 5	KGW 1922	620 5,000	Oregonian Publishing Co. 1011 S. W. Sixth Ave. Beacon 6364	NBC North-west	Carolne P. Leadbetter, Pres. H. Quenton Cox, Gen. Mgr. Frank H. Coffin, Publ. Rel. Dir. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Robert Hancock, Prom. Mgr. Harold C. Singleton, Chief Engr.	Petry Cole SESAC Lang-Worth Thesaurus AP, INS

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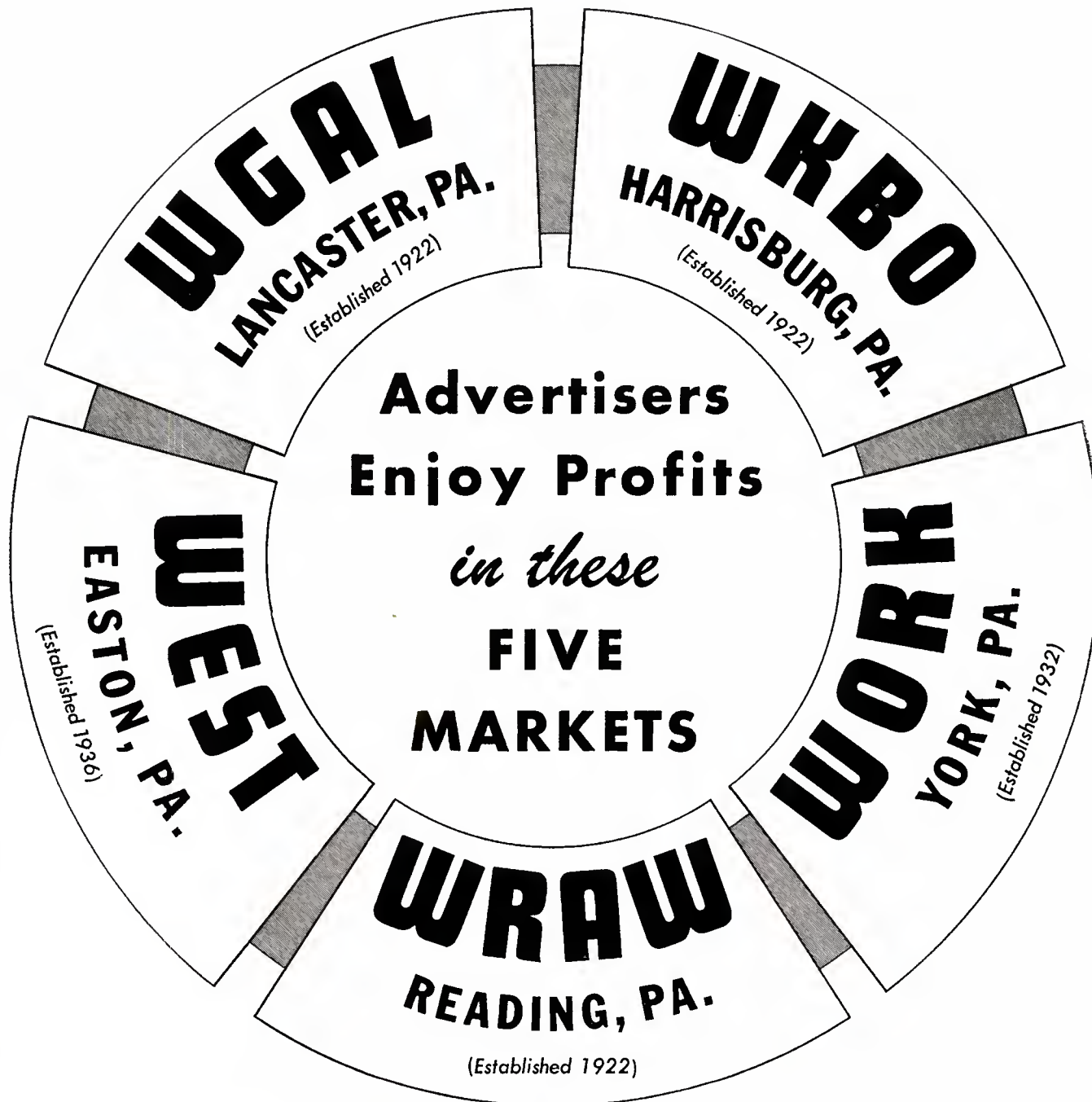
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DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

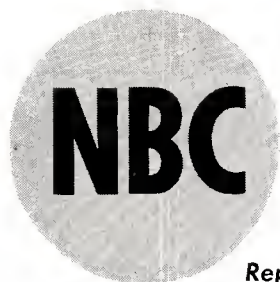
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BLOOMSBURG	WLTR 1947	690 1,000-D	Bloom Radio, Inc. 1 Washington Place			
BRADDOCK	WLOA 1947	1550 1,000-D	Matka Bestg. Co.			
BRADFORD	WESB 1947	1490 250	Bradford Publications Inc. 43 Main St. 3173	MBS	Joseph M. Cleary, Gen. Mgr. Arthur H. Hertlein, Coml. Mgr.	William Peters, Prog. Dir. Earl F. Harlan, Tech. Supvr. Benjamin Franklin, Chief Engr.	Standard World AP
BUTLER	WISR 1941	680 250-D	David H. Rosenblum 357 N. Main St. 4701	KBS	David H. Rosenblum, Pres. & Gen. Mgr. Kent L. Jeffery, Coml. Mgr.	Robert L. Kaufman, Prog. Dir. & Prom. Mgr. Paul F. Rex, Chief Engr.	ForJoe Lang-Worth UP
CHAMBERSBURG	WCHA 1946	800 1,000-D	Chambersburg Bestg. Co. Craft Press Bldg. 1111	John S. Booth, Chief Owner, V. P. & Gen. Mgr. Thompson K. Cassel, Coml. Mgr.	Chas. M. Cassel, Prog. Dir. M. Goodwin Clarke, Prom. Mgr. Joseph Rose, Chief Engr.	ForJoe Capitol UP
CHARLEROI	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Inc. Charleroi 30	Dr. A. S. Sickman, Pres. Pierre Paulin, Gen. Mgr. C. F. Kreitzer, Sales Mgr.	Henry Niederkofler, Chief Engr.	Capitol World AP
CHESTER	WPWA 1947	1590 1,000-D	Lou Poller Chester 3-1641	Lou Poller, Owner Max A. Mandel, Gen. Mgr.	Charles Ross Capps, Prog. Dir. Burton Levine, Prom. Mgr. Joseph J. Goodman, Chief Engr.	Capitol World AP
CHESTER	WVCH (Construction permitt)	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	James M. Tisdale, Owner, Gen. & Coml. Mgr., & Chief Engr.	Edna Whittington, Prog. Dir.	UP
CLEARFIELD	WCPA (Construction permitt)	900 500-D	Progressive Publishing Co.			
CLEARFIELD	WTWS (Construction permitt)	1490 250	Airplane & Marine In- struments Inc.			
CONNELLSVILLE	WCVI 1947	1340 250	Connellsville Broadcast- ers Inc. 124 W. Crawford Ave. 2700	J. Wylie Driscoll, Pres., Gen. & Coml. Mgr.	T. A. Keefe Jr., Prog. Dir. C. W. Ross, Chief Engr.	Lang-Worth SESAC UP
DOYLESTOWN	WBUX (Construction permitt)	1570 250-D	Charles M. Meredith			
DUBOIS	WCED 1939	1230 250	Tri-County Bestg. Co. Inc. 80 N. Park Place 1700	CBS KBS	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir. Les Ryder, Coml. Mgr.	Virginia Ryder, Prom. Mgr. Vernon Stahl, Chief Engr.	McGillvra Lang-Worth UP
EASTON	WEST 1936	1400 250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC MBS Quaker	Clair R. McCollough, Station Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	Eugene Bethman, Prog. Dir. Geraldine Biro, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising Thesaurus UP
ERIE	WERC 1941	1230 250	Presque Isle Bestg. Co. 121 W. 10th St. 26-918	NBC	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Frank Proudfoot, Coml. Mgr.	Virginia Donachy, Prog. Dir. Arthur Ingram, Prom. Mgr. L. W. Cooke Jr., Chief Engr.	Weed Associated Lang-Worth UP
ERIE	WIKK (Construction permitt)	1330 5,000	Community Service Broadcasting Co.			
ERIE	WLEU 1933	1450 250	WLEU Bestg. Corp. Commerce Bldg 23-327	ABC MBS Quaker	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. & Coml. Mgr.	Clara A. Theno, Secy.	World AP
GREENSBURG	WHJB 1934	620 250-D; CP-1,000-LS 500-N	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3750	H. J. Brennan, Pres. George J. Podyen, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1922	1340 250 SH	Grove City College			
HARRISBURG	WHGB 1945	1400 250	Harrisburg Bestg. Co. 112 Market St. 2-3456	ABC	Herbert Kendrick } Partners G. L. Hash } Herbert Kendrick, Gen. & Coml. Mgr.	Jack Hooper, Prog. Dir. Betsy Heagy, Prom. Mgr. Woody Schlegal, Chief Engr.	Weed Thesaurus AP
HARRISBURG	WHP 1924	1460 5,000-LS 1,000-N	WHP Inc. 216 Locust St. 43211	CBS	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr.	Dick Redmond, Prog. Dir. Peter Wambach, Prom. Mgr. Mgr. E. Daniel Leibensperger, Chief Engr.	Bolling Associated Standard AP, UP
HARRISBURG	WKBO 1922	1230 250	Keystone Bestg. Corp. 31 N. Second St. 4-0191	NBC MBS Quaker	Clair R. McCollough, Station Exec. C. G. Moss, Gen. Mgr. J. Robert Gullick, Nat'l Sales Mgr.	David Bennett, Prog. Dir. Peter Wambach, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising World UP



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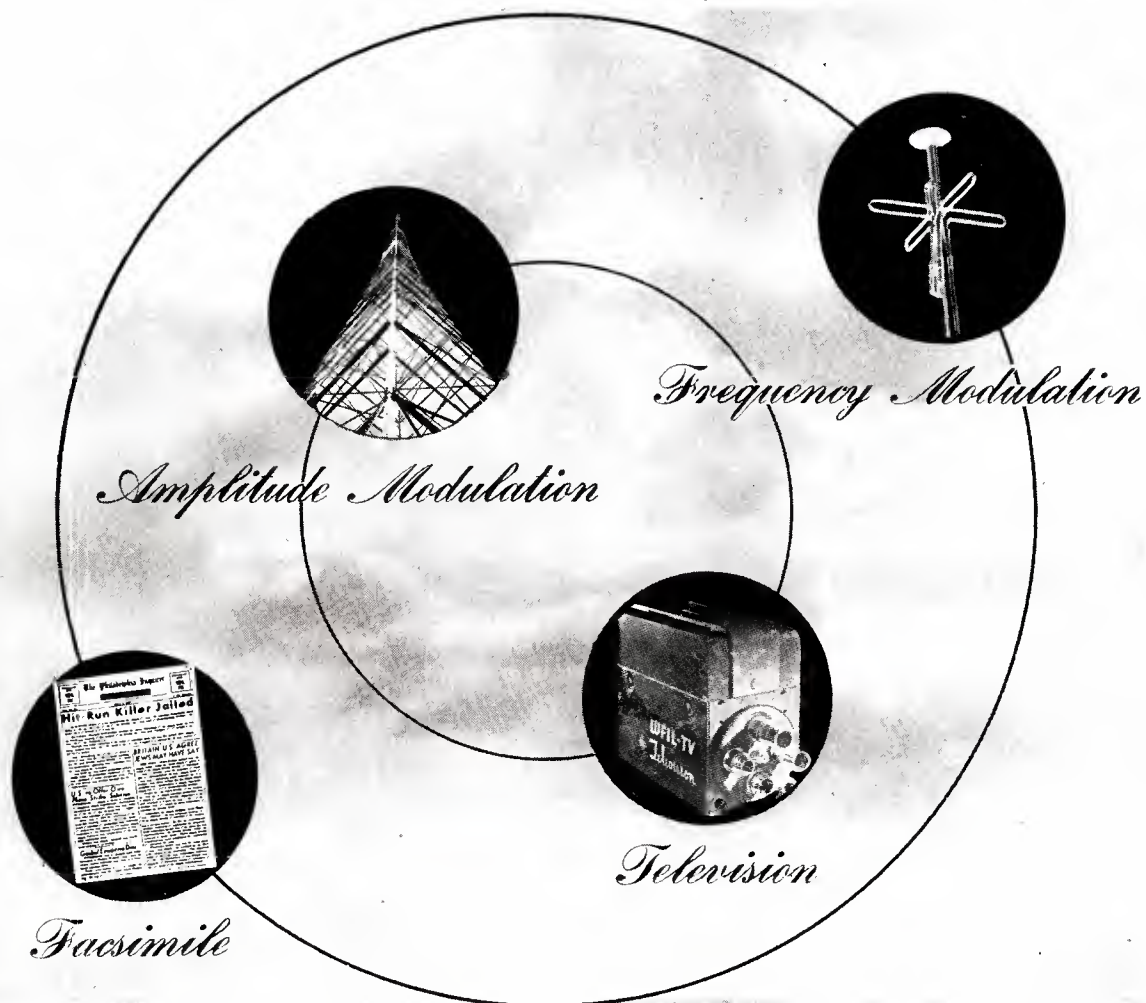
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HAZLETON	WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton National Bank Bldg. 5400	NBC MBS Quaker	Victor C. Diehm, Pres. & Gen. Mgr. George Martin, Coml. Mgr.	Don Murray, Prog. Dir. Kathryn Kahler, Prom. Mgr. Elwood Tito, Chief Engr.	Radio Advertising Thesaurus UP
HOMESTEAD	WHOD (Construction perm19)	860 250-D	Steel City Bcstg. Corp. 1209 Grant Bldg. Pittsburgh, Pa.			
HUNTINGDON	WHUN 1946	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. Mgr. Irvin C. Mann, Coml. Mgr.	Cary H. Simpson, Prog. Dir. James H. Hopewell, Chief Engr.	SESAC Standard AP
INDIANA	WDAD 1945	1450 250	Indiana Broadcast Inc. Indiana Theatre Bldg.	CBS KBS	Paul J. Short, Pres. & Gen. Mgr. Paul B. McCandless, Assist. Mgr. & Prog. Dir. Frank J. Richards, Coml. Mgr.	R. F. Mihalick, Chief Engr.	McGillvra SESAC Standard AP
JOHNSTOWN	WARD 1946	1490 250	Central Bcstg. Co. Inc. 237 Franklin St. 81-216	CBS	Paul Short, Pres. George D. Gartland, Vice- Pres. & Gen. Mgr. Chas. R. Petrie, Station & Prom. Mgr.	Robert G. Walter, Prog. Dir. Millard D. Coleman, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO 1946	1230 250	Century Bcstg. Corp. 317 Main St. 75-255	ABC	John J. Keel, Pres. John F. Hanssen, Gen. Mgr.	Dennis Gerken, Coml. Mgr. Rex Ackley, Chief Engr.	Associated INS
JOHNSTOWN	WJAC 1925	1400 250	WJAC Inc. 329 Main St. 24361	NBC Quaker	J. C. Tully, Pres. J. P. Foster, Assist. Gen. Mgr.	Campbell Patch, Prog. Dir. N. L. Straub, Chief Engr.	Headley-Reed Lang-Worth Standard Thesaurus AP
LANCASTER	WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5252	MBS NBC Quaker	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Ernest Stanzola, Prog. Mgr. James R. Appel, Prom. Mgr. J. E. Mathios, Chief Engr.	Radio Advertising Thesaurus UP
LANCASTER	WLAN 1945	1320 1,000-D	WLAN 252 N. Queen St. 7261	F. H. Aldtoeffer, Pres., Gen. & Coml. Mgr.	Mack Edwards, Prog. Dir. & Prom. Mgr. Robert Love, Chief Engr.	Forjoe Lang-Worth World AP
LEBANON	WLBR 1946	1270 1,000-D	Lebanon Bcstg. Co. Central Bldg. 3900	Lester P. Etter, Chief Own- er, Secy. Treas. Julian F. Skinnell, Opera- tions Mgr. Phillip J. Reilly, Coml. Mgr.	Alan Bautzer, Prog. Dir. Jerome Weiss, Prom. Mgr. M. Leonard Savage, Chief Engr.	Radio Advertising World AP
LEMOYNE	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyme Theater Bldg. 4-3005	Edgar T. Shepard, Pres. Ed K. Smith, Vice-Pres. & Gen. Mgr.	John Heikes, Coml. Mgr. J. Howard Bair, Chief Engr.	Cooke Associated AP
LEWISTOWN	WMRF 1941	1490 250	Lewiston Bcstg. Co. 5 W. Market St. 6757	NBC	Thomas W. Metzger, Gen. & Coml. Mgr.	Ralph A. Parker, Prog. Dir. Robert Wagner, Prom. Mgr. Bernard Bopp, Chief Engr.	UP
LOCK HAVEN	WPBZ 1946	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS	Donald C. Welch, Pres. Paul M. Breining, Gen. Mgr. Norman S. Caldwell, Coml. Mgr.	Mildred L. Weber, Office Mgr. Bob Roberts, Prom. Mgr. Kenneth B. Caum, Chief Engr.	Grant SESAC Standard AP
MCKEESPORT	WEDO 1946	810 1,000-D	Trl-City Broadcasting Co 547 5th Ave. 7167	Edward J. Hirshberg, Pres. & Gen. Mgr. John C. Karabin, Coml. Mgr.	Edward Patrick, Prog. Dir. Bob McKenna, Prom. Mgr. Wilkes Hurley, Chief Engr.	Burke, Kuipers & Mahoney Associated Capitol Lang-Worth Thesaurus MacGregor World AP, INS
MCKEESPORT	WMCK 1946	1360 1,000	Mon-Yough Bcstg. Co. Market St. 7195	KBS	George R. Raikes, Pres. Robt. Cox, Vice-Pres. George Munnell, Secy.-Treas. Jack Craddock, Gen. Mgr.	Roy Ferree, Coml. Mgr. Pat Haley, Prog. Dir. & Prom. Mgr. Charles White, Chief Engr.	Walker Keystone SESAC Standard UP
MEADVILLE	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First National Bank Bldg. 24-723	H. C. Winslow, Pres. Victor C. Diehm, Gen. Mgr.	Thomas A. Tito, Coml. Mgr. & Prog. Dir. Hoyt Stout, Chief Engr.	Lang-Worth Thesaurus UP
MORRISVILLE	WBUD 1947	1490 250	Margaret Strelt & Verna Hardin 12 S. Pa. Ave. 7434	Richard M. Hardin, Chief Owner & Gen. Mgr. Jim Dollard, Coml. Mgr.	William F. Hildenbrand, Prog. Dir. Robert Kent, Prom. Mgr. William Brewer, Chief Engr.	World Capitol AP
NANTICOKE	WHWL 1946	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Henry W. Lark, Pres. Milton Laughlin, Gen. Mgr. Tom Durkin, Coml. Mgr.	Thomas A. Bigler, Prog. Dir. Bernard Hyzinski, Chief Engr.	Forjoe Capitol Standard SESAC AP, UP
NEW CASTLE	WKST 1938	1280 1,000; CP-5000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Shirley Kerr, Traffic Mgr. Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Katz World AP
NEW KENSINGTON	WKPA 1940	1150 250-D	Allegheny-Kiskl Bcstg. Co. 810 Fifth Ave. 3534	Edward J. Kroen, Gen. & Coml. Mgr., Prog. Dir. W. W. Neely, Chief Engr.	Cox & Tanz Cole Lang-Worth MacGregor SESAC UP	

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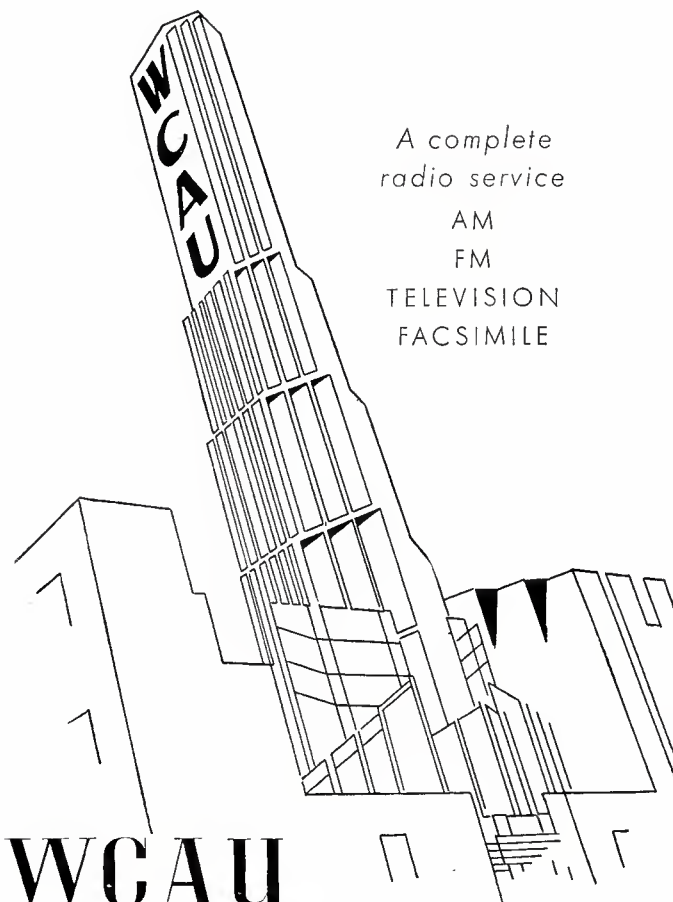
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NORRISTOWN	WNAR 1946	1110 500-D	Rahall Bcstg. Co. 115 W. Main St. 7600	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Tom Douds, Gen. Mgr.	Edwin W. Tucker, Prog. Dir. Franklin Bisbing, Chief Engr. Lang-Worth World UP
OIL CITY	WKRZ 1945	1340 250 SH	Kenneth E. Rennekamp 232 Senaca St. 41-269	MBS KBS	Kenneth E. Rennekamp, Pres. C. Gene Gosch, Exec. Dir. Frank Jacoby, Prog. Dir.	Chuck Goodwin, Prod. Dir. Russell E. Shettler, Chief Engr. McGillvra World UP
PHILADELPHIA 3	KYW 1921	1060 50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 7-3760	NBC	Walter C. Evans, Pres. Walter E. Benoit, V. P. Robert E. White, Gen. Mgr. Harvey McCall Jr., Sales Mgr.	James P. Begley Jr., Prog. Mgr. Arthur C. Schofield, Adv., Sales & Prom. Mgr. I. N. Eney, Chief Engr. NBC Spot Associated AP, UP
PHILADELPHIA 3	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Robert W. McLean, Ch. of Bd. Leon Levy, Pres. & Gen. Mgr. Alex Rosenman, Coml. Mgr. Joseph Connolly, Prog. Dir.	Robert Pryor, Prom. Mgr. John G. Leitch, Tech. Dir. George Lewis, Chief Engr. World AP, UP
PHILADELPHIA 7	WDAS 1922	1400 250	WDAS Broadcasting Sta- tion Inc. 1211 Chestnut St. Locust 7-7400	William Goldman, Pres. Leslie W. Joy, Gen. Mgr.	Michael Deegan, Prog. Dir. Gilbert Morris, Prod. Mgr. Frank W. Unterberger, Chief Engr. ForJoe World Lang-Worth AP
PHILADELPHIA 7	WFIL 1922	560 5,000	Triangle Publications Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker	Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Jack Steck, Prog. Dir.	James T. Quirk, Prom. Mgr. Louis E. Litkejohn, Chief Engr. Katz Associated AP, UP
PHILADELPHIA 2	WHAT 1922	1340 100 ST-WTEL	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 2058	William A. Banks, Pres., Gen. & Coml. Mgr.	Dolly Banks, Prog. Dir. & Prom. Mgr. AP
PHILADELPHIA 2	WIBG 1925	990 10,000	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	John B. Kelly, Board Chair- man Paul F. Harron, Pres. Joseph Lang, Vice-Pres. Katherine A. Harron, Secy.- Treas.	Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir. Rupe Werling, Prom. Mgr. John H. Henninger, Chief Engr. Lang Young Thesaurus AP, UP
PHILADELPHIA 7	WIP 1922	610 5,000	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon R. Gray, Coml. Mgr.	Murray Arnold, Prog. Dir. Ralph H. Minton, Prom. Mgr. Clifford C. Harris, Chief Engr. Petty World AP, UP
PHILADELPHIA	WJMJ 1947	1530 10,000-D	Patrick Joseph Stanton		
PHILADELPHIA	WPEN 1929	950 5,000	Wm. Penn Bcstg. Co. 1528 Walnut St. Pennypacker 5-9490	Albert J. Sylk, Pres. Edward C. Obrist, Mgr. Alexander W. Dannenbaum Jr., Coml. Mgr.	John L. McClay, Prog. Dir. Wm. B. Caskey, Asst. to Gen. Mgr. Charles W. Burtis, Chief Engr. Headley-Reed Associated Thesaurus AP, UP
PHILADELPHIA 40	WTEL 1925	1340 250 ST-WHAT	Foulkrod Radio Eng. Co. 4312 N. Broad St. Davenport 4-4310	E. Douglass Hibbs, Pres. & Prog. Dir. Henry N. Cocker, Gen. Mgr.	Alan Stewart, Prod. Mgr. John Field, Chief Engr. ForJoe
PITTSBURGH 19	KDKA 1920	1020 50,000	Westinghouse Radio Sta- tions Inc. Grant Bldg. Grant 4200	NBC	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. Joseph E. Baudino, Station Mgr.	George D. Tons, Sales Mgr. Franklin A. Tooke, Prog. Dir. David N. Lewis, Adv., Sales & Prom. Mgr. Theodore C. Kenney, Chief Engr. NBC Spot Associated Thesaurus AP, UP, INS
PITTSBURGH 19	KQV 1919	1410 5,000	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	Charles T. Campbell, Pres. Lee W. Eckels, Secy.-Treas. James F. Murray, Gen. & Coml. Mgr.	William M. Burns Jr., Prog. Dir. Virginia Reed, Prom. Mgr. Robert F. Hunt, Chief Engr. Weed Lang-Worth Standard UP
PITTSBURGH 19	WCAE 1922	1250 5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. R. Clifton Daniel, Gen. Mgr. Carl Dozer, Coml. Mgr.	John Wilkoff, Prom. Mgr. John Leban, Prod. Mgr. James Schultz, Chief Engr. Katz Thesaurus AP, INS
PITTSBURGH 19	WJAS 1921	1320 5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennan, Pres. H. K. Brennan, Gen. Mgr. H. H. Stohman, Secy. & Comptroller J. H. Bucheit, Prom. & Coml. Mgr.	James M. Hughes, Prog. Dir. Milton Kerns Jr., Prod. Mgr. Walter W. McCoy, Chief Engr. Rambeau Cole Lang-Worth UP Transradio
PITTSBURGH 6	WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	Henry A. Bergstrom, Pres. George L. Young, Gen., Coml. & Prom. Mgr.	Dwight J. Merriman, Prog. Dir. James A. McFarland, Chief Engr. Young Capitol World AP
PITTSBURGH 22	WPIT 1947	730 1000-D	Liberty Broadcasting So. 211 Smithfield St. Grant 0794	John J. Laux, Pres. John L. Meridian, Gen. Mgr. C. C. Swarlingen, Coml. Mgr.	George Galley, Prog. Dir. Lee T. Sellars, Prom. Mgr. John Berninger, Chief Engr. McGillvra Lang-Worth Standard UP
PITTSBURGH 22	WWSW 1931	1490; CP-970 250; CP-5,000-LS; 2500-N	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Pete Schloss, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr.	Fred Joyner, Prog. Dir. Miss Jimmie Spanos, Prom. Mgr. Henry R. Kaiser, Chief Engr. ForJoe Associated Cole Standard AP
POTTSTOWN	WMAC (Construction permit)	1370 1,000-D	Radio Anthracite, Inc.		
POTTSVILLE	WPAM 1947	1450 250	Miners Bcstg. Service. 106 S. Centre St. 5050	MBS	Joseph L. Maguire } James J. Curran } Partners Louis H. Murray, Gen. & Coml. Mgr.	William Dimmerling, Prog. Dir. Jere H. Holden, Prom. Mgr. George I. Hatfield, Chief Engr. Griffith Associated UP
POTTSVILLE	WPPA 1946	1360 500-D	A. V. Tidmore 8 S. Second St. 4744	A. V. Tidmore, Pres. & Gen. Mgr. John M. Naylor, Coml. Mgr. & Prog. Dir.	Julius G. Thiel, Chief Engr. World AP
READING	WEEU 1931	850 1,000-D; CP-1000	Berks Bcstg. Co. 533 Penn St. 7335	ABC Quaker	Hawley Quier, Pres. Clifford M. Chafey, Gen. Mgr. James E. Keller, Exec. Vice- Pres.	K. Richard Creitz, Coml. Mgr. E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr. Hollingbery Associated SESAC Lang-Worth UP



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PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
READING	WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	MBS	Robert G. Magee, Vice-Pres. & Gen. Mgr. Richard G. Fichthorn, Coml. Mgr.	Eva Sandeffer, Public Serv- ice Dir. A. Raymond Moore, Music Dir. Joseph E. MacCormack, Chief Engr.	Weed Standard AP
READING	WRAW 1922	1340 250	Reading Bestg. Co. Inc. 19 N. Fifth St. 7173	NBC Quaker	Clair R. McCollough, Station Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Chet Hagan, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus World UP
SCRANTON 10	WARM 1940	1400 250	Union Bestg. Co. Bowman Bldg. 4-1148	ABC	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. & Prom. Mgr.	Joe Salsburg, Prog. Dir. A. W. Oschmann, Chief Engr.	Hollingbery Thesaurus UP
SCRANTON	WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee, Pres. George D. Coleman, Gen., Coml. & Prom. Mgr.	R. E. McDowell, Station Mgr. Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr.	Blair World AP
SCRANTON	WQAN 1923	910 1,000-LS 500-N ST-WGBI	The Scranton Times			
SCRANTON 3	WSCR 1947	1000 1,000-D	Lackawanna Valley Bestg. Co. 116 Adams Ave. 5242	Frank S. Blair, Mgr. Joseph W. Dobbs, Coml. Mgr.	Frank P. Mansuy, Prog. Dir. Charles Muller, Prom. Mgr. Malcolm MacMillan, Chief Engr.	Walker Associated Lang-Worth AP
SHAMOKIN	WISL	1480 1,000	Radio Anthracite, Inc. National Dime Bank Bldg.			
SHARON	WPIC 1938	790 1,000-D	Sharon Herald Bestg. Co. P.O. Box 541 4113	John Fahline Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr.	W. Paul Gamble, Prog. Dir. Evelyn L. Keller, Prom. Mgr. A. C. Heck, Chief Engr.	Young Associated Capitol Lang-Worth World UP
STATE COLLEGE ...	WMAJ 1945	1450 250	Centre Broadcasters Inc. Glennland Bldg. 4959	MBS KBS	R. J. Kennard } Owners W. K. Uerich } Robert L. Wilson, Gen. Mgr. Sidney Friedman, Coml. Mgr.	Douglas I. Beman, Chief Engr.	Lang-Worth AP
STROUDSBURG	WHAB 1947	840 250-D	Pocono Bestg. Co.	Harold B. Newman } Partners Anne L. Newman }		
STROUDSBURG	WVPO (Construction permlt)	1350 1,000-D	Pocono Record, Inc. 18 N. 7th St.			
SUNBURY	WKOK 1933	1240 250	Sunbury Bestg. Corp. Sunbury 1325	Pennsyl- vania Quaker	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Michael Kane, Coml. Mgr.	Paul Miller, Prog. Dir. John W. Keller, Chief Engr.	Cox & Tanz Lang-Worth World AP
UNIONTOWN	WMBS 1937	590 1,000	Fayette Bestg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsyl- vania	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	Sullivan Sages, Prog. Dir. Charles Underwood, Prom. Mgr. William Henzly, Chief Engr.	Radio Advertising Standard Thesaurus UP
WARREN	WNAE 1946	1310 1,000-D	Northern Allegheny Broadcasting Co. 310 Second Ave. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. Frank Foster, Coml. Mgr.	LeRoy Schneck, Prog. Dir. & Prom. Mgr. Homer M. Haines, Chief Engr.	Thesaurus AP
WASHINGTON	WJFA 1942	1450 250	Washington Bestg. Co. Geo. Washington Hotel 4870	MBS Pennsyl- vania	Wm. S. Yard, Pres. C. B. Heller, Station Mgr. Charles R. Duvall, Sales Mgr.	Elizabeth Leon, Prod. Mgr. Stanley Progar, Prom. Dir. Horace Cooper, Chief Engr.	McGillvra UP
WILKES-BARRE	WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 30196	MBS	John H. Stenger Jr., Pres. August W. Grebe, Gen. & Coml. Mgr.	John H. A. Stenger III, Prog. Dir. John H. Stenger Jr., Chief Engr.	Burn-Smith Associated UP
WILKES-BARRE	WBRE 1923	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Owner & Gen. Mgr. David M. Baltimore, Prom. & Assist. Mgr. A. C. Baltimore, Sales Mgr.	Frank D. Coslett, Prog. Dir. Charles Sahoskle, Chief Engr.	World AP
WILKES-BARRE	WILK 1947	1450 250	Wyoming Valley Broad- casting Co. 88 N. Franklin St. 3-7165	ABC	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Sta- tion Mgr.	Hal Berg, Prog. Dir. Jerry Butler, Sales Mgr. Ted French, Chief Engr.	Young Lang-Worth UP
WILLIAMSPORT	WRAK 1929	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy Jane Person, Prog. Dir. Irving A. Berndt Jr., Prom. Mgr. Glen Sherman, Chief Engr.	McKinney Standard UP
YORK	WNOW (Construction permlt)	1250 1,000-D	Broadcast Division Helm Coal Co. Sumner St. & WMR 2168	H. J. Williams M. E. Cousler Lowell W. Williams Edward C. Hale } Partners	Lowell W. Williams, Gen. Mgr. Willis N. Weaver, Chief Engr.	AP
YORK	WORK 1932	1350 1,000	Yerk Bestg. Co. Inc. 13 S. Beaver St. 6629	NBC, MBS Quaker	Clair R. McCollough, Station Executive Harold E. Miller, Gen. Mgr. J. Robert Gulick, Nat'l Sales Mgr.	Arthur Weeks, Prog. Dir. Harold Daugherty, Prom. Mgr. J. E. Mathlot, Chief Engr.	Radio Advertising Thesaurus UP
YORK	WSBA 1942	900 1,000-D	Susquehanna Bestg. Co. R. D. #5 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensies, Exec. Vice-Pres.	Sydney Robbins, Coml. & Prom. Mgr. Otis Morse, Prog. Dir. Woodrow G. Eberhart, Dir. of Engring.	Capitol World AP

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SPECIAL EVENTS

MUSIC

SPORTS

WWSW is being talked about in Pittsburgh and no wonder!
When the topic is sports . . . WWSW is always mentioned
. . . what with broadcasting over 15 years of
major league baseball, football, golf, tennis, basketball and
other collegiate and scholastic sports.

And when something special happens in Pittsburgh,
WWSW is always there . . . with 30 remote lines
ready to give the Steel City on the spot
coverage of local and national news.

For the everyday picture of the local scene,
Pittsburgh turns to WWSW, the station that serves them best
through local programming and public service.

Yes . . . Pittsburgh is talking about . . . Pittsburgh is
listening to its favorite local independent 24 hours a day,
every day! And the results add up in dollars—
The large local department stores, dairy concerns, candy com-
panies, plus many national* accounts hitch their sales
wagon to WWSW . . . the station that means
MORE LISTENERS PER DOLLAR IN PITTSBURGH!

WWSW

PITTSBURGH'S 24 HOUR INDEPENDENT
WMOT-FM AFFILIATE

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
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 (Data corrected to January 1, 1948)

RHODE ISLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PAWTUCKET	WFCI 1941	1420 5,000	Pawtucket Bcstg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David Brooks, Prog. Dir. Gilbert Johnson, Chief Engr. Katz Associated AP
PROVIDENCE 2	WEAN 1922	790 5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	John Shepard 3rd, Chmn. of Board William O'Neil, Pres.	Joseph Lopez, Station Mgr. Malcolm S. Parker Station Supvsr. Petry Associated Standard SESAC AP, INS Reuters
PROVIDENCE 3	WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211	Robert T. Engles, Pres. & Gen. Mgr. Brenton G. Meader, Coml. Mgr.	C. George Taylor, Prog. Dir. & Prom. Mgr. Carroll Philbrook, Chief Engr. Young Kettell-Carter Capitol Standard AP
PROVIDENCE 2	WJAR 1922	920 5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New Eng- land	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothorn Abbott, Prog. Dir. & Prom. Mgr. Thomas C. J. Prior, Chief Engr. Weed Bannan World
PROVIDENCE	WNAF 1947	1290 500-D	Community Broadcasting Service Co.
PROVIDENCE	WPPO 1924	630 5,000	Cherry and Webb Broad- casting Co.	CBS	Fred E. Ripley, Gen. Mgr. A. F. Schoen Jr., Coml. Mgr.	Raymer
PROVIDENCE 2	WRIB 1947	1220 250-D	R. I. Bcstg. Co. Narragansett Hotel Union 4512	Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Anthony Petronella, Coml. Mgr.	James Drake, Chief Engr. ForJoe UP
WOONSOCKET	WWON 1946	1240 250	Asso. Electronic Enter- prises Inc. 99 Main St. 3900	Garo Willard Ray, Pres. & Gen. Mgr. Mitchell Stanley, Station & Prom. Mgr.	Jean Bergeron, Coml. Mgr. William Metcalf, Prog. Dir. George W. Travis, Chief Engr. Rambeau World Standard Capitol AP

SOUTH CAROLINA

ANDERSON	WAIM 1935	1230 250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall, Pres. Glen P. Warnock, Gen. Mgr. C. B. Goodyear, Coml. Mgr.	James Coggins, Prog. Dir. John Davenport, Prom. Mgr. S. A. Azar, Chief Engr. Burn-Smith World Thesaurus Lang-Worth SESAC AP, INS
BARNWELL	WVSC (Construction permit)	1240 250	Edisto Broadcasting Co. Bank of Barnwell Bldg.
BENNETTSVILLE	WBSC 1947	1400 250	Loys Marsden Hawley	MBS
CHARLESTON "(H)"	WCSC 1930	1390 5,000	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr.	Russell Long, Prog. Dir. Wilbur R. Abbee, Chief Engr. Free & Peters UP
CHARLESTON 6	WFAK 1947	730 1,000-D	Charleston Broadcasters 149 Wentworth St. 3-6428	MBS	J. B. Fuqua, Pres. Tom Means, Gen. & Coml. Mgr.	James A. Klosky, Prog. Dir. Fred Bernstein, Prom. Mgr. Carl Modlin, Chief Engr. ForJoe Capitol UP
CHARLESTON	WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC	Harry J. O'Neill, Pres. C. Wylie Calder, Gen. & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William Birchfield, Chief Engr. Avery-Knodel Lang-Worth UP
CHARLESTON	WTMA 1939	1250 5,000-LS 1,000-N	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. Robert E. Bradham, Secy., Gen. & Prom. Mgr. A. Franz Witte Jr., Coml. Mgr.	William N. Abbott, Prog. Dir. Douglass M. Bradham, Chief Engr. Hollingsbery Associated AP
CHARLESTON	WUSN (Construction permit)	1450 250	Southern Bcstg. Co. Charleston	C. Norwood Hastie, Chief Owner B. M. Middleton, Part-Owner & Mgr. J. D. Hastie, Part-Owner & Coml. Mgr.
COLUMBIA "(E)"	WCOS 1939	1400 250	Radio Columbia 1202 Main St. 25601	ABC	E. D. Black, Pres. W. C. Boehman, Gen. Mgr. C. W. Burdsal, Coml. Mgr.	H. M. McElveen Jr., Prog. Dir. Richard Goode, Prom. Mgr. Robert Lambert, Chief Engr. T-H-S Capitol AP
COLUMBIA	WIS 1930	560 5,000	Surety Life Ins. Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Coml. Mgr.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert Eidson, Chief Engr. Free & Peters Standard UP
COLUMBIA	WKIK 1945	1490; CP-1320 250; CP-1,000-LS 500-N	Inter-City Adv. Co. 1127 Lady St. 2-8659	CBS	C. Durham Moore, Gen. Mgr. Thomas Chandler, Prom. Mgr.	E. E. Hampton, Chief Engr. Weed Lang-Worth Standard Cole UP
COLUMBIA	WNOK 1947	1230 250	Palmetto Radio Corp. 921 Huger St.	MBS	Samuel Litman, Pres.	Cole AP
CONWAY	WLAT 1945	1490 250	Coastal Broadcasting Co. P. O. Box 497 340	MBS	Loys Marsden Hawley } Part- Herman Lee Hanks } ners L. M. Hawley, Pres.	H. L. Hanks, V.-P. & Chief Engr. Edward Browning Jr., Sta. Mgr. & Prog. Dir. McGillvra Standard Cole AP
DILLON	WDSC 1946	800 1,000-D	Border Bcstg. Co. Inc. Dillon 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. Mgr. Joseph Martin, Coml. Mgr.	Bill Bunn, Prog. Dir. W. E. Jackson Jr., Prom. Mgr. J. J. Ikner Jr., Chief Engr. McGillvra Standard Capitol Cole UP
FLORENCE	WJMX 1947	970 5,000-D	Atlantic Bcstg. Co. P. O. Box 1035 2495	Eugene E. Stone, Pres. & Gen. Mgr. H. A. Smith Jr., Coml. Mgr.	Jack Gainey, Prog. Dir. Paul H. Benson Jr., Prom. Mgr. Frank Jenne, Chief Engr. World Associated AP

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WPRO
PROVIDENCE
*covering the No. 2 Market
in this rich area*

5000 WATTS ★ BASIC CBS ★ 630KC →

630

The logo for WPRO Providence is a stylized '1' shape. The top part is a white semi-circle containing the call letters 'WPRO' in bold black letters. Below this is a black silhouette of the state of Rhode Island. The word 'PROVIDENCE' is written in white, outlined letters across the middle of the state. Below the state outline, the text 'covering the No. 2 Market in this rich area' is written in a white script font. At the bottom of the logo, there is a white banner with the text '5000 WATTS ★ BASIC CBS ★ 630KC →' in black. To the right of the banner is a circular graphic with a ruler scale and the number '630'.

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FLORENCE	WOLS 1937	1230 250	Florence Bcstg. Co. 129 S. Dargan St. 354	ABC KBS	Melvin Purvis, Pres., Gen. & Prom. Mgr. A. P. Skinner, Coml. Mgr.	Bruce Buchanan, Prog. Dir. W. A. Pritchett, Chief Engr.	Standard Lang-Worth UP
GAFFNEY	(Construction permit)	1570 250-D	Cherokee Radio Co. P. O. Box 66 (Temp.) 220 (Temp.)	A. Ray Godshall, Pres.	Bob Liverance, Gen. Mgr. & Chief Engr.	UP
GREENVILLE	WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 8200	MBS	Scott Russell, Pres. & Gen. Mgr. Cliff W. Bowers, Coml. Mgr.	Ken Keese, Prog. Dir. L. W. Elias, Chief Engr.	McGillvra Associated Standard Lang-Worth AP
GREENVILLE	WFBC 1933	1330 5,000	Greenville News - Pied- mont Co. 305 S. Main St. 362	NBC	Roger C. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	L. Byron Jenkins, Prog. Dir. N. P. Mitchell, Prom Mgr. William E. Garrison, Chief Engr.	Avery-Knodel Cook Thesaurus UP
GREENVILLE	WMRC 1940	1490 250	Textile Broadcasting Co.	ABC
GREENWOOD	WCRS 1941	1450 250	Greco Inc. P. O. Box 868 4300	NBC	Douglas Featherstone, Pres. Dan Crosland, Gen. Mgr. Ralph Norman, Coml. Mgr. Randy Davidson, Prog. Dir.	Martha Wofford, Prom. Mgr. Charles M. Sparks, Chief Engr.	McGillvra Thesaurus AP
HARTSVILLE	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	C. H. Campbell, Pres. Raymond Caddell, Gen. & Prom. Mgr.	Jack Frierson, Coml. Mgr. Jimmy Brazzell, Prog. Dir. Donald A. Brienon, Chief Engr.	Thesaurus AP
LAURENS	WLBG (Construction permit)	860 250-D	WLBG, Inc.
NEWBERRY	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. 143	MBS KBS	C. A. Kaufmann, Pres., Treas. & Gen. Mgr. John F. Clarkson, Vice-Pres. & Secy.	Charles E. Bowers, Coml. & Prom. Mgr. Ann L. Flenlken, Prog. Dir. George N. Martin, Chief Engr.	World AP
ORANGEBURG	WFRN (Construction permit)	910 1,000-D	Orangeburg Radio Co. 63 Ellis Ave.	Frank B. Best Frank B. Best Jr., } Partners
ORANGEBURG	WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420	MBS	Charles S. Heuerey, Pres. G. Paul Browne, Gen. Mgr. Harry Carroll, Prog. Mgr.	Cole AP
ORANGEBURG	WFVA (Construction permit)	1270 1,000-D	Sims Publishing Co.
ROCK HILL	WRHI 1944	1340 250	York County Bcstg. Co.	MBS KBS	Ernest H. Carroll Virginia B. Carroll James S. Beaty, Jr. Wm. C. Beaty } Part- ners
SPARTANBURG	WORD 1940	1400 250	Spartan Radiocasting 291 E. Main St. 6000	ABC	Walter J. Brown, Pres. & Gen. Mgr. J. W. Kirkpatrick, Station Mgr.	John Carrington, Coml. Mgr. Sterling Wright, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	T-H-S World Lang-Worth AP
SPARTANBURG	WSPA 1929	950 5,000	Spartanburg Adv. Co. Box 1717 2900	CBS	C. Richard Shafto, Vice- Pres. Roger A. Shaffer, Gen. Mgr.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Harold R. Beckholt, Chief Engr.	Hollingsbery Associated UP
SUMTER	WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS	Hubert D. Osteen Jr., Pres. T. D. Youngblood, Gen. Mgr. Charles H. Pointel Jr., Coml. Mgr.	Robert Hannah, Prog. Dir. M. E. Pointel, Prom. Mgr. James L. Williams, Chief Engr.	McGillvra Thesaurus AP
WALTERBORO	WALD 1947	1490 250	Walterboro Bcstg. Co. Walterboro 3861	MBS	R. M. Jefferies, Pres. Charles A. Thoman, Gen. Mgr.	Beulah Glover, Coml. Mgr. Peter Edman, Prog. Dir. Roger A. Clark, Prom. Mgr. Louis Neale, Chief Engr.	Associated AP

SOUTH DAKOTA

ABERDEEN	KABR 1935	1420 5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS Gt. North- ern	H. C. Jewett Jr., Pres. A. A. Fahy, Gen. Mgr. Fred S. Stellner, Coml. Mgr	E. C. Pieplow, Prog. Dir. Delbert T. Hunt, Chief Engr.	Walker Standard AP
ABERDEEN	KSDN	930 1,000	Aberdeen News Company Aberdeen	Henry J. Schmitt, Pres.	Byron McElligott, Gen., Coml. & Prom. Mgr.	Capitol AP
DEADWOOD	KDSJ 1946	1450 250	Daniels & Sons Franklin Hotel 186	KBS	Eli Daniels } Partners John Daniels } Eli Daniels, Pres.	Truman H. Walrod, Coml. & Prom. Mgr., Prog. Dir. Eli Daniels, Chief Engr.	Clark Thesaurus World UP
HURON	KIJV 1945	1340 250	James Valley Bcstg. Co. 34 2nd S. E. 765	MBS	G. W. Chitty, Pres. & Gen. Mgr. Max Staley, Vice-Pres.	Robert Brandt, Coml. Mgr. Dale Larson, Prog. Dir. Donald Volkman, Chief Engr.	Universal Thesaurus UP
MITCHELL	KMHK 1947	1490 250	Mitchell Bcstg. Assn. 117 N. Main St. 621	MBS	Raymond V. Eppel, Pres., Gen. Mgr. & Prog. Dir.	B. Harland Ohde, Coml. & Prom. Mgr. Donald Dahl, Chief Engr.	Capitol UP

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Greater

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South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
AVERY-KNODEL, INC.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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SOUTH DAKOTA—(Continued)

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PIERRE	KGFX 1927	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil, Gen. Coml., & Prom. Mgr.	Charles W. Hobbs, Chief Engr. Cox & Tanz UP
RAPID CITY	KOTA 1936	1380 5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Abner H. George, Asslt. Mgr., Secy.-Treas. Stanley S. Lieberman, Sales Mgr.	Harry S. Peterson, Prog. Dir. Ellen Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr. Holman Capitol Standard UP
RAPID CITY	WCAT 1922	1230 100-D SH	South Dakota School of Mines and Technology		
SIoux FALLS	KELO 1937	1230; CP-1320 250; CP-5,000	Midcontinent Bestg. Co. Phillips Ave. at 8th St. 6363	NBC	Sam Fantle Jr., Pres. & Gen. Mgr. Ted Matthews, Coml. Mgr.	Evans Nord, Prog. Dir. Tony Moe, Prog. Dir. Lester C. Froke, Chief Engr. Pearson Standard Capitol UP
SIoux FALLS	KIHO (Construction permit)	1270 1,000	Blg Sioux Bestg. Co. Inc. Box 702	David J. Kempkes } John D. Conner } James E. Sweet } Chief Owners	David S. Kemkes, James E. Sweet, Co.-Mgrs.
SIoux FALLS	KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bestg. Assn. Inc. 317 S. Phillips 757	Morton H. Henkin, Pres. George R. Hahn, Gen. Mgr. Rollie R. Williams, Gen. Sales Mgr.	George Rohn, Prom. Mgr. Maxwell F. Staley, Chief Engr. Avery-Knodel Thesaurus Standard AP
SIoux FALLS	KISD	1230 250	KDAK, Inc. 355 Boyce Bldg.		
VERMILLION	*KUSD 1922	920 500 ST-KFNF	University of South Da- kota Union Bldg. 601-J	Irving R. Merrill, Dir. & Gen. Mgr. Bob Williamson, Prog. Dir.	Joe Langston, Prom. Mgr. Stephen J. Graf, Chief Engr. AP
WATERTOWN	KWAT 1940	1240 250	Midland Nat'l Life Ins. Co. Kemp & Broadway 777	KBS	F. L. Bramble, Pres. M. W. Plowman, Coml. & Prom. Mgr.	Bernice Dowling, Prog. Dir. Francis Alwin, Chief Engr. Cole UP
YANKTON	WNAX 1926	570 5,000	Cowles Bestg. Co. 2nd & Capitol Sts. 442	MBS ABC	Gardner Cowles, Pres. Robert R. Tinscher, Gen. Mgr. Don E. Inman, Coml. Mgr.	Herb Howard, Prog. Dir. James H. Allen, Prom. Mgr. Clifton Todd, Chief Engr. Katz Standard Cole AP, UP

TENNESSEE

ATHENS	WLAR 1946	1450 250	Athens Bestg. Co. Hitch Bldg. 891	MBS KBS	Lowell F. Arterburn, Pres. & Gen. Mgr. Virgil Lindner Jr., Coml. Mgr.	Otis Parker, Prog. Dir. R. R. Magill Chief. Engr. Standard Keystone UP
BRISTOL	WOPI 1925	1490 250	Radiophone Bestg. Sta- tion WOPI Inc. 310 State St. 9674	NBC KBS Tenn. Valley	W. A. Wilson, Pres. & Gen. Mgr. Roy L. Russell, Coml. Mgr.	Stewart O'Dell Muscal. Dir. Ruth Mottern, Prom. Mgr. Russ V. Robinson, Chief Engr. Burn-Smith World Capitol Lang-Worth UP
CHATTANOOGA 2..	WAGC 1946	1450 250	Tenn. Valley Bestg. Co. Hotel Patten 7-1128	MBS	Gordon W. Campbell } Herbert M. Martin } Part- Humphrey B. Heywood } ners R. T. Russell }	Vann Campbell, Gen. Mgr. June Thurman, Prog. Dir. Charles Stokley Chief Engr. Rambeau Lang-Worth AP
CHATTANOOGA 2..	WAPO 1936	1150 5,000-LS 1,000-N	WAPO Bestg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. Prog. & Prom. Mgr.	B. B. Barnes, Chief Engr. Headley-Reed World Thesaurus Associated Cole AP
CHATTANOOGA 2..	WDEF 1940	1370 5,000-LS 1,000-N	WDEF Bestg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel Pres. Ken Flenniken, Gen. & Coml. Mgr. Charles Gullickson, Prog. Dir.	W. H. Stamper Jr. Prom. Mgr. B. C. Baker, Chief Engr. Weed Capitol Cole UP
CHATTANOOGA 2..	WDOD 1925	1310 5,000	WDOD Bestg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	Norman Thomas, Pres. Earl W. Winger, Vice-Pres. Ralph H. Patt Jr., Gen. & Coml. Mgr.	Gaylord McPherson Prog. Dir. Elmer D. Kammer, Prom. Mgr. Roy Owens, Chief Engr. Raymer Standard UP
CHATTANOOGA	WJVW (Construction permit)	1490 250	Joe V. Williams, Jr. 1011 Hamilton Natl. Bank Bldg.		
CLARKSVILLE	WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 2295	MBS KBS	E. T. Campbell, Chief Owner & Gen. Mgr. Clay Cline, Coml. Mgr.	Roy Smith, Prog. Dir. John H. Bailey, Chief Engr. Cox & Tanz World AP
CLEVELAND	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. A. D. Smith Jr., Station Mgr.	Art Selley, Prog. Dir. Sam Davis, Prom. Mgr. Jim Byerly, Chief Engr. Lang-Worth UP
COLUMBIA	WKRM 1946	1340 250	Middle Tenn. Bestg. Co. P. O. Box 71 1340	MBS KBS	R. M. McKay Jr., Pres., Gen. Coml. & Prom. Mgr.	Chesley J. Smith, Prog. Dir. Revis V. Hobbs, Chief Engr. Thesaurus UP

COVERAGE *WITHOUT QUESTION...* IN A MARKET WORTH REACHING



RAPID CITY's population has more than **DOUBLED** in the past seven years, making it South Dakota's second largest city, with a population of 30,000.* This is no coincidence; it's an indication of the industrial, economic and cultural growth of the entire KOTA area.

A new Conlan survey shows that KOTA has kept pace with this expansion, that KOTA—and only KOTA—adequately covers this fast-growing market. To complement the Conlan Survey there's a new market data handbook, tailor-made for the alert time buyer.

A letter or wire to Bob Dean, president of KOTA, will bring you the complete story.

** Based on latest Telephone Company figures.*

KOTA

RAPID CITY, S. D.

5000 Watts • 1380 KC

CBS for South Dakota

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

NC—Non-Commercial Station. *D*—Day. *N*—Night *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
COOKEVILLE	WHUB 1940	1400 250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley, Pres., Gen. & Coml. Mgr. Joe Mabry, Station & Prog. Dir.	Jesse M. Beasley, Prom. Mgr. George Daugherty, Chief Engr.	UP
DYERSBURG	WDSG 1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS KBS	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr.	Norb Beckers, Prog. Dir. C. W. Morrow, Chief Engr.	World AP
ELIZABETHTON	WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 9235	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Thad Fitch, Station Mgr.	Bill Edgar, Prog. Dir. Bill Wagner, Prom. Mgr. Condon Bowers, Chief Engr.	Thesaurus UP
FAYETTEVILLE	WEKR (Construction permit)	1240 250	Elk River Bostrs.	R. M. McKay, Sr. } R. M. McKay, Jr. } James M. McGrew } Revis V. Hobbs } R. A. Largen } Partners		
GALLATIN	WHIN (Construction permit)	1010 1,000-D	Sumner County Broadcasting Co.			
GREENEVILLE	WGRV 1947	1340 250	Radio Greeneville Inc. Radio Bldg. 9478	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Paul Metcalfe, Station Mgr.	Ed Daniels, Prog. Dir. Hugh Pickle, Prom. Mgr. Laile Hampton, Chief Engr.	Capitol UP
HARRIMAN	WHBT 1946	1230 250	Harriman Bcstg. Co. Inc. Devonia at Crescent 870	MBS KBS	Jere B. Brewer, Pres. F. L. Crowder, Vice-Pres. & Gen. Mgr. Neil L. Shields, Secy.-Treas.	W. Lawrence Hedgpeth Jr. Coml. Mgr. & Prog. Dir. Montarie Hedgpeth, Prom. Mgr. Kenneth Hargis, Chief Engr.	Cox & Tanz Standard Thesaurus UP
JACKSON	WTJS 1931	1390 1,000	Sun Publishing Co. 104 Baltimore St. 7-3316	ABC	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Asst. Mgr. Sam D. Lollar, Studio Dir.	Glenn E. Johnson, Prom. Mgr. Robert M. Gordon, Chief Engr.	Branham World AP, UP
JOHNSON CITY	WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. Priss Bldg. 2281	Carl A. Jones Jr., Pres. & Gen. Mgr. Charles Powers, Coml. Mgr.	Arthur J. Borgesen, Prog. Dir. E. B. Jones, Chief Engr.	Wood & Colton World AP
JOHNSON CITY	WJHL 1939	910 5,000-LS 1,000-N	WJHL Inc. 143 W. Main St. 2780	ABC	W. Hanes Lancaster, Sr., Pres. Ken Marsh, Gen. & Coml. Mgr.	Berney Burleson, Prog. Dir. & Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
JOHNSON CITY	WTVN (Construction permit)	1050 1,000-D	Washington County Broadcasting Corp. John Sevier Hotel			
KINGSPORT	WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. Box 870 2870	NBC Tenn. Valley	C. P. Edwards Jr., Pres. A. F. Martin, Gen. Mgr. Phil J. Weaver, Coml. Mgr.	Paul L. Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	Burn-Smith Cummings Lang-Worth Standard Thesaurus AP
KNOXVILLE 42	WBIR 1941	1240 250	Radio Station WBIR Inc. 406 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. John P. Hart, Gen., Coml. & Prom. Mgr.	Tys Terwey, Prog. Dir. J. Rex Horton, Chief Engr.	Pearson Associated Capitol UP
KNOXVILLE	WIBK 1946	800 1,000-D	Independent Bcstg. Co. 908 S. Gay St. 4-9866	Marvin I. Thompson, Gen. Mgr. Kenneth McClure, Coml. Mgr.	Bob Charles, Prog. Dir. Helen Ross, Prom. Mgr. T. E. Hooper, Chief Engr.	Cooke MacGregor Associated AP INS
KNOXVILLE	WKGN 1947	1340 250	Clarence Beaman Park National Bank Bldg.	MBS			
KNOXVILLE 24	WNOX 1921	990 10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Vice-Pres. & Gen. Mgr. O. L. Smith, Coml. Mgr. & Station Dir.	Charles McMahon, Prog. Dir. Sarah Booth, Prom. Mgr. Ray Evans, Chief Engr.	Branham Standard UP
KNOXVILLE	WROL 1927	620 5,000	S. E. Adcock 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock, Pres. & Gen. Mgr. C. H. Frazier, Coml. Mgr.	John Reese, Prog. Dir. & Prom. Mgr. F. M. Andrews, Chief Engr.	Blair Thesaurus World AP
LEWISBURG	WJJM 1947	1490 250	James J. Murray Estate Box 20 780	James J. Murray Estate, Chief Owner Louis D. Lingner, Gen. Mgr.	Daryl L. Laub, Prog. Dir. J. E. Sowell, Chief Engr.	World AP
MARYVILLE	WGAP 1947	1400 250	Gateway Bcstg. Co. Blount National Bank 2490	MBS	George R. Dempster } Part- Vic H. McLean } Robert M. Claffin, Prog. Dir., Gen. & Prom. Mgr. } Partners	John F. Main, Sales Mgr. Curtis Lamarr, Chief Engr.	Thesaurus UP
McMINNVILLE	WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 401	MBS KBS	Royce Richards, Gen. Mgr. Roy E. Wood Jr., Coml. Mgr.	Ernie Richards, Prog. Dir. & Prom. Mgr. Claude Haston, Chief Engr.	World UP
MEMPHIS 4	WDA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	John R. Pepper } Bert Ferguson } Bert Ferguson, Gen. Mgr. } Partners	Lou Zlotky, Coml. Mgr. Gene Allen Carr, Prog. Dir. Frank T. Edwards, Chief Engr.	Pearson Standard UP INS

*since 1923 . . .
the leading station
in Memphis and the
Mid-South has been*

WMC

*First in AM broadcasting, First in FM broadcasting, Now planning
for Television . . . WMC has led all the way. No other station
in Memphis can boast the listener loyalty, the consistently
high Hoopers that this NBC outlet has earned for its
25 years of service to the people of Memphis and the Mid-South.*

WMC *and* WMC-FM

WMC—5000 Watts Day & Night • 790 Kilocycles • NBC Affiliate
WMC-FM—261,000 Watts Day & Night • 99.7 MC • Channel 259

*Represented Nationally by the Branham Company
Owned and Operated by the Commercial Appeal*

“the station Most people listen to Most” in Memphis

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1948)

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
MEMPHIS 3	WHBQ 1925	1400 250	Harding College Hotel Gayoso 8-6868	MBS	E. A. Alburty, Gen. Mgr. E. Pournelle, Coml. Mgr.	Lade Conlee, Prog. Dir. W. M. Roy, Chief Engr. Walker Capitol AP
MEMPHIS 3	WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	Patt McDonald Gen. & Coml. Mgr.	Allan G. Avery, Prog. Dir. & Prom. Mgr. Wm. Marsh, Chief Engr. Forjoe AP
MEMPHIS 1	WMC 1932	790 5,000	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC	H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr. Wilson Mount, Prog. Dir.	Walter E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr. Branham UP
MEMPHIS 3	WMPS 1925	680 10,000-LS 5,000-N	WMPS Inc. Columbian Mutual Tower 5-2721	ABC	Harold R. Kreistein, Gen. Mgr. Robert Neal Hobgood, Prog. Dir.	Matty Brescia, Prom. Mgr. J. G. Deaderick, Chief Engr. T-H-S Radio Sales Standard AP, UP
MEMPHIS	WREC 1924	600 5,000	Hoyt B. Wooten	CBS	Hoyt B. Wooten, Owner & Gen. Mgr.	Hollis Wooten, Coml. Mgr. Ray Wooten, Prog. Mgr. Katz
MORRISTOWN	WCRK 1947	1450 250	Cherokee Bcstg. Corp. Morristown 1450	MBS	H. S. Walters, Pres. Hal Falter, Gen. Mgr. Howell Ashford Jr., Coml. Mgr.	Bob Tamblyn, Prog. Dir. Bill Cooper, Prom. Mgr. Larry Martin, Chief Engr. World AP
MURFREESBORO	WGNS 1946	1450 250	Murfreesboro Bcstg. Co. 118 N. Church St. 1450	MBS	Cecil N. Elrod, Pres. & Gen. Mgr. Harold Huffines Coml. Mgr.	Howard Byrum, Prog. Dir. John Dodd, Prom. Mgr. Glen Snoddy, Chief Engr. Holman Capitol World UP
NASHVILLE 3	WKDA 1947	1240 250	Capitol Bcstg. Co. American National Bank Bldg. 4-0511	T. B. Baker Jr. } A. G. Beaman } Owners	T. B. Baker Jr., Gen. Mgr. O. C. Griffin Jr., Chief Engr. Capitol Lang-Worth AP
NASHVILLE	WLAC 1926	1510 50,000	J. T. Ward	CBS	J. T. Ward, Owner F. C. Sowell, Gen. Mgr.	Paul Oliphant, Prog. Dir. Raymer
NASHVILLE	WMAK 1948	1300 5,000	Volunteer State Bcstg. Co. Inc. Maxwell House	MBS	Frank W. Mayborn, Pres. Edward M. Kirby, Gen. Mgr.	Shelton Weaver, Chief Engr. UP
NASHVILLE 3	WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	MBS, ABC	Jack M. Draughon } Louis R. Draughon } Part- E. S. Tanner, Coml. Mgr. } ners	Ottis Roush, Prog. Dir. Dr. Fred Schumann, Chief Engr. Katz Standard AP
NASHVILLE 3	WSM 1925	650 50,000	WSM Inc. National Life Bldg. 6-7181	NBC	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Jack Stapp, Prog. Dir.	Bill Graham, Prom. Mgr. George Reynolds, Chief Engr. Petry AP INS
OAK RIDGE	WATO (Construction permit)	1490 250	Pellegrin and French Municipal Market Bldg.	MBS	Marshall H. Pengra, Pres. & Gen. Mgr. Harry Weaver, Coml. Mgr.	Arthur Metzler, Prog. Dir. Lorenzen & Thompson Standard UP
OAK RIDGE	WOND (Construction permit)	1450 250	Highlands Bestrs, Inc.	Sam K. Carson, Pres.	G. Paul Crowder, Gen. Mgr.
PARIS	WPIN (Construction permit)	910 1,000-D	Broadcasters Associates	James H. McKee } Odes E. Robinson } Part- ners	Clark Lang-Worth AP
PARIS	WTPR 1946	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ Market St. 1700	KBS	E. Weeks Smith, Pres. & Gen. Mgr. Parkman R. Feezor, Coml. Mgr.	Bettye Baggett, Prog. Dir. Joseph Brandt, Prom. Mgr. Carlos Steele, Chief Engr. Clark Lang-Worth AP
PULASKI	WKSR 1947	730 250-D	Pulaski Bcstg. Co. Radio Bldg. 661	MBS	Robert W. Rounsaville, Pres. & Gen. Mgr. Virgil Trimm, Station Mgr.	Bill Schoocraft, Prog. Dir. Hugh Brewer, Prom. Mgr. Elton Chick, Chief Engr. UP
SHELBYVILLE	WHAL 1946	1400 250	Shelbyville Bcstg. Co. 112½ East Side Square	MBS	J. O. Fly, Sr. } Geo. F. Fly } Part- Harvard P. Smith } ners	
TULLAHOMA	WJIG (Construction permit)	740 250-D	Tri-Cities Bcstg. Co. Box 411	Raymond L. Pres- cott, Jr. } Henry L. Wilson } Part- ners	
UNION CITY	WENK 1946	1240 250	Union City Bcstg. Co. Inc. First & Washington 1240	MBS	B. Cary Brummel, Pres. A. B. Robinson, Gen. Mgr. Dave Capps, Coml. Mgr.	Jim Blaine, Prog. Dir. Lou Wrather, Prom. Mgr. James Thomas, Chief Engr. World UP
WINCHESTER	WCDT (Construction permit)	1340 250	Arthur D. Smith Jr., Winchester	Arthur D. Smith Jr. Owner	

TEXAS

ABILENE	KRBC 1936	1450 250	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State	M. B. Hanks, Pres. Howard Barrett, Gen. Mgr. Forest Lane, Coml. & Prom. Mgr.	Bro Mingus, Prog. Dir. J. B. Casey, Chief Engr. Pearson Thesaurus Lang-Worth AP
ALICE	KBKI 1946	1070 1,000-D	Alice Bcstg. Co. Hotel Alice	J. H. Mayberry, Buford Nicholson and E. G. Lloyd, Jr.	Leon Lloyd, Gen. Mgr. & Coml. Mgr. Cooke, Gene Grant
ALPINE	KVLF 1947	1490 250	Big Bend Broadcasters Holland Hotel 37	MBS South- west	Barney H. Hubbs, Pres. George H. Peters Jr., Gen. & Coml. Mgr.	Thomas B. Erwin, Prog. Dir. & Prom. Mgr. Katz Lang-Worth AP

DIRECCION CABLEGRÁFICA:
"MUNDO"

EL MUNDO

EL DIARIO DE MAYOR CIRCULACION EN PUERTO RICO
SAN JUAN, P.R.

MEMO TO: TIMEBUYERS:

EL MUNDO of San Juan, Puerto Rico, announces the opening of its new 5,000 watt broadcasting station scheduled to coincide with the beginning of the New Year.

Advertisers in the Puerto Rican market will find in WEMB the same quality and service that have been offered for so many years by EL MUNDO and PUERTO RICO ILUSTRADO.

For data and availabilities we invite you to contact our exclusive mainland representatives,

INTER AMERICAN PUBLICATIONS, INC.,
41 East Forty Second Street, New York, 17.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

BRITISH COLUMBIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service
CHILLIWACK	CHWK 1927	1340 250	Fraser Valley Bestg. Ltd. 5-Yale East 7511	Dominion	C. C. Wells, Pres. Jack Pilling, Managing Dir.	All-Canada Weed Gale United BUP
DAWSON CREEK ...	CJDC 1947	1350 1,000	Wilma Moore Dawson Creek	Wilma Moore, Pres. & Gen. Mgr. Gordon H. Cummings, Station Mgr.
KAMLOOPS	CFJC 1926	910 1,000	Sentinel Publishing Co. 310 St. Paul St. 1021	Trans-Canada	Ian G. Clark, Gen. Mgr. Robert Innes, Coml. Mgr.	All-Canada Weed Exclusive PN
KELOWNA	CKOV 1931	630 1,000	Okanagan Bestg. Ltd. Radio Bldg. 200	Trans-Canada	G. T. B. Browne, Pres. Marlor E. Lee, Secy-Treas. J. W. B. Browne, Gen. Mgr.	All-Canada Weed Lang-Worth Sesac Thesaurus World PN
NELSON	CKLN 1939	1240 250	News Publishing Co. Box 250 19	Trans-Canada	Joan Orr, Gen. Mgr.	Stovin Baldwin Young Freemantle PN
NEW WESTMINSTER.....	CKNW 1944	1230 250	International Bestg. Co. 752 Columbia St. 3000	Wm. Rea Jr., Pres. & Gen. Mgr. David M. Armstrong, Coml. Mgr.	Radio Repre sentatives Forloe Associated World PN
PORT ALBERNI	CJAV 1946	1240 250	CJAV Ltd. 3rd Ave. N. 2 Redford Rd.	Margaret Rea, Pres. Charles J. Rudd, Gen. Mgr. Charles Patrick, Coml. Mgr.	Radio Repre sentatives Lang-Worth PN
POWELL RIVER	1490 520	Al Harvey Alagard Powell River	Al Harvey Alagard, Owner & Gen. Mgr.
PRINCE GEORGE ..	CKPG 1945	550 250	Radio Station CKPG Ltd. Ritz Klefer Hall 140	Trans-Canada	Frank H. Elphicke, Pres. Cecll G. Elphicke, Gen. Mgr. Jack E. Carbutt, Coml. & Prog. Dir.	All-Canada Weed United

COMMANDING
ATTENTION...
EARNING RESULTS

FIRST IN AUDIENCE
(Elliott-Haynes)

FIRST IN COVERAGE
(Bureau of Broadcast Measurement)

FIRST IN RESULTS
(Canadian Facts Dealer Preference Survey)

FIRST IN PROMOTION
(The Billboard's 1947 Promotion Competition)

Consult All-Canada or Weed & Company

Vancouver's

CKWX

5000 WATTS

The Station with
PROMOTION
YARDSTICK

★ **CKNW** ★ TOP STATION
★ BOTH in Vancouver
and ★ NEW WESTMINSTER

HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
OF OUR TOWER

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

WITHIN 15 MILES
OF OUR TOWER

93
SAWMILLS
Producing over
4,000,000 Bd. Ft.
of LUMBER
Daily.

REACH THIS
RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

\$11¼ MILLIONS
in
EGGS - POULTRY - CHICKS
produced annually
WITHIN 15 MILES
OF OUR TOWER

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

526,059
PEOPLE LIVE WITHIN
15 MILES OF
OUR TOWER

Reach This Rich Market
through **CKNW**
NEW WESTMINSTER, B.C.



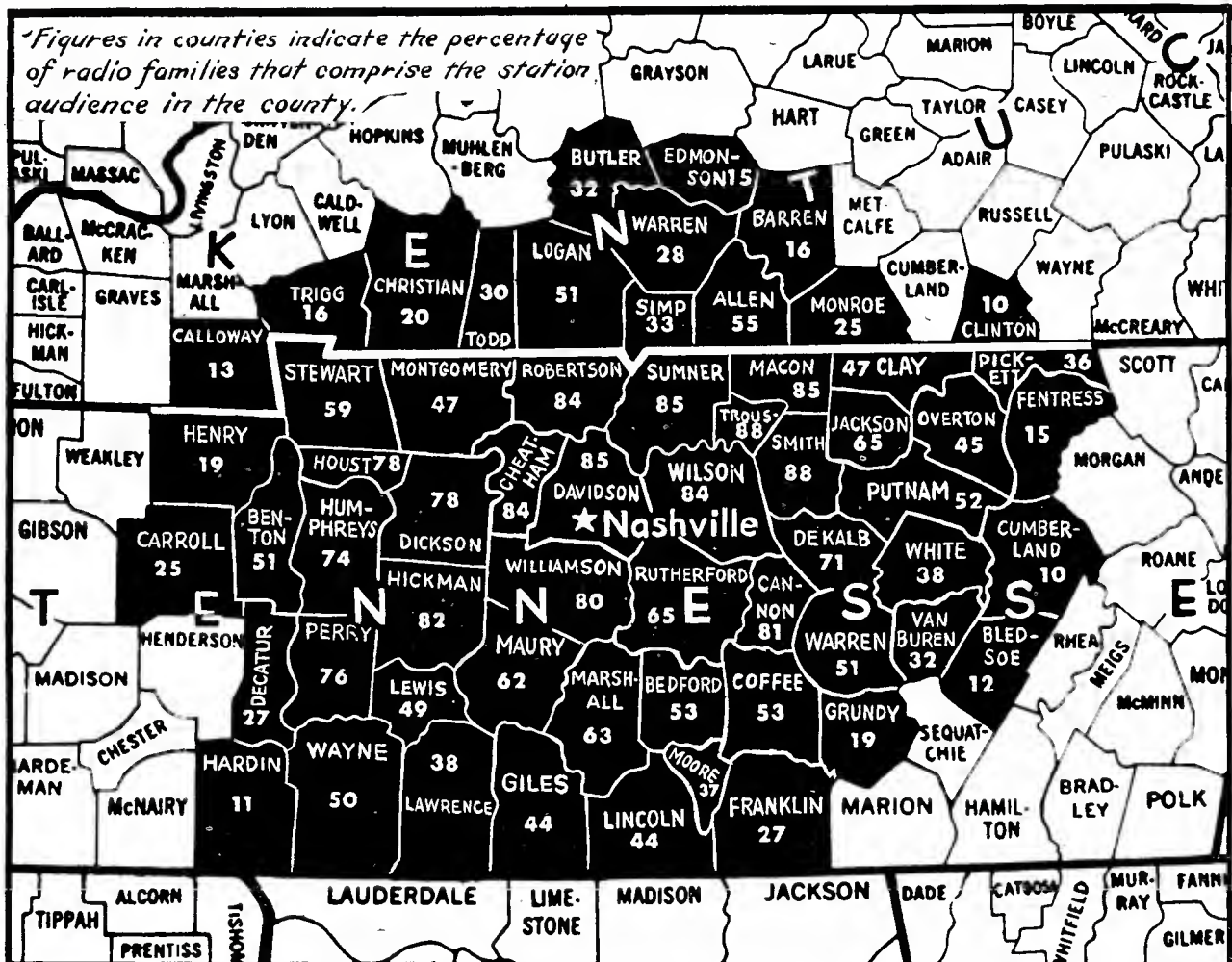
DAYTIME COVERAGE

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by The Kotz Agency, Inc.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%	No. of Counties	47,850	39,810
Home County Davidson 85%		67,540	57,610
<i>Percentage Levels</i>			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

Complete BMB County and City Data available on request.



Map and Tabulation Based on BMB Audience Study No. 1—March 1946
WSIX gives you all three: Market, Coverage, Economy

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
AMARILLO	KAMQ 1947	1010 1,000-D	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	Walter G. Russell, Pres. W. J. Dickerson, Gen. & Prom. Mgr.	Jack Petrie, Coml. Mgr. Ray Whitworth, Prog. Dir. Stewart Parsons, Chief Engr.	Griffith Thesaurus AP
AMARILLO	KFDA 1939	1230 250	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	Gilmore Nunn, Pres. H. P. Roberson, Gen. & Coml. Mgr.	Bill Fairley, Prog. Dir. Bill Kelley, Prom. Mgr. Noel Luddy, Chief Engr.	Pearson World Capitol UP
AMARILLO	KGNC 1922	710 10,000	Plains Radio Bcstg. Co. Radio Building 4242	NBC Lone Star Texas- Quality	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. Aubrey Jackson, Gen. Mgr.	Bob Watson, Prog. Dir. William H. Torrey, Chief Engr.	T-H-S Standard Lang-Worth Cole AP, UP
AMARILLO	KVAZ 1947	940 1,000	Plains Empire Bcstg. Co. 1014 W. 7th 2-6773	MBS	Lonnie J. Preston, Pres. & Gen. Mgr. Jim Rennie, Coml. Mgr.	George McBride, Chief Engr.	UP
ATHENS (Construction permit)	1410 250-D	The Henderson County Broadcasting Co. 3524 S. Henderson St. Fort Worth, Tex.	J. B. McNutt, Jr. } Merl Saxon } Partners		
AUSTIN	KNOW 1926	1490 250	Frontier Bcstg. Co. Capitol National Bank Building 2-6213	ABC Texas State	Gene L. Cagle, Pres. Louis R. Cook, Gen. Mgr. M. H. Coleman, Coml. Mgr.	Conrad Vernon, Prog. Dir. & Prom. Mgr. James E. Lewis, Chief Engr.	Weed Capitol AP
AUSTIN	KTXN (Construction permit)	1370 1,000-D	Thomas G. Harris	Thomas G. Harris, Gen. Mgr.		AP
AUSTIN	KTBC 1939	590 5,000-LS 1,000-N	Texas Bcstg. Corp. Brown Building 2-2424	CBS	Claudia T. Johnson, Pres. J. C. Kellan, Vice-Pres., Gen. Mgr. & Prog. Dir. Willard Deason, Assist. Gen. & Coml. Mgr.	Harvey Payne, Prom. Mgr. Frank W. Yeagley, Chief Engr.	T-H-S World UP
AUSTIN	KVET 1946	1300 1,000	Austin Bcstg. Co. 113 W. 8th St.	MBS	John B. Connally, Pres. & Mgr. J. J. Pickle, Coml. Mgr.	Fred M. Caldwell, Prog. Dir. Frank Yeagley, Chief Engr.	ForJoe Lang-Worth UP
BALLINGER	KRUN 1947	1400 250	Runnels County Broad- casting Co. Ballinger 711	R. E. Bruce, Pres. & Gen. Mgr.	J. M. Isaacs, Prog. Dir. J. O. Braden, Chief Engr.	Standard AP
BAY CITY	KIOX 1946	1270 1,000	Bay City Bcstg. Co. Box 1391 642	MBS	J. G. Long, Managing Dir. Royce A. Collier, Gen. Mgr.	George S. Lanham, Coml. Mgr. Olgie Fremont, Prog. Dir. Frank Woods, Chief Engr.	Thesaurus AP
BEAUMONT	KFDM 1924	560 1,000; CP-5,000	Beaumont Bcstg. Corp. P.O. Box 2950 2-7758	ABC	D. A. Cannan, Pres. C. B. Locke, Gen. & Coml. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. L. M. Sanders, Chief Engr.	Free & Peters Lang-Worth Standard UP
BEAUMONT	KPBX 1947	1380 1,000-D	KPBX Broadcasting Co. New Crosby Hotel			
BEAUMONT	KRIC 1938	1450 250	KRIC Inc. 130 Wall St. 4200	E. C. Davis, Chief Owner. Philip E. Dusenbury, Gen. & Coml. Mgr.	Louis A. Breault Jr., Prog. Dir. M. J. Easterwood Jr., Chief Engr.	Branham Thesaurus Capitol Associated AP
BEAUMONT	KTRM 1947	990 250-D	KTRM Inc. 230 Orleans St. 2-8478	KBS	Jack Nell, Pres. & Gen. Mgr. G. L. Kirk, Coml. Mgr. Joe Trum, Prog. Dir.	Ben F. Hughes, Chief Engr.	World AP INS
BIG SPRING	KBST 1936	1490 250	Big Spring Herald Broad- casting Co. Inc. 702 Johnson St. 1500	ABC Texas State	Jack Wallace, Gen. Mgr. Bill Cox, Coml. Mgr.	Lloyd Hawkins, Prog. Dir. & Prom. Mgr. Andrew Jones, Chief Engr.	Pearson Thesaurus AP
BONHAM	KFYN (Construction permit)	1420 250	Frank Svoboda Box 294			
BORGER	KHUZ 1946	1490 250	R. G. Hughes Highway 117 1600	MBS	R. G. Hughes, Pres. Wayne Phelps, Gen. Mgr. Les Helmes, Coml. Mgr.	Hal Moon, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth World SESAC AP
BRADY	KNEL 1935	1490 250	G. L. Burns Brady 77	KBS	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP
BRECKENRIDGE	KSTB 1947	1430 500-D	Stephens County Broad- casting Co. Miller Bldg.	Robert W. Chapman } Manning L. Trammell }ners		
BRANHAM	KWHI 1947	1280 1,000-D	Tom S. Whitehead Branham 655	Tom S. Whitehead, Pres. & Gen. Mgr.	H. B. Balch, Chief Engr.	Lang-Worth UP
BROWNSVILLE	KVAL 1946	1490 250	KEEW Ltd. San Benito Highway 1273	ABC	T. Frank Smith, Pres. Byron Winstead, Gen. Mgr. Dick Smith, Coml. Mgr.	Fred McCall, Prog. Dir. Duane McCoy, Prom. Mgr. Leonard Dutton, Chief Engr.	Free & Peters AP

Business
Social Lesson No. 1: How to woo a BILLION \$!
 (and don't forget... Miss Dallas-Ft. Worth Area
 has an annual buying income of over a \$BILLION to spend!)



- A.** You locate a lovely lady with \$1,000,000,000 yearly to spend: Miss Dallas-Ft Worth Area.
- B.** Hire two industrious and attentive escorts... Stations WRR (Dallas) and KFJZ (Ft Worth)... to drive away all competition.
- C.** CONCENTRATE and hammer home YOUR sales talk at all hours, day and night from as many approaches as possible... TWO stations for a single price, either simultaneous or separate schedules!

WRR - KFJZ AREA (100-Mile Radii)	
*Population	1,898,300
*Buying Income	\$1,890,148,000.00
*Bank Deposits	\$1,904,769,000.00
*Retail Sales	\$1,239,913,000.00
*Wholesale Sales	\$1,662,055,000.00
Auto Registrations	498,255
† Radio Families	410,033
<small>*Sales Management, 1947. †B.M.B. Area Survey, 1946.</small>	

TEXAS' BEST RADIO BUY

WRR DALLAS  **KFJZ** FT. WORTH

TWO STATIONS FOR ONE PRICE

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

NATIONAL REPRESENTATIVE
WEED & COMPANY

BROADCASTING • Telecasting

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
BROWNWOOD	KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS Texas— State	Wendell Mayes, Pres. & Gen. Mgr. F. T. Wilson, Coml. Mgr.	Howard Edwards, Prog. Dir. A. W. Stewart, Chief Engr. Walker Lang-Worth UP
BRYAN	KORA 1947	1240 250	Bryan Bcstg. Co. 305 W. 26th St. 2-1451	David C. Jones Jr., Owner & Gen. Mgr. Maxine Saunders, Coml. Mgr.	Cecil Beardon, Prog. Dir. & Prom. Mgr. Robert M. Shuffler, Asst. Mgr. & Chief Engr. Thesaurus AP
CANYON	KPAN (Construction permit)	860 250-D	Randall County Broad- casting Co. 1912 Ave. E. Brownwood, Tex.	Marshall Formby } John Blake } Partners	
CHILDRESS	KCTX 1947	1510 250-D	Golden West Broadcast- ing Co. Inc. 217½ N. Main 1085	MBS	Richard M. Hagan, Pres. & Coml. Mgr. George D. Cowen, Gen. Mgr.	James D. Abbott, Prog. Dir. Hal S. Christensen, Chief Engr. Standard AP
CLEBURNE	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main 1025	George W. Marti, Pres. & Gen. Mgr. Jo C. Marti, Assist. Mgr.	John Marti, Coml. Mgr. Billie D. Moorman, Prog. Dir. George W. Marti, Chief Engr. Capitol UP
COLEMAN	KSTA 1947	1000 250-D	Coleman County Broad- casting Co. Box 827 8406	Jack South, Gen. Mgr.	A. W. Stewart, Chief Engr. Capitol UP
COLLEGE STATION	WTAW 1922	1150 1,000-D	Agric. & Mech. College of Texas Administration Bldg. 4-6724	ABC	W. R. Pierre, Station Mgr. & Prog. Dir. B. J. Cook, Coml. Mgr.	Pat Gates, Prom. Mgr. Frank J. Sosolik, Chief Engr. Griffith World SESAC AP
CORPUS CHRISTI	KEYS 1941	1440 1,000-LS 500-N	Nueces Broadcastng Co. Centre Theatre Bldg. 2-7411	CBS	E. C. Hughes, Gen. Mgr. Kelley Wofford, Coml. Mgr. Bill McRae, Prog. Dir.	Lorraine Berry, Prom. Mgr. Harold Griffith, Chief Engr. T-H-S World UP
CORPUS CHRISTI	KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co.	MBS, NBC Lone Star Texas- Quality	T. Frank Smith, Gen. Mgr.	Free & Peters
CORPUS CHRISTI	KSIX 1947	1230 250	Corpus Christi Broad- casting Co., Inc. Show Room Bldg. 2-9242	ABC	Vann M. Kennedy, Pres. & Gen. Mgr. Charles R. Manning, Coml. Mgr.	Jack Foster, Prog. Dir. Troy Whitaker, Chief Engr. Forjoe Lang-Worth UP
CORPUS CHRISTI	KWEU 1943	1030 50,000-D	Baylor University 912 Commerce St., Dal- las Riverside 2431	Carr P. Collins, Pres. Homer Hogan, Mgr. Bob McBride, Prog. Dir.	Nestor Cuesta Jr., Chief Engr. Branham AP
CORSICANA	KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	KBS	J. C. West, Vice-Pres. Ernest T. Jones, Gen. Mgr.	E. R. Hellums, Chief Engr. Branham Standard Thesaurus UP
DALHART	KXIT (Construction permit)	1410 500-D	Dalrad Assoc. Dalhart	Balrd Bishop } Ed Bishop } Partners	
DALLAS	KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Assist. Mgr. Charles F. Payne, Prog. Dir.	John D. Wilson, Prod. Mgr. Bob E. Tripp, Chief Engr. Rambeau Standard World AP
DALLAS 1	KRLD 1926	1080 50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. J. W. Crocker, Prom. Mgr. R. M. Flynn, Tech. Supvr. Branham Capitol Standard AP, INS
DALLAS 4	KSKY 1941	660 1,000-D	Sky Broadcasting Service Hotel Stoneleigh Central 6193	A. L. Chilton, Pres. R. G. Terrill, Gen. & Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr. Associated AP
DALLAS 5	WFAA 1 1922	820 50,000 570 5,000 ST-WBAP	Dallas Morning News 1122 Jackson St. Riverside 9631	ABC, NBC Texas— Quality	E. M. Dealey, Pres. Martin Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Robert Summers, Prom. Mgr. Raymond Collins, Chief Engr. Petry Associated Thesaurus Lang-Worth AP, UP
DALLAS 1	WRR 1920	1310 5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas— State	Charles B. Jordan, Gen. Mgr. Dale Drake, Coml. Mgr. Pete Teddlie, Prog. Dir. & Prom. Mgr.	Durward J. Tucker, Chief Engr. Weed AP
DEL RIO	KDLK 1947	1230 250	Del Rio Broadcasting Co. Del Rio 1150	MBS	James A. Clements, Pres. & Gen. Mgr. John Harris, Prog. Dir.	Gonzalo G. Moyo, Prom. Mgr. Norman Lassetter, Chief Engr. Griffith
DENTON	KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS	Harwell V. Shepard, Owner & Gen. Mgr.	Thesaurus UP
EAGLE PASS	KXEG (Construction permit)	1450 250	J. G. Long 2521 Ave. F. St. Bay City, Tex.		
EASTLAND	KCOW (Construction permit)	1600 1,000	Eastland-Ranger-Cisco Broadcasting Co. 410 S. Hillcrest	John D. Harvey } W. H. Wright } Partners Harry N. Harris }	
EDINBURG	KURV 1947	710 250-D	J. C. Looney San Antonio Highway 710	J. C. Looney, Pres. Louis Alken Jr., Gen. Mgr. Walter Widlar, Coml. Mgr.	Stuart Graymount, Prog. Dir. Jane Trimmer, Prom. Mgr. Warren Chase, Chief Engr. Forjoe World UP

NOTE: Stations are assigned fulltime, but divide time between two channels. NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

DOWN TEXAS WAY...



use Station

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

It's as simple as

1 • 2 • 3

**to make the rich
DALLAS - FT. WORTH
market *PAY!***

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY and COMPANY

*In the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

*The
TIMES HERALD
Station*

KRLD

*As Your Best Buy
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH

50 K. W. 1080 K. C.

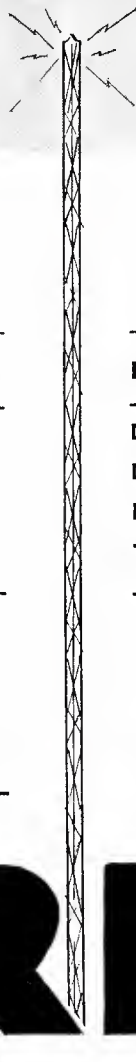
Represented by the BRANHAM COMPANY



KRLD

Oldest CBS AFFILIATE IN
 TEXAS ★ ONLY FULL-TIME
 50,000-WATT STATION SERVING
 THE BIG DALLAS-FORT WORTH

Area!



BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number | *Radio Station*

KRLD

Number | *Radio Market South*

The Times Herald Station

Represented by the Branham Company

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares. Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
EL CAMPO	KULP (Construction permit)	1390 500-D	Wharton County Broad- casting Co. 1424 Republic Bank Building Dallas, Texas	Louis Thurmond Culp Krueger Lafayette Lionel Duckett Charles Coppage Ingram J. Edward Johnson Ross Bohannon } Partners		
EL PASO	KELP 1947	920 1,000-D	Paso Broadcasting Co. 106 Texas St. 3-3658	Tim Carroll, Gen. Mgr.	Jesse Martin Neil, Chief Engr.	Pearson Capitol UP
EL PASO	KEPO 1947	690 5,000	H. J. Griffith 2419 N. Piedras St. Dallas, Tex. 5-2731	ABC	H. J. Griffith, Pres. Willard L. Kline, Gen. Mgr. Larry Clair, Coml. Mgr.	John Hicks, Prog. Dir. E. L. Gemoetz, Chief Engr.	Raymer Standard UP
EL PASO	KROD 1940	600 5,000	Roderick Bcstg. Corp. 2201 Wyoming St. Main 2020	CBS South- west	Dorrance D. Roderick, Pres. Val Lawrence, Gen. Mgr. Ted Hunt, Prog. Dir.	Frank Junell, Prom. Mgr. Edward P. Talbott, Chief Engr.	T-H-S Standard Associated AP
EL PASO	KSET 1947	1340 250	Sunland Bcstg. Co. 307 Mills St. 3-2693	MBS	Edward D. Hodge, Pres. Vincent W. McConn, Gen. Mgr.	William H. Gerlach, Coml. Mgr. David E. Bigley, Prog. Dir. Lloyd W. Hilbun, Chief Engr.	Lang-Worth World AP
EL PASO	KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. Main 3122	NBC	Frances Walz Bredberg, Pres. Karl O. Wyler, Gen. Mgr. Roy T. Chapman, Coml. & Prom. Mgr.	Jack R. Rye, Prog. Dir. Kenneth J. Walton, Chief Engr.	Hollingbery Thesaurus UP
FORT WORTH 1	KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. 2-7175	J. H. Speck, Pres. & Gen. Mgr. A. Earl Cullum Jr., Vice- Pres. Elliott Wilkinson, Secy.- Treas.	Jack Hopkins, Assist. Mgr. & Tech. Dir. Jim Bradley, Prog. Dir. Chester Grubbs, Chief Engr.	Walker Lang-Worth Capitol AP
FORT WORTH	KCUL (Construction permit)	1540 5,000-LS 1,000-N	East-West Bcstg. Co. First Nat'l Bank Bldg.			
FORT WORTH 1	KFJZ 1922	1270 5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3473	MBS Texas— State	Gene L. Cagle, Pres. & Gen. Mgr. Clyde Pemberton, Coml. Mgr.	Wally Blanton, Prog. Dir. Forrest Clough, Prom. Mgr. Truett Kimzey, Chief Engr.	Weed AP
FORT WORTH	KWBC 1946	970 1,000-D	Worth Bcstg. Co.			
FORT WORTH 4	KXOL 1946	1360 1,000	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. 3-1448	F. M. Skinner, Pres. Russ N. Lamb, Gen., Coml. & Prom. Mgr.	Bill Herring, Prog. Dir. John R. Crouse, Chief Engr.	Pearson Lang-Worth AP
FORT WORTH 2	WBAP ¹ 1922	820 50,000 570 5,000 ST-WFAA	Carter Publications Inc. Medical Arts Bldg. 3-1234	ABC, NBC Lone Star Texas— Quality	Amon G. Carter, Pres. Harold V. Hough, Radio Dir. George Cranston, Gen. Mgr. Roy I. Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Chief Engr.	Free & Peters World Lang-Worth Cole AP
FREDERICKSBURG	KNAF 1947	1340 250	Gillespie Bcstg. Co. Security State Bank Bldg. 311	MBS	Jerry Fisher, Gen. Mgr.	H. W. Smith, Chief Engr.	AP
GAINESVILLE	KGAF 1947	1580 250-D	Gainesville Broadcasting Co. Inc. Training School Road 1600	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. & Coml. Mgr.	Louis C. Pitchford Jr., Prog. Dir. & Prom. Mgr. William R. Johnson, Chief Engr.	Thesaurus Standard AP
GALVESTON	KGBC 1947	1540 1,000-D	James W. Bradner Commerce Bldg. 4329	James W. Bradner Jr., Pres. & Gen. Mgr. Floyd Smith, Coml. Mgr.	Dean Turner, Prog. Dir. Jesse Simms, Chief Engr.	Capitol AP
GALVESTON	KLUF	1400 250	The KLUF Bcstg. Co.	MBS KBS	George Roy Clough, Pres.		Rambeau
GONZALES	KCTI 1946	1450 250	Gonzales Bcstg. Co. 425 St. George St. (Temp.) 692	Lawrence M. Walshak } Chief Frank Wilson Jr. } Owners Lawrence M. Walshak, Gen. & Coml. Mgr.	Rosemary Hermann, Prog. Dir. Frank Wilson Jr., Prom. Mgr. & Chief Engr.	Cooke Gene Grant Capitol AP
GOOSE CREEK	KRCT 1947	650 250-D	Bay Broadcasting Co. Box 622	KBS			
GOOSE CREEK	KREL 1947	1360 1,000	Tri-Cities Bcstg. Co. P.O. Box 419 1360	Robert Matherne, Pres. Virgil G. Evans, Gen. & Prom. Mgr. Isabelle McConnell, Coml. Mgr.	Harold Orton, Prog. Dir. Harold Rench, Chief Engr.	Lang-Worth Associated UP
GRAHAM (Construction permit)	1330 500-D	Graham Bcstg. Co. Celina, Texas	Geo. W. Smith Jr. Clay E. Thompson Jr. Harland V. Newsom } Part- Guy C. Hutcheson } ners		
GREENVILLE	KGVL 1946	1400 250	Truett Kimzey Graham-Fagg Bldg. 2066	MBS KBS Texas— State	Truett Kimzey, Pres. Earle Fletcher, Gen. Mgr.	Jimmy Jones, Prog. Dir. Tom E. Clyce, Chief Engr.	AP
HAMILTON	KCLW (Construction permit)	900 250-D	Clyde Weatherby 1517 Commerce St. Dallas, Tex.			

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RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS-- results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--
WBAP-TV and WBAP-FM

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star
Chain

Texas Quality
Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.

Harold Hough, Dir.

George Cranston, Mgr.

Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. National Representatives

Fort Worth:
Star-Telegram Bldg.
3-1234

New York:
444 Madison Ave.
Plaza 5-4130

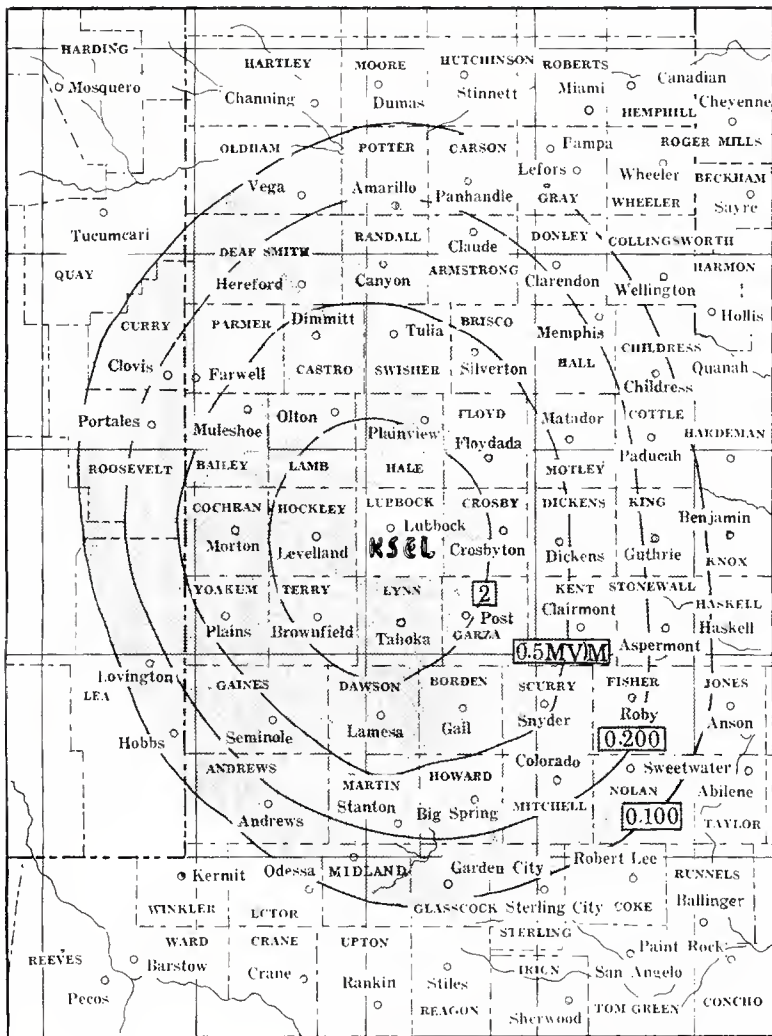
Chicago:
180 N. Michigan
Franklin 6373

Hollywood:
6331 Hollywood
Hollywood 2151

Atlanta:
322 Palmer Bldg.
Main 5667

Detroit:
3463 Pincuscat Bldg.
Cadillac 4255

San Francisco:
5B Sutter
Sutter 4353



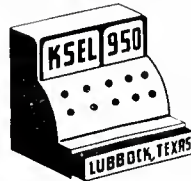
Speaking of SURVEYS ...AND WHO ISN'T?

POPULATION 671,200
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE KSEL'S CASH REGISTER-ABILITY



Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jackeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

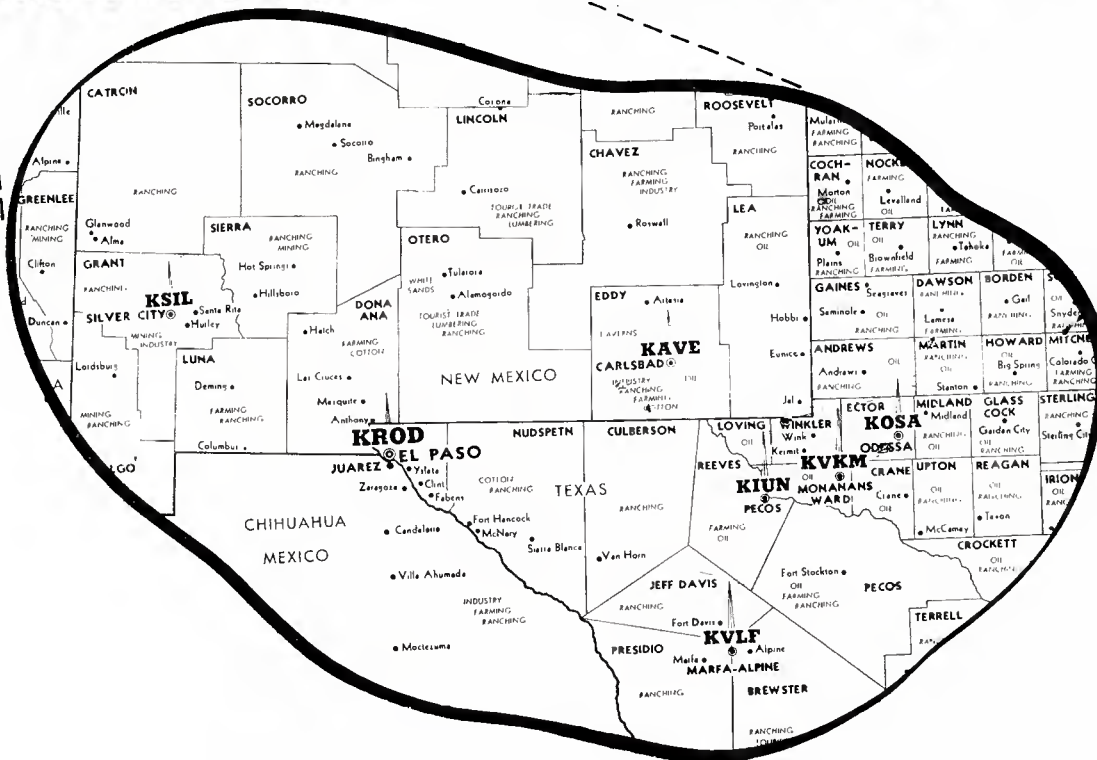
NATIONAL REPRESENTATIVE, HAL HOLMAN CO.
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO
LUBBOCK, TEXAS



WHAT AND WHERE

IS

Southwest NETWORKLAND ?



It's a vast, rich, radio - isolated market - centered around El Paso
 It's served **ONLY** by the Southwest Network

This network covers parts of two nations, parts of four states, 93 cities and towns in 48 counties. It can take your message to 596,900 people living all over 129,271 square miles, which is an area bigger than all New England. Isolated, yes: Albuquerque, 272 miles distant, is the nearest city over 25,000. Southwest Networkland folks have a high effective buying income, \$971 each, because this area's growth and

prosperity is widely diversified. Here are industry, agriculture, ranching, commerce, tourists. Southwest Networkland's more than 140,000 radio families account for most of its three hundred million plus retail sales in '46—and they're lots higher now. One order, one low rate, one responsibility, takes your message effectively, surely throughout this vast and vital area when you use the

SOUTHWEST NETWORK

201-205 Radio Bldg. • Box 1799 • El Paso, Texas

Dorrance D. Roderick
 President

Val Lawrence
 Vice-Pres. & Gen. Mgr.

Robert C. Hughes
 Sales Manager



Represented Nationally by
TAYLOR-HOWE-SNOWDEN Radio Sales
 NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO • PORTLAND

7 Fine Stations

- KROD** El Paso **CBS**
 SWN Key Station
- KAVE** Carlsbad, N.M. **CBS**
- KSIL** Silver City, N.M. ... **CBS**
- KOSA** Odessa, Texas **CBS**
 plus these affiliated
 Mutual Stations
- KVKM** Monahans, Texas .. **MBS**
- KVLV** Marfa-Alpine, Texas **MBS**
- KIUN** Pecos, Texas **MBS**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Trans. Libra News Service	
HARLINGEN	KGBS 1941	1240 250	Harbenito Bcstg. Co. P.O. Box 711 1400	CBS	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Frank L. Parker, Prog. Dir. Verna Mae Purl, Prom. Mgr. W. O. Porter, Chief Engr.	Burke, Kulpe & Mahoney Associated Standard Capitol UP
HENDERSON	KGRI 1947	1000 250-D	Henderson Bcstg. Corp.				
HILLSBORO	KHBR (Construction permit)	1560 250-D	Hill County Bcstg. Co. 1424 Republic Bank Bldg. Dallas, Texas		R. W. Calvert W. N. Furey Ross Bohannon } Partners		
HOUSTON 2	KATL 1947	1590 1,000	Texas Broadcasters State National Bldg. Preston 3108	Texas- State	William H. Talbot, Pres. King H. Robinson, Gen. Mgr. William C. Burks, Coml. Mgr.	William S. Newkirk, Prog. Dir. Jerome Doyle, Prom. Mgr. John O. Webb, Chief Engr.	Weed Lang-Worth SESAC AP
HOUSTON	KCOH (Construction permit)	1430 1,000-D	Lee Segall Bcstg. Co. Citizens Bank Bldg.				
HOUSTON 2	KLEE	610 5,000	W. Albert Lee Milby Hotel Preston 1161		W. Albert Lee, Pres. Ray E. Bright, Gen. Mgr.	Winthrop C. Sherman, Prog. Dir. Paul Huhndorff, Chief Engr.	Raymer World
HOUSTON	KNUZ (Construction permit)	1230 250	Veterans Bcstg. Co. Scanlan Bldg. Beacon 38801		Max H. Jacobs, Pres. Douglas Hicks, V.P.	Carlton Wooddell, Chief Engr.	Forjoe UP
HOUSTON	KPRC 1925	950 5,000	Houston Post Co. Lamar Hotel Fanin 7101	NBC Texas- Quality	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	William Sprague, Prog. Dir. Charles Dyer, Prom. Mgr. Harvey Wheeler, Chief Engr.	Petry Thesaurus Lang-Worth AP
HOUSTON 6	KTHT 1944	790 5,000	Texas Star Bcstg. Co. 4000 S. Main St. Keystone 3-5535	MBS	Roy M. Hofheinz, Pres. John Earle Stephen, Legal & Exec. Assist.	Ted Hills, Gen. & Coml. Mgr. Jack Edmunds, Prog. Dir. Louis Jelly, Chief Engr.	Walker Capitol Associated UP
HOUSTON 1	KTRH 1930	740 50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Gen. Mgr. Ray Herndon, Coml. Mgr. Ted Nabors, Prog. Dir.	George H. McCormick, Prom. Mgr. T. L. Hiner } Chief Lester A. Mullan } Engrs.	Bialr World UP
HOUSTON 2	KXYZ 1930	1320 5,000	Harris County Bcstg. Co. Gulf Building Capitol 6151	ABC Lone Star Texas State	M. Tilford Jones, Pres. R. H. Reinecker, Station Mgr. Wm. F. Bennett, Coml. & Sales Mgr.	Grace Spanihel, Traffic Dir. Arthur Finger, Prom. Mgr. Gerald R. Chinski, Chief Engr.	Free & Peters Lang-Worth Standard AP
HUNTSVILLE	KSAM 1938	1490 250	J. G. Long Highway 75 South 666	MBS KBS	J. G. Long, Pres. Verne Trembley, Gen. Mgr. H. C. Bailes, Coml. & Local Mgr.	Harold Coley, Prog. Dir. & Prom. Mgr. John Neathery, Chief Engr.	Thesaurus AP
JACKSONVILLE 1	KEBE 1946	1400 250	Billy A. Laurie Pierce & Lake 2211	KBS	Billy A. Laurie, Owner, Gen. & Prom. Mgr. Robert R. Stoner, Coml. Mgr.	Emo Laurie, Prog. Dir. Wm. A. McCreary, Chief Engr.	Lang-Worth SESAC UP
JASPER (Construction permit)	1240 250	Jasper Bcstg. Co. 1517 Commerce St. Dallas, Tex.		A. B. Rhodes B. G. Lindsey C. W. Lindsey Joe H. Tonahill Joe J. Fisher Jep S. Fuller } Partners		
KILGORE	KOCA 1936	1240 250	Oil Capital Bcstg. Assn. 102½ E. North St. 987	KBS	Roy G. Terry, Pres. H. A. Degeuer, Gen. Mgr. Horace W. Haygood, Coml. Mgr. & Prog. Dir.	Thornton L. Audry, Prom. Mgr. Karem O. Soule, Chief Engr.	SESAC AP
KINGSVILLE	KINT (Construction permit)	1330 1,000-D	Jack Henry Kidd, Jr. Kleberg Bank				
LAMESA	KPET 1946	690 250-D	Lamesa Bcstg. Co. 408 N. Second 690	KBS	R. O. Parker R. A. Woodson K. S. Ashby } Owners	Kermit Ashby, Gen. & Coml. Mgr. Mrs. O. K. Connor, Prog. Dir. Clayton Jay, Prom. Mgr. E. R. Cornelius, Chief Engr.	UP
LAREDO	KPAB 1938	1490 250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS Texas- State KBS	Howard W. Davis, Pres. Mrs. Doane Chapman, Gen., Coml. & Prom. Mgr.	Geneva Chambers, Prog. Dir. K. Hulan Smith, Chief Engr.	Pearson
LAMPASAS (Construction permit)	1450 250	Lampasas Bcstg. Co. Lampasas		Sylvester Lewis Robert O. Easton } Partners		
LITTLEFIELD	KVOW 1947	1490 250	J. C. Rothwell Littlefield 400		J. C. Rothwell, Pres. J. B. McShan, Gen. Mgr. Lloyd Spencer, Coml. Mgr.	Minnie K. Jones, Prog. Dir. Bob Foust, Prom. Mgr. James Zackery, Chief Engr.	Lang-Worth AP
LONGVIEW	KFRO 1934	1370 1,000	Voice of Longview Curtis Building 411	ABC KBS Texas State	James R. Curtis, Pres.		Burn-Smith Lang-Worth AP
LUBBOCK	KCBD 1946	1590 1,000	Caprock Bcstg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr. George T. Dale, Coml. Mgr.	Robert L. Snyder, Prog. Dir. Leroy Land, Prom. Mgr. Frank Lee, Chief Engr.	Pearson World AP
LUBBOCK	KFYO 1927	1340 250	Plains Radio Bcstg. Co. 914 Avenue J 5567	ABC	Gene A. Howe, Pres. O. L. Ted Taylor, Exec. Gen. Mgr. DeWitt Landis, Gen. Mgr.	Gordon Thompson, Coml. & Prom. Mgr. Leon Harris, Prog. Dir. W. S. Bledsoe, Chief Engr.	T-H-S Capitol AP, UP
LUBBOCK	KSEL 1947	950 1,000-LS 500-N	Lubbock Bcstg. Co. Box 1524 6376		Walter G. Russell, Pres. Clyde H. Smith, Gen. Mgr. Sloan Fortenberry Jr., Coml. Mgr.	R. D. Freusch, Prog. Dir. Roger V. Hively, Chief Engr.	Holman Thesaurus Lang-Worth Cole AP

1 Note: Stations are assigned fulltime, but divide time between two channels, NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAX operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.



FIRST

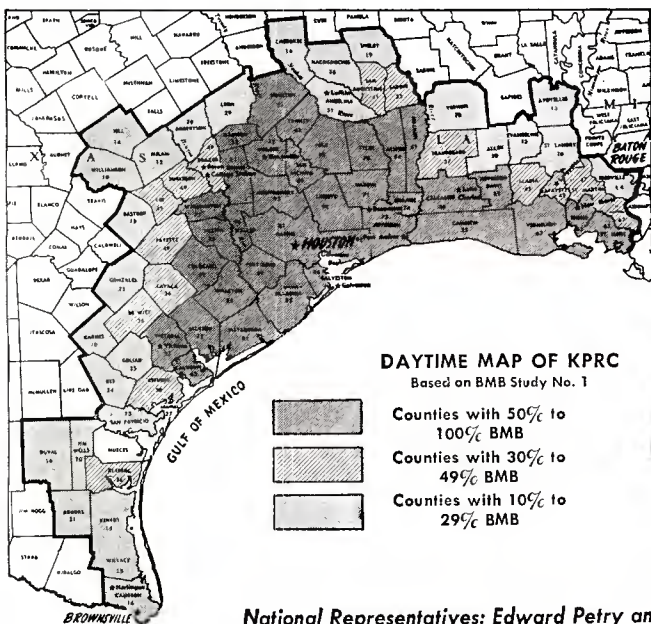
YOU PICK
KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way... effective way... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



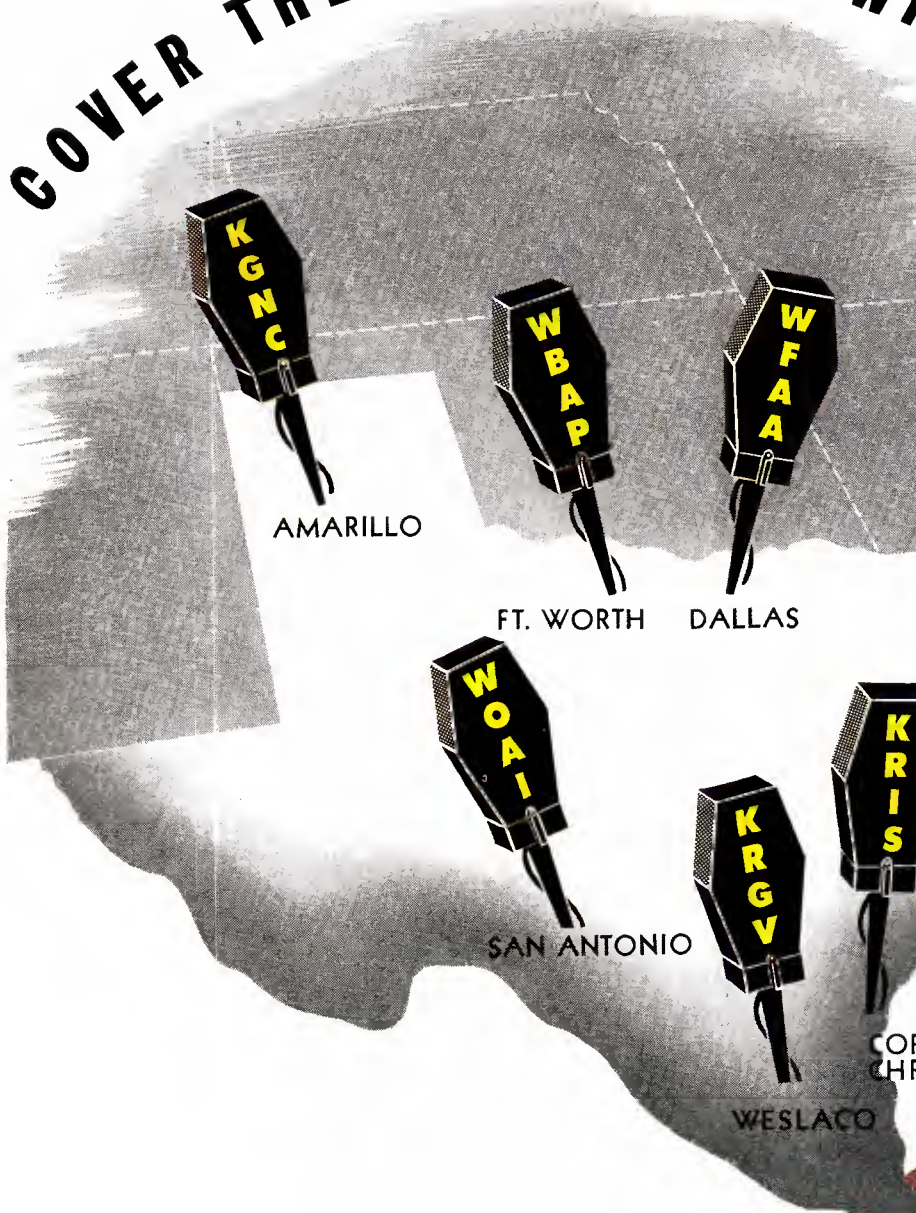
KPRC

HOUSTON

950 Kilocycles - 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

COVER THE SOUTHWEST WITH ONE GREAT NETWORK . . .



AMARILLO

FT. WORTH

DALLAS

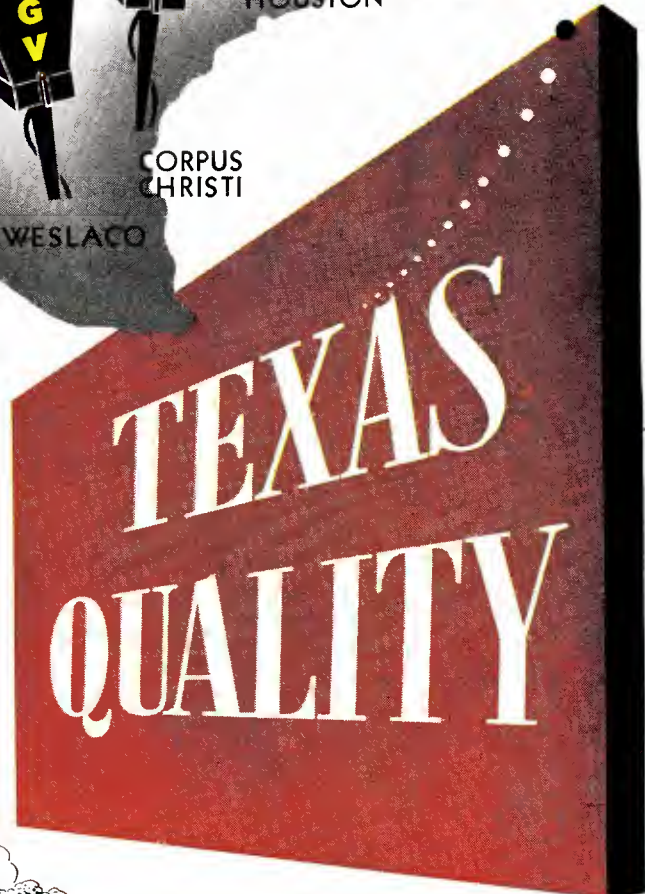
SAN ANTONIO

HOUSTON

CORPUS CHRISTI

WESLACO

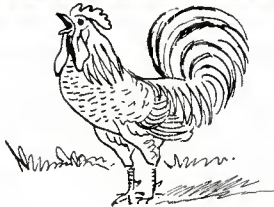
- There's a lush era opened in the great Southwest . . . a day of new and greater markets than ever before. Cover this land of opportunity with a network as big as the State of Texas itself . . . *The Texas Quality Network.* Bny TQN . . . bny the oldest network in Texas . . . buy all NBC stations, on Class A lines . . . bny *proven quality programming* that's sure to send your sales soaring.



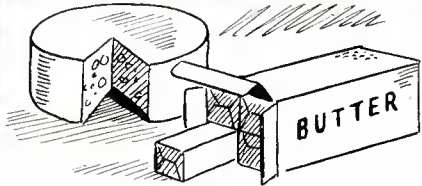
ALL STATIONS AFFILIATED WITH NATIONAL BROADCASTING COMPANY

AN EMPIRE IS YOURS FOR THE ASKING

KCBD COVERS THE AGRICULTURAL EMPIRE OF THE GREAT SOUTHWEST... A POPULATION OF 396,000



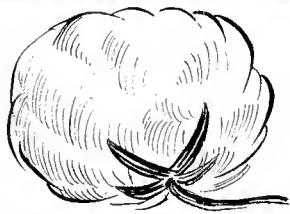
POULTRY Lubbock... number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.



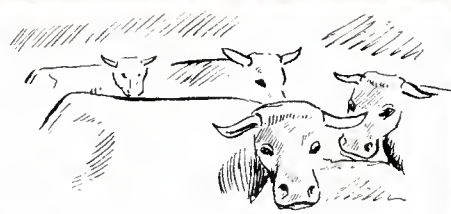
DAIRY PRODUCTS Largest butter manufacturing center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.



OIL 5,000 oil wells, producing annually \$100,000,000, make oil the area's No. 2 "cash crop." South Plains have greatest known oil reserves in the world.



COTTON Lubbock... the third largest inland cotton market in the nation. A \$100,000,000 crop produced in 1947.



LIVESTOCK Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.



GRAIN A \$30,000,000 grain sorghum crop — more than 1/4 the national output. Plus \$60,000,000 wheat crop and \$10,000,000 in sudan, milo, millet and other grains.

Within the thirty counties of KCBD's coverage stretches the agricultural empire of the great Southwest. Here farm, ranch and oil income will top a half-billion. Per capita retail sales are \$662.70*— more than double the national average in the KCBD area of 396,000 consumers. More local merchants use KCBD than use the other two stations combined... merchants who by first-hand experience know that KCBD's 1000-watt voice reaches and sells all the South Plains of Texas.

* Latest report available: U. S. Census Bureau.

A MUTUAL STATION
K C B D
 1000 WATTS • UNLIMITED
 LUBBOCK, TEXAS

JOE H. BRYANT, General Manager
 Represented by JOHN E. PEARSON CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
LUBBOCK	KVLU (Construction permit)	790 5,000-LS 1,000-N	Lubbock County Broad- casting Co. Box 513 Brownwood, Tex.	G. H. Nelson } Wendell Mayes } Partners C. C. Woodson }		
LUFKIN	KRBA 1938	1340 250	Darrell E. Yates 110 Cotton Square 272	MBS KBS	Darrell E. Yates, Owner & Gen. Mgr. Dave Runnells, Coml. Mgr.	Allen Earl Vinson, Prog. Dir. Royce Christenson, Prom. Mgr. Ambrose Maxim, Chief Engr.	Cox & Tanz Lang-Worth AP, UP
LUFKIN	KTRE 1947	1420 1,000	Forest Capital Bcstg. Co. 114½ N. First St. 1420	E. L. Kurth, Pres. Richman Lewln, Gen. & Coml. Mgr.	Ed Henry, Prog. Dir. Ray Gordon, Prom. Mgr. Fred Hill, Chief Engr.	T-H-S World Capitol AP
MARSHALL	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 826	MBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. J. B. Jack, Coml. Mgr. John Scroggin, Prog. Dir.	Mary Dorothy Womack, Prom. Mgr. Bill Lindsay, Chief Engr.	AP
McALLEN	KRIO 1947	910 1,000	Valley Bcstg. Ass'n Inc. P.O. Box 1551 1700	MBS Texas- State	Bryce Ferguson, Pres. Ingham S. Roberts, Gen. Mgr.	Bill Dickson, Prog. Dir. Sherman L. Spencer, Chief Engr.	Griffith Standard SESAC AP, UP
McKINNEY	KMAE 1947	1600 500-D	McKinney Air Enter- prises 218 E. Virginia St.			
MIDLAND	KCRS 1935	550 5,000-LS 1,000-N	Millard Eidson Box 1072 1080	KBS Texas State	J. M. McDonald, Gen. Mgr. G. L. McDonald, Coml. Mgr. Wayne Harrell, Prog. Dir.	Milton H. Sparks, Chief Engr.	Thesaurus Standard SESAC AP
MINERAL WELLS	KORC 1946	1140 250-D	Alfred Achilles Corcanges Box 31 319	KBS	Achilles Corcanges, Owner & Gen. Mgr. Jeri Brown, Asslst. Mgr. William H. Guy, Coml. & Prom. Mgr.	Raymond W. Crowl, Asslst. Coml. Mgr. Don Wilson Jr., Prog. Dir. W. D. Pickett Jr., Chief Engr.	Standard AP
MONAHANS	KVKM 1947	1340 250	Monahans Broadcasters Inc. Radio Center 438	MBS KBS South- west	Charles W. Stuckey, Pres. & Gen. Mgr. R. C. Hughes, Sales Mgr. James E. Stanton, Coml. Mgr.	Bill Cook, Prog. Dir. Forrest W. Tipton, Chief Engr.	T-H-S Capitol MacGregor UP
NACOGDOCHES	KOSF 1947	1230 250	Kelly Bell Lufkin Road 1230	Kelly Bell, Pres. Everett Johnston, Gen. & Coml. Mgr., Prog. Dir.	Tom Kenesson, Chief Engr.	Lang-Worth UP
NACOGDOCHES	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 1509 N. St.	Wilbur C. Fouts, Pres. & Prom. Mgr. Morris M. McKnight, Coml. Mgr.	Robert M. White, Prog. Dir. T. L. Kidd, Chief Engr.	Standard AP
OAK CLIFF	KLIF 1947	1190 1,000-D	Trinity Bcstg. Corp. Cliff Towers Hotel Winfield 6511	Barton R. McLendon, Pres. Gordon B. McLendon, Exec. Dir. Aubrey H. Escoe, Gen. & Coml. Mgr.	Paul Munroe, Prog. Dir. David A. Ward, Prom. Mgr. Glenn B. Caillson, Chief Engr.	Burke, Kulper & Mahoney Associated UP
ODESSA	KECK 1946	920 1,000-D	Ector County Bcstg. Co. Box 1369 920	Ben Nedow, Pres. Jan King, Gen. Mgr. Tom Magowan, Coml. Mgr.	Bill Chambers, Prog. Dir. Virginia Heflin, Prom. Mgr. Jim Kimbrell, Chief Engr.	Cooke Standard Lang-Worth Associated MacGregor AP
ODESSA	KOSA 1947	1450 250	Southwestern Broadcast- ing Corp. 115 W. 6th St. 4301	CBS South- west	Dorrance D. Roderick, Chief Owner Cecil L. Trigg, Gen. Mgr. Don Brooks, Coml. Mgr.	John Guffey, Prog. Dir. Bruce McLaughlin, Prom. Mgr. James A. Simpson, Chief Engr.	T-H-S Capitol AP
ODESSA	KRIG 1946	1410 1,000	Oil Center Bcstg. Co.	MBS			
ORANGE	KOGT 1947	1600 1,000	Sabine Area Bcstg. Corp. 407 Tenth St. 4381	J. Jacobs, Pres. Arthur P. Kay Jr., V.P. & Gen. Mgr. Floyd Murray, Coml. Mgr.	Sam Leavitt, Prog. Dir. & Prom. Mgr. Arthur P. Kay Jr., Chief Engr.	Associated Capitol UP
PALESTINE	KNET 1936	1450 250	Palestine Bcstg. Corp. Municipal Building 8686	MBS KBS	Gordon B. McLendon, Pres. Joe Brown, Gen. Mgr. Dennis Sullivan, Coml. Mgr. Marvin Crain, Prog. Dir.	La Veda Wilbanks, Prom. Mgr. Melvin D. Wagner, Chief Engr.	Burke, Kulp & Mahoney Thesaurus UP
PAMPA	KPDN 1936	1340 250	Radio Station KPDN Box 901 1100	MBS KBS	C. H. Holles } Harry Holles } Chief Jane Holles Hardy } Owners	John Michel, Station Mgr. Ken Palmer, Prog. Dir. Douglas Smith, Chief Engr.	Griffith World AP
PARIS	KPLT 1935	1490 250	North Texas Bcstg. S. Main & W. Austin 1124	ABC Texas State	A. G. Pat Mayse, Pres. Boyd Kelley, Gen. & Prom. Mgr. Aubrey T. Harris, Coml. Mgr.	Bill Richie, Prog. Dir. Robert A. Harmon, Chief Engr.	AP
PECOS	KIUN 1935	1400 250	Hawkins & Hubbs Radio Building 21	MBS KBS South- west	Jack Hawkins } Barney Hubbs } Partners Jack Hawkins, Gen. & Coml. Mgr.	W. D. Martin Jr., Prog. Dir. Harry W. Boehnemann, Chief Engr.	T-H-S UP
PLAINVIEW	KVOP 1944	1400 250	W. J. Harpole Veigel Building 1400	MBS KBS	W. J. Harpole, Owner William T. Kemp, Gen. Mgr. & Prog. Dir.	Rial Campbell, Coml. & Prom. Mgr. Carl Cook, Chief Engr.	Griffith Standard AP



In the Heart of Texas . . .

Your Kabc Contract **Means Direct Sales Contract**

Your advertising contract with KABC means more to you and to us than just putting your program on the air.

It means that in addition to the 50,000-Watt coverage on 680 K C., our complete, specialized merchandising department gives your product immediate, on-the-ground promotion, building sales and dealer acceptance.

KABC enlists the cooperation of distributors,

wholesalers, jobbers, agents and key merchants by personal calls, mail and publicity. Our trained merchandising staff works with them to make sure you get more for your radio dollar.

KABC gives you all of this in addition to the extra coverage of nearly 100,000 radio homes beyond the half millivolt signal of any other San Antonio station. Get the details from your John Blair representative today.

Represented by JOHN BLAIR & CO.

50,000 WATTS DAY • 10,000 WATTS NIGHT

ABC AFFILIATE • TEXAS STATE NETWORK



50,000 WATTS ON 680 KILOCYCLES DOES THE JOB
 BROADCASTING • Telecasting

1948 Yearbook Number • Page 241

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
PORT ARTHUR	KOLE 1947	1340 250	Port Arthur Bcstg. Co. P.O. Box 1126 2-9436	Socs Vratls } Mary Anne Petru } Owners Socs Vris, Gen. Mgr. Mary Anne Petru, Assist. Gen. Mgr.	Gray Harrower, Coml. Mgr. Hal Parkes, Prog. Dir. Bob Wass, Prom. Mgr. Joe Miller, Chief Engr.	Thesaurus Lang-Worth AP
PORT ARTHUR	KPAC 1934	1250 5,000-LS 1,000-N	Port Arthur College 1515 Lakeshore Drive 7458	MBS	W. D. Mauldin, Gen. Mgr. Marjorie Vickers, Coml. Mgr. Corinne Enos, Prog. Dir.	Ruby Broyles, Prom. Mgr. Glenn Boatright, Chief Engr.	World Standard Cole SESAC PN
SAN ANGELO	KGKL 1928	960 5,000-LS 1,000-N	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State	H. C. Ragsdale, Pres. Lewis O. Seibert, Gen. Mgr. Robert Montgomery, Coml. Mgr.	Evelyn Nettleton, Prog. Dir. Frank Jones, Chief Engr.	Pearson AP
SAN ANGELO	KTXL 1945	1340 250	Westex Broadcasting P.O. Box 1565 7183	MBS	Ingham S. Roberts, Gen. Mgr. Mike Shapiro, Coml. Mgr.	Jack Stelling, Prog. Dir. Jack Proctor, Chief Engr.	Capitol AP
SAN ANGELO	KXSA (Construction Permit)	600 5,000-LS 1,000-N	San Angelo Broadcasters	Glen H. McClain, E. H. Rowley, James A. Clem- ents, L. M. Rice, Frank Monroe Dowd and Joe H. Torbett	Partners	
SAN ANTONIO	KABC 1926	680 50,000-LS 10,000-N	Alamo Broadcasting Co. Milam Building Fannin 3126	ABC Texas State	Gene Cagle, Pres. Bill Michaels, Gen. & Coml. Mgr.	Harold Carr, Prog. Dir. Jerry Spengler, Prom. Mgr. Joe Haigh, Chief Engr.	Blair World AP
SAN ANTONIO	KCOR 1945	1350 1,000-D; CP-5,000-LS 1,000-N	Raoul A. Cortez 214 Broadway Cathedral 1301	Raoul A. Cortez, Pres. Chas. F. Harris, Gen. Mgr. Wm. P. Smythe, Coml. Mgr. Marvin N. Broyles, Prog. Dir. (English)	Leonardo G. Astol, Prog. Dir. (Spanish) Kenneth R. Hyman, Chief Engr.	AP, UP
SAN ANTONIO	KITE 1947	930 1,000-D	Chas. W. Balthrope Transit Tower Fannin 0335	Charles W. Balthrope, Pres. & Gen. Mgr.	Alec Chesser Jr., Prog. Dir. L. E. Richards, Chief Engr.	Rambeau AP
SAN ANTONIO	KMAC	1240; CP-630 250; CP-5,000	Howard W. Davis	MBS Texas State			
SAN ANTONIO 6	KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Eugene J. Roth, Chief Owner Jack L. Pink, Gen. Mgr. Bob A. Roth, Assist. Mgr.	James M. Brown, Coml. Mgr. Robert F. Jenkins, Prog. Dir. George W. Ing, Chief Engr.	For Joe SESAC Standard AP, UP
SAN ANTONIO 6	KTSA 1928	550 5,000-LS 1,000-N CP-5,000-U	Sunshine Bcstg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe, Pres. George W. Johnson, Gen. Mgr. Rex Preis, Coml. Mgr.	Merrill Myers, Prog. Dir. Bill Lamar, Prom. Mgr. W. G. Egerton, Chief Engr.	T-H-S Associated Lang-Worth SESAC AP, UP
SAN ANTONIO	WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarre St. Garfield 4221	NBC Texas Quality	G. A. C. Half, Chairman of Board Hugh A. L. Half, Pres. & Gen. Mgr. Jack Keasler, Assist. Gen. & Coml. Mgr.	Monte A. Kleban, Prog. Dir. Arthur L. Forrest, Prom. Mgr. Charles Jeffers, Tech. Dir.	Petry Capitol Standard AP, UP, INS
SHERMAN	KRRV 1936	910 1,000	Red River Valley Broad- casting Corp. Fannin & Owing Sts. (Denison) 421 N. Crockett St. (Sherman) 423 (Denison) 201 (Sherman)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. (Sherman) B. V. Hammond, Gen. & Coml. Mgr. (Denison)	W. E. Wilcox, Prog. Dir. Charles Hinkle, Prom. Mgr. T. E. Spellman, Chief Engr.	Pearson World Thesaurus UP
SHERMAN	KTAN 1947	1500 250-D	Denison Broadcast Corp. Sherman 2910	E. S. Scarborough } Joel Carrol } Owners	Otis McKlnzie, Gen., Coml. & Prom. Mgr. E. S. Scarborough, Prog. Dir. Stafford Davis, Chief Engr.	AP
STAMFORD	KDVT 1946	1400 250	David W. Ratliff Stamford 840	MBS KBS	David W. Ratliff, Pres., Gen. & Coml. Mgr.	Richard Embody, Prog. Dir. & Prom. Mgr. John H. Long, Chief Engr.	Cox & Tanz AP
STEPHENVILLE	KSTV 1947	1510 250-D	Doyle E. Collup Box 34 950	Doyle E. Collup, Owner & Gen. Mgr. Maldee McNamara, Coml. Mgr.	Marilyn Rocquemore, Prog. Dir. Doyle E. Collup, Chief Engr.	Lang-Worth UP
SULPHUR SPRINGS	KSST 1947	1230 250	Hopkins County Broad- casting Co. Pulley Bldg.			
SWEETWATER	KXOX 1939	1240 250	Sweetwater Radio Inc. Box 570 2341	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Gen. Mgr.	Elwood Fritsch, Coml. Mgr. Zeb Williams, Prog. Dir. J. T. Allen, Chief Engr.	Standard Cole UP
TAYLOR (Construction permit)	1260 1,000-D	Williamson County Broadcasting Co. 1517 Commerce St. Dallas, Texas	Graham Gillis Conoley, Dr. Raymond Garrett and Ross K. Prescott	Partners	
TEMPLE	KTEM 1936	1400 250	Bell Broadcasting Co. Kyle Hotel 5252	MBS KBS Texas State	Frank W. Mayborn, Pres. Burton Blishop, Gen. Mgr. C. F. Whitesides Jr., Station Mgr.	H. E. Callaway, Coml. Mgr. Jim Hairgrove, Prog. Dir. Keith Tye, Prom. Mgr. Homer Cook, Chief Engr.	Lang-Worth UP
TEXARKANA	KCMC 1932	1230 250	KCMC Inc. Gazette News Bldg. 832	ABC Texas State	Frank O. Myers, Gen. Mgr. T. E. Dillahunty, Coml. Mgr. Herman Cecil, Prog. Dir.	Donald H. Myers, Prom. Mgr. Harvey Robertson, Chief Engr.	T-H-S Thesaurus SESAC AP

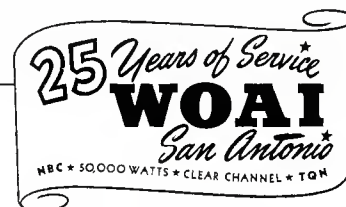


February 6, 1928, WOAI carried the first network program ever broadcast to listeners in Central and South Texas. Two decades of affiliation with the National Broadcasting Company, the world's first network, plus charter membership in Texas Quality Network, supported by constant emphasis on top local programming, have built WOAI dominance from the Big Bend to the Gulf.

Throughout this billion-dollar market, WOAI consistently has sold more goods, to more people, than any other advertising medium—and at a lower cost per sale.

WOAI's daytime primary delivers:

- More people than live in Washington, D. C., or Baltimore, or Cleveland
- More Retail Sales than Pittsburgh, or Milwaukee or Newark, N. J.
- More Food Sales than Pittsburgh, or Boston or Milwaukee
- More Drug Sales than Kansas City, Mo., or Pittsburgh, or St. Louis
- More General Merchandise Sales than Indianapolis, or Cincinnati, or Memphis



Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

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TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
TEXARKANA	KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ Stateline Ave. 867	MBS KBS	David M. Segal, Gen. & Coml. Mgr.	Les Eugene, Prog. Dir. Henry N. Fones, Chief Engr.	Griffith World UP
TEXAS CITY	KTLW (Construction permit)	920 1,000-D	J. G. Long 2521 Ave. F.			
TYLER	KGKB 1929	1490 250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS KBS	Jas. G. Ulmer, Pres. & Gen. Mgr. Jas. G. Ulmer Jr., Asslt. Gen. & Coml. Mgr.	J. Edwin Smith, Prom. Mgr. John York, Prog. Dir. John B. Sheppard, Chief Engr.	Pearson Gene Grant UP
TYLER	KRST 1947	1530 1,000-D	Rose Capital Bcstg. Co. 118 W. Dobbs			
TYLER	K'TBB 1947	600 500-D	Blackstone Bcstg. Co. Blackstone Hotel 7010	S. H. Bothwell, Dir. M. E. Danbom, Gen. & Coml. Mgr.	Lawrence Birdsong Jr., Prog. Dir. David Bothwell, Asslt. Mgr. R. A. Wileman, Chief Engr.	Thesaurus AP
UVALDE	KVOU 1947	1490 250	Harpole, Harpole & Kemp 1490 Batesville Road 717	MBS KBS	Edward J. Harpole, Gen. Mgr. William T. Kemp, Coml. Mgr.	Joe Watson Jr., Prog. Dir. Elbert L. Black, Prom. Mgr. Sam Barker, Chief Engr.	Griffith
VERNON	KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813½ Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Gen. Mgr. Howard E. Kelley, Coml. Mgr.	Bob Hardison, Prog. Dir. H. F. Ridgway, Chief Engr.	AP
VICTORIA	KVIC 1939	1340 250	Radio Enterprises Inc. Victoria Bank & Trust Building 1106	MBS KBS	J. G. Long, Pres. Robert Tharp, Prog. Dir., Gen. & Prom. Mgr.	Robert Norton, Coml. Mgr. Robert McCown, Chief Engr.	Griffith Thesaurus AP
WACO	KWTX 1946	1230 250	KWTX Broadcasting Co. 108½ S. 6th St.	MBS			
WACO	WACO 1922	1470 1,000	Frontier Bcstg. Co. Amicable Building 9315	ABC Texas State	R. E. Lee Glasgow, Gen. Mgr. Stanley Wilson, Coml. Mgr.	Bob H. Walker, Prog. Dir. Mike Rinehart, Prom. Mgr. Jesse H. Dove, Chief Engr.	Weed AP
WESLACO	KRGV 1927	1290 1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star Texas Quality	O. L. Ted Taylor, Exec. Gen. Mgr. Byron W. Ogle, Gen. Mgr. Dick Watkins, Asslt. Mgr.	Dick Harwell, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr.	T-H-S SESAC Lang-Worth AP, UP
WICHITA FALLS	KFDX 1947	990 5,000-LS 1,000-N	Darold A. Cannan City Nat'l Bank Bldg. 2-8668	ABC	Darold A. Cannan, Pres. Charles E. Clough, Gen. Mgr. Arthur Busbey Jr., Coml. & Prom. Mgr.	Syd Grayson, Prog. Dir. John Adams, Chief Engr.	T-H-S Lang-Worth AP
WICHITA FALLS	KWFT 1939	620 5,000	KWFT Inc. Kemp Hotel 4182	CBS	Kenyon Brown, Pres. & Gen. Mgr. A. L. Pierce, Asst. Mgr. Sherrill Edwards, Coml. Mgr.	Mott Johnson, Prog. Dir. Herbert T. Wiley, Chief Engr.	Raymer Standard Thesaurus Cote UP

UTAH

BRIGHAM	KBUH 1947	800 250-D	S. L. Stephens Sr. Forest St.	S. L. Stephens, Chief Owner Ken Houseman, Gen. Mgr.	Kenneth King, Prog. Dir. Sam Stephens, Jr., Prom. Mgr.	Capitol UP
CEDAR CITY	KSUB 1937	1340; CP-590 250; CP-1,000	Southern Utah Bcstg. Co. Hotel El Excalante 398	CBS KBS	Ivor Sharp, Pres. Roscoe A. Grover, Res. Mgr.	Richard B. Pratt, Prog. Dir. Hurchell G. Urie, Chief Engr.	
LOGAN 1	KVNU 1938	1230; CP-610 250; CP-1,000	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS KBS Inter-moun- tain	Herschel Bullen, Pres., Gen. & Com. Mgr. Reed Bullen, Gen. & Coml. Mgr.	Arthur Higbee, Prog. Dir. Richard Barber, Prom. Mgr. Carroll Secrist, Chief Engr.	Avery-Knodel World UP
OGDEN	KLO 1924	1430 5,000	Interstate Bcstg. Corp. Ben Lombard Hotel 3721	MBS Inter-moun- tain	A. L. Glasman, Pres. George B. Morgan, Station Mgr. Arthur Mortensen, Coml. Mgr.	Collin W. Lowder, Prog. Dir. Wayne Boothe, Chief Engr.	Avery-Knodel Standard UP
OGDEN	KOPP 1947	730 1,000-D	James B. Littlejohn West 12th St. 4223	James B. Littlejohn, Owner, Gen. & Coml. Mgr.	Cliff Owen, Prog. Dir. Alex. G. Adams, Prom. Mgr. Robert Levy, Chief Engr.	Griffith Associated AP
OGDEN	KVOG (Construction permit)	1490 250	Unlted Broadcasting Co. P. O. Box 325	Arch G. Webb, Pres. & Gen. Mgr.		
PRICE	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS KBS Inter-moun- tain	Jack Richards, Pres. & Gen. Mgr.	Carl P. Wolfrom, Asslt. Mgr. Leo E. Reid, Chief Engr.	Avery-Knodel UP
PROVO	KCSU 1947	1490 250	Central Utah Bcstg. Co. Provo 2802	Frank A. Van Wagenen, Pres., Mgr. & Co-owner Harold E. Van Wagenen, Mgr. & Co-owner	Lawson S. C. Davies, Prog. Dir. & Prom. Mgr. R. Dean Salmons, Chief Engr.	Capitol Standard UP
PROVO	KNEU (Construction permit)	1450 250	Lester R. Taylor 109 N. 4th West			
PROVO	KOVO 1939	960 1,000	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS KBS Inter-moun- tain	Clifton A. Tolboe, Pres. & Gen. Mgr. S. Garn Carter, Coml. Mgr.	L. H. Curtis, Prog. Dir. Dewain Silvester, Prom. Mgr. Henry Keyes, Chief Engr.	Avery-Knodel World AP
RICHFIELD	KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 690	William L. Warner, Pres. William L. Warner Jr., Gen. & Coml. Mgr.	Art Tucker, Prog. Dir. & Prom. Mgr. David I. Hansen, Chief Engr.	World UP



A BIG SLICE
and it's spread thick!

MARKET DATA - TOTAL AREA

	Daytime	Nighttime
Retail Sales	\$1,571,310,000	\$1,199,756,000
Food Sales	381,428,000	294,214,000
Drug Sales	74,505,000	57,054,000
Net Efficiency		
Buying Income	1,928,073,000	1,498,039,000
Grass Farm Dollars	734,422,000	510,694,000

Source: Sales Mgt. Survey of Buying Power, 1947

**1½ BILLION DOLLAR MARKET
 SPREAD OVER TWO STATES**

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a **billion and a half dollar market** that spreads over **two great states**. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.



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 WICHITA FALLS-5,000 WATTS-620 KC-CBS

REPRESENTED BY PAUL H. RAYMER CO., AND KWFT, 801 TOWER PETROLEUM BLDG., DALLAS

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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UTAH—(Continued)

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SALT LAKE CITY 1	KALL 1945	910 1,000	Salt Lake City Bcstg. Co. Inc. 248 S. Main St. 4-1843	MBS Inter- moun- tain	George C. Hatch, Pres. Alvin G. Pack, Vice-Pres. Thomas H. Anderson, Coml. Mgr.	Craig Rogers, Prog. Dir. Jack Goodman, Prom. Mgr. Stanley Benson, Chief Engr.	Avery-Knodel Associated MacGregor Cole AP, UP, INS, British UP, Reuters
SALT LAKE CITY 1	KDYL 1922	1320 5,000	Intermountain Bcstg. Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr.	K. W. Richins, Prog. Dir. Del Leeson, Prom. Mgr. John M. Baldwin, Tech. Dir.	Blair Thesaurus World UP, INS
SALT LAKE CITY 1	KNAK 1945	1400; CP-1280 250; CP-500	Granite Radio Bcstg. Co. Continental Bldg. 5-8113	Howard D. Johnson, Pres. Richard F. Connor, Gen. Mgr. Ray Noll, Coml. Mgr.	Ed. G. Black, Prog. Dir. Howard M. Buchman, Prom. Mgr. Myron O. May, Chief Engr.	Grant Lang-Worth AP
SALT LAKE CITY 1	KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr., Pres. Ivor Sharp, Vice-Pres. & Gen. Mgr. F. B. McLatchy, Sales Mgr.	Eugene Halliday, Prog. Dir. Ray Bergman, Prom. Mgr. C. Richard Evans, Chief Engr.	Radio Sales Capitol Associated AP, UP
SALT LAKE CITY ..	KUTA 1938	570 5,000	Utah Broadcasting and Television Co.	ABC	Frank C. Carman, Gen. Mgr.		Lang-Worth Standard World
VERNAL	KJAM 1946	1340 250	Uintah Bcstg. Co. Inc. Hotel Vernal 494	KBS	James C. Wallentine, Pres. Leland E. Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Prog. Dir. & Chief Engr.	Grant World Keystone UP

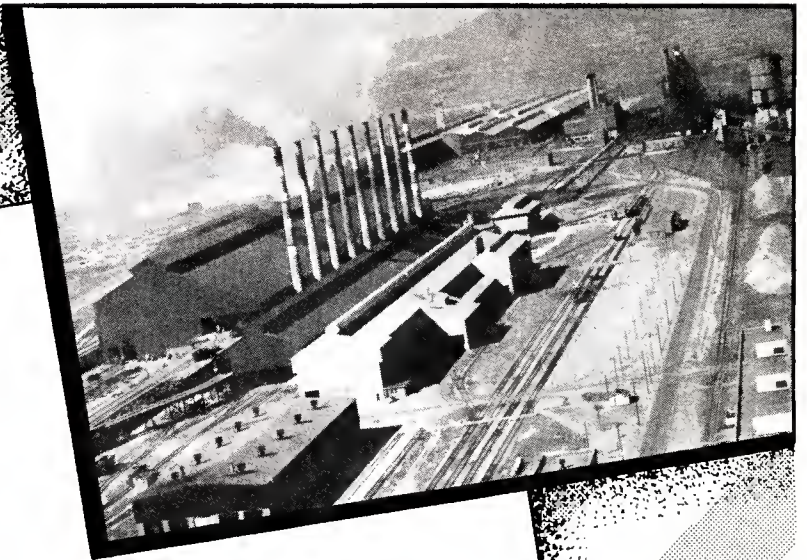
VERMONT

BURLINGTON	WCAX 1921	620 5,000	WCAX Bcstg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Pres. & Gen. Mgr. John D. Swan, Coml. & Prom. Mgr., Prog. Dir.	James W. Tierney, Chief Engr.	Weed World Lang-Worth UP
BURLINGTON	WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 3400	ABC	David W. Howe, Pres. Alfred E. Spokes, Gen. Mgr. Theodore R. Morrow, Coml. Mgr.	Val Carter, Prog. Dir. John C. Quill, Chief Engr.	Bannon McGillvra Thesaurus AP
MONTPELIER- BARRE	WSKI 1947	1240 250	Taylor-Jacobs Union Mutual Bldg. 1740	Carl R. Taylor } Co-owners B. M. Jacobson } Carl R. Taylor, Bus. Mgr. B. M. Jacobson, Coml. Mgr.	Robert Bamnon, Prog. Dir. E. Dean Flinney, Prom. Mgr. James F. McKernan, Chief Engr.	Kettell-Carter Lang-Worth AP
RUTLAND	WHLW (Construction permt)	1000 1,000-D	Herbert L. Wilson			
RUTLAND	WSYB 1930	1380 1,000	Philip Weiss 80 W. St.	MBS KBS Yankee	J. H. Weiss, Business Mgr.		Bannon McGillvra
ST. ALBANS	WWSR 1931	1420 1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Lloyd Squier, Pres. Warren Marsden, Gen. Mgr.	Stuart Perry, Prog. Dir. Theodore Boisvert, Chief Engr.	Walker World UP
WATERBURY	WDEV 1931	550 1,000	Lloyd E. Squier 8 Stowe St. 400	MBS KBS Yankee	Lloyd E. Squier, Pres., Gen. & Coml. Mgr.	Tom Dodd, Prog. Dir. & Prom. Mgr. Harold M. Grout, Chief Engr.	Walker World UP

VIRGINIA

ALEXANDRIA	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Box 298 Overlook 3000	Howard B. Hayes, Pres. & Gen. Mgr., Prog. Dir. Carl P. Lindberg, V.P. & Prog. Dir. Henry Z. Ungar, Coml. Mgr.	Carl L. Lindberg, Chief Engr.	McGillvra Lang-Worth World AP
ARLINGTON	WARL 1946	780 1,000-D	Northern Va. Broadcast- ers Inc. Box 391 Owens 7800	R. Kilbourne Castell, Pres. Frank U. Fletcher, Secy. & Gen. Counsel Raymond W. Baker, Station Mgr.	William W. Jefferay, Coml. Mgr. Earl Merryman, Chief Engr.	Burn-Smith Standard Capitol UP
ARLINGTON	WEAM 1947	1390 1,000-D	Arlington-Fairfax Bcstg. Co. Inc. 2030 N. 16th St. Owens 7100	J. Maynard Magruder, Pres. Raymond Brown Jr., Gen. & Coml. Mgr. Howard Stanley, Assist. Gen. & Prom. Mgr.	Matthew Warren, Prog. Dir. Richard Washington, Chief Engr.	Young Associated Lang-Worth AP
BLACKSTONE	WKLW 1947	1490 250	Frank H. Wagner Box 69			
BRISTOL	WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. 3560	K. Fey Rogers, Pres. & Sales Mgr. Robert H. Smith, Gen. Mgr. & Secy.-Treas.	Warren Wright, Prog. Dir. R. H. Smith, Chief Engr.	Associated Thesaurus AP
BRISTOL	WFHG 1947	860 1,000-D	Blanfox Radio Co. Inc. Hotel Bristol 3620	MBS	R. B. Helms, Pres. William J. Thomas, Gen. & Prom. Mgr. J. L. Bolling, Coml. Mgr.	Eva Moore, Prog. Dir. John Hughlett, Chief Engr.	Standard AP

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Steel—a \$200,000,000 plant, the largest integrated steel works in the world . . .

Copper—the biggest surface copper mine in North America . . .

Coal—717 billion tons in and adjoining Utah, representing 34% of the total U. S. reserves and 17% of the world reserves . . .

Minerals—Utah ranks second among all states in value of mineral production — and Salt Lake valley is the nation's leading smelting center . . .

. . . these are just a few of the reasons why business is dynamic in Utah. It's a big market and is growing bigger.

Radio—more than 93% of Utah homes have radios. And in this alert, forward-looking market, KDYL is the *popular* station!



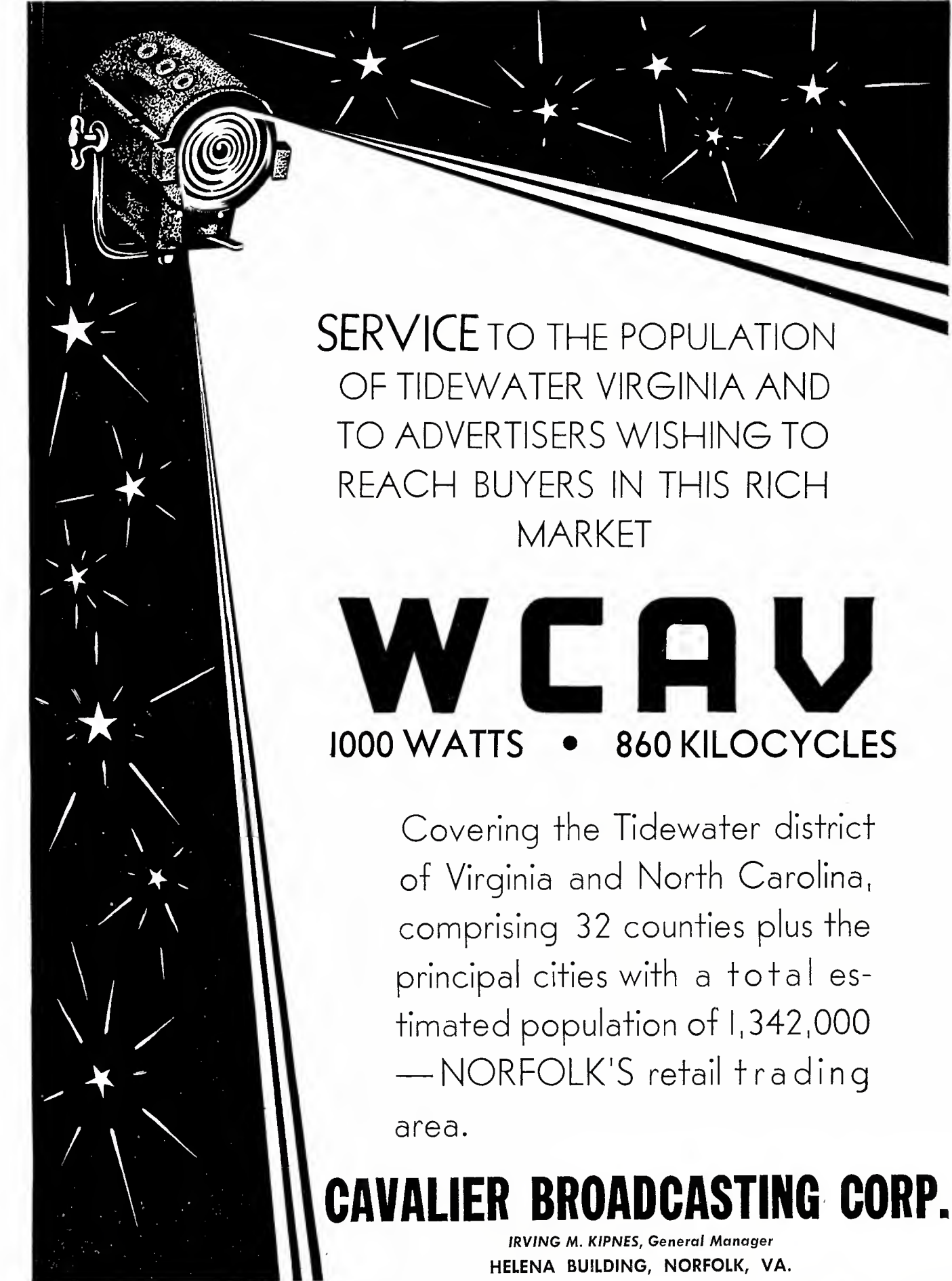
National Representative: JOHN BLAIR & CO.

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CHARLOTTESVILLE	WCHV 1934	1240 250	Barham & Barham 4th & Market Sts. 2500	ABC KBS	Charles Barham Jr., Owner Randolph Bean, Gen., Coml. & Prom. Mgr., Prog. Dir.	Walter W. Gray, Chief Engr. Cox & Tanz Thesaurus AP
COVINGTON	WKEY 1941	1340 250	Earl M. Key Box 710 840	ABC KBS	Earl M. Key, Pres. & Gen. Mgr. Carroll Harrison, Coml. Mgr. & Prog. Dir.	Kenneth L. Bryant, Prom. Mgr. Lawrence L. Kennedy, Chief Engr. World Cole UP
CREWE	WSVS 1947	650 1000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 3192	KBS	C. S. Willis, Pres. W. L. Willis Jr., Gen., Coml. & Prom. Mgr.	Robert W. Hutchison, Prog. Dir. C. E. Wilson, Chief Engr. World AP
DANVILLE	WBTM 1930	1330 5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. E. Sanford Guyer, Gen. Mgr. E. G. Gardner, Coml. Mgr.	Milton Adams, Prog. Dir. Thomas W. Thompson, Prom. Mgr. Lyle Motley, Chief Engr. Hollingsbery Lang-Worth AP
DANVILLE	WDVA 1947	1250 5,000-LS 1,000-N	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS	John D. Prultt, Pres. Walter M. Windsor, Gen. Mgr. William P. Hefferman, Assist Mgr.	Charles J. Holmes, Prog. Dir. Albert H. Carr, Chief Engr. Walker World Capitol UP
FALLS CHURCH	WFAX (Construction permit)	1220 250-D	Lamar A. Newcomb Box L (Wash., D.C.) Chestnut 4296	Lamar A. Newcomb, Pres. & Chief Owner	
FARMVILLE	WFLO 1946	870 1,000-D	Colonial Bcstg. Corp. P. O. Box 242 600	Carla B. Keys, Pres. James C. Wilson, Gen. Mgr. & Coml. Mgr.	Louis E. Hubbard Jr., Prog. Dir. Charles K. Chrismon, Chief Engr. Thesaurus Associated Cole UP
FREDERICKSBURG	WFVA 1938	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., Vice- Pres. & Gen. Mgr. Walter F. Harris Jr., Station & Coml. Mgr.	William S. Candler, Chief Engr. Lang-Worth
FRONT ROYAL	WFTR 1946	1450 250	Sky Park Bcstg. Corp. Front Royal	H. F. Minter, Pres.	Warren S. Bell, Gen. Mgr. & Chief Engr. Thesaurus UP
GALAX	WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. Joe P. Crockett, Coml. Mgr.	Muriel Bell, Prog. Dir. J. W. White, Prom. Mgr. Carl E. Duckett, Chief Engr. AP
HAMPTON	WVEC (Construction permit)	1050 250-D	Peninsula Bcstg. Corp.		
HARRISONBURG ...	WSVA 1939	550 1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 550	NBC	Frederick L. Allman, Pres. Robert B. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr. Thesaurus UP
LYNCHBURG	WLVA 1930	1230; CP-590 250; CP-1,000	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. & V-P. Joseph F. Wright, Jr., Coml. Mgr.	Eric F. Lund, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr. Standard Lang-Worth AP
LYNCHBURG	WWOD 1947	1390 1,000	Old Dominion Bcstg. Corp. P. O. Box 918 7000	MBS	D. H. Dillard, Pres. Jack Weldon, Gen. Mgr. George E. Weaver, Coml. Mgr.	Jay G. Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr. Walker World AP, UP
MARTINSVILLE	WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Box 831 2152	NBC KBS	William C. Barnes, Pres. John W. Shultz, Gen. Mgr. Charles F. Adams, Coml. & Prom. Mgr.	Barbara Harding, Prog. Dir. Dewey W. Muse, Chief Engr. AP
NEWPORT NEWS ...	WGH 1928	1340; CP-1310 250; CP-5,000	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk Norfolk 27031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, Gen. Mgr. Edward E. Edgar, Coml. Mgr.	John A. Black, Prog. Dir. Joe E. Brown, Prom. Mgr. Charles C. Runyon, Chief Engr. Free & Peters Standard Lang-Worth AP
NEWPORT NEWS ...	WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 31632	Dr. J. A. Gill, Pres. Edd M. Harris, Gen. Mgr. F. A. McMahon, Coml. Mgr.	A. Boyd Harrier Jr., Prog. Dir. E. M. Hutton, Prom. Mgr. Orville K. Gibboney, Chief Engr. Lang-Worth SESAC UP
NORFOLK 10	WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266	Joseph Light, Pres. Irvling M. Kipnes, Secy. & Gen. Mgr. Don. Kelly, Dir. of Sales	Hugh E. Whiteside, Dir. of Prog. Operations Ray E. Daniels, Prom. & Adv. Dir. William M. Manrov, Chief Engr. Associated Standard UP
NORFOLK 10	WLOW 1946	1590 1,000-D	Commonwealth Bcstg. Corp. 219 Granby St. 45678	E. L. Scott, Pres. Robert E. Wasdon, Gen. Mgr. & Vice-Pres.	Ray C. Penner, Prog. Dir. Jack Siegel, Chief Engr. ForJoe Associated Capitol UP
NORFOLK (Construction permit)	1220 250-D	Norfolk Bcstg. Corp. 21st St. & Colonial Ave.		
NORFOLK 10	WTAR 1923	790 5,000	WTAR Radio Corp. Nat'l Bank of Com- merce Bldg. 25671	NBC	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. & Prom. Mgr.	Henry Cowles Whitehead, Prog. Dir. John C. Pepper, Chief Engr. Petry Standard Lang-Worth AP, UP
NORTON	WNVA 1945	1450 250	Blanfox Radio Inc. Cury Bldg. 700	MBS KBS	R. B. Helms, Pres. Jack T. Helms, Gen. Mgr. Bill Halland, Coml. Mgr.	Bill Benesch, Prog. Dir. & Prom. Mgr. Gene Tommerdahl, Chief Engr. Lang-Worth AP



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HELENA BUILDING, NORFOLK, VA.

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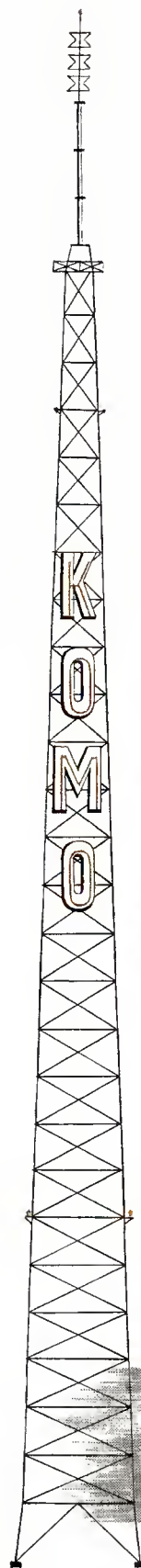
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PETERSBURG	WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Arthur H. Beckwith, Coml. Mgr.	Stuart M. Gates, Prog. Dir. Nellie W. Andrews, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith Standard AP
PORTSMOUTH	WSAP 1945	1490 250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	T. E. Gilman, Pres. T. W. Ayckett, Gen. Mgr. J. L. Norfleet, Coml. Mgr.	J. J. Friedman, Prog. Dir. Frederic Clair, Chief Engr.	McGillvra World Thesaurus UP
PULASKI	WPUV 1946	1230 250	Southwest Bcstg. Corp. Cool Springs, Va. P. O. Box 351 3-3931	MBS KBS	Howard R. Imboden, Pres. William R. Murray, Gen. Mgr. Allen S. Aden, Coml. Mgr.	James H. Mayes, Prog. Dir. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND	WBBL 1924	1450 250 SH	Grace Covenant Presbyterian Church			
RICHMOND 19	WLEE 1945	1450 250	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley, Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey Hudson, Prog. Dir. George McGuigan, Chief Engr.	Headley-Reed Standard AP
RICHMOND 20	WMBG 1926	1380 5,000	Havens & Martin Inc. P. O. Box 3229 58611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Ralph Wallerstein, Coml. Mgr.	Allan Phaup, Prog. Dir. Walter A. Bowry Jr., Prom. Mgr. Wilfred H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus Transradio
RICHMOND 13	WRNL 1927	910 5,000	Richmond Radio Corp. 323 Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. & Coml. Mgr.	Vincent Wolstenholme, Chief Engr.	Petry Standard Capitol AP
RICHMOND 12	WRVA 1925	1140 50,000	Larus & Bros. Co. Inc. Hotel Richmond 3-6633	CBS	Larus & Bros. Co. Inc. Owner Calvin T. Lucy, Gen. Mgr. Barron Howard, Coml. Mgr.	Sam Carey, Prog. Dir. Jack Stone, Prom. Mgr. David C. Woods, Chief Engr.	Radio Sales World Lang-Worth Associated UP
RICHMOND 20	WXGI 1947	740 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	D. H. Robertson, Pres., Coml. & Prom. Mgr. Lew Kent, Gen. Mgr. & Prog. Dir.	John Fleet, Chief Engr.	Lorenzen & Thompson Associated Lang-Worth AP
ROANOKE	WDBJ 1924	960 5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. Ray P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Clifford B. Huffman, Prom. Mgr. J. Edward Newman, Chief Engr.	Free & Peters World Lang-Worth AP, UP
ROANOKE	WROV 1946	1490 250	Radio Roanoke Inc. Mt. Trust Bank Bldg. 3-4444	MBS	Leo F. Henebry, Pres. Frank E. Koehler, Gen., Coml. & Prom. Mgr.	Gordon R. Phillips, Prog. Dir. Frank Hall, Engineer-in-Charge	Burn-Smith Capitol Lang-Worth UP
ROANOKE 7	WSLS 1940	1240; CP-610 250; CP-1,000	Roanoke Bcstg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Exec. Vice-Pres. & Mgr. Horace S. Fitzpatrick, Bus. & Coml. Mgr.	Robert W. Menefee, Prog. Dir. Doris Irvin, Prom. Mgr. J. Phillips Briggs, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
SOUTH BOSTON	WHLF (Construction permit)	1400 250	Halifax Broadcasting Co. P. O. Box 490 567	John L. Cole Jr., Pres. & Gen. Mgr. William Fielding, Coml. Mgr.	Charles B. Davis, Prog. Dir. & Assist. Mgr. W. D. Gregory, Chief Engr.	Thesaurus Cole AP
STAUNTON	WTON 1945	1400 250	Charles P. Blackley Morrison Building 1400	AEC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	Fulton A. Kling, Prog. Dir. Rex C. Houser, Chief Engr.	World AP
SUFFOLK	WLPM 1940	1450 250	Suffolk Bcstg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres., Gen. & Coml. Mgr.	Allen B. Jones, Prog. Dir. Betty Williams, Prom. Mgr. Veryl W. Rupp, Chief Engr.	Sears & Ayer Lang-Worth AP
WAYNESBORO	WAYB (Construction permit)	1490 250	Waynesboro Bcstg. Corp. Main St.			
WINCHESTER	WINC 1941	1400 250	Richard Field Lewis, Jr. P. O. Drawer 605 4855	KBS ABC	Richard Field Lewis Jr., Pres. & Gen. Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Winslow T. Porter, Prom. Mgr. Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

ABERDEEN	KXRO 1927	1340 250	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. Fred G. Goddard, Gen. Mgr. Bertha G. Ruby, Coml. Mgr.	Stan Spiegle, Prog. Dir. John Duane Johnson, Prom. Mgr. Billy G. Cunningham, Chief Engr.	Griffith Keating Standard UP
BELLINGHAM	KPUG (Construction permit)	1170 1,000	Bellingham Bcstrs.	Jessica L. Longston Edward J. Jansen C. V. Zaser L. Berenice Brownlow	} Part-ners	
BELLINGHAM	KVOS 1927	790 1,000	KVOS 1321 Commercial St. 790	ABC KBS	Rogan Jones, Pres. Ralph Miller, Gen. Mgr. Fred Elsethagen, Coml. Mgr.		Dave Gordon, Prog. Dir. Ernest Harper, Chief Engr.
BREMERTON	KBEO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 1970	Bruce Bartley, Pres. Richard D. Crombie, Gen. Mgr. Harold C. Moan, Coml. Mgr.	William Fox, Prog. Dir. Andrew K. Jordan, Chief Engr.	World AP
CENTRALIA (CHEHALIS)	KELA 1937	1470 1,000	Central Bcstg. Corp. Centralia, Box 720; Chehalis, Box 827 Centralia 6-3321; Chehalis 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Joe Chytil, Vice-Pres. & Gen. Mgr. Mabel A. Gwinn, Secy.-Treas. Robert S. Brister, Coml. Mgr.	Schuyler C. Hill, Prog. Dir. Glasco Branson, Prom. Mgr. Ellwood Lippincott, Chief Engr.	Keating UP



VITAL VOICE

IN the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume . . . an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with opening of KOMO's new studios.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

KOMO's voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market . . . with their *almost double the national average per capita spendable income*. For KOMO is the voice of NBC in this area.

By any yardstick you choose, KOMO . . . the vital voice of the Seattle-Tacoma-Puget Sound Country . . . is by all odds the best dollar for dollar advertising value.



FOR
**SEATTLE
TACOMA** **KOMO**

AFFILIATE

AND

THE PUGET SOUND COUNTRY

National Representatives: EDWARD PETRY & CO, Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

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ELLENSBURG	KXLE 1946	1240 250	Central Washington Bcstg. Inc. Box 689 2-4406	PNB	Goodwin Chase Jr., Pres. & Chief Owner Joe Kendall, Gen. Mgr. Bob Vaughan, Coml. Mgr. & Chief Engr.	Walker Moore MacGregor Lang-Worth UP	
EPHRATA	KULE (Construction permit)	730 250-D	Columbia Basin Bcstg. Co. Ephrata 207	Frank L. Huffman, Pres. Matthias F. Monson, Secy., Treas. & Gen. Mgr.		
EVERETT	KRKO 1922	1400 250	The Everett Bcstg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres. & Gen. Mgr.	Marlin E. Smythe, Prog. & Prom. Mgr. Earle J. Gerdon, Chief Engr.	Griffith Standard SESAC UP
KENNEWICK	KWIE (Construction permit)	1230 250	Benton County Bcstrs. Box 499, Burley, Idaho	Frank Krshka Joseph Patterson Edith Jansen } Partners		
KIRKLAND	KRKL (Construction permit)	1050 250-D	F. L. Thornhill Recreation Center			
LONGVIEW	KWLK 1938	1400 250	Twin City Bcstg. Corp. Longview 1500	MBS KBS Don Lee	C. O. Chatterton, Pres. & Gen. Mgr. John F. Richards, Coml. Mgr.	Marwayne Borg, Prog. Dir. Marvin E. Johnston, Chief Engr.	Griffith World UP
MOSES LAKE	KSEM 1947	1450 250	Columbia Basin Bcstrs.	KBS	Edward J. Jansen Jessica L. Longstron } Part- C. V. Zaser } ners L. Berenice Brownlow }		
MOUNT VERNON	KBRC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	Leo H. Beckley Louise L. Beckley Leo H. Beckley, Gen. Mgr. Marion Sexton, Coml. & Prom. Mgr.	Paul Herbold, Prog. Dir. M. D. Herr, Chief Engr.	Keating Standard Cole UP
OLYMPIA	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr.	Elmer Hulmerg, Prog. Dir. Frank Crewdson, Prom. Mgr. C. A. Roark, Chief Engr.	World UP
OMAK	KOMW 1947	680 1000-D	Miller Publishing Co. Box 151 Omak 00	Don T. Miller, Pres. Erin W. Thomas, Gen. Mgr. C. Nat Harris, Coml. Mgr.	Nancy Reeves, Prog. Dir. William Weiss, Chief Engr.	Lang-Worth UP
PASCO	KPKW 1945	1340 250	Western Radio Corp.			
PORT ANGELES	KONP 1945	1450 250	Radio Pacific, Inc. Port Angeles 1700	KBS	Beth Webster, Pres. & Treas. C. N. Webster, Gen. Mgr. Frank Adams, Station Mgr.	Howard R. Patrick, Chief Engr.	Keating UP
PULLMAN	*KWSC 1922	1250 5000 ST-KTW	State College of Wash. Arts Hall 9021	Dr. Wilson Compton, Pres. Frederic Hayward, Station Mgr.	Eldon Barr, Prog. Dir. John Blake, Prod. Mgr. Ira Myers, Acting Chief Engr.	World Associated Capitol UP
RENTON	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. N. Park St. & 7th Ave. 6262	Robert S. McCaw, Pres. & Gen. Mgr. Dudley K. Randal, Coml. & Prom. Mgr.	Wm. Shela, Prog. Dir. Frank C. Cook, Chief Engr.	Capitol
SEATTLE 4	KING 1940	1090 10000	KING Bcstg. Co. Smith Tower Main 1090	Mrs. A. Scott Bullitt, Pres. Henry B. Owen, Gen. Mgr. John Eichhorn, Coml. Mgr.	Martin Deane Wickett, Prog. Dir. Arthur A. Shultz, Chief Engr.	Weed Lang-Worth Associated AP UP
SEATTLE 1	KIRO 1935	710 50,000	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS	Saul Haas, Pres. Loren B. Stone, Mgr. & Vice Pres. William F. Tucker, Coml. Mgr.	Kenneth Yeend, Prog. Dir. Al Bond, Prom. Mgr. Homer A. Ray Jr., Chief Engr.	Free & Peters Standard Associated AP
SEATTLE 1	KJR 1922	950 5,000	Totem Bcstrs., Inc. Skinner Bldg. Elliott 5890	ABC	Marshall Field 3rd, Owner J. Archie Murton, Gen. Mgr.	Arthur Gerbel Jr., Sales Mgr. Roland Bradley, Prog. Dir. Maitland Jordan, Prom. Mgr.	Avery-Knodell Thesaurus UP
SEATTLE	KOL 1922	1300 5000	Seattle Bcstg. Co. 1220 Third Ave. Main 2312	Archie G. Taft Sr., Pres. Oliver A. Runchey, Gen. Mgr. Archie G. Taft Jr., Coml. Mgr. & Prog. Dir.	Sharon Kane, Prom. Mgr. Perry C. Lind, Chief Engr.	Blair World Standard Cole Capitol SESAC AP, UP
SEATTLE 9	KOMO 1926	1000 5,000; CP-50,000	Fishers Blend Station Inc. 100 4th Ave. N. Main 1401	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Nat'l. Sales & Sales Service Mdsng. & Prom. Mgr. F. J. Brott } Chief S. D. Bennett } Engrs.	Petry Associated Capitol Lang-Worth AP, UP
SEATTLE	KRSC 1926	1150 1000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480	P. K. Leberman, Pres. Robert E. Priebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr.	Ted Bell, Prog. Dir. George A. Freeman, Chief Engr.	Grant Associated Lang-Worth Cole AP
SEATTLE 4	KTW 1920	1250 1000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Main 2056	Dr. F. Paul McConkey, Pres. James S. Ross, Gen. Mgr. Don Bevilacqua, Coml. Mgr. & Prog. Dir.	James S. Ross, Chief Engr.	
SEATTLE 1	KXA 1924	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	W. I. Dumm, Pres. Rodney G. McArdle, Gen. Mgr. Robert A. Kilpatrick, Coml. Mgr.	Ben Harkins, Prog. Dir. James D. Neidigh Jr., Prom. Mgr. John H. Dubuque, Chief Engr.	Bolling Standard UP

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OKANE 8	KFIO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	Arthur L. Smith, Pres. R. G. McBroom, Gen. Mgr.	McGillvra World Cole UP	
OKANE 8	KGA 1926	1510 10,000; CP-50,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Pres. Harvey Wixson, Gen., Coml. & Prom. Mgr.	Robert Plummer, Prog. Dir. A. G. Sparling, Chief Engr.	Petry Capitol Associated UP
OKANE 8	KHQ 1922	590 5000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	R. O. Dunning, Pres. & Gen. Mgr. M. O. Fritsch, Treas. & Ass't. Secy. Robert H. Wesson, Mgr. Nat'l. Sales & Prom. Mgr.	Charles E. Lohnes, Mgr. Local Sales R. W. Brazeal, Prog. Dir. John Walker, Chief Engr.	Katz Associated SESAC AP
OKANE 8	KNEW 1947	1430 5000	Couer d'Alene Bcstg. Co. Sprague & Wall Riverside 8035	MBS Don Lee	Burl C. Hagadone, Pres. Harry Lantry, Gen. Mgr. Wm. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr.	Gilman Nicol & Ruthman World AP
OKANE	KREM 1946	1340 250	Cole E. Wylie 242 Riverside Ave. Main 3333		Cole E. Wylie, Pres. & Gen. Mgr. Robert H. Temple, Coml. Mgr.	Henry Poole Jr., Chief Engr.	Grant AP
OKANE 8	KXLY 1922	920 5000	Symons Bcstg. Co. Symons Bldg. Main 1218	CBS PNB	E. B. Crane, Pres. R. B. Wheeler, Gen. Mgr. B. E. Woolston, Coml. Mgr.	G. L. McGowan, Prog. Dir. J. E. Funk, Prom. Mgr. G. E. Langford, Chief Engr.	Walker Lang-Worth MacGregor UP
OMA 1	KMO 1922	1360 5000	Carl E. Haymond 914½ Broadway Main 4144		Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. James A. Murphy, Dir. Op- erations	Ted Knightlinger, Prog. Dir. Raymond T. McKenzie, Prom. Mgr. Max Bice, Chief Engr.	Keating Scott McGillvra Standard Capitol SESAC UP
OMA 3	KTBI 1941	810 1000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241		H. J. Quilliam, Pres. Burke Ormsby, Gen. Mgr. King Mitchell, Coml. Mgr.	Burke Ormsby, Prog. Dir. Harold Dillon, Chief Engr.	Associated World AP
OMA 2	KVI 1928	570 5000	Puget Sound Bcstg. Co. Inc. Rust. Bldg. Broadway 4211	MBS Don Lee	Vernice Irwin, Pres. & Gen. Mgr. Laura M. Doernbecher, V.P. Earl T. Irwin, Coml. & Prom. Mgr.	Larry Huseby, Prog. Dir. D. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth AP
NCOUVER	KVAN 1939	910 1000	Vancouver Radio Corp. 707½ Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Mark DeLaunay, Coml. Mgr.	Robert G. Delhl, Prog. Dir. George Conner, Prom. Mgr. Edgar R. Mcans, Chief Engr.	Keating World Standard UP
LLA WALLA	KUJ 1928	1420 5000	KUJ Inc. 55 E. Main St. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Norval Armes, Local Coml. Mgr. Don Wike, Nat'l. Coml. & Prom. Mgr.	Howard Rhodes, Prog. Dir. Milton Mac Lafferty, Chief Engr.	Gilman Keating Nicol & Ruthman Lang-Worth UP
LLA WALLA	KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	KBS	John W. Kendall, Pres. Arthur W. Lindsay, Vice- Pres. & Gen. Mgr. Kenneth K. Williams, Coml. Mgr.	Orville Claire Banks, Prog. Dir. Adaline Bussard, Prom. Mgr. John L. Kelley, Chief Engr.	Grant Standard Thesaurus AP
NATCHEE	KPQ 1929	560 1000	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC	Rogan Jones, Pres. James W. Wallace, Vice- Pres. & Gen. Mgr. Pat O'Halloran, Coml. Mgr.	Bill Green, Prog. Dir. Dorothy J. Maus, Prom. Mgr. George Frese, Chief Engr.	McGillvra Keating World SESAC Cole UP
KIMA	KIMA 1944	1460 500	Cascade Bcstg. Co. Inc. Box 702 Moxee Rd. 6104	CBS	A. W. Talbot, Pres. R. Lee Black, Vice-Pres. & Gen. Mgr. Doris Zeitzke, Coml. Mgr.	Thomas C. Bostic, Prog. Dir. Hershel Carey, Prom. Mgr. J. B. Watkinson, Chief Engr.	Weed Thesaurus Lang-Worth Associated SESAC AP
OKIMA	KIT 1929	1280 1000	Valley Broadcasters 414½ E. Yakima Ave. 8115	ABC	Carl E. Haymond, Pres. James A. Murphy, Dir. John K. Clarke, Resident Mgr. Harrison A. Miller, Coml. Mgr.	James W. Nolan, Prog. Dir. William B. Hansen, Prom. Mgr. H. B. Murphy, Chief Engr.	McGillvra Scott Keating Capitol Lang-Worth Standard SESAC Cole AP, UP
OKIMA	KYAK 1947	1400 250	Yakima Bcstg. Corp. Fair Ave. & Mead St. 2-7143	MBS Don Lee	Robert S. McCaw, Pres. & Gen. Mgr. J. Elroy McCaw, Vice-Pres. Seymour Spring, Coml. Mgr.	Robert B. Dyal, Prom. Mgr. Gordon Allen, Prog. Dir. & Chief Engr.	AP

WEST VIRGINIA

OCKLEY	WJLS 1939	560 1000-LS 500-N	Joe L. Smith Jr. WJLS Building 7311	CBS	Joe L. Smith, Owner Virginia N. Cooper Station Mgr. Robert L. Burns, Coml. Mgr.	George A. Hartrick, Prog. Dir. Benton B. Boggs, Prom. Mgr. Al. J. Ginkel, Chief Engr.	Burn-Smith Standard UP
OCKLEY	WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. C. Alden Baker, Gen. Mgr.	Don O. Hays, Prog. Dir. James F. Bucy, Chief Engr.	McGillvra Lang-Worth AP

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BLUEFIELD	WHIS 1929	1440 1,000-LS 500-N CP-5,000-U	Daily Telegraph Printing 623 Commerce St. 7114	NBC	H. I. Shott, Pres. P. T. Flanagan, Station Mgr.	C. H. Murphey, Sales Dir. M. F. Barnett, Prog. Dir. P. T. Flanagan, Chief Engr.	Katz World Cole AP
BLUEFIELD	WKOY (Construction permit)	1240 250	Radio Bluefield Co. Bluefield		J. Lindsey Alley, Partner, Gen. Mgr. George E. Shumate, Partner Chief Engr. E. Bernard Jarrett, Partner, Sales Dir.		
CHARLESTON	WCAW 1947	1400 250	Capitol Bcstg. Corp. 1600 McCorkle Ave. 37-503	Garland F. Wilkinson, Pres. Joseph J. Herget, Gen. Mgr. Robert E. Bell, Coml. Mgr.	James M. Flenniken, Prog. Dir. & Prom. Mgr. William D. Stone, Chief Engr.	Capitol Lang-Worth AP
CHARLESTON 24	WCHS 1927	580 5000	Charleston Bcstg. Co. 1016 Lee St. 28-131	CBS W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Gen. & Coml. Mgr.	Berton Sons, Prog. Dir. Jack Herman, Prom. Mgr. Odes E. Robinson, Chief Engr.	Branham Standard AP, UP
CHARLESTON 30	WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. 206 Dickinson St. Capitol 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. & Coml. Mgr. C. P. Vogel Jr., Prog. Dir.	Raymond R. Rebhann, Prom. Mgr. George Whiteman, Chief Engr.	McGillvra Thesaurus AP
CHARLESTON 1	WKNA 1946	950 1000	Joe L. Smith Jr. Box 3106 39-971	ABC	Joe L. Smith Jr., Pres. John T. Gelder, Gen. & Coml. Mgr.	Frank E. Chaffer, Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr.	Weed Standard AP
CHARLESTON I	WTIP 1946	1240 250	Gus Zaharis Capitol & Fife 23-136	MBS	Gus Zaharis, Pres. Dick Glaser, Station Mgr.		Forjoe Associated AP
CLARKSBURG	WELK 1937	1400 250	News Publishing Co. Pike St. 3040	NBC	George Clinton, Vice-Pres. Fred Zimmerman, Station Dir., Coml. & Prom. Mgr.	Don McWhorter, Prog. Dir. Joe Wright, Chief Engr.	Branham Lane-Worth SESAC AP
CLARKSBURG	WHAR 1946	1340 250	Mountain State Bcstg. Co. 1200 E. Pike St. 5775	MBS KBS	Glacus G. Merrill, Pres., Gen. & Prom. Mgr. Jimmie Darnall, Coml. Mgr. Ruth Parsons, Prog. Dir.	Thomas Brooks, Prod. Mgr. Andrew H. Kovlan, Chief Engr.	McGillvra SESAC McGregor UP
CLARKSBURG	WPDX 1946	750 1000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 6060	O. L. Billingsley, Pres. R. C. Warden, Gen. Mgr. Joseph M. LaRosa, Coml. & Prom. Mgr.	Dewitt Wyatt, Prog. Dir. Robert D. Hough, Chief Engr.	World Capitol UP
ELKINS	WDNE 1947	1240 250	West. Va. Radio Corp. Box 967	H. C. Greer, Pres.		Standard AP
FAIRMONT	WMMN 1928	920 5000	Monongahela Bcstg. Inc. Adams St. 3100	CBS	George B. Storer, Pres. Allen L. Haid, Managing Dir. Charles Smith, Coml. Mgr.	Frank Lee, Prog. Dir. Bill Powell, Prom. Mgr. Joseph Strelanski, Chief Engr.	Lang-Worth Katz Thesaurus Cole AP
FAIRMONT I	WVVW 1946	1490 250	Fairmont Bcstg. Co. Inc. WVVW Radio Park 5000	MBS	J. Patrick Beacom, Pres. & Gen. Mgr. J. Harvey McCoy, Vice- Pres.	Howard Forbes, Coml. Mgr. John F. Watkins, Prom. Mgr. Whip Robinson 3rd, Prog. Dir. J. Harvey McCoy, Chief Engr.	World Associated AP
HUNTINGTON	WHTN 1947	800 1000-D	Greater Huntington Radio Corp. 112½ Fourth Ave. 33-453	A. B. Hyman, Pres. Meyer Layman, Gen. Mgr. John Roy Wolfe Jr., Coml. Mgr.	Ted Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr.	Friedenberg Associated MacGregor UP
HUNTINGTON	WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 33421	MBS	F. J. Evans, Pres. & Gen. Mgr. Bernard Sammons, Coml. Mgr.	Jay Caldwell, Prog. Dir. Lillian Swann, Prom. Mgr. William H. Hansher, Chief Engr.	McGillvra Standard Capitol AP
HUNTINGTON I	WSAZ 1923	930 5000-LS 1000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Manag- ing Dir. Marshall Rosene, Gen. & Coml. Mgr.	Ted Elland, Prog. Dir. Larry Rogers, Prom. Mgr. Leroy Kilpatrick, Chief Engr.	Branham Lang-Worth SESAC AP
LOGAN	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greaver Kanada & Chestnut Sts. 761	KBS	Clarence H. Frey } Part- Robert O. Greaver } ners Chet Clark, Gen., Coml. & Prom. Mgr.	Lucille Gallion, Prog. Dir. Louis Frey, Chief Engr.	Lang-Worth UP
MARTINSBURG	WEPM 1946	1340 250	Martinsburg Bcstg. Co. W. King St. 1146	C. M. Zinn } Part- C. Leslie Golliday } ners C. Leslie Golliday, Gen. Mgr. E. W. Dockeney, Coml. Mgr.	Amos Harper, Prog. Dir. Ruby J. Ware, Prom. Mgr. James R. Coale, Chief Engr.	World AP
MONTGOMERY	WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres., Coml. & Prom. Mgr.	James M. Holmes, Prog. Dir. Campbell Craver, Chief Engr.	World AP
MORGANTOWN	WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	H. G. Greer, Pres. Numa Fabre Jr., Gen. Mgr. John W. Johns, Coml. Mgr.	C. Capel, Prog. Dir. Ray Spence, Chief Engr.	Griffith World AP
OAK HILL	WOAY 1946	860 1,000-D	Robert R. Thomas, Jr. Oak Hill 651	W. Va.	Robert R. Thomas, Pres. Harold B. Shaw, Prog. Dir., Gen. & Coml. Mgr.	V. W. Moon Jr., Prom. Mgr. Robert R. Thomas, Chief Engr.	Friedenberg Capitol AP
PARKERSBURG	WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 6800	ABC	Carl Loose, Gen. Mgr. Paula Carr, Asst. Mgr. Vinton Murphy, Coml. Mgr.	Buford Barickman, Chief Engr.	Cooke World UP
PARKERSBURG	WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 2530	CBS	George H. Clinton, Vice- Pres., Gen. & Coml. Mgr. Sherman Grimm, Prog. Dir.	John Evans, Prom. Mgr. & Educational Dir. Vlah Brooks, Chief Engr.	Branham Standard SESAC AP
PINEVILLE	WYOP (Construction permit)	970 1,000-D	Wyoming Bcstg. Co.			

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PRINCETON	WLOH	1490 250	Mountain Bcstg. Princeton 567	MBS	Frank G. McKenzie, Pres. Robert C. Wolfenden, Gen. & Coml. & Prom. Mgr.	Thesaurus UP	
CONVERSE	WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS	William E. Blake, Pres. & Gen. Mgr. Clyde Porterfield, Coml. Mgr.	Arch Holsten, Prog. Dir. Art Kellar, Prom. Mgr. Herbert Jackson, Chief Engr.	McGillvra Thesaurus AP
ELCH	WERW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS KBS	J. G. Hunt, Pres. John Sinclair, Gen. & Coml. Mgr.	Johnny Villani, Prog. Dir. Chuck Barney, Prom. Mgr. Howard R. King, Chief Engr.	Forjoe Standard AP
ESTON	WHAW (Construction permit)	1450 250	Lewis Service Corp. 238 Main St.			
HEELING	WKWK 1941	1400 250	Community Bcstg. Inc. Pythian Bldg. 5320	ABC	Joe L. Smith, Jr., Pres. John B. Reynolds, Gen. & Coml. Mgr.	Albert H. Stewart, Prog. Dir. & Prom. Mgr. Fred A. Baker, Chief Engr.	Weed Standard UP
HEELING	WWVA 1926	1170 50,000	West Va. Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer, Pres. William E. Rine, V.P. in Charge of Operations Paul J. Miller, Ass't. Man. Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr.	Petry Lang-Worth Cole AP
WILLIAMSON	WETH 1939	1400 250	Williamson Bcstg. Corp. 2nd Ave. at Court St. 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	Robert E. Spiros, Prog. Dir. & Prom. Mgr. Robert W. Bullo, Chief Engr.	World UP

WISCONSIN

ANTIGO	WATK (Construction permit)	900 250-D	Antigo Bcstg. Co. 936 Superior St. 90	Art Berner, Pres.	Bill Ingram, Gen. & Coml. Mgr.	Standard UP
ANTIGO	WRFA (Construction permit)	1050 250-D	Langlade Bcstg. Co. Inc. 711 Badger Ave.			
APPLETON	WUBY 1925	1230 250	WUBY Inc. 600 S. Lave St. 1161	MBS KBS Wisconsin	Earl H. Huth, Gen. Mgr. W. C. Porson, Coml. Mgr.	Rodger Mueller, Prog. Dir. F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr.	Griffith Lang-Worth AP
SHLAND	WATW 1946	1400 250	Upper Michigan-Wisconsin Bcstg. Co.	MBS KBS Gt. Northern			
ELOIT	WBEL (Construction permit)	1380 500-D	Beloit Bcstrs, Inc. 335 E. Grand Ave.			
DULUTH	WREX	10,000-LS 5,000-N	Lake Superior Bcstg. Duluth, Minn.	MBS			
EAU CLAIRE (Dallas)	WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron Eau Claire, Wisc. 2-1969	James J. Conroy, Pres. & Gen. Mgr. Ray L. Watton, Coml. Mgr.	Fred Riddell, Prog. Dir. Alvina Britz, Traffic Mgr. Claude Thomas, Chief Engr.	World UP
EAU CLAIRE	WEAU 1937	790 5000	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC North-west Arrow-head	Walter C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Coml. Mgr.	Jack Kelly, Prog. Dir. Thornwald O. Jorgenson, Chief Engr.	Hollingbery Thesaurus Lang-Worth UP
EAU CLAIRE	WRFW (Construction permit)	1050 1,000-D	Chippewa Valley Radio and Television Corp. 21½ S. Barstow St. 4170	Thomas K. Werner, Pres.	Rolf Tobin, Chief Engr.	Standard AP
FOND DU LAC	KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin	Emery W. Martin, Exec. Vice-Pres. & Prom. Mgr. Lynn N. Fairbanks, Gen. & Coml. Mgr.	Lucille Fairbanks, Prog. Dir. Wendell Meyers, Chief Engr.	UP
GREEN BAY	WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC	Ben A. Laird, Pres. & Gen. Mgr. F. M. Cooper, Coml. Mgr.	Robert C. Nelson, Prog. Dir. Paul C. Tyrrel, Chief Engr.	T-H-S Lang-Worth SESAC UP
GREEN BAY	WJPG 1947	810 1000-D	Green Bay Newspaper Co. 423 Cherry St. Howard 6400	Wisconsin	A. B. Turnbull, Gen. Mgr. John M. Walter, Station Mgr. Glen R. Holznecht, Coml. Mgr.	Russell Widoe, Prog. Dir. Elmo W. Reed, Chief Engr.	McGeehan & O'Mara Thesaurus Standard AP
GREEN BAY	WTAQ 1922	1360 5000	WUBY Inc. Bellin Bldg. Adams 1	CBS	Rev. M. J. Beemster, Managing Dir. Haydn R. Evans, Gen. Mgr. Al Michel, Coml. Mgr.	Clair Stone, Prog. Dir. Lee Stinson, Prom. Mgr. Wallace Stangel, Chief Engr.	Weed World AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

WISCONSIN—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Transc. Librai Representative News Service	
JANESVILLE	WCLO 1930	1230 250	South Wisconsin Radio Inc. 200 E. Milwaukee St. 2500	MBS KBS Wiscon- sin	Sidney H. Bliss, Pres. Vern W. Williams, Gen. & Coml. Mgr.	Joseph G. Urban, Prom. Mgr. Wayne Clay, Chief Engr.	Lorenzen & Thompson Lang-Worth Thesaurus AP
KENOSHA	WLIP 1947	1050 250-D	Wm. L. Lipman 625-57th St. 6162	William L. Lipman, Pres. & Gen. Mgr. John Livingston, Coml. Mgr.	Richard V. Driscoll, Prog. Dir. Willard Thiel, Chief Engr.	McKinney Lang-Worth UP
LA CROSSE	WKBH 1923	1410 5000	WKEH Inc. 409 Main St. 450	NBC	Howard Dall, Pres. & Gen. Mgr.	Bernice Callaway, Prog. Dir. Ray Plamadore, Prod. Mgr. Al Leeman, Chief Engr.	T-H-S Lang-Worth World AP
LA CROSSE	WL CX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	Margaret B. Mac Lennan, Pres. Hector C. Berg, Vice-Pres. E. W. Berg, Gen. Mgr. Millard W. Berg, Coml. Mgr.	Joe N. Snyder, Prog. Dir. Robert A. Gaumer, Prom. Mgr. Albert I. Rauscher, Chief Engr.	Standard UP
LA CROSSE	WKTY (Construction permit)	580 1,000	La Crosse Bestg. Co. 515 State Bank Bldg.
LADYSMITH	WL DY (Construction permit)	1340 100	O. J. Falge Highway 8	O. J. Falge, Pres. Loren F. Bridges, Gen., Coml., & Prom. Mgr., Prog. Dir.	Darrell H. Holbrook, Chief Engr.	UP
MADISON	*WHA 1922	970 5000-D	University of Wisconsin Radio Hall Gifford 6860	State of Wisconsin, Chief Owner H. B. McCarty, Gen. Mgr.	Wm. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr. John Stiehl, Chief Engr.	Thesaurus Associated UP
MADISON 3	WIBA 1924	1310 5000	Badger Bestg. Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Bus. Mgr.	Robert N. Dick, Prog. Dir. Norman Hahn, Chief Engr.	Avery-Knodel Standard AP, UP
MADISON	WISC (Construction permit)	1480 1,000	Radio Wisconsin Inc. 119 Monona Ave.	ABC
MADISON 3	WKOW (Construction permit)	1070 10,000-LS 5,000-N	Monona Bestg. Co. 216 W. Washington Ave. Gifford 7100	Harry H. Packard, Gen. Mgr. Nelson W. Ross, Sales Mgr.	Vincent A. Vanderhelden, Chief Engr.	Headley-Reed UP
MANITOWOC	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS KBS Wiscon- sin	Francis M. Kadow, Pres. & Gen. Mgr. Robert Churchill, Coml. Mgr.	George H. Erdman, Prog. Dir. L. J. Splitt, Prom. Mgr. W. F. Duben, Chief Engr.	McGeehan & O'Mara UP
MARINETTE	WMAM 1939	570 250-LS 100-N	M & M Bestg. Co. Inc. Radio Park 570	NBC	W. E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard Emlch, Coml. Mgr.	Pat Kehoe, Prog. Dir. Mary Kay, Prom. Mgr. Leo Stuart, Chief Engr.	Radio Adver- tising Lang-Worth UP
MARSHFIELD	WDLB 1946	1450 250	Dairylands Bestg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. & Prom. Mgr.	Gerald J. Boos, Chief Engr.	Griffith World SESAC UP
MEDFORD	WIGM 1941	1490 250	Dairylands Bestg. Service Inc. Medford 5147	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. & Prom. Mgr. Irma Meyer, Assist. Mgr. & Coml. Mgr., Prog. Dir.	Raymond Bohnert, Chief Engr.	Cox & Tanz SESAC UP
MILWAUKEE 3	WEMP 1935	1340 250	Milwaukee Bestg. Co. 710 N. Plankinton Ave. Marquette 7722	ABC	Robert M. LaFollette, Pres. Hugh H. Bolce Jr., Gen. Mgr. and Ass't. Pres. John Gagliano, Coml. Mgr. Suzayne C. Cleveland, Asst. Treas.	Bert Mulroy, Prog. Dir. Karl Gierhahn, Prom. Mgr. Roland E. Paske, Chief Engr.	Avery-Knodel Capitol UP
MILWAUKEE 3	WEXT 1947	1430 1000-D	WEXT Inc. Century Bldg. Marquette 6542	Gerald A. Bartell, Pres. John M. Printup, Gen. & Coml. Mgr. Albert B. Gale, Station Mgr.	Rosa B. Evans, Prog. Dir. Lee K. Beznor, Prom. Mgr. Ralph E. Evans, Chief Engr.	Young Capitol SESAC UP INS
MILWAUKEE 2	WFOX 1947	860 250-D	Wisconsin Bestg. System Inc. 739 N. Broadway Broadway 7272	Charles J. Lanphier, Pres., Gen. & Coml. Mgr.	Carl Zimmerman, Prog. Dir. & Prom. Mgr. George Dodge, Chief Engr.	McGillvra Standard AP
MILWAUKEE	WISN 1922	1150 5,000	Hearst Radio Inc. 123 W. Michigan Daly 6471	CBS	G. W. Grignon, Gen. Mgr. R. E. Shireman, Local Coml. Mgr.	Jack Raymond, Prog. Dir. Ellis Saxton, Prom. Mgr. D. A. Weller, Chief Engr.	Katz World Standard UP, INS
MILWAUKEE 1	WMAW 1943	1250 5,000	Midwest Bestg. Co. 723 N. 3rd St. Daly 2154	George E. Inghram, Vice- Pres. & Gen. Mgr. Woods O. Dreyfuss, Ass't. Gen. Mgr.	Charles Chan, Prog. Dir. Hal Walker, Prom. Mgr. R. H. Host, Chief Engr.	Free & Peters Associated UP
MILWAUKEE 3	WMLO 1947	1290 1000-D	Cream City Bestg. Co. Inc. 2625 W. Wisconsin Ave. West 1290	Jerome Sill, Exec. V.-P. & Gen. Mgr. Dale F. Darr, Coml. Mgr.	Lan Singer, Prog. Dir. Arthur H. Posner, Prom. Mgr. Paul Mueller, Chief Engr.	Forjoe Lang-Worth UP
MILWAUKEE	WTMJ 1927	620 5000	The Journal Co. 333 W. State St. Marquette 6000	NBC	The Journal Co., Chief Owner Walter J. Damm, Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Mgr.	E. J. Robertson, Prog. Dir. R. B. Wallace, Prom. Mgr. William Hebal, Chief Engr.	Petry Associated Thesaurus AP
NEENAH	WNAW 1947	1280 1000-D	Neenah-Menasha Bestg Co. 101 E. Wisconsin Ave. 4615	Don C. Wirth, V.-P., Gen. & Coml. Mgr.	Les Sturmer, Prog. Dir. & Prom. Mgr. E. W. Fliegel, Chief Engr.	Rambeau World UP



WCLO

The No. 1 Station in
The No. 1 Dairyland Market
For National Spot Advertisers

PROVED by CONLAN (Quad County) SURVEY

March 23-29, 1947, Monday Thru Sunday

JANESVILLE — Rock Co. (Est. Pop. 27,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	44.9%	9.5%	15.2%	9.0%	11.4%	4.6%
12 Noon - 6 P. M.	36.5%	17.8%	12.8%	10.8%	9.7%	5.2%
6 P. M. - 10 P. M.	26.5%	21.3%	17.5%	11.9%	11.5%	6.7%
Rock County, Beloit, Wis. 12 Mi. So. (Est. Pop. 35,000)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	23.6%	12.8%	13.8%	15.9%	19.0%	2.6%
12 Noon - 6 P. M.	25.3%	21.2%	12.7%	12.3%	11.3%	5.2%
6 P. M. - 10 P. M.	22.1%	29.9%	18.5%	11.7%	11.7%	4.3%
Walworth County, Delavan, Wis. (20 Mi. East)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
12 Noon - 6 P. M.	29.6%	9.2%	9.2%	10.2%	6.1%	7.1%
6 P. M. - 10 P. M.	21.7%	25.5%	14.1%	12.3%	5.6%	6.6%
Jefferson County, Fort Atkinson, Wis. (20 Mi. NE)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	28.6%	7.9%	20.6%	9.5%	6.3%	7.9%
12 Noon - 6 P. M.	23.3%	11.1%	13.4%	20.0%	8.9%	7.8%
6 P. M. - 10 P. M.	21.5%	28.4%	13.7%	11.8%	7.8%	3.9%
Green County, Brodhead, Wis. (20 Mi. West)	WCLO	Sta. A	Sta. B	Sta. C	Sta. D	Others
8 A. M. - 12 Noon	33.3%	5.6%	5.6%	8.3%	22.2%	5.5%
12 Noon - 6 P. M.	23.5%	31.4%	5.9%	5.9%	5.9%	7.8%
6 P. M. - 10 P. M.	14.5%	27.3%	14.5%	12.7%	9.1%	10.9%

Note—Above measurements based on 2,130 completed telephone calls in Janesville, 785 completed calls in Beloit, 255 in Fort Atkinson, 204 in Delovon and 142 in Brodhead.

WCLO is affiliated with the Janesville Daily Gazette. It has 18 years of "Know-How" behind it and is capably staffed with a personnel of 22 people.

Write for detailed copy of Conlan, Janesville and area survey. Also for market data before you place your 1948 schedule.

WCLO and WCLO-FM

250 WATTS F.T.

Janesville, Wisconsin

5000 WATTS F.T.

AFFILIATE OF MBS AND WISCONSIN NETWORK

Vern Williams, Manager

Represented by Rambeau

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

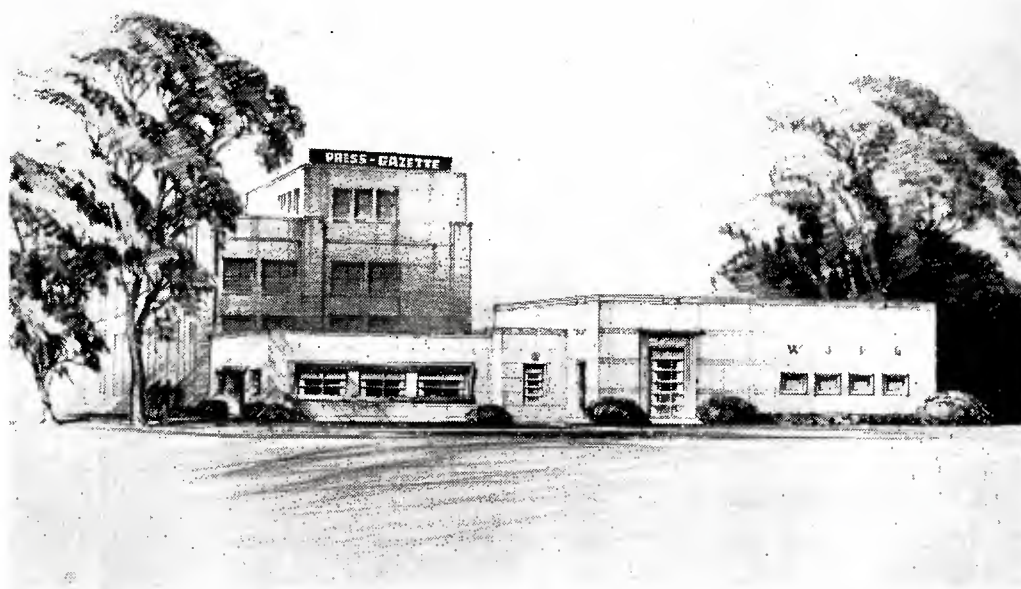
WISCONSIN--(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libra News Servic
OSHKOSH	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4580	ABC	Myles H. Johns, Executive Dir. & Senior Partner George Greeley, Gen. Mgr. Sherwood Lorenz, Studio Mgr. Allen Embury, Sales Mgr.	Mary Casey, Prog. Dir. Glen Wheeler, Chief Engr. Cooke World UP
PELICAN	WOBT 1947	1240 250	The Oneida Bcstg. Co. 29 Frederick St., Rhineland, Wisc.		
POYNETTE	WIBU 1925	1240 250	Wm. C. Forrest RFD No. 2 97R5	MBS KBS Wiscon- sin	Wm. C. Forrest, Pres. & Gen. Mgr. Ralph O'Connor, Coml. & Prom. Mgr.	Mrs. Sarah Forrest, Prog. Dir. L. Stanley Sadler, Chief Engr. Burn-Smith Standard SESAC UP
RACINE	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. Jackson 290	ABC KBS Wiscon- sin	Frank R. Starbuck, Pres. Harry R. LePoldevin, Gen. Mgr. Harold J. Newcomb, Station & Coml. Mgr.	Lyman M. Merens, Prog. Dir. Esther Witt, Prom. Mgr. Lee Dechant, Chief Engr. Walker AP
RHINELANDER	WOBT 1947	1240 250	Oneida Bcstg. Co. Rhineland 1240	MBS KBS	John R. Tomek, Pres. George A. Richards, Gen. Mgr.	Clyde D. Lake, Prog. Dir. Gregory McElrone, Prom. Mgr. Charles Bresette, Chief Engr. Lang-Worth UP
RICE LAKE	WJMC 1939	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS North- west Arrow- head	W. C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr.	Harry Wills, Prog. Dir. Robert P. Kolsky, Chief Engr. Hollingbery Associated
SHEBOYGAN	WHBL 1924	1330 1000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Wiscon- sin	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Donnie, Prom. Mgr. Herbert J. Mayer, Chief Engr. World AP
STEVENS POINT	*WLBL 1922	930 5,000-D	State of Wisconsin, Dept. of Agriculture		
SUPERIOR	WDSM 1939	1230 250	Ridson Inc. Hotel Spalding Duluth, Minn.	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Clifford J. Lue, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr. Free & Peters Capitol SESAC AP
SUPERIOR	WSBR 1946	1490 250	WSBR Inc. 1st & Baxter Ave. Melrose 4794	KBS	Ford S. Campbell, Pres. James J. Conroy, Gen. Mgr. Arthur C. Robinson, Coml. Mgr. & Prog. Dir.	Laurie E. Carlson, Prom. Mgr. Olaf N. Gabrielson, Chief Engr. Standard AP
WAUKESHA	WAUX 1946	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	Carl Taylor, Pres. Lloyd Berlingham, Vice- Pres. Russ Salter, Secy.-Treas. Mig Figl, Gen. Mgr.	Ralph Andrews, Prog. Dir. Charles Kaetel, Chief Engr. Cole AP
WAUSAU	WSAU 1937	1400 250	The Journal Co. 125 3rd St. 6521	CBS	Walter J. Damm, Vice- Pres. & Gen. Mgr. of Rad. Ben F. Hovel, Station Mgr. J. W. Killeen, Coml. Mgr.	R. J. Topinka, Prog. Dir. R. W. Richardt, Chief Engr. Petry World AP
WEST ALLIS	(Construction permit)	1570 250-D	West Allis Bcstg. Co. West Allis	John A. Clark, Pres. Ruth H. Clark, V-P.	Ralph J. Drought, Sec'y. E. A. Dupke, Coml. Mgr.
WISCONSIN RAPIDS	WFHR 1940	1340 250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wiscon- sin	William F. Huffman, Pres. George T. Frechette, Gen. & Prom. Mgr. & Prog. Dir. Bruce G. Beichl, Coml. Mgr.	Victor W. Nickel, Chief Engr. Capitol AP

WYOMING

CASPER	KDFN 1920	1470 1,000	Donald L. Hathaway 1st and Lennox Sts. 407	MBS KBS Inter- mountain	Donald L. Hathaway, Pres. & Gen. Mgr. Frederic Hufsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir., & Prom. Mgr. Donald L. Hathaway, Chief Engr. Avery-Knodel Sears & Ayer Thesaurus Lang-Worth UP
CASPER	KVOC 1946	1230 250	KVOC Broadcasting Co. 1540 S. Wolcott St.	ABC		
CHEYENNE	KFBC 1940	1240 250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Robert True, Prom. Mgr. Harold Roberts, Chief Engr. Thesaurus UP
CODY	KODI 1947	1400 250	Absaroka Bcstg. Co. Cody 444	MBS	Breck Moran, Pres., Gen., Coml. & Prom. Mgr.	Louise G. Metz, Prog. Dir. Phillip H. Barnhart, Chief Engr. World Cole AP
LARAMIE	KOWB (Construction permit)	1340 250	The Snowy Range Broad- casting Co.	Carroll S. Mohr Fred O. Rice Douglas D. Kahle Geo. D. Humphrey	} Part- ners
POWELL	KPOW 1941	1260 1,000	Albert J. Meyer 243 East 2nd St. 222	MBS KBS Inter- mountain	A. J. Meyer, Pres., Gen. & Prom. Mgr. & Prog. Dir.	Del Brandt, Coml. Mgr. & Chief Engr. Avery-Knodel Cole SESAC UP
RAWLINS	KEAL 1947	1240 250	Rawlins Broadcasting Co. Rawlins 1015	ABC KBS	Tracy S. McCracken, Pres. Max M. Young, Gen. & Coml. Mgr.	Glen Mills, Prog. Dir. Clark Grove, Prom. Mgr. & Chief Engr. Thesaurus AP
RAWLINS	KSWR (Construction permit)	1340 250	G. Stanley Brewer 2730 Quincy St., Ogden, Utah		
RIVERTON	KWRL (Construction permit)	1450 250	Joseph P. Ernst		
ROCK SPRINGS	KYRS 1928	1360 1,000-LS 500-N	Wyoming Broadcasting Co. 1307 Wyo. St. 93	MBS KBS Inter- mountain	Marjorie L. McCracken, Pres. & Prog. Dir. H. L. McCracken, Gen. & Coml. Mgr.	Imogene Parr, Prom. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN	KWYO 1934	1410 1000-LS 500-N	Big Horn Broadcasting Co. 19 N. Main St. 601	MBS KBS Inter- mountain	R. E. Carroll, Pres. Jim Carroll, Gen. & Prom. Mgr. Clark Epperson, Coml. Mgr.	Mel Hallock, Prog. Dir. Bob Crosthwaite, Chief Engr. Avery-Knodel Lang-Worth UP
WORLAND	KWOR 1946	1490 250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst, Pres. & Gen. Mgr.	Mildred V. Ernst, Coml. Mgr. Joseph P. Ernst, Chief Engr. AP

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

ALASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Libr News Servi
ANCHORAGE	KBYR (Construction permit)	1240 250	Keith Capper Box 1296		
ANCHORAGE	KENI 1947	550 5,000	Midnight Sun Bcstg. Co. Box 1448	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr.	Jack M. Walden, Chief Engr. Press Assoc.
ANCHORAGE	KFQD 1924	790 5,000	Alaska Bcstg. Co. P. O. Box 1040 Main 143	CBS KBS Alaska	Wm. J. Wagner, Pres. & Gen. Mgr. Kenneth Laughlin, Station Mgr.	Jay Stauter, Prog. Dir. & Prom. Mgr. Bob Nichols, Chief Engr. Pan America Lang-Worth AP
FAIRBANKS	KFAR 1939	610; SA-660 5,000; SA-10,000	Midnight Sun Bcstg. Co. Box 910 East 380-A	Austin E. Lathrop, Pres. Miriam L. Dickey, Secy.- Treas. Alvin O. Bramstedt, Gen. Mgr.	Gilbert Wellington, Sales Mgr. Allan B. Walker, Prog. Dir. August G. Hiebert, Chief Engr. Thesaurus AP
FAIRBANKS	KFRB (Construction permit)	1290 1,000	Wm. J. Wagner Box 1040, 412 4th Ave. Anchorage, Alaska	Wm. J. Wagner, Owner	
JUNEAU	KINY 1935	1460 5,000	Wm. J. Wagner Decker Bldg. 197	CBS Alaska KBS	William J. Wagner, Owner Richard Peter, Gen. Mgr. & Prog. Dir.	C. A. Thorgaard, Chief Engr. Pan America AP
KETCHIKAN	KTKN 1942	930 1,000	Wm. J. Wagner	CBS	Jim Fletcher, Mgr. Jim Kemp, Prog. Dir.	Al Frazee, Chief Engr.
SEWARD	KIBH (Construction permit)	1340 250 SH	Wm. J. Wagner Box 1040, 412 4th Ave., Anchorage, Alaska	Wm. J. Wagner, Owner	

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GILBERT A. WELLINGTON
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DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

HAWAII

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HILO	KHBC 1936	1230; CP-970 250; CP-1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 3877	CBS Ha- waiian	J. Howard Worrall, Pres. C. T. Thrumston, Gen. Mgr. Rex Wills II, Coml. Mgr.	Marion Stutes, Prog. Dir. Charles Lynn Rhoades, Chief Engr.	Free & Peters Standard World AP, UP, INS
HILO	KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Haili St. 2177	MBS Don Lee Aloha	A. H. Green, Pres. & Gen. Mgr. Cary M. Fonner, Office Mgr. R. B. Groesbeck, Coml. Mgr.	Ethyl F. Green, Prog. Dir. Lucile Quear, Prom. Mgr. Harold L. Marques, Chief Engr.	Blair Thesaurus Lang-Worth UP
HONOLULU 9	KGMB 1929	590 3,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS Ha- waiian	J. Howard Worrall, Pres. & Gen. Mgr. Robert L. Dick, Coml. Mgr.	Owen Cunningham, Prog. Dir. E. F. Donnell Jr., Prom. Mgr. Ernest Lindemann, Chief Engr.	Free & Peters Standard World UP
HONOLULU	KGU 1922	760 2,500 L-WJR	Marion A. Mulrony P. O. Box 3110 2311	NBC	Lorin P. Thurston, Pres. & Exec. Gen. Mgr. Marlon A. Mulrony, Station Mgr. George T. Plummer, Coml. & Assist. Mgr.	Linton Latimer, Prog. Dir. Bernard E. Cooney, Sales & Prom. Mgr. Marion A. Mulrony, Chief Engr.	Katz Thesaurus UP
HONOLULU 42	KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Don Lee Aloha	Ralph M. Pitkin, Pres. Webley Edwards, Gen. Mgr. & Exec. V.P.	Roy Turner, Sales Mgr. Alexa Cogswell, Prog. Dir. Ira G. Mercer, Chief Engr.	Blair Capitol Lang-Worth MacGregor Standard UP
HONOLULU	KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 9-5281	John D. Keating, Gen. Mgr. Richard Downie, Coml. Mgr. Hal Lewis, Prod. Mgr.	Donald E. Klein, Prog. Dir. James R. Bird, Chief Engr.	Petry Lang-Worth AP
HONOLULU	KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1585 Kapiolani Blvd. 93926	ABC	Harold T. Kay, Pres. Frank V. Webb, V.P. & Gen. Mgr. George C. Hatch, Treas.	Robert F. Shield, Prog. Dir. Homer R. Johnson, Chief Engr.	Avery-Knodel Capitol UP
HUE, KAUAI	KTOH 1940	1490 250	Garden Island Pub. Ltd. Box 1748 Kauai 261	MBS Don Lee Aloha	Charles J. Fern, Gen. Mgr. Dwight Mossman, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katashi Nose, Chief Engr.	Capitol Standard UP
HAILUKU, MAUI	KMVI 1946	550 1,000	Maui Publishing Co. Ltd. Maui 996	MBS Aloha	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Coml. Mgr.	Richard E. Mawson, Prog. Dir. Robert Jones, Chief Engr.	Blair Cole Lang-Worth MacGregor Standard UP

PUERTO RICO

RECIBO	WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Box 755 589	Byron Mitchell Jr., Pres., & Coml. Mgr.	Grimaldi Grau, Prog. Dir. Jose Soler, Chief Engr.	
RECIBO	WKVM 1946	1230; CP-1070 250; CP-10,000	American Colonial Broad- casting Corp.			
SAYAMON	WENA (Construction permit)	1560 250	Ramon Agudo Condado Beach Hotel, San Juan, P.R.			
SAGUAS	WRIA 1947	1450 250	Inter-American Radio Corp. Aguilera & Corchado Sts. 678	Eduardo Biascoechea, Pres. & Gen. Mgr. Jorge L. Arzuaga, Coml. Mgr.	Permin F. Bonnin, Prog. Dir. & Prom. Mgr. Eduardo Biascoechea, Chief Engr.	
SAGUAS	WVJP (Construction permit)	1110 250	Borinquen Broadcasting Co.	Francisco Pereira Casillas Federico Virella Hector Pereira Buonomo Pedro Luis Jimenez	} Part- ners } Owners	
SAJARDO	WMDD 1947	1490 250	Madrazo & Diaz Atiles Munoz Rivera esq. Barcelo 132	Madrazo Atiles Diaz Atiles Agustin R. Camunas, Gen. & Coml. Mgr.		Ruben Diaz Atiles, Prog. Dir. George Schellhas, Chief Engr.
SUAYAMA	WXRF (Construction permit)	1580 1,000	Rafael Fuster No. 43 Cailmano St.			
SAYAGUEZ	WAEI (Construction permit)	1400 250	Mario Acosta Once de Agosta 82			
SAYAGUEZ	WECW 1947	1490 250	Electronic Corp. of P.R. Box 791			
SAYAGUEZ	WKJB 1946	1340 250	Jose Bechara Jr. Box 1293 983	Jose Bechara Jr., Pres. Rafael Izquierdo, Gen. Mgr. Jaime Sanjurjo Piris, Coml. Mgr.	Arturo Cortez, Prog. Dir. Dieguita Rivera, Prom. Mgr. Henry Fischback, Chief Engr.	
SAYAGUEZ	WORA 1944	1150 1,000	Radio Americas Corp. Box 43 1150	Maj. Alfred R. deArellano Jr., Pres. David Brown, Gen. Mgr. Plinio Gonzalez, Coml. Mgr.	Juan Libre, Prog. Dir. Reinaldo M. Dupont, Prom. Mgr. Rafael Perez, Chief Engr.	AP
SAYAGUEZ	WPBP 1946	1450 250	Paradise Broadcasting Co. Commercio 24	Jose M. Sepulveda Jose M. Rodriguez Quinones	} Partners	
SAYAGUEZ	WPRA 1937	990 5,000-LS; CP-10,000 1,000-N	Porto Rico Advertising Co. Box 869 269	Andres Camara, Pres. & Coml. Mgr. Luis E. Freyre, Gen. Mgr.		Natty Lopez, Prog. Dir. Luis E. Freyre, Chief Engr.
PONCE	WPAB 1939	1370 5,000	Portorican American Bcstg. Co. Inc. 17 Leon St. 783	A. Gimenez Aguayo, Gen. Mgr. Antonio Miro, Coml. Mgr.	Jose Ramon Diaz, Prog. Dir.	AP
PONCE	WPRP 1936	1420; CP-910 250; CP-5,000	Voice of Porto Rico, Inc.			
RIO PIEDRAS	WIPR (Construction permit)	940 10,000	P. R. Communications Authority P. O. Box 4187	Rafael Delgado Marquex, Gen. Mgr.		World AP

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

PUERTO RICO—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
SAN JUAN	WAPA 1946	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 2-1448	Jose Ramon Quinones, Pres. Harwood Hull Jr., Gen. & Coml. Mgr.	Santiago Garcia, Prog. Dir. Hector Moll, Chief Studio Engr. Jose Fernandez, Chief Engr.	Raymer Thesaurus
SAN JUAN	WEMB (Construction permit)	1320 5,000	El Mundo Broadcasting Co. Box 1072 2-2000	Angel Ramos } Jose Coll Vidal } Partners Angel Ramos, Pres.	Willis H. Homan, Gen. & Prom. Mgr. Raymon Peres, Coml. Mgr. Joaquin Bursset, Prog. Dir. Leon Hansen, Chief Engr.	Inter American World UP, INS
SAN JUAN 22	WIAC 1941	580 5,000	Radio Station WIAC Inc. Box 4504 2-0014	Mrs. Enrique Abarca, Pres. Tomas Muniz, Gen. Mgr. & Secy. Enrique Abarca, Coml. Mgr.	Rafael H. Benitez, Prog. Dir. Alfonso Sanchez, Chief Engr.	Standard AP
SAN JUAN	WITA 1947	1400 250	Electronic Enterprises Inc. Box 3726, Santurce, P.R.	V. H. Meador, Pres. Antonio Alfonso, Gen. Mgr. Bernard Rubeil, Exec. Bus. Mgr.	George Mayer, Chief Engr.	SESAC
SAN JUAN 18	WKAQ 1922	620 5,000	Radio Corp. of Porto Rico P. O. Box 3746 2-2021	CBS	A. P. del Valle, Gen. Mgr. Jose C. Irizarry, Coml. Mgr.	Manuel Ochoa, Prog. Dir. Nelson Banks, Prom. Mgr. Paul A. Girard, Chief Engr.	Guzman Associated AP
SAN JUAN	WNEL 1935	860 5,000	Juan Piza			
SANTURCE	WIBS 1947	740 10,000	Jose E. del Valle 52 Wilson St.			

**Directory of
BROADCASTING STATIONS IN CANADA**

*—Non-Commercial Stations

N—Night

LS—Operates to Local Sunset

BUP—British United Press

PN—Press News, Rodia Subsidiary of Canadian Press

TP—Transradio Pre

(Affiliated with Associated Press)

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

City	Call Letters Date Estab.	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Librar News Service	
CALGARY	CFAC 1922	960 5,000	Calgary Bestg. Co. Southam Bldg. Renfrew 1036	Foot- hills	H. R. Carson, Pres. A. M. Cairns, Gen. Mgr. F. R. Shaw, Coml. Mgr.	P. Freeman, Prog. Dir. Miss W. Sutton, Prom. Mgr. E. C. Connor, Chief Engr.	All-Canada Weed Associated Thesaurus PN, BUP
CALGARY	CFCN 1922	1060 10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg. Main 1161	H. G. Love, Pres. & Gen. Mgr. E. H. McGuire, Coml. Mgr.	James A. Love, Prog. Dir. G. L. Carter, Prom. Mgr. Robert Lamb, Chief Engr.	Hunt Young Lang-Worth Standard United PN, BUP
CALGARY	CJCJ 1927	1140 1,000	Albertan Publishing Co. Ltd. Victory Bldg. Main 9966	CBC Alberta	G. M. Bell, Pres. D. H. McKay, Mgr. F. C. Colborne, Coml. Mgr.	N. R. Pringle, Prod. & Prom. Mgr. D. Readwin, Chief Engr.	Alexander McGillivra Sesac BUP
EDMONTON	CBX (Construction permit)	1010 50,000	Canadian Bestg. Corp.	Trans- Canada	Dr. Augustin Frigon, Pres. (CBC)		CBC PN, BUP, Reuters
EDMONTON	CFRN 1924	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	Domin- ion	G. R. A. Rice, Pres. & Gen. Mgr. A. J. Hopps, Asslt. Mgr. D. Atkinson, Secy-Treas. C. R. Holmes, Coml. Mgr.	G. A. Duffield, Prog. Dir. T. A. Graham, Prom. Mgr. F. G. A. Makepeace, Chief Engr.	Young, Radio Representa- tives Cole Exclusive Lang-Worth Standard BUP
*EDMONTON	CKUA 1927	580 1,000	Alberta Government Telephones Provincial Bldg. 2-7212	CBC	F. Walker Blake, Gen. Mgr. James McRae, Prog. Dir.	Tom O'Neil, Prom. Mgr. Roy Usher, Chief Engr.	Associated PN
EDMONTON	CJCA 1922	930 5,000	Edmonton Journal Ltd. Birks Bldg. 21631	Trans- Canada	Gordon S. Henry, Gen. Mgr. Rolfe L. Barnes, Asslt. Mgr. Arthur H. Nicholl, Coml. Mgr.	Dalton E. Elton, Prog. Dir. Thomas A. Shandro, Prom. Mgr. Frank Hollingworth, Chief Engr.	All-Canada Weed Standard Thesaurus World PN
GRANDE PRARIE	CFGP 1937	1050 1,000	Northern Bestg. Corp. Richmond Ave. & 99th St. Private Exchange 109	CBC	J. E. Thomson, Pres. A. J. Balfour, Gen. Mgr. John Soars, Coml. Mgr.	Gordon Cockburn, Prog. Dir. K. Anderson, Prom. Mgr. R. H. Williams, Chief Engr.	All-Canada Weed Cole Thesaurus PN
LETHBRIDGE	CJOC 1926	1220 5,000	Lethbridge Bestg. Ltd. Marquis Hotel Bldg. 3161	Trans- Canada	H. R. Carson, Pres. W. M. Guild, Gen. Mgr. C. A. Perry, Coml. Mgr.	G. A. Brown, Prog. Dir. N. V. Fisher, Prom. Mgr. R. A. Reagh, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus PN
MEDICINE HAT	CHAT 1947	1270 1,000	Monarch Bestg. Co. 520 First St. 2821	J. H. Yuill, Pres. R. J. Buss, Gen. Mgr.	Bart Brown, Prog. Dir. Bette Krellar, Prom. Mgr. J. M. Ellis, Chief Engr.	All-Canada Weed Standard BUP