

Directory of AM, FM and TV STATIONS OF THE UNITED STATES

AP—Associated Press.

INS—International News Service.

TP—Transradio Press.

UP—United Press.

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Tran. Library News Service Transmitter Make	
ALBERTVILLE						
WAVU 1948	630 500-D	Sand Mountain. Bestg. Service P. O. Box 149 630		Pat M. Courington, Pres. & Gen. Mgr. Eaton P. Govan Jr., Coml. Mgr.	(Mrs.) Vinette B. Govan, Prog. Dir. Richard C. Payne, Chief Engr.	World AP Gates
WAVU-FM 1949	Ch. 286 (B) 105.1mc 6.4kw					Western Electric
ALEXANDER CITY						
WRFS 1947	1050 1,000-D	Piedmont Service Corp. Main St. 1050	ABS Sears & Ayer	James L. Coley, Pres., Gen. & Coml. Mgr. Bob McKinnon, Prog. Dir.	Lem Coley, Prom. Mgr. James W. Whatley, Chief Engr.	Thesaurus UP Raytheon
WRFS-FM 1949	Ch. 291 (B) 106.1mc 4.6kw					REL
ANDALUSIA						
WCTA 1946	1340 250	Andalusia Bestg. Co. Inc. Sanford Rd. 844	MBS KBS	J. Dige Bishop, Exec. V. P., Gen. & Coml. Mgr. & Chief Engr.	Kristine Hardage, Prog. Dir.	World UP RCA
ANNISTON						
WHMA 1938	1450 250	Anniston Bctsg. Co. Radio Bldg. 2380	ABC Sears & Ayer	Harry M. Ayers, Pres. Malcolm Street, Gen. Mgr. Bob Sanders, Prog. Dir.	Harry Mabry, Prom. Mgr. James Hudson, Chief Engr.	Lang-Worth UP Collins
WHMA-FM 1947	Ch. 263 (B) 100.5mc 21kw					General Electric
WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS	W. S. Weatherly, Pres. & Gen. Mgr. Lee Blaine, Prog. Dir.	David Vowell, Prom. Mgr. Tommy Atkins, Chief Engr.	AP Gates
WSPC 1949	1390 1,000 DA-1	Model City Bctsg. Co. Jefferson Davis Hotel 1850	LBS Walker	Stanton B. Ingram, Pres. Ganus C. Scarborough, Gen. & Prom. Mgr. & Prog. Dir.	Ross Charles, Coml. Mgr. Raymond Watson Jr., Chief Engr.	Standard AP Collins
ATHENS						
WJMW 1948	1010 250-D	Athens Bestg. Co. Inc. P. O. Box 383 565	ABS	Homer F. Dunnivant, Pres., Gen. & Coml. Mgr.	Robert V. Dunnivant, Prog. Dir. & Prom. Mgr.	Capitol AP Gates
ATMORE						
WATM (CP)	1580 250-D	Southland Bestg. Co. Atmore		J. B. McCrary, Pres. C. W. Reddoch, Gen. Mgr. & Chief Engr.	Robert Dietz, Coml. Mgr.	Capitol UP RCA
AUBURN						
WAUD 1947	1230 250	Auburn Bestg. Co. Box 350 1240	ABS	Elmer G. Salter, Pres., Gen. & Coml. Mgr. Dave Sherrell, Prog. Dir.	Frances Hubbard, Prom. Mgr. Charlie Herman, Chief Engr.	World Lang-Worth AP Gates
BESSEMER (Birmingham)						
WJLD 1942	1400 250	Johnston Bestg. Co. P. O. Box 147 2300		George Johnston Jr., Pres. James E. Connolly, Sta. Mgr. Clay Coe, Coml. Mgr.	Joan Jetton, Prog. Dir. Jane Shaddix, Prom. Mgr. Maurice E. McKinney, Chief Engr.	INS Gates World
WJLN(FM) 1948	Ch. 284 (B) 104.7mc 23kw					RCA
..... (CP)	1450 250	Bessemer Bestg. Co. 1824 Second Ave.				
BIRMINGHAM						
WAPI 1922	1070 5,000 DA-N	Voice of Alabama Inc. 2029 First Ave., N. 3-8116	CBS Radio Sales	Ed Norton, Chmn. of Bd. Thad Holt, Pres., Treas. & Gen. Mgr. Maury Farrell, Prog. Dir. Clinton L. Blakely, Coml. Mgr.	C. P. Persons Jr., Coml. Mgr. Lionel F. Baxter, Prom. Mgr. James L. Evans, Chief Engr. Norman S. Heurley, Chief Engr.	World UP Western Electric
WAFM(FM) 1947	Ch. 258 (B) 99.5mc 540kw	(WAPI, AM Affiliate)				
WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	(WAPI, AM Affiliate)	ABC CBS			Winik Pictorial RCA
WBRC 1925	960 5,000 DA-N	Birmingham Bestg. Co. WBRC Bldg. 4-7741	NBC Raymer	Eloise S. Hanna, Pres. Howell C. Cobb, Gen. Mgr. Don D. Campbell, Coml. Mgr.	M. D. Smith, Prog. Dir. John Orr, Prom. Mgr. G. P. Hamann, Chief Engr.	Standard Lang-Worth Capitol AP, INS RCA
WBRC-TV 1949	Ch. 4 66-72mc 7.2kw aur.; 14.5kw vis.		DuMont NBC Blair TV	G. P. Hamann, Gen. Mgr.		DuMont Ziv Goodman DuMont
WEDR 1949	1220 1,000-D	Magic City Bestg. Co. 1417 4th Ave. N. 4-0925		J. E. Reynolds, Pres. & Gen. Mgr. (Mrs.) Leah L. Doss, V. P. John A. Thompson, Secy.-Treas. & Coml. Mgr.	Lloyd Williams, Prog. Dir. John H. Cram, Chief Engr.	Raytheon
WJLN(FM)	(See Bessemer, Ala. Listing)					
WKAX 1945	900 1,000-D	Courier Bestg. Service 216½ N. 21st St. 54-2541	McGillvra	Dr. Glenn V. Tingley, Pres. Emmet Gibbs, Coml. Mgr.	(Mrs.) Dorothy Alexander, Prog. Dir. Stanley Hawkins, Chief Engr.	AP Gates
WKAX-FM (CP)	Ch. 250 (B) 97.9mc 8.9kw					

DA-N Directional Antenna, night only. FM's in italic.
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BIRMINGHAM—(Continued)						
	WSGN 1927	610 5,000-LS 1,000-N DA	The Birmingham News Co. Radio Park, 4-3434	ABC Alabama Headley-Reed	Henry P. Johnston, Gen. Mgr. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mary F. Childers, Prom. Mgr. J. V. Sanderson, Chief Engr. AP
	WSGN-FM 1947	Ch. 229 (B) 93.7mc 16.9kw				
	WTNB 1949	1490; 250 CP-850; 5,000-LS; 1,000-N (DA)	Pilot Bcstg. Corp. WTNB Bldg. 4-4511	MBS Taylor-Borroff	(Mrs.) Evelyn S. Hicks, V. P. & Gen. Mgr.	Ira L. Leslie, Prog. Dir. SESAC, World AP
	WVOK 1947	690 50,000-D 1,000-N DA	Voice of Dixie Inc. P. O. Box 2468 6-2924		Iralee W. Bennis, Pres. & Gen. Mgr. William J. Brennan, Coml. & Prom. Mgr.	Ira Leslie, Prog. Dir. Bill Brennan, Chief Engr. Capitol UP
BREWTON						
	WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 553	KBS ABS	W. Emmett Brooks, Pres. & Gen. Mgr. J. M. Miller Jr., Coml. Mgr.	William E. Brooks Jr., V. P. Robert Salles, Chief Engr. Associated Lang-Worth SESAC, AP Gates
CLANTON						
	WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. P. O. Box 546 449	KBS ABS Clark	Dr. J. Kelley Robinson, Pres. Robert B. Taber, Gen. Mgr. Jesse A. Culp, Coml. Mgr.	Paul Reid, Prog. Dir. Lester Carter, Chief Engr. World AP Gates
CULLMAN						
	WFMH(FM) 1946	Ch. 265 (A) 100.9mc 0.36kw	The Voice of Cullman P. O. Box 211 863	KBS ABS	Hudson C. Millar Jr., Gen. Mgr. Lon Waters, Prog. Dir.	Alexander B. Millar, Secy. Treas. Arthur Bachmann, Chief Engr. World AP Western Electric
DECATUR						
	WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991	ABS	H. H. Kinney & D. T. Kinney, Partners D. T. Kinney, Gen. Mgr. Rosebud Waldrop, Coml. Mgr.	Jack Gray, Prog. Dir. Bill Mapes, Prom. Mgr. Franklin Norris, Chief Engr. Capitol UP Western Electric
	WMSL 1938	1400 250	Tennessee Valley Bcstg. Co. Mutual Savings Life Bldg. 802	MBS KBS	Melvin Hutson, Pres. & Gen. Mgr. Louis Blizzard, Prog. Dir.	J. V. Roser, Chief Engr. World AP Gates
	WMSL-FM (CP)	Ch. 223 (B) 92.5mc 3.1kw				
DEMOPOLIS						
	WXAL 1947	1400 250	Demopolis Bcstg. Co. Radio Bldg. 400	MBS KBS	T. H. Gaillard Jr., W. M. Jordan, Partners T. H. Gaillard Jr., Sta. Mgr.	W. M. Jordan, Gen. Mgr. Leo Hart, Prog. Dir. John T. Larkin Jr., Chief Engr. World AP RCA
DOTHAN						
	WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-29100	MBS McGillvra	Julian C. Smith, Gen. Mgr. Fred C. Moseley, Coml. Mgr.	J. A. Creamer, Prog. Dir. & Prom. Mgr. John T. Hubbard, Chief Engr. World AP Gates
	WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 3-4100	ABC Cummings	Jess Swicegood, Pres., Gen. & Coml. Mgr.	John Ingersoll, Prog. Dir. Charles Laushe, Chief Engr. Lang-Worth UP Raytheon
	WOOF 1948	560 1,000-D	Dowlander Bcstg. Co. 110 S. Foster 3-5300	KBS ABS Sears & Ayer	R. A. Dowling Jr., Pres., Gen. & Coml. & Prom. Mgr.	Tom Underwood, Prog. Dir. Wiley Grissom, Chief Engr. Capitol UP Gates
ENTERPRISE						
	WIRB 1948	1230 250	The Wiregrass Bcstg. Co. Dothan Highway 30		R. E. & F. H. James & R. M. Stan- ford, Partners J. Wesley Gardner, Gen. & Coml. Mgr.	Harry Gilder, Prog. Dir. James C. Smith, Chief Engr. World UP Gates
EUFAULA						
	WULA 1948	1240 250	Alabama-Georgia Bcstrs. Inc. Radio Bldg. 745	KBS	M. M. Moulthrop, Pres. & Gen. Mgr. Lee S. Bullis, Coml. & Prom. Mgr. & Prog. Dir.	Hugh G. Chastain, Chief Engr. World UP Collins
FAYETTE						
	WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. Inc.			
FLORENCE						
	WJOI 1946	1340 250	Florence Bcstg. Co. Inc. 850 South Court St. 2608	ABC ABS	Joe T. VanSandt, Pres. & Gen. Mgr. Oscar D. Lewis, Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Enoch S. Bingham, Chief Engr. Gates
	WMFT 1946	1240 250	Tri-Cities Bcstg. Co. Radio Center 42	KBS Alabama Friedenburg	Milton S. Killen, Pres. Franklin L. Bush, Gen. Mgr. Jim Garrett, Prog. Dir.	Nathan M. Graham Jr., Prom. Mgr. Edwin R. Miller, Chief Engr. Associated World, AP Gates
FORT PAYNE						
	WFPA (CP)	1290 500-D	James L. Killian Burkhart Bldg. 850		James L. Killian, Pres. & Gen. Mgr. Martha S. Killian, Prog. Dir.	J. C. Durham, Prom. Mgr. Jim Bell, Chief Engr. Lang-Worth INS Collins
	WZOB (CP)	1250 1,000-D	Ft. Payne on the Air P. O. Box 255			
GADSDEN						
	WGAD 1946	1350 5,000-LS 1,000-N DA	Coosa Valley Bcstg. Co. 817 Forrest Ave. 5641	MBS McGillvra	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Frances Seale, Prog. Dir. J. C. Vessels, Chief Engr. UP
	WGNH 1947	1400 250	General Newspapers Inc. Box 351 2571	ABC Ra-Tel	Carmage Walls, Pres. Joel Robertson, Gen. & Prom. Mgr.	Hall Wray, Prog. Dir. World INS Gates
	WGWD 1947	570 1,000-D	G. W. Covington Estate P. O. Box 128 6-6301	Alabama Taylor-Borroff	Edwin H. Estes, Gen. Mgr. Kenneth L. Wood, Coml. Mgr. Ray Estes, Prog. Dir.	Sylvia Boone, Prom. Mgr. Gaston Anderson, Chief Engr. Associated UP Gates
	WJBY 1928	1240 250	Gadsden Bcstg. Co. Inc. 108 Broad St. 6-3381	ABS Sears & Ayer	Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. Glenn Nichols, Chief Engr. AP
	WJBY-FM 1948	Ch. 279 (B) 103.7mc 1.5kw			 Federal

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GREENVILLE						
WGYV 1948	1400 250	Greenville Bcstg. Corp. P. O. Box 227 585	ABS Continental	Dr. Vernon Stabler, Pres. Charles D. McNamee, Gen. Mgr. Charles T. Britt, Coml. Mgr.	George Carr, Prog. Dir. Elmo Cronk, Chief Engr.	World UP Gates
GUNTSVILLE						
WGSV (CP)	1270 1,000-D	Guntersville Bcstg. Co.				
HALEYVILLE						
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 151 389	ABS	H. E. Ray Guy Ray Roy Mayhall } Partners	S. L. Masden Jr., Gen., Coml. & Prom. Mgr. & Prog. Dir. Chris Christensen, Chief Engr.	Capitol UP RCA
HUNTSVILLE						
WBHP 1937	1230 250	Wilton H. Pollard 318 W. Clinton St. 313	MBS KBS	Wilton H. Pollard, Pres. William G. Harris, Gen. Mgr., Prog. Dir. & Chief Engr.	Mrs. Ruth Harris, Coml. Mgr. Dewey L. Webb, Prom. Mgr.	Capitol UP
WFUN 1946	1450 250	Huntsville Bcstg. Co. Inc. 410 West Holmes St. 2424	ABS Sears & Ayer	J. B. Falt Jr., & John Garrison, Principles J. B. Falt Jr., Pres.	John Garrison, Secy.-Treas. Prog. Dir. & Chief Engr.	AP Gates
WHBS 1946	1490 250	Huntsville Times Co. 207 W. Clinton St. 2345	ABC Headley-Reed	Henry P. Johnston, Pres. Richard Warner, Gen. Mgr. Paul Bumgardner, Coml. Mgr.	N. C. Milwee, Prog. Dir. Ray Roberts, Chief Engr.	AP RCA
WHBS-FM 1947	Ch. 236 (B) 95.1mc 16kw					AP RCA
JASPER						
WWWB 1946	1240 250	Bankhead Bcstg. Co. Bankhead-Long Bldg. 100	ABS	W. W. Bankhead, Pres. Charles T. Metcalfe, Mgr. James E. Reese, Coml. Mgr.	Robert W. Jones, Prog. Dir. Barbara Bankhead, Prom. Mgr. Jack Copeland, Chief Engr.	AP W. E.
LANETT						
WRLD 1947	1490 250	(See West Point, Ga.)				
MOBILE						
WABB 1948	1480 5,000 DA-2	The Mobile Press Register Inc. Radio Center	ABC, MBS Alabama Branham	R. B. Chandler, Pres. John Screen, Coml. Mgr. W. J. Hearin, Exec. V. P.	Anthony Leighton, Prog. Dir. Wm. Murphree, Chief Engr.	Associated SESAC AP Western Electric
WABB-FM 1949	Ch. 267 (B) 102.1mc 50kw					
WALA 1930	1410 5,000 DA-N	Pape Bcstg. Co. Inc. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, Pres. H. K. Martin, V. P. & Gen. Mgr. Albert Treadway, Coml. Mgr.	Al Holman, Prog. Dir. R. B. Hurley, Chief Engr.	Standard AP RCA
WKAB 1947	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 24561	LBS Cooke	Louise P. Pursley, Pres. & Gen. Mgr. R. H. Moore, Coml. & Prom. Mgr.	J. T. Jackson, Prog. Dir. Eugene Miller, Chief Engr.	Lang-Worth MacGregor SESAC INS
WKRK 1946	710 1,000-LS 250-N-DA	Giddens & Rester P. O. Box 1184 2-6789	CBS Alabama Young	Kenneth R. Giddens & T. J. Rester, Owners F. E. Busby, Gen. Mgr. John E. Waller, Coml. Mgr.	Guy Harris Jr., Prog. Dir. (Mrs.) Marguerite Shea, Prom. Mgr. Richad M. Cole, Chief Engr.	Standard Lang-Worth AP RCA Western Electric
WKRK-FM 1947	Ch. 260 (B) 99.9 mc 3kw					AP Western Electric
MONTGOMERY						
WAPX 1947	1600 1,000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, Pres. & Gen. Mgr. Hoke S. Williford, Coml. & Prom. Mgr.	Dave Manners, Prog. Dir. Owen Lehr, Chief Engr.	Lang-Worth SESAC UP RCA
WCOV 1939	1240 250	Estate of G. W. Covington Jr. Exchange Hotel 5781	CBS Taylor-Borroff	J. W. Kirkpatrick, Gen. & Coml. Mgr.	W. L. Steadman, Prog. Dir. John Townshend, Chief Engr.	Associated UP Collins
WCOV-FM 1948	Ch. 233 (B) 94.5mc; 4.1kw					

3 WAY COVERAGE OF A \$2 BILLION MARKET

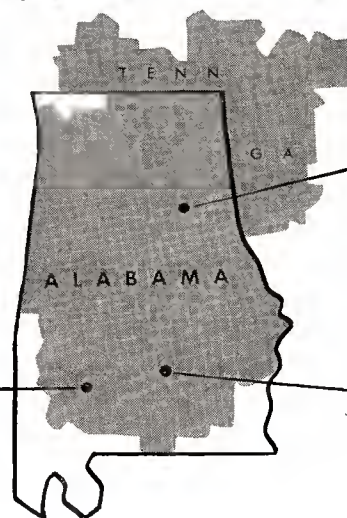
THREE STRATEGICALLY LOCATED STATIONS

Almost all of Alabama is within the good listening area of the Covington stations. It's an area 647,700 radio families wide who spend \$2 billion annually for retail purchases.

You can sell Alabama at 20% off by buying all three Covington stations: WCOV and WGWC, (both CBS) and WGWD, Gadsden's independent on 570. Or, two stations entitle you to 10% discount.

For sales in Alabama, it's the Covington Stations. For the proof... Taylor-Borroff.

CBS
WGWC
SELMA
ALABAMA



IND.
WGWD
GADSDEN
ALABAMA

CBS
WCOV
MONTGOMERY
ALABAMA

The Covington Stations

WCOV (CBS)
MONTGOMERY

WGWD (IND.)
GADSDEN

WGWC (CBS)
SELMA

Represented Notionally by Taylor-Borroff

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ALABAMA—(Continued)

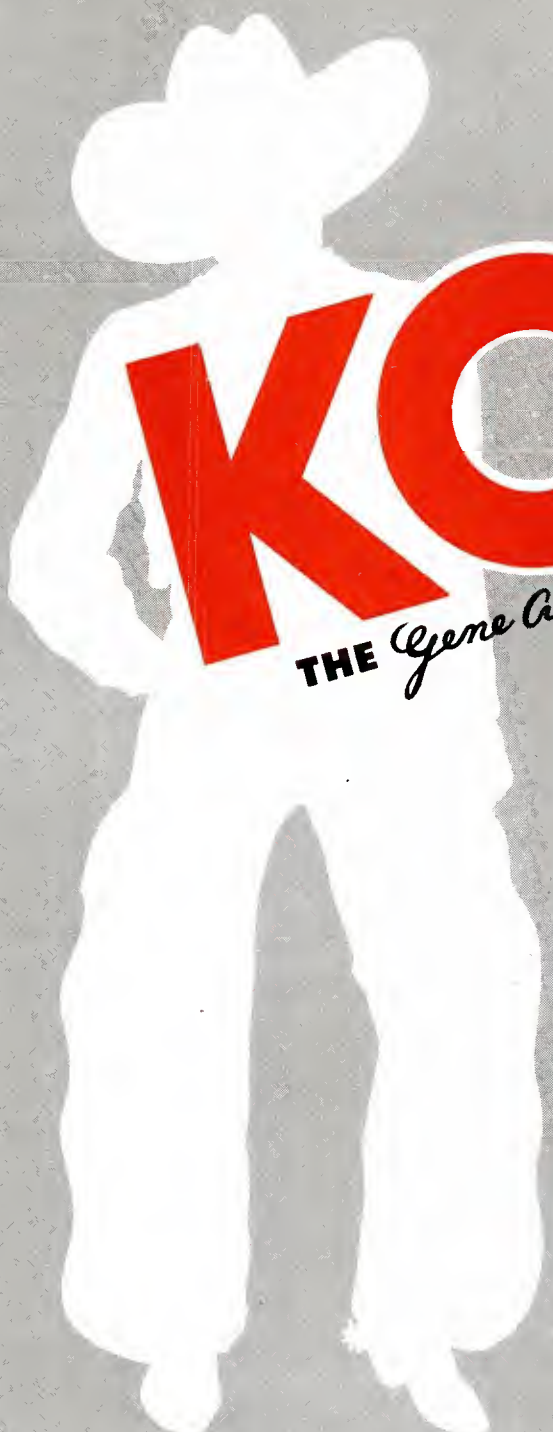
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MONTGOMERY—(Continued)						
WJJJ 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, Pres. John C. Hughes, Gen. Mgr. Herbert A. McLendon, Coml. Mgr.	E. Caldwell Stewart, Prog. Dir. E. J. Duke, Prom. Mgr. A. Fred Wright, Chief Engr.	Thesaurus INS Raytheon
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 2½ South Perry St. 5245	LBS Meeker	Dr. S. D. Suggs, Pres. Thomas W. Sewell, Gen. Mgr. E. B. Ingle, Coml. Mgr.	Frank Montelleone, Prog. Dir. John D. Lamar, Chief Engr.	World INS Gates
WSFA 1930	1440 1,000 DA-N	Montgomery Bcstg. Co. Inc. P. O. Box 1031 8361	NBC Headley-Reed	Howard E. Pill, Pres. & Nat'l. Sales Mgr. W. W. Hunt, Local Sales Mgr.	Lee Gooch, Prog. Dir. Alice Mayfield, Prom. Mgr. C. I. Shelkofsky, Chief Engr.	Standard AP Collins
MUSCLE SHOALS						
WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. 620 E. Second St. Sheffield, Ala. 1450	MBS	Frank M. Farris Jr., Pres. William A. Reeves Jr., Gen. & Prom. Mgr.	Eulus O. Whitehead, Coml. Mgr. Charles Welsh, Prog. Dir. Lynn V. McMoran, Chief Engr.	UP Gates
OPELIKA						
WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. Box 710 712	MBS KBS	F. Marion Hyatt, Gen. Mgr. William A. McGuirt, Coml. Mgr.	Anne Davis, Prog. Dir. William E. Welch, Chief Engr.	Standard UP Collins
ROANOKE						
WELR 1949	1360 1,000-D	Roanoke Bcstg. Co. 801 Main St. 384	ABS Dodson	J. W. Buttram, Pres., Gen. & Coml. Mgr.	John Hodges, Prog. Dir. & Chief Engr.	Western Electric
RUSSELLVILLE						
WWWR 1949	920 1,000-D	Bankhead Bcstg. Co. Inc.				
SELMA						
WGWC 1946	1340 250	Estate of G. W. Coving- ton North Broad St. 2746	CBS Taylor-Borroff	Hugh M. Smith, Gen. & Coml. Mgr.	John Townshend, Prog. Dir. & Chief Engr. John Frazier, Prom. Mgr.	Gates
WHBB 1935	1490 250	Selma Bcstg. Co. Inc. 209 Washington St. 1233	MBS ABS Sears & Ayer	B. H. Hopson, Pres. Julien Smith Jr., Gen. & Coml. Mgr.	Julia Craig Miller, Prog. Dir. T. F. Kelly Jr., Chief Engr.	
SYLACAUGA						
WFEB 1944	1340 250	Alabama Bcstg. Co. 527 North Broadway 160	MBS	E. E. Forbes, Pres. Chris J. Weber, Gen. & Coml. Mgr.	Joyce Nealeans, Prog. Dir. Howell E. Peabworth, Chief Engr.	
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. P. O. Box 511 1290	ABS	James S. Stowers Jr., Pres. & Chief Engr. Curtis O. Liles, Gen. Mgr.	Henry J. Darden Jr., Coml. Mgr. Ed J. Smith, Prog. Dir.	Lang-Worth AP Raytheon
TALLADEGA						
WHTB 1945	1230 250	Voice of Talladega Inc. Box 974 3733	MBS KBS ABS	R. A. Davidson, Pres., Gen. & Coml. Mgr.	Lillian S. Davidson, Prog. Dir. John Lester Fisher, Chief Engr.	Standard AP Collins
TROY						
WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980	MBS KBS ABS	J. Roy Crow, Pres. William C. Needham, Gen. & Coml. Mgr.	Jesse Jordan, Prog. Dir. & Prom. Mgr. Joe W. Gilchrist, Chief Engr.	World SESAC AP Western Electric
TUSCALOOSA						
WJRD 1936	1150 5,000-LS 1,000-N DA	Estate of James R. Doss Jr. First Nat'l Bank Bldg. 4464	ABS Walker	Mrs. James R. Doss Jr., Gen. Mgr. Mamie Kimbrell, Prog. Dir.	J. C. Cobble, Chief Engr.	World Capitol UP Gates
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS KBS Sears & Ayer	Bert Bank, Gen. Mgr. J. C. Cooper Jr., Coml. Mgr.	Una King, Prog. Dir. T. H. Todd, Chief Engr.	Thesaurus AP RCA

ARIZONA

BISBEE						
KSUN 1933	1230 250	Carleton W. Morris Drawer C 9	CBS Ariz. Net. Blair	Carleton W. Morris, Pres. Jack Murphy, Gen. Mgr.	Ray Helgesen, Prog. Dir. Ben Strotman, Chief Engr.	World UP
CLIFTON						
KCLF (CP)	1400 250	Dwight Harkins Amuse- ment Enterprises, Inc.				
COOLIDGE						
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Roosevelt & Main Sts. 4451	MBS Don Lee Ariz. Net.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Bill Parady, Sta. Mgr. Pete Dillman, Coml. Mgr.	Jim Murdock, Prog. Dir. Jack Lyon, Prom. Mgr. Wayne Fernyhough, Chief Engr.	Associated UP Western Electric
DOUGLAS						
KAWT 1946	1450 250	Carleton W. Morris Douglas 173	NBC Ariz. Bcstg. Raymer	Carleton W. Morris, Pres. John King, Gen. & Coml. Mgr.	Lee Boner, Prog. Dir. & Prom. Mgr. Rick Hendricks, Chief Engr.	Associated AP, UP Western Electric
FLAGSTAFF						
KWRZ 1947	1340 250	Grand Canyon Bcstg. Co. 220 E. Birch 399		Agnes McGillvra, Sta. Mgr.	Selwyn Kirby, Sta. Dir.	
GLOBE						
KWJB 1938	1240 250	Gila Bcstg. Co. Globe-Miami Highway 41	NBC Ariz. Bcstg. Raymer	Louis F. Long, Pres. Willard Shoecraft, Sta. Mgr.	John D. Seater Jr., Coml. Mgr. Herbert Hanes, Chief Engr.	Standard Capitol Western Electric
KINGMAN						
KGAN 1949	1230 250	J. James Glancy P. O. Box 871 Blue 462		J. James Glancy, Pres. & Gen. Mgr. C. R. Waters, Coml. Mgr.	W. E. Adams, Prom. Mgr. Ben Summerville, Prog. Dir. Harry L. Woodley, Chief Engr.	UP RCA
MESA						
KTYL 1946	1490 250	Sun Valley Bcstg. Co. Chandler Rd. 4541		Dwight Harkins, Gen. Mgr.		Associated Standard UP

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DA-2 Directional Antenna, different pattern day and night.

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KOOL

THE *Gene Autry* STATION IN PHOENIX

Clever, Unique Promotion
Better Programming
Superior Merchandising

AGGRESSIVE MANAGEMENT!
and
A loyal, responsive audience
that annually spends more than
HALF A BILLION DOLLARS
in **KOOL's** retail area

Key Station of the
Radio Network of Arizona.
KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

Covering 75% of the popula-
tion of Arizona's richest area.

Arizona's **FIRST** Station
5,000 WATTS DAY AND NIGHT - 960 KCs

NATIONAL REPRESENTATIVES . . . **George P. Hollingberry Co.**
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
NOGALES						
KNOG 1948	1340 250	Border Bcstg. Co. Inc. Rancho Grande Hotel 770	Gene Grant Cooke	Robert Marcus, Pres. Harry Hambleton, Gen. & Coml. Mgr.	(Miss) Margo Guerrero, Prog. Dir. Jose Jesus Mares, Prom. Mgr. T. B. Greenhaw, Chief Engr.	World UP Western Electric
PHOENIX						
KIFN (CP)	860 250-D	Western Bcstg. Co.				
KOOL 1947	960 5,000 DA-N	Maricopa Bcstrs. Inc. Adams Hotel 21748	CBS† Ariz. Net. Hollingbery	Gene Autry, Pres. Charles H. Garland, Gen. Mgr. Miles Reed, Coml. Mgr.	Vic Lundberg, Prog. Dir. Larry Jonas, Prom. Mgr. Miles Shepherd, Chief Engr.	MacGregor UP RCA
KOY 1922	550 5,000-LS 1,000-N	Salt River Valley Bcstg. Co. 836 N. Central Ave., 4-4144	Ariz. Net.† Blair	John L. Hogg, Pres. & Coml. Mgr. Albert D. Johnson, Gen. Mgr.	John R. Williams, Prog. Dir. Clifford R. Miller, Chief Engr.	World Associated, UP Western Electric
KPHO 1940	910 5,000 DA-N	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7367	ABC	Rex Schepp, Pres. & Gen. Mgr. Richard Heath, Coml. Mgr. William Reddick, Prog. Dir.	Frank Orth, Prom. Mgr. Cliff Baker, Chief Engr.	Lang-Worth INS Western Electric
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.		ABC, CBS, NBC Dumont		 DuMont
KRUX 1947	1340 250	Gene Burke Brophy Hotel Westward Ho 2-2371		Gene Burke Brophy, Owner, Gen. & Coml. Mgr. & Prog. Dir.	Marvin Edwards, Chief Engr.	Associated UP Collins
KTAR 1922	620 5,000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. 4-4161	NBC Arizona Bcstg. Raymer	John J. Louis, Chmn. of Bd. Richard O. Lewis, Pres. & Gen. Mgr. E. W. Harvey, V. P. & Coml. Mgr.	J. Howard Pyle, V. P. & Prog. Dir. Robert Pollard, Prom. Mgr. A. C. Anderson, V. P. & Chief Engr.	Thesaurus Standard, Capitol, AP Western Electric
PRESCOTT						
KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg. Raymer	Harold Ritter, Pres. & Gen. Mgr. Roberta M. Pfister, Prog. Dir.	John E. Nagley, Chief Engr.	Capitol AP, INS RCA
SAFFORD						
KGLU 1938	1480 1,000	Gila Bcstg. Co. Safford 15	NBC Arizona Bcstg. Raymer	L. F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	Lester McBride, Prog. Dir. Donald Graham, Prom. Mgr. Wallace R. Hitt, Chief Engr.	World AP, UP, INS Western Electric
TUCSON						
KCNA 1947	1340 250	Catalina Bcstg. Co. Box 2548 2-4664	Arizona Net. Hollingbery	Erskine Caldwell, Pres. Wayne Sanders, Gen. Mgr. Harry B. Chambers, Coml. Mgr.	Robert A. Keyworth, Prog. Dir. William J. Karpisek, Chief Engr. AP RCA
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS† Forjoe	Gene Autry, Chief Owner E. S. Mittendorf, Gen. Mgr. Paul Plunkett, Coml. Mgr.	Matt Lemen, Prog. Dir. B. L. Anderson, Prom. Mgr. Vernard Cimmiotti, Chief Engr.	MacGregor AP Raytheon
KTKT 1949	1490 250	Thomas J. Wallace 500 West Elm 3-5361	KBS Free & Peters	Thomas J. Wallace, Owner Phillip R. Hurlbut, Gen. Mgr., Prog. Dir. & Chief Engr.	Gail Hummel, Coml. Mgr.	Lang-Worth UP Gates
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	Ariz. Net.† Blair	Lee Little, Pres. & Gen. Mgr. John Crowley, Bus. Mgr.	Gerry O'Brien, Prog. Dir. Cliff Livingston, Chief Engr.	Associated World, UP Western Electric
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway 3-2555	NBC Arizona Bcstg. Raymer	R. B. Williams, Gen. Mgr. Ben L. Slack Jr., Prog. Dir.	Fred J. Gerletti, Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Capitol Standard Thesaurus, AP, RCA
YUMA						
KYMA (CP)	1240 250	Salt River Valley Bcstg. Co.				
KYUM 1940	1240; CP-560 250; CP-1,000 DA-N	Yuma Bcstg. Co. 1901 First St. 88	NBC Arizona Bcstg. Raymer	R. N. Campbell, Pres. Ray C. Smucker, Gen. Mgr. Roy Jorgensen, Coml. Mgr.	Paul Dawson, Prog. Dir. Don Metcalf, Prom. Mgr. Leavenworth Wheeler, Chief Engr.	Thesaurus Capitol AP RCA
ARKANSAS						
ARKADELPHIA						
KVRC 1947	1240 250	Arkadelphia Bcstg. Co. 506 Main St. 789	MBS, KBS	Cecil W. Cupp, Pres. J. M. Moore, Gen. & Coml. Mgr.	Bill Deaton, Prog. Dir. & Prom. Mgr. E. H. Summers, Chief Engr.	World AP RCA
BATESVILLE						
KBTA (CP)	1340 250	White River Valley Bcstrs. 307 Main St.				
BLYTHEVILLE						
KLCN 1922	900 1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	Arkansas Pearson	Harold L. Sudbury, Pres., Gen. & Coml. Mgr. John Hamilton, Prog. Dir.	J. T. Sudbury, Prom. Mgr. Marion Skinner, Chief Engr.	Lang-Worth AP Gates
KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw					
CAMDEN						
KAMD 1946	1450 250	Camden Radio Inc. P. O. Box 5859 6791	MBS	Walter E. Hussman, Pres. David Crockett, Gen. Mgr. James Blaine, Coml. Mgr.	Callis Carter, Prog. Dir. Dorris C. Hunter, Chief Engr. Frank O. Myers, Mngng. Dir.	Capitol AP RCA
CONWAY						
KDWN(FM) (CP)	Ch. 249 97.7mc 0.97kw	Conway Bcstg. Co. Ark. State Teachers College				
EL DORADO						
KELD 1935	1400; CP-690 250; CP-1,000 DA-N	Radio Enterprises Inc. Home Finance Bldg. 3-6126	ABC Arkansas Continental	W. N. McKinney, Pres. & Prog. Dir. Leon M. Sipes, V. P., Gen. & Coml. Mgr.	J. R. Duerson, Prom. Mgr. John Long, Chief Engr.	World AP RCA
FAYETTEVILLE						
KGRH 1946	1450 250	Fayetteville Bcstg. Co. Inc. 922 Leverett St. 862	MBS, KBS Ra-Tel	Hayden McIlroy, Pres. Fred J. Stevenson, Gen. Mgr. Edwin G. Geivson, Coml. Mgr.	Albert H. Rowe, Prog. Dir. George W. Dotson, Chief Engr.	SESAC AP Gates

†Editor's Note: Network assignments are those planned for Jan. 1, 1950, but at press time litigation was pending looking toward retention of CBS affiliation for KOY and KTUC.

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Certainly WE HAVE MOUNTAINS—

-- AND MARKETS TOO!

Arizona's San Francisco Peaks - 12,794 ft.

Arizona's 1949 Market Peaks—

- \$1,200,000,000 spent for goods, services and taxes.
 - Over \$700,000,000 in retail sales (\$175,000,000 in 1940)
 - Over \$420,000,000 in bank deposits (\$99,000,000 in 1940)
- Per capita sales over \$1,000.00
(National average, \$860.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market . . . the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

KTAR
PHOENIX
5000 Watts-620 KC

KVOA
TUCSON
1000 Watts-1230 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
DOUGLASS - BUBBE
250 Watts-1450 KC



KTAR

PHOENIX, ARIZONA

National Representative

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

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ARKANSAS—(Continued)

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FORREST CITY						
KXJK 1949	950 1,000-D	Forrest City Bcstg. Co. Inc. Forrest City 950	KBS Continental	William Fogg, Pres. & Gen. Mgr. Roger Davison, Coml. Mgr.	Frank Kelley, Prog. Dir. & Prom. Mgr. James Thompson, Chief Engr.	AP Gates
FORT SMITH						
KFPW 1930	1400; CP-1230 250	Southwestern Hotel Co. 2917 Rogers Ave.	MBS Arkansas Walker	John A. England, Pres. & Gen. Mgr. J. E. Garner, Sta. & Prom. Mgr. Al Godwin, Coml. Mgr.	Dorothy Gibson, Prog. Dir. Willard E. Kunkel, Chief Engr.	World AP, UP RCA
KFPW-FM 1948	Ch. 235 (B) 94.9mc 14kw					General Electric
KFSA 1947	950 1,000-LS 500-N DA	Southwestern Pub. Co. 920 Rogers Ave. 3126	ABC Taylor-Borroff	Donald W. Reynolds, Pres. Waldon Stamps, Gen. & Coml. Mgr. Doris Grayson, Prog. Dir.	Duard Goldsborough, Prom. Mgr. Bob Platt, Chief Engr.	UP Collins
KFSA-FM 1947	Ch. 299 (B) 107.7mc 497kw					General Electric
KWHN 1947	1320 5,000 DA-N	KWHN Bcstg. Co. Inc. 421 Garrison Ave. 8967	LBS Pearson	Allen Whiteside, Pres. Gene W. Dennis, Gen. Mgr. Virgil Evans, Coml. Mgr.	Glenn O'Neal, Prog. Dir. William Bryant, Prom. Mgr. Frank Tate, Chief Engr.	Associated Standard Capitol AP Western Electric
HARRISON						
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	KBS, MBS Arkansas	Roy Milum, Pres. Robert S. Wheeler Jr., Gen. & Coml. Mgr.	Don Causey, Prog. Dir. & Chief Engr.	Standard SESAC UP Gates
HELENA						
KFFA 1941	1360 1,000 DA-N	Helena Bcstg. Co. 215 York St. M59	MBS, KBS Continental	Sam W. Anderson, Pres. & Gen. Mgr. Bill Bigley, Coml. Mgr.	Hugh Smith, Prog. Dir. A. P. Decker, Chief Engr.	Lang-Worth AP Gates
HOPE						
KXAR 1947	1490 250	Hope Bcstg. Co. P. O. Box 131 508	MBS, KBS	A. H. Washburn, Pres. L. B. Tooley, Gen. & Coml. Mgr. & Chief Engr.	George Frazier, Prog. Dir.	Lang-Worth AP Collins
HOT SPRINGS						
KTHS 1924	1090 10,000-LS 1,000-N	Radio Bcstg. Inc. 135 Benton St. 1160	ABC Branham	John D. Ewing, Pres. J. John Wolever, Gen. & Coml. Mgr.	Jon F. Karber, Prog. Dir. Cecil L. Suitt, Chief Engr.	Lang-Worth UP
KWFC 1940	1340 250	SPA Bcstg. Co. Inc. 819½ Central Ave. 412	MBS Sears & Ayer	Frank A. Browne, Gen. Mgr. Betty Hildebrandt, Prog. Dir.	Tom Wilson, Chief Engr.	AP General Electric
JONESBORO						
KBTM 1930	1230 250	Regional Bcstg. Co. 603 Madison St. 5597	MBS	Jay P. Beard, Pres. & Gen. Mgr.		World SESAC AP
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8.1kw					
LITTLE ROCK						
KARK 1928	320 5,000 DA-N	Arkansas Radio & Equipment Co. 112-14 East Capitol Ave. LD 99	NBC Arkansas Southcentral Petry	T. H. Barton, Chmn. of Bd. G. E. Zimmerman, Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Prom. Mgr. Dan L. Winn, Chief Engr.	Standard AP, UP RCA
KGHI 1927	1250 1,000-LS 500-N DA	KGHI Bcstg. Service 306 W. 3rd St. 9166	ABC Hollingbery	A. L. Chilton L. H. Chilton S. C. Vinsonhaler S. C. Vinsonhaler, Gen. Mgr.	Don Corbet, Coml. & Prom. Mgr. Virginia Ewing, Prog. Dir. V. O. Van Dusen, Chief Engr.	Raytheon
KLRA 1927	1010 10,000-LS 5,000-N DA	Arkansas Bcstg. Co. Gazette Bldg. 2-5427	CBS Taylor-Borroff	J. N. Heiskell, Pres. Ed Murphy, Gen. Mgr. Harris Owen, Prog. Dir.	Mina Madden, Prom. Mgr. Kermit Tracey, Chief Engr.	Lang-Worth Thesaurus AP, UP RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Nat'l Bldg. 5-5321	LBS Forjoe	Leonard Coe, Gen. Mgr., Robert Harrison, Coml. Mgr. Marshall Hendrix, Prog. Dir.	John Pankey, Prom. Mgr. W. S. Miller, Chief Engr.	World UP Gates
KVLC-FM 1949	Ch. 231 (B) 94.1mc 9kw					
MAGNOLIA						
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson St. 630	MBS	C. A. Bill Humbert Jr., Gen. Mgr. James H. Jones & Vernon Arnette, Local Sales Mgrs.	Bill Humbert, Prom. Mgr. Ray H. Wells, Chief Engr. William F. Tibbels, Prog. Dir.	Lang-Worth UP Raytheon
NEWPORT						
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. Newport 749		Dick Wiethan, Gen. Mgr. Gene Howe, Coml. Mgr.	J. C. Clayton, Chief Engr.	Standard UP RCA

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NORTH LITTLE ROCK					
KXLR	1450	Arkansas Airwaves Co.	MBS	John F. Wells, Pres.	Dorothy Jung, Prog. Dir.
1946	250	Box 89 2-2155	Ra-Tel	Emil J. Pouzar, Gen. Mgr. Clyde Gray, Coml. Mgr.	Earl Butler, Chief Engr.
OSCEOLA					
KOSE	860	H. F. Ohlendorf		H. F. Ohlendorf, Pres.	Leon Little, Prog. Dir.
1949	1,000-D	Highway 61, South 860		Ted Woods, Gen. Mgr. Johnny Fox, Coml. Mgr.	Ann Edrington, Prom. Mgr. Harold M. Jones, Chief Engr.
PARAGOULD					
KDRS	1490	Progressive Bestg. Co.	KBS	T. M. Self & Ted Rand, Owners	Ray Dexter, Prog. Dir.
1947	250	P. O. Box 491 627		Ted Rand, Gen. Mgr. T. M. Self, Bus. Mgr.	Adrian White, Prom. Mgr. Jesse Jackson, Chief Engr.
PINE BLUFF					
KCLA	1400	Radio Engineering	ABC	Kenneth Kesterson & Charles	Clyde Martin Sr., Coml. Mgr.
1949	250	Service 2900 W. 28th St. 1900		Penix, Partners Kenneth Kesterson, Gen. Mgr.	Ozzie Pence, Prog. Dir. Charles Penix, Chief Engr.
KOTN	1490	Universal Bestg. Corp.	MBS	B. J. Parrish, Pres., Gen. Mgr.	R. W. Etter, Asst. & Prom. Mgr.
1934	250	505½ Main St. 721		& Chief Engr. Joe Wallace, Coml. Mgr.	Lois Sloan, Prog. Dir.
RUSSELLVILLE					
KXRJ	1490	Valley Bcstrs.	MBS, KBS	C. R. Horne, Pres. & Gen. Mgr.	Jim Lipsy, Prog. Dir.
1947	250	Russellville		R. L. McCarkell, Coml. Mgr.	William Sneed, Chief Engr.

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IN ARKANSAS

IT'S
KARK



"Arkansas' Preferred Station"

ED ZIMMERMAN,
VICE PRESIDENT
& GEN. MANAGER

5,000 WATTS
DAY AND NIGHT
920 KILOCYCLES

KARK

ASK ANY PETRY MAN!

NBC FOR ARKANSAS • LITTLE ROCK

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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ARKANSAS—(Continued)

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SILOAM SPRINGS					
KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS	John E. Brown, Pres. Storm Whaley, Gen. Mgr. Clinton Fowler, Asst. Mgr.	Ralph Kennedy, Prog. Dir. Cecil Smith, Chief Engr. World SESAC UP Western Electric General Electric
KUOA-FM 1947	Ch. 289 (B) 105.7mc 2.6kw				
SPRINGDALE					
KERS 1949	1340 250	Southwestern Pub. Co. Highway 71 675	ABC	Donald W. Reynolds, Pres. William F. Hession, Gen. & Coml. Mgr.	AP Gates
STUTTGART					
KWAK 1948	1240 250	Stuttgart Bcstg. Corp. 1818 South Buerkle 842	MBS KBS	Beloit Taylor, Pres. Melvin P. Spann, Gen. Mgr. Carroll C. Lee, Coml. Mgr.	June S. Spann, Prog. Dir. Jack Warden, Chief Engr. Capitol UP Gates
WEST MEMPHIS					
KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. 229 Broadway 463	Ra-Tel	J. C. Johnson, Pres. Vernon L. Dillaplain, Sta., Coml., & Prom. Mgr. & Prog. Dir.	E. T. Beck, Chief Engr. Lang-Worth Capitol UP Gates

CALIFORNIA

AUBURN					
KDIA (CP)	1490 250	Charles E. Halstead P. O. Box 992			
BAKERSFIELD					
KAFY 1946	1490; CP-550 250; CP-1,000 DA-1	Bakersfield Bcstg. Co. 2013 Chester Ave. 88700	MBS Don Lee Pearson	George B. Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Sta. Mgr.	Naum Healy, Prog. Dir. Martha Thompson, Prom. Mgr. Ted Froming, Chief Engr. Lang-Worth UP Raytheon
KERN 1932	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS Raymer	Eleanor McClatchy, Pres. Walter L. Baziuk, Mgr.	Luverne Shatto, Chief Engr. World AP, UP, INS General Electric
KERN-FM 1948	Ch. 231 (A) 94.1mc 9.8kw				
KERO 1946	1230 250	Paul R. Bartlett 1420 Truxtun Ave. 44548	NBC Avery-Knodel	Paul R. Bartlett, Owner Gene DeYoung, Mgr. & Coml. Mgr.	Warren Mead, Prog. Dir. Ken Croes, Prom. Mgr. Thad Bulkeley, Chief Engr. Standard UP RCA
KMAR(FM) 1948	Ch. 223 (B) 92.5mc 5kw	Marmat Radio Co. 957 Oak St. 2-1465			Capitol UP Collins
KPMC 1933	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-6157	ABC Grant	L. A. Schamblin, Pres., Gen. Mgr. & Prog. Dir.	C. C. Sturm, Coml. Mgr. Paul R. Biermann, Prom. Mgr. L. P. Jarvis, Chief Engr. Theosophy UP RCA
BANNING					
KPAS 1947	1490 250	William T. Smith 4425 W. Ramsey 515	Grant	William T. Smith, Pres. Carleton Anderson, Gen. Mgr.	Marvin H. Patchen, Coml. Mgr. John L. Lockhart, Prog. Dir. Searcy Woodworth, Chief Engr. World AP Raytheon
BARSTOW					
KWTC 1947	1230 250	Mojave Valley Bcstg. Co. P. O. Box 1230 4001	Gene Grant	W. T. Brown, Pres. L. E. Scheer, Gen. Mgr. W. T. Abbett, Coml. Mgr.	H. S. White, Prog. Dir. S. Willing, Prom. Mgr. E. Fulwood, Chief Engr. World UP Western Electric
BERKELEY					
*KPFA (FM) 1949	Ch. 261 (A) 100.1mc 1kw	Pacifica Foundation 2054 University Ave. Ashberry 3-6767		Lewis Hill, Gen. Mgr. Eleanor Moore, Prog. Dir.	Edward Meece, Chief Engr. INS RCA
KRE 1922	1400 250	Central Calif. Bcstrs. Inc. 601 Ashby Ave. 3-7115		Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. Mgr.	Les Avery, Prog. Dir. Standard AP Western Electric
KRE-FM 1949	Ch. 275 (B) 102.9mc 6.8kw				
BLYTHE					
KYOR 1947	1450 250	Bcstg. Corp. of America P. O. Box 668 2231	Ayres	W. L. Gleeson, Pres. & Gen. Mgr.	AP

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The Tale of Two Cities* . . .

*Siloam Springs, Ark.

1290 **KUOA** K.C.

The KUOA primary (Oklahoma—6 counties; Missouri—4 counties, Arkansas—5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income—poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to an annual \$200,000,000 buying power.

Area Population	1,220,958
Radio Homes in	
KUOA Primary	80,540
% Increase 1940-49	164%
National	136%
% Increase Retail Sales	
in KUOA Primary 1939-48	346%*
% Increase Retail Sales, Nat.	309%*
* 1949-50 "Consumer Markets."	
KUOA Daytime Audience	
1949 Area Conlan	34.5%
(45-Mile Circle)	

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE—THE MONEY IS HERE—THE MARKET IS HERE!

5000 W. **KUOA** 1290
MUTUAL K.C.

Razorback Network—Liberty Broadcasting System

The Voice of . . . *

KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

Owned by
the John Brown Schools of
Arkansas and California

*Long Beach, Calif.

1390 **KGER** K.C.

Don't let the proximity of Los Angeles blind you to the booming Retail sales of the \$400,000,000 Long Beach market when placing national radio campaigns in Southern California!

Long Beach Population	305,000
Total Families	93,900
Radio Families	92,960
% Radio Families	99%
Leading Independent in	
Long Beach Market	84%
Leads other local station in	
497 out of 504 quarter	
hour periods.	

. . . AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 **KGER** 1390
W. K.C.

The Station of
THE AMERICAN HOME

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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BRAWLEY KROP 1946	1300 1,000-LS 500-N	Bcstg. Corp. of America Box 238 1300	Pearson	W. L. Gleeson, Pres. & Gen. Mgr. Glenn G. Dunham, Sta. Mgr.	Herb Booth, Prog. Dir. Don Dotson, Chief Engr. AP Collins
BURBANK KWIK 1946	1490 250	Burbank Bcstrs. Inc. 20 W. Burbank Blvd. Charleston 02111		Paul Sutton, Sta. Dir. Roger Patrick, Prog. Dir.	Buell Dalton, Chief Engr. UP Western Electric
CALEXICO KICO 1947	1490 250	Charles Love P. O. Box 786 918		Charles Love, Pres. W. A. Geddes, Gen. Mgr.	Robert Cain, Prog. Dir. Richard Gunn, Chief Engr. AP Raytheon
CHICO KHSL 1935	1290 5,000 DA-N	The Golden Empire Bcstg. Co. Inc. Moorhead Bldg. 237	Don Lee MBS Grant	Hugh McClung, Pres. & Gen. Mgr. J. A. Pero, Coml. Mgr. Loring Curtis, Prog. Dir.	M. F. Woodling, Sta. Mgr. Henry Hanna, Prom. Mgr. Russell B. Pope, Chief Engr. Lang-Worth World UP RCA
<i>KVCI (FM)</i> 1947	Ch. 266 (B) 101.1mc 11kw				
KXOC 1949	1150 5,000 DA-N	Sacramento Bcstrs. Inc. Radio Lane 3200	CBS Pearson	Lincoln Dellar, Pres. Ted Hall, Gen. & Coml. Mgr.	Neil McIntyre, Prog. Dir. Lester Berryman, Prom. Mgr. Walter Berger, Chief Engr. Associated Standard UP Collins
COALINGA KCOI (CP)	1470 500-D	KCOI Bcstg. Co.			
CORONA KBUC 1948	1370 500 DA-1	American Pacific Radio Bcstg. Co. Box 111 1370	Grant	Elmer J. & John G. Bucknum, Partners Elmer J. Bucknum, Gen. Mgr. Mary Bucknum, Coml. Mgr.	Jack A. Richardson, Prog. Dir. H. J. Ridinger, Chief Engr. Lang-Worth MacGregor UP General Electric
DELANO KCHJ (CP)	1010 1,000-D	Charles Herman Johnes P. O. Box 262 9411		Charles Herman Johnes, Pres., Gen. Mgr. & Chief Engr.	Jean Johnes, Prog. Dir. UP

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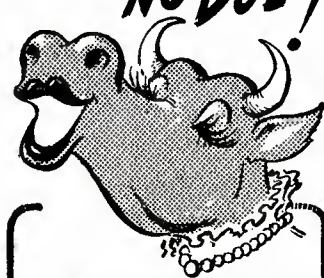
Reach
and **SELL**
Southern California's
**TOP
QUARTER
MILLION**
with **KFMV (FM)**
58,000 Watts 94.7 mc.



Pay only for the
listeners who can
afford your product

KFMV
UNION BROADCASTING CORPORATION
6540 Sunset Blvd.,
Hollywood 28, California

**THIS AIN'T
NO BULL!**



The cows at one of the San Fernando Valley dairies had to work overtime to meet the increased production demand after their boss advertised on KWIK!

In just two short weeks this dairy gained more than 100 new "delivery every day" customers by sponsoring a children's show on "The Voice of the San Fernando Valley", proving results are KWIK on

KWIK

1490 Kc. Burbank, Calif.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
DINUBA					
KRDU 1946	1240 250	Radio Dinuba Co. Box 157 500		Egon Hofer Dave Hofer Jr. (Chief-Owners Egon Hofer, Gen. & Coml. Mgr.	Harold Sparks, Prog. Dir. Forrest W. Hughes, Chief Engr. Lang-Worth AP
EL CENTRO					
KXO 1927	1230 250	Valradio Inc. South 4th St. 1100	MBS Don Lee Raymer	Paul A. Jenkins, Pres. Riley R. Gibson, Gen. Mgr.	Belle Hovey, Coml. Mgr. F. J. Wineriter, Prog. Dir. Dick Jacobsen, Chief Engr. Thesaurus UP RCA
EUREKA					
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC Western Radio	Carroll R. Hauser, Pres., Gen. & Coml. Mgr.	Burke Ormsby, Prog. Dir. & Prom. Mgr. Edward P. Strople, Chief Engr. Capitol AP Collins
KIEM 1933	1480 1,000	Redwood Bcstg. Co. Inc. Radio Center 4000	MBS Don Lee Blair	Wm. B. Smullin, Pres. & Gen. Mgr. Don Telford, Coml. Mgr.	Charles Paul Corbin, Prog. Dir. Bob Stach, Prom. Mgr. John G. Bauriedel, Tech. Dir. World UP Western Electric
KRED (FM) 1948	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, AM Affiliate)			
FORT BRAGG					
KDAC 1948	1230 250	Mendocino Coast Bcstrs. 2100 East Oak St. 822	Forjoe	Edward Mertle, Pres. Tony R. Amerante, Gen. Mgr. Paul L. Singer, Coml. & Prom. Mgr.	Art Leavitt, Prog. Dir. Craig N. Smith, Chief Engr. Capitol World AP Collins

1000 Watts AM

4600 Watts FM

KIEM-KRED FM Eureka, California

"Voice of the Redwoods" Since 1933

Serving Northwestern California's
\$100,000,000 Market

People	100,200	Families	32,380
Radio Families	29,596	Retail Sales	100 Million Dollars (Calif. Sales Tax)
Bonus Listening	600,000	Redwood Tourists June, July, August Each Year.	
Conlan Surveys . . .	KIEM has Double Audience	Any Other Station Serving Area.	

Affiliated Mutual Don-Lee Broadcasting System

Ask John Blair & Company

Chicago

New York

Los Angeles

San Francisco

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FRESNO					
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. Elbert H. Dean, Chief Engr. Standard AP, INS RCA
KARM-FM 1948	Ch. 270 (B) 101.9mc 7.4kw			 General Electric
KFRE 1937	940 50,000 DA-2	Calif. Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery-Knodel	Paul R. Bartlett, Pres. Ed J. Frech, Prog. Dir.	Keith L. Mealey, Chief Engr. Associated World UP General Electric
KRFM (FM) 1946	Ch. 227 (B) 93.7mc 70kw	(KFRE, AM Affiliate)			
KGST 1949	1600 1,000-D	Baker Bestg. Co. 1018 Broadway		John Baker, Gen. Mgr.	Robert L. Howell, Sta. Mgr. Standard UP
KMJ 1922	580 5,000	McClatchy Bestg. Co. 1559 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, Pres. Hal Brown, Gen. Mgr. Coyle Chambers, Coml. Mgr.	Joe Tomes, Prog. Dir. Milt Cook, Prom. Mgr. William N. Wallace, Chief Engr. Capitol AP, UP RCA
KMJ-FM 1949	Ch. 250 (B) 97.9mc 7.3kw			 Westinghouse
KYNO 1947	1300 1,000 DA-2	Schuler, Anderson, Chenault & Williamson Hotel Fresno 2-6141	MBS Don Lee Pearson	Robert Schuler, Pres. Gene Chenault, Gen. Mgr. Joe Hinman, Coml. Mgr.	Leo Goldman, Prog. Dir. Wanda Woods, Prom. Mgr. Bert Williamson, Chief Engr. UP Raytheon
GLENDALE					
KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Blvd. Citrus 1-1133		David H. Cannon, Pres.	Cal Cannon, Gen. Mgr.
GRASS VALLEY					
KGFN 1947	1400 250	Joe D. Carroll P. O. Box 924 1400	Grant	Joe D. Carroll, Pres. Claude F. Jones, Gen. Mgr.	Loyd L. McQueary, Chief Engr. World UP Western Electric
HANFORD					
KNGS 1948	620 1,000 DA-N	Hanford Pub. Co. P. O. Box 620 620	Grant	Mr. and Mrs. Samuel M. Beaubaire, Partners Don C. Reeves, Gen. Mgr. & Chief Engr.	John Cohan, Coml. Mgr. E. C. Balthis, Prog. Dir. Associated World UP, INS Raytheon
HOLLYWOOD (See Los Angeles Listing)					
INDIO					
KREO	1400 250	Bestg. Corp. of America P. O. Box 707, 73403	Ayres	W. L. Gleeson, Pres. & Gen. Mgr. AP

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally By

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

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LAGUNA BEACH						
KTED 1949	1520 1,000-LS DA-1 250-N	Universal Radio Features Syndicate 424 Glenneyre 1520	Gene Grant	Tom E. Danson, Pres. & Gen. Mgr. James M. Matheny, Coml. & Prom. Mgr.	Richard S. Morgan, Chief Anncr. Allan L. Campbell, Chief Engr.	Thesaurus World AP Collins
LODI						
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen., Coml. & Prom. Mgr.	Lois Veit, Prog. Dir. Bill Bauer, Chief Engr.	Standard UP Raytheon
LONG BEACH						
KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, Pres., Gen. Mgr. & Prog. Dir.	Lawrence W. McDowell, Coml. Mgr. & Chief Engr. Norman Masterson, Prom. Mgr. UP Western Electric
KGER 1926	1390 5,000 DA-N	John Brown Schools of Calif. Inc. 435 Pine Ave. 72785	McGillvra	Dr. John E. Brown, Pres. Galen O. Gilbert, Gen. Mgr.	William George, Prog. Dir. & Prom. Mgr. Luther Crumbaugh, Chief Engr.	Lang-Worth SESAC AP RCA
KNOB (FM) 1949	Ch. 276 (A) 703.1mc 0.32kw	The Cerritos Bestg. Co. 1120 Pine Ave. 855-19		Jay E. Tapp, Gen. Mgr. John W. Doran, Coml. Mgr.	Gary Floyd, Prog. Dir. Raymond B. Torian, Chief Engr. Raytheon
LOS ANGELES						
KECA 1929	790 5,000 DA-N	American Bestg. Co. Inc. Prospect & Talmadge Normandy 33311	ABC ABC Spot Sales	Mark Woods, ABC Pres. Clyde P. Scott, Gen. Mgr. Amos T. Baron, Coml. Mgr.	R. W. Hunter, Prog. Dir. J. Norman Nelson, Prom. Mgr. P. G. Caldwell, Chief Engr.	Lang-Worth AP, UP, INS RCA
KECA-FM 1947	Ch. 238 (B) 95.5mc 4.75kw				 General Electric
KECA-TV 1949	Ch. 7 174-180mc 14.7kw aur.; 29.4kw vis.			Philip Booth, Prog. Dir.	 General Electric
KFAC 1931	1330 5,000 DA-1	Los Angeles Bestg. Co. Inc. 645 South Mariposa Ave. Dunkirk 4-1231		Calvin J. Smith, Pres., Gen. & Coml. Mgr. Howard Rhines, Prog. Dir. & Prom. Mgr.	Ron Oakley, Chief Engr.	Associated AP RCA
KFAC-FM 1949	Ch. 238 (B) 104.3mc 8.8kw					

LONG HAIR MUSIC IS OUR BUSINESS

And business is a pleasure—because our audience forms an important segment of an important market—served exclusively in the field of better music by KFAC.

PULSE* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5—12% of the audience—in the nation's third largest market.

Check our cost per listener—one of the country's lowest.

KfAC
5 KW

AM—FM

The Music Station
FOR SOUTHERN CALIFORNIA

1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, phone or wire collect

* THE PULSE, INC.
110 Fulton St.,
N. Y. 7, N. Y.

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LOS ANGELES—(Continued)						
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Petry	Earle C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Kevin B. Sweeney, Coml. & Prom. Mgr.	Pat Kelly, Prog. Dir. H. L. Blatterman { Co-Chief Curtis Mason { Engrs.	World, Capitol Associated AP, UP RCA
KFI-FM 1947	Ch. 290 (B) 105.9mc 237kw				 General Electric
KFI-TV 1948	Ch. 9 186-192mc 15.7kw aurr.; 31kw vis.			Haan J. Tyler, Mgr.	 RCA
KFMV (FM) 1948	Ch. 234 (B) 94.7mc 58kw	Union Bcstg. Corp. of Calif. 6540 Sunset Blvd. Hillside 7406		Cliff P. Mayer, Pres. Cliff Gill, Gen. Mgr.	Dan Russell, Prog. Dir. Samuel Margolin, Chief Engr. Associated AP RCA
*KFSG 1924	1150 2,500-LS 1,000-N S-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141		Dr. Rolf K. McPherson, Pres. Rev. M. D. Buchen, Gen. & Prom. Mgr. & Prog. Dir.	C. Harvey Haas, Chief Engr. Western Electric
KKLA (FM) 1948	Ch. 246 (B) 97.1mc 53kw	(KFSG, AM Affiliate)		James Fitch, Prog. Dir. Rev. M. D. Buchen, Coml. Mgr.	 Associated AP Collins
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345		J. Frank Burke, Pres. Frank Burke Jr., Gen. Mgr. Harry Patterson, Coml. Mgr.	Carl Brewster, Prog. Dir. & Prom. Mgr. Leonard Reeves, Chief Engr. Lang-Worth UP

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WE DELIVER

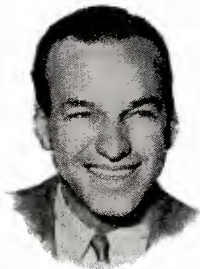
Southern California's
most responsive ^{buying} audience

Check **KFVD**

5000
WATTS

1020
K. C.

THE CENTER OF YOUR DIAL LOS ANGELES, CALIFORNIA



Pat Bishop



Burritt Wheeler



Ted Meyers

they are not too dainty at KFI !

Johnny Murray



Stu Wilson



Bill Stulla



KFI's personalities are not too dainty to personally do the commercials on their programs.

You know how much more effective a sales message is when the star of your program throws his influence behind the product.

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

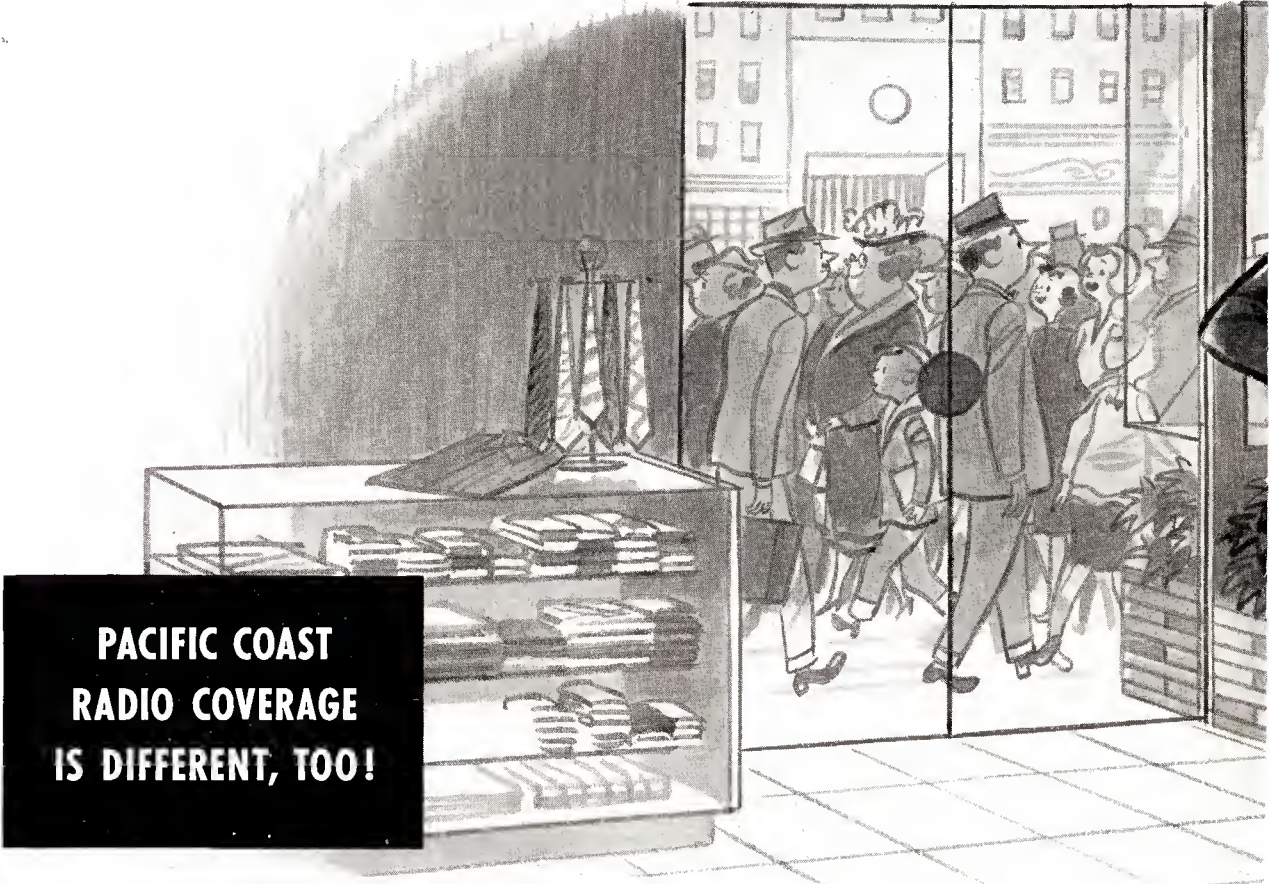
Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.



Carle C. Anthony, Inc.

NBC FOR LOS ANGELES • 640 KC CLEAR CHANNEL



**PACIFIC COAST
RADIO COVERAGE
IS DIFFERENT, TOO!**

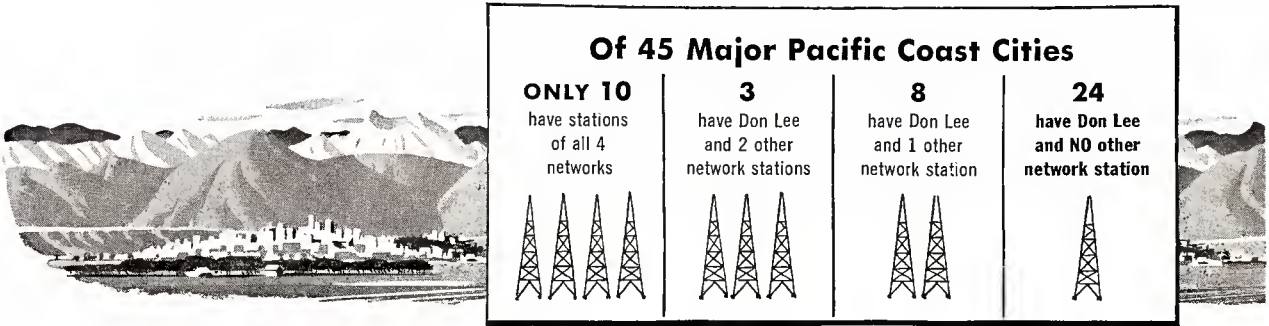
FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY





to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

The Nation's Greatest Regional Network



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KFWB 1925	980 5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hemsted 5151	Rambeau	Harry M. Warner, Pres. Harry Maizlish, Gen. Mgr. Doty Wm. Edouarde, Coml. Mgr.	William V. Ray, Prog. Dir. Gene Gach, Prom. Mgr. Harry Myers, Chief Engr. AP, UP, INS
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201		Ben S. McGlashan, Pres. Thelma Kirchner, Gen. Mgr.	James Strain, Coml. Mgr. Homer Obuchon, Chief Engr. Associated UP Western Electric
KHJ 1922	930 5,000 DA-1	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, Pres. Ward D. Ingram, V. P. Chg. Sales George Whitney, Sales Mgr.	Mark Finley, Prom. Mgr. Walter Carruthers, V. P. Chg. of Engr. World AP, INS Western Electric
KHJ-FM 1941	Ch. 216 (B) 101.1mc 4.8kw	KHJ, AM affiliate			
KTSL (TV) 1931	Ch. 2 54-60mc 11.4kw aur.; 22.75kw vis.	KHJ, AM affiliate		DuMont	Charles Glett, V. P. in Chg. TV Robert Hoag, Sales Mgr. Cecil Barker, Prog. Dir. RCA
KLAC 1924	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Young	Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr. Fred Henry, Prog. Dir.	Jack Miller, Prom. Mgr. Carl Olson, Chief Engr. Capitol AP, UP, INS RCA
KLAC-TV 1948	Ch. 13 210-216mc 16.22kw aur.; 30.8kw vis.	Katz			
KMGM (FM) 1948	Ch. 254 (B) 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Culver City Texas 03311		Bertram Lebharr Jr., Dir. W. F. MacCrystall, Gen. Mgr.	Elmitt Eastcott, Coml. Mgr. Rex R. Morrow, Chief Engr. Associated UP General Electric
KMPC 1927	710 50,000-LS 10,000-N-DA CP-50,000 DA-N	The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341	Raymer	G. A. Richards, Owner R. O. Reynolds, V. P. & Gen. Mgr. Earl E. Gibbs, V. P.	Andy Wilson, Continuity Dir. John Baird, Prog. Supvsr. Lloyd C. Sigmon, Chief Engr. Associated AP, UP, INS RCA
KMPC-FM 1947	Ch. 262 (B) 100.3mc 2kw				
KNBH (TV) 1949	Ch. 4 66-72mc 8kw aur.; 15kw vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Joseph H. McConnell, NBC Pres. Sidney N. Strotz, V. P. Western Div. Harold J. Bock, Gen. Mgr.	Frank A. Berend, Coml. Mgr. Robert V. Brown, Prog. Dir. Alfred H. Saxton, Chief Engr. Thesaurus AP, UP, INS RCA
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Sunset Blvd., Hollywood Hollywood 9-1212	CBS Radio Sales	Howard S. Meighan, V. P. & Gen. Exec. Merle S. Jones, Gen. Mgr. Wayne Steffner, Sales Mgr.	George Allen, Prog. Dir. Ralph Taylor, Prom. Mgr. Les Bowman, Chief Engr. Lang-Worth AP, UP
KNX-FM 1948	Ch. 226 (B) 93.1mc 60kw				
KRKD 1927	1150 5,000-LS 1,000-N S-KFSG	Radio Bcstrs. Inc. 541 S. Spring St. Tucker 7111		Ned Connor, Gen. & Coml. Mgr. Charles Clifton, Prog. Dir.	Willis O. Freitag, Chief Engr. SESAC RCA
KRKD-FM 1949	Ch. 242 (B) 96.3mc 15kw				
KTLA (TV) 1942	Ch. 5 76-82mc 15kw aur.; 30kw vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Weed	Paul Raibourn, Pres. Klaus Landsberg, Gen. Mgr. Harry Maynard, Coml. Mgr.	Gordon Wright, Prod. Coordinator Gordon Minter, Sr. Dir. Raymond M. Moore, Chief Engr. Telenews UP
KTTV (TV) 1949	Ch. 11 198-204mc 16.6kw aur.; 31.5kw vis.	KTTV Inc. 1025 N. Highland Ave. Hudson 2-1301	CBS Radio Sales	Norman Chandler, Pres. Frank G. King, Sales Mgr.	Robert H. Forward, Prog. Dir. Raymond Monfort, Chief Engr. AP RCA
MARYSVILLE					
KMYC 1940	1450 250	Marysville-Yuba City Bcstrs. Inc. Box 631 2080	MBS Don Lee Grant	Horace E. Thomas, Pres. Joe D. Carroll, Gen. & Coml. Mgr.	William R. Cleveland, Prog. Dir. Lloyd McQueary, Chief Engr. World UP RCA
KMYC-FM 1947	Ch. 261 (B) 99.9mc 4.7kw				
MERCED					
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS Don Lee Grant	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Sta. Mgr.	A. J. Krisik, Coml. & Prom. Mgr. Joel Buffington, Prog. Dir. Russell B. Pope, Chief Engr. World UP RCA
KVME (FM) 1948	Ch. 248 (B) 97.5mc 8.9kw				
MODESTO					
KBEE (FM) 1948	Ch. 277 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 815-17 11th St. 2-200	Raymer	Eleanor McClatchy, Pres. William Endicott, Sta. Mgr.	J. B. Hancock, Chief Engr. Associated Capitol UP, AP RCA
KMOD (CP) 1933	1360 1,000-DA-N	Radio Modesto, Inc. 911 11th St.			
KTRB 1933	860 5,000-LS 1,000 DA-N	KTRB Bcstg. Co. Inc. P. O. Box 593 774	Grant	William H. Bates Jr., Pres. Gen. Mgr. & Chief Engr.	James Van Parks, Coml. & Prom. Mgr. Milt Hibdon, Prog. Dir. Lang-Worth Cole Standard UP, INS General Electric
KTRB-FM 1949	Ch. 281 (B) 104.1mc 46kw				
MONTEREY					
KMBY 1949	1240 250	Monterey Bcstg. Co. Hotel San Carlos 8541	KBS	L. John Miner (Partners Taft R. Wrathall) L. John Miner, Gen. Mgr. John F. W. Tyler, Coml. Mgr.	Ford Warner, Prog. Dir. Emil A. Trojak, Chief Engr. World Associated UP RCA

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your all-star DISC JOCKEY TEAM

BILL LEYDEN—6 to 8 AM



PETER POTTER—10 to Noon



Showmanship

Audience

BILL ANSON—
Noon to 3 PM



HOLLYWOOD ★

KFWB

Sales

★ WARNER BROS.

MAURICE HART—
3 to 4:15 PM



FRANK BULL—
6:30 to 7:30 PM



Results



GENE NORMAN—

10 to 12 PM

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.

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MT. SHASTA						
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. East Alma St. 2124	Western	Arthur Adler, Co-owner, Gen & Coml. Mgr.	Iola Huntingdon, Prog. Dir. Raymond Conners, Prom. Mgr. David H. Rees, Co-owner & Chief Engr.	Standard AP RCA
NAPA						
KVON 1947	1440 500 DA-1	Napa Bcstg. Co. Inc. Foster Rd. 6-7421	Forjoe	W. S. Quinn, Pres. & Gen. Mgr. Grant Pollock, Sta. Mgr.	Harlan McCoy, Coml. Mgr. Robert O'Brien, Prog. Dir. H. B. Vanderbeek, Chief Engr.	World Associated AP Collins
NEEDLES						
KSFE 1948	1340 250	Oscar D. Shelley 821 Broadway 1260		Oscar D. Shelley, Owner, Mgr. & Chief Engr. INS RCA	
OAKLAND						
KLX 1922	910 1,000	Tribune Bldg. Co. 13th & Franklin Glencourt 1-0660	Burn-Smith	J. Russell Knowland Jr., Pres Glenn C. Shaw, Gen. Mgr.	Jerry Morton, Prog. Dir. Roswell Smith, Chief Engr.	World AP Western Electric
KLX-FM 1948	Ch. 267 (B) 101.3mc 20kw					
KROW 1925	960 1,000 CP-5,000 DA-1	KROW Inc. 464 19th St. Twinoaks 3-9600		Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr.	Associated Standard UP Western Electric
KWBR 1921	1310 1,000	Warner Brothers 327 21st St. Higate 4-1212		Stafford W. Warner, Gen. Mgr. & Partner F. Wellington Morse, Sta. Mgr.	E. W. Malone, Coml. Mgr. Wanda Ramey, Prog. Dir. Paul E. Gregg, Chief Engr.	Lang-Worth Standard RCA
ONTARIO						
KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 627-54	Gene Grant Cooke	Jerene Appleby Harnish, Pres. Stanley G. Davis, Gen. Mgr.	George Crofford, Prog. Dir. Floyd Hall, Chief Engr.	Associated Capitol UP General Electric
KEDO (FM) 1947	Ch. 228 (A) 83.5mc 0.31kw	(KOCS, AM affiliate)				
OROVILLE						
KDAN 1948	1340 250	Mercury Bcstg. Co. Box 231 1340		Arden Booth, Gen. Mgr. & Prog. Dir.	Ray Partridge, Asst. Mgr. & Chief Engr.	Lang-Worth UP
OXNARD						
KVNE (CP) 1947	910 1,000-D	Eva Miller Grimes				
PALM SPRINGS						
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. Palm Springs 2253	CBS Pearson	Donald C. McBain, Pres. & Chief Engr. Roland B. Vaile, Gen. Mgr.	Harry Davis, Coml. Mgr. Dorothy Fanning, Prog. Mgr. Ann Gerald, Prom. Mgr. UP
PALO ALTO						
KIBE 1947	1220 250-D	D & K Bcstg. Co.				
PASADENA						
KAGH 1948	1300 1,000 DA-N	KAGH Inc. 800 N. Sierra Madre Villa Ave. Sycamore 2-2196 (KAGH, AM Affiliate)		Aubrey H. Ison, Gen. Mgr. Ben Leff, Chief Engr.	 UP Collins
KARS (FM) 1947	Ch. 252 (A) 98.3mc 0.33kw				 General Electric
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church Inc. 585 E. Colorado St. Sycamore 3-2191		Dr. Eugene Carlson Blake, Pres. Leon Hall, Prog. Dir. & Gen. Mgr.	Clayton Blake, Chief Engr. RCA
KWKW 1942	1430 1,000 D-DA	S. California Bcstg. Co. 425 E. Green St. Ryan 1-6744	Forjoe	Marshall S. Neal, Pres. William J. Beaton, Gen. Mgr. Charles L. Johnston, Coml. Mgr.	Crowell Beech, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr.	Capitol UP RCA
KXLA 1942	1110 10,000 DA-1	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, Pres. & Gen. Mgr. Richard Scofield, Prog. Dir.	Jack Reeder, Chief Engr.	World Associated AP Western Electric
PASO ROBLES						
KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS KBS Don Lee Grant	Leslie H. Hacker, Owner & Gen. Mgr.	Robert S. Wilton, Sta. Mgr. Jack B. Wasson & J. B. Shuttleworth, Coml. Mgrs. RCA
PETALUMA						
KAFP (CP) 1947	1490 250	Petaluma Bcstrs. Petaluma		Harold A. Sparks, Pres., Gen. & Coml. Mgr. Catherine E. Sparks, Prog. Dir. & Prom. Mgr.	Forrest W. Hughes, Chief Engr.	World, Thesaurus UP Gates
PITTSBURG						
KECC 1949	990 1,000 DA-N	Pittsburg Bcstg. Co. Inc. 235 Railroad Ave. 1638		Mel D. Marshall, Gen. Mgr. John C. McFarland, Coml. Mgr.	Dean Mell, Prog. Dir. Merlin W. Haag, Chief Engr.	World UP Western Electric
POMONA						
KPMO 1947	1600 500	Valley Bcstg. Co. 1240 E. Holt Lycoming 2-1293		Dean W. Wickstrom, Pres. & Gen. Mgr.	Jim Oliver, Coml. & Prom. Mgr., Prog. Dir. Buck Rogers, Chief Engr.	World Standard Raytheon
PORTERVILLE						
KTIP 1946	1450 250	J. F. Tighe P. O. Box 1312 1450	Cooke Gene Grant	J. F. Tighe, Pres. Ward E. Fritch, Gen. & Coml. Mgr.	Dave Belman, Prog. Dir. Hampton McKinney, Chief Engr.	World UP
RED BLUFF						
KBLF 1946	1490 250	R. G. Frey 346 Oak St. 354	Moore	Arvo Haapanen, Gen. Mgr. Edward Headrick, Coml. Mgr.	Herb Clark, Prog. Dir. Lane King, Chief Engr.	World UP

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THE WEST'S MOST POWERFUL INDEPENDENT



SPORTS STARS HEARD EXCLUSIVELY



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.



JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.



Other sportscasts aired exclusively in Los Angeles over KMPC:
 National Open Golf Tournament • P. G. A. Golf Tournament
 Davis Cup Matches • Glendale Open Golf Tournament
 • National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"
 - *Leading in Sports* -

50,000 WATTS
 10,000 watts
 at night

★ PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE ★

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CALIFORNIA—(Continued)

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REDDING						
KVCV 1938	600 1,000 DA-1	Golden Empire Bcstg. Co. Redding 1646 (KVCV, AM Affiliate)	MBS Don Lee Grant	Hugh McClung, Pres. Fred M. Stuelpnagel, Gen. Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathys, Prog. Dir. Ray Hullinger, Prom. Mgr. Russel Pope, Chief Engr.	Standard World UP RCA
KVRE (FM) 1948	Ch. 280 (A) 103.9mc, 1kw					
REDLANDS						
KZYZ	990 1,000-D	Orange Empire Bcstg. Co. 208½ Orange St.				
RIVERSIDE						
KPRO 1941	1440 1,000	Bcstg. Corp. of America 3401 Russell St., 6290	Ayres	W. L. Gleeson, Pres. & Gen. Mgr.		AP
KPOR (FM)	Ch. 248 (B) 97.5mc 80kw	(KPRO, AM Affiliate)				
SACRAMENTO						
KCRA 1945	1320 1000 DA-1	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker Grant	Ewing C. Kelly, Pres. & Gen. Mgr. John P. Dupell, Coml. Mgr.	Howard J. Smiley, Sta. Mgr. & Prog. Dir. Irma Davis, Prom. Mgr. Paul E. Leake, Chief Engr.	World AP Western Electric General Electric
KCRA-FM 1947	Ch. 241 (B) 96.1mc, 15kw					Capitol AP, UP
KFBK 1922	1530 50,000 DA-1	McClatchy Bcstg. Co. 708 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, Pres. Keith B. Collins, Sta. Mgr. Leo Ricketts, Coml. Mgr.	Richard S. Burdick, Prog. Mgr. Tom Flynn, Prom. Mgr. Stam Sronce, Chief Engr.	RCA
KFBK-FM 1947	Ch. 245 (B) 96.9mc, 5.4kw					UP, INS Western Electric
KROY 1937	1240 250	Harmco Inc. Sacramento Hotel Gilbert 3-2525	CBS Avery-Knodel	Clyde F. Coombs, V. P. & Gen. Mgr. Byron H. Nelson, Coml. Mgr.	William J. Ratcliff, Prog. Dir., Asst. & Prom. Mgr. Howard Martineau, Chief Engr.	
KROY-FM (CP)	Ch. 233 (B) 94.5mc, 12.6kw					
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. 1617 30th St. Hillcrest 6-4728	MBS Don Lee Pearson	Lincoln Dellar, Pres. Herb Ferguson, Gen., Coml., & Prom. Mgr.	Martin Dean Wickett, Dir. of Ops. Ewald W. Berger, Chief Engr.	Associated UP Raytheon General Electric
KXOA-FM 1949	Ch. 300 (B) 107.9mc, 13kw					

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KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles



KTLA

CHANNEL 5 - LOS ANGELES

- YOUR No. 1 SALESMAN

in the World's Fastest Growing Market

Lita Baron,
featured vocalist
in KTLA's
"Latin Cruise"

46.3% of the Los Angeles TV audience* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening-TV-audience nearly equals the total average audience of all six other Los Angeles TV stations combined... is more than three times the following of its nearest competitor!

*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLLYWOOD 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700



KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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SALINAS					
KSBW 1947	1380 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS Don Lee Pearson	J. M. Hall, Pres. Gen. Mgr. & Chief Engr. Ken Randolph, Asst. Gen. Mgr.	Don Wells, Prog. Dir. Standard AP RCA
KSNI (FM) 1948	Ch. 233 (B) 94.5mc 3.2kw	Monterey Peninsula Bcstg. Co. 123 W. Aitisa St. 6451	Calif. FM	Merritt C. Speidel, Pres. Gilbert V. Baymiller, Gen. Mgr.	Ronald Panton, Prog. Dir. & Chief Engr. World General Electric
SAN BERNARDINO					
KBMT (FM) 1947	Ch. 260 (B) 99.9mc 6.4kw	The Sun Co. of San Bernardino 399 "D" St. 2121		James A. Guthrie, Pres. Paul C. Lynde, Gen. Mgr.	Ted Emm, Chief Engr. Capitol UP General Electric
KCSB 1947	1350 DA-N	Mrs. Essie Binkley West 770 Mills St. 822-45		Mrs. Essie Binkley West, Pres. & Gen. Mgr. Dave W. Adams, Coml. & Prom. Mgr.	Chap Rollins, Prog. Dir. Walter Bronson, Chief Engr. AP, UP General Electric
KFXM 1929	590 DA-2	Lee Bros. Bcstg. Corp. 512 5th St. 4761	MBS Don Lee Blair	J. Clifford Lee, Pres. Gene W. Lee, V. P. & Gen. Mgr. Don S. Cummings, Coml. Mgr.	Sally Stocker, Prog. Dir. Lowell Smith, Prom. Mgr. George Ewing, Chief Engr. World UP RCA
KITO 1947	1290 DA-2	San Bernardino Bcstg. Co. Inc. 569 4th St. 7807	ABC Hollingbery	Carl E. Haymond, Pres. George E. Lindman, Gen. & Coml. Mgr.	Arnold Benum, Prog. & Prom. Dir. J. T. Bindner, Chief Engr. Capitol UP RCA
KRNO 1948	1240 DA-1	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771		Van C. Newkirk, Pres. Norman H. Rogers, V. P. & Gen. Mgr. James W. Gerrard, Prom. & Coml. Mgr.	Robert Stone, Prog. Dir. George W. Brock, V. P. & Chief Engr. Standard SESAC AP RCA
SAN BRUNO					
KSBR (FM) 1947	Ch. 263 (B) 100.5mc 125kw	Radio Diablo Inc. 793 San Mateo Ave. Juno 8-1465		Orrin H. Brown, Pres. Franklin M. Evans, Gen. Mgr.	Arthur Arrigoni, Chief Engr. Standard
SAN DIEGO					
KCBQ 1946	1170 DA-1	Charles E. Salik 1405 Fifth Ave. Franklin 1315	CBS Hollingbery	Charles E. Salik, Pres. & Gen. Mgr. Graham H. Moore, Coml. Mgr.	Grady Edney, Prog. Dir. & Prom. Mgr. Charles Sherburne, Chief Engr. Standard SESAC UP RCA

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KCBQ

San Diego's Quality Station

in
California's Third Market

5000 WATTS CLEAR CHANNEL

Represented Nationally By
The George P. Hollingbery Co.

Come on In—



The Market's Third

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
SAN DIEGO—(Continued)						
KFMB 1941	550 1,000 DA-1	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC Branham	Jack O. Gross, Pres. & Gen. Mgr. W. O. Edholm, Coml. Mgr. John Bainbridge, Prog. Dir.	Paul L. Dodd, V. P. Thornton Chew, Chief Engr.	World AP General Electric
KFMB-FM 1947	Ch. 268 (A) 101.5mc 0.25kw				Bob Lee, Chief Engr.	
KFMB-TV 1949	Ch. 8 180-186mc 16.5kw aur.; 20kw vis.		ABC CBS NBC	Al Flanagan, Prog. Dir.		
KFSD 1926	600 5,000 DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, Pres. John C. Merino, Sta. Mgr.	Fred T. Foster, Acct. Exec. Tom Hotchkiss, Prog. Dir.	Thesaurus UP RCA
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw					
KGB 1927	1360 1,000	Don Lee Bcstg. System 1017 1st Ave. Franklin 6151	MBS Don Lee Blair	Willet H. Brown, Pres. F. D. Ide, Gen. Mgr.	Hobby Myers, Coml. Mgr. Jerry Lee Pecht, Prog. Dir. Wm. G. Collins, Chief Engr.	World UP
KSDO 1947	1130 5,000 DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	Sears & Ayer	Jack Heintz, V. P. & Gen. Mgr. Wilson Edwards, Prog. Dir.	Vern Milton, Chief Engr.	Standard AP, UP Westinghouse
KSDO-FM 1948	Ch. 243 (B) 96.5mc 48kw					

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am
1000 Watts
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Channel
8

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- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

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KFMB (AM FM TV)

1375 Pacific Blvd., San Diego, Calif.

Owned and managed by Jack Gross
 Represented by The Branham Co.

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CALIFORNIA—(Continued)

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SAN DIEGO—(Continued)						
KSON 1947	1240 250	Studebaker Bcstg. Co. 630 F St. Franklin 5175	KBS Burn-Smith	John Ward Studebaker, Pres. John Gordon Studebaker, V. P. & Coml. Mgr. Fred Rabell, V. P. & Gen. Mgr.	Dorothy Johnson, Asst. Mgr. & Prog. Dir. William Tomberlin, Chief Engr.	Standard SESAC AP RCA
KWFM (FM)	Ch. 284 (B) 104.7mc 0.25kw	(KSON, AM Affiliate)				
SAN FERNANDO						
KGIL 1949	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks State 4-6291		F. J. Smalley Jr., Pres. & Gen. Mgr. Howard P. Gray, Coml. Mgr. Allan McKee, Prog. Dir.	Cal Frisk, Chief Engr.	UP RCA
SAN FRANCISCO						
KCBS 1912	740 5,000 DA-1 CP-560	Columbia Bcstg. Co. Inc. 140 Jessie St. Yukon 2-7000	CBS Radio Sales	Frank Stanton, Pres. Arthur Hull Hayes, V. P. & Gen. Mgr. Fred Ruegg, Prog. Dir.	Jules Dundes, Sales & Sales Prom. Mgr. Walter Conway, Prom. Mgr. Al Cormack, Chief Engr.	Standard AP, UP Western Electric
KCBS-FM 1948	Ch. 279 (B) 103.7mc, 4.2kw					
KDFC (FM)	(See Sausalito, Calif. Listing)					
KFRC 1924	610 5,000	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 5-0111	MBS Don Lee Blair	William D. Pabst, V. P. & Gen. Mgr. Merwyn L. McCabe, Coml. & Sales Mgr. Mel Venter, Prod. & Prog. Dir.	Dink Templeton, Prom. Mgr. E. G. Underwood, Chief Engr.	World AP, INS
KGO 1924	810 50,000 DA-1	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC Spot	Mark Woods, Pres. Gayle V. Grubb, Gen. Mgr. Vincent Francis, Coml. Mgr.	Bloyce Wright, Prog. Dir. & Prom. Mgr. A. E. Evans, Chief Engr.	Capitol Associated Standard AP, UP, INS Westinghouse
KGO-FM 1947	Ch. 291 (B) 106.1mc 50kw					General Electric
KGO-TV 1949	Ch. 7 174-180mc 13.7kw aur.; 25.4kw vis.		ABC ABC Spot			General Electric

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IN THE BULK OF THE TIME, 10 HOURS A DAY, FROM 8 A.M. TO 6 P.M. MONDAY THROUGH FRIDAY, ACCORDING TO HOOPER STATION AUDIENCE INDEXES

KSON
5.09%

INDEPENDENT COMPETITION
2.64%

THERE'S ALWAYS A REASON—AND AT KSON IT'S PROGRAM PERSONALITIES
LED OFF BY

San Diego's Top Early Morning Show

WAKE UP SAN DIEGO

WITH

FRED RABELL AND DOTTIE JOHNSON



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SAN FRANCISCO—(Continued)						
KGFS (FM) 1947	Ch. 247 (B) 97.3mc 10kw	Warner Bros. (KWBR) 327 21st St. Oakland Higate 4-1212		S. W. Warner, Gen. Mgr. F. W. Morse, Sta. Mgr. Wanda Ramey, Prog. Dir.	Paul Gregg, Chief Engr.	Lang-Worth Standard UP General Electric
KJBS 1925	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	Headley-Reed	E. P. Franklin, Chief Owner & Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	C. F. Pendleton, Prog. Dir. & Prom. Mgr. Wayne Berthold, Chief Engr.	Lang-Worth Assoc., MacG. Standard AP, INS Western Electric
KJBS-FM 1946	Ch. 255 (B) 98.9mc 35kw					
KNBC 1922	680 50,000	National Bcstg. Co. Taylor & O'Farrell St. Graystone 4-8700	NBC NBC Spot	John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr. Paul Speegle, Prog. Dir.	Ethel Gilchrist, Prom. Mgr. Curtis D. Peck, Chief Engr.	Thesaurus AP, UP, INS RCA
KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw					
KRON-FM 1947	Ch. 243 (B) 96.5mc 12kw	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100		Charles Thieriot, Gen. Mgr. Harold See, Dir. of Tel. Patrick Crafton, Prog. Dir.	Norman Louvan, Coml. Rep. Al Isberg, Chief Engr.	AP, UP RCA
KRON-TV 1949	Ch. 4 66-72mc 7.7kw aur.; 14.5kw vis.		NBC Free & Peters	Harold P. See, Dir. of TV Pat Crafton, Prog. Dir.	A. H. Isberg, Chief Engr.	
KSAN 1922	1450 250	Golden Gate Bcstg. Co. 1355 Market Market 1-8171	Rambeau	S. H. Patterson, Pres. Lee Mikesell, Gen. & Coml. Mgr.	Clint Sherwood, Prog. Dir. & Prom. Mgr. Norwood Fatterson, Chief Engr.	Lang-Worth AP, UP RCA
KSFH (FM) 1947	Ch. 235 (B) 94.9mc 15.8kw	Pacific Bcstg. Co. 690 Market St. Garfield 1-0104		Charles A. Gibson, Pres. Patricia N. Gibson, Gen. Mgr. Paul E. Moore Jr., Sta. Mgr. & Prog. Dir.	Walter T. Selsted, Chief Engr.	Associated Standard UP RCA
KSFO 1925	560 5,000-LS 1,000-N CP-740; CP-50,000 DA-2	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	Bolling	Wesley I. Dumm, Pres. Philip G. Lasky, V. P. & Gen. Mgr. John G. Campbell, Sales Mgr.	Robert Hansen, Prog. Dir. Kay Mulvihill, Prom. Mgr. A. E. Towne, Chief Engr.	Associated Standard UP, INS Western Electric
KPIX (TV) 1948	Ch. 5 76-82mc 15.4kw aur.; 29.9kw vis.	(KSFO, AM Affiliate)	CBS DuMont NBC	Lou Simon, Coml. Mgr. Sanford Spillman, Prog. Dir.		RCA
KYA 1925	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Fairmont Hotel Douglas 2-2536	Young	Dorothy S. Schiff, Pres. Don Feddersen, Gen. Mgr. David E. Lundy, Coml. Mgr.	R. F. Horgan, Asst. Mgr. & Prom. Dir. Paul C. Schulz, Chief Engr.	UP RCA

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to throw a real sales punch in San Francisco

One for the *money* and two for the *show*... combined or separately, KSFO and KPIX Television in San Francisco will deliver more audience for the *money* and *show* more profits for the audience than any station or combination of stations (AM and TV) in the entire Bay Area... and we've the figures to prove it.

KSFO... the music and major sports station... is the Bay Area's leading AM independent, and KPIX, its sister station, is the Bay Area's pioneer television station... and the only TV station in the area which can point to a year-long* history of accomplishment.

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Put 'em together and you have the "ol' one-two"... a combination that'll lick most any sales problem in the San Francisco Bay Area. Want to learn MORE... ask your Bolling representative.



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KPIX is affiliated with CBS and Dumont networks

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SANGER						
KSGN 1947	900 1,000-D	Radio Sanger Co. P. O. Box 338 490	Moore	Bob Rogers, Gen. Mgr. Bob Jones, Coml. Mgr.	Denny Whitney, Prog. Dir. Julian Nielsen, Chief Engr.	Capitol World UP Collins
SAN JOSE						
KEEN 1947	1370 1,000 DA-1	United Bestg. Co. Inc. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, Pres. Floyd Farr, Gen. Mgr. George Snell, Prog. Dir.	Harold Wooley, Prom. Mgr. Lee Johnston, Chief Engr.	Associated UP Raytheon
KLOK 1946	1170 5,000-D	Valley Bestg. Co. 40 W. San Antonio Cypress 3-3445	Gene Grant	E. L. Barker, Pres. & Gen. Mgr. Richard E. Ryan, Coml. Mgr.	Ruth A. Poindexter, Prog. Dir. Billy Cunningham, Chief Engr.	AP RCA
KRPO (FM) 1949	Ch. 222 (B) 92.3mc 1kw	FM Radio & Television Corp. 3654 Main St. Riverside Riverside 6731	Ayres	W. L. Gleason, Pres. & Gen. Mgr.		AP Collins
KSJO 1946	1590 1,000-LS 500 N-DA	Santa Clara Bestg. Co. P. O. Box 995 Cypress 3-8030	Forjoe	Patrick H. Peabody, Pres. & Owner Charles F. Mallory, V. P. & Gen. Mgr. R. W. O'Donnell, Sales Mgr.	Norman Paul, Prog. Dir. & Prom. Mgr. Wesley I. Shellhammer, Chief Engr.	World UP Western Electric
KSJO-FM 1947	Ch. 237 (A) 95.3mc 1kw					General Electric
KXRK 1948	1500 1,000 DA-1	San Jose Bestg. Co. P. O. Box 167 Cypress 2-5080	Western Radio	Joe E. Levitt, Pres. & Gen. Mgr. Gordon Graham, Coml. Mgr. Glen Hill, Prog. Dir.	Peggy Ring, Prom. Mgr. Frank Glass, Chief Engr.	UP RCA
SAN LUIS OBISPO						
KMNS 1949	1340 250	Pacific Bestg. Co. 1130 Garden St. 3171	Moore	Marc H. Spinelli, Pres. & Gen. Mgr.	Esther Wright, Coml. Mgr. Harriette Dunbar, Prog. Dir. Rodney C. Myers, Chief Engr.	World UP Raytheon
KVEC 1937	920 1,000-LS 500-N	Valley Electric Co. Mt. View & Hill St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, Owner Les Hacker, Gen. Mgr. Joseph W. Shuttleworth, Coml. & Prom. Mgr.	Karl Brindle, Prog. Dir. Wilce Tognazini, Chief Engr.	Standard AP RCA
KVEC-FM 1948	Ch. 260 (B) 99.9mc 16.8kw					

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DA-1 Directional Antenna, same pattern day and night. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
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BROADCAST • TELEVISION • RECORDING ENGINEERS

**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
LOCAL UNION 45**

1591 CROSS ROADS OF THE WORLD
HOLLYWOOD 28, CALIFORNIA

GLADSTONE 8889

December 31, 1949

TO ALL RADIO ADVERTISERS:

The West's greatest radio market offers the greatest array of services to be found anywhere in the world.

CINEMASCOPE RECORDING by KLAC-TV • KINESCOPE RECORDING BY CBS

If it's live shows on TV we have:

KTTV—LA TIMES—CBS • KTSL—DON LEE BROADCASTING SYSTEM
KLAC-TV, plus Cinemascope films

KNX—KNX-FM—THE COLUMBIA BROADCASTING SYSTEM
KHJ—KHJ-FM—THE DON LEE BROADCASTING SYSTEM

KMPC—HOLLYWOOD
KFMV—HOLLYWOOD
KFWB—HOLLYWOOD
KMGW—LOS ANGELES
KFAC—LOS ANGELES

KRKD—LOS ANGELES
KGFJ—LOS ANGELES
KFVD—LOS ANGELES
KAGH—PASADENA
KXLA—PASADENA
KWKW—PASADENA

KFOX—LONG BEACH
KGER—LONG BEACH
KIEV—GLENDALE
KWIK—BURBANK
KGIL—SAN FERNANDO

6000 SUNSET RADIO—TELEVISION CENTER
UNIVERSAL RECORDERS

Sincerely,
ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
SAN MATEO						
	KSMO 1949	1550 1,000 DA-N	Amphlett Printing Co. 811 So. B St. Diamond 4-2594	Grant	J. Hart Clinton, Pres. George Arnold, Gen. Mgr.	Bill Delmar, Prog. Dir. H. Neil Black, Chief Engr. AP, UP Raytheon
	KVSM 1946	1050 250-D	San Mateo County Bestrs. 279 Baldwin Ave. Diamond 4-2541		H. H. Smith Sr., Pres. Merwyn F. Planting, Gen. Mgr. & Chief Engr.	World UP Temco
SAN RAFAEL						
	KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 5th Ave. 1510		Roy A. Brown, Pres. Hugh Turner, Gen. Mgr. Clifford Trotter, Coml. Mgr.	Peter Miller, Prog. Dir. Gene Dean, Prom. Mgr. Melvin Murphy, Chief Engr. AP Raytheon
SANTA ANA						
	KVOE 1923	1480 1,000 DA-1	The Voice of the Orange Empire Inc. Ltd. 105 East 5th St. Kimberly 27191	MBS Don Lee Grant	Ernest L. Spencer, Pres. & Gen. Mgr. Donner P. Spencer, Coml. Mgr.	Wallace S. Wiggins, Prog. Dir. William J. Burrud, Prom. Mgr. Stanley G. Guenther, Chief Engr. Standard MacGregor INS RCA
	KVOE-FM 1949	Ch. 244 (A) 96.7mc 1kw				William F. Steen, Prog. Dir. General Electric
SANTA BARBARA						
	KDB 1921	1490 250	Don Lee Bcstg. System Radio Square 4131	MBS Don Lee Blair	Willett H. Brown, Pres. Edward K. Kemble, Gen. & Prom. Mgr. James S. Blomfield, Coml. Mgr.	Donald C. Roberts, Prog. Dir. Forrest T. Choate, Chief Engr. World UP Western Electric
	KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, Pres. Fin Hollinger, Gen. & Coml. Mgr. Mary Ann Casey, Prog. Dir.	Michael J. McKeogh, Prom. Mgr. Stanley Sauerstsig, Chief Engr. UP RCA
	KTMS 1937	1250 1,000 DA-1	News Press Pub. Co. de la Guerra Plaza 3925	ABC Raymer	Thomas M. Storke, Pres. Kenneth E. Peters, Gen. Mgr. William L. Simpson, Coml. Mgr.	Ted Scott, Prog. Dir. John Willis, Prom. Mgr. Albert Nicolay, Chief Engr. Lang-Worth AP
SANTA CRUZ						
	KDON 1935	1460 1,000 DA-1	Central Coast Counties Radio Inc. 1407 Pacific Ave. 5140	Grant	Paul Caswell, V. P. & Treas. Gilbert V. Baymiller, Gen. Mgr. Les Jacobson, Coml. Mgr.	Orel Phillips, Prog. Dir. Omer Wright, Chief Engr. World Standard UP
	KSCO 1947	1080 1,000-LS 500-N DA	Radio Santa Cruz P. O. Box 1080 1080		Charles Vernon Berlin, Mngng. Partner, Gen. & Coml. Mgr. & Chief Engr.	Standard Thesaurus AP RCA
SANTA MARIA						
	KCOY 1946	1400 250	News-Press Pub. Co. 114 W. Cook St. 104	ABC Raymer	Charles A. Stroke, Gen. Mgr.	Jo W. Benes, Mgr. Lang-Worth
	KSMA 1946	1450; CP-1240 250	John H. Poole 519 W. Morrison St. 43	KBS O'Connell	John H. Poole, Pres. Laurence W. Harry, Gen. Mgr. & Chief Engr.	F. Clinton Jones, Coml. Mgr. World AP, UP
	KSMB (FM) 1947	Ch. 276 (A) 103.1mc 0.34kw	(KSMA, AM Affiliate)			General Electric
SANTA MONICA						
	KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean 46761	Holman	Arthur H. Croghan, Pres., Gen. & Coml. Mgr.	Warren Deem, Prog. Dir. John Morecroft, Chief Engr. Associated UP Western Electric
SANTA PAULA						
	KSPA 1948	1400 250	Ventura County Radio Center Inc. 110 North Middle Rd. 940		Neal Van Sooy, Gen. Mgr. Bob Reel, Sta. Mgr.	Donald Seymour, Coml. Mgr. John Rayworth, Chief Engr. World AP Collins
SANTA ROSA						
	KSRO 1937	1350 1,000 DA-1	Mrs. Ruth W. Finley 427 Mendocino Ave. 110	Grant	(Mrs.) Ruth W. Finley, Owner Charles P. Scott, Gen. Mgr. Lee Fleming, Coml. Mgr.	Russ Siner, Prog. Dir. William Lambert, Prom. Mgr. Vern Hassett, Chief Engr. Standard AF, UP
SAUSALITO						
	KDFC (FM) 1948 (CF) (To move to San Fran- cisco)	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. Box 33 1400		William R. Crocker, Pres. & Gen. Mgr. Edward Davis, Coml. Mgr.	Edward G. K. Deverill, Prog. Dir. Herbert C. Fiorance, Chief Engr. Associated Capitol AP Western Electric
SONORA						
	KROG 1949	1450 250	Mother Lode Bcstg. Co. Sonora 426		Ianthe Densmore, Owner & Gen. Mgr. Neal Edmondson, Prog. Dir.	Casper Tressl, Chief Engr. Standard SESAC AP Raytheon
STOCKTON						
	KGDM 1926	1140 5,000 DA-N	E. F. Peffer 519 E. Market St. 4-4551	CBS Blair	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr. V. Swan, Prog. Dir.	B. Hill, Prom. Mgr. M. Bey Greene, Chief Engr. World INS Westinghouse
	KGDM-FM 1946	Ch. 225 (B) 92.9mc 1kw				REL
	KSTN 1949	1420 1,000 DA-1	San Joaquin Bcstg. Co. Hotel Clark 4-4689	Hollingbery	Knox La Rue, Pres. D. M. Greene, Gen. Mgr.	Walter Lind, Prog. Dir. Ken Hollingsworth, Chief Engr. UP Collins
	KWG 1921	1230 250	McClatchy Bcstg. Co. 612 East Market 5-5728	ABC Raymer	Eleanor McClatchy, Pres. Howard Bailey, Sta. Mgr.	James Longe, Prog. Mgr. Frank Nesmith, Chief Engr. Capitol AF, UP
	KXOB 1947	1280 1,000 DA-N	Valley Bcstg. Co. 2013 Pacific Ave. 5-5896	MBS Pearson	Lincoln Dellar, Pres. Keith Phinon, Asst. Mgr. Herb Ferguson, Gen. Mgr.	Earle Russell, Prog. Dir. Ewald Berger, Chief Engr. INS, UP Raytheon
SUSANVILLE						
	KSUE 1948	1240 250	Hallowell & McKahan Chestnut & Weatherlow 354-B	Cooke	Nolan Hallowell & J. E. McKahan, Partners William B. Murphy, Gen. & Prom. Mgr.	Zeke White, Coml. Mgr. Wayne H. Thornton Jr., Prog. Dir. Harold C. Houston, Chief Engr. World UP
TAFT						
	KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101	O'Connell	Kenneth Aitken, Pres., Gen. Mgr. & Prog. Dir. George Flansburg, Coml. Mgr.	James R. Welch, Chief Engr. World UP
TULARE						
	KCOK 1945	1270 1,000 DA-N	Herman Anderson P. O. Box 119 6-2866	MBS Don Lee Western Radio	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. R. A. Wegener, Coml. Mgr.	Paul Salvo, Prog. Dir. Dan Corrigan, Prom. Mgr. James C. Morrison, Chief Engr. UP Collins

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CALIFORNIA—(Continued)

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TURLOCK					
KTUR 1949	1390 1,000 DA-N	Turlock Bestg. Corp. P. O. Box 526 4-3430	O'Connell	W. N. Lindskoog, Pres. H. Ansell McMillen, Gen. & Coml. Mgr.	Rusty Simmons, Prog. Dir. Maxon B. Sayre, Chief Engr. Lang-Worth UP Raytheon
VALLEJO					
KGYW 1947	1190 250-D	Calif.-Nev. Bestg. Co. 3287 Sonoma Blvd. 3-5687	Moore	Hubert Q. Joucken, Pres. David McKay, Gen. Mgr. Ralph Stillings, Coml. & Prom. Mgr.	Victor Paulsen, Prog. Dir. William Roberts, Chief Engr. UP
VENTURA					
KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1811 Miller 3-8875	Western Radio	Mort Werner, Gen. Mgr. Harry Engel, Coml. Mgr.	Dana Marble, Prog. Dir. Joe Thompson, Prom. Mgr. Dick Stanton, Chief Engr. Capitol Collins
KVVC 1948	1590 1,000 DA-1	KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS Grant	William H. Haupt, Pres. & Gen. Mgr. Larry S. Nicholson, Coml. & Prom. Mgr.	Ed Rock, Prog. Dir. Charles Farmer, Chief Engr. SESAC Standard AP RCA
VICTORVILLE					
KVRV (CP) 1948	960 5,000-D	Francisco Rental Co.			
VISALIA					
KKIN 1946	1400 250	KKIN Inc. P. O. Box 1589 4-5811	Forjoe	Lyman Treaster, Gen. Mgr. & Chief Engr. Al Blain, Coml. & Prom. Mgr.	George Lindsey, Prog. Dir. Standard UP
WATSONVILLE					
KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700		Luther E. Gibson, Pres. C. Tony Bernhard, Coml. Mgr.	George Grayson, Prog. Dir. Farrell A. Buckley, Chief Engr. Lang-Worth AP RCA
YREKA					
KSYC 1947	1490 250	Siskiyou County Bestg. Co. Inc. Lawrence Lane & South Oregon 624	Moore	E. G. Millbourn, Pres. H. C. Wardrip, Gen. Mgr. Jack R. Wagner, Sta. Mgr.	Jack Matranga, Prog. Dir. William Maginnis, Chief Engr. World AP RCA
YUBA CITY					
KUBA 1948	1600 1,000-LS 500-N	Peachbowl Bestrs. Inc. Box 309 1600	KBS Griffith Friedenburg	Chester V. Ulkom, Pres. & Gen. Mgr. Clyde L. Goodnight, Coml. Mgr.	John Rohlf, Prog. Dir. Dave Harris, Prom. Mgr. Roy Swanson, Chief Engr. Standard Capitol AP Gates

COLORADO

ALAMOSA					
KALC (CP) 1929	1490 250	San Luis Valley Bestg. Co.			
KGIW 1929	1450 250	E. L. Allen P. O. Box 179 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir.	Charles Dynes, Prom. Mgr. Robert Paige, Chief Engr. SESAC UP Gates
BOULDER					
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine Donahue	Herb Hollister, Pres. Russel Shaffer, Gen & Coml. Mgr.	Ed Hinkle, Prog. Dir. Blair Dobbins, Chief Engr. Lang-Worth Standard AP Collins
CANON CITY					
KRLN 1947	1400 250	Royal Gorge Bestrs. Inc. 1615 Central Ave. 1100	KBS	Raymond M. Beckner, Pres., Gen. & Coml. Mgr. Guy C. Underhill, Prog. Dir.	O. J. Birdsong, Chief Engr. Cole UP
COLORADO SPRINGS					
KRDO 1947	1240 250	Pikes Peak Bestg. Co. Alta Vista Hotel Main 1125	Columbine	Joseph H. Rohrer, Pres., Gen. & Prom. Mgr. Harry Hoth, Coml. Mgr.	Jean Gitz, Prog. Dir. Bob Fitzmorris, Chief Engr. Lang-Worth Cole Standard AP RCA
KVOR 1923	1300 1,000	Voice of the Rockies Inc. Exchange Nat'l Bank Bldg. Main 278	CBS Katz	James D. Russell, Pres. & Gen. Mgr. Everett Shupe, Sta. & Coml. Mgr. Bob Cooke, Prog. Dir.	Jack O'Brien, Prom. Mgr. Cozine Strang, Chief Engr. World AP Western Electric
CRAIG					
KRAI 1948	1230 250	Northwestern Colorado Bestg. Co. P. O. Box 1027 707		G. N. Winder, Pres. Richard A. Miner, Gen. Mgr.	Richard S. Fox, Coml. Mgr. Sidney C. Wood, Prog. Dir. UP Western Electric
DENVER					
KFEL 1923	950 5,000 DA-1	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, Gen. Mgr. Frank Bishop, Mngng. Dir. W. H. Conklin, Coml. Mgr.	Dale Morgan, Prog. Dir. Thomas G. Morrissey, Chief Engr. Associated Cole SESAC Standard INS Western Electric
KFEL-FM 1948	Ch. 247 (B) 97.3mc 6kw				
KGMI (CP) 1948	1430 1,000-D	Gifford Phillips 222 C. A. Johnson Bldg. Alpine 0441		Gifford Phillips, Pres. Harry C. Schnibbe, Gen. Mgr.	Richard Rutherford, Coml. Mgr. Associated Gates
KLZ 1922	560 5,000 DA-1	Aladdin Radio & Television Co. Shirley-Savoy Hotel Main 4271	CBS Katz	Harry E. Huffman, Pres. Hugh B. Terry, V.P. & Gen. Mgr. Charles Roberts, Prog. Dir.	R. Main Morris, Coml. Mgr. John Connors, Prom. Mgr. Harvey Wehrman, Chief Engr. Capitol Standard AP, INS Western Electric
KLZ-FM 1949	Ch. 231 (B) 94.1mc 5.3kw				

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DENVER—(Continued)					
KMYR 1949	1340 250	KMYR Bcstg. Co. 1623 Stout St. Main 4161	Columbine	F. W. Meyer, Pres. A. G. Meyer, Gen. Mgr. Ed Koepke, Coml. Mgr.	World AP, UP Western Electric
KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC NBC Spot	Joseph H. McConnell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. L. Berry Long Jr., Sales Mgr.	Thesaurus Associated AP, UP, INS General Electric
KOA-FM 1948	Ch. 239 (B) 95.7mc 43kw			 RCA
*KPOF	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire 1845 Champa St			
KTLN 1948	990 1,000-D	KTLN Bcstg. Co. Park Lane Hotel Race 4636	LBS Cooke	Jack Helling, Prog. Dir. Oran Kelly, Chief Engr.	Standard UP Gates
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291	ABC Free & Peters	W. D. Pyle, Pres. T. C. Ekrem, Sta. Mgr. Con Hecker, Coml. Mgr.	V. W. Corbett, Prog. Dir. T. C. Ekrem & W. D. Pyle Chief Engrs. Associated UP RCA
DURANGO					
KIUP 1935	1400 250	San Juan Bcstg. Co. 2800 Main Ave. 117	Clark	M. L. Cummins, Pres. R. E. O'Brien, Gen. Mgr. Ralph Bennett, Coml. Mgr.	Lee O'Brien, Prog. Dir. John Merrill, Prom. Mgr. Harold Hoffman, Chief Engr.
ENGLEWOOD					
KCRO (CP)	1380 1,000-D	Colorado Bcstg. Co. P. O. Box 115 Sunset 1-5001		B. C. Cunningham, Pres.	FESAC Capitol Lang-Worth INS
FORT COLLINS					
KCOL 1947	1410 1,000 DA-N	Northern Col. Bcstg. Co. 1600 La Porte Ave. 2600	Columbine Donahue	Herb Hollister, Pres. Douglas D. Kahle, Gen. Mgr. Dave Schlothauer, Coml. Mgr.	Jack Hitchcock, Prog. Dir. & Prom. Mgr. Harold Austin, Chief Engr.
FORT MORGAN					
KFTM 1949	1260 500-D	Ft. Morgan Bcstg. Co. P. O. Box 702 1000	Columbine	Robert H. Dolph, Pres. & Gen. Mgr. Rainsford J. Winslow, Coml. Mgr.	Frank Allen, Prog. Dir. Robert D. LaRue, Chief Engr.
GRAND JUNCTION					
KEXO 1948	1230 250	Voice of Western Colorado Inc. 2501 North Ave. 1230	Columbine	G. Spencer Grow, Pres. H. Abbott Tessman, Gen. & Prom. Mgr.	Harold Roper, Coml. Mgr. Robert A. Collins, Prog. Dir.
KFXJ 1926	920 1,000-LS 500-N	Western Slope Bcstg. Co Hillcrest Manor 1300	MBS Holman	R. G. & Charles Howell, Co-owners Rex Howell, Gen. Mgr.	Charles Howell, Prog. Dir. Charles Hay, Chief Engr.

G ALLUCCI BROTHERS . . . and ASSOCIATES



J. G. GALLUCCI
President



N. T. GALLUCCI
Gen'l Manager



L. W. GALLUCCI
Sales Manager



JO GALLUCCI
Secretary

America's
NUMBER ONE
SPECIAL RADIO FEATURES

727 Meriden Road
Waterbury, Connecticut



P. O. Box 1224
Denver, Colorado

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GREELEY					
KFKA 1921	1310 1,000 DA-N	Mid-Western Radio Corp. 620 8th Ave., 450		Francis Price, Pres. & Gen. Mgr. Jack Redus, Prog. Dir.	Harry Brewer, Chief Engr. Lang-Worth Cole, SESAC UP, W. E.
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	Columbine Donahue	Elwood H. Meyer, Pres. & Gen. Mgr. Frank Thomas, Coml. Mgr.	Jack Hull, Prog. Dir. Paul Emrich, Chief Engr. World AP Federal
LA JUNTA					
KOKO 1937	1400 250	Southwest Bcstg. Co. La Junta 42	Gene Grant Clark	Ellis P. Lupton, Pres. John M. Boyd, Gen. & Coml. Mgr.	Carma Haselmire, Prog. Dir. R. G. Ryan, Prom. Mgr. Lloyd Wilson, Chief Engr. Lang-Worth UP Gates
LAMAR					
KLMR 1948	1340 250	Southeast Colorado Bcstg. Co. P. O. Box 232, 804	Columbine	Ralph E. Eaton, Pres. L. K. Christolear, Mngng. Dir. Don Stephens, Coml. Mgr.	Robert L. McGrath, Prog. Dir. D. E. Towne, Chief Engr. World AP General Electric
LONGMONT					
KLMO 1949	1050 250-D	Longmont Bcstg. Co. Box 827 1461		Jack P. Dubberley, Pres. & Gen. Mgr. Pellon R. Walker, Coml. Mgr.	James A. Hillis, Prog. Dir. Robert R. Blanchard, Chief Engr. Standard UP Gates
MONTROSE					
KUBC 1947	1240 250	Uncompaghre Bcstg. Co. P. O. Box 179 199	KBS Gene Grant	F. J. Hartman, Pres. George Cory, Gen. Mgr. Louis Benedict, Coml. Mgr.	Vern Friesen, Prog. Dir. Jack Glynn, Prom. Mgr. Don Anderson, Chief Engr. UP Raytheon
PUEBLO					
KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co. 211 W. 5th St. 8522	MBS Columbine Taylor-Boroff	Frank Hoag Jr., Pres. Dale Scott, Gen. Mgr. Jack Cobb, Coml. Mgr.	Roy Borden, Prog. Dir. & Prom. Mgr. Gerald Kounter, Chief Engr. Maxson I. Bevans, Coml. Mgr. Associated Western Electric
KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth 8551	LBS Cooke	Dee B. Crouch, Pres., Gen. Mgr., Prog. & Prom. Dir. & Chief Engr.	Capitol Standard AP, Gates
KGHF 1928	1350 5,000-LS 1,000-N DA	Colorado Bcstg. Co. Inc. Pueblo Savings & Trust Co., Bldg., 3877	ABC McGillvra	Gifford Phillips, Pres. Robert D. Ellis, Gen. Mgr. Kenneth C. Russell Coml. Mgr.	Cliff Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis C. Shanks, Chief Engr. World, SESAC UP Gates
SALIDA					
KVRH 1948	1340 250	Vir N. James Salida 30	KBS Columbine Clark	Vir N. James, Owner & Gen. Mgr. Ted A. Kerndt, Coml. Mgr. Henry Long, Prog. Dir.	Don Perkins, Prom. Mgr. T. L. Kidd, Chief Engr. UP RCA
STERLING					
KGEK 1925	1230 100-D	Elmer G. Beehler Fleming Rd. 1175	KBS Clark	Elmer G. Beehler, Pres., Gen. Mgr. & Chief Engr.	Al. Ross, Coml. & Prom. Mgr. & Prog. Dir. MacGregor Cole UP
TRINIDAD					
KCRT 1946	1240 250	Mel-Bert Bcstg. Co. P. O. Box 772 338	KBS Columbine	Herman L. Corley, Pres. & Chief Engr. Ernest M. Cooper, Gen. Mgr.	Millye J. Coyle, Prog. Dir. Rembert O. Coyle, Coml. Mgr. Lang-Worth UP Gates
KSFT 1946	1280 1,000-LS 500-N	Trinidad Bcstg. Corp. P. O. Box 787 414	MBS Forjoe	Ellis P. Lupton, Pres. Paul D. George, Gen. & Coml. Mgr.	Calvin A. Watson, Prog. Dir. & Prom. Mgr. Lloyd L. Wilson, Chief Engr. UP Gates
WALSBURG					
KPHC 1948	1450 250	Walsburg Bcstg. Corp. 10th & Main Sts. 79	Columbine Clark	Thomas G. Banks Jr., Pres. Harold G. Reed, Gen. & Coml. Mgr.	Bette Lessar, Prog. Dir. John W. Fical, Chief Engr. UP Tempco

CONNECTICUT

BRIDGEPORT					
WICC 1928	600 1,000-LS DA-1 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee Petry	Dickens J. Wright, Gen. Mgr. Charles W. Parker, Coml. Mgr. James W. Evans, Prog. Dir.	John R. Montgomery, Prom. Mgr. Winthrop Crawford, Chief Engr. Standard AP
WLIZ 1947	1300 1,000-D	Bridgeport Bcstg. Co. 114 State St. 5-4144	Taylor-Boroff	William Elliott, Pres., Gen. & Prom. Mgr. Emanuel S. Slotnick, Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Sol Robinson, Sales Mgr. Ralph Winquist, Chief Engr. Thesaurus AP Raytheon
WNAB 1941	1450 250	WNAB Inc. 991 Broad St. 3-3112	ABC Conn.-State Rambeau	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr.	Jack Dahlby, Prog. Dir. Jean O'Shea, Prom. Mgr. William Rankin, Coml. Mgr. UP Collins
BRISTOL					
WBIS 1948	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. 9265		Frederick W. Beach, Pres.	Fay Clark, Gen. Mgr. Standard UP Gates
DANBURY					
WFTR (CP)	550 1,000-LS 500-N DA	Fairfield Bcstg. Corp.			
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0580		Robert C. Doran, Pres. John P. Previdi, Gen. Mgr. J. Thomas Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. & Prom. Mgr. Lawrence L. Bailey, Chief Engr. World UP
GREENWICH					
WGCH-FM 1948	Ch. 240(A) 95.9mc 0.34kw	Greenwich Bcstg. Corp. 25 Greenwich Ave. 8-4200		Walter S. Lemmon, Pres. William B. MacRae, Gen. Mgr.	Jack Hines, Prog. Dir. Thomas F. Middleton Jr., Chief Engr. Associated UP Raytheon
HARTFORD					
WCCC 1946	1290 500-D	Greater Hartford Bcstg. Hotel Bond 5-6648		William M. Savitt, Pres. Max M. Savitt, Treas. Syd Byrnes, Prog. Dir.	William Calvert, Prom. & Sales Mgr. John Rameika, Chief Engr. UP General Electric
WDRC 1922	1360 5,000 DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS New England Raymer	Franklin M. Doolittle, Pres. Walter B. Haase, Sta. Mgr. William F. Malo, Coml. Mgr.	Harvey Olson, Prog. Mgr. Italo A. Martino, Chief Engr. UP Western Electric
WDRC-FM 1939	Ch. 229 (B) 93.7mc 7kw				REL
WONS 1935	1410 5,000 DA-2	Yankee Network Inc. 54 Pratt St. 7-9131	MBS Yankee	William O'Neil, Pres. Robert L. Kennett, Gen., Coml. & Prom. Mgr.	Ralph Klein, Prog. Dir. Rogers Holt, Chief Engr. Standard UP Westinghouse

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**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**



**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
HARTFORD—(Continued)					
WTHT 1936	1230 250	The Hartford Times 555 Asylum St. 2-0237	ABC Conn-State McKinney	Francis S. Murphy, Pres. C. Glover DeLaney, Gen. Mgr. L. R. Schoenfeld, Coml. Mgr.	Phillip Becker, Prog. Dir. C. S. Masini, Chief Engr. Standard AP, Reuters RCA
WTHT-FM 1948	Ch. 291 (B) 106.1mc 5.6kw				General Electric
WTIC 1925	1080 50,000 DA-N	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England Weed	Paul W. Morency, V. P. & Gen. Mgr. Walter Johnson, Asst. Gen. Mgr. in charge of Sales Irwin Cowper, Asst. Sales Mgr. Paul Lucas, Prog. Mgr.	Leonard J. Patricelli, Prog. Mgr. Bernard Mullins, Dir. of Pub. Rel. Herman D. Taylor, Chief Engr. Lang-Worth AP, INS Westinghouse
WTIC-FM 1940	Ch. 243 (B) 96.5mc 8kw			 REL
MERIDEN					
WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. Palace Bldg. 5-5747		Carl A. Schultz, Pres. & Gen. Mgr. Carl W. Schultz, Sta. Mgr. G. A. Kruttschnitt, Coml. Mgr.	John Zane, Prog. Dir. James Woodburn, Prom. Mgr. Gabriel Langfelder, Chief Engr. Lang-Worth World UP Gates
WMMW-FM 1948	Ch. 239 (B) 95.7mc 20kw			 Gates
MIDDLETOWN					
WCNX 1948	1150 500-D	Middlesex Bestg. Co. 462 Main St. 5821	Friedenberg	Richard J. O'Brien & William J. O'Brien, Mngng. D'rs.	Ernest Watso, Prog. Dir. Lou Brooks, Prod. Chief UP
NEW BRITAIN					
WHAY 1949	910 5,000 DA-2	Central Conn. Bestg. Co. 22 Grove Hill 3-2721	Radio Reps.	Hillis W. Holt, Gen. Mgr. & Chief Engr. Frederick E. Bieber, Sales Mgr.	William T. Walker, Prog. Dir. Lang-Worth Capitol UP RCA
WKNB 1946	840 1,000-D	The New Britain Bestg. Co. 213 Main St. 3-3803	Forjoe	Julian Gross, Pres. & Gen. Mgr. Peter B. Kenney, Coml. Mgr.	Bernard Moore, Prog. Dir. Associated AP Raytheon
WFHA(FM) 1946	Ch. 279 (B) 103.7mc 20kw	(WKNB, AM Affiliate)		Lewis G. House, Tech. Supvr. General Electric
NEW HAVEN					
WAVZ 1947	1260 1,000-D	WAVZ Bestg. Corp. 152 Temple St. 7-0171		Victor W. Knauth, Pres. Daniel Kops, V. P. & Gen. Mgr.	George J. Peters, Coml. Mgr. Richard E. Barrett, Prog. Dir. Ernest S. Gellman, Chief Engr. World UP Raytheon

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..... In New Haven It's

AM
FM
1260 KC

WAVZ

1000 WATTS
AN
INDEPENDENT
STATION

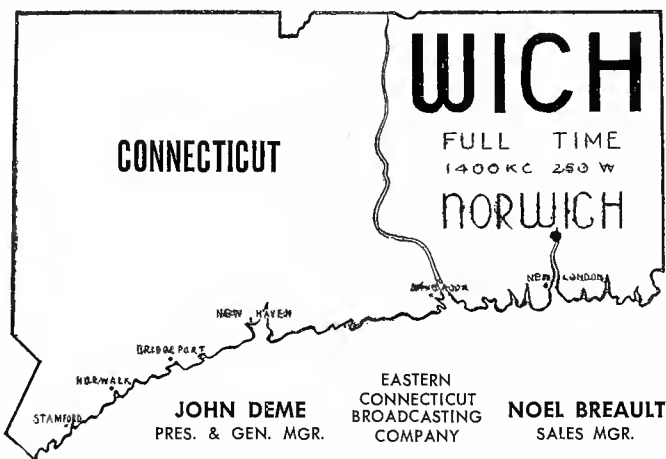
THE NEWSPAPER OF THE AIR

SOMETHING NEW IN RADIO THAT KEEPS LISTENERS IN THE GREATER NEW HAVEN AREA AT THEIR SETS FOR THE LOCAL AND NATIONAL NEWS AS IT COMES TO LIFE ON THE NEWSPAPER OF THE AIR.

RESULTS COUNT AND WE HAVE THE SUCCESS STORIES!

THE **WAVZ** BROADCASTING CORP., 152 TEMPLE ST., NEW HAVEN, CONN.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
NEW HAVEN—(Continued)					
WAVZ-FM 1943	Ch. 236 (B) 95.1mc 20kw			 Gates
WBIB-FM 1947	Ch. 264 (B) 100.7mc 20kw	Colony Bcstg. Corp. 157 Church St. 5-5413	Continental-FM	Samuel Botwinik, Pres. Sol Chain, Gen. & Coml. Mgr.	AP General Electric
WELI 1935	930 1,000 DA-N	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Headley-Reed	H. C. Wilder, Pres. Richard W. Davis, Gen. Mgr. E. H. Schweitzer, Coml. Mgr.	Lang-Worth UP RCA
WELI-FM 1943	Ch. 300 (B) 107.9mc 20kw			
WNHC 1944	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. 8-0196	Conn. State Katz	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent Callanan, Coml. & Prom. Mgr.	Standard AP Collins
WNHC-FM	Ch. 256 (B) 99.1mc 19.5kw			
WNHC-TV 1943	Ch. 6 32-33 mc 957 kw-aur. 1.82 kw-vis.		ABC, NBC, CBS & DuMont	Jean O'Brien, Prog. Dir.	General Electric DuMont
NEW LONDON					
WNLC 1936	1490 250	The Thames Bcstg. Corp 281 State St. 2-4365	MBS Yankee	Roderick L. Morey, Pres. Gerald J. Milne, Gen. & Coml. Mgr. & Chief Engr. UP Collins
WNLC-FM 1947	Ch. 258(B) 99.5mc 20kw			
NORWALK					
WNLK 1947	1350 500-DA-N	Norwalk Bcstg. Co. Main & Wall Sts. 62542	McGillvra	Benjamin Ginzburg, Pres. Gen. & Coml. Mgr. Milton Warren, Prog. Dir.	Associated UP Raytheon
NORWICH					
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. 91 Main St. 345		John Deme, Pres. & Gen. Mgr. Noel C. Breault, Coml. Mgr.	World AP Raytheon
STAMFORD					
WSTC 1941	1400 250	Western Conn. Bcstg. Co 270 Atlantic St. 4-7575	ABC Conn.-State McKinney	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	World UP RCA
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw			
TORRINGTON					
WLCR 1948	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	J. Richard Dobbins, Pres. James E. Cipriano, Gen. Mgr. John Ward, Coml. Mgr.	World UP RCA
WTOR 1948	1490 250	Torrington Bcstg. Co. 93 Main St. 4181	Conn.-State Continental	Joseph R. Schifini, Pres. Gerardo T. Schifini, Gen. Mgr. Frederick R. Menzies, Coml. Mgr.	Richard C. Kilbourn, Prog. Dir. Joseph J. Pasakarnis, Chief Engr.
WATERBURY					
WATR 1934	1320 1,000 DA-1	The WATR Co., Inc. 440 Meadow St. 3-5161	ABC Conn.-State Rambeau	Harold Thomas, Pres. S. R. Elman, Gen. & Coml. Mgr.	E. Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Russell Jensen, Chief Engr.
WBRV 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. 3-1125	CBS Avery-Knodel	William J. Pape, Pres. J. Maxim Ryder, Mgr. & Prom. Mgr.	World AP RCA
WWCO 1946	1240 250	Mattatuck Bcstg. Co. 119 West Main St. 45141	MBS Yankee	Milton H. Meyers, Pres. & Gen. Mgr. Ford Billings, Coml. Mgr.	Thesaurus AP Collins



We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales \$129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

*You'd be surprised at our coverage in New London.

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DELAWARE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
DOVER						
WDOV 1948	1410 1,000-D	William Courtney Evans Bradford & Lockerman Sts. 5816	McGillvra	William Courtney Evans, Pres. A. Harry Zoog, Gen. & Coml. Mgr.	Elizabeth Evans, Prog. Dir. & Prom. Mgr. Russell F. Lee, Chief Engr.	Capitol AP Gates
WILMINGTON						
WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co. Inc. 414 French 4-8881	MBS	Frank S. Carrow, Pres. Emerald Dalton, Gen. Mgr.	W. S. Ewing, Coml. Mgr. Herbert Eckstein, Chief Engr.	AP Western Electric
WAMS-FM 1948	Ch. 241 (B) 96.1mc 20kw					Lang-Worth Standard
WDEL 1922	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Harvey Smith, Prog. Dir. Richard Aydelotte, Prom. Mgr. J. E. Mathiot, Tech. Dir.	World UP
WDEL-FM (CP)	Ch. 229 (B) 93.7mc 20kw					
WDEL-TV 1949	Ch. 7 174-180mc. .5kw aur.; 1kw vis.			James Adshead, Prog. Dir.		
WILM 1925	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, Pres., Gen. & Coml. Mgr. Frank Gallagher, Prog. Dir.	Robert J. McFann, Prom. Mgr. H. Edwin Kennedy, Chief Engr.	Lang-Worth AP Western Electric
WILM-FM (CP)	Ch. 258 (B) 99.5mc 20kw					
WTUX 1949	1290 500-D	Port Frere Bcstg. Co. Inc. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, Pres. & Prog. Dir. Howard R. Robinson, Gen. Mgr.	Sidney Schulman, Coml. Mgr. Wayne Neuhaus, Chief Engr.	World AP Raytheon

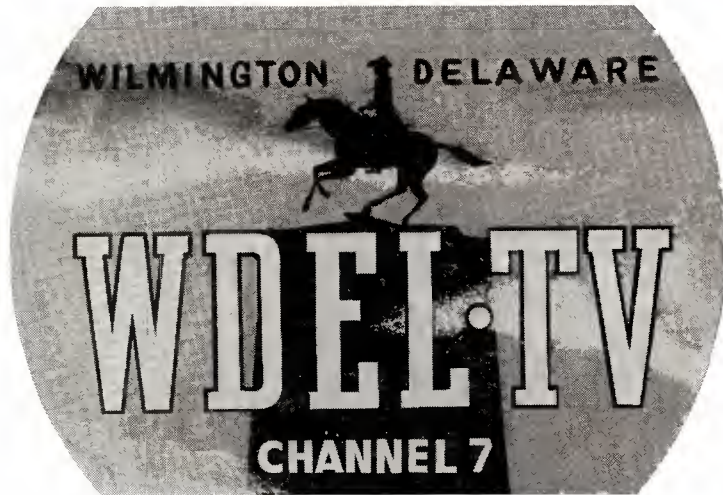
DISTRICT OF COLUMBIA

WASHINGTON

WARL (AM-FM)		(See Arlington, Va. listing)				
WASH (FM) 1947	Ch. 246 (B) 97.0mc 15kw	Everett L. Dillard 1319 F St. NW District 1356	Continental	Everett L. Dillard, Pres. & Gen. Mgr. Hudson Eldridge, Coml. Mgr. & Prog. Dir.	Don Hoefler, Chief Engr.	Standard TP RCA
WBCC (AM-FM)		(See Bethesda-Chevy Chase, Md.)				
WBUZ (FM)		(See Bradbury Heights, Md. listing)				
WCFM (FM) 1948	Ch. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assn. 1120 Connecticut Ave. NW REpublic 8638	Continental	George A. Bernstein, Gen. Mgr. Louis Aiken Jr., Coml. Mgr.	Sid Slappey, Prog. Dir. Warren E. McDowell, Chief Engr.	Associated World UP Federal
WEAM		(See Arlington, Va. listing)				
WFAX		(See Falls Church, Va. listing)				
WGAY (AM-FM)		(See Silver Spring, Md. listing)				
WHIP (FM)		(See Silver Spring, Md. listing)				
WHMB (FM) (CP)	Ch. 262 (B) 100.3mc 19kw	Theodore Granik				
WINX 1940	1340 250	Banks Independent Bcstg Co. 8th & Eye Sts. NW REpublic 8000	King	William A. Banks, Pres. & Gen. Mgr. Dolly Banks, Asst. Gen. Mgr. Charles Trippe, Coml. Mgr.	Lynn Wilson, Prog. Dir. Ralph Cannon, Chief Engr.	AP, UP RCA
WMAL 1925	630 5,000 DA-1	Evening Star Bcstg. Co. 724 14th St. NW National 5400	ABC ABC Spot	S. H. Kauffman, Pres. K. H. Berkeley, V. P. & Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Charles Kelly, Prog. Dir. Howard Bell, Prom. Mgr. Frank Harvey, Chief Engr.	Standard World AP, UP RCA
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw					
WMAL-TV 1947	Ch. 7 174-180mc 12kw aur.; 22kw vis.					
WOIC (TV) 1949	Ch. 9 186-192mc 14.4kw aur.; 27.3kw vis.	Bamberger Bcstg. Service Inc. Barr Bldg. STERling 0600	CBS, MBS WOR Sales	Eugene S. Thomas, Gen. Mgr. William D. Murdock, Coml. Mgr. James S. McMurry, Prog. Dir.	John F. Hardesty, Dir. of Adv. & Special Events Robin D. Compton, Chief Engr.	CBS Films World UP RCA
WOL 1924	1260 5,000 DA-1	Cowles Bcstg. Co. 1627 K St. NW METropolitan 0010	MBS Katz	Gardner Cowles, Pres. Phil Hoffman, V. P., Gen. & Sales Mgr.	Stephen J. McCormick, Prog. Dir. & Prom. Mgr. Harold Reed, Chief Engr.	Associated AP, UP
WOL-FM 1948	Ch. 254 (B) 98.7mc 20kw					

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IDENTIFICATION

Confident in what lies ahead
Pledged to the People

In the heart of Wilmington there is a statue of Caesar Rodney, the Delaware Colonial patriot who had faith in the future and served the people well. WDEL-TV, in the same spirit, has established the first television station in Delaware, using a silhouette of Caesar Rodney's statue as its station identification.

WDEL-TV is the only TV station located in this prosperous trade area. A fast-growing audience appreciates WDEL-TV's clearer picture, good local programming, and NBC, DuMont and other network shows. Consider the importance of including this rich market in your TV sales planning.

It was Caesar Rodney who, in 1776, after a furious night-long ride on horseback, arrived in Philadelphia just in time to cast the deciding vote for the Colonies' independence.

Represented by

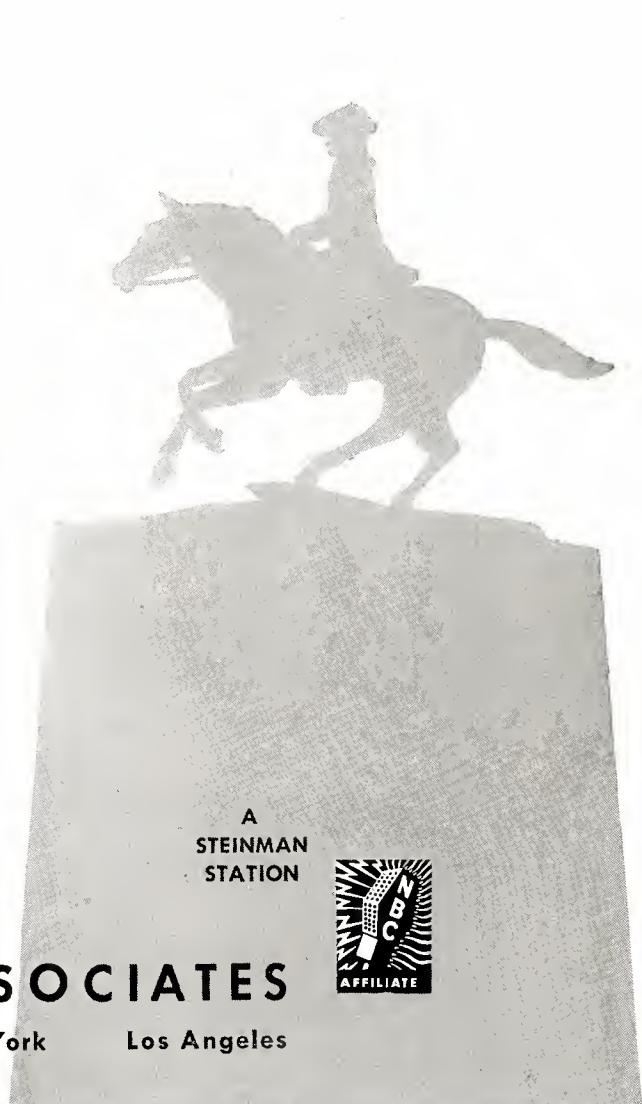
ROBERT MEEKER ASSOCIATES

Chicago

San Francisco

New York

Los Angeles



A
STEINMAN
STATION



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DISTRICT OF COLUMBIA—(Continued)

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WASHINGTON—(Continued)						
WOOK	(See Silver Spring, Md., listing)					
WPIK	(See Alexandria, Va., listing)					
WQJW 1947	570 1,000-D	Radio Station WQJW Inc. 1125 Vermont Ave., NW Executive 8676	Rambeau	Morris Rodman, Pres. M. Robert Rogers, V. P. & Gen. & Prom. Mgr. Robert B. Martin, Chief Engr.	Perry Walders, Coml. Mgr. Pierson Underwood, Prog. Dir.	Associated AP Collins
WQQW-FM 1948	Ch. 278 (B) 103.5mc 19kw					
WRC 1923	880 5,000 DA-N	National Bcastg. Co. Trans-Lux Bldg. REpublic 4000	NBC NBC Spot	Joseph H. McConnell, Pres. (NBC) Frank M. Russell, V. P. William R. McAndrew, Gen. Mgr. Eugene Juster, Dir. of Prog. Thomas D. Geoghegan, Prom. Mgr.	George Y. Wheeler, Asst. to Gen. Mgr. George H. Sandefer, Bus. Mgr. Mahlon A. Glascock, Coml. Mgr. Donald Cooper, Chief Engr.	Thesaurus Standard Associated AP, UP, INS RCA
WRC-FM 1947	Ch. 230 (B) 93.9mc 20kw					
WNEW (TV) 1947	Ch. 4 66-72mc 10.5kw aur.; 20.5kw vis.	(WRC, AM Affiliate)				
WTOP 1932	1500 50,000 DA-2	WTOP Inc. Warner Bldg. METropolitan 3200	CBS Radio Sales	Philip L. Graham, Pres. John S. Hayes, V.P. & Gen. Mgr. George Hartford, Dir. of Sales	Hazel Markel, Dir. of Prog. Services Cody Pfanstiehl, Dir. of Press Inf. & Prom. Clyde Hunt, Chief Engr.	Lang-Worth AP, UP, INS Western Electric
WTOP-FM 1938	Ch. 242 (B) 96.3mc 20kw					
WITG (TV) 1945	Ch. 5 76-82mc 10.5kw aur.; 17.5kw vis.	Allen B. DuMont Labs. Inc. 12th & E Sts. NW STERling 5300	DuMont Net DuMont	Allen B. DuMont, Pres. Walter Compton, Gen. Mgr. Harold Sheffers, Coml. Mgr.	Roger M. Coelos, Prog. Dir. M. M. Burleson, Chief Engr.	Associated TP DuMont
WWDC 1941	1450 250	Capital Bcastg. Co. 1000 Connecticut Ave. NW NATIONAL 7203	Forjoe	Joseph Katz, Pres. Ben Strosser, Gen. Mgr. Herman Paris, Coml. Mgr.	Norman Reed, Prog. Dir. Irving Lichtenstein, Prom. Mgr. Ross H. Beville, Chief Engr.	Standard Capitol AP, UP Western Electric
WWDC-FM 1947	Ch. 266 (B) 101.1mc 20kw		Transit Radio	Helen Mobberley, Coml. Mgr.		

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FOR SPORTS, NEWS & SWEET MUSIC
— FOR SALES IMPACT! —



A CLEAR CHANNEL INDEPENDENT STATION ON 730 KC
WASHINGTON, D. C.
AND ALEXANDRIA, VIRGINIA

BUSINESS OFFICE: VIRGINIA THEATER BLDG., ALEXANDRIA, VA.
HOWARD B. HAYES, *President*



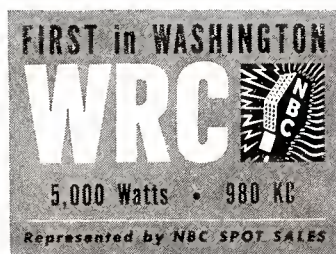
Washington, D. C.!

. . . is a major buying market, not merely a world capital of parks, monuments and government buildings.

WRC is the dominant selling voice in this area of over 1,400,000.

Success stories, low cost-per-listener facts and hard-hitting sales results are available on WRC if you have an interest in the Washington market. Programs and spots with the interesting knack of **SELLING**, day in and day out, are worth more than passing consideration. Things have changed in the nation's capital . . . in a big way. Take another look at this picture and another look at your market problems. They both represent dollar volume in Washington.

Sales representatives of WRC or NBC Spot Sales can tell you the **NEW** story of Washington and WRC.



NATIONAL BROADCASTING COMPANY

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FLORIDA

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BELLE GLADE						
WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 355 2063	Ashcroft & Banninger	Tom Watson Jr., Pres. & Gen. Mgr. (Mrs.) Mary Foy, Coml. Mgr.	Tom Lloyd, Prog. Dir. C. S. Clemens, Chief Engr.	Associated World UP, Gates
BRADENTON						
WDHL 1946	1490 250	Manatee Bcstg. Co. Memorial Pier 37-561	KBS	L. E. Jacobson, Pres. & Gen. Mgr.	Atch McCabe, Coml. & Prom. Mgr. Edwin Hill, Chief Engr.	Associated Gates AP
CLEARWATER						
WCLE 1946	680 1,000-D	Clearwater Bcstg. Co. Whitcomb Bldg. 3-2373	Holman	Houston Cox Jr., Gen. Mgr.		Associated AP
WTAN 1947	1340 250	Clearwater Radio Bcstrs. Inc. P. O. Box 1109, 33084	KBS McGillvra	Otis E. Pruitt, Pres. Clifford A. McKay, (acting) Gen. & Coml. Mgr.	Louis Harnold Falconnier, Prog. Dir. & Prom. Mgr. Arthur Betts, (acting) Chief Engr.	World UP Collins
CORAL GABLES						
WTTT 1946	1490 250	Atlantic Shores Bcstg. 350 Aragon Ave. 83-4683	McGillvra	David H. Freedman, Gen. Mgr. Edwin C. Derryberry, Coml. Mgr.	Milt Mitler, Prom. Mgr. David T. Golden, Sales Mgr.	Associated UP
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 223 Aragon Ave. 48-7411	Ashcroft & Banninger	George W. Thorpe, Pres. & Gen. Mgr. Edward S. Gaylor, Prog. Dir.	Barbara L. Binns, Prom. Mgr. Lawrence Mennitt, Chief Engr.	Associated AP RCA
CRESTVIEW						
WCNU 1949	1010 1,000-D	Gulf Shores Bcstg. Co. P. O. Box 518 3511	KBS	Cyril W. Reddoch, Pres. John B. McCrary, Gen. Mgr. John French, Coml. Mgr.	Sam Townsend, Prog. Dir. Grady O'Neal, Prom. Mgr. Franklin Prestwood, Chief Engr.	Lang-Worth AP Gates
DAYTONA BEACH						
WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491	ABC McGillvra	W. Wright Esch, Owner Billee B. Esch, Gen. Mgr. Ray Clancy, Sta. Mgr.	John S. Pitts, Coml. Mgr. Webster K. Ellenwood, Chief Engr.	Lang-Worth INS RCA
WNDB 1948	1150 1,000-D	News-Journal Corp. Daytona Beach 2-3601	Perry	Jerry Stone, Gen. & Prom. Mgr. John H. Cummins, Coml. Mgr.	W. H. Trimble, Prog. Dir. Fred F. Moore, Chief Engr.	Standard World AP General Electric
WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw					
WROD 1947	1340 250	Daytona Beach Bcstg. Wilder Blvd. & S. Beach 4626	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	Suzanne Baldwin, Prog. Dir. Lyman W. Menard, Chief Engr.	Associated UP Collins

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VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY MCGILLVRA, INC.,
NATIONAL REPRESENTATIVES

ROBERT S. KELLER,
AGENCY COORDINATOR

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
DADE CITY (CP)	1310 1,000-D	Seminole Bcstg. Co.				
DELAND						
WDLF 1948	1490 250	DeLand Bcstg. Co. 220 E. Hubbard Ave. 1490	MBS	Lyle Van Valkenburg, Pres. James H. Knox, Gen. & Coml. Mgr.	Robert Walton, Prog. Dir. & Prom. Mgr. Loren Mickle, Chief Engr.	Associated AP Collins
FT. LAUDERDALE						
WFTL 1946	1400 250	Gore Pub. Co. 100 E. Las Olas Blvd. 3-2511	Sears & Ayer	R. H. Gore Sr., Pres. E. T. Gore, Gen. Mgr. Paul Taylor, Prog. Dir.	Carter Holmes, Prom. Mgr. Howard Sheets, Chief Engr. J. W. Dickey, Exec. V. P.	World UP General Electric
WGOR (FM) 1950	Ch. 293 (B) 106.5mc 9.26kw	(WFTL AM Affiliate)				
WSLN (CP)	1580 250-D	Geo. D. Gartland				
FORT MYERS						
WINK 1939	1240 250	Fort Myers Bcstg. Co. 54 E. First St. 818	CBS, KBS Cooke	Arthur B. McBride, Pres. Arthur B. McBride Jr., Exec. V. P. August J. Bauer, Gen., Coml. & Prog. Mgr.	E. Whitfield, Prom. Mgr. John Vance Jr., Chief Engr. AP RCA
FORT PIERCE						
WIRA 1946	1400 250	Indian River Bcstg. Co. 1400 Melody Lane 870	MBS	Douglas Silver, Pres. & Gen. Mgr. Marjorie B. Silver, Coml. Mgr. & Prog. Dir.	Kingsley Butt, Prom. Mgr. James Sowinski, Chief Engr.	Standard UP Gates
GAINESVILLE						
WGGG 1948	1230 250	Alachua County Bcstg. Co. Inc. 1230 Waldo Rd. 5791	Ashcroft & Banninger	R. M. Chamberlin, Pres., Gen. Mgr. & Chief Engr. Leon E. Mims, Coml. & Prom. Mgr.	S. Scott Sutton, Prog. Dir.	Associated Capitol AP
WRUF 1928	850 5,000 DA-N	U. of Florida Radio Station WRUF 3261	MBS Burn-Smith	Garland Powell, Dir. Al Cone, Coml. Mgr. Sewell S. Brown, Prog. Dir.	Otis Boggs, Prom. Mgr. Ovid Gano, Chief Engr.	Lang-Worth SESAC, AP RCA Western Electric
WRUF-FM 1948	Ch. 281 (B) 104.1mc 12kw					
HOLLYWOOD						
WINZ 1946	940 1,000 DA-1	Hollywood Bcstg. Co. WINZ Bldg.	Perry	Jonas Weiland, Pres.		Lang-Worth AP
JACKSONVILLE						
WIVY 1948	1050 1,000-D	WIVY Inc. 135 Riverside Ave. 4-7722		Frank L. Denton, Pres. & Coml. Mgr.	Al Keirse, Gen. Mgr. & Prog. Dir.	MacGregor INS
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair	John T. Hopkins III, Gen. & Coml. Mgr. & Chief Engr.	James W. Knoche, Chief Engr. Evelyn Boote, Prog. Dir.	Thesaurus AP Western Electric
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw					

**FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

*(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.*

FLORIDA—(Continued)

City Established	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
JACKSONVILLE—(Continued)							
	WJAX-TV (CP)	Ch. 2; 54-60mc. 7.5kw-aur.; 15kw vis.					
	WJHP 1940	1320 5,000 DA-N	The Metropolis Co. P. O. Box 4878 4-7711	MBS Perry	John H. Perry, Pres. Reggie Martin, Gen. & Coml. Mgr.	Ron Tuten, Prog. Dir. & Prom. Mgr. Beecher Hayford, Chief Engr.	Lang-Worth UP RCA
	WJHP-FM 1947	Ch. 245 (B) 96.9mc 32kw					
	WMBR 1927	1460 5,000 DA-N	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS Avery-Knodel	Frank M. King, Pres. & Gen. Mgr. Charlie Stone, Coml. Mgr.	Roger Van Duzer, Prog. Dir. Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr.	World Associated Lang-Worth UP, Collins Western Electric
	WMBR-FM 1948	Ch. 241 (B) 96.1mc 53kw			Kay Stanley, Prog. Dir. INS General Electric	
	WMBR-TV 1949	Ch. 4 66-72mc 7.4kw-aur.; 14.8kw-vis.		ABC, CBS DuMont NBC	Glenn Marshall Jr., Secy.-Treas., Gen. & Coml. Mgr. Paul Acosta, Prog. Dir. AP Gates	
	WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 10 E. Forsyth St. 6-4231	Forjoe	J. R. Sharpe, Pres. Jim Macri, Gen. Mgr. R. H. Gunckel Jr., Coml. Mgr.	Wayne Farrell, Prog. Dir. Fred Murphy, Prom. Mgr. Bill Askew, Chief Engr. AP Gates
	WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. P. O. Box 1468 4-4421	ABC Katz	James R. Stockton, Pres. Linton D. Baggs, V. P. Robert R. Feagin, Gen. Mgr. Frank Taylor Jr., Coml. Mgr.	James O. Hardin Jr., Prog. Dir. (Mrs.) Edith B. Hoskinson, Prom. Mgr. James R. Donovan, Chief Engr.	Standard AP RCA
	WRHC (CP)	1400 250	Radio South				
JACKSONVILLE BEACH							
	WJVB 1947	1010 250-D	Jacksonville Beach Bcstg. Co. 211 1st Ave. North 3674		H. A. Prather, Pres. Lester M. Combs, Gen. Mgr.	P. Combs, Coml. Mgr. A. T. Kindell, Chief Engr. Raytheon
KEY WEST							
	WKWF 1945	1600 500	John M. Spottswood P. O. Box 891 510	MBS, KBS	John M. Spottswood, Pres., Gen. & Coml. Mgr. & Prog. Dir.	John D. Miller, Chief Engr. UP RCA
LAKE CITY							
	WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 5250		Alfred H. Temple, Pres. Michael M. Davis, Gen. & Coml. Mgr.	Owen W. Parnacott, Prog. Dir. Bruce E. Singleton, Chief Engr. Associated AP
LAKELAND							
	WLAK 1946	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, Pres. & Gen. Mgr. Powell Adams, Coml. Mgr.	Maxine Tyner, Prog. Dir. William P. Lee, Prom. Mgr. & Chief Engr.	Associated UP RCA
	WONN 1949	1230 250	Coastal Bcstg. Co. New Florida Hotel 5117	MBS	Robert S. Taylor, Ted Covington, Duane McConnell, Co-owners Robert S. Taylor, Pres.	Tom Barber, Coml. Mgr. Ted Covington, Prog. Dir. Duane McConnell, Chief Engr.	Lang-Worth AP Gates
LAKE WORTH							
	WEAT 1948	1490 250	Robert W. Rounsaville S. Ocean Blvd. 1200	NBC	Robert W. Rounsaville, Owner Virgil K. Trimm, Sta. Mgr. C. J. Bennett, Coml. Mgr.	George Eubanks, Prog. Dir. Andrew Keicher, Chief Engr. AP Raytheon
LEESBURG							
	WLBE 1949	790 1,000 DA-1	Paul Hunter 1240 Floradell Ave. 552		Paul Hunter, Pres. Robert Clinton, Gen. & Coml. Mgr.	Pamela Clinton, Prog. Dir. Charles Castle, Chief Engr.	Lang-Worth AP Collins
LIVE OAK							
	WNER 1949	1450 250	Live Oak Bcstg. Co. P. O. Box 655 1450		John A. Boling, Pres. & Coml. Mgr. James W. Hayes, Gen. & Prom. Mgr.	V. L. Randolph, Prog. Dir. C. S. Parker, Chief Engr.	Lang-Worth UP RCA
MARIANNA							
	WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	Cummings	John H. Phipps, Pres. L. Herschel Graves, Gen. Mgr. H. C. Harris Jr., Coml. Mgr.	Leslie Carrol, Prog. Dir. W. A. Snowden Jr., Chief Engr.	Standard AP
MELBOURNE							
	WMMB 1948	1050 250-D	Melbourne Bcstg. Co. P. O. Box 235, 575		William Shakespeare Jr., Pres. Austin V. Catterton, Gen. Mgr.	Victoria C. Martin, Prog. Dir. Kenneth E. Waltz, Chief Engr.	World UP, Collins
MIAMI							
	WFEC 1949	1220 250-D	Florida East Coast Bcstg. Co. 350 N. E. 71st St. 89-7534		J. Lyle William Jr., Gen. Mgr. Lee K. Beznor, Exec. Dir. Richard D. Ward, Coml. Mgr.	Robert Lyons, Prog. Dir. Beverly Deming, Prom. Mgr. George J. Henke, Chief Engr.	Cole UP Western Electric
	WGBS 1939	710 50,000-LS-DA-2 10,000 N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, Pres. Stanton P. Kettler, Gen. Mgr. Miller N. Babcock, Coml. Mgr.	Ewald Kockritz, Prog. Dir. Frank Jaffe, Prom. Mgr. Albert Shropshire, Chief Engr.	Lang-Worth AP RCA
	WGBS-FM 1948	Ch. 242 (B) 96.3mc 1.4kw			 Western Electric	
	WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidiar, Coml. Mgr.	Scott Bishop, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton Scott, Chief Engr.	Standard Associated AP, UP, INS Western Electric RCA
	WIOD-FM 1946	Ch. 248 (B) 97.3mc 53kw			 RCA	
	WMIE 1948	1140 10,000-LS DA-2 5,000-N	Sun Coast Bcstg. Corp. Biscayne Blvd. at 3rd St. 3-5556	Forjoe	J. Allen Brown, Pres. Bob Venn, Gen. Mgr. John Allen, Coml. Mgr.	Ted Anthony, Prog. Dir. Roland Jones, Prom. Mgr. Russell Bennett, Chief Engr.	Associated UP, INS RCA
	WPJV (FM) (CP)	Ch. 286 (B) 105.1mc:13.5kw	Hollywood Bcstg. Co. Hollywood Beach Hotel				
	WQAM 1920	560 5,000-LS 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. 2-6121	ABC Blair	John S. Knight, Pres. Owen F. Uridge, Gen. Mgr. Harry Camp, Coml. Mgr.	Marjorie Christopher, Prog. Dir. & Prom. Mgr. Gene Rider, Chief Engr.	World Associated AP, G. E.

DA-N Directional Antenna, night only. FM's in italic. *—Non-Commercial Station D—Day. N—Night. ST—Share Time. SH—Specified Hours.
DA-1 Directional Antenna, same pattern day and night. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
MIAMI—(Continued)					
WQAM-FM 1946	Ch. 235 (B) 94.9mc 60kw				
WTVJ(TV) 1949	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Southern Radio & Tele. Equip. Co. Inc. 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, Pres. Lee Ruwitch, Acting Mgr. Clyde N. Lucas, Prog. Mgr.	Arthur L. Gray, Prom. Mgr. Earl W. Lewis, Chief Engr.
WWPB 1947	1450 250	Paul Brake 414 S. W. 2nd Ave. 3-7405	Cooke	Paul Brake, Owner, Gen. & Coml. Mgr.	Bill Johns, Prog. Dir. Ed Derryberry, Prom. Mgr. Jack Wilson, Chief Engr.
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw				World AP Western Electric Westinghouse
MIAMI BEACH					
WKAT 1937	1360 5,000-LS 1,000-N	WKAT Inc. 1756 Bay Rd. 5-5711	MBS Weed	A. Frank Katzentine, Pres. John I. Prosser, Gen. & Coml. Mgr.	Gordon N. Waltz, Prog. Dir. Arthur P. Smith Jr., Chief Engr.
WKAT-FM 1947	Ch. 226 (B) 93.1mc 324kw				Standard Cole UP Western Electric
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bestg. Co. 420 Lincoln Rd. 58-6334		Alan H. Rosenson, Pres., Gen. Mgr. & Chief Engr.	Richard H. Wright, Coml. Mgr. Marshall J. Simmons, Prog. Dir.
WMBM 1947	800 1,000-D	Biscayne Bestg. Co. MacArthur Causeway Terminal 5-5586	Ra-Tel	Kenneth S. Keyes Sr., Pres. Kenneth S. Keyes Jr., Gen. & Coml. Mgr. George Chamberlin, Prog. Dir.	Dick Parker, Prom. Mgr. Jack D. Miller, Chief Engr.
OCALA					
WTMC 1939	1290 1,000 DA-N	Ocala Bestg. Co. Inc. 1 Broadcast Pl. 128	MBS Perry	John H. Perry, Pres. T. S. Gilchrist, Gen. Mgr. John Nicholson, Asst. Mgr.	C. J. Rinehardt, Coml. Mgr. W. P. Callahan, Chief Engr.
ORLANDO					
WDBO 1924	580 5,000 DA-N	Orlando Bestg. Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS Blair	George C. Johnston, Pres. & Gen. Mgr. Harold P. Danforth, V. P. & Sta. Mgr.	W. G. McBride, Nat'l. Sales Dir. J. E. Yarbrough, Chief Engr.
WDBO-FM 1949	Ch. 222 (B) 92.3mc 34kw				Associated Thesaurus World AP, UP Western Electric
WHOO 1947	990 10,000-LS 5,000-N DA	Radio Station WHOO Fort Gatlin Hotel 9900	ABC Ra-Tel	Martin Andersen, Pres. Clarence H. Bracey, Gen. & Coml. Mgr.	Tom Sawyer, Prog. Dir. (Mrs.) Betty Jean Kline, Prom. Mgr. Gene Dashiell, Chief Engr.
WHOO-FM 1948	Ch. 243 (B) 96.5mc 59kw				Standard AP RCA Federal

WDBO

(Established 1924)

Central Florida's Pioneer Radio Station

"Serving the Sun Empire"

In the competitive field of Orlando . . . WDBO has more listeners than the three other network stations in Orlando combined.

(Hooper Fall 1948)

WDBO's Radio Families in 22 counties total:

93,473 Day

81,881 Night

(Broadcast Measurement Bureau)

Retail Sales in counties covered by WDBO in 1948 were valued at \$402,679,000.

(1949 Sales Management)

WDBO 580 KC 5,000 Watts

In simultaneous operation

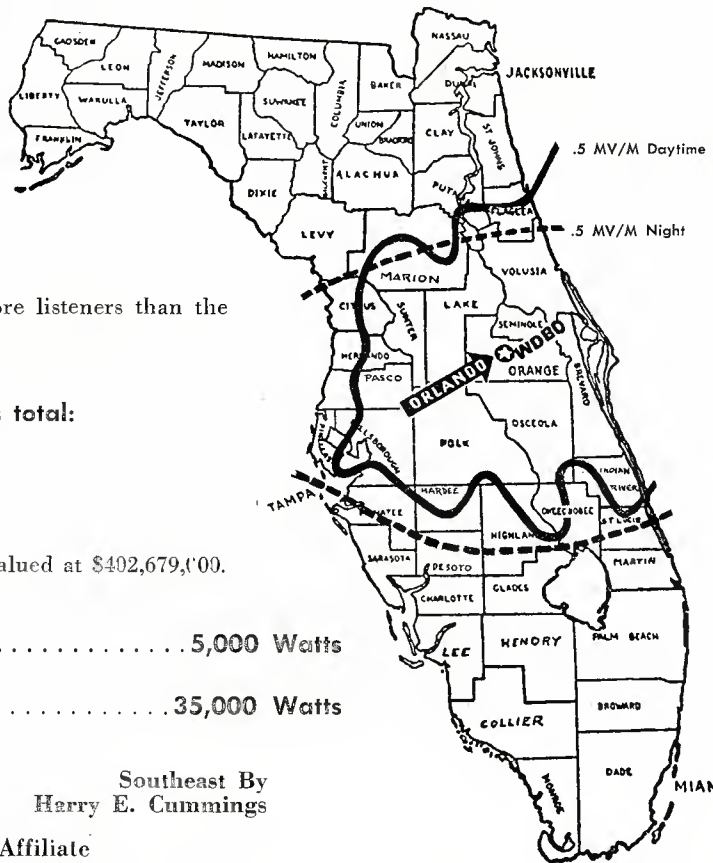
WDBO-FM 92.3 MCS 35,000 Watts

Represented

Nationally By
John Blair & Co.

Southeast By
Harry E. Cummings

Columbia Broadcasting System Affiliate



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FLORIDA—(Continued)

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ORLANDO—(Continued)							
	WLOF 1940	950 5,000 DA-N	Hazlewood Inc. Angebilt Hotel Bldg. 8163	MBS Raymer	William Joe Sears, Pres. Walter C. Shea, Secy.-Treas. J. Allen Brown, Exec. V. P. & Gen. Mgr.	Donn R. Colee, Coml. Mgr. Ruth Donahue, Prog. Dir. Ruth Bartelt, Sales Prom. Mgr. W. Dodd Daniel, Chief Engr.	Lang-Worth UP RCA
	WORZ 1946	740 1,000 DA-2	Central Fla. Bcstg. Co. 740 N. Orange Ave. 2-2451	NBC Weed	James Dandelake, Pres. Eugene D. Hill, Gen. & Coml. Mgr.	W. O. Murrell Jr., Mgr. Tony Chastain, Prog. Dir.	Standard AP
PALATKA							
	WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 3-5-4	Holman	J. E. Massey, Partner L. C. McCall, Partner, Gen. Mgr. & Chief Engr.	Herbert M. Young, Coml. Mgr. Bruce E. Wilson, Prog. Dir.	Lang-Worth SESAC UP Collins
PALM BEACH							
	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515	ABC Perry	Charles E. Davis, Pres. Donald S. Greenleaf, Coml. Mgr.	Clyde Walkden, Chief Engr.	World Lang-Worth AP Gates
	WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw					Federal
PANAMA CITY							
	WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. Inc. West Beach Dr., 777	MBS, LBS Perry	John H. Perry, Pres. Byron Hayford, Gen. & Coml. Mgr. & Prog. Dir.	John Thomas, Prom. Mgr. Elmer Scott, Chief Engr.	World UP Raytheon
	WPCF 1949	1400 250	Bay County Bcstg. Co. 15th & McKenzie, 2662	ABC	E. L. Dukate, Pres. & Gen. Mgr.	Eleanor Whitelaw, Prog. Dir. E. G. Holmes, Chief Engr.	Thesaurus AP, Collins
PENSACOLA							
	WBSP 1946	1450 250	Escambia Bcstg. Co. San Carlos Hotel 6173	ABC Meeker	Ruth Braden, Pres.	Jack Rathbun, Sta., Prom. & Coml. Mgr. & Prog. Dir. G. E. Meade, Chief Engr.	Lang-Worth AP
	WCOA 1926	1370 5,000 DA-N	Pensacola Bcstg. Co. San Carlos Hotel 4111	NBC Perry	John H. Perry, Pres. J. Holliday Veal, Gen. Mgr. Irving Welch, Coml. Mgr.	Russell Hirsch, Prog. Dir. Ann Martin, Prom. Mgr. Harold Heath, Chief Engr.	World UP RCA
	WCOA-FM 1947	Ch. 250 (B) 98.9mc 5.4kw					
	WEAR 1947	1490 250	Gulfport Bcstg. Co. Inc. 5 East Gregory St. 8-4449	MBS, LBS Pearson	T. J. Carroll, Pres. Earle Fletcher, Gen. & Coml. Mgr.	Vinnie Wheeler, Prog. Dir. Howard Grove, Chief Engr.	Capitol AP Gates
PLANT CITY							
	WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526		Leon Lloyd, Mgr.		UP
QUINCY							
	WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300		Richard J. Gardner, Pres. A. B. Letson, Gen. Mgr. & Chief Engr.	R. A. Bush, Coml. Mgr. Louis P. Harris, Prog. Dir.	Lang-Worth AP Western Electric
ST. AUGUSTINE							
	WFOY 1934	1240 250	Fountain of Youth Bcstg. Co. P. O. Box 588, 1622	CBS Avery-Knodel	J. C. Bell, Pres. John E. Bernhard Jr., Gen. & Coml. Mgr.	Frankie C. Walker, Prog. Dir. & Prom. Mgr. Ernest Raistrick, Chief Engr.	UP Western Electric
ST. PETERSBURG							
	WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier	ABC Weed	George D. Robinson, Mgr.		
	WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. P. O. Box 691 7-8108	MBS Pearson	Nelson B. Poynter, Chief Owner F. Joseph Kelley, V. P. & Gen. Mgr.	L. L. Wildman, Coml. Mgr. Jack Faulkner, Prog. & Prom. Dir. William Mangold, Chief Engr.	World Capitol
	WTSP-FM 1948	Ch. 273 (B) 102.5mc 37kw					Western Electric
SANFORD							
	WTRR 1947	1400 250	Radio Station WTRR P. O. Box 1541 999	KBS Clark	Myron A. Reck, Owner & Gen. Mgr. Dick Aiken, Coml. Mgr.	J. Marion Harman Sr., Prog. Dir. & Prom. Mgr. Emerson Browne, Chief Engr.	UP Collins
SARASOTA							
	WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 3666		A. G. Fernandez, William P. Carey, C. J. Fernandez, G. Fernandez, Co-owners	A. G. Fernandez, Gen. Mgr. & Chief Engr. William P. Carey, Coml. Mgr. Robert W. Hanesworth, Prog. Dir.	Capitol AP Gates
	WSPB 1939	1450 250	W S P B Inc. P. O. Box 1110 2565	CBS Pearson	Robert C. Jones Jr., Pres. John B. Browning, Gen. Mgr. Jack Bennett, Coml. Mgr.	David C. Hale, Prog. Dir. James E. Grant, Chief Engr.	Lang-Worth UP RCA
SEBRING							
	WJCM (CP)	1340 100	Highlands Bcstg. Co.				
TALLAHASSEE							
	WTAL 1935	1270 5,000 DA-N	John H. Phipps Cherokee Hotel 2161	CBS, MBS Blair	John H. Phipps, Pres. L. Herschel Graves, Gen. Mgr.	Joe Hosford, Prog. Dir. W. A. Snowden Jr., Chief Engr.	Lang-Worth AP
	WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.75kw					
	WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC, KBS Clark	Frank W. Pepper, Pres. & Gen. Mgr. Frank W. Hazelton, Coml. Mgr. Elaine McDaniel, Prog. Dir.	(Mrs.) Ruby S. Meigs, Prom. Mgr. Charles L. Clifton, Chief Engr.	World UP Gates
TAMPA							
	WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	Perry	W. Walter Tison, Pres., Gen. & Coml. Mgr. Eva Byron, Prog. Supvr.	Coburn Gum, Prom. Mgr. J. B. Tison, Chief Engr.	Lang-Worth SESAC AP RCA

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DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

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U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.

DELIVERS THE **BIG** AUDIENCE

in Florida's fastest growing market

You sell more people when you tell more people . . . And WFLA delivers the big audience in the Tampa-St. Petersburg market — Florida's fastest growing, year 'round market.

With its amazing population growth and greatly increased industrial and agricultural production, the Tampa-St. Petersburg trade area is one of the most important markets in Florida. The substantial payrolls of its diversified business activities build steady buying power right around the calendar.

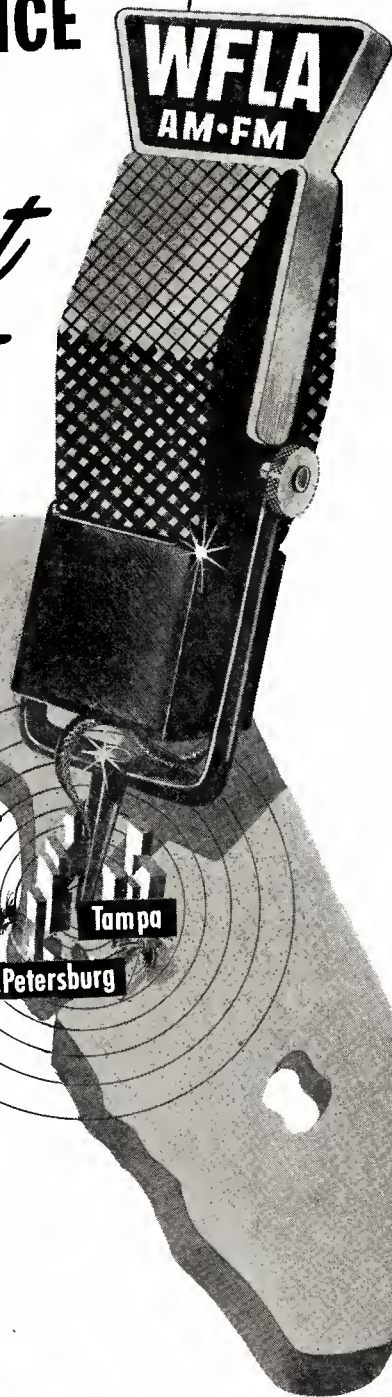
The so-called "tourist season", at one time of three-months duration, is now year 'round in character. Last summer, the Florida West Coast had the biggest vacation business in its history.

For more listeners, for more sales, in the Tampa-St. Petersburg market, use WFLA—the most-listened-to station in the heart of Florida's richest, most heavily populated trade area.

agriculture
industry
commerce
tourists

Tampa

St. Petersburg



NBC AFFILIATE

WFLA

AM *The Tampa Tribune Stations* FM



SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

BROADCASTING • Telecasting

1950 Yearbook Number • Page 115

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

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TAMPA—(Continued)						
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, Pres. L. Spencer Mitchell, Gen. & Coml. Mgr.	Kenneth W. Skelton, Prog. Dir. & Prom. Mgr. William Pharr Moore, Chief Engr.	Associated AP General Electric Western Electric
WDAE-FM 1947	Ch. 289 (A) 105.7mc 1kw					
WEBK (CP)	1590 1,000-D	Hillsboro Bcstg. Co. 1503 Franklin St.				
WFLA 1941	970 5,000 DA-N	The Tribune Co. P. O. Box 1410 H 1828	NBC Blair	Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr. Paul M. Jones, Prog. Dir.	Tom Matthews, Prom. Mgr. Joseph Mitchell, Chief Engr.	Thesaurus Lang-Worth UP RCA Westinghouse
WFLA-FM 1948	Ch. 227 (B) 93.3mc 53kw					
WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. Co. 8122 Nebraska Ave. 33-2251		Harold A. Dunlap, Partner, Pres. & Gen. Mgr. Harry J. Dunlap, Partner & Bus. Mgr.	Ann Bowman, Prog. Dir. Betty Strong, Traffic Mgr. Maurice Scott, Chief Engr.	AP Gates
WEST PALM BEACH						
WIRK 1947	1290 1,000 DA-2	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS McGillvra	Joseph S. Field, Pres., Gen. & Coml. Mgr.	James C. Steele Jr., Prog. Dir. & Prom. Mgr. William P. Heintzman, Chief Engr.	Associated UP Collins
WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Elizabeth Miller, Prog. Dir. Harry Forster, Prom. Mgr. Otis C. Wright, Chief Engr.	Lang-Worth UP RCA
WINTER HAVEN						
WSIR 1947	1490 250	Citrus Belt Bcstrs. Inc. 132 Thrd St. S. W. 31-313	MBS	Fred L. Allman, Pres. Larry Rollins, Gen. Mgr. Earl Sturgeon, Coml. Mgr.	Dick Eyrich, Prog. Dir. L. Orden Craig, Chief Engr.	UP Raytheon
ALBANY						
WALB 1940	1590 1,000 DA-N	Herald Pub. Co. Albany 1590	MBS Burn-Smith	James H. Gray, Pres. H. L. Tallman, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. Ernest Ruckle, Chief Engr.	World AP Collins
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1370	CBS Hollingbery	J. W. Woodruff Sr., Pres. J. W. Woodruff Jr., Exec. Mgr. L. M. George, Sta. & Prom. Mgr.	Walter H. Flint, Prog. Dir. Redus Carlton, Chief Engr.	Standard UP RCA
AMERICUS						
WDEC 1947	1230 250	The Americus Bcstg. Co. 109½ Windsor Ave. 3681	MBS GALS Continental	James Blair, Pres. & Gen. Mgr. Charles C. Smith, Sta. Mgr. & Prog. Dir.	Lloyd E. McKinney, Chief Engr.	AP Raytheon
ATHENS						
WGAU 1938	1340 250	J. K. Patrick & Co. Bobbie Mill Rd. 1741	CBS, KBS GALS	J. K. Patrick, Pres. R. Lewis Doser, Gen., Coml., & Prom. Mgr. & Prog. Dir.	Bill Evans, Chief Engr.	Standard AP Collins
WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw					
WRFC 1948	960 1,000-D	Radio Athens Inc. 279½ N. Lumpkin St. 446	Dodson	L. H. Christian, Pres. & Gen. Mgr. Claude Williams Jr., Coml. Mgr.	Charles A. McClure, Prog. Dir. & Prom. Mgr. L. D. Drewry, Chief Engr.	General Electric Associated UP Gates
ATLANTA						
WAGA 1937	590 5,000 DA-N	Fort Industry Co. 56 Marietta St. Main 5900	CBS Katz	George B. Storer, Pres. James E. Bailey, Gen. Mgr. Claude Frazier, Coml. Mgr.	William H. McCain, Prog. Dir. Lidie Lee, Prom. Mgr. Paul Cram, Chief Engr. AP Westinghouse
WAGA-FM 1948	Ch. 277 (B) 103.3mc 50kw					
WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	Fort Industry Co. 1013 W. Peachtree St. Emerson 2541	CBS, DuMont	George B. Storer Jr., Gen. Mgr.	Bill Terry, Prog. Dir. Western Electric RCA
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377	Forjoe	J. W. Woodruff Sr., Pres. Maurice C. Coleman, Gen. Mgr.	David Ruark, Prog. Dir. Ellis Bryant Jr., Chief Engr.	Lang-Worth Standard UP Western Electric
WATL-FM 1948	Ch. 248 (B) 97.5mc 44kw					
WBGE 1947	1340 250	General Bcstg. Co. Georgian Terrace Hotel Vernon 1194	Burn-Smith	Mike Benton, Pres. David J. Holt, Gen. Mgr. & Chief Engr. Samuel Kane, Sales Mgr.	Marilyn Bradham, Prog. Dir. Ralph Black, Prom. Mgr. Howard Parrish, Asst. Chief Engr.	General Electric Lang-Worth AP General Electric
WBGE-FM 1947	Ch. 238 (B) 95.5mc 14kw					
WCON 1947	550 5,000 DA-N	The Constitution Pub. Co. 11 Forsyth St. S.W. Lamar 4545	ABC Headley-Reed	Major Clark Howell, Pres. David Carpenter, Gen. Mgr. Crenshaw Bonner, Sales Mgr.	Marguerite Taylor, Prog. Dir. Edwin Pentecost, Prom. Mgr. Harvey Aderhold, Chief Engr.	World AP, UP Western Electric
WCON-FM 1948	Ch. 253 (B) 98.5mc 54kw					
WCON-TV (CP)	Ch. 2 54-60mc 2.5kw-aur.; 4.9kw-vis.					
WEAS 1947						
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave. N.E. Lamar 0666		J. B. Blayton Sr., Pres. J. B. Blayton Jr., Gen. & Prom. Mgr.	Clayton J. Cosse', Coml. Mgr. Adrian K. Knight, Prog. Dir. William F. Kennedy, Chief Engr. Western Electric

GEORGIA

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CBS IN ATLANTA CBS AND DUMONT TV



If you're after business in Atlanta and Georgia (and you should be) . . . If your plans include seizing the ever increasing opportunities being afforded you in the South (and they should) . . . Then by all means, call a KATZ Agency man for the story of Atlanta's promotion-minded stations—WAGA and WAGA-TV . . . where CBS teams up with local know-how to go after results for you with "the best shows of all!"



Represented Nationally by THE KATZ AGENCY, INC.

NEW YORK * CHICAGO * DETROIT * KANSAS CITY
 ATLANTA * DALLAS * SAN FRANCISCO * LOS ANGELES

10,000 WATTS



10 • 10 ON YOUR DIAL

WEAS

ATLANTA • DECATUR

RACE • RURAL • RELIGION

- ★ Georgia's most powerful Independent Station
- ★ Georgia's largest mail pull station

ATLANTA HOOPER RATING

	NET STATION	INDEPENDENT	NET STATION	NET STATION	NET STATION
	NBC 23.9	WEAS 17.2	CBS 15.2	ABC 14.1	MBS 11.5

COVERAGE

WEAS

Listener mail-Response Area
05 MV

NATIONAL RATE CARD 2
EFFECTIVE JULY 1, 1949

	1 HR.	½ HR.	15 MIN.	5 MIN.	1 MIN.	35 SEC.
1	\$112.50	\$67.50	\$40.50	\$24.75	\$18.00	\$15.75
26	106.90	64.15	38.50	23.55	17.10	15.00
52	101.55	60.95	36.60	22.40	16.25	14.25
104	96.50	57.90	34.80	21.30	15.45	13.55
156	92.70	55.00	33.05	20.25	14.70	12.90
260	88.15	52.25	31.40	19.25	14.00	12.25
312	83.75	49.65	29.85	18.30	13.30	11.70
520	79.60	47.20	28.35	17.40	12.65	11.10

1. Georgia's largest labor, working-class, and rural audience.
2. Largest percentage of Georgia's 1,083,000 Negro listeners.
3. Georgia's largest religious audience.
4. No alcoholic beverage or dance-hall advertising accepted.
5. Distinctive block programming with no overlapping.
6. Mail, survey, sponsor-business-growth reports available upon request.

WEAS has a consistent mail-pull coverage of the entire state of Georgia and its retail market area.

1948 Retail Sales: \$2,104,951,000. % Negro: \$463,089,844.

WEAS blankets, with a strong 5-mv signal, the 50-odd counties comprising the Atlanta retail market area.

1948 Retail Sales: \$1,166,387,000. % Negro: \$243,405,140.

**No coverage of the Georgia Market
is complete without WEAS**

THE FAMILY STATION

NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

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ATLANTA—(Continued)					
WGST 1923	920 5,000-LS 1,000-N	Georgia Institute of Tech. Forsyth Bldg. Walnut 8441	MBS Hollingbery	F. M. Spratlin, Chmn. Radio Comm. John Fulton, Gen. & Coml. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr. Lang-Worth AP RCA
WGST-FM 1947	Ch. 231 (B) 94.1mc 345kw			 General Electric World UP RCA
WQXI (Buckhead) 1948	790 5,000-D	Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196		R. W. Rounsaville, Owner & Gen. Mgr. Sam R. Davis, Coml. Mgr.	Bob Corley, Prog. Dir. Ray McCay, Prod. Mgr. Harold Price, Chief Engr.
WSB 1922	750 50,000	The Atlanta Journal Co. 10 Forsyth St. N. W. Hemlock 1045	NBC Petry	James M. Cox Jr., Chmn. of Board J. Leonard Reinsch, Mngng. Dir. John M. Outler Jr., Gen. Mgr. Marcus Bartlett, Prog. Dir.	Frank Gaither, Coml. Mgr. Wayne Anderson, Prom. Mgr. C. F. Daughtery, Chief Engr. Associated Standard AP, UP Western Electric Westinghouse RCA
WSB-FM 1949	Ch. 283 (B) 104.5mc 48.5kw			 Westinghouse RCA
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.			 RCA
AUGUSTA					
WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. 515 Jefferson Davis Ave. 4-5441	MBS, LBS GALS Walker	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. Engr.	Russell E. Poteet, Prom. Mgr. Marvin W. Tarpley, Chief Engr. George M. Scott, Prog. Dir. AP Gates
WGAC 1940	580 5,000-LS 1,000-N DA	Twin States Bcstg. Co. WGAC Bldg. 22692	ABC Avery-Knodel	A. D. (Jess) Willard, Pres. & Gen. Mgr.	Warren Hites, Prog. Dir. John B. Vance, Prom. Mgr. John Jopling, Chief Engr.
WJBF 1946	1230 250	The Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Taylor-Borroff	J. B. Fuqua, Pres. & Gen. Mgr. D. M. Kelly Jr., Sta. Mgr. Steve D. Manderson, Coml. Mgr.	John B. Vance, Prog. Dir. Fred Runde, Prom. Mgr. C. M. Callicott, Chief Engr. World UP Raytheon
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. 8th & Broad Sts. 2-8805	CBS Hollingbery	W. R. Rington, Mgr.	Wm. B. Smart, Sales Mgr. Lang-Worth World UP
BAINBRIDGE					
WMGR 1946	1490 250	S. Marvin Griffin Faceville Highway	MBS	S. Marvin Griffin, Gen. Mgr.	

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PENETRATION!

399,130 RADIO HOMES*

1st MARKET IN SOUTHEAST

82% PENETRATION OF RADIO FAMILIES IN GREATER ATLANTA AREA AT LOWEST COST PER THOUSAND*

RIGHT COMBINATION OF LOCAL AND NET PROGRAMS

CONSTANT PROMOTION NEWSPAPER, CAR CARDS, OUTDOOR

LOCAL RESULTS

ATLANTA MERCHANTS USE THE STATION THAT REACHES THE PEOPLE WHO BUY! WGST HAS 234 LOCAL ACCOUNTS TOTALING 73,008 SPOTS AND PROGRAMS

WGST
MBS

Atlanta, Georgia
5,000 W* 920 KC
*1,000 W NIGHT

* BROADCAST MEASUREMENT BUREAU

GEO. HOLLINGBERY
NATIONAL REPRESENTATIVE



Premiered Sept. 29, 1948

FIRST in the South

**1
wsb-tv**

ON PEACHTREE STREET

BEST in the South

*WSB, AM and FM, and WSB-TV are
affiliates of The Atlanta Journal*

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BRUNSWICK						
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714		Alan Burke, Gen. Mgr. John Lane, Coml. Mgr.	Ted Booth, Prog. Dir. Herman Lange, Chief Engr.	Associated AP Gates
WMOG 1940	1490 250	Coastal Bcstg. Co. Inc. St. Simons Island Causeway 1500	MBS	(Mrs.) Alma W. King, Pres. Kenneth E. White, V. P., Gen. & Coml. Mgr.	Sidney Hargraeves, Chief Engr.	Lang-Worth UP RCA
CAIRO						
WGRA (CP) 1946	1300 1,000-D	Grady-Mitchell Bcstg. Co.				
CARROLLTON						
WLBB 1947	1100 250-D	Carroll Bcstg. Co. Peoples Bank Bldg. 980	GALS	Tom K. Vassey, Gen. Mgr. Chessley Hooper, Coml. Mgr. & Chief Engr.	James C. Dunaway, Prog. Dir. Dale Smith, Prom. Mgr.	Lang-Worth, SESAC UP Raytheon
CARTERSVILLE						
WBHF 1946	1450 250	W. Ryan Frier Cartersville 1200	MBS, KBS GALS	W. Ryan Frier, Owner & Gen. Mgr.	James H. New, Prom. Mgr. John Doherty, Chief Engr.	Lang-Worth UP
CEDARTOWN						
WGAA 1941	1340 250	Northwest Georgia Bcstg. Co. West Theatre Bldg., 777	ABC KBS GALS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena W. Murphy, Prog. Dir. Paul Mason, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP RCA
WGAA-FM 1948	Ch. 241 (B) 96.1mc 5.5kw					
COLUMBUS						
WDAK 1940	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, Pres. Miles H. Ferguson, Mgr. W. S. Massie, Coml. Mgr.	John Nolan, Prom. Mgr. & Prog. Dir. Hudie Brown, Chief Engr.	World AP RCA
WDAK-FM 1948	Ch. 300 (B) 107.9mc 10kw					
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway	ABC, MBS Branham	Walter M. Windsor, Gen. Mgr.		Associated Lang-Worth Capitol, AP, UP
WGBA-FM 1946	Ch. 236 (B) 95.1mc 9kw					
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 13th Ave. & 14th St. 2-0601	CBS Hollingbery	J. W. Woodruff Sr., Pres. J. W. Woodruff Jr., Exec. & Coml. Mgr.	George A. Gingell, Prog. Dir. Walter Mitchell, Prom. Mgr. Joe A. Gamble, Chief Engr.	Standard UP, INS Western Electric General Electric
WRBL-FM 1946	Ch. 277 (B) 93.3mc 46.2kw					
CORDELE						
WMJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS, KBS	James S. Rivers, Pres. William E. Blizzard Jr., Gen. Mgr. Willard Belote, Coml. & Prom. Mgr.	Bryant Lane, Prog. Dir. Reo Chirland, Chief Engr. UP RCA
COVINGTON						
WMOC 1946	1490 250	The Covington News Inc. 615 Monticello St. 2275	MBS	A. Belmont Dennis, Pres.		
DALTON						
WBLJ 1940	1230 250	Dalton Bcstg. Corp. Kenemer Bldg. 1180	MBS, KBS GALS	H. C. Kenemer, Pres. J. F. McGinley, Gen. Mgr.	John S. Andrews, Chief Engr.	Capitol, SESAC UP Gates
DAWSON						
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. Parrot 415	GALS	Ed Stevens, Pres. W. C. Woodall Jr., Gen. & Coml. Mgr.	Olyn L. Gee, Prog. Dir. Joe Stephens, Chief Engr.	Lang-Worth UP Collins
DECATUR						
(Atlanta) WEAS 1947	1010 10,000-D DA	E. D. Rivers Jr. 217 W. Ponce De Leon Ave. Dearborn 2521	Pearson	E. D. Rivers Jr., Owner & Gen. Mgr. Warren Roberts, Prog. Dir.	Ben Gunn, Prom. Mgr. Wm. H. Keller, Chief Engr.	World AP RCA
WGLS 1949	970 1,000-D	DeKaib Bcstg. Co. 546 N. McDonough St. Crescent 6471	GALS, LBS Friedenberg	Frank G. Thomas, Pres. A. R. Bruckner Jr., Sta. Mgr. Robert W. Mock, Coml. Mgr.	Preston Charles, Prog. Dir. Robert W. Minton, Chief Engr.	Standard UP Gates
DOUGLAS						
WDMG 1947	860 1,000-D	WDMG Inc. 118 So. Madison Ave. 564		Downing Musgrove, Pres. B. F. J. Timm, Gen. Mgr.	Terry Kielty, Prog. Dir. Al Woodson, Chief Engr.	SESAC, World UP Raytheon
WDMG-FM (CP)	Ch. 239 (B) 95.7mc.; 4.9kw					
DUBLIN						
WMLT 1945	1340 250	Dublin Bcstg. Co. Dublin 871	MBS, KBS GALS Continental	George T. Morris, Pres. W. Newton Morris, Gen. Mgr. J. Marion Kendrick, Coml. Mgr.	Roy M. Hubbard, Prog. Dir. Charles R. Lord, Chief Engr.	Thesaurus AP
EAST POINT						
WTJH 1949	1260 1,000-D	Southeastern Bcstg. System P. O. Box 72	KBS	James S. Rivers, Pres. & Gen. Mgr. James Brown, Coml. & Prom. Mgr.	Jack Barton, Prog. Dir. Bruce Smith, Chief Engr. INS RCA
ELBERTON						
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS, KBS Continental	Melvin C. Gorman, Mgr.	 AP
FITZGERALD						
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 740	MBS	Arthur Carpenter Jr., Pres. Thomas R. Hanssen, Gen. Mgr. & Chief Engr.	Charles W. Dowdy, Coml. Mgr. Mavis Mobley, Prog. Dir. AP Gates

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Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

THE KATZ AGENCY, INC. Represented, individually and as a group, by
New York • Chicago • San Francisco • Dallas
Atlanta • Detroit • Kansas City • Los Angeles

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GAINESVILLE					
WDUN 1949	1400 250	Northeast Georgia Bcstg. Co. 217½ South Main St. 2341	GALS, LBS	Paul C. Plaginos, Pres. John W. Jacobs Jr., Gen. Mgr. David A. Rankin, Coml. Mgr.	Hub Terry, Prog. Dir. Jackson A. Dodd, Chief Engr. Capitol AP General Electric
WDUN-FM 1949	Ch. 280 (A) 103.9mc 0.3kw				
WGGA 1941	1240 250	Blueridge Bcstg. Co. 2400 Athens Rd. 1600	MBS KBS	Charles Smithgall, Pres. & Gen. Mgr. E. F. MacLeod, Coml. Mgr.	Lang-Worth UP RCA
GRIFFIN					
WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS, KBS GALS Sears & Ayer	A. W. Marshall Jr., Pres. & Gen. Mgr.	G. H. Whitley Jr., Coml. Mgr., Prog. Dir. & Chief Engr. UP Gates
HARTWELL					
WKLY 1947	980 1,000-D	Louie L. Morris Box 189 71		Louie L. Morris, Pres. Max G. Pfaender, Exec. V. P. Joe B. Wilder, Asst. Mgr.	Carroll S. Lee, Prog. Dir. Ernest Church, Chief Engr. Capitol UP Gates
JESUP					
WBGR 1949	1370 1,000-D	The Altamaha Bcstg. Co. Jesup 2444	KBS	W. Glenn Thomas, Pres. & Gen. Mgr. Fred Millikin, Coml. Mgr.	Fredrick Kea, Prog. Dir. & Prod. Mgr. D. A. Nichols, Chief Engr. Standard UP Raytheon
LaGRANGE					
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 3505	MBS McGillvra	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John Boggess, Prog. Dir. Herb Wells, Prom. Mgr. J. M. McKay, Chief Engr. Standard UP Gates
WLAG-FM 1948	Ch. 238 (B) 104.1mc 5.1kw	8222			
MACON					
WBML 1940	1240 250	Middle Ga. Bcstg. Co. Fickling & Walker Bldg. 2728	ABC Taylor-Borroff	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary H. Richardson, Prog. Dir. Lewis Smith, Prom. Mgr. H. S. Goodrich, Chief Engr. World AP RCA
WBML-FM 1947	Ch. 264 (B) 100.7mc 15kw				
WIBB 1948	1280 1000-D	Peach State Bcstg. Co. Inc. Professional Bldg. Ivy 2716	LBS GALS	M. O. Thornburg Jr. } Owners Thomas H. Maxwell } M. O. Thornburg Jr., Gen. Mgr. George W. Patton, Coml. Mgr.	Marion Bragg, Prog. Dir. Donald C. Frost, Prom. Mgr. Thomas H. Maxwell, Chief Engr. Thesaurus UP Raytheon
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 3131	CBS Katz	George P. Rankin, Pres. & Chief Engr. Wilton Cobb, Gen. Mgr. & Prog. Dir.	Frank Crowther, Coml. & Prom. Mgr. Lang-Worth INS General Electric
WMAZ-FM 1947	Ch. 256 (B) 99.1mc 32kw				
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 8211	MBS Georgia Forjoe	E. M. Lowe, Pres. Alfred Lowe, Gen. Mgr. & Prog. Dir.	James H. Weathers, Coml. Mgr. Wm. M. Moore Jr., Chief Engr. Capitol AP Western Electric
WNEX-FM 1948	Ch. 245 (B) 96.9mc 41kw				
MARIETTA					
WFOM 1946	1230 250	Chattahoochee Bcstrs. S. Cobb Dr. 1746	GALS	Fred B. Wilson } Owners Channing Cope } Albert L. Jones, Gen. Mgr.	John Bacheller, Coml. Mgr. Gloria Rogerson, Prog. Dir. Lynne Brannen, Chief Engr. AP Raytheon
MILLEDGEVILLE					
WMVG 1946	1450 250	Jere N. Moore Georgia Military College 250	MBS, KBS Georgia GALS Griffith	Jere N. Moore, Pres. Michael T. Landy, Gen., Coml. & Prom. Mgr.	Josephine Ragsdale, Prog. Dir. Robbie O. Hattaway, Chief Engr. World UP Gates
MOULTRIE					
WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS GALS Clark	John F. Pidcock, Pres. & Gen. Mgr. Roy F. Zess, Sta. & Prom. Mgr. & Prog. Dir.	A. Wandell Murphy, Coml. Mgr. Lamar Beaty, Chief Engr. UP RCA
NEWMAN					
WCOH 1947	1400 250	Newman Bcstg. Co. 11 Court Sq. 1400		James Thomasson, } Ida Thomasson } Partners E. W. Thomasson } D. T. Manget }	James Thomasson, Gen. & Coml. Mgr. Betty Bonner, Prog. Dir. Walter O. Welch, Chief Engr. World AP Collins RCA
WCOH-FM 1947	Ch. 222 (B) 92.3mc 4.2kw				
QUITMAN					
WKMA 1947	1490 250	Radio South Walker Bldg. 4811		John R. Barlett, Owner & Coml. Mgr.	Elizabeth Barlett, Prog. Dir. Jack V. Lo Presti, Chief Engr. UP RCA
ROME					
WLAQ 1947	670; CP-1410 1,000-D; CP-1,000 DA-N	News Tribune Pub. Co. Rome 21511	KBS	Burgett Mooney Sr., Pres. Robert C. Leach, Gen. & Coml. Mgr.	William B. Davies, Prog. Dir. George W. Rice, Prom. Mgr. Dan Scott, Chief Engr. Capitol AP, UP, INS Raytheon
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Co. Nat'l. City Bank Bldg. 2-2411	MBS Walker	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Mather Payne, Sta. Mgr. Finkie Talley, Coml. Mgr.	Jim Roberts, Prog. Dir. & Prom. Mgr. R. L. Starr, Chief Engr. Lang-Worth UP Westinghouse
WRGA-FM 1947	Ch. 293 (B) 106.5mc 1.4kw				
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121½ Broad St. 9075	McKinney	Dean Covington, Pres. & Coml. Mgr. Edward McKay, Gen. & Prom. Mgr.	Charles Doss, Prog. Dir. Van Murray, Chief Engr. General Electric AP Raytheon

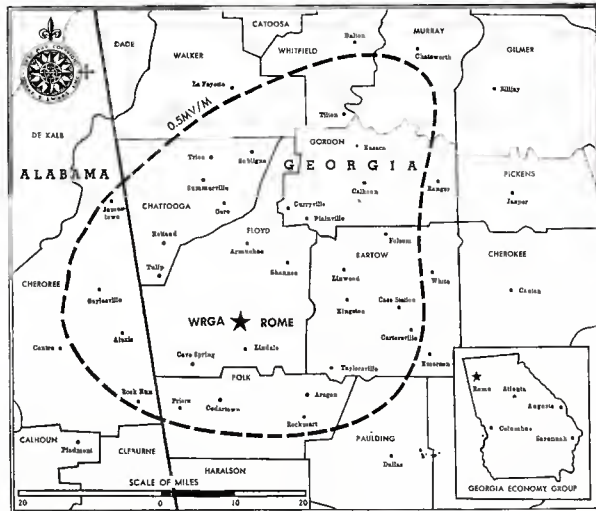
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SAVANNAH						
WCCP 1946	1450 250	Dixie Bcstg. Co. P.O. Box 943 2-4182	MBS Walker	Carter C. Peterson, Pres. & Gen. Mgr. Weldon Herrin, Sta. & Coml. Mgr. Charles J. Lipton, Sales Prom. Mgr.	Charles Beresford, Prog. Dir. A. I. Jennings, Pub. Dir. William E. Moats, Chief Engr.	Standard UP Gates
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC Young	A. C. Neff, Pres. L. H. Thesmar, Gen. Mgr. Robert F. Finch, Coml. Mgr.	Milton Bellah, Prog. Dir. James L. Wood, Prom. Mgr. Howard C. Jewett Jr., Chief Engr.	AP Western Electric
WDAR-FM 1949	Ch. 243 (B) 96.5mc 13.2kw					RC A
WFRP 1946	1230 250	Georgia Bcstg. Co. 219 East Charlton St. 3-9642	GALS Clark	Frank R. Pidcock, Pres. John F. Pidcock, Gen. Mgr. & Prog. Dir.	John G. Williams, Coml. Mgr. James M. Wilder, Chief Engr.	AP Raytheon
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty Nat'l. Bank Bldg. 3-0234	NBC Hollingbery	Harben Daniel, Pres. & Gen. Mgr. Don Jones, Coml. Mgr. Owens Alexander, Prog. Dir.	Carson Demmond, Prom. Mgr. M. E. Thompson, Chief Engr.	Thesaurus AP RC A
WSAV-FM 1947	Ch. 262 (B) 100.3mc 15.5kw					
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS Georgia Trio Katz	William T. Knight Jr., Pres. & Gen. Mgr. Ben Williams, Coml. Mgr.	Ben H. Quick, Prog. Dir. Dwight J. Bruce, Prom. Dir. Reeve Owen, Chief Engr.	Lang-Worth World UP RC A
WTOC-FM 1946	Ch. 247 (B) 97.3mc 43kw					General Electric
STATESBORO						
WWNS 1946	1490 250	Alfred Dorman P.O. Box 146 502	MBS, KBS GALS	Alfred Dorman, Owner Paul R. Sauve, Gen. & Coml. Mgr.	Clinton J. Lewis, Chief Engr.	UP Raytheon
SWAINSBORO						
WJAT (CP)	800 1,000-D	Jack & Nancy M. Thompson				
THOMASTON						
WSFT 1947	1220 250-D	Thomaston Bcstg. Co. 101 N. Church St. 1300	MBS Georgia GALS	R. E. Hightower, Pres. S. J. Carswell, Gen. Mgr. Claude T. Thames, Coml. Mgr.	Bill Heule, Prog. Dir. R. D. Wharton, Chief Engr.	AP General Electric
THOMASVILLE						
WKTG 1947	730 1,000-D	Southern Bcstg. System Inc. Bank of Thomas County Bldg. 1501	GALS Clark	W. F. Scott Jr., Pres., Gen. & Coml. Mgr.	W. B. Hill, Prog. Dir. K. T. Mallory, Chief Engr.	World Lang-Worth AP Raytheon
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bill Ward, Prog. Dir. J. W. Poole, Chief Engr.	Thesaurus Capitol UP Gates
THOMSON						
WTWA 1948	1240 250	Hickory Hill Bcstg. Co. Inc. Thomson 777	MBS Taylor-Borroff	Walter J. Brown, Pres. Edgar H. Kobak Jr., Gen. Mgr. John R. Morris, Coml. Mgr.	Edward W. Williams Jr., Chief Engr.	World UP RC A
TIFTON						
WWGS 1947	1340 250	Tifton Bcstg. Corp. 800 South Main St. 921	MBS GALS	W. A. Graham, Pres. James E. Graham, V. P. & Gen. Mgr.	William Shepherd, Coml. & Prom. Mgr. Bert Stevans, Prog. Dir. Wendell C. Roberts, Chief Engr.	UP

WRGA

Your Best
Advertising Medium
in
NORTHWEST GEORGIA



MARKET DATA		0.5 MV/M
POPULATION	160,965
FAMILIES	42,760
RADIO HOMES	37,718
TOTAL RETAIL SALES \$	87,384
TOTAL FOOD SALES \$	19,395
GEN. MDSE SALES \$	11,671
EAT AND DRINK SALES \$	2,200
DRUG SALES \$	2,236
OTHER SALES \$	51,882

All money values in thousands of dollars. Population from Census estimates, July 1948. Families and Radio Homes—BMB, 1948. Sales estimated from Monthly Retail Trade Reports, Bureau of the Census, Sept. 1948.

Mutual Broadcasting System

WRGA

ROME, GEORGIA

5000 W. Day & Nite 1470 KC.
Represented Nationally by the WALKER COMPANY

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 8, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
TOCCOA					
WLET 1941	1450 250	R. G. LeTourneau 423 Prather Bridge Rd. 544	MBS, KBS GALS Clark	R. G. LeTourneau, Pres. Virgle E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Roy E. Gaines, Prog. Dir. Charles H. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr. UP Gates General Electric
WLET-FM 1947	Ch. 291 (B) 106.1mc 10kw				
VALDOSTA					
WGAF (CP) 1940	910 5,000 DA-N	Valdosta Bestg. Co.			
WGOV 1940	950 5,000-LS 1,000-N DA-2	E. D. Rivers Hotel Daniel Ashley 1420	MBS Pearson	E. D. Rivers, Owner Mrs. E. D. Rivers, Gen. Mgr. Mary Gorman, Bus. Mgr.	John V. Evans, Prog. Dir. Ralph M. Dennis, Chief Engr. UP Raytheon
WGOV-FM 1948	Ch. 223 (B) 92.5mc 7kw				
VIDALIA					
WVOP 1946	1450 250	Vidalia Bestg. Co. Mt. Vernon Rd. 327	KBS GALS	M. F. Brice, Pres. Howard C. Gilreath Jr., Gen. Mgr. Jack Kirkland, Coml. Mgr.	Eileen Browning, Prog. Dir. Art Peterson, Prom. Mgr. Warren Smith, Chief Engr. World UP Gates
WAYCROSS					
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS GALS Holman	Jack Williams, Owner John J. Tobola, Gen. & Coml. Mgr.	Gwen Thomas, Prog. Dir. & Prom. Mgr. John E. Legare, Chief Engr. World, Cole UP RCA
WEST POINT					
(Lanett, Ala.) WRLD 1940	1490 250	Valley Bestg. Co. Inc. West Point 437	ABC, KBS GALS	J. C. Henderson, Pres. & Gen. Mgr. Capers E. Lifsey, Coml. Mgr.	Aileen Love, Prog. Dir. & Prom. Mgr. R. R. Magill, Chief Engr. World AP Western Electric RCA
WRLD-FM 1947	Ch. 275 (B) 102.9mc 10.2kw				
BOISE					
KDSH 1947	950 5,000 DA-N	Boise Valley Bcstrs. Inc. 311 North 10th St. 6820	CBS Free & Peters	Saul Haas, Pres. Westerman Whillock, Gen. Mgr.	Earl Glade Jr., Prog. Dir. & Prom. Mgr. James Johntz Jr., Chief Engr. Lang-Worth World AP Gates Standard AP, UP RCA
KGEM 1946	1340 250 CP:1140 10,000 DA-1	Idaho Bestg. & TV Co. Owyhee Hotel 533	ABC, KBS Rocky Mtn. Hollingbery	Frank C. Carman, Pres. Milo J. Petersen, Gen. Mgr. Al Borge, Coml. Mgr.	Robert Fleming, Prog. Dir. Hal Cunningham, Prom. Mgr. Richard Eggeston, Chief Engr.
KIDO 1928	1380 2,500-LS 1,000-N	KIDO Inc. Chamber of Commerce Bldg. 660	NBC Blair	Georgia M. Davidson, Pres. Walter Wagstaff, Gen. Mgr. Hugh Shelley, Coml. Mgr.	James McKibben, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeier, Chief Engr.
KIDO-FM 1947	Ch. 291(B) 106.1mc 7kw				
BURLEY					
KBIO 1946	1230 250	KBIO Inc. Box 461 10	ABC Gem Rocky Mtn.	Jessica L. Longston, Pres. Donald R. Pinney, Gen. Mgr. & Chief Engr.	Tess M. Williams, Prog. Dir. & Prom. Mgr. Rudy Rankin, Coml. Mgr. World Lang-Worth UP Western Electric
CALDWELL					
KCID 1947	1490 250	Caldwell Bestg. Co. Inc. Drawer 1052 1540	Keating Biddick	J. T. LaFond, Pres. H. R. McCosh, Gen. & Coml. Mgr.	Jack J. Link, Prog. Dir. & Prom. Mgr. Jerry Burgess, Chief Engr. World UP RCA
COUER d'ALENE					
KVNI 1946	1240 250	Coeur d' Alene Bestg. Co. Blackwell Island 1250	MBS Don Lee Hollingbery	Burl C. Hagadone, Pres. Wayne E. Olsen, Mgr. Bernard V. Merriman, Asst. Mgr. in Charge Prod.	Howard Olsen, Chief Engr. Lang-Worth AP RCA
IDAHO FALLS					
KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS Intermountain Avery-Knodel	Joseph E. Williams, Pres. C. N. Layne, Gen. Mgr. & Chief Engr.	Leonard Wasden, Coml. Mgr. Eugene A. Ackerley, Prog. Dir. & Prom. Mgr. World MacGregor UP
KIFI 1947	1400 250	Eastern Ida. Bestg. & Telev. Co. 339 Broadway 1084	ABC KBS Rocky Mtn. Hollingbery	J. M. Brady, Pres. & Gen Mgr. Dan W. Kelly, Coml. Mgr. Ken Petersen, Prog. Dir.	James McKague, Prom. Mgr. Blaire Nelson, Chief Engr. AP Gates
LEWISTON					
KRLC 1935	1350 1,000 DA-N	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee Grant	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr. Robert Taylor, Coml. Mgr.	Bill Dodel, Prog. Dir. Elizabeth Pring, Prom. Mgr. Gene Wilson, Chief Engr. Lang-Worth UP RCA
MOSCOW					
KRPL 1949	1400 250	Interstate Radio Inc. P. O. Box 207 2283	Biddick Continental	T. R. Farrier, Pres. Beri McAllister, Gen. & Prom. Mgr. & Prog. Dir. Jack H. Goetz, Coml. Mgr.	H. C. Young, Chief Engr. World Cole AP
NAMPA					
KFXD 1922	580 1,000 DA-1	Frank E. Hurt & Son Inc. 1024 12th Ave. So. 1200	MBS Intermountain Avery-Knodel	Frank E. Hurt, Pres. & Gen. Mgr. Doyle H. Cain, Coml. Mgr.	W. S. Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr. Thesaurus Lang-Worth SESAC UP Western Electric General Electric
KFXD-FM 1946	Ch 270 (B) 101.9 mc 2.5 kw				
POCATELLO					
KEIO 1947	1440 1,000 DA-1	Eastern Idaho Bestg. & TV Co. Hotel Bannock 3400	ABC, KBS Rocky Mtn. Gem Hollingbery	J. M. Brady, Pres. Chick Crabtree, Gen. Mgr. Jim Schoonover, Coml. Mgr.	Steve Shepard, Prog. Dir. Don Burden, Prom. Mgr. Denzil Musulin, Chief Engr. World AP Gates
KEYY 1946	1240 250	Radio & TV Bestg. Co. of Ida. 1140 Yellowstone Ave. 1240	MBS Intermountain Avery-Knodel	F. M. Bistline, Pres. Louis F. Haller, Gen. & Coml. Mgr.	Doris MacBride, Prog. Dir. & Prom. Mgr. J. Julian Dennis, Chief Engr. World

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DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*-Non-Commercial Station D-Day. N-Night. ST-Share Time. SH-Specified Hours.
U-Unlimited. CP-Construction Permit Issued. LS-Local Sunset.
L-Limited Time with Dominant Station. SA-Special Authorization.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make	
POCATELLO—(Continued)						
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Hotel Whitman 4000	NBC Walker	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.	Lang-Worth Standard, Cole UP RCA
KSEI-FM 1947	Ch. 243(B) 96.5 mc 1.8 kw					
PRESTON						
KPST 1948	1340 250	Voice of the Rockies Inc. Preston 600	KBS	Rulan Dunn, Mgr.	N. Pratt Smith, Coml. Mgr.	Associated Lang-Worth AP
SANDPOINT						
KSPT 1949	1400 250	Bauer Bcstg. Co. Sandpoint 555	KBS	Norman E. & Ione M. Bauer, Partners Norman E. Bauer, Gen. Mgr. Jack Hatch, Asst. & Coml. Mgr.	Ione M. Bauer, Prog. Dir. Marie Rossmiller, Prom. Mgr. Carl I. Hill, Chief Engr.	Standard UP Western Electric
TWIN FALLS						
KLIX 1946	1340 250	Southern Idaho Bcstg. & TV Co. Elizabeth Blvd. 2434	ABC Gem, Rocky Min. Hollingbery	Frank C. McIntyre, Pres. & Gen. Mgr. Juneau H. Shinn, Coml. Mgr.	Ian Elliot, Prom. Mgr. Lloyd James, Chief Engr.	Capitol World AP
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Weed, Keating	O. P. Soule, Pres. F. M. Gardner, Gen. & Coml. Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. Marvin Hartley, Chief Engr.	Lang-Worth Standard UP RCA
KTFI-FM 1947	Ch. 259(B) 99.7 mc 3 kw					
KVMV 1946	1450 250	Radio Sales Corp. P.O. Box 511 2002	MBS Intermountain Avery-Knodel	Jack H. Sole, Gen. Mgr.		World UP Collins
WALLACE (Kellogg)						
KWAL 1939	620 1,000 DA-N	Silver Bcstg. Co. Wallace 2111	MBS Holman	Dr. J. R. Binyon, Pres. Robert G. Binyon, Gen. Mgr.	W. Mondell Spencer, Prog. Dir. G. T. Dreher, Chief Engr.	World SESAC General Electric
WEISER						
KWEI 1947	1240 250	Inland Bcst. Co. Weiser 700	KBS	Frank Gwilliam, Pres. Claude Cain, Gen. Mgr. Wendall Long, Coml. Mgr.	Don Jones, Prog. Dir. James Carlson, Chief Engr.	Lang-Worth Standard AP Western Electric
ILLINOIS						
ALTON						
WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 35506	Sears & Ayer	R. C. Goshorn, Pres. R. L. Rose, Gen. & Coml. Mgr.	Ray Washabaugh, Prog. Dir. Thomas Payton Jr., Chief Engr.	Lang-Worth AP Collins
WOKZ-FM 1948	Ch. 260 (B) 99.9mc 9.1kw					
AURORA						
WBNU (FM) 1948	Ch. 280 (A) 103.9mc 1kw	Copley Press Inc. Leland Hotel 4040	Sears & Ayer	Bob Diller, Gen. Mgr. Chick Hearn, Coml. Mgr.	Jack Cunningham, Chief Engr.	World AP RCA
WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin R. O'Brien, Owner & Mgr. Vincent G. Cofey, Gen. Mgr. Jeanne M. Doran, Prog. Dir.	James D. O'Brien, Coml. & Prom. Mgr. John Kitner, Chief Engr.	Lang-Worth INS RCA
BELLEVILLE						
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 West Main 5000		P. A. Wnorowski, Gen. Mgr. L. C. Smith, Coml. Mgr.	R. W. Wagner, Prog. Dir. M. M. Mollring, Chief Engr.	Thesaurus World AP
BLOOMINGTON						
WJBC 1924	1230 250	Bloomington Bcstg. Corp. 209 East Washington 5281	ABC Pearson	Loring Merwin, Pres. Ellis Atteberry, Gen. Mgr. Joe Hannie, Coml. Mgr.	Fred Muxfeld, Prog. Dir. Nancy Hoose, Prom. Mgr. Ted Bailey, Chief Engr.	Lang-Worth SESAC UP RCA
WJBC-FM 1947	Ch. 268 (B) 101.5mc 311kw					
BLUE ISLAND						
WRBI (FM) (CP)	Ch. 232 (A) 94.3mc 1kw	South Suburban Bcstg. Co. 12247-49 S. Western Ave.				
BROOKFIELD						
WRGK (FM) 1947	Ch. 276 (A) 103.1mc 1kw	WRGK Inc. 4221 Arthur Ave. 6519		George M. Ives, Pres. & Gen. Mgr. Elmer Mattson, Coml. Mgr.	Rose T. Ives, Prog. Dir. Lee Bigos, Chief Engr.	World
CAIRO						
WKRO 1942	1490 250	Oscar C. Hirsch Box 311 1490	MBS Pearson	Oscar C. Hirsch, Pres. Merrill C. Currier, Gen. Mgr.	Charles Housewright, Prog. Dir. UP Gates
CANTON						
WBYS 1947	1580 250-D	Fulton County Bcstg. Co. P. O. Box 554 1877	Sears & Ayer	Harold R. Winsor, Pres. Robert L. Odson, Gen. Mgr. Lee Kramer, Coml. & Prom. Mgr.	Ken Schleifer, Prog. Dir. & Asst. Mgr. John M. Stockberger, Chief Engr.	Lang-Worth World AP Gates
WBYS-FM 1948	Ch. 265 (A) 100.9mc 0.65kw					
CARBONDALE						
WCIL 1946	1020 1,000-D	Southern Ill. Bcstg. 219 W. Main St. 167		Paul F. McRoy, Mgr. & Prog. Dir. Walter C. Shafer, Coml. Mgr.	Marion Sawyer, Chief Engr.	Capitol AP Collins Western Electric
WCIL-FM 1948	Ch. 264 (B) 100.7mc 6kw					
CARMI						
WROY 1948	1460 1,000-D	Carmi Bcstg. Co. 101 S. Walnut St. 682		Roy Clippinger, Pres. Thomas S. Land, Gen. Mgr. Howard M. Reedy, Coml. Mgr.	Ken Boultinghouse, Prog. Dir. Harold Vandament, Chief Engr.	Lang-Worth UP Collins
CARTHAGE						
WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Holman	Bob Compton, Pres.	John Palmer, Mgr.	

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ON
SUPPERTIME
FROLIC

CHUCK BILL
ON
BREAKFAST
FROLIC

America's
greatest
mail-order
programs
every day ★ 52 weeks a year

WJJD
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50,000 WATTS
1160 on your dial

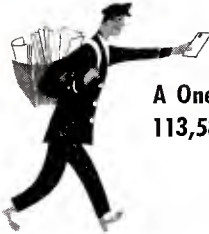
26,521 One Dollar subscriptions to
Southern Farmer Publication in 2 weeks.



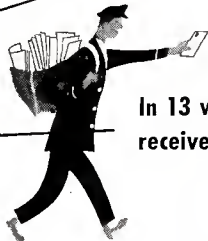
163,953 responses from 41 states and Conodo
in 2½ weeks for McCoy's Cod Liver Oil Tablets.



34,292 orders for o \$2.98 Bible in five weeks.



A One Dollar toy gun received
113,584 orders in 26 weeks.



In 13 weeks 29,858 orders were
received for a \$5.95 midget camera.



40,291 orders for \$1.29 seven strond
neckloce in fourteen weeks.

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

ILLINOIS—(Continued)

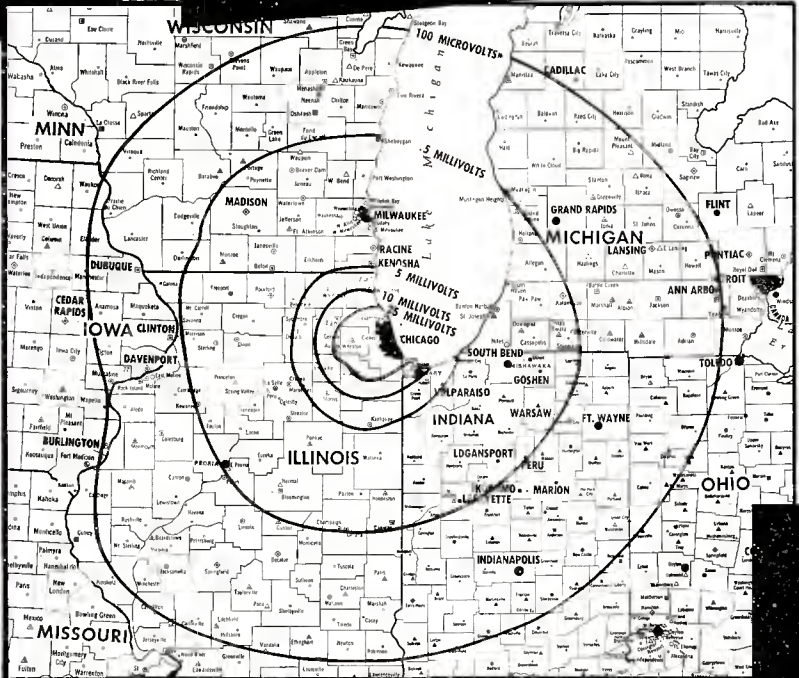
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
CENTRALIA WCNT 1946	1210 1,000-D	WCNT Inc. Route 50 234	Sears & Ayer	George F. Isaac, Pres. J. J. Flanigan, Gen. & Coml. Mgr.	Jay Giles, Prog. Dir. Dwight North, Chief Engr.	Standard UP Gates
WCNT-FM 1948	Ch. 243 (B) 93.5mc 67kw					
CHAMPAIGN WDWS 1937	1400 250	The Champaign News- Gazette Inc. 48 Main St. 6-1855	CBS Meeker	Marc Howard, Coml. Mgr.	Robert Schenke, Chief Engr.	World UP General Electric
WDWS-FM 1948	Ch. 248 (B) 97.5mc 27kw					
CHICAGO WAAF 1922	950 1,000-D CP-5,000 DA-2	Corn Belt Pub. Inc. (Drovers Journal Div.) 221 N. La Salle St. Randolph 6-1932	Hollingbery	Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley Eidmann, Coml. Mgr.	Del Hester, Prog. Dir. Ben Kirk, Prom. Mgr. Carl Ulrich, Chief Engr.	Standard UP RCA
WAAF-FM 1949	Ch. 230 (B) 93.9mc 28kw					
WAIT 1940	820 5,000 L-LS, Dallas	Radio Station WAIT 350 N. Michigan Ave. Franklin 2-0680	Radio Reps	Gene T. Dyer, Pres. Sil M. Aston, Gen. & Coml. Mgr.	Rosemary Petru, Prog. Dir. E. W. Jacker, Chief Engr.	Capitol SESAC Lang-Worth UP Western Electric Associated Lang-Worth World AP, UP, INS Federal
WBEM 1923	780 50,000	Columbia Bestg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS Radio Sales	H. Leslie Atlas, V. P. & Gen. Mgr. Frank B. Falknor, Sta. Mgr. Robert Livingston, Sales Mgr.	Al Morey, Prog. Dir. Ralf Brent, Prom. Mgr. George V. Sherman, Chief Engr.	World SESAC Associated UP RCA
WBEM-FM 1941	Ch. 246 (B) 97.1mc 13.5kw					
WBIK (FM) 1948	Ch. 242 (B) 95.3mc 19.1kw	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210		John H. Mitchell, Gen. Mgr. E. Jonny Graff, Prog. Dir.	William P. Kusack, Chief Engr.	World SESAC Associated UP RCA
WBKB (TV) 1941	Ch. 4 66-72mc 7.5kw-aur.; 11kw-vis.	(WBKB(FM) Affiliate)	CBS Weed	John H. Mitchell, Gen. Mgr. E. Jonny Graff, Prog. Dir.	Wm. Ryan, Prod. Mgr. S. C. Quinlan, Prom. & Pub. Mgr. William P. Kusack, Chief Engr.	

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*—Non-Commercial Station D—Day N—Night ST—Share 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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COUNTIES ON WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

8,289,763 consumers in the *primary*! 5,421,020 in the *secondary*!

**A POTENTIAL \$15,000,000,000
ANNUAL MARKET**

As the *Voice of Labor*, WCFL has a *special tie* with the well-paid craftsman and wage-earners in this prosperous, industrial area.

For full information, contact WCFL or The Bolling Company.

WCFL

50,000 watts
1000 on the dial

THE VOICE OF LABOR An ABC Affiliate

666 Lake Shore Drive, Chicago, Ill.

Represented by The Bolling Company, Inc.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

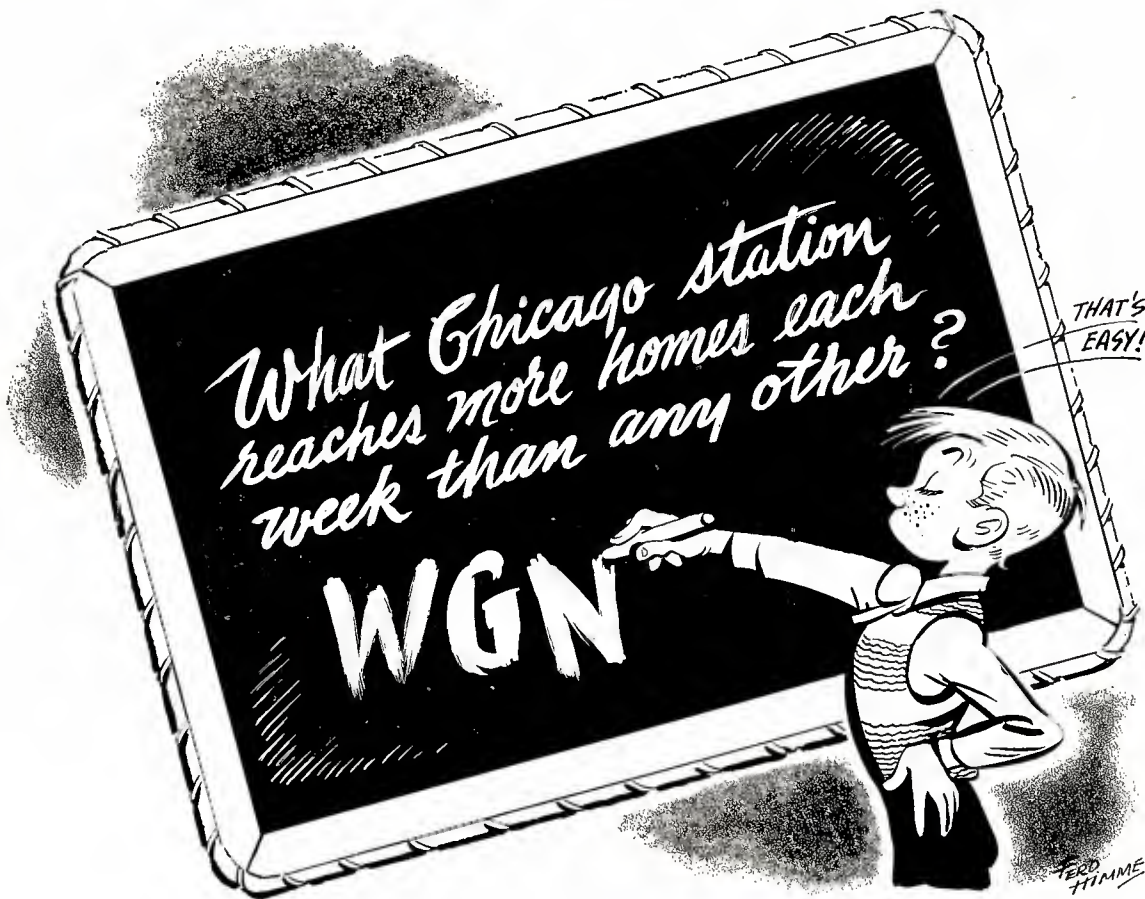
(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
CHICAGO—(Continued)						
WCBD 1947	820 5,000 SH	Micheal J. Mintern Administration Bldg. Zion, Ill. 521		M. J. Mintern, Mngng. Dir. Carl Q. Lee, Coml. Mgr.		
WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC Bolling	William A. Lee, Pres. George F. Isaac, Coml. Mgr.	Robert A. Platt, Prog. Dir. Frank McGivern, Prom. Mgr. Charles Willett, Chief Engr.	Standard UP RCA
WCRW 1926	1240 100 SH WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, Owner & Chief Engr.	J. A. White, Gen. & Coml. Mgr. & Prog. Dir.	MacGregor
WEDC 1926	1240 250 SH WCRW, WSBC	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denmark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom Mgr. Dan Ely, Chief Engr. UP
WEFM (FM) 1940	Ch. 253 (B) 99.5mc 30kw	Zenith Radio Corp. 135 S. LaSalle St. State 2-1357		E. F. McDonald Jr., Pres. Ted Leitzell, Gen. Mgr.	Violet Kmetz, Prog. Dir. Ross Utter, Chief Engr	Thesaurus Standard
WEHS (FM) (See Cicero)						
WENR 1923	890 50,000 ST-WLS	American Bcstg. Co. 20 N. Wacker Dr. Andover 3-7800	ABC ABC Spot	John H. Norton Jr., V. P. in Chg. Central Div. James L. Stirton, Gen. Mgr. Roy McLaughlin, Coml. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. E. C. Horstman, Chief Engr. AP, UP, INS RCA
WENR-FM 1948	Ch. 234 (B) 94.7mc 25kw					
WENR-TV 1948	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.			Fred Kilian, Prog. Dir.		
WFJL (FM) 1949	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Technology 75 E. Wacker Dr. Financial 6-2121		Rev. Bernard J. Sheil, Pres. Jerry Keefe, Gen. Mgr.	Jim Ameche, Prog. Dir. James J. Krakora Jr., Chief Engr.	World UP General Electric
WGES 1924	1390 5,000 DA-1	Radio Station W G E S 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, Gen. Mgr. Elizabeth M. Hinzman, Coml. Mgr.	Herbert Rudolph, Prog. Dir. K. P. Freda, Prom. Mgr.	Associated UP Western Electric
WGN 1924	720 50,000	W G N Inc. 435 N. Michigan Dr. Superior 7-0100	MBS Keenan- Eickelberg	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. Bruce Dennis, Asst. Mgr. William A. McGuineas, Coml. Mgr.	James G. Hanlon, Pub. & Public Relations Dir. Carl J. Meyers, Chief Engr.	Standard AP, UP
WGNB (FM) 1941	Ch. 254 (B) 98.7mc 35kw	(WGN, AM affiliate)		Marion Claire, Dir. Marie Grace, Asst. to Dir.	 General Electric
WGN-TV 1948	Ch. 9 186-192mc 7.2kw-aur.; 11.2kw-vis.		Dumont	Jay Faraghan, Prom. Dir.	 UP General Electric
WIND 1933	560 5,000 DA-2	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170	Katz	Paul Harper, Pres. Ralph L. Atlans, Gen. Mgr. John T. Carey, Coml. Mgr.	H. Leslie Atlans Jr., Prog. Dir. Constance Kimble, Prom. Mgr. Kenneth Shirk, Chief Engr.	Standard AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 2-5466	Avery-Knodel	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. & Prog. Dir.	Frederick G. Harm, Coml. Mgr. Ed Short, Prom. Mgr. Walter F. Myers, Chief Engr.	Capitol, World Associated Standard UP RCA
WFMF (FM) 1948	Ch. 262 (B) 100.3mc 33kw	(WJJD, AM affiliate)		Ed Wiebe, Prog. Dir.	 Westinghouse
WLS 1924	890 50,000 ST-WENR	Agricultural Bcstg. Co. 1230 Washington Blvd. MONroe 6-9700	ABC Blair	James E. Edwards, Pres. Glenn Snyder, V. P. & Gen. Mgr. Charles M. Freeman, Coml. Mgr. Harold Safford, Prog. Dir.	John C. Drake, Prom. & Publ. Mgr. Thomas L. Rowe, Chief Engr.	Standard Lang-Worth AP, UP, TP
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC), Pres. I. E. Showerman, V. P. & Gen. Mgr. Oliver Morton, Sales Mgr.	Arthur Jacobsen, Prog. Dir. Harold A. Smith, Prom. Mgr. Howard Luttgens, Chief Engr.	Standard Thesaurus AP, UP, INS Westinghouse
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw				 RCA
WNBQ (TV) 1949	Ch. 5 76-82mc 11.8kw-aur.; 22.8kw-vis.	(WMAQ, AM affiliate)		Edwin S. Mills, Prog. Dir.		
*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible In- stitute of Chicago 153 Institute Pl. Michigan 2-1570		Dr. William Culbertson, Pres. R. L. Constable, Gen. Mgr. Robert H. Parsons, Prog. Dir.	John Raymond, Prom. Mgr. A. Paul Frye, Chief Engr.	World UP Western Electric
*WMBI-FM 1949	Ch. 238 (B) 95.5mc 50kw					
WMOR (FM) 1949	Ch. 274 (B) 102.7mc 40kw	Metropolitan Radio Corp. of Chicago, Inc. 188 W. Randolph Andover 3-6050		Ralph J. Wood Jr., Pres. & Gen. Mgr. David Edelson, Coml. Mgr.	Jules Fewowar, Prog. Dir. David B. Pivan, Chief Engr.	Capitol World UP, TP General Electric
WOAK (FM) 1948	Ch. 290 (B) 105.9mc 9.3kw	Gale Bcstg. Co. 4000 Washington Blvd. Sacramento 2-6272		Bernard Jacobs, Pres. & Gen. Mgr.	Jack Shefrin, Prog. Dir.	World AP General Electric

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*—Non-Commercial Station D—Day. N—Night. ST—Share Time. SH—Specified Hours.
U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.



YES! . . . everyone knows the answer to that question. And the answer, year after year, has been the same—**WGN***

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact

* Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.

is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more—sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

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50,000 Watts
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MBS

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235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
CHICAGO—(Continued)					
WSBC 1925	1240 250 SH WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, Gen. Mgr. & Prog. Dir.	Julius Miller, Coml. Mgr. Associated SESAC UP
WXRT (FM) 1948	Ch. 270 (B) 101.9mc 25kw	(WSBC, AM Affiliate) 505 North Michigan Ave. Whitehall 4-1711		 Western Electric
CHICAGO HEIGHTS					
WCHI (FM) 1949	Ch. 240 (A) 95.9mc 0.40kw	Chicago Heights Bcstg. Co. 164 E. 23rd St. 3049		Anthony Santucci, Pres. & Chief Engr.	Dr. F. J. Armbruster, Gen. Mgr. Henry E. Bruns, Prog. Dir.
CICERO					
WHFC 1925	1450 250	WHFC Inc. 6138 W. Cermak Rd. Olympic 4305	Holman	R. W. Hoffman, Gen. Mgr.	
WEHS (FM)	Ch. 258 (B) 97.9mc 16kw	(WHFC, AM Affiliate)			
CLINTON					
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401 South Side of Square 305	Holman	Dr. Keith Rhea, Pres. Frank C. Jennings, Gen. Mgr. Jim Williams, Coml. Mgr.	Jack Carson, Prog. Dir. William Wilson, Chief Engr. Standard UP RCA
DANVILLE					
WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS McKinney	E. C. Hewes, Gen. Mgr. Robert J. Burrow, Sta. & Prom. Mgr.	(Miss) Honore E. Ronan, Prog. Dir. T. G. Magin, Chief Engr. World UP RCA
DECATUR					
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St.	Free & Peters	Charles C. Caley, Pres. Frank C. Schroeder Jr., Gen. Mgr. Edgar L. Bill, V. P.	Howard G. Bill, Coml. Mgr. William F. Miller, Prog. Dir. A. James Ebel, Chief Engr.
WSOY 1925	1340 250	Illinois Bcstg. Co. Rt. 48 at N Jasper St. 5371	CBS Weed	F. W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. & Prom. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwisch, Tech. Dir. World, Capitol UP Gates Lang-Worth AP Temco
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2kw			 RCA

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NEW Sales
with the **NEW**

WXRT

Audience in Chicago

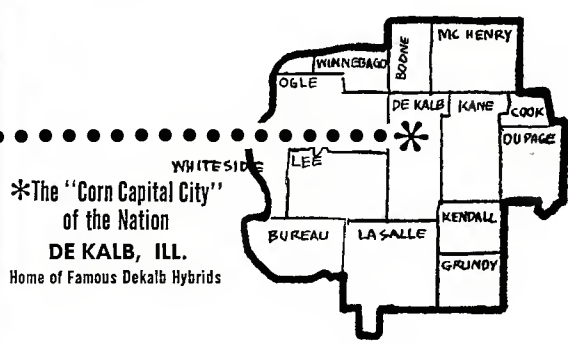
Good music loving homes — with higher income families — are served exclusively by WXRT. Preference for WXRT programs is 438%* greater than all other competitive stations combined and 70%* of good music loving families listen to WXRT more than to all others combined. Most important — these families buy WXRT advertised goods and services* Join the many advertisers now profiting from this NEW Chicago Area Market.

WXRT "The Good Music Station" at 101.9 on the FM dial

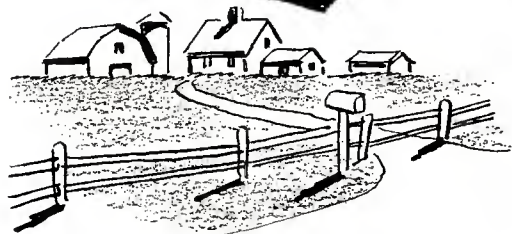
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*Send for the facts and figures and the advertisers' success stories in the WXRT SURVEY of this NEW Chicago Area Audience.

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DE KALB					
WLBK 1947	1360 500-D	De Kalb Radio Studios 153½ N. Third St. 2677	Ra-Tel	Ted Lanes, Bus. Mgr.	AP
EAST ST. LOUIS					
WTMV 1935	1490 250	WTMV On the Air Inc. Hotel Broadview Bridge 4625	Weed	Alvin O. Eades, Pres. Frank J. Prendergast, Gen. & Coml. Mgr. Elmer F. Wiltrich, Asst. Mgr.	World UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 33.2kw				
EFFINGHAM					
WCRA 1946	1090 250-D	Effingham Bcstg. Co. 112½ N. Banker 1090		Joseph E. McNaughton, Pres. & Gen. Mgr. Joseph M. Sutter, Coml. Mgr.	Stuart N. Sanders, Prog. Dir. Paul E. Harris, Chief Engr.
ELGIN					
WRMN 1949	1410 500-D	The Elgin Bcstg. Co. Fox Hotel 6930	McGillvra	George A. Ralston & Jerry C. Miller, Partners	George A. Ralston, Gen. & Coml. Mgr. & Chief Engr. Kay Nysten, Prog. Dir.
ELMWOOD PARK					
WLEY (FM) 1948	Ch. 296 (A) 107.1mc 1kw	Elmwood Park Bcstg. Corp. 2526 N. Harlem Ave. Gladstone 3-5466		Zeb Zarnecki, Pres., Gen. & Coml. Mgr. & Prog. Dir.	Walter J. Trofimuk, Chief Engr.
EVANSTON					
WEAW (FM) 1948	Ch. 286 (B) 105.1mc 36kw	Northshore Bcstg. Co. Inc. 2425 Main St. University 4-4606	Continental FM	Edward A. Wheeler, Pres. & Gen. Mgr. Robert Moran, Coml. Mgr.	Doris Peterson, Prog. Dir. Sidney Schneider, Chief Engr.
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590		Fred S. Newton, Pres. Angus D. Pfaff, Gen. & Coml. Mgr.	Frederick H. Schmutz, Prod. Mgr. L. J. Schnedorf, Chief Engr.
WTQS (FM) (CP)	Ch. 300 (B) 107.9mc 30kw	Lake Shore Bcstg. Co.			Thesaurus INS RCA
FREEPORT					
WFJS (FM) 1946	Ch. 273 (B) 102.5mc 9kw	Freeport Journal-Standard Pub. Co. 217 West Exchange St. 504		Donald L. Breed, Pres. John D. Holmes, Sta. Mgr.	Les Boret, Coml. Mgr. & Prog. Dir. Floyd Linneman, Chief Engr.
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436	Sears & Ayer	Vincent S. Barker, Pres., Gen. Mgr. & Chief Engr.	Dave Taylor, Coml. Mgr. Arthur Hanstrom, Prog. Dir.



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Market of Northern Illinois . . .*



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1,000 FAMILIES
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1360 kc

500 watts

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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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ILLINOIS—(Continued)

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GALESBURG						
WGIL 1938	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade 4626	MBS McGeehan & O'Mara	Mrs. Milton Schmith, Pres. R. W. Frudeger, Gen. & Coml Mgr.	Elizabeth Harier, Prog. Dir. E. D. Scandrett, Chief Engr.	Standard UP
HARRISBURG						
WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Inglis M. Taylor, Gen. & Coml. Mgr. Norma Alexander, Prog. Dir.	Ken Hamilton, Prom. Mgr. Elmer Gladson, Chief Engr.	UP Western Electric
WEBQ-FM 1948	Ch. 260 (B) 99.9mc 4.2kw					Federal
HERRIN						
WJPF 1940	1340 250	Orville W. Lyerla P. O. Box 179 382	MBS Pearson	Orville W. Lyerla, Pres. Chas. R. Cook, Gen. & Coml. Mgr.	Ryburn Yandell, Chief Engr. Fred Simmons, Local Sales Mgr.	Lang-Worth UP RCA
WJPF-FM 1947	Ch. 253 (B) 98.5mc 0.5kw					
JACKSONVILLE						
WLDS 1949	1180 1,000-D	Edge & Korsmeyer Fox Ill. Theatre Bldg. 1180	Holman	Milton Edge & E. J. Korsmeyer, Owners E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. G. J. Cassens, Chief Engr.	Standard UP Gates
WLDS-FM 1949	Ch. 263 (B) 100.5mc 7.3kw					
JOLIET						
WJOL 1929	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	McGillvra	Calvin Wilson, Pres. Joseph J. Garvey, Gen. & Coml. Mgr.	Eileen Caron, Prog. Dir. William Charnley, Prom. Mgr. Lester DeCosta, Chief Engr.	Lang-Worth UP Gates
KANKAKEE						
WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave., 3-6633 (WKAN, AM affiliate)	Holman	Leslie C. Small, Pres. Burrell Small, Gen. Mgr. Bruce Brown, Sta. Mgr.	Wayne Center, Prog. Dir. Robert Harrell, Chief Engr.	AP World, Stand. Raytheon
WKIL (FM) 1947	Ch. 264 (B) 100.7mc 73kw					Federal
LASALLE						
WFMX (FM) 1947	Ch. 295 (B) 106.9mc; 13kw	Radio Bcstg. Corp. 945 Bluff St., Peru, Ill.		Ruth Elizabeth Miller, Pres. William Holm, Gen. & Coml. Mgr.	Joseph Terrando, Prog. Dir. & Prom. Mgr. Lawrence McCann, Chief Engr.	Lang-Worth World AP, Gates
WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 399, 3100				
LINCOLN						
WPRC 1949	1370 500-D	Prairie Radio Corp. P. O. Box 406 209		Ray F. Knochel, Pres. & Chief Engr. John H. Deal, Acting Coml. Mgr.	Allyne V. Nugent, Prog. Dir. & Prom. Mgr. Lee N. Hamm, Acting Prom. Mgr.	AP Collins
MACOMB						
WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll 1350		James C. Bailey, Pres. Lyle B. Landis, V. P., Gen. & Coml. Mgr.	Eugene F. Spry, Prog. Dir. James C. Bailey, Prom. Mgr. Maurice Riggins, Chief Engr.	Thesaurus SESAC UP, Gates
MARION						
WGGH 1947	1150 500-D	Marion Bcstg. Co. R. R. #4 824		Hartley Grisham, Partner & Gen. Mgr.	George W. Dodds, Partner & Chief Engr. John Owen Weaver, Prog. Dir.	Associated AP Gates
MATTOON						
WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway Ave. 3800	Holman	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr. R. F. LaMere, Prog. Dir.	Dwain Bower, Prom. Mgr. Ray Livesay, Chief Engr.	Capitol AP Raytheon
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw					Gates
MOLINE						
WQUA 1946	1230 250	Moline Bcstg. Corp. 1319 5th Ave. 7000	MBS Rambeau	Bruff W. Olin Jr., Pres., Treas. & Gen. Mgr. G. V. LaVerne Flambo, Exec. V. P. & Coml. Mgr.	Jack Davis, Prog. Dir. Lawrence J. Lynch, Chief Engr.	World AP Collins
MT. CARMEL						
WVMC 1948	1360 500-D	Mt. Carmel Bcstg. Co. 114½ W. 4th St. 937		Charles Vandever, Pres. & Owner Jerrell Henry, Gen. & Coml. Mgr. & Prog. Dir.	Raymond E. Luth, Chief Engr.	Capitol UP Gates
MT. VERNON						
WMIX 1947	940 1,000-D	Mt. Vernon Radio & Tele. Co. Mt. Vernon, 3500	Pearson	John R. Mitchell, Pres.		Lang-Worth AP Western Electric
WMIX-FM 1947	Ch. 231 (B) 94.1mc 15.2kw					General Electric
OAK PARK						
WEBS (CP)	1490 250	Village Bcstg. Co.				
WNOI (FM)	Ch. 272 (A) 102.3mc; 1kw	% Wm. L. Klein 301 E. Erie St., Chicago				
WOAK (FM)	Ch. 290 (B) 105.9mc; 9.3kw	Gale Bcstg. Co. % Bernard Jacobs 4000 W. Washington Blvd., Chicago, Ill.				
OLNEY						
WVLN 1947	740 250-D	Olney Bcstg. Co. Olney 935	Holman	Marshall H. Poole, Pres., Gen. & Coml. Mgr.	James H. Butler, Prog. Dir. James H. Weber, Chief Engr.	Standard AP Collins
PEKIN						
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 16 So. Capitol 1747	Holman	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed Henry, Coml. Mgr.	Robert R. Snow, Prog. Dir. George C. Udry, Prom. Mgr. Emil Prandoni, Chief Engr.	AP Gates

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PEORIA						
WEEK 1947	1350 1,000 DA-2	West Central Bcstg. Co. 1000 Comm'l. Nat'l. Bank Bldg. 3-3889	NBC Headley-Reed	Sen. Robert S. Kerr, Pres. Fred C. Mueller, Gen. Mgr. Tom Greer, Coml. Mgr.	George Cremeens, Prog. Dir. Montez Tjaden, Prom. Mgr. Wayne Lovely, Chief Engr.	World AP Gates
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 115 N. Jefferson Ave. 4-9239	ABC Avery-Knodel	Timothy W. Swain, Pres. Robert B. Jones Jr., Gen. Mgr. Thomas Gavin, Coml. Mgr.	Harlan E. Ralston, Prog. Dir. Jack Lawrence, Prom. Mgr. Rudolph Luukinen, Chief Engr.	Standard UP Westinghouse
WMBD 1927	1470 5,000 DA-N	Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711	CBS Free & Peters	Edgar L. Bill, Pres. Charles C. Caley, Exec. V. P. Don D. Kynaston, Coml. Mgr.	Charles Barnhart, Prog. Dir. Florence F. Luedeke, Prom. Mgr. A. James Ebel, Chief Engr.	Thesaurus AP, UP Raytheon
WMBD-FM 1947	Ch. 225 (B) 92.5mc 20kw				 Western Electric
WMMJ 1946	1020 1,000-D	Midstate Bcstg. Co. Fulton & Jefferson Sts. 9164	MBS Pearson	William J. Kutsch, Pres. & Gen. Mgr.		
WWXL 1947	1590 1,000 DA-2	Central Ill. Radio Corp. Hotel Jefferson 9106	Burn-Smith	Joseph Giddan, Pres. Michael Henry, Gen. Mgr. Dodd Boyer, Coml. Mgr.	Pat Zimmerle, Prog. Dir. Carl Horine, Chief Engr.	SESAC INS Raytheon
QUINCY						
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, Pres. Joseph Bonansinga, Gen. Mgr.	Paul McClelland, Prog. Dir. John Haerle, Chief Engr.	Lang-Worth UP Gates
WQDI (FM) 1947	Ch. 286 (B) 105.1mc 10kw	(WGEM, AM affiliate)				
WTAD 1926	930 1,000 DA-N	Lee Bcstg. Co. W.C.U. Bldg. 6200	CBS Weed	Lee P. Loomis, Pres. Walter Rothschild, Gen. & Natl. Sales Mgr. William T. Burghart, Local Sales Mgr.	Merritt Milligan, Prog. Dir. John Phillips, Prom. Mgr. Urlin Whitman, Chief Engr.	Associated AP, UP Gates
WTAD-FM 1948	Ch. 258 (B) 99.5mc 53kw				 RCA
ROCKFORD						
WROK 1929	1440 1,000-LS 500-N	Rockford Bcstrs. Inc. Newstower 2-6621	ABC Headley-Reed	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 L. Smith, Chief Engr.	Standard AP RCA
WROK-FM 1949	Ch. 248 (B) 97.5mc 16kw					
ROCK ISLAND						
WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. Safety Bldg. 918	ABC Avery-Knodel	Ben H. Potter, Pres. Leslie C. Johnson, Gen. Mgr. Maurice Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Fern Hawks, Prom. Mgr. Robert J. Sinnett, Chief Engr.	Associated Lang-Worth AP, UP Collins
WHBF-FM 1947	Ch. 255 (B) 98.9mc 37kw				 Western Electric
WHBF-TV 1950	Ch. 4 66-72mc 7.6kw-aur.; 13.6kw-vis.				 DuMont
SPRINGFIELD						
WCVS 1925	1450 250	WCBS Inc. 523 East Capitol 9855	ABC Sears & Ayer	Harold L. Dewing, Pres. C. W. Neeld, Gen., Coml. & Prom. Mgr.	John Geil, Prog. Dir. R. Ashenfelter, Chief Engr.	World AP RCA
WCVS-FM 1925	Ch. 275 (B) 102.9mc 25kw					
WTAX 1930	1240 250	WTAX Inc. US 66, at E. Cook St. 2-4441	CBS Weed	Oliver J. Keller, Pres. & Gen. Mgr. O. J. Keller Jr., Coml. Mgr.	Gladys McGrew, Prog. Dir. S. T. Harbison, Prom. Mgr. E. C. Swaringen, Chief Engr.	Lang-Worth UP RCA
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw					
ST. CHARLES						
WEXI (FM) 1949	Ch. 292 (A) 106.3mc 0.25kw	Greater Illinois Bcstg. Co. P. O. Box 269 2963		John A. Schroeder, Pres. & Chief Engr.	Mason Evans III, Gen. Mgr. & Prog. Dir. Gerald F. Kraus, Coml. Mgr.	Lang-Worth INS Raytheon
STERLING						
WSDR 1949	1240 100	Blackhawk Bcstg. Co. Lawrence Bldg. Main 3400		Sam Bartlett, Pres. & Gen. Mgr. Lillian Bartlett, Coml. Mgr.	Todd Branson, Prog. Dir.	Standard UP Gates
TAYLORVILLE						
WTIM (CP)	1410 1,000-D DA	Christian County Bcstg. Co.				

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ROCKFORD, ILLINOIS (Pop. 122,000) LISTENS TO
W R O K - A M & F M
 in a poll just completed in Rockford's two public high schools
87% OF THE STUDENTS WERE FOUND TO BE REGULAR LISTENERS!
WROK, an ABC affiliate, is represented nationally by HEADLEY-REED CO.

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URBANA						
*WILL 1922	580 5,000-D DA	U. of Illinois 1010 S. Wright St. 7-6611		George D. Stoddard, Pres. Frank E. Schooley, Gen. Mgr.	Harold E. Hill, Prog. Dir. John R. Brugger, Chief Engr.	Associated AP, UP RCA
WKID 1948	1580 250-D	University City Bcstg. C 113 N. Main St. 7-5431		Elwood Fabert, Pres. Robert Lee, Coml. & Prod. Mgr.	G. Max Kimbrel, Gen. Mgr. & Chief Engr.	Lang-Worth UP Gates
WKID-FM 1948	Ch. 277 (B) 103.3mc 2.4kw					
WAUKEGAN						
WKRS 1949	1220 1,000-D DA	News Sun Bcstg. Co. P. O. Box 500 Ontario 9000	McGillvra	Frank H. Just, Pres. Joseph B. Kirby, Gen. Mgr. Donald DeThorn, Coml. Mgr.	Fritz Sorenson, Prog. Dir. M. D. Hunnicutt Jr., Chief Engr.	World Standard AP Gates Western Electric
WKRS-FM 1948	Ch. 294 (B) 106.7mc 12kw	Keystone Printing Service 116-120 Madison St.				
WOODSTOCK						
WILA (FM) 1948	Ch. 221 (A) 92.1mc 1kw	Northern Ill. Bcstg. Co. Woodstock 1606 R-1		H. Z. Benton, Gen. Mgr. & Chief Engr.	Paul Collin, Coml. Mgr. C. E. Paetow, Prog. Dir.	Associated World UP General Electric
ANDERSON						
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. 116 W. 12th St. 8822	Holman	Lloyd B. Gallimore, Pres. Gerald Quick, Coml. Mgr. Tom Thornburg, Prog. Dir.	Fayola Mauck, Prom. Mgr. Robert Simmons, Chief Engr.	World AP Collins
WCBC-FM 1947	Ch. 292 (A) 106.3mc 0.32kw					
WHBU 1923	1240 250	Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791	ABC Ra-Tel	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	Standard UP Gates
BEDFORD						
WBIW 1948	1340 250	Radio Bedford Inc. Radio Farm 4421	Ra-Tel	William C. Smith Jr., Pres. & Gen. Mgr. Louis E. Gaines, Coml. Mgr.	Barbara Leahy, Prog. Dir. Carl Finger, Chief Engr.	Lang-Worth Capitol AP Collins

INDIANA

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MORE

news of all radio

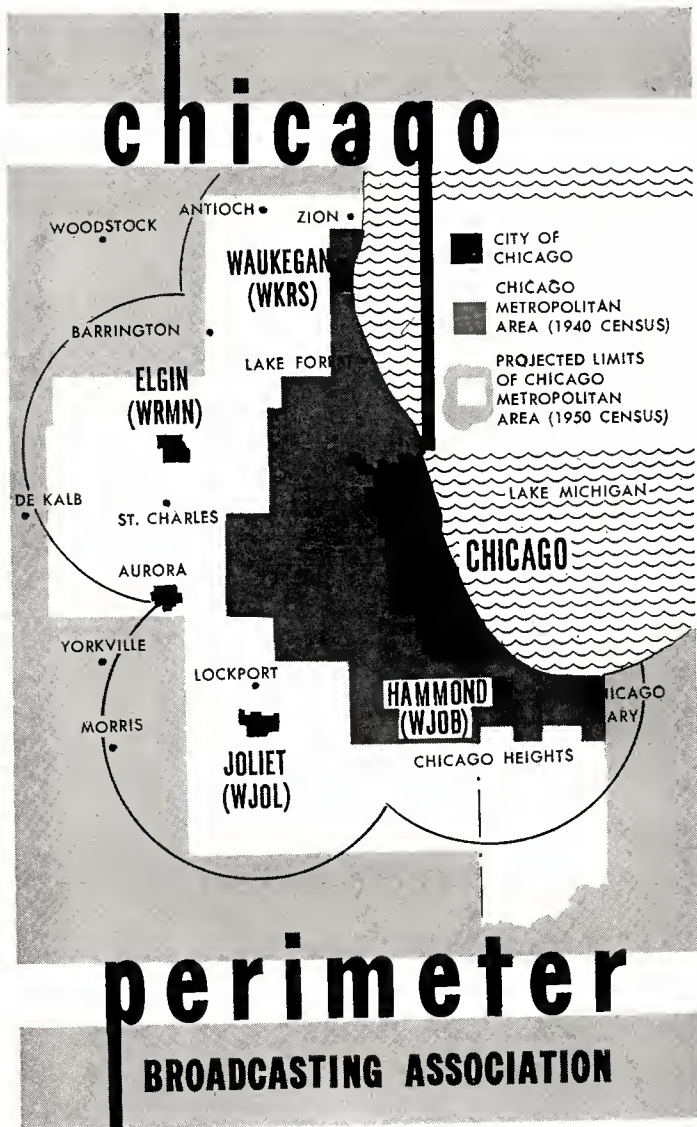
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4

STATION COVERAGE



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contact JOSEPH HERSHEY MCGILLVRA INC.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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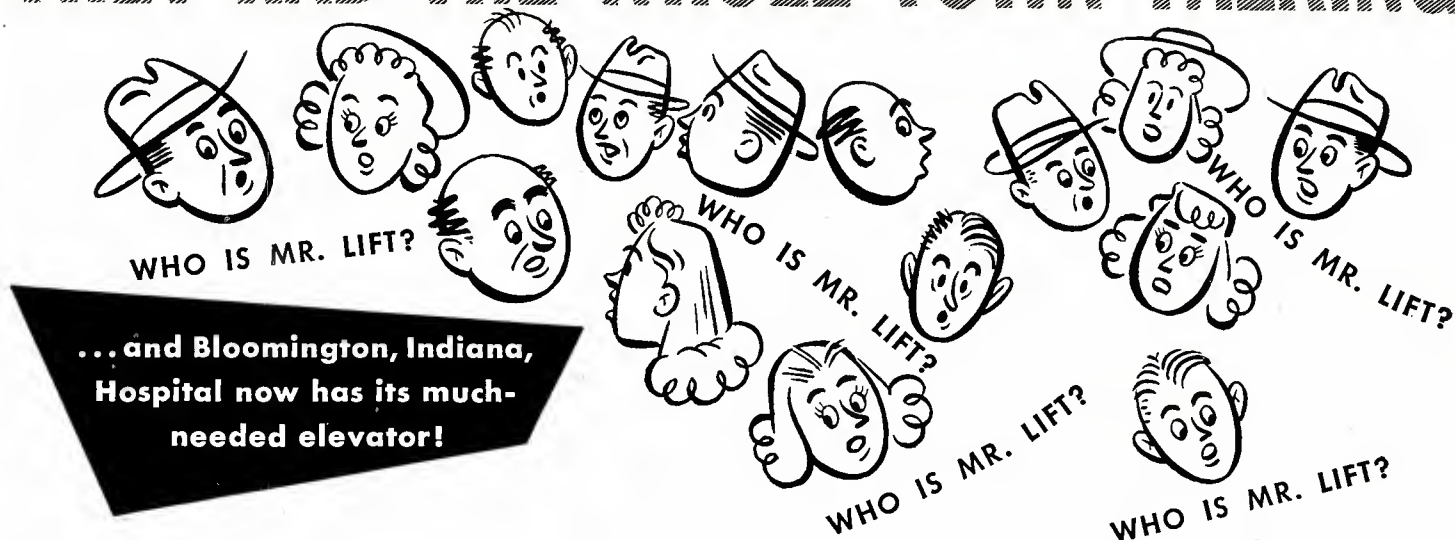
INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
BLOOMINGTON						
WSUA 1946	1010 1,000-D	Radio Station WSUA Inc. 117½ W. Kirkwood 7277	Midwest McGillvra	L. C. J. Yeager, Pres. Gordon Ford, V. P. A. E. Tyles, Gen. Mgr.	James C. Warren, Secy.-Treas.	World Standard UP Gates General Electric
WSUA-FM 1949	Ch. 279 (B) 103.7mc 12kw					
WTOM 1947	1490 250	Fred O. Grimwood Henderson Bldg. 7871	Sears & Ayer	Fred O. Grimwood, Owner Maurice Latimer, Gen. Mgr. Paul Lennon, Coml. Mgr.	Marc Williams, Prog. Dir. Theodore May, Chief Engr.	Lang-Worth AP Gates
WTTS 1949	1370 1,000-LS 500-N DA	Sarkes & Mary Tarzian 535 South Walnut St. 2-3366	Rambeau	Sarkes & Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr. Robert Petranoff, Prog. Dir.	Robert Lemon, Prom. Mgr. Morton L. Weigel, Chief Engr.	Associated Thesaurus AP Raytheon
WTTV(TV) 1949	Ch. 10 192-198mc 3.31kw-auf.; 6.38kw-vis.	(WTTS, AM affiliate)	ABC, CBS		Robert Lemon, Coml. Mgr.	
COLUMBUS						
WCSI(FM) 1947	Ch. 229 (B) 93.7mc 71kw	Syndicate Theatres Inc. Artcraft Theatre Bldg. Franklin, Ind. 564	Ra-Tel	Joe Finneran, Pres. Graeme Zimmer, Gen. Mgr. Bernard W. Jasper, Coml. Mgr.	Richard Jewell, Prog. Dir. Russell Newman, Chief Engr. Harold Arthurs, Asst. Mgr.	Associated World AP Federal
CONNERSVILLE						
WCNB 1948	1580 250-D	The News-Examiner Co. 406 Central Ave. 1950		Emmett M. Jackson, Gen. & Coml. Mgr. Alan G. Thompson, Prog. Dir.	Al Edmonds, Prom. Mgr. James C. Wulliman, Chief Engr.	Capitol, World UP General Electric
WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw					
CRAWFORDSVILLE						
WFMU(FM) 1948	Ch. 275 (B) 102.9mc 13kw	Journal-Review Inc. South Blvd.	Campbell	Foster Fudge, Owner Max Jones, Sta. Mgr.	W. Addington Vance, Partner	Standard AP
ELKHART						
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 948	NBC Burn-Smith	Richard W. Holloway, Gen. Mgr. Henry J. Davis, Prog. Dir.	Dorothy Fleck, Prom. Mgr. Lester Zellmer, Chief Engr.	World, Standard Associated UP RCA Federal
WTRC-FM 1948	Ch. 264 (B) 100.7mc 33kw					
EVANSVILLE						
WEOA 1936	1400 250	WFBM Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., Pres. Don Menke, Gen. & Coml. Mgr.	Bill Fall, Prog. Dir. & Prom. Mgr. Robert A. Wilson, Chief Engr.	Lang-Worth INS RCA
WGBF 1923	1280 5,000-LS 1,000-N DA	On The Air Inc. 519 Vine St. 21171	NBC Weed	Clarence Leich, Gen. Mgr. Martin L. Leich, Oprs. Mgr. (Mrs.) Pat Roper, Prog. Dir.	Del Greenwood, Prom. Mgr. Erwin Schoeny, Chief Engr.	World UP Collins Associated
WMLL(FM) 1941	Ch. 233 (B) 94.5mc 20kw	(WGBF, AM affiliate)	Transit Radio			
WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Ashburn Rd. 48284	Midwest IMS	John A. Engelbrecht, Pres. & Gen. Mgr.	George F. Stoltz, Chief Engr.	Capitol AP Collins Federal
WIKY-FM 1948	Ch. 281 (B) 104.1mc 20kw					
WJPS 1948	1330 5,000-LS 1,000-N DA-2	WJPS Inc. 206 Main St. 5-2221	ABC Meeker	Robert S. Davis, Pres. Robert J. McIntosh, Gen. & Coml. Mgr.	Jack McLean, Prog. Dir. E. Ward Crane, Prom. Mgr. Gilbert Hoffman, Chief Engr.	Standard UP Federal
FORT WAYNE						
WANE 1948	1450 250	Radio Fort Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, Pres. Robert B. McConnell, Gen. Mgr. Glenn R. Thayer, Coml. Mgr.	Warren Cook, Prog. Dir. Seymour Kaplan, Prom. Mgr. Wm. W. Warren, Chief Engr.	Standard AP
WGL 1924	1250 1,000 DA-2	The News-Sentinel Bcstg. Co. Inc. 201 W. Jefferson St. Eastbrook 3366	NBC Headley-Reed	Helene R. Foellinger, Pres. Pierre Boucheron, V.P. & Gen. Mgr. M. C. Johnson, Coml. Mgr.	Norman C. Widenhofer, Prog. Mgr. Don Holzapfel, Chief Engr.	Standard Lang-Worth AP RCA
WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. Inc. 3802 S. Calhoun St. Harrison 6111	MBS Raymer	Clarence L. Schust, Pres. Edward R. Thoms, Gen. Mgr.	Calo Mahlock, Prog. Dir. T. J. Copeland, Chief Engr.	World UP RCA
WKJG-FM 1948	Ch. 291 (B) 106.1mc 30kw					

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THEY HAD THE WHOLE TOWN TALKING



● Some months ago, at a meeting of Bloomington automotive dealers, one of the members said he thought the group should do something about providing an elevator in the local hospital. No immediate action was taken, but that same day this prominent member died suddenly.

As a tribute to the deceased member, the automotive association opened a fund-raising drive in his name. Fifteen thousand dollars was needed for the hospital project.

The plan progressed slowly, and all but bogged down. Then, WTTS came into the picture and offered a plan and all station facilities for raising the needed amount.

They put on a contest. A "WHO IS MR. LIFT?" contest. The movie star, William Bendix, was up around Indianapolis at the time, working on the "Johnny Holliday" film. They put his voice on transcription, and the contest was on. It was the same, old formula: listeners send in donations to the fund, "with a letter of not more than 25 words." Follow up telephone calls were made from the station to letter writers, and prizes—finally totalling over \$3,500—were donated by local merchants.

It was still the automotive dealers' project. WTTS provided the vehicle, the plan and promotion as a community service. The town was plastered with "WHO IS MR. LIFT?" They used billboards . . . cab signs . . . menu covers . . . signs on sidewalks . . . newspaper space, display and editorial . . . signs in merchants' windows and car dealers' windows . . . banners across the main streets . . . stickers for letterheads and windshields, and, of course, WTTS plugged it on the air. The whole town was talking about "MR. LIFT."

To make the story short, the contest was a big success and the fund was oversubscribed in six weeks.

Although different, the "MR. LIFT" contest isn't an isolated case. The station owners and operators are sincere in offering station facilities for community betterment. That's why much time is devoted to local school and church activities . . . 4-H Club promotion . . . civic and community happenings. And, that's why WTTS is known as "the public service station." And, another reason why WTTS—in less than a year on the air—has become the leading station in the area.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS
A Regional Station
on the Air 20 Hours
a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

Owned and Operated by Sarkes and Mary Tarzian

WTTV
Indiana's Second
TV Station.

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

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INDIANA—(Continued)

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FORT WAYNE—(Continued)						
WOWO 1925	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	ABC Free & Peters	Walter Evans, Pres. Paul E. Mills, Sales Mgr. J. B. Conley, Gen. Mgr.	Robert G. Duffield, Sta. Mgr. Carl Vandagriff, Prog. Mgr. Bruce Ratts, Chief Engr.	Capitol UP
WOWO-FM 1941	Ch. 241 (B) 96.1mc; 16.5kw					
GARY						
WGRY (CP) 1949	1370 500-D 1270 1,000 DA-1	Steel City Bestg. Co. Lake Bestg. Co. Inc. Hotel Gary 9171		Dee O. Coe, Pres., Gen. & Coml. Mgr. Todd Branson, Prog. Dir.	Shaun F. Murphy, Prom. Mgr. Victor H. Voss, Chief Engr.	AP Collins
HAMMOND						
WJOB 1928	1230 250	South Shore Bestg. Corp. 449 State St. Sheffield 8400	McGillvra	Robert C. Adair, Gen. Mgr. L. B. Weller, Sta. Mgr. Al Halus, Coml. Mgr.	Wilbert Wobus, Prog. Dir. Glen Thomas, Prom. Mgr. Jess Peters, Chief Engr.	Associated SESAC Capitol UP Raytheon
WJIZ(FM) 1948	Ch. 222 (B) 92.3mc 9.3kw	(WJOB, AM affiliate)				
INDIANAPOLIS						
WFBM 1924	1260 5,000 DA-N	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS Katz	H. M. Bitner, Chief Owner Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Prom. & Coml. Mgr.	Frank O. Sharp, Prog. Dir. Harold Holland, Chief Engr.	Associated AP, INS RCA
WFBM-TV 1949	Ch. 6 82-88mc 18.1kw-aur. 28.2kw-vis.		ABC, CBS DuMont, NBC			
WIBC 1938	1070 50,000-LS 10,000-N DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	R. M. Fairbanks, Pres. Kenneth W. Church, V.P. & Gen. Mgr.	William L. Dean, Prog. Dir. Estel Freeman, Prom. Mgr. Harry Adams, Chief Engr.	World AP RCA
WIRE 1924	1430 5,000 DA-N	Indianapolis Bestg. Inc. 307 N. Pennsylvania St. Riley 1541	NBC Pearson	Eugene C. Pulliam, Pres. Willard C. Worcester, V.P. & Gen. Mgr. Daniel C. Park, Coml. Mgr.	M. Wayland Fullington, Prog. Dir. James N. Willingham, Prom. Mgr. Eugene E. Alden, Chief Engr.	World Thesaurus AP, UP RCA
WISH 1941	1310 5,000-LS 1,000-N DA	Universal Bestg. Co. 215 Board of Trade Bldg., Market 6345	ABC Free & Peters	Frank E. McKinney, Pres. George J. Higgins, Gen. & Coml. Mgr.	William Frosch, Prog. Dir. Reid Chapman, Prom. Mgr. Stokes Gresham Jr., Chief Engr.	Standard AP RCA

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**NO. 1 RETAIL SALES
OPPORTUNITY in INDIANA**



WWCA

GARY, INDIANA

WWCA

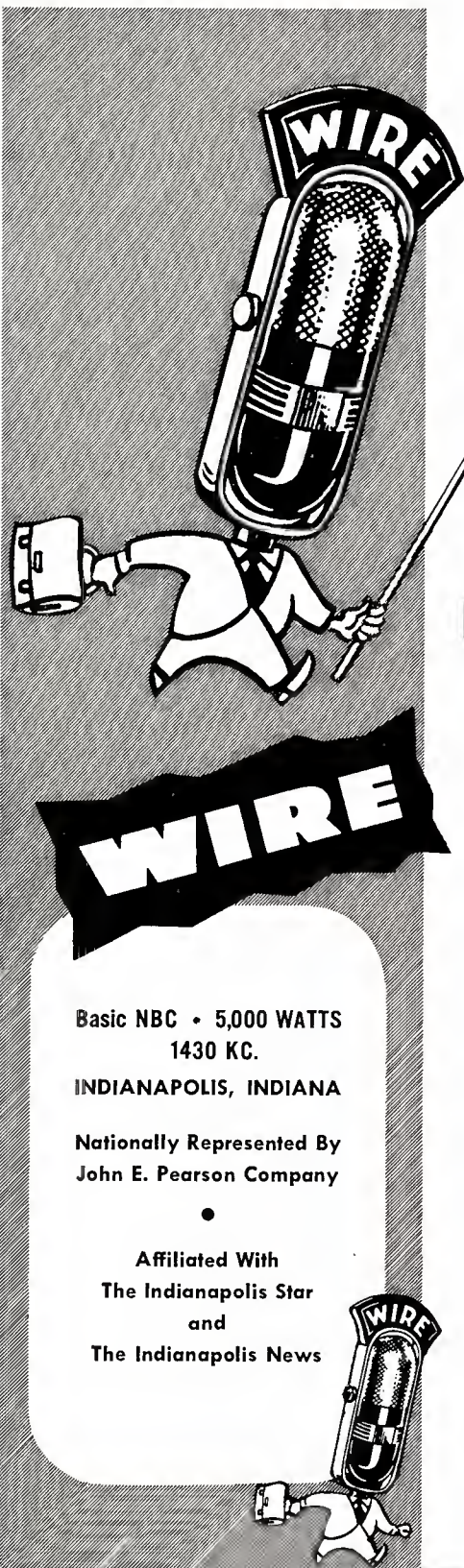
PROGRAMMED LOCALLY
TO OVER 400,000
RESPONSIVE LISTENERS...
50,000 RURAL PEOPLE,
30,000 NEGROS, 100,000
INDUSTRIAL WORKERS AND
FOUR NATIONALITY GROUPS.

WWCA

THE ONLY ADVERTISING
MEDIUM LOCALLY
SERVING AND SELLING
ALL THE RICH
LAKE-PORTER
COUNTY MARKET

WWCA

1000 WATTS FULLTIME
1270 KC
Dee O. Coe
President-General Manager
Hotel Gary - Phone 9171



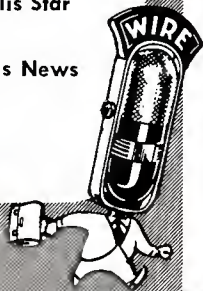
WIRE

Basic NBC • 5,000 WATTS
1430 KC.

INDIANAPOLIS, INDIANA

Nationally Represented By
John E. Pearson Company

Affiliated With
The Indianapolis Star
and
The Indianapolis News



INFANT
OR
FULL-GROWN



is the *Buy*-word
in Indiana for *You*

If your business is in its infancy or if it is full-grown . . . W I R E has a "tailored" plan for your Indiana radio schedule.

W I R E is located at the hub of the "Great Hoosier Market" . . . covering 20 out of the 25 retail-trading-area counties . . . 404,300 radio families with a buying power of \$1,921,798. These thousands of purchasers with the "1430" habit can be yours with W I R E ' s "tailored" radio plan.

County by county . . . W I R E is your best salesman in the "Great Hoosier Market."

WIRE YOUR BEST SALESMAN IN THE GREAT HOOSIER MARKET

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INDIANAPOLIS—(Continued)					
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Highland 6494	IMS	John C. Appel, Pres. Gene S. Kelly, Gen. Mgr.	Shirl K. Evans Jr., Prog. Dir. Edward C. Lockwood, Chief Engr. Capitol, World UP RCA
WXLW-FM 1948	Ch. 234 (B) 94.7mc 20kw			 Federal
JASPER					
WITZ 1948	990 1,000-D	Jasper on the Air Inc. Jasper 678		Gilbert E. Metzger, Pres. Dale S. Phares, Gen. & Prom. Mgr.	Dennis Keller, Coml. Mgr. Bryan Davidson, Prog. Dir. Bill Richardson, Chief Engr. Associated UP
KOKOMO					
WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. Radio Center 6194	CBS Weed	Richard Blackledge, Pres. John Carl Jeffrey, V.P. & Gen. Mgr.	James Muse, Prog. Dir. Chester Rector, Chief Engr. Thesaurus AP General Electric
LAFAYETTE					
WASK 1941	1450 250	WFAM Inc. Wallace Bldg. 4300	MBS	O. E. Richardson, Pres., Gen. & Coml. Mgr. A. E. Morehouse, Prog. Dir.	H. M. Shumway, Prom. Mgr. Harry Garba, Chief Engr. World UP Raytheon
WFAM(FM)	Ch. 236 (B) 95.1mc 1.2kw	(WASK, AM affiliate)			
*WBAA 1922	920 5,000-LS 1,000-N DA	Purdue U. Lafayette 92-2147		F. L. Hovde, Pres. Jim Miles, Gen. Mgr.	John DeCamp, Prog. Dir. Ralph Townsley, Chief Engr. Associated SESAC UP Collins
LaPORTE					
WLOI 1948	1540 250-D	LaPorte County Bcstg. Inc. Ramey Hotel Bldg. 3734		Hoyt Scott, Pres. William Whitlock, Gen. Coml. & Prom. Mgr. & Prog. Dir.	Ray Mould, Chief Engr. Capitol INS Raytheon
LOGANSPORT					
WSAL 1949	1230 250	Logansport Bcstg. Corp. 216 Fourth St.		Joe Jordan, Gen. Mgr.	Willis Searfoss, Sales Mgr.
MARION					
WBAT 1947	1600 500-D	Marion Radio Corp. P. O. Box 309 5500		John H. Bone, Pres. & Gen. Mgr. Kermit A. Botkin, Coml. Mgr. H. G. Hipps, V.P. & Ass't. Gen. Mgr.	Lenore Fuller, Prog. Dir. & Prom. Mgr. Charles Westfall, Chief Engr. World AP Western Electric
WMRI(FM) 1948	Ch. 295 (B) 106.9mc 34kw	Chronicle Pub. Co. Inc. 610 S. Adams St. 5705		Gardner J. Thomas, Pres. Guy B. Farnsworth, Gen. & Coml. Mgr.	A. R. Engel, Prog. Dir. George Hoffman & Bernard Hobbs, Engrs. Capitol, Lang- Worth UP Westinghouse
MICHIGAN CITY					
WIMS 1947	1420 1,000-D CP-1,000-LS CP-500-N DA	Northern Indiana Bcstrs. Inc. 415 Franklin 4980		O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	R. S. Olson, Prog. Dir. R. J. Schilling, Chief Engr. World UP Raytheon
WIMS-FM 1949	Ch. 228 (A) 93.5mc 1kw				
MUNCIE					
WLBC 1926	1340 250	Tri-City Radio Corp. P. O. Box 271 4403	CBS Walker	D. A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. Mgr.	Lee Allerton, Prog. Dir. M. M. Crain, Chief Engr. Standard AP Doolittle General Electric
WMUN(FM) 1947	Ch. 281 (B) 104.1mc 7.4kw	(WLBC, AM affiliate)			
NEW ALBANY					
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Co. 1216 Slate Run Rd. 4-2235		Roy L. Hickox, Pres. & Gen. Mgr. John M. Fouts, Coml. Mgr.	Robert Parmenter, Chief Engr. Lang-Worth UP Raytheon
NEW CASTLE					
WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600	Campbell	Walter S. Chambers Sr., Pres. Scott B. Chambers, Gen. Mgr. Edwin D. Osborne, Sta. Mgr.	John F. Bundy, Coml. Mgr. William E. Turner, Prog. Dir. O. R. Atkinson, Chief Engr. World Capitol AP General Electric
PRINCETON					
WPRN(FM) (CP)	Ch. 244 (A) 96.7mc 1kw	Princeton Pub. Co.			
RICHMOND					
WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. Ninth St. 1156	MBS Meeker	H. W. Bockhoff, Pres. G. F. Albright, Gen. Mgr. A. F. Schroy, Prog. Dir.	R. L. Nusbaum, Coml. & Prom. Mgr. L. J. Duning, Chief Engr. Lang-Worth SESAC UP RCA
SEYMOUR					
WJCD 1949	1390 500-D	Dr. Azra C. Baker Seymour 1212		Azra C. Baker, Pres. & Gen. Mgr. Clement Cockrel, Prog. Dir.	Arnold Haun, Chief Engr. SESAC Standard AP Gates
SHELBYVILLE					
WSRK(FM) 1947	Ch. 267 (B) 101.3mc 5kw	Shelbyville Radio Inc. 125 E. Washington St. 1776	Campbell	John C. DePrez, Pres. & Gen. Mgr. Donald H. Sexton, Coml. Mgr.	Victor B. Muth, Prog. Dir. Harry J. Gourley, Chief Engr. Standard Thesaurus UP General Electric

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SOUTH BEND						
WHOT 1945	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4155	ABC Bolling	C. Bruce McConnell, Pres. William H. Spencer, Gen. & Coml. Mgr.	Robert Bell, Prog. Dir. C. J. Pajakowski, Prom. Mgr. David B. Maltby, Chief Engr.	Associated AP Collins
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8668	Burn-Smith	B. W. Redifer, Pres. William B. Oliver, Sta. Mgr.	Dale Roberts, Coml. Mgr.	UP
WSBT 1922	960 5,000 DA-2	South Bend Tribune South Bend 3-6161	CBS Raymer	F. A. Miller, Pres. R. H. Swintz, Gen. Mgr. N. B. Welch, Coml. Mgr.	R. J. Drain, Prog. Dir. W. A. Sweitzer, Prom. Mgr. H. G. Cole, Chief Engr.	Capitol Standard UP RCA
WSBT-FM 1942	Ch. 267 (B) 101.3mc 20kw					Federal
TELL CITY						
WTCJ 1948	1230 250	James R. Brewer Tell City 740	KBS	James R. Brewer, Owner & Mgr.		AP
TERRE HAUTE						
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, Pres. William F. Rippetoe, Gen. & Coml. Mgr.	Leo J. Baxter, Prog. Dir. Madeline K. Barry, Prom. Mgr. Howard Stewart, Chief Engr.	World AP, UP
WBOW-FM 1947	Ch. 266 (B) 101.1mc 20kw					
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., Pres. J. M. Higgins, Gen. & Coml. Mgr. Arnold C. Johnson, Prog. Dir.	Earl Johnson, Prom. Mgr. T. R. Felts, Chief Engr.	Lang-Worth UP RCA
WTHI-FM 1948	Ch. 260 (B) 99.9mc 7.4kw					
VINCENNES						
WAOV 1940	1450 250	Vincennes Sun Co. 320 Busseron St. 787	MBS Pearson	Eugene C. Pulliam, Pres. Howard N. Greenlee, Gen. Mgr. Samuel J. Dodd, Sta. & Sales Mgr.	Don Sherwood, Prog. Dir. Al Vare, Prom. Mgr. Ralph Baldwin, Chief Tech.	Lang-Worth UP Western Electric
WABASH						
WWNI(FM) 1948	Ch. 248 (B) 97.5mc 71kw	Syndicate Theatres Inc. Eagles Theatre Bldg. 1701	Midwest McGeehan & O'Mara	Trueman T. Rembusch, Pres. Richard L. Pyles, Gen. & Coml. Mgr. & Prog. Dir.	Paul C. Kelley, Chief Engr.	Associated AP Federal
WARSAW						
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. R. F. D. #1 65		J. W. Autenrieth Jr., Pres. & Gen. Mgr. Lynn M. Miller, Prog. Dir.	Charles F. Stinson, Chief Engr.	MacGregor Cole AP Raytheon
WRSW(FM) 1948	Ch. 297 (B) 107.3mc 34kw	Reub Williams & Sons Inc. Times Bldg.	Campbell	Fred Gresso, Sta. Mgr. William K. Mollenhour Jr., Coml. Mgr.		Capitol Lang-Worth Standard UP
WASHINGTON						
WFML(FM) 1948	Ch. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 S. E. 11th St. 1810	Campbell	Paul R. Bausman, Pres. Ted Vernasco, Gen. & Coml. Mgr.	Joseph Edwards, Prog. Dir. Roger L. Dyer, Chief Engr.	Standard AP General Electric
IOWA						
AMES						
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460		W. S. Rupe, Pres. Arthur A. Skinner, Gen. Mgr.	H. M. Cleveland, Coml. Mgr. Chuck Forbes, Prog. Dir. Doyle D. Kelso, Chief Engr.	Capitol Thesaurus UP Raytheon
KASI-FM	Ch. 238 95.5mc; 43kw					
*WOI 1921	640 5,000-D	Iowa State A&M Service Bldg., ISC Cam- pus, 2500		Richard B. Hull, Gen. Mgr. Robert C. Mulhall, Oprs. Mgr. W. D. Donaldson, Prog. Mgr.	Edward P. Wegener, Prod. Mgr. Louie L. Lewis, Chief Engr.	World Standard SESAC AP, UP RCA
WOI-TV 1950	Ch. 4; 66-72mc 10.4kw-aur.; 13kw-vis.					General Electric
BOONE						
*KFGQ 1927	1260 250-D	Boone Biblical College Boone				
KFGQ-FM	Ch. 238 (B) 95.5mc; 0.31kw					
KWBG (CP)	1590 1,000-D	Boone Bcstg. Co.				
BURLINGTON						
KBUR 1941	1490 250	Burlington Bcstg. Co. Natl. Bank Bldg. 680	ABC Taylor-Borroff	G. B. McDermott, Pres. & Gen. Mgr. S. F. Harris, V. P. Richard Mosena, Prog. Dir.	R. H. Plock, Secy.-Treas. David Steinle, Coml. & Prom. Mgr. John Gallino, Chief Engr.	Standard UP RCA
KBUR-FM 1947	Ch. 225 (B) 92.9mc; 53kw					Westinghouse
CEDAR RAPIDS						
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St., S.W. 4194	MBS Burn-Smith	J. F. Hladky Jr., V. P. Fred W. Wagenvoort, Gen. & Coml. Mgr.	Wade S. Patterson, Prog. Dir. Edna A. Herbst, Dir. Prom. & Pub. Kenneth M. Caldwell, Chief Engr.	Standard, World Associated AP, INS Collins
KCRK(FM) 1949	Ch. 245 (B) 96.9mc; 276kw	(KCRG, AM affiliate)				
KWCR 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 1st St., S.W., 3-8265	Tall Corn McKinney	William J. Barron, Pres. Paul E. Millen, Gen. Mgr.	Ralph Willey, Prog. Dir. James A. Dickens, Chief Engr.	Capitol Thesaurus UP, Collins

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CEDAR RAPIDS—(Continued)							
WMT	1922	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz	Mrs. Helen S. Mark, Owner Wm. B. Dolph, Exec. V. P. William B. Quarton, Gen. Mgr.	Lew Van Nostrand, Coml. Mgr. Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr.	World Lang-Worth MacGregor AP, UP, INS
CENTERVILLE							
KCOG	1949	1400 100	Centerville Bcstg. Co. 1910 S. Main St. 131		Robert K. Beck, Pres. Robert G. Irwin, Gen. Mgr.	John McCaughey, Prog. Dir. Robert Moore, Chief Engr.	Lang-Worth AP RCA
CHARLES CITY							
KCHA	1949	1580 250-D	Inland Bcstg. Corp. Charles City 787		Dean Hollingsworth, Pres.	Robert Weiry, Chief Engr.	Collins
CLINTON							
KROS	1941	1340 250	Clinton Bcstg. Corp. Jacobsen Bldg. 448	MBS Tall Corn McKinney	W. S. Jacobsen, Pres. W. J. Teich, Gen. Mgr.	Emmett Hassett Jr., Prog. Dir. Gilbert Andrews, Chief Engr.	Standard UP Collins RCA
COUNCIL BLUFFS							
KSWI	1947	1560 500-D	Nonpareil Bcstg. Co. Strand Theatre Bldg. 4041	Tall Corn McKinney	Robert R. O'Brien, Pres. Robert L. Davis, Gen. & Coml. Mgr.	Harold Hughes, Prog. Dir. Robert W. Hall, Chief Engr.	Associated Lang-Worth AP, Collins General Electric
KFMX(FM)	1947	Ch. 241 (B) 96.1mc 13kw	(KSWI, AM affiliate)				
CRESTON							
KSIB	1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Creston, 55	KBS Tall Corn McKinney	Arthur Horning, Pres. E. M. Horning, Gen. & Coml. Mgr. Carl Schafer, Prog. Dir.	Ted Griffin, Prom. Mgr. Jean Poole, Chief Engr.	Thesaurus SESAC AP, Raytheon
DAVENPORT							
KFMA (CP)		1580 250-D	L. W. Andrews Inc. 219 Whitaker Bldg.		L. W. Andrews, Gen. Mgr.		
KSTT	1946	750; CP-1170 250-D; CP-1,000 DA-2	Davenport Bcstg. Co. 324 Main St. 35642	MBS Tall-Corn McKinney	Hugh R. Norman, Pres. & Gen Mgr. Herbert Peterson, Coml. Mgr.	Pat Alan, Prog. Dir. A. M. McGregor, Chief Engr.	MacGregor UP Gates
WOC	1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, Pres. Ernie Sanders, Mgr. Charles Freburg, Prog. Dir. Paul Ives, Prom. Mgr.	D. D. Palmer, V. P. & Treas. Ralph Evans, V. P. Wm. D. Wagner, Secy. Paul Arvidson, Chief Engr.	Lang-Worth Thesaurus UP Collins

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22.9 Kw. Video
12.5 Kw. Audio
Basic NBC Affiliate
Davenport, Iowa

FACILITIES:
Studio (18 x 35 ft.), 2 camera chains; Remote Unit, 2 field cameras; 2 Film Projectors (16 mm.), Slide Projector, Multi-scope.

PROGRAMMING:
WOC-TV is now programming 16 hours per week with NBC-TV network (non-interconnected), local and film programs. Staff available for local production of live and puppet programs, and development of program ideas.

FIRST in the QUAD CITIES
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
The only TV station in one of the country's richest markets

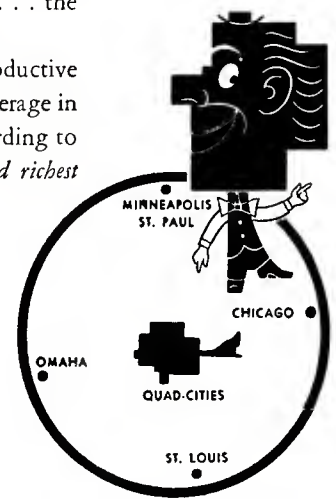
In the prosperous Quad Cities market . . . television is WOC-TV . . . the first video station in Iowa.

As the center for diversified major industries . . . and for a rich, productive agricultural area . . . the Quad Cities rate higher than the national average in retail sales . . . total buying income . . . per capita income . . . according to Sales Management figures. *The Quad Cities market is the largest and richest market in the prosperous quadrangle formed by Chicago, Minneapolis, St. Louis and Omaha.*

Latest figures show more than 5,000 television receivers in the Quad Cities alone . . . with the number increasing every month. And there are hundreds more in the 75 air-mile radius which reports good visual and aural reception of WOC-TV.

NBC-TV affiliation (non-interconnected) brings top network programs to this audience. Through WOC-TV national spot and local advertisers now effect direct home penetration through eye and ear . . . to sell this rich, industrial-agricultural area.

Col. B. J. Palmer, President . . . Ernest Sanders, Resident Manager
Free & Peters, Inc., Exclusive National Representatives



WMT SERVES EASTERN IOWA

with exclusive CBS programming

Arthur Godfrey, Groucho Marx, Bob Hawk, Jack Smith, Jack Benny, Marie Wilson, Bing Crosby, to name just a few of the stars heard exclusively in Eastern Iowa via WMT



intensive news coverage

AP, UP, INS services, plus regional Iowa news from WMT correspondents, provide complete data for WMT's own News Center



interesting farm events

Farm broadcasts, special events attracting tens of thousands of spectators, complete farm market reports, helpful educational features, highlight WMT farm services



WMT SERVES ADVERTISERS

- with a loyal audience (1,121,782 people within our 2.5 mv line)
- a prosperous audience (last year's Iowa per capita income increased more than that of any other state)
- a balanced farm-and-industrial audience

When you have something to say—and something to sell—in Iowa, tell WMT's loyal audience and watch results! Ask the Katz man for full details.

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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IOWA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library) News Service Transmitter Make
DAVENPORT—(Continued)					
WOC-FM 1948	Ch. 279 (B) 103.7mc 47kw				RCA
WOC-TV 1949	Ch. 5 76-82mc 22.9kw-aur.; 22.9kw-vis.				RCA
DECORAH					
KDEC 1947	1240 250	Telegraph-Herald 301 W. Broadway 1240	MBS Tall Corn McKinney	Fred Woodward, Pres. William J. Croker, Gen. Mgr. George Dorrington, Coml. Mgr.	Standard AP RCA
*KWLC 1926	1240 250 SH	Luther College 600 Leif Erickson Dr. 690		J. W. Ylvisaker, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	SFSAC RCA
DES MOINES					
KBIG (CP)	740 250-D	Radio Station Des Moines Inc.			
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 4-3151	Weed	Karl Peters, Pres. Rollo H. Bergeson, Gen. Mgr. Claire E. Grant, Coml. Mgr.	AP Raytheon
KCBC-FM 1949	Ch. 231 (B) 94.1mc 1.5kw			Claire Grant, Mgr.	Western Electric
KIOA 1948	940 10,000-LS 5,000-N DA-2	Independent Bcstg. Co. 10th & Mulberry 2-9191	MBS Raymer	H. E. Baker, Pres., Gen. & Coml. Mgr. William A. Wallace, Prog. Dir.	World UP, INS RCA
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	ABC Katz	Gardner Cowles, Pres. Robert W. Dillon, Sta. Mgr. Paul M. Elliott, Coml. Mgr.	Standard Associated AP, UP RCA
KRNT-FM 1943	Ch. 283 (B) 104.5mc 17kw				Westinghouse
KSO 1932	1460 5,000 DA-N	Murphy Bcstg. Co. 10th & Grand Ave. 3-0571	CBS Headley-Reed	Kingsley H. Murphy, Pres. S. H. McGovern, Sta. & Coml. Mgr.	Capitol AP RCA

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TAKES PLENTY
OF PULL & POWER
TO DRAW PEOPLE
OUT AT
DAYBREAK

ONLY IOWA'S
GREATEST WAKE-UP
SHOW COULD
DO IT . . . THATS THE
"DON BELL SHOW"

HUNDREDS DROVE
MILES BEFORE DAWN
TO SEE THE DISC JOCKEY
IN ACTION AS THE
MUSIC-AND-MIRTHMASTER
THAT HE IS!

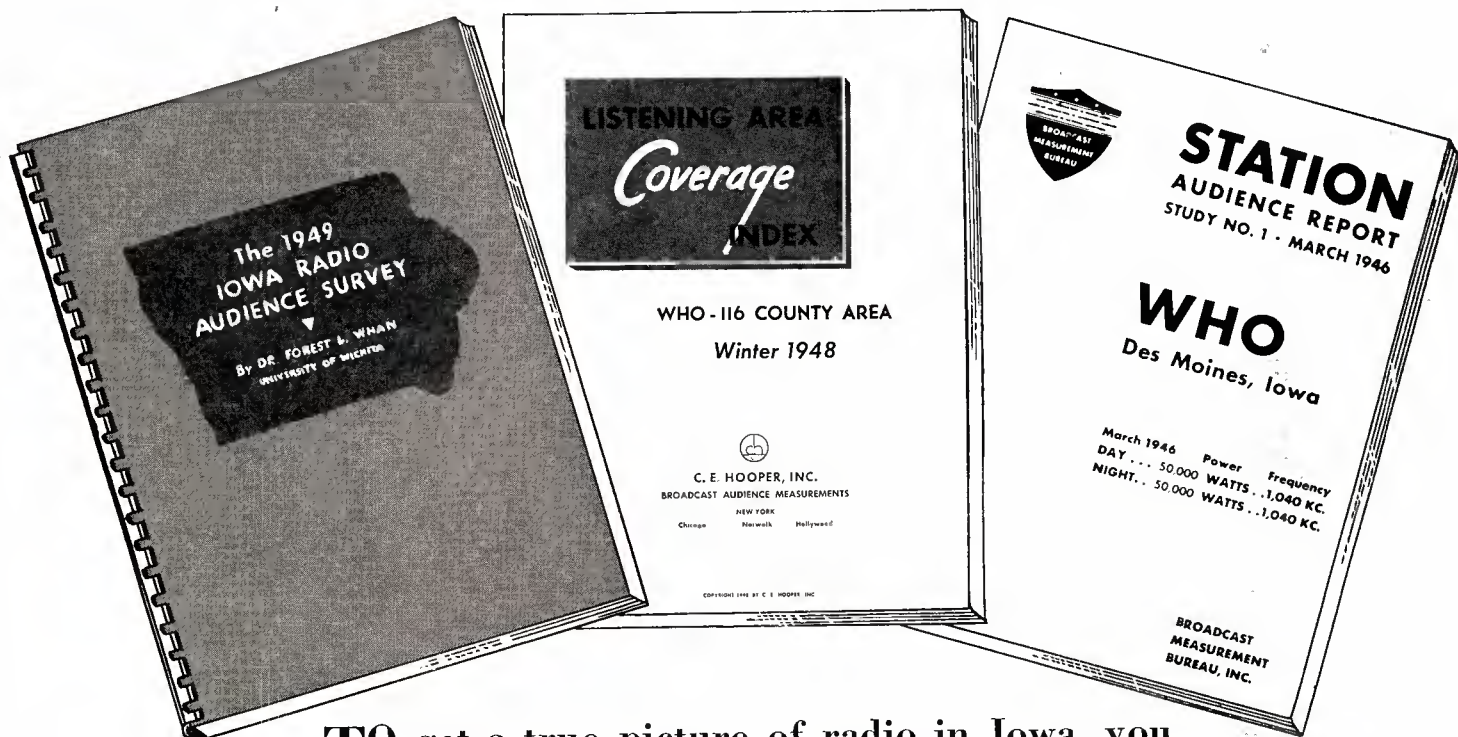
SUCH POPULARITY
MUST BE DESERVED

IT WAS DON BELL'S 3rd ANNIVERSARY AT KRNT —

**4500 IOWANS
GOT OUT OF BED
FOR 6 O'CLOCK
"BREAKFAST WITH BELL"**

ASK A KATZ The Register
MAN ABOUT and Tribune
KRNT Station
 In
 DES
 MOINES

BY EVERY MEASUREMENT, WHO IS IOWA'S OUTSTANDING LEADER



TO get a true picture of radio in Iowa, you need only to read one, two, or "all three" of the three greatest audience-study projects ever carried on in this State. . . .

The Winter 1948 Listening Area Coverage Index by C. E. Hooper gives station-preference for 116 counties in Iowa, Minnesota and Missouri—credits WHO with 3 times as many first-preference votes (Morning, Afternoon and Evening) as the next Iowa station.

The 1949 Iowa Radio Audience Survey gives the same overwhelming evidence of WHO's leadership throughout Iowa. In Iowa's 99 counties, WHO is "heard regularly" by 76.5% of daytime listeners, as against 32.8% for the next station.

The 1946 BMB Station Audience Report credits WHO with a daytime audience in 229 counties,

representing 764,400 families. WHO has a 30% or better penetration in 114 of these counties.

By any standard, WHO is Iowa's first station, and one of the top stations in America. Write us or ask Free & Peters for *all* the evidence.

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 AM, FM, and TV STATIONS OF THE UNITED STATES

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IOWA—(Continued)

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DES MOINES—(Continued)						
KSO-FM 1947	Ch. 247 (B) 97.3mc 15.5kw					
KWDM 1947	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 Fifth Ave.	Tall Corn McKinney	George W. Webber, Pres. & Natl. Sales Mgr. Ira L. Johnson, Prom. Mgr.	Robert L. Webber, Sta. Mgr. H. R. Hurd, Coml. Mgr. Edith D. Webber, Prog. Dir. Werner Schwarz, Chief Engr.	Capitol, Cole Associated UP, INS
WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, Pres. Paul A. Loyet, V. P. & Res. Mgr. Jack Kerrigan, Prog. Dir.	Harold Fulton, Coml. Mgr. John Schweiker, Prom. Mgr. Reed E. Snyder, Chief Engr.	Thesaurus SESAC AP, UP, INS Westinghouse
WHO-FM 1948	Ch. 262 (B) 100.3mc 5kw					
DUBUQUE						
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 1603	MBS Tall Corn McKinney	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr.	Arnie Stierman, Prog. Dir. Robert Hancock, Chief Engr.	Associated Standard AP Collins
KDTH-FM 1948	Ch. 263 (B) 100.5mc 180kw				Western Electric	
WKBB 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC Meeker	James D. Carpenter, Pres. & Gen. Mgr. Harry Hatzenbuehler, Coml. Mgr.	Gleason E. Kistler, Prog. Dir. & Prom. Mgr. John Uyeoka, Chief Engr.	Lang-Worth UP Collins
WDBQ(FM) 1948	Ch. 277 (B) 103.3mc 15kw	(WKBB, AM affiliate)			RCA	
FORT DODGE						
KVFD 1939	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn McKinney	Edward Breen, Pres. & Gen. Prom. Mgr. Mae Challberg, Office Mgr. Max Landes, Sales Mgr.	Drexel Peterson, Prog. Dir. David Sinclair, Chief Engr.	Lang-Worth UP, INS RCA
KFMY(FM) 1947	Ch. 274 (B) 102.7mc 10kw	(KVFD, AM affiliate)				
FORT MADISON						
KXGI 1948	1360 500-D	Carson Radio Marquette Bldg. 1360		A. Orrie Carson, Pres. Robert M. Carson, Gen. Mgr.	Milten H. Cohen, Res. Mgr. Hubert J. Marshall, Chief Engr.	Capitol AP Raytheon
IOWA CITY						
KXIC 1948	800 1,000-D DA	Johnson City Bcstg. Corp. 108½ E. Washington St. 8-1181		Robert Snyder, Pres. Larry Butler, Coml. & Prom. Mgr.	Gene Claussen, Gen. Mgr. Herb Olson, Prog. Dir. Elliott Full, Chief Engr.	Lang-Worth Standard UP Collins
*WSUI 1919	910 5,000 DA-1	The State U. of Iowa Iowa City 80511		Carl H. Menzer, Gen. Mgr. Richard Setterberg, Prog. Dir.	S. J. Ebert, Chief Engr.	Thesaurus AP, UP RCA
KEOKUK						
KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 500½ Main St. 235	Tall Corn McKinney	H. W. Stadler, Pres. George B. J. Adkisson, Gen. & Prom. Mgr.	Guy Eccles, Coml. Mgr. C. C. Andrews, Prog. Dir. George W. Henderson, Chief Engr.	Lang-Worth World UP RCA
KOKX-FM 1948	Ch. 274 (B) 102.7mc 3.7kw					
MARSHALLTOWN						
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn McKinney	D. W. Norris, Pres. William P. White, Gen. Mgr. Ronald W. Brown, Coml. Mgr.	Ray P. Bennett, Prog. Dir. Allan N. Schrock, Prom. Mgr. Herbert G. Anderson, Chief Engr.	Standard UP RCA
MASON CITY						
KGLO 1937	1300 5,000 DA-N	Lee Radio Inc. 12½ Second St., N.E. 3800	CBS Weed	Lee P. Loomis, Pres. Herbert R. Ohrt, Exec. V. P. H. B. Hook, Gen. Mgr. Don Harrer, Prom. Mgr.	Lloyd Loers, Coml. Mgr. Bud Suter, Prog. Dir. Roger Sawyer, Chief Engr.	Standard AP, UP RCA
KGLO-FM 1948	Ch. 266 (B) 101.1mc 16kw					
KICM 1948	1490 250	Mason City Bcstg. Co. 5 Second St., S.W. 5400	MBS Tall Corn McKinney	Charles E. Jones, Gen. Mgr. Al Tighe, Prog. Dir.	Bob Thompson, Prom. Mgr. Larry Lawson, Chief Engr.	World AP Collins
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Mason City 5420		Robert M. Carson, Pres. & Gen. Mgr. Norman W. Rice, Coml. Mgr.	Al Heinz, Prog. Dir. Jack H. Duncan, Chief Engr.	Lang-Worth UP Raytheon

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MUSCATINE						
KWPC 1947	860 250-D	Muscataine Bcstg. Co. Mulberry & Houser Sts. 860	Tall Corn McKinney	George J. Volger, Gen. & Coml. Mgr.	Thelma Volger, Prog. Dir. Edward Edenson, Chief Engr.	Thesaurus Associated UP Collins
KWPC-FM 1949	Ch. 259 (B) 99.7mc 9.3kw					
OELWEIN						
KOEL (CP)	950 500-D DA	Northeast Iowa Radio Corp.				
OTTUMWA						
KBIZ 1941	1240 250	KBIZ Inc. 2513 N. Court Rd. 5600	MBS	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Sta. Mgr.	Richard Meier, Coml. Mgr. Del Donahoo, Prog. Dir. Berg Allison, Prom. Mgr. Wayne Hatchett, Chief Engr.	World AP Collins
RED OAK						
KRAO (CP)	1600 500-D	Red Oak Radio Corp.				
SHENANDOAH						
KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Shenandoah 1302	MBS Taylor-Boroff	C. J. Abbot, Pres. C. Earl Williams, Gen. Mgr.	Mark W. Bullock, Coml. Mgr. Earl Blakeslee, Prog. Dir. William I. Hutton, Chief Engr.	World AP Collins
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Shenandoah 192	ABC Avery-Knodel	Edward W. May, Pres. Owen Saddler, Gen. Mgr. Glenn E. Harris, Prog. Dir.	Howard O. Peterson, Sales Mgr. James L. Moore, Prom. Mgr. R. J. Schroeder, Chief Engr.	Capitol AP, UP RCA
SIOUX CITY						
KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	Tall Corn McKinney	Dietrich Dirks, Pres. & Mgr. Sheldon Singer, Coml. Mgr.	Don Soliday, Prog. Dir. Al Smith, Chief Engr.	Standard UP Raytheon
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS Hollingbery	W. R. Perkins, Pres. Eugene T. Flaherty, Gen. & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr.	World Lang-Worth Cole AP RCA
KSCJ-FM 1947	Ch. 235 (B) 94.9mc 280kw					
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Taylor-Boroff	John C. Kelly, Pres. E. J. Huber, Gen. & Coml. Mgr.	Bob Hansen, Prog. Dir. Lennon Kelly, Prom. Mgr. Willard Easterly, Chief Engr.	Thesaurus UP RCA
SPENCER						
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Highway 71 1240	MBS Tall Corn McKinney	Ben B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Sales Mgr.	Mason Dixon, V. P. & Prog. Dir. John Blackwell, Chief Engr.	Associated Standard AP Collins
STORM LAKE						
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490		Oscar J. Grau, Pres. Lee Gordon Rasmussen, Gen. Mgr. & Prog. Dir.	James I. McCord, Coml. Mgr. Howard C. Carlson, Chief Engr.	Thesaurus Capitol AP Gates
KAYL-FM 1949	Ch. 234 (B) 101.5mc 8.9kw					
WATERLOO						
KAYX 1947	1090 1,000-D; CP: 1280 CP: 1,000 DA-2	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	Tall Corn McKinney	Clair R. Miller, Pres. Loren R. Nuss, Gen. Mgr.	L. F. Podhaski, Coml. Mgr. Charles R. Shafter, Chief Engr.	Lang-Worth UP Raytheon
KWWL 1947	1330 5,000-LS 1,000-N DA-2	Black Hawk Bcstg. Co. Hotel Russell Lamson 4406		R. J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr.	Howard F. Burgess, Chief Engr.	Associated AP Collins
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery-Knodel	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Elizabeth Gahre, Prom. Mgr. Don Kassner, Chief Engr.	SESAC INS Westinghouse
KXEL-FM 1947	Ch. 289 (B) 105.7mc 540kw					
WEBSTER CITY						
KJFJ 1949	1570 250-D	Land O'Corn Bcstg. Co. 623 2nd St. 1300		Charles V. Warren, Pres.	 AP

KANSAS

ARKANSAS CITY

KSOK 1947	1280 1,000-D	KSOK Bcstg. Co. Inc. Home Nat'l Bank Bldg. 2666		Oscar S. Stauffer, Pres. S. C. Thompson, V. P., Gen. & Coml. Mgr.	Donald D. Chadd, Prog. Dir. Edward H. Howe, Chief Engr.	Lang-Worth AP Raytheon
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ATCHISON

KVAK 1939	1470 1,000 DA-1	S. H. Patterson 622½ Commercial 1420	KBS	S. H. Patterson, Owner & Gen. Mgr. Max Habecker, Coml. Mgr.	Mary Sawyer, Prog. Dir. Luke McNeilly, Prom. Mgr. Laudon Gingery, Chief Engr. AP Western Electric
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COFFEYVILLE						
KGGF 1930	690 1,000-LS 500-N CP: 10,000-LS 5,000-N DA-2	The Midwest Bcstg. Co. Inc. 8th & Elm 147	ABC Weed	Fay N. Seaton, Pres. Richard M. Seaton, Gen. Mgr. Robert L. Pratt, Sta. & Prom. Mgr.	E. B. Spoonamore, Coml. Mgr. Roger H. Stoner, Prog. Dir. J. Sarto Jaminet, Chief Engr.	World AP Western Electric
COLBY						
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Cooper Hotel 790		George A. Nickson, Gen. & Coml. Mgr.	William Morse, Prog. Dir. U. L. Lynch, Chief Engr.	Associated Capitol INS Collins
DODGE CITY						
KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1370	Hagg	J. C. Denious, Pres. & Gen. Mgr. Isadore Salm, Coml. Mgr.	Herschel Holland, Prog. Dir. Henry McClintock, Chief Engr.	Lang-Worth AP Collins
EMPORIA						
KTSW 1939	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS Kansas	Owen H. Balch, Gen. Mgr. Adele Corey, Prog. Dir.	C. Dale Allen, Chief Engr.	World AP Collins
GARDEN CITY						
KGAR 1948	1050 1,000-D	Ark. Valley Bcstg. Co. Inc. P.O. Box 878		Dale E. Kern, Gen. Mgr.		
KGAR-FM	Ch. 257 (A) 93.3mc 0.8kw					
KIUL 1935	1240 250	Telegram Pub. Co. Inc. 509½ Main St. 4581	MBS KBS	Robert Wells, Gen. Mgr. Jan Dellinger, Coml. Mgr.	Tom Lanman, Prog. Dir. & Prom. Mgr. Robert Bryant, Chief Engr.	World AP Gates
GOODLAND						
KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Goodland		James E. Blair, Owner & Gen. Mgr.	Dick Eldridge, Coml. Mgr.	Lang-Worth World UP
GREAT BEND						
KVGB 1937	1590 5,000 DA-N	KVGB Inc. Cork Bldg. 4317	MBS Pearson	Helen T. Coogan, Pres. Grover C. Cobb, Gen. Mgr. & V. P. Sherwood R. Parks, Asst. Mgr.	Bill J. Jarvis, Coml. Mgr. Ray H. Beals, Prog. Dir. Chester A. Wallack, Chief Engr.	Lang-Worth UP Raytheon

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NOW - GREATLY INCREASED COVERAGE



**A NEW SITE
 A NEW TOWER
 AND A NEW
 BUILDING!**



KWBW KWBW-FM

HUTCHINSON, KANSAS

Serving Central Kansas 15 Years

NBC Affiliates

Write, wire or phone WILLIAM WYSE FOR AVAILABILITIES

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
HAYS						
KAYS 1948	1400 250	KAYS Inc. Hays 200		Frank Motz, Pres. Duane W. Hoisington, Gen. & Coml. Mgr. Bob Schmidt, Coml. Mgr.	Paul F. Kelly, Prog. Dir. Janie Roth, Prom. Mgr. Glenn Barnett, Chief Engr.	Standard Capitol AP RCA
HUTCHINSON						
KIMV (FM) 1947	Ch. 233 (B) 94.5mc 40kw	Hutchinson Pub. Co. 28 East Second 4400	MBS	J. P. Harris, Pres. George E. Aiden, Gen. & Coml. Mgr.	Keith Bretz, Prog. Dir. J. Lamar Dunn, Chief Engr.	World AP Western Electric
KWBW 1935	1450 250	Nation's Center Bcstg. Co. 101 E. Ave. 5202	NBC	William Wyse, Pres. & Gen. Mgr. Robert Rives, Coml. Mgr.	Paul Bernard, Prog. Dir. & Prom. Mgr. John Swofford, Chief Engr.	Lang-Worth AP Collins
KWBW-FM 1947	Ch. 226 (B) 93.1mc 3kw					
KWHK 1946	1190 1,000-D	KWHK Bcstg. Co. Inc. 18 West 5th St. 3100	KBS McKinney	James E. Murray, Pres. Vern Minor, Gen. Mgr. & Secy.-Treas.	Gren Darling, Coml. & Prom. Mgr. Paul Cochran, Prog. Dir. Millard H. Clary, Chief Engr.	Standard AP Gates
INDEPENDENCE						
KIND 1947	1010 250-D	Central Bcstg. Inc. Professional Bldg. 1010	KBS LBS	J. Nelson Rupard, Pres. & Gen. Mgr.	Ernest Ketterman, Chief Engr.	Lang-Worth AP General Electric
JUNCTION CITY						
KJCK 1949	1570 1,000-D	Junction City Bcstg. Co. 724½ N. Washington 1477	Kansas	Ralph L. Weir Jr., Co-owner, Gen. & Coml. Mgr.	Richard P. Meek, Co-owner, Prog. Dir. & Chief Engr.	Lang-Worth UP Collins
KANSAS CITY						
KCKN 1925	1340 250	(See Kansas City, Mo.)				
LAWRENCE						
*KFKU 1924	1250 5,000-DA-N ST-WREN	U. of Kansas.				
LEAVENWORTH						
KCLO 1948	1410 500-D	Leavenworth Bcstg. Co. Inc. 418½ Cherokee 3620	Continental	Hon. Alf M. Landon, Pres. M. L. Gleason, Gen. & Coml. Mgr.	Ron Barkley, Prog. Dir. David L. Reed, Chief Engr.	Capitol UP Collins
LIBERAL						
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. Inc. East 8th St. 385		Hon. Alf M. Landon, Pres. Leon S. Salathiel, Gen. Mgr. Neil Lovett, Coml. Mgr.	Ben Berry, Prog. Dir. Wayne Pash, Chief Engr.	Standard UP Collins
MANHATTAN						
KMAN (CP) 1924	1350 500-D	Manhattan Bcstg. Co. 114 North 4th St.				
*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661				
McPHERSON						
KNEX 1949	1540 250-D	McPherson Bcstg. Co. Inc. P. O. Box 186 1540		Ewart Mills, Pres. Dan Bellus, Gen. Mgr. Vance Archer, Coml. Mgr.	Henry Dais, Prog. Dir. Claude Hughes, Chief Engr.	Capitol SESAC AP Gates
KNEX-FM 1949	Ch. 276 (A) 103.1mc 0.16kw					
OLATHE						
KPRS 1949	1590 500-D	Johnson County Bcstg. Co. Inc. 131 East Park St. 1200		L. H. Witherspoon, Pres., Gen. & Coml. Mgr.	S. P. Madden, Prog. Dir. Daniel Reed, Chief Engr.	Capitol AP RCA
OTTAWA						
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. P. O. Box 46 1045		James N. Jobs, Pres., Gen. Mgr. & Prog. Dir.	Tommy Ruble, Coml. Mgr. Daniel W. Coltrane, Chief Engr.	Capitol UP Gates
PARSONS						
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 1904 Broadway 4050		Clyde M. Reed Jr., Pres. Kern Trimble, Gen. & Coml. Mgr.	Rae Drenner, Prog. Dir. James L. Teats, Chief Engr.	Standard AP Collins
PITTSBURG						
KOAM 1937	860 10,000-LS 5,000-N DA	Pittsburg Bcstg. Co. Inc. Commerce Bldg. 2165	NBC Pearson	E. V. Baxter, Pres. R. E. Wade, Gen. & Coml. Mgr.	G. L. Wade, Prom. Mgr. Leo S. Stafford, Chief Engr.	World AP Westinghouse
KSEK 1947	1340 250	Pittsburg Pub. Co. Hotel Besse Bldg. 742	Cooke	Oscar S. Stauffer, Pres. Thad M. Sandstrom, Gen. Mgr.	C. Warren Stout, Coml. Mgr. W. D. Bresseau, Chief Engr.	Standard AP General Electric
SALINA						
KSAL 1937	1150 5,000 DA-N	KSAL Inc. Journal Bldg. 3701	MBS Pearson	Robert J. Laubengayer, Pres. Ray V. Jensen, Sta. & Coml. Mgr.	Al Thompson, Prog. Dir. J. D. Hill, Prom. Mgr. N. E. Vance, Chief Engr.	Standard Lang-Worth AP Western Electric
TOPEKA						
KJAY 1949	1440 5,000-LS 1,000-N DA-1	S. H. Patterson 908 Kansas Ave. 3-1336	Rambeau	S. H. Patterson, Norwood J. Patterson, Owners. Allan Curnutt, Sta. & Coml. Mgr.	Craig Lawson, Prog. Dir. & Prom. Mgr. Norwood J. Patterson, Chief Engr. INS Gates
KTOP 1947	1490 250	Collinson Bcstg. Co. 212-14 West 6th St. 4-3444	MBS Ra-Tel	T. Hall Collinson, Owner & Gen. Mgr. Marie M. McKinney, Asst. Gen. Mgr.	Richard C. Scheele, Coml. Mgr. Jack-Warren Ostrode, Prog. Dir. Thomas Gregg, Prom. Mgr. Leo Born, Chief Engr.	Capitol Associated AP General Electric

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
TOPEKA—(Continued)						
WIBW 1926	580 5,000 DA-N	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, Pres. Ben Ludy, Gen. Mgr. Hilton Hodges, Coml. Mgr.	Maude Carlson, Prog. Dir. Allan Young, Prom. Mgr. Lewis Dickensheets, Chief Engr.	Lang-Worth Standard AP, UP Western Electric
WIBW-FM 1946	Ch. 273 (B) 102.5mc 2.9kw					World General Electric
WREN 1927	1250 5,000 DA-N	WREN Bcstg. Co. Inc. 411 10th St. 20505	ABC Kansas Weed	R. C. Jackman, Pres. John S. Major, Gen. Mgr. Bailey Axton, Coml. Mgr.	Fred L. Conger, Prog. Dir. William P. Yearout Jr., Prom. Mgr. Carl Bliesner, Chief Engr.	Thesaurus UP Westinghouse
WICHITA						
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 418 W. Douglas 4-9369	MBS Walker	Jack Todd, Gen. Mgr. Martin Bass, Coml. Mgr.	Graeme Fletcher, Prog. Dir. Harold Newby, Chief Engr.	World AP RCA
KANS 1936	1480 5,000-LS 1,000-N DA-2	Taylor Radio and Television Corp. 1015 North Broadway 4-2387	NBC Taylor-Boroff	O. L. Ted Taylor, Pres. & Owner Archie J. Taylor, Gen. Mgr. Frank Mathews, Coml. Mgr.	Paul Wilson, Prog. Dir. H. W. Allen, Prom. Mgr. Ted Heithecker, Chief Engr.	Standard AP, UP Collins
KFBI 1923	1070 10,000-LS 1,000-N DA	KFBI Inc. 200 East First St. 2-1447	ABC Avery-Knodel	Howard Lane, Pres. Hale Bondurant, Gen. Mgr. D. W. McCoy Sr., Sales Mgr.	J. B. Bradshaw, Prog. Dir. Harry Hulse, Prom. Mgr. K. W. Pyle, Chief Engr.	Capitol UP RCA
KFH 1922	1330 5,000 DA-N	Radio Station KFH Co. KFH Bldg. 24491	CBS Petry	John Rigby, Pres. Marcellus Murdock, V. P. Frank V. Webb, Gen. Mgr. Robert Hix, Coml. Mgr.	Thomas Bashaw, Prog. Dir. Russel Lowe, Prom. Mgr. Amos Dadisman, Chief Engr.	Lang-Worth AP, UP RCA
KFH-FM	Ch. 262 (B) 100.3mc 11kw					
KWBB (CP)	1410 1,000 DA-2	Wichita Bcstg. Co.				

DA-N Directional Antenna, night only. FM's in italic. DA-1 Directional Antenna, same pattern day and night. DA-2 Directional Antenna, different pattern day and night. *—Non-Commercial Station D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.


1st Kansas Market in per capita income
PLUS Greatest Share of daytime audience
MINUS HALF THE COST

equals = BETTER BUY!

WREN
 an ABC affiliate **1250 KC**

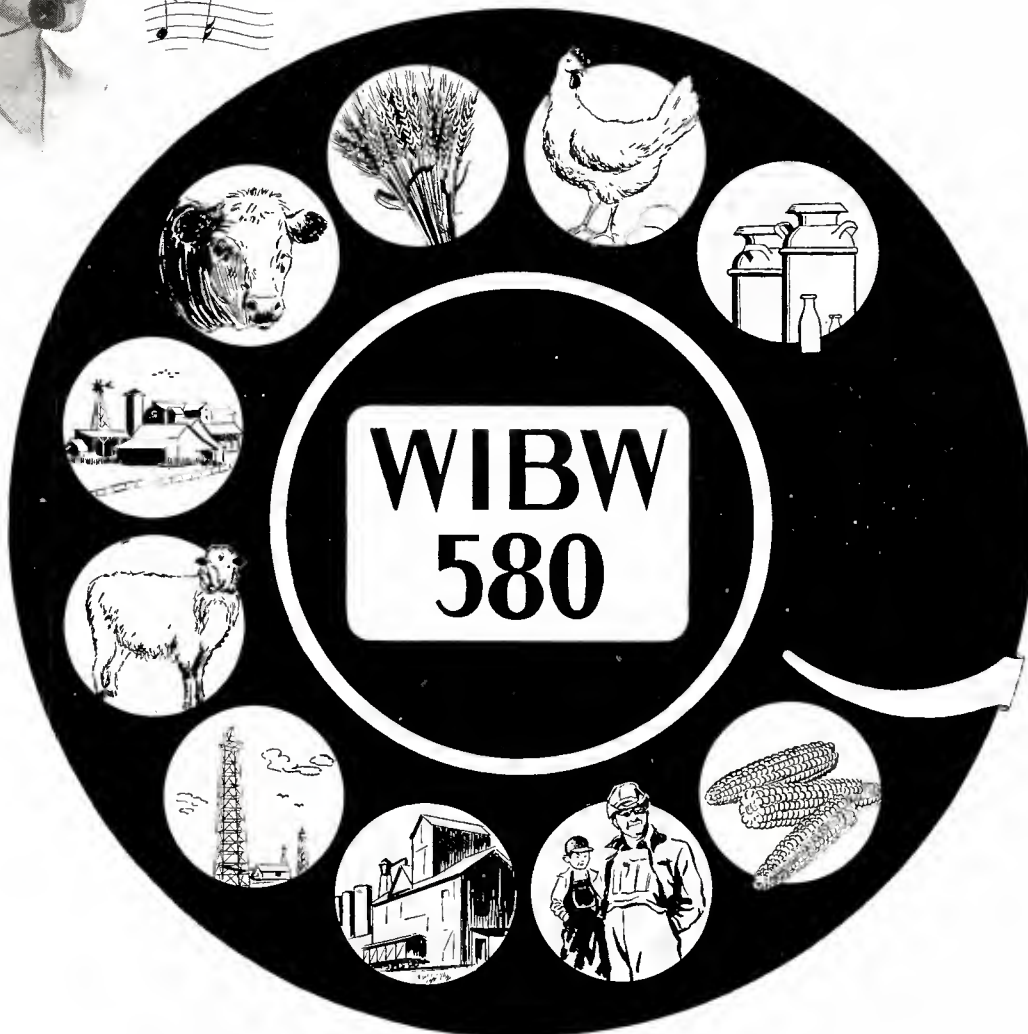
5000 WATTS
The Peak in Topeka

ASK A WEED MAN
 SOURCES:
 1949 SALES MANAGEMENT-CONLAN





"Ready with your Kansas Market"



"Go ahead, please!"

. . . and it's person-to-person . . . straight to the man with the money. Over WIBW, you're talking direct to the farm and small town folks who do the biggest part of the buying in Kansas. You see, these families have been dialing WIBW on 580 kc. ever since they can remember . . . dialing WIBW in preference to any other station.*

That's because WIBW is a farm and small town station. We've never been anything else. We build our programs, features and services exclusively for this audience. We always give first thought to *their* needs, *their* preferences, *their* listening convenience . . . and it's paying off BIG for our advertisers.

Our listeners show their appreciation by giving first choice to WIBW-advertised products every time they shop. And they have plenty of money to shop with . . . thanks to a decade of high prices for all farm products.

So—whenever you're ready to sell your product to this state-wide family of buyers . . . WIBW is "Ready with your Kansas market."

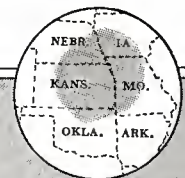
** Kansas Radio Audience, 1949.*

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM



Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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KENTUCKY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
ASHLAND						
WCMD 1935	1340 250	Ashland Bestg. Co. P. O. Box 949 3010	CBS Pearson	Gilmore N. Nunn, Pres. Charles C. Warren, Gen. & Coml. Mgr.	W. R. Martin, Prog. Dir. C. W. Weaver, Chief Engr.	Thesaurus World UP RCA
WCMI-FM 1948	Ch. 229 (B) 93.7mc 4.3kw				 Western Electric
BOWLING GREEN						
WKCT 1947	930 1,000-D	Daily News Bestg. Co. 415 Park Row 2640	Holman	Paul R. Huddleston, Gen. Mgr. Houston Griffin, Coml. Mgr.	Alvis H. Temple, Prom. Mgr.	Associated Standard AP, UP
WLBJ 1940	1340 250	Bowling Green Bctsg. Corp. 901 Fairview Ave. 1340	MBS, KBS Burn-Smith	Ken D. Given, Pres. & Gen. Mgr. Elmer A. Finley, Coml. Mgr. William Kuznitsof, Prog. Dir.	Joe Hamilton, Prom. Mgr. Rondal Lee Miller, Chief Engr.	Capitol AP RCA
WBON (FM) 1948	Ch. 266 (B) 101.1mc 8.4kw	(WLBJ, AM Affiliate)			 General Electric
CAMPBELLSVILLE						
WTCO 1948	1150 1,000-D	So. Central Kentucky Bestg. Co. 203 E. Main St. 250		H. T. Parrott, Pres. Jack Shacklette, Gen. Mgr. John Adkins, Prog. Dir.	William J. Harris Jr., Prom. Mgr. J. B. Crawley, Chief Engr.	Capitol, Cole World UP Gates
CORBIN						
WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS, KBS	John L. Crawford, Gen. Mgr. Kenneth Z. Turner, Sta. Mgr. & Prog. Dir.	S. G. Hembree, Coml. & Prom. Mgr. Russell Henson, Chief Engr. AP Raytheon
COVINGTON						
WZIP 1949	1050 250-D	WZIP Inc. Sixth & Madison Ave. Juniper 5300	KBS	Arthur L. Eilerman, Pres., Gen. & Coml. Mgr. Steve Crane, Prod. Mgr.	Lloyd W. Baldwin, Prog. Dir. & Prom. Mgr. Julian Koenig, Chief Engr.	SESAC World AP RCA
DANVILLE						
WHIR 1949	1230 250	Commonwealth Bestg. Corp. P. O. Box 234 1230	KBS Holman	W. T. Isaac, Pres. & Coml. Mgr. David B. Highbaugh, V. P. & Prog. Dir.	Henry C. Lovell, Chief Engr.	World Capitol AP Collins
ELIZABETHTOWN						
WIEL (CP)	1400 250	Elizabethtown Bestg. Co.				
FRANKFORT						
WFKY 1945	1490 250	Frankfort Bestg. Co. 104 East Main St. 2509	MBS Wood & Colton	B. C. Edwards, Pres. W. Wallace Robinson, Gen., Coml. & Prom. Mgr. & Prog. Dir.	John Hudimac, Chief Engr.	World AP Gates
GLASGOW						
WKAY 1946	1490 250	Glasgow Bestg. Co. Happy Valley Rd. 598		Gordon E. Brown, Pres. Louis R. Rayburn, Gen. & Coml. Mgr.	Lee Redford, Prog. Dir. & Prom. Mgr. C. H. Hulse, Chief Engr.	World Standard AP Western Electric
HARLAN						
WHLN 1941	1230 250	Blanfox Radio Co. Inc. Harlan 625	MBS, KBS Burn-Smith	R. B. Helms & J. Francke Fox Jr., Co-Owners R. B. Helms, Pres., Gen. & Prom. Mgr.	J. Francke Fox Jr., V. P. James Morgan, Coml. Mgr. & Prog. Dir. John Greenwood, Chief Engr.	SESAC AP Collins
HAZARD						
WKIC 1949	1340 250	BMG Bestg. Corp. Peoples Bank Bldg. Main 720	MBS Clark	Fred B. Bullard, Pres. & Gen. Mgr. Richard H. Goodlette, Coml. Mgr.	Charles W. Metcalf, Prog. Dir. Paul Combs, Prom. Mgr. James C. French, Chief Engr.	World AP Collins
HENDERSON						
WSON 1941	860 500-D	Henderson Bestg. Co. Inc. Zion Rd. 3923	MBS Sears-Ayer	Hecht S. Lackey, Pres., Gen. & Coml. Mgr.	Martin E. Schaeffer, Prog. Dir. Vernon R. Nunn, Chief Engr.	World AP Gates
WSON-FM 1947	Ch. 258 (B) 99.5mc 20kw				 Federal
HOPKINSVILLE						
WHOP 1940	1230 250	Hopkinsville Bestg. Co. Inc. Cadiz Rd. 1025	CBS Sears & Ayer	F. Ernest Lackey, Pres. & Gen. Mgr. Katherine G. Peden, Coml. Mgr.	Charles W. Stratton, Prog. Dir. Ann H. Hayes, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Lang-Worth UP General Electric
WHOP-FM 1948	Ch. 254 (B) 98.7mc 22kw				 General Electric
LEXINGTON						
WKLX 1946	1300 1,000-DA-N	Fayette Bestg. Co. Inc. Phoenix Hotel 8115	Walker	E. F. Prichard Sr., Pres. Ted Grizzard, Gen. & Coml. Mgr.	Jack Brooks, Prog. Dir. William Yount, Chief Engr.	Lang-Worth, Standard AP Western Electric Capitol, World UP Western Electric Associated UP Western Electric
WLAP 1922	1450 250	American Bestg. Corp. Radio Bldg. 1721	ABC Pearson	Gilmore N. Nunn, Pres. J. E. Willis, Gen. Mgr. Miller A. Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Jimmy Young, Prom. Mgr. Henry C. Lockler, Tech. Supvr.	Western Electric UP Western Electric Associated UP Western Electric
WLEX 1946	1340 250	Central Kentucky Bestg. Co. Russell Cave Pike 3-1977	Ra-Tel	J. D. Gay Jr., Pres. & Owner Carroll Gardner, Gen. Mgr.	Bob Kimbro, Prog. Dir. Otho Warner, Chief Engr.	UP Western Electric
LOUISVILLE						
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 East Broadway Wabash 2201	NBC Free & Peters	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. James F. Cox, Coml. Mgr.	George Patterson, Prog. Dir. Robert Eiverman, Prom. Mgr. Wilbur Hudson, Chief Engr.	Lang-Worth Thesaurus AP RCA

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U-Unlimited. CP-Construction Permit Issued. LS-Local Sunset.
L-Limited Time with Dominant Station. SA-Special Authorization.

WAVE-TV

PAYS OFF IN THE RICH

LOUISVILLE

TRADING AREA!

WAVE-TV has had its shakedown cruise—is now strictly big-time, in America's *twenty-sixth* market.

As this Yearbook "copy" is written, WAVE-TV has racked up an outstanding record, in just a little more than a year of operation:

1. Exceptional local programming, including the nationally-known Pee Wee King Show, Carl Bonner, the Kentucky Derby, collegiate and high-school football and basketball, professional baseball and hockey, and *dozens* of other outstanding sports events, with remotes alone totalling almost 400 hours.

2. Topnotch television network affiliates—NBC, ABC and Dumont.

3. An impressive and growing list of sponsors, both local and national.

4. Kentucky's *first* TV station by more than a year.

Write to us or Free & Peters for all the dope. *The facts will amaze you!*

WAVE
(AM)

WAVE-TV
(CHANNEL 5)

WRXW
(FM)

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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KENTUCKY—(Continued)

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LOUISVILLE—(Continued)							
	WRXW (FM) 1947	Ch. 236 (B) 95.1mc 16.2kw	(WAVE, AM Affiliate)				
	WAVE-TV 1948	Ch. 5 76-82mc 5kw-aur.; 7kw-vis.		ABC, CBS, NBC DuMont		INS	
	WGRC 1936	1400 250 CP: 790, 5,000-LS 1,000-N DA-2	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871 (WGRC, AM Affiliate)	MBS Walker	J. Porter Smith, Pres. & Coml. Mgr. Charles L. Harris, V. P. & Gen. Mgr.	Ward Hatcher, Prog. Dir. Harry R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr.	Lang-Worth Standard UP RCA
	WBOX (FM) 1947	Ch. 264 (B) 100.7mc 29.8kw				Federal	
	WHAS 1922	840 50,000	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, Pres. Victor A. Sholis, Dir. Neil Cline, Sales Dir.	Harold Fair, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Towner, Tech. Dir.	Associated AP, UP Western Electric
	WHAS-FM 1944	Ch. 259 (B) 99.7mc 24kw				General Electric	
	WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.				General Electric	
	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	ABC Taylor-Borrorff	Harry McTigue, Pres. & Gen. Mgr. G. F. Bauer, Coml. Mgr. Katherine McCarten, Prog. Dir.	Helen Roberts, Prom. Mgr. Melvin C. Scarsdale, Chief Engr.	MacGregor SESAC Capitol AP Collins
	WKLO 1948	1080 5,000-LS DA-2 1,000-N	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	Blair	James F. Brownlee, Pres. Joe Eaton, Gen. & Coml. Mgr. W. Gerard Bottorff, Prog. Dir.	(Mr.) Jean Clos, Prom. Mgr. D. C. Summerford, Chief Engr.	Associated UP Western Electric
	WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 West Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sanford, Pres. & Treas. Edwin E. S. Weidon, V. P. & Sta. Mgr.	S. A. Cisler Jr., V. P. & Oprs. Mgr. David M. Wilburn, Prog. Dir. Nolan Pontrich, Chief Engr.	Capitol Standard AP Western Electric
	WLOU 1948	1350 1,000-D	Louisville Bcstg. Co. 2349 South 3rd St. Calhoun 3680	Cooke	Mrs. J. E. Messervy, Pres., Gen. & Coml. Mgr.	Lee Smith, Prog. Dir. & Prom. Mgr. Steve Dawson, Chief Engr.	Capitol UP
MADISONVILLE							
	WCIF 1947	730 250-D	Madisonville Bcstg. Co. Inc. P. O. Box 27 1297	Sears & Ayer	Pierce E. Lackey, Pres. T. E. Brewer, Gen. & Coml. Mgr.	Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr.	Standard, World AP Gates
	WCIF-FM 1949	Ch. 285 (A) 104.9mc 0.42kw					
	WFMW (FM) 1949	Ch. 276 (A) 103.1mc 1kw	Messenger Bcstg. Co. Inc. Main and Center Sts. 1885		Edgar Arnold Sr., Pres. Elmer Keiley, V. P. & Coml. Mgr.	Richard Rembert, Chief Engr. H. W. Wells, Gen. Mgr., Secy- Treas. & Prog. Dir.	Capitol AP RCA
MAYFIELD							
	WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Hotel Mayfield 46	Sears & Ayer	Frank Evens, Pres. Wayne R. Morgan, Gen. Mgr. Bill Shelton, Coml. Mgr.	Margaret Dowdy, Prog. Dir. Joe Hargrove, Chief Engr.	Lang-Worth AP Gates
	WNGO 1946	1320 1,000-D	West Kentucky Bcstg. Co. Inc. P. O. Box 26 1204	Friedenberg	Rev. H. M. Suthard, Pres. Boyce Swann, Gen. Mgr.	J. B. Fowler, Prog. Dir. & Prom. Mgr. Eural Wadlington, Chief Engr.	Capitol AP Gates
MAYSVILLE							
	WFTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	Grant	Charles P. Clarke, Pres. James M. Finch Jr., Secy.-Treas. J. W. Betts, Gen. Mgr. Horace Simpson, Coml. Mgr.	Gene Waters, Prog. Dir. Hal Sagraves, Prom. Mgr. Harvey Cross, Chief Engr.	World Standard UP Gates
MIDDLESBORO							
	WCPM 1948	560 500-D	Tri-State Bcstg. Co. P. O. Box 515 1520		Elmer D. Smith, Pres. Walt T. Gaines, Gen. Mgr.	Robert Thomson, Prog. Dir. John Calor, Chief Engr.	Lang-Worth UP
	WMIK 1948	1490 250	Cumberland Gap Bcstg. Co. Inc. P. O. Box 698 980	Holman	Hal Falter, Gen. Mgr. H. Webster Taylor, Prog. Dir. & Prom. Mgr.	Edward Pipes, Chief Engr.	Cole, World AP
MURRAY							
	WNBS 1948	1340 250	Murray Bcstg. Co. Inc. P. O. Box 548 1340		Ed Griffin, Sta. Mgr.		World AP
NEWPORT							
	WNOP 1948	740 1,000-D DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	Forjoe	James G. Lang, Pres. Anna Mae Rolfes, Gen. Mgr. David Brennan, Coml. Mgr.	Jack Baker, Prog. Dir. Elmer C. Drake, Chief Engr.	World UP Raytheon
OWENSBORO							
	WOMI 1937	1490 250	Owensboro Bcstg. Co. Byars Ave. & Livermore Rd. 420	MBS, KBS Burn-Smith	Lawrence W. Hager, Pres. Hugh O. Potter, Gen., Coml. & Prom. Mgr.	Norman Hall, Prog. Dir.	Lang-Worth AP RCA
	WOMI-FM 1948	Ch. 223 (B) 92.5mc 60kw				Harold I. Peters, Chief Engr.	General Electric
	WVJS 1947	1420 1,000 DA-2	Owensboro On The Air Inc. 324 Allen St. 3408	Rambeau	V. J. Steele, Pres. Malcolm Green, Gen. Mgr. John T. Rutledge, Coml. Mgr.	Lee C. Meredith, Prog. Dir. Leola C. Hayden, Prom. Mgr. Robert Earl Jagoe, Chief Engr.	World UP General Electric
	WVJS-FM 1948	Ch. 241 (B) 96.1mc 45kw					

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DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

a growing
as a member of Society...

MORE SERVICE

AUDIENCE SHOWS

During the first six months of broadcasting from its new studios, WHAS played host to almost 30,000 people. The most popular audience shows have been "Coffee Call" (11,121), "Ballard's Bazaar" (7,110) and "Circle Star Ranch" (3,214).

COMMUNITY SERVICE

"Polio Dollar Day" raised over \$14,000 for the emergency polio drive. "A Chance to Live" sold fire prevention to 600,000 school children. "Music Under the Stars" boosted lagging ticket sales for civic musicals at Louisville's Iroquois Amphitheatre

FARM SERVICE

"Tamarrow's Tobacco" focuses the Burley-belt's best brains on each seasonal problem as it arises. "Market Digest" and "Frank Cooley's Form News" supply a daily general form news service.

SPORTS COVERAGE

In football—the University of Kentucky Wildcats. In basketball—Kentuckiana's many great teams all the way to Madisan Square Gardens. In general—sports round-ups at 5:15 and 10:15 nightly

NEWS COVERAGE

The only local news programs recommended by the Louisville Radio Cauncil's "Guide to Good Listening." Winner of the National Association of Radio News Directors' 1949 Award for the most distinguished news service to its community

TO MORE LISTENERS

KENTUCKIANA RADIO FAMILIES

1946

588,740

1949

701,870

a 19.2% increase



and therefore selling

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
 VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
 REPRESENTED NATIONALLY BY
 EDWARD PETRY AND COMPANY

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

BROADCASTING • Telecasting

1950 Yearbook Number • Page 157

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KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
PADUCAH						
WKYB 1946	800 1,000-D CP-570 DA	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS Ra-Tel	E. J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Zack Hill, Prog. Dir. C. G. Sims, Chief Engr.	Standard Associated AP Gates
WKYC (FM) 1947	Ch. 227 (B) 93.3mc 32kw	(WKYB, AM Affiliate)				RCA
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS Sears & Ayer	Pierce E. Lackey, Pres. Prewitt Lackey, Gen. & Coml. Mgr.	Ray Mofield, Asst. & Prom. Mgr. Evelyn Carroll Stahl, Prog. Dir. U. C. Morris, Chief Engr.	Lang-Worth AP Gates World Federal
WPAD-FM 1946	Ch. 245 (B) 96.9mc 18kw					
PAINTSVILLE						
WSIP 1949	1490 250	W. Howes Meade Paintsville 1196		W. Howes Meade, Pres. Pat Mulvihill, Gen. & Coml. Mgr.	E. F. Shadburne, Prog. Dir. James A. Noonan, Chief Engr.	Lang-Worth Standard UP Raytheon
PIKEVILLE						
WLSI 1949	900 1,000-D	Cumberland Pub. Co. Pikeville 161		W. J. Ward, Pres. Meyer Layman, Gen. & Prom. Mgr. & Prog. Dir.	John Ward, Coml. Mgr. Guy N. Ferrell, Chief Engr.	Lang-Worth UP Gates
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Pikeville 1280	MBS	Dr. O. W. Thompson, Pres. C. W. Powers, Gen. & Coml. Mgr. & Prog. Dir.	T. K. Smith, Chief Engr.	Standard AP RCA
PRESTONSBURG						
WPRT (CP) 1949	960 1,000-D	Kentucky Mountain Bcstg. Co.				
PRINCETON						
WPKY 1949	1580 250-D	Princeton Bcstg. Co. Princeton		Leslie Goodaker, Pres. & Gen. Mgr.	(Mrs.) Leslie Goodaker, Prog. Dir. Garland West, Chief Engr.	AP Gates
SOMERSET						
WSFC 1947	1240 250	Southeastern Bcstg. Co. Inc. Somerset 907	MBS Wood & Colton	Alonzo Carter, Pres. Don Orwin, Prog. Dir.	John Agostine, Chief Engr.	World AP Gates
VANCLEVE						
WMTC 1949	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3		Dr. Lena G. McConnell, Pres. Wilfred Fisher, Gen. Mgr.	Violet Person, Prog. Dir. M. E. Picazo, Chief Engr.	World AP Raytheon
VERSAILLES						
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. Logan-Helm Memorial Library 654	MBS Rambeau	A. B. (Happy) Chandler, Pres. W. S. Lukenbill, Gen. Mgr. Lynn E. Knox, Coml. Mgr.	Donald J. Horton, Prog. Dir. Paul Dunbar, Chief Engr.	Gates

LOUISIANA

ABBEVILLE						
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. Box 306 90		George Phillip Martin, Gen. & Coml. Mgr.	Ebba Lou Martin, Prog. Dir. C. E. Hook, Chief Engr.	World AP Western Electric
ALEXANDRIA						
KALB 1935	580 5,000-LS 1,000-N DA	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 2-3335	ABC Weed	Walter H. Allen, Pres. Willard L. Cobb, Gen. Mgr. Walter Melson, Coml. Mgr. Harold H. Carr, Sta. Dir.	Harper Clark, Prog. Dir. & Prom. Mgr. Jesse R. Sexton, Chief Engr.	World UP RCA
KALB-FM 1948	Ch. 245 (B) 96.9mc 11.5kw					
KSYL 1947	1400 250	Radio Station KSYL P. O. Box 1489 6611	NBC Ra-Tel	Sylvan Fox & Harold Wheelahan, Partners Paul H. Goldman, Gen. Mgr. Milton Fox, Coml. Mgr.	Bruce Rainey, Prog. Dir. Jack McCall, Prom. Mgr. Earl Eggers, Chief Engr.	Lang-Worth AP Gates
KVOB 1946	970 1,000 DA-N	Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481	MBS, KBS Louisiana McGillvra	Roy O. Martin, Pres. John H. Allen Jr., Gen. & Coml. Mgr.	Franklin Whitehead, Sta. Dir. & Prom. Mgr. John H. Crawford, Chief Engr.	Associated Thesaurus AP Gates
KVOB-FM 1947	Ch. 259 (B) 99.7mc 5kw					REL
BASTROP						
KTRY 1948	730 250-D	Morehouse Bcstg. Co. Enterprise Bldg. 1400	Friedenberg	Nathan Bolton, Pres.	Sal Scarpino, Coml. Mgr.	Capitol Lang-Worth AP
BATON ROUGE						
WAFB 1948	1460 5,000 LS 1,000-N DA	Modern Bcstg. Co. of Baton Rouge 1048 Florida St. 4-8571	MBS Walker	Louis S. Prejean, Pres. Tom E. Gibbens, Gen. Mgr. Frank Parton, Coml. Mgr.	Max Fetty, Prog. Dir. & Prom. Mgr. Donald Allan, Chief Engr.	AP Western Electric
WAFB-FM 1948	Ch. 282 (B) 104.3mc 3kw					
WIBR 1948	1220 250-D	Community Bcstg. System P. O. Box 1226 4-9493	LBS Cooke	G. T. Owen & Owen W. Ware, Partners H. W. Bumpas, Gen., Coml. & Prom. Mgr.	Scott W. Erwin, Prog. Dir. Edward Case, Chief Engr.	Lang-Worth UP Western Electric

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U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.

**IT'S EASY,
IF YOU
KNOW HOW!**

YOU don't have to dive into a sea of statistics to understand why KWKH does such a superlative job in this rich Southern market. It's a question of programming *Know-How*, combined with topnotch promotion.

Programming—especially in Dixie—is a specialized art that can't be acquired overnight. 24-year-old KWKH has mastered this art, and the March-April '49 Shreveport Hoopers prove it:

In the Morning, KWKH gets a 70% greater Share of Audience than the next station—in the Afternoon, 7%—in the Evening, 47%!

Even more important than this *Shreveport* superiority, KWKH delivers an amazingly large and loyal *rural* audience throughout our prosperous "New South" market. Write to us or to The Branham Company for all the facts!



KWKH

SHREVEPORT

**Texas
LOUISIANA
Arkansas
Mississippi**

The Branham Company
Representatives

50,000 Watts • CBS •

Henry Clay, General Manager

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

LOUISIANA—(Continued)

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BATON ROUGE—(Continued)						
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bestg. Co. Inc. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, Pres. Roy Dabadie, V. P. & Gen. Mgr. Charles C. Garvey, Sales Mgr.	Ralph H. Sims, Prog. & Prom. Mgr. Vernon E. Dudley, Chief Engr.	World AP, UP RCA Western Electric
WBRL (FM) 1941	Ch. 251 (B) 98.1mc 7.6kw	(WJBO, AM Affiliate)			 Western Electric
WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC Ra-Tel	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. Lemar Simmons, Coml. Mgr.	Quitman Henley, Prog. Dir. J. E. Van Valkenburg, Chief Engr.	Capitol SESAC Cole AP, INS Western Electric
WLCS-FM 1948	Ch. 266 (B) 101.1mc 0.9kw					
BOGALUSA						
WKIC 1947	1490 250	I. K. Corkern Jr. P. O. Box 811 1906	MBS Louisiana	I. K. Corkern Jr., Pres. & Gen. Mgr.	 AP
CROWLEY						
KSIG 1947	1450 250	Acadia Bestg. Co. 101 N. Parkerson Ave. 1450	Louisiana McGillvra	Max J. Thomas, Pres. & Prom. Mgr. B. Hillman Bailey Jr., Gen. Mgr.	L. R. Stagg, Coml. Mgr. Freda S. Thomas, Prog. Dir. Clovis L. Bailey, Chief Engr.	Lang-Worth AP Gates
HAMMOND						
WIHL 1947	730 250-D	WIHL Bestg. Co.				
HOUMA						
KCIL 1946	1490 250	Charles W. Lamar Jr. P. O. Box 1031 6828	MBS McGeehan & O'Mara	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Joseph Strada & Frank King, Coml. Mgrs.	George Arceneaux Jr., Prog. Mgr. Donald Jones, Chief Engr.	World AP Gates
LAFAYETTE						
KLFY (CP) KVOL 1935	1390 250-D 1340 250	Camellia Bestg. Co. Evangeline Bestg. Co. Inc. P. O. Box 1070 5111	NBC Meeker	Morgan Murphy, Pres. George H. Thomas, Gen. Mgr.	Evan H. Hughes, Mgr. & Prom. Mgr. Louis Pilcher, Chief Engr.	Thesaurus AP Collins RCA
KVOL-FM 1949	Ch. 241 (B) 96.1mc 15kw					

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WJBO

DOMINATES BATON ROUGE



BATON ROUGE IS NOW 103rd AMONG THE NATIONS TOP 200 MAJOR METROPOLITAN MARKETS

All figures Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.

	Rank Nationally
Population	118,500 93rd
Retail Sales	\$139,411,000 104th
Drug Store Sales.....	\$ 5,016,000 87th
Food Store Sales.....	\$ 24,101,000 147th
Furniture, Household, Radio Sales...	\$ 10,417,000 93rd
General Merchandise Store Sales....	\$ 19,284,000 113th

All figures Copr. 1949, October 1 issue of Sales Management; further reproduction not licensed.

Highest City Index	1949 vs. 1939	551.4
Highest City Index	1949 vs. 1948	111.8
Highest City-National Index..	1949 vs. 1948	114.2

(AM) **WJBO** 5,000 Watts
 **WBRL** (FM) 7,600 Watts
 Baton Rouge, Louisiana

Affiliated with State-Times and Morning Advocate
Representatives: George P. Hollingbery Co.

*... the Nation's Newest
Blue Ribbon Market*

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make	
LAKE CHARLES						
KLOU 1947	1580 1,000 DA-1	Pelican Bestg. Co. Inc. 134 Clarence St. 7277	CBS Louisiana Walker	E. R. Anderson, Pres. & Gen. Mgr. Eugene Cuny, Coml. Mgr. William Nail, Prog. Dir.	Lucille Storer, Prom. Mgr. Andrew Vargo, Chief Engr.	Capitol AP
KPLC 1935	1470 5,000-LS 1,000-N DA	Calcasieu Bestg. Co. P. O. Box 1521 2713	NBC Louisiana Weed	T. B. Lanford, Pres. David Wilson, Gen. Mgr. P. E. Mills Jr., Coml. Mgr.	Lynn Williams, Prog. Dir. Tom B. Journeay, Prom. Mgr. A. B. Craft, Chief Engr.	World AP RCA
KWSL 1947	1400 250	A. Stanford Dudley 1 Mill St. 6-1401	MBS, LBS Friedenberg	A. Stanford Dudley, Owner Alva P. Frith, Mgr. Thomas A. Gresham, Salesman	Roy K. Rhodes, Prog. Dir. LaVance Carson, Chief Engr.	Lang-Worth Cole UP Raytheon
MONROE						
KLIC (CP)	1230 250	Dr. Frank P. Cerniglia				
KMLB 1930	1440 5,000-LS 1,000-N DA	Liner's Bestg. Station Inc. Hotel Frances, 4321	ABC Louisiana Taylor-Borhoff	J. C. Liner, Pres. Charles Price, Gen. & Coml. Mgr.	(Mrs.) Marjorie Watson, Prog. Dir. O. L. Morgan, Chief Engr.	World UP Gates
KMFM(FM) 1947	Ch. 281 (B) 104.1mc; 17kw	(KMLB, AM Affiliate)				
KNOE 1944	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 912	NBC Ra-Tel	James A. Noe, Pres. Robert W. Dumm, Gen. Mgr. Lloyd Lenard, Coml. Mgr.	Bid Causey, Prog. Dir. Jack Ratliff, Chief Engr.	Associated AP RCA
KNOE-FM (CP)	Ch. 277 (B) 103.3mc; 1.8kw					
NATCHITOCHE						
KWCJ 1947	1450 250	Natchitoches Bestg. Co. Inc. P. O. Box 232, 2353	MBS, KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. & Coml. Mgr.	Kenneth M. Dowty, Prog. Dir. Carroll Crew, Chief Engr.	Lang-Worth AP Gates
NEW IBERIA						
KANE 1946	1240 250	New Iberia Bestg. Co. P. O. Box 383 965	MBS	George H. Thomas, Gen. Mgr. Dierrell Hamm, Mgr. J. R. MacEachron, Coml. Mgr.	Dorothy Hartsell, Prog. Dir. Donald Bonin, Prom. Mgr. L. M. Blackmon, Chief Engr.	Capitol SESAC Collins
NEW ORLEANS						
WCHF (CP)	1540 50,000-LS DA-2 25,000-N	Louisiana Bestg. Co.				
WDSU 1924	1280 5,000 DA-1	WDSU Bestg. Service Hotel Monteleone Tulane 4371	ABC Southern Blair	Edgar B. Stern Jr., Pres. Robert D. Swezey, Gen. Mgr. A. Louis Read, Coml. Mgr.	Stanley Holiday, Mgr. Prog. Oper. Ray Liuzza, Publ. & Prom. Dir. Lindsey Riddle, Chief Engr.	Associated AP, UP RCA
WDSU-FM 1949	Ch. 287 (B) 105.3mc; 19kw					
WDSU-TV 1948	Ch. 6 82-88mc 31kw aur.; 31kw vis.		ABC, CBS, DuMont, NBC			
WJBW 1926	1230 250	Louise C. Carlson Cigali Bldg. Magnolia 3488	Rambeau	Mrs. Louise C. Carlson, Owner & Gen. Mgr. Pat Shannon, Coml. Mgr.	Jim Warren, Prog. Dir. C. L. Whitney, Chief Engr.	Capitol AP, INS General Electric
WJBW-FM (CP)	Ch. 298 (B) 107.5mc 5kw					

Man or Mouse ... In New Orleans

Nearly Everybody

STOPS - LOOKS - and LISTENS

To

WDSU

AM - TV - FM

NEW ORLEANS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

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WJMR 1947	990 250-D	Supreme Bcstg. Co. Inc. 1500 Canal St. Canal 0356	Continental Forjoe	William Cortada, Pres. Stanley W. Ray & George A. Mayoral, Gen. & Coml. Mgrs. W. John Bleckley, Prog. Dir.	S. W. Ray, Prom. Mgr. George Mayoral & Wm. C. Nevill, Chief Engrs.	Associated Lang-Worth UP RCA
WRCM (FM) 1946	Ch. 248 (B) 97.1mc; 61.2kw	(WJMR, AM Affiliate)				REL
WMBR (CP) 1922	600 500-D	Southland Bcstg. Co.				
WNOE 1922	1060 50,000-LS 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS Ra-Tel	James A. Noe, Pres. James E. Gordon, Gen. & Prom. Mgr.	Paul Beville, Coml. Mgr. Beverly C. Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Standard AP, UP RCA
WRTV (TV) (CP)	Ch. 4 66-72mc 7.6kw aur. 14.5kw vis.	Maison Blanche Co.				
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC Petry	E. V. Richards, Pres.	H. Wheelahan, Gen. Mgr.	
WSMB-FM	Ch. 274 (B) 102.7mc 270kw					
WTSP 1947	940 1,000-D CP-1,000-LS CP-500 N-DA	The Times Picayune Pub. Co. 615 Howard Ave. Canal 5561	Walker	L. K. Nicholson, Pres. H. F. Wehrmann, Gen. Mgr. J. R. O'Meallie, Coml. Mgr.	M. J. Clarke, Prog. Dir. G. W. DeBlieux, Chief Engr.	Associated Capitol, World AP Western Electric
WTSP-FM 1946	Ch. 239 (B) 95.7mc 55kw					
WWEZ 1947	690 5,000 DA-2	Sky Bcstg. Service Hotel New Orleans Canal 3421	Hollingbery	A. L. Chilton, Pres. Joe A. Oswald, Gen. & Coml. Mgr.	Ken Elliott, Prog. Dir. Harrison C. Mondy, Chief Engr.	Associated AP Westinghouse
WWL 1922	870 50,000 DA-1	Loyola U. Roosevelt Hotel Raymond 2194	CBS Katz	Thomas J. Shields, Pres. W. H. Summerville, Gen. Mgr. Larry Baird, Coml. Mgr.	Ed Hoerner, Prog. Dir. Jack Halliday, Prom. Mgr. J. D. Bloom, Chief Engr.	World Standard AP, UP RCA
WWLH (FM) 1946	Ch. 262 (B) 100.3mc 2kw	(WWL, AM Affiliate)				Federal
OPELOUSAS						
KSLO 1947	1230 250	KSLO Bcstg. Co. P. O. Box 392 2633	MBS, KBS LS Louisiana Sears & Ayer	W. E. Jones, Gen. Mgr. Pat McCusker, Prog. Dir.	James Wethington, Coml. Mgr. Freddie Hebert, Chief Engr.	World UP Western Electric
RUSTON						
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 N. Railroad Ave. 1490	MBS	Clarence E. Faulk Jr., Pres. Lloyd A. Goodin, Gen. & Coml. Mgr.	Eloise Fowler, Traffic Mgr. Ken Whitaker, Prog. Dir. Chester Gillespie, Chief Engr.	Lang-Worth UP Collins
SHREVEPORT						
KCIJ (CP)	980 5,000-D	Southland Bcstg. Co.				
KENT 1947	1550 1,000-LS 500-N DA	Frank H. Ford 311 Milam St. 3-3681	MBS Walker	Frank H. Ford, Owner Frank H. Ford Jr., Coml. Mgr. Joe Monroe, Prog. Dir.	Bill Monroe, Prom. Mgr. L. J. Carlson, Chief Engr.	Standard AP Raytheon
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Taylor-Boroff	Glenn V. Wilson, Mgr.	Wm. L. Switzer, Sta. Dir.	
KRMD-FM	Ch. 266 (B) 101.1mc 11kw					
KTBS 1922	710 10,000-LS 5,000-N DA-2	Radio Station KTBS Inc. 312 East Kings Highway 7-3644	NBC Texas Quality Petry	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr.	Deane Flett, Prog. Dir. C. W. Doebler, Prom. Mgr. C. H. Maddox, Chief Engr.	Associated AP, UP RCA
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS South Central Branham	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. B. G. Robertson, Coml. & Asst. Mgr.	Horace Logan, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Lang-Worth AP, UP Westinghouse
KWKH-FM 1948	Ch. 233 (B) 94.5mc; 43kw					

MAINE

AUGUSTA						
WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee Forjoe	Faust Couture, Pres. Robert I. Payne, Gen. Mgr.	Norman G. Gallant, Prog. Dir. Robert H. Parker, Chief Engr.	AP Raytheon
WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC Maine New England Weed	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Donald K. Powers, Coml. Mgr.	Leslie R. Hubley, Prog. Dir. & Prom. Mgr. Harold T. Dinsmore, Chief Engr.	Thesaurus UP RCA
BANGOR						
WABI 1922	910 5,000 DA-N	Community Bcstg. Serv- ice 57 State St. 6446	ABC Young	F. B. Simpson, Pres. Murray Carpenter, Gen. Mgr. Harold W. Dorr, Prog. Dir.	Leon P. Gorman Jr., Coml. & Prom. Mgr. Walter Dickson, Chief Engr.	AP
WGUY 1947	1450 250	Guy Gannet Bcstg. Serv- ice P.O. Box 732 7354	CBS Raymer	Guy P. Gannett, Pres. Lawrence C. Stubbs, Gen. Mgr. Samuel G. Henderson Jr., Mgr. Harvey M. Grant, Coml. Mgr.	(Mrs.) Elisabeth A. Kihlmyre, Prog. Dir. Lauris P. MacGown, Supvr. Engr. Roger W. Hodgkins, Chief Engr.	Lang-Worth AP General Electric
WGUY-FM 1947	Ch. 226(B) 93.1mc; 11kw					
WJOR 1946	1230 250	Bangor Bcstg. Service Inc. 22 State St. 5612	MBS, KBS Yankee Forjoe	Stephen Velardi, Pres. & Chief Engr.	Lawrence Slon, Mgr. & Prog. Dir.	World AP
WLBZ 1926	620 5,000 DA-N	Main Bcstg. Co. 100 Main St. 6023	NBC Maine New England Weed	Adeline B. Rines, Pres. Edward E. Guernsey, Gen. & Coml. Mgr.	Irving S. Hunter, Prog. Dir. George Chapman, Prom. Mgr. John H. Wibby, Chief Engr.	Thesaurus UP Western Electric

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BIDDEFORD					
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Friedenber	Gordon J. Lewis, Pres. & Gen. Mgr. James A. Gates, Prom. & Coml. Mgr.	Lucien Dumont, Prod. Mgr. Arthur A. Deters, Chief Engr. Capitol UP Gates
LEWISTON					
WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS Yankee Forjoe	Faust Couture, Pres. John C. Libby, Gen. Mgr. Oscar J. Normand, Coml. Mgr.	Herbert Fontaine, Prog. Dir. Guy P. Ladouceur, Prom. Mgr. Donald Mason, Chief Engr. Standard SECAC UP RCA
WCOU-FM 1949	Ch. 230(B) 93.9 mc 13.2 kw				Westinghouse
WLAM 1947	1470 5,000 DA-1	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC McKinney	Frank S. Hoy, Gen. Mgr. Elden H. Shute Jr., Sta. Mgr. Gerald T. Higgins, Coml. & Prom. Mgr.	William Finkeldey, Prog. Dir. Leslie R. Hall, Chief Engr. Capitol AP RCA
PORTLAND					
WCSH 1925	970 5,000 DA-N	Congress Square Hotel 157 High St. 2-0181	NBC Maine New England Weed	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. Linwood T. Pitman, Prom. Mgr. George F. Crandon, Chief Engr. Thesaurus AP, UP RCA
WGAN 1938	560 5,000-DA-1	Guy Gannett Bcstg. Services 390 Congress St. 2-7423	CBS New England Raymer	Guy P. Gannett, Pres. Creighton E. Gatchell, Gen. Mgr. Arthur K. Atherton, Coml. Mgr.	Ricbard E. Bates, Prog. Dir. Francis H. Farnum Jr., Prom. Mgr. Roger W. Hodgkins, Chief Engr. Lang-Worth AP, UP RCA
WMTW 1946	1490 250	Yankee Network 212 Middle St. 4-2649	MBS Yankee	William O'Neill, Pres. Linus Travers, Gen. Mgr.	Allan Bonney, Coml. Mgr. Albert Green, Chief Engr. Standard-Sesac AP, UP Raytheon
WFOR 1946	1450 250	Oliver Bcstg. Corp. Chapman Bldg. 3-8111	ABC Young	Harold H. Meyer, Gen. Mgr. William J. Mullen, Coml. Mgr. S. Blake Ellis, Dir. Sp. Events	Anne Bradford, Prom. Mgr. Roger L. Perry, Chief Engr. Standard AP
PRESQUE ISLE					
WAGM 1932	1450 250	Aroostook Bcstg. Corp. 181 State St. 8821	Continental	H. E. Umphrey, Pres. H. D. Glidden, Gen. Mgr. Forrest Craig, Coml. Mgr.	Ted Coffin, Prog. Dir. L. E. Hughes, Chief Engr. Associated SESAC UP
WATERVILLE					
WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC Meeker	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. & Prom. Mgr.	Paul R. Huber, Prog. Dir. Donald H. Sutherland, Chief Engr. Standard AP RCA

MARYLAND

ANNAPOLIS					
WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500		Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Sta. & Coml. Mgr.	Bruce W. Harris, Chief Engr. Lang-Worth UP Raytheon
WASL 1946	810 250-D	Chesapeake Radio Corp. P. O. Box 508 9211		Robert L. Blalock, Pres. & Gen. Mgr. Gene Gosch, Coml. Mgr.	Muriel E. Blalock, Prog. Dir. Stanley C. Leek Jr., Chief Engr. World AP Collins
WNAV 1949	1430 500 DA-N	Capital Bcstg. Co. 89 West St. 2639	McGillvra	Albert H. MacCarthy, Pres. H. Philip Nesbitt, Gen. Mgr. William T. O'Connor, Coml. Mgr.	Patricia C. Scible, Prog. Mgr. Charles Mannel, Prod. Mgr. Paul C. Jones, Chief Engr. Associated Capitol AP General Electric
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw				Westinghouse
BALTIMORE					
WAAM (TV) 1948	Ch. 13 210-216mc 13.8kw-aur.; 26.1kw-vis.	Radio-Television of Baltimore Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont Harrington, Righter & Parsons	Samuel Carliner, Exec. V. P. Norman C. Kal, Gen. Mgr.	Armand Grant, Coml. Mgr. Herb Cahan, Prog. Dir. Glenn Lahman, Acting Chief Engr. UP, TP
WBAL 1945	1090 50,000 DA-N	Hearst Radio Inc. 2510 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Leslie H. Peard Jr., Coml. Mgr.	Fred S. Heywood, Adv., Prom. & Pub. Mgr. Willis K. Freiert, Prog. Mgr. William C. Bareham, Chief Engr. Thesaurus AP, UP, INS RCA
WBAL-TV 1948	Ch. 11 198-204mc 18kw-aur.; 32.6kw-vis.				
WBMD 1947	750 1,000-D	Kev Bcstg. Corp. 4 W. Eager St. Mulberry 7095	McGillvra	George E. Hull, Pres. H. Shelton Earp Jr., Gen. Mgr. Merrill L. Carroll, Coml. Mgr.	Thomas O'Connor, Prog. Dir. Russell Morgan, Chief Engr. AP RCA
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 North Charles St. Mulberry 0600	CBS Raymer	Lewis M. Milbourne, Pres. L. Walters Milbourne, Exec. V. P. & Gen. Mgr. George L. Filling, Prog. Dir.	Robert M. Richmond, Coml. & Prom. Mgr. Martin L. Jones, Chief Engr. World AP Westinghouse
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw				
WCBM 1949	1400 250	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Weed	John Elmer, Pres. & Coml. Mgr.	George H. Roeder, Gen. Mgr.
WCBM-FM 1949	Ch. 226 (B) 93.1mc 3kw				
WFBR 1922	1300 5,000 DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robert S. Maslin, Pres. J. H. L. Trautfelzer, V. P. & Acting Gen. Mgr. William S. Pirie Jr., Dir. Natl. Sales	W. Bert Hanauer, Prog. Dir. Robert S. Maslin Jr., Dir. of Publ. William Q. Ranft, Chief Engr. World AP, UP RCA
WFBR-FM 1948	Ch. 270 (B) 101.9mc 20kw				
WITH 1941	1230 250	Maryland Bcstg. Co. 7 East Lexington St. Lexington 7808	Headley-Reed	Thomas G. Tinsley Jr., Pres. & Gen. Mgr. Robert C. Embry, V. P. & Coml. Mgr.	Marilee Considine, Prog. Dir. James S. Duff, Chief Engr. Standard AP Western Electric
WITH-FM 1944	Ch. 282 (B) 104.3mc 20kw				

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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
BALTIMORE—(Continued)					
WMAR-FM 1948	Ch. 250 (B) 97.9mc 20kw	The A. S. Abeil Co. Baltimore & Charles Sts. Lexington 7700	Transit Radio	Paul Patterson, Pres. E. K. Jett, V. P. & Radio Dir. Ernest A. Lang, Coml. Mgr.	Robert B. Cochrane, Prog. Dir. Carlton G. Nopper, Chief Engr. Associated Lang-Worth AP RCA
WMAR-TV 1947	Ch. 2 54-60mc 10kw-aur.; 17.1kw-vis.		CBS Katz		TP
WMCP (FM) 1948	Ch. 234 (B) 94.7mc 20kw	Belvedere Bcstg. Corp. 5740 Reisterstown Rd. Mohawk 4400		Thomas F. McNulty, Pres. & Gen. Mgr. M. J. Porter, Coml. Mgr. & Prog. Dir.	H. A. Kemp, Chief Engr. Associated AP Westinghouse
WSID 1948	1570 1,000-D	United Bcstg. Co. 109 W. Baltimore St. Saratoga 8250	Forjoe	Richard Eaton, Pres. & Gen. Mgr. Albert R. Lamphear Asst. Gen. & Coml. Mgr. & Prog. Dir.	Helen Wherley, Prom. Mgr. Benjamin Wolfe, Chief Engr. AP Collins
BETHESDA					
(Chevy Chase) WBCC 1947	1120 250-D	Broadcast Management Inc. 5 Wilson Lane Oliver 2800		Willard D. Egolf, Pres. Cecil Richards, Coml. Mgr. Grace Campbell Egolf, Prog. Dir.	Phil Davison, Prom. Mgr. Donald Herr, Chief Engr. Associated Lang-Worth UP Collins
WBCC-FM 1949	Ch. 276 (A) 103.1mc 0.5kw				
BRADBURY HEIGHTS					
WBUZ (FM) 1948	Ch. 244 (A) 96.7mc 0.42kw	Chesapeake Bcstg. Co. Inc. 4421 Southern Ave., S.E. Hillside 3800	Transit Radio	Leslie L. Altmann, Pres. & Gen. Mgr. R. John Hugh, Prog. Dir.	Vernon Story, Chief Engr. World Lang-Worth AP Gates
CAMBRIDGE					
WCEM 1947	1240 100	The Cambridge Co. Box 333 1580	MBS	John W. Downing, Pres. James H. Wood, Coml. Mgr.	Edward H. Brigham, Gen. Mgr. & Prog. Dir. Jerrald Merritt, Chief Engr. Standard UP Collins
CUMBERLAND					
WCUM 1948	1490 100	Karl F. Steinmann P. O. Box 360 5400	CBS Meeker	Karl F. Steinmann, Pres. & Owner William M. Leach, Gen. Mgr.	Al Whitehouse, Coml. Mgr. Robert E. Dressler, Prog. Dir. Lee Davies, Chief Engr. Standard AP, TP RCA
WCUM-FM 1948	Ch. 275 (B) 102.9mc 1kw				
WDYK 1949	1230 250	R. A. Raese 450 Byrd Ave. 5727	ABC	R. A. Raese, Pres. & Gen. Mgr. George J. Kapel, Coml. Mgr.	William A. Vaughn, Prog. Dir. Ernest Norman Butler, Prom. Mgr. Lang-Worth AP Collins
WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Mrs. Aurelia S. Becker, Chief Owner, Gen., Coml. & Prom. Mgr.	Edwin F. Hinkle, Prog. Dir. William R. Selleck, Chief Engr. World AP, UP Westinghouse
WTBO-FM 1949	Ch. 295 (B) 106.9mc 1kw				
FREDERICK					
WFMD 1945	930 500 DA-N CP 1,000 DA-N	Monocacy Bcstg. Co. E. Church St. 1626	CBS	Laurence Leonard, Pres. James W. Robertson, Mgr.	William Hardy, Coml. Mgr. Evelyn Leonard, Prog. Dir. James W. Robertson, Chief Engr. World AP Western Electric
WFMD-FM 1947	Ch. 268 (B) 101.5mc 2kw				
HAGERSTOWN					
WARK 1947	1490 250	Antietam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	Raymond J. Funkhouser, Chmn. of Board Stewart W. Phillips, Gen. Mgr. Samuel E. Phillips Jr., Coml. Mgr.	Hunter Reams, Prog. Dir. Eddie Grout, Prom. Mgr. G. Harold Brewer, Chief Engr. AP General Electric
WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS Friedenberg	Grover C. Crilley, Pres. & Gen. Mgr. William H. Paulsgrove, Coml. Mgr.	Robert Lesher, Prog. Dir. George W. McIntire, Chief Engr. Lang-Worth World SESAC AP, TP General Electric
WJEJ-FM 1947	Ch. 284 (B) 104.7mc 1kw				
HAVRE DE GRACE					
WASA 1948	1330 1,000-D	The Chesapeake Bcstg. Corp. P. O. Box 97 800	KBS Continental	Jason T. Pate, Pres. & Gen. Mgr. Charles W. Irwin, Coml. Mgr.	Jack Steinhart, Prog. Dir. & Prom. Mgr. William C. Kuntz, Chief Engr. World UP Raytheon
SALISBURY					
WBOC 1940	960 1,000 DA-N	The Peninsula Bcstg. Co. Radio Park 6131	MBS Burn-Smith	John W. Downing, Pres. Charles J. Truitt, Gen. & Coml. Mgr.	John W. Downing Jr., Prog. Dir. Jack W. Ward, Chief Engr. World Thesaurus AP RCA
WBOC-FM 1948	Ch. 248 (B) 97.5mc 12kw				
SILVER SPRING					
WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Kemp Mill Rd. Shepherd 1050		John W. Kluge, Pres. Manning U. Hoffman, V. P. Joseph L. Brechner, Gen. & Coml. Mgr.	Ernie Tannen, Prog. Dir. & Prom. Mgr. Nicholas J. Chaconas, Chief Engr. World AP, TP Collins RCA
WGAY-FM 1946	Ch. 272 (A) 102.3mc 0.44kw				
WHIP (CP)	Ch. 290 105.9mc 14.5 kw	Montgomery FM Bcstg. Corp. 1005 Bonifant St.			
WOOK 1949	1590 1,000-D	United Bcstg. Co. 1143 Conn. Ave., N. W. Washington, D. C. Sterling 7265		Richard Eaton, Pres., Gen. & Coml. Mgr. Arnold B. Fort, Prog. Dir. & Prom. Mgr.	Vernon E. Story, Dir. of Engrg. UP Collins

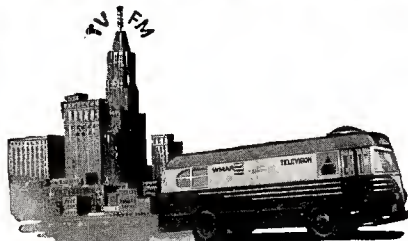
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--- Of Time and a Tower ---

Now in its third year on the air WMAR-TV, Baltimore's first television station, plays to an ever increasing audience in Maryland, and continues to yield a tremendous bonus of viewers from Harrisburg to Wilmington to Washington.

Many a fine tradition built through mellow decades by *The Sunpapers* now applies to programs on Channel Two . . . just one of the reasons why, in Maryland, most people watch WMAR-TV.



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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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MASSACHUSETTS

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make	
BEVERLY						
WBEL (CP)	1540 250-D	Conant Bcstg. Co. Inc.				
BOSTON						
WBMS 1946	1090 1,000-D	WBMS INC. 35 Court St. Lafayette 3-5616	RaTel	Jack N. Berkman, Pres. George Lasker, V. P. Arthur E. Haley, Gen. Mgr. Frederic S. Bailey, Coml. Mgr.	John R. Thorton, Prog. Dir. & Prom. Mgr. J. Herbert Rattigan, Chief Engr.	Associated UP Western Electric
WBMS-FM 1948	Ch. 281 (B) 104.1mc 20kw					
WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Sta. Mgr. C. Herbert Masse, Sales Mgr.	W. Gordon Swan, Prog. Mgr. W. A. Davis, Pub. Mgr. John Stilli, Prom. Mgr. W. H. Hauser, Chief Engr.	Gates Thesaurus Associated AP, UP Westinghouse
WBZ-FM 1942	Ch. 225 (B) 92.9mc 20kw					
WBZ-TV 1948	Ch. 4 66-72mc 7.13kw-aur.; 14.3kw-vis.		NBC NBC Spot		RCA	
WCOP 1935	1150 5,000 DA-2	Mass. Bcstg. Corp. 485 Boylston St. Copley 7-0123	ABC Katz	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong Jr., Coml. Mgr.	Gene King, Prog. Dir. John Wilkoff, Prom. Mgr. Roland C. Hale, Chief Engr.	Standard AP, UP, INS Western Electric
WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw					
WEEI 1924	590 5,000 DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS New England Radio Sales	Frank N. Stanton (CBS.) Pres. Harold E. Fellows, Gen. Mgr. Wilbur S. Edwards, Asst. Gen. & Coml. Mgr.	Raymond G. Girardin, Prog. Dir. Charles B. H. Vaill, Prom. Mgr. Harold A. Dorschug, Chief Engr.	General Electric Lang-Worth AP, UP Western Electric General Electric
WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw					
WHDH 1926	850 50,000 DA-1	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, Pres. William B. McGrath, Gen. Mgr. Arthur T. Brush, Coml. Mgr.	George M. Perkins, Prog. Dir. William W. Warner, Sales Mgr. Philip K. Baldwin, Chief Engr.	Standard AP, UP Westinghouse
WHDH-FM 1948	Ch. 233 (B) 94.5mc 20kw	Liberty 2-9044				
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 6-3900	Rambeau	John E. Reilly, Pres. & Prog. Dir. William S. Pote, Gen. Mgr.	Lawrence J. Flynn, Coml. Mgr. George Kaplan, Prom. Mgr. John Memishian, Chief Engr.	Associated Lang-Worth SESAC, INS RCA

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WMEX

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EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN

BOSTON

WLAW

**NEW ENGLAND'S BIG POWERFUL
STATION DELIVERS THE
GOODS WITH ITS**

50,000 WATTS

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WNAC 1922	1260 5,000 DA-N	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee Petry	William O'Neil, Pres. Linus Travers, V. P., Gen. & Coml. Mgr. George W. Steffy, V. P. & Prog. Dir.	Tom O'Neil, V. P. Charles Curtin, Prom. Mgr. Irving B. Robinson, Chief Engr.	Standard AP, INS Western Electric
WNAC-FM 1948	Ch. 253 (B) 98.3mc 20kw				REL	
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.8kw-vis.		ABC, CBS DuMont	Harry Whittemore, Chief Engr.	World Capitol UP General Electric	
WVOM 1948	1600 5,000 DA-1	The Boston Bestg. Corp. 1 Harvard St. Beacon 2-3650	McGillvra	Benjamin Bartzoff, Exec. V. P. & Gen. Mgr.	Erwin Crandell, Chief Engr.	UP Raytheon
BROCKTON						
WBET 1946	990 1,000-D	Enterprise Pub. Co. 60 Main St. 7062	Wood & Colton	Charles A. Fuller, Gen. Mgr. Earle G. Clement, Coml. Mgr.	Joseph G. Quill, Prod. Dir. Mark L. MacAdam, Tech. Dir.	Thesaurus Lang-Worth World; SESAC AP Collins
WBET-FM 1948	Ch. 249 (A) 97.1mc 0.8kw				General Electric	
WEKA 1948	1450 250	Cur-Nan Co. 205 E. Ashland St. 8-0621	Friedenberg	Joseph F. Curran, Pres. Harlan W. Newell, Gen. Mgr.	William W. Pierce III, Prog. Dir. Philip James, Chief Engr.	Associated UP, TP General Electric
WEKA-FM 1948	Ch. 296 (A) 107.1mc 0.8kw				AP	
CAMBRIDGE						
WTAO 1948	740 250-D	Middlesex Bestg. Corp. 439 Concord Ave.	Cooke	Frank S. Lyman Jr., Pres. Paul J. Perreault, Gen. & Prom. Mgr.	Larry Anderson, Coml. Mgr. Arthur Tacker, Prog. Dir. Arthur W. Richardson, Chief Engr.	World AP Temco
WXHR (FM) 1947	Ch. 245 (B) 96.9mc 20kw	(WTAO, AM Affiliate)	Continental			Harvey
CHICOPEE						
WACE 1946	730 1,000-D	Regional Bestg. Co. Radio Center Chicopee 2330	IMS Kettell-Carter	David Hayes, Pres. John S. Begley, Treas. Ralph J. Robinson, Exec. V. P., Gen. & Coml. Mgr.	Charles J. O'Malley, Prog. Dir. Richard Glinka, Chief Engr.	World AP RCA
WACE-FM 1947	Ch. 262 (B) 100.3mc 3.2kw				Warren Barrett, Chief Engr.	
FALL RIVER						
WALE 1948	1400 250	Narragansett Bestg. Co. 374 Central St. 4-1400	MBS Yankee Walker	George L. Sisson Jr., Pres. & Mngg. Dir. J. Buz Way, Asst. Mgr.	Nellie F. McCain, Prog. Dir. Norman P. Guimond, Chief Engr.	Associated UP Raytheon
WSAR 1921	1480 5,000 DA-2	The Fall River Bestg. Co. Inc. Academy Bldg. 7-9477	ABC Headley-Reed	Melvin Lahr, Pres. & Gen. Mgr. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Crowley, Prom. Mgr. John Pavao, Chief Engr.	Lang-Worth Standard UP Westinghouse

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FITCHBURG					
WEIM 1941	1340 250	WEIM Fitchburg Inc. 717 Main St. 1600	MBS Yankee Kettell-Carter	Henry G. Molina Jr., Gen. Mgr.	Thesaurus AP
WEIM-FM 1948	Ch. 284 (B) 104.7mc; 9kw				
WFGM (CP)	1580 1,000-D	Wachusett Bcstg. Co.			
FRAMINGHAM					
WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400	Friedenberg	Richard E. Adams, Sta. Mgr. James H. Shoemaker, Coml. Mgr.	Lee Emmerich, Prog. Dir. Francis Bartol, Chief Engr.
GARDNER					
WHOB 1946	1490 250	The Gardner Bcstg. Co. 39 Pleasant St. 1490	Rambeau	David M. Richman, Pres. & Gen. Mgr. Milton Savitt, Coml. Mgr.	West W. Willcox, Prog. Dir. F. W. Hull, Sta. Mgr. Parker Vincent, Chief Engr.
GREENFIELD					
WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee Walker	John W. Haigis, Owner John W. Haigis Jr., Gen. Mgr. Horace W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Thomas J. Kelly, Prom. Mgr. Leland F. Wheeler, Chief Engr.
WHAI-FM 1948	Ch. 252 (A) 93.3mc 1kw			 AP General Electric
HAVERHILL					
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. 44733	Friedenberg	John T. Russ, Pres. & Gen. Mgr. Robert I. Kimel, Coml. Mgr.	Warren M. Greenwood, Prog. Dir. Paul A. Hurd, Chief Engr.
WHAV-FM 1948	Ch. 223 (B) 92.5mc 20kw		Kettell-Carter	 AP Raytheon Western Electric
HOLYOKE					
WHYN 1941	560 1,000 DA-1	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee Walker	Charles N. DeRose, Gen. Mgr. Jay Heitin, Prog. Dir. & Prom. Mgr.	Patrick J. Montague, Coml. Mgr. Jack Paley, Chief Opr.
WHYN-FM 1947	Ch. 226 (B) 93.1mc 20kw			 Charles Tamm, Chief Opr. General Electric
WREB (CP)	930 500-D	Valley Bcstg. Corp.			
LAWRENCE					
WABW (CP)	980 1,000-D	Northeast Radio Inc.			
WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 54 Essex St. 37171	Wood & Colton	George H. Jaspert, Pres. & Gen. Mgr. Thomas C. May Jr., Prog. Dir.	William C. Engel, Coml. & Prom. Mgr. Harold W. Davis, Chief Engr.
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 278 Essex St. 4107	ABC New England Raymer	Irving E. Rogers, Pres. & Gen. Mgr. David M. Kimel, Coml. Mgr.	Frederick P. Laffey, Prog. Dir. Fred A. Sullivan, Prom. Mgr. George A. Hinckley, Chief Engr.
WLAW-FM 1948	Ch. 229 (B) 93.7mc; 20kw			 Western Electric Raytheon
LOWELL					
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Sq.; 8715	MBS Yankee	Gerald Harrison, Pres. Carl S. Wheeler, V. P. Dana W. Fitzgerald, Gen. Mgr.	Haskell Bloomberg, Coml. Mgr. Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr.
WLLH-FM 1948	Ch. 253 (B) 93.5mc 12.2kw			 Western Electric
LYNN					
WLYN 1947	1360 500-D	Puritan Bcst. Serv. Ice Inc. 7 Willow St.; 5-6200		A. M. Morgan, Pres. & Gen. Mgr. Cyril Morgan, Prog. Dir. & Sta. Mgr.	Ethel Adams, Prom. Mgr. John W. Parker, Chief Engr.
WLYN-FM 1949	Ch. 288 (A) 105.5mc 0.5kw				Associated SESAC UP; Collins
NEW BEDFORD					
WBSM (CP)	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767		Joseph P. Duchaine, Pres. Otto F. A. Arnold, Gen. Mgr. Harrison Moore Jr., Coml. Mgr.	Edward L. Merritt Jr., Prog. Dir. Harold H. Hoover Jr., Chief Engr.
WBSM-FM 1949	Ch. 247 (B) 97.3mc 20kw				MacGregor UP RCA
WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	MBS Yankee Walker	Basil Brewer, V. P. & Treas. James M. Patt, Mgr. Theo M. Healy, Coml. Mgr.	Edward Boghosian, Prog. Dir. Gerald L. Staten, Prom. Mgr. Stanley S. Emery, Chief Engr.
WFMR (FM) 1946	Ch. 251 (B) 98.1mc 20kw	(WNBH, AM Affiliate)			Associated World AP RCA
NORTH ADAMS					
WMNB 1947	1230 100	Northern Berkshire Bcstg. Co. 466 Curran Highway 1230	Grant	J. Gordan Keyworth, Gen. & Coml. Mgr. & Chief Engr.	Benjamin A. Hubley, Prog. Mgr. Richard J. O'Brien, Coml. Rep.
WMFM (FM) 1948	Ch. 248 (B) 97.5mc 2.4kw	(WMNB, AM Affiliate)		 General Electric Raytheon
WNAW 1949	860 250-D	Neal W. Welch 20 State St. 860		Neal W. Welch, Pres. James H. McKnight, Gen. & Coml. Mgr.	E. Norman Bailey, Prog. Dir. Gerald O'Grady, Chief Engr.
NORTHAMPTON					
WHMP (CP)	1400 250	Pioneer Valley Bcstg. Co.			
PITTSFIELD					
WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC McKinney	Donald B. Miller, Pres. W. Wendell Budrow, Gen., Coml. & Prom. Mgr.	Maurice McGarry, Prog. Dir. Walton Ayers, Chief Engr.
WBEC-FM 1948	Ch. 232 (A) 94.3mc 1kw			 Raytheon
WERK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee Walker	Leon Podolsky, Pres. John T. Parsons, Gen. Mgr. Walter Kearsney, Coml. Mgr.	Daniel Healy, Prog. Dir. Richard Bolander, Prom. Mgr. Leonard Lavendol, Chief Engr.
QUINCY					
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. 29 Brackett St. Mayflower 9-1300		Joseph H. Tobin, Pres., Sta. Mgr. & Prog. Dir.	James D. Asher, Treas., Coml. & Prom. Mgr. & Chief Engr.
BROADCASTING • Telecasting					

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SALEM						
WESX 1939	1230 250	North Shore Bcstg. Co. 49-53 Wash. St. 5670		C. W. Phelan, Pres. & Treas. E. L. Phelan, Mgr.	Robert Rogers, Coml. Mgr.	
SPRINGFIELD						
WBZA 1925	1030 1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 6-8366	Free & Peters	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr.	W. C. Swartley, Sta. Mgr. John Stilli, Prom. Mgr. H. E. Randol, Chief Engr.	Associated
WBZA-FM 1943	Ch. 246 (B) 97.1mc, 20kw					
WMAS 1932	1450 250	WMAS Inc. 1757 Main St. 7-1414	CBS Petry	Gerald Harrison, Pres. Robert Donahue, Mgr. Robert M. Feldman, Sales Mgr.	F. Turner Cooke, Prog. Dir. John Michnovetz, Chief Engr.	Associated UP Western Electric
WMAS-FM 1947	Ch. 234 (B) 94.7mc 3.2kw					
WSFL 1948	1600 5,000-D-DA	Springfield Bcstg. Co. 137½ State St. 2-7488		G. A. Askinas, Pres. & Co-owner C. M. Manitsas, Co-owner & Prog. Dir.	Earle G. Hewinson, Co-owner, Coml. Mgr. & Chief Engr. Paul Rogers, Prom. Mgr.	World UP, TP
WSFL-FM 1948	Ch. 270 (B) 101.9mc 11kw					
WSPR 1936	1270 1,000-DA-1	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, V. P. & Coml. Mgr.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Prom. Mgr. George Townsend, Chief Engr.	World UP, TP RCA Lang-Worth AP
WSPR-FM 1949	Ch. 250 (B) 97.9mc 13kw					
TAUNTON						
WPEP (CP)	1570 1,000-D	Silver City Bcstg. Corp. Roseland Ballroom		J. Marshall McGregor, J. Milton Hammond, Co-owners	J. Milton Hammond, Gen. Mgr. Arthur Gordon, Coml. Mgr.	Lang-Worth Thesaurus UP; Gates
WALTHAM						
(Newton) WCRB 1948	1330 500-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	Bannan	Richard C. O'Hare, Pres. Deuel Richardson, Gen. Mgr. Ted Jones, Exec. Mgr.	W. H. Sherman, Prog. Dir. J. Frank McArdle, Prom. Mgr. J. H. Bonney, Chief Engr.	Lang-Worth UP Raytheon
WRTE (TV) (CP)	Ch. 2 54-60mc 30.7kw-aur. 50kw-vis.					
WARE						
WARE 1948	1250 1,000-D	Donald W. Howe East St. 23		Donald W. Howe, Pres. Ansel E. Gridley, Gen., Prom. & Coml. Mgr.	Tom Colton, Prog. Dir. Fred Joslin, Chief Engr.	Associated AP Raytheon
WEST SPRINGFIELD						
WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Cooke	Lawrence A. Reilly, Pres., Gen. & Prom. Mgr. Alexander W. Milne, Coml. Mgr.	James L. Spates, Prog. Dir. & Chief Engr.	Capitol INS Gates
WEST YARMOUTH						
WOCB 1944	1240 250	Bristol Bcstg. Co. Inc. South Sea Ave. Hyannis 502	MBS Yankee Walker	Basil Brewer, V. P. David J. Shurtleff, Mgr.	Michael Graham, Prog. Dir. Stanley S. Emery, Chief Engr.	World AP Collins RCA
WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw	E. Anthony & Sons Inc. 555 Pleasant St. New Bedford				
WORCESTER						
WAAB 1931	1440 5,000 DA-1	Radio Enterprises 34 Mechanic St. 2-5611	MBS Yankee Ra-Tel	John Baybutt, Pres. Raymond Brown Jr., Gen. & Coml. Mgr.	W. Eccles Huff, Prog. Dir. William R. Sweeney, Prom. Mgr. Norman Ogg, Chief Engr.	Standard AP RCA REL
WGTR (FM) 1949	Ch. 256 (B) 99.1mc 20kw	Eastern Bcstg. Corp. Worcester 2-8713	Transit Radio	Robert Manby, Gen. Mgr.	Maurice J. Mahoney, Coml. Mgr.	UP REL
WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672	Bolling	Paul C. Lytle, Pres. & Bus. Mgr. John J. Hurley, Gen. Mgr. & Treas.	Edward T. McCann Jr., Coml. Mgr. John F. Morse, Prog. Dir. Vernon P. Wilson, Chief Engr.	Lang-Worth UP Raytheon
WORC 1925	1310 1,000 DA-1	Alfred Frank Klein- dienst 65 Elm St.; 5-3101	ABC Weed	Alfred Frank Kleindienst, Chief Owner	Mildred P. Stanton, Dir. & Coml. Mgr.	Lang-Worth INS RCA
WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS New England Raymer	E. E. Hill, Exec. V. P. Robert W. Booth, V. P. & Gen. Mgr. Herbert L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. Dir. Andrew C. Fuller, Prom. Mgr. E. A. Browning, Chief Engr.	Associated World AP RCA
WTAG-FM 1940	Ch. 241 (B) 96.1mc 10kw					

MICHIGAN

ADRIAN						
WABJ 1946	1500 250-D	James Gerity Jr. 2982 Treat Rd. 9000	Ra-Tel	James Gerity Jr., Pres. O. William Myers, Gen. Mgr.	Harley West Jr., Coml. Mgr. Larry Payne, Prog. Dir. Elwood Brown, Chief Engr.	World UP
ALMA						
WFYC 1948	1280 1,000-D	Alma Bcstg Co. 480 Gratiot 95		Reid Brazell, Pres. William B. Ogden, V.P. & Gen. Mgr.	Raymond A. Plank, Asst. Gen. Mgr. & Chief Engr. Chester Waddell, Prog. Dir.	World UP Raytheon
ALPENA						
WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Holman	Les Biederman, Pres. A. B. Crow Jr., Coml. Mgr.	Drew McClay, Gen. Mgr. AP Western Electric
ANN ARBOR						
WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. 4230 Packard Rd. 2-4573	ABC Forjoe	J. F. Hopkins, Pres. Douglas Campbell, Gen. & Coml. Mgr.	Amy Wilcox, Prog. Dir. James Allen, Chief Engr.	World AP

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lead in Detroit

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With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming . . . sending out the clearest signals . . . reaching the largest audience . . . producing the best results for its many advertisers.

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National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

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WWJ-TV

NBC Television Network

1950 Yearbook Number • Page 171

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

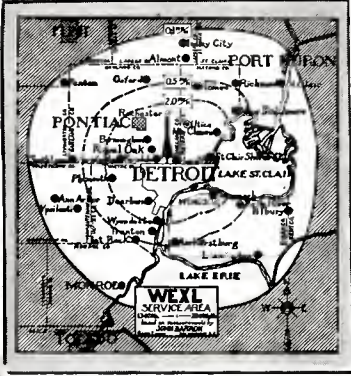
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MICHIGAN—(Continued)

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ANN ARBOR—(Continued)						
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Hitzell Bldg. 2-5517	Holman	Arthur E. Greene, Pres. Edward F. Baughn, Exec. V. P. & Gen. Mgr.	Ted Turner, Coml. Mgr. Pat Quinn, Prog. Dir. George D. Stearns, Chief Engr.	Standard AP Western Electric REL
WPAG-FM 1947	Ch. 254 (B) 98.7mc 2.2kw					
BAD AXE						
WLEW (CP)	1540 250-D	Saginaw Bcstg. Co.				
BATTLE CREEK						
WBCK 1948	930 1,000 DA-2	Michigan Bcstg. Co. Security Nat'l Bank Bldg.; 3-5555	MBS	Robert H. Holmes, Pres., Gen. & Coml. Mgr.	Adrian R. Cooper, Prog. Dir. & Prom. Mgr. Arris J. Geranis, Chief Engr.	Associated Capitol UP; RCA
WELL 1925	1400 250	Federated Publications Michigan Nat'l Bank 5655	ABC Bolling	D. E. Jayne, Gen. Mgr. E. F. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. E. J. Stone, Chief Engr.	Standard Lang-Worth AP Western Electric
WELL-FM 1947	Ch. 271 (B) 103.1mc; 45kw					
BAY CITY						
WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peef, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Lang-Worth World UP Western Electric
WBCM-FM 1946	Ch. 241 (B) 96.1mc; 41kw					
WGRO 1949	1260 500-D	Griner-Dillon Bcstg. Co. 920 N. Water St. 3-1260	Sears & Ayer	Gail D. Griner, Pres. & Gen. Mgr. Edward T. Dillon, Coml. Mgr. & Chief Engr.	Gerry Lansing, Prog. Dir.	Capitol INS
BENTON HARBOR						
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Wall St. 5-2113	Holman	Stanley R. Banyon, Pres. Jacob P. Scherer, Gen. Mgr.	Virginia Allen, Coml. Mgr. Phil Molloy, Prog. Dir. Munson Robinson, Chief Engr.	Lang-Worth Capitol AP; RCA
WHFB-FM 1947	Ch. 260 (B) 99.9mc; 9.2kw					
CADILLAC						
WATT 1945	1240 250	Midwestern Bcstg. Co. Cadillac	MBS, KBS Wolverine Bun.; Holman	Les Biederman, Gen. Mgr.		
COLDWATER						
WTVB 1949	1590 1,000 D-DA	Twin Valley Bcstrs. Inc. Box 32 1230		James W. Wilson, Pres. E. Harold Munn Jr., Sta. Dir. & Chief Engr.	Arnold K. Walkup, Sales Dir. Richard W. Lee, Prog. Dir.	Associated Cole AP; Gates
DEARBORN						
WKMH 1946	1310 1,000 DA-N	WKMH Inc. WKMH Bldg. Logan 2-4000	Weed	Fred A. Knorr, Pres. & Gen. Mgr. Frank Sims, Prog. Dir.	Walter Patterson, Coml. & Prom. Mgr. Jerrold Martin, Chief Engr.	Lang-Worth UP, INS RCA
WKMH-FM	Ch. 262 (B) 100.3mc; 7.7kw					
DETROIT						
(Windsor) CKLW 1932	800 50,000	Western Ont. Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young	J. E. Campeau, Pres. & Gen. Mgr. E. W. Wardell, Coml. Mgr. S. Campbell Ritchie, Prog. Dir.	Barbara McFarland, Prom. Mgr. W. J. Carter, Chief Engr.	World Standard INS, BUP RCA
WDET (FM) 1949	Ch. 270 (B) 101.9mc 52kw	UAW-CIO Bcstrs. Corp. of Mich. Radio Place (See Royal Oak Listing)		Ben Hoberman, Gen. Mgr. J. A. Harrington, Coml. Mgr.	Paul Morris, Prog. Dir. Ted Andras Jr., Chief Engr.	Associated AP General Electric
WEXL 1923	1340 250					
WJBK 1925	1490 250	Vermont 8-3048 The Fort Industry Co. 500 Temple Ave. Temple 3-7900	Katz	George B. Storer, Pres. Richard E. Jones, Gen. & Coml. Mgr.	E. Hal Hough, Prog. Dir. Joyce M. Chapman, Prom. Mgr. Paul O. Frincke, Chief Engr.	Lang-Worth UP RCA
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw		Forjoe			Western Electric
WJBK-TV 1949	Ch. 2; 54-60mc. 8.3kw aur. 16.5 vis.					
WJLB 1925	1400 250	Booth Radio & Tele. Sta- tion Inc. David Broderick Tower Woodward 5-2000		John L. Booth, Pres. & Gen. Mgr. Eric V. Hay, Coml. Mgr. George Kendall, Prog. Dir.	William J. Jory, Prom. Mgr. Edward H. Clark, Chief Engr.	Capitol Standard, World AP Western Electric RCA
WJLB-FM 1941	Ch. 250 (B) 97.9mc 30kw					
WJR 1927	760 50,000	WJR The Goodwill Sta- tion Inc. Fisher Bldg. Trinity 5-4440	CBS Petry	G. A. Richards, Chmn. of Board Harry Wismer, Asst. to Pres. & Gen. Mgr. Worth Kramer, Asst. Gen. Mgr. Wm. G. Seibert, Secy.-Treas.	Arch Shawd, Coml. Mgr. Franklin Mitchell, Prog. Dir. James Quello, Prom. Mgr. G. F. Leydorf, V. P. & Chief Engr.	Thesaurus Associated Lang-Worth AP, UP, INS Western Electric
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw					
WKMH 1946	1310 1,000 DA-N	(See Dearborn Listing)				
WLDM (FM) 1949	Ch. 238 (B) 95.5mc; 20kw	Lincoln Bcstg. Co. 24750 Greenfield Rd.	Michigan FM	Ellis C. Thompson, Gen. Mgr. Harold I. Tanner, Coml. Mgr.	Clifford A. Gordon, Prog. Dir. Jerome F. Steadley, Chief Engr.	Associated AP REL
WWJ 1920	950 5,000 DA-N	The Evening News Assn. 622 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. E. Scripps, Pres. Harry Bannister, Gen. Mgr. Willard E. Walbridge, Gen. Sales Mgr. & Asst. Gen. Mgr.	Melvin C. Wissman, Gen. Prog. Mgr. William Lane, Publ. Mgr. E. J. Love, Gen. Engr. Mgr.	Lang-Worth Standard UP Western Electric REL
WWJ-FM 1941	Ch. 246 (B) 97.1mc; 8.7kw					
WWJ-TV 1947	Ch. 4 66-72mc; 8.5kw-aur.; 18kw-vis.					
WXYZ 1930	1270 5,000 DA-N	WXYZ Inc. 1700 Stroh Bldg. Woodward 3-8321	ABC Michigan ABC Spot	Mark Woods, Pres. (ABC) James G. Riddell, Gen. Mgr. Harold Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. Dean D. Linger, Prom. Dir. Charles Kocher, Chief Engr.	Dumont Standard Lang-Worth World; AP, UP RCA

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"Home"

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"Home"

For the most loyal listeners in Detroit.

"Home"

For the lowest rate per 1,000 listeners in Metropolitan Detroit area.

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Royal Oak, Michigan

WEXL

A.M. 1340 K.C.
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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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MICHIGAN—(Continued)

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DETROIT—(Continued)					
WXYZ-FM 1948	Ch. 266 (B) 101.1mc 30kw			 General Electric
WXYZ-TV 1948	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.	ABC Television Center Temple 3-8000	ABC ABC Spot	John Pival, Prog. Dir.	Monogram Flamingo World RCA
EAST LANSING					
*WKAR 1922	870 5,000-D	Michigan State College East Lansing 8-1511		Robert J. Coleman, Gen. Mgr. Lawrence Frymire, Prog. Dir.	Donald MacDonald, Prom. Mgr. Norris E. Grover, Chief Engr.
ESCANABA					
WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190	MBS Walker	John P. Norton, Pres. George D. Lindenthal, Gen. & Coml. Mgr.	Jack Foster, Prog. Dir. & Chief Engr. Tony Flynn, Prom. Mgr.
				 SESAC AP Western Electric RCA

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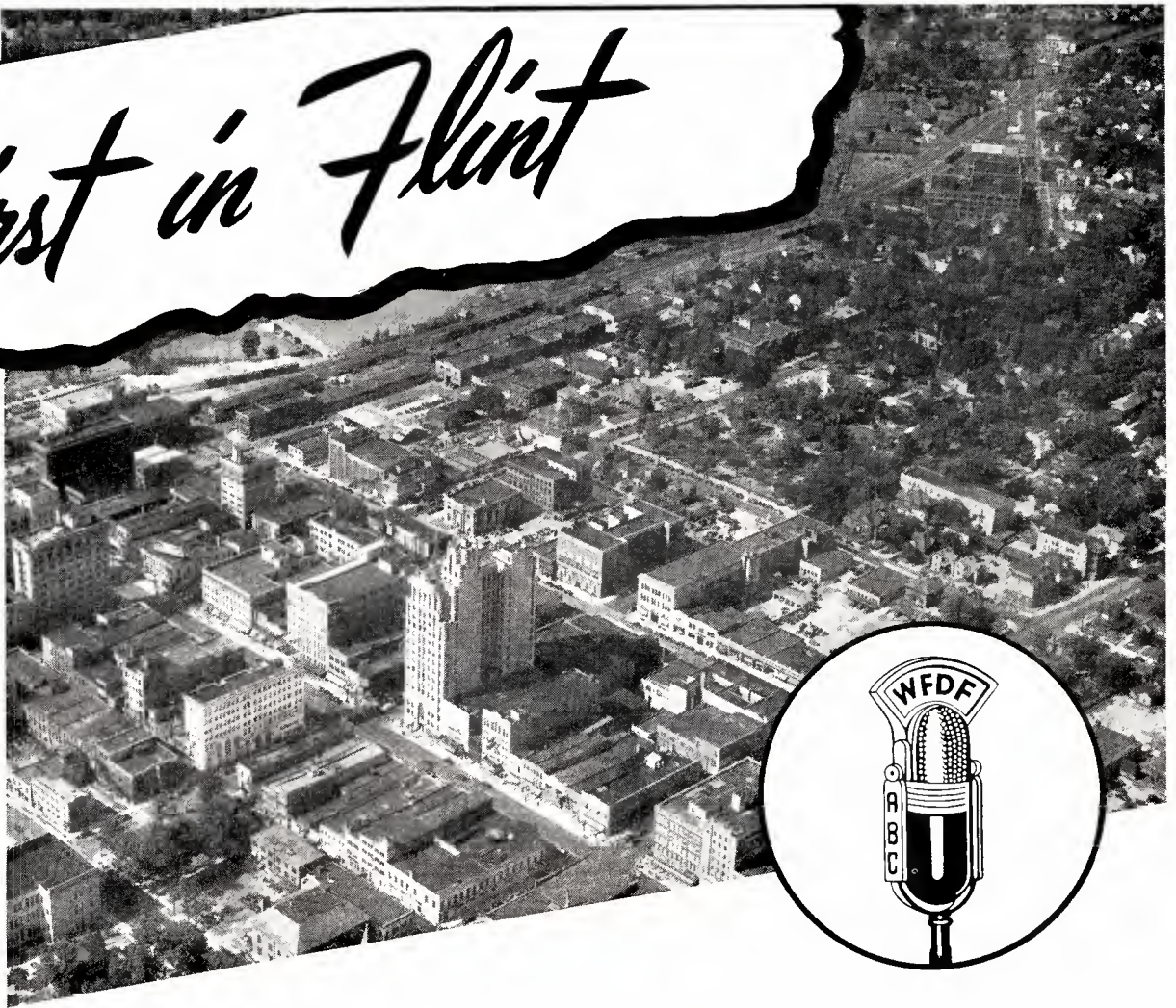
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... PLUS 24 COUNTIES IN CANADA**

WINDSOR
LONDON
LANSING

Guardian Building, Detroit 16 • Mutual System
National Rep. Adam J. Young, Jr., Inc.
Canadian Rep. H. N. Stavin & Co.

MIDDLE OF THE DIAL
800
K I C

First in Flint



WFDF is the *oldest* station in Flint . . . according to the Hooper Winter-Spring Report, 1949, it's the *most listened-to* station . . . morning, noon and night.

That's why WFDF is the number one choice of saleswise local retailers and national advertisers. They know it's the best medium for selling the quarter of a million people who spend \$288,000,000 annually in Flint's retail stores. (Please note: the average effective buying income per family in Flint is \$5,764.)

Get your share of Flint's big purchasing power. Get your sales story on WFDF—the *favorite listening post of a lot of people with plenty of money to spend!*

WFDF AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

910 Kilocycles



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FLINT					
WAJL (FM) 1948	Ch. 296 (A) 107.1mc 0.40kw	Advertisers Press Inc. 403 Citizens Bank Bldg. 2-0294	Cooke	Myron Weingarden, Pres. Joseph Sova, Gen. & Coml. Mgr.	Lew Stoner, Chief Engr. Lang-Worth AP General Electric
WBBC 1947	1330 1,000 DA-2	Booth Radio Station Inc. 112 West Water St. 9-8686	MBS Forjoe	John Lord Booth, Pres. W. Eldon Garner, Gen. & Coml. Mgr.	Jerry Schroeder, Prog. Dir. G. Ellwood Ryan, Chief Engr. World AP Collins
WFDF 1922	910 1,000 DA-1	The Trebit Corp. Mott Foundation Bldg. 2-7158	ABC Michigan Katz	Harry M. Bitner Sr., Pres. Lester W. Lindow, Gen. Mgr. Elmer A. Knopf, Prog. Dir.	Marvin Levey, Sales Prom. Mgr. Frank D. Fallain, Chief Engr. Capitol Lang-Worth Standard Thesaurus AP; RCA
WMRP 1946	1510 250-D	Methodist Radio Parish 573 Mary St. 3-5112	KBS	Daniel M. Robins, Pres. William H. Morford, Gen. Mgr.	Homer Blumerich, Chief Engr. Standard SESAC Temco
WTAC 1946	600 1,000-LS 500-N DA-1	Trendle-Campbell Bcstg. Corp. 740 S. Saginaw St. 2-1136	NBC Raymer	George W. Trendle, Pres. H. Allen Campbell, V. P. & Gen. Mgr. Raymond J. Meurer, Secy.	J. R. McKinley, Mgr. Laurence Arnold, Prog. Dir. Darrell Jones, Chief Engr. Lang-Worth UP
WWOK 1947	1470 1,000 DA-1	Cooperative Radio Co. 432 N. Saginaw St. 4-1691	Burn-Smith	Herbert L. Crate, Pres. Douglas Woody, Gen. & Coml. Mgr.	Pat Chamburs, Prog. Dir. & Prom. Mgr. Edsel Forsythe, Chief Engr. Capitol UP Gates
GRAND RAPIDS					
WFRS (FM) 1947	Ch. 223 (B) 92.5mc 10.5kw	Grand Rapids Bcstg. Corp. 316 Murray Bldg. 8-4222		Robert L. Epstein & Gerald R. Loop, Owners & Gen. Mgrs. George A. Miller, Coml. Mgr.	Robert L. Epstein, Prog. Dir. Ben Winski, Chief Engr. Associated UP Federal
WFUR 1947	1510 1,000-D	Furniture City Bcstg. Corp. 430 Federal Square Bldg. Glendale 6-9541		S. W. Oppenhuizen, Gen. Mgr. Arthur M. Swift, Sales Mgr.	Bob Geerdes, Prog. Dir. Jack Timmer, Chief Engr. Lang-Worth AP Raytheon
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave., N.E. 9-4111	McGillvra	Paul F. Eichhorn, Pres. & Gen. Mgr. Bob Kirby, Prog. Dir.	Nadine Miller, Prom. Mgr. Dick Groenevelt, Chief Engr. AP Western Electric
WJEF 1945	1230 250	Fetzer Bcstg. Co. 124 West Michigan Ave. Kalamazoo, Mich. Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Gen. Sales & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr. Capitol AP Western Electric
WJEF-FM (CP)	Ch. 229 (B) 93.7mc 550kw				
WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St., N.E. Glendale 6-5461	ABC Michigan Pearson	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Lee G. Stevens, Chief Engr. Standard UP RCA
WLAV-FM 1947	Ch. 245 (B) 96.9mc 50kw				
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.		ABC, CBS, NBC DuMont	Hal Kaufman, Prog. Dir.	AP RCA
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 1408 Grand Rapids Nat. Bank Bldg. 9-4211	NBC Katz	Harry M. Bitner Sr., Pres. Stanley W. Barnett, Gen. Mgr. Walter A. Bass, Coml. Mgr.	Sandy Meek, Prog. Dir. Lenore Little, Prom. Mgr. Fred W. Russell, Chief Engr. World Lang-Worth UP RCA
HILLSDALE					
WJOE	Ch. 256 99.1mc 2.5kw	Hillsdale Bcstg. Co. 63 N. Howell St.			
HOLLAND					
WHTC 1948	1450 250	Holland Bcstg. Co. 1 East 8th St. 66610	Grant	M. C. Westrate, Pres. & Chief Engr. Paul W. Nesper Jr., Gen. & Prom. Mgr.	Kenneth Welch, Coml. Mgr. W. C. Wichers, Prog. Dir. Lang-Worth World AP Collins
HOUGHTON					
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS Bunyan Walker	George L. Burgan, Pres. & Chief Owner Albert W. Payne, Gen. Mgr.	Earl Norden, Prog. Dir. World AP Doolittle & Falknor
IRON MOUNTAIN					
WMIQ 1947	1450 250	Iron Mountain-Kingsford Bcstg. 211 East Ludington St. 2031	ABC Northern	Frank J. Russell, Pres. Russel J. Staffeld, Gen. Mgr. William C. Johnson, Coml. Mgr.	Merv Baldrice, Prog. Dir. Frank J. Thibert, Prom. Mgr. Paul Anick, Chief Engr. Capitol UP Gates
IRON RIVER					
WIKB 1949	1230 250	WIKB Inc. Iron River Nat. Bank 102	MBS Bunyan Walker	William L. Johnson, Pres. J. W. Huss, V. P. & Gen. Mgr. Jim Kauper, Sta. Mgr.	Bob Sorenson, Prog. Dir. Gene Callahan, Coml. Mgr. Eugene Kaari, Chief Engr. World UP Gates
IRONWOOD					
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wisc. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS Bunyan Walker	William L. Johnson, Pres. J. W. Huss, V. P. & Gen. Mgr. Donald R. Hoover, Sta. Mgr.	Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr. World UP Collins
ISHPEMING					
WJPD 1947	1240 250	Ishpeeming Bcstg. Co. Jenks Block 1892	Bunyan	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 Raytheon
JACKSON					
WIBM 1925	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, Pres. Roy Radner, V. P. William Cizek, Sta. Mgr.	Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr. AP RCA
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw				

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IN WESTERN MICHIGAN...

WOOD is solid with Grand Rapids merchants. They've lived with WOOD for 25 years. They have bought more time on WOOD than any other station—year after year after year. A majority of WOOD's local advertisers have been on the station for five, ten, fifteen years and more.

And WOOD is solid with national advertisers. Year after year, they place more advertising on WOOD than on any other Grand Rapids station, by far.

Naturally, WOOD is solid with its listeners. Twenty-five years of leadership has made WOOD the listening habit in Western Michigan.

At WOOD, this solid acceptance by those we serve is our proudest possession. And our pleasant day to day job is continuing to merit their confidence.



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Represented by the Katz Agency, Inc.

5000 WATTS

Associated with WFDF Flint — WFBM Indianapolis — WEOA Evansville

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KALAMAZOO						
WGFG 1947	1360 1,000 DA-N	Southwestern Michigan Bestg. Co. State Theatre Bldg. 4-0111	ABC Michigan Meeker	Harold F. Gross, Pres. & Gen. Mgr. Irene A. Ginther, Coml. Mgr.	Warren A. Anderson, Prog. Dir. Carl E. Stephens, Chief Engr.	Standard UP Raytheon
WKZO 1923	590 5,000 DA-N	Fetzer Bestg. Co. 124 West Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr.	Capitol AP RCA
WKZO-TV 1950	Ch. 3 60-66mc 8kw-aur.; 8kw-vis.					Federal
LANSING						
WILS 1947	1430 500-D CP: 1320 1,000 DA-N	Lansing Bestg. Co. 407 N. Washington 2-1655	MBS Rambeau	W. A. Pomeroy, Pres., Gen., Coml. & Prom. Mgr. Alex Dillingham, Prog. Dir.	John C. Pomeroy, Chief Engr.	Lang-Worth AP RCA
WJIM 1949	1240 250	WJIM Inc. 1500 Bank of Lansing Bldg. 2-1333	ABC Michigan Meeker	Harold F. Gross, Pres. & Coml. Mgr.	Howard K. Finch, Gen. & Prom. Mgr. & Prog. Dir.	Standard World UP RCA
WJIM-TV (CP)	Ch. 6 82-88mc 2.5kw-aur.; 5kw-vis.		NBC			
LAPEER						
*WMPC 1926	1230 250; SH	The Liberty Street Gos- pel Church of Lapeer				
LUDINGTON						
WKLA 1944	1450 250	Ludington Bestg. Co. Stearns Bldg. 842	ABC; KBS Michigan Burn-Smith	K. L. Ashbacher, Partner, Pres., Gen. & Coml. Mgr. G. F. Ashbacher, Partner	Peter A. Mars, Prog. Dir. & Prom. Mgr. John F. Petters, Chief Engr.	UP Western Electric
MARQUETTE						
WDMJ 1931	1340 250	Lake Superior Bestg. Co. 4th & Washington Sts. 616	MBS Northern	Frank J. Russell Jr., Pres. Leo Brotz, Gen. Mgr. Raymond G. Ulbrich, Studio Mgr. John Harvey, Coml. Mgr.	Eldon Wallace, Prog. Dir. Jon Dahl, Prom. Mgr. Gordon Brozek, Chief Engr.	Capitol UP Gates

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**YOU MIGHT BAG A 6-FOOT
MOUNTAIN LION* —
BUT . . . YOU NEED WKZO-WJEF
TO CAPTURE
WESTERN MICHIGAN!**



The easiest, most effective, most economical way to "set your sights" on Western Michigan is to use WKZO, Kalamazoo, and WJEF, Grand Rapids.

BMB audience figures show that these two CBS stations do a top-notch job throughout Western Michigan. And consistently throughout 1949, they had the highest Hoopers in their home cities. By projection, you can easily figure that these two stations give you more than 40% more urban listen-

ers than the next-best two-station combination—yet give you this great bonus audience at about 20% less than the next-best combination.

Either we or Avery-Knodel would welcome an opportunity to show you all the facts.

* J. R. Patterson killed a 276-lb. mountain lion at Hillside, Arizona, in March, 1917.

AVERY-KNODEL, INC.

Exclusive
National
Representatives

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 CO.**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
MIDLAND						
WMDN 1948	1490 250	Rich Pub. House 298 S. Swede Rd. 4000		Phillip T. Rich, Pres. Spencer Denison, Gen. & Coml. Mgr.	Dick Fansler, Prog. Dir. & Prom. Mgr. Peter Wolf, Chief Engr.	Lang-Worth AP Gates
MT. CLEMENS						
WMLN (FM) 1947	Ch. 292 (A) 106.3mc 0.34kw	Macomb Pub. Co. 67 Cass Ave. 3-1501		Paul W. McKee, Pres. Mark T. McKee Jr., Mgr.	John Schmidley, Coml. Mgr. Wilbur Schatler, Chief Engr.	World UP General Electric
MT. PLEASANT						
WCEN 1949	1150 500-D	Paul A. Brandt 112½ E. Broadway 33171		Paul A. Brandt, Pres. Walter Maxwell, Gen. Mgr. & Chief Engr.	J. Lynn Leet, Coml. Mgr. Robert Meskill, Prog. Dir.	World AP Gates
MUSKEGON						
WKBZ 1926	850 1,000 DA-1	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Burn-Smith	Grant F. Ashbacker, Pres., Gen. & Coml. Mgr. Robert Johnson, Prog. Dir.	B. L. Bennett, Prom. Mgr. K. B. Pendleton, Chief Engr.	Lang-Worth UP Raytheon
WKBZ-FM 1949	Ch. 293 (B) 106.5mc 4.7kw					
WMUS 1947	1090 1,000-D	Greater Muskegon Bcstrs. Inc. 1769 Peck St. 2-7608	Holman	F. M. VanCampen, Pres. & Gen. Mgr. Henry Veenstra, Coml. Mgr.	Miles M. Olsen, Prog. Dir. & Prom. Mgr. George Krivitsky, Chief Engr.	Associated Capitol UP Western Electric Federal
WMUS-FM 1947	Ch. 263 (B) 100.5mc 3.2kw					
OAK PARK						
WLDM (FM)	Ch. 238 (B) 95.5mc; 20kw	(See Detroit listing)				
OWOSSO						
WOAP 1948	1080 250-D	Argus Press Co. 2360 N. Shlawasse St. 980	McGillvra	J. E. Campbell, Pres. M. H. Wirth, Gen. & Coml. Mgr.	Merrill Walker, Prog. Dir. & Prom. Mgr. Maynard Carson, Chief Engr.	Lang-Worth AP General Electric,
WOAP-FM 1948	Ch. 276 (A) 103.1mc; 1kw					
PETOSKEY						
WMBN 1946	1340 250	Midwestern Bcstg. Co. Petoskey	MBS, KBS Bunyan Wolverine Holman	Les Biederman, Gen. Mgr.		
PONTIAC						
WCAR 1939	1130 1,000-D	WCAR Inc. 2146 S. Telegraph Rd. Federal 3-7141	Pearson	H. Y. Levinson, Pres. & Gen. Mgr. Wayne N. Cook, V. P. & Tech. Dir.	Clo Pipe, Natl. Sales Dir. Frank F. Firmschild, Prog. Dir.	Standard AP, INS RCA
WCAR-FM 1948	Ch. 253 (B) 99.5mc 20kw					



Yep, if'n thers anything us praspectors crave, it's action! And action is what yo'll get. If y' oll get a tough 'un, drop us a line, or tellyphone (collect o' course) and we 'uns 'll jump ta 'er. Y'know, when y' approach a problem f'm more'n one direction to oncet, it sorta winds up with plenty a' ree-sults—one way er 'nather. Sa when y' need help . . . don't make no nevermind whether hits buildin' o fire under o stubborn jockass, er o sales drive, call on the three who c'n get y' what y' wont! And if'n we aint mistook . . . we all want the some durn thing!

WSOO - ABC
SAULT STE. MARIE, MICHIGAN

★

WDMJ - MBS
MARQUETTE, MICHIGAN

★

WMIQ - ABC
IRON MOUNTAIN, MICHIGAN



STUDIO AND
BUSINESS OFFICE

107 W. PORTAGE AVENUE
SAULT STE. MARIE, MICHIGAN
PHONE 3000

★

SALES OFFICE

211 E. LUDINGTON STREET
IRON MOUNTAIN, MICHIGAN
PHONE 2031

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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MICHIGAN—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make		
PORT HURON								
	WHLB	1450 1938	250	Port Huron Bcstg. Co. 932 Military St. 28536	MBS Holman	Harmon LeRoy Stevens, Herman LeRoy Stevens, Partners (Miss) Helen Nelson, Gen. Mgr.	R. J. McIntosh, Coml. & Prom. Mgr. Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr.	Lang-Worth World UP RCA
	WTHH	1380 1947	1,000 DA-1	The Times Herald Co. 903 6th St. 5171		Louis A. Weil, Pres. F. Granger Weil, Gen. Mgr. William L. Weil, Coml. Mgr.	Alice Anderson, Prog. Dir. Marion Stoner, Chief Engr.	Capitol Standard AP Gates Associated
	WTHH-FM	Ch. 256 (B) 1947	99.1mc 22kw					
ROGERS CITY								
	WHAK	960 1949	1,000-D	Rogers City Bcstg. Co. Moltke Dr. 175		Harvey A. Klann, Pres. & Gen. Mgr. & Chief Engr. Nichols Mazzei, Coml. Mgr.	Harry E. Brege, Prog. Dir. Albert Klann, Prom. Mgr.	World Lang-Worth UP Raytheon
ROYAL OAK								
	WEXL	1340 1923	250	Royal Oak Bcstg. Co. 212 W. Sixth St. Jordan 4-6523	Friedenberg	George B. Hartrick, Pres. Jacob B. Sparks, Gen. Mgr. Calvert M. Hill, Coml. & Prom Mgr.	Gordon A. Sparks, Prog. Dir. Garnet G. Sparks, Chief Engr.	Standard Associated AP, INS Raytheon General Electric
	WEXL-FM	Ch. 282 (B) 1948	104.3mc 18kw					
SAGINAW								
	WKNX	1210 1949	1,000-D	Lake Huron Bcstg. Co. 221 S. Washington Ave. 3-4471	Holman	W. J. Edwards, O. J. Kelchner, Howard H. Wolfe, Co-owners O. J. Kelchner, Gen. Mgr.	W. J. Edwards, Coml. Mgr. Ernest T. Guy, Prog. Dir. Howard H. Wolfe, Prom. Mgr. Max W. Thomas, Chief Engr.	Lang-Worth UP Raytheon
	WSAM	1400 1940	250	Saginaw Bcstg. Co. 117 West Genesee Ave. 2-8161	NBC Headley-Reed	Milton L. Greenebaum, Pres. & Gen. Mgr. Vincent Picard, Sales Mgr.	Phil Wood, Asst. Gen. Mgr. Meredith L. Koerner, Engng. Dir. AP RCA Standard
	WSAM-FM	Ch. 251 (B) 1947	98.1mc 1.7kw					
	WSGW (CP)	790 1,000 DA-2		Booth Radio & Television Stations Inc. Mason Bldg.		John L. Booth, Pres. Robert W. Phillips, Gen. Mgr.	Jack D. Parker, Prog. Dir. & Prom. Mgr. John T. Travers, Chief Engr.	World AP Western Electric
SAULT STE. MARIE								
	WSOO	1230 1940	250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Northern Michigan	Stanley R. Pratt, Pres. R. Y. Burnett, Gen. & Coml. Mgr. Ed L. Krieger, Prog. Dir.	James Shields, Prom. Mgr. William Morris, Chief Engr.	Lang-Worth SESAC AP RCA
TRAVERSE CITY								
	WTCM	1400 1941	250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Wolverine Holman	Les Biederman, Gen. Mgr.		
WYANDOTTE								
	WJJW (FM)	Ch. 276 (A) 1947	103.1mc 1kw	The Wyandotte News Co. 3042 First St. 1166		Strauss Gantz, Pres. & Gen. Mgr. Warren Lalonde, Prog. Dir.	Raymond Wardell, Chief Engr.	Associated Capitol UP

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DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

NBC FOR NORTHEASTERN MICHIGAN
MICHIGAN'S FARM STATION

SAGINAW BAD AXE

WSAM WLEW

(ESTABLISHED 1940)


SERVING SAGINAW — COVERS THE RICH "THUMB"
BAY CITY — MIDLAND 23 MILLION DOLLAR MARKET

COMBINE THESE TWO MARKETS INDUSTRY AND AGRICULTURE


SAGINAW BROADCASTING CO.

SAGINAW RADIO BLDG. MICHIGAN

REPRESENTED BY HEADLEY REED CO.



WSAM-FM
98.1 MC



ON THE AIR
FEBRUARY 4, 1950

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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MINNESOTA

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ALBERT LEA					
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. 332 S. Broadway; 2338	ABC Pearson	Bennett O. Knudson, Pres. George Wolf, Secy.-Treas. Anson Vann, Gen. & Coml. Mgr.	Danny Gilbert, Prog. Dir. Robert Holt, Chief Engr. Capitol, SESAC UP Collins
ALEXANDRIA					
KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1000		R. C. Brown, Gen. Mgr. Everette Q. Walters, Coml. Mgr.	Kenneth Bechtel, Prog. Dir. Gerald Lentz, Chief Engr. Lang-Worth UP; Collins
AUSTIN					
KAUS 1948	1480 1,000 DA-2	Cedar Valley Bcstg. 405 A. North Main 8836	MBS	Harry Smith, Pres. L. L. McCurnin, Gen. Mgr. Thomas Steensland, Sales Mgr.	Donald M. Richardson, Prog. Dir. Glen Klein, Chief Engr. AP General Electric
BEMIDJI					
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900	MBS Lawson	Edward W. Butler, Pres., Gen. & Coml. Mgr.	Gwenyth Butler, Prog. Dir. & Prom. Mgr. Merrill Jacobs, Chief Engr. Lang-Worth UP Raytheon
BRainerd					
KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 4050	Walker	E. T. O'Brien, Pres. & Gen. Mgr. Edward J. Wilder, Coml. & Prom. Mgr.	Lucille Grosse, Prog. Dir. Art Vandersluis, Chief Engr. Standard AP
BRECKENRIDGE					
KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave.; 527	Bulmer & Johnson	K. E. Bower, Pres. & Gen. Mgr.	Thesaurus Standard; UP
CLOQUET					
WKLK (CP)	1450 250	Cloquet Bcstg. Co.			
CROOKSTON					
KROX 1948	1050 1,000-D	Crookston Bcstg. Co. Eagles Bldg. 1050	Cooke	D. A. McKenzie, Pres. Roger Briden, V. P. & Gen. Mgr. Garfield L. Fox, Oprs. Mgr.	Jerome A. Dahlberg, Prog. Dir. William J. Kiewel, Chief Engr. Lang-Worth UP Raytheon

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OTTO MATTICKALLY IN THE BAG

DULUTH, MINN.—“It’s in the bag all right,” reports KDAL’s Otto Mattick as he rolls along on his merry tricycofoodmobile. It’s America’s 51st Food Market he’s talking about. They’re big eaters here in the Duluth-Superior area. Great radio listeners, too. And most of them listen to KDAL. Mr. Hooper’s ratings will tell you that. That’s why KDAL is the most effective medium to sell food products in this important food market. Why don’t you put KDAL on the list for your next campaign. Then we can start increasing sales for your food product, too.

Success stories by the score about KDAL’s terrific job in selling America’s 51st Food Market are available from Avery-Knodel. Their nearest office will be glad to give you full details.

K D A L
DULUTH-SUPERIOR
CBS ★ 5,000 WATTS ON 610



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DULUTH						
KDAL 1936	610 5,000 DA-N	Red River Bcstg. Co. 218 Bradley Bldg. Melrose 2623	CBS Avery-Knodel	Dalton A. Le Masurier, Pres. & Gen. Mgr. Odin S. Ramsland, Coml. Mgr.	Richard Lawrence, Prog. Dir. Jeanne Hudson, Prom. Mgr. Robert Dettman, Chief Engr.	Lang-Worth AP RCA
WEBC 1924	1320 5,000 DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 2873	NBC Arrowhead Northwest Hollingbery	Morgan Murphy, Pres. Walter C. Bridges, Gen. Mgr. Marlin Smythe, Res. & Prom. Mgr.	William E. Conner, Prog. Dir. Norman P. Gill, Chief Engr.	Associated SESAC UP
WEBC-FM 1940	Ch. 222 (B) 92.3mc 62kw					
WREX 1948	1080 10,000-LS DA-2 5,000-N	Lake Superior Bcstg. Co. 213 East Superior St. Radisson 2911	MBS Weed	James R. King, Gen. Mgr.	William H. Lounsberry, Chief Engr.	World UP RCA
ELY						
WXLT 1948	1450 250	Ely Bcstg. Co. Inc. Ely 226	KBS Lawson	Lynn Thompson, Pres. Don Mortwedt, Gen. Mgr. & Prog. Dir.	Edward B. Nichols, Bus. Mgr. Darrel Gander, Chief Engr.	Cole MacGregor UP RCA
EVELETH						
WEVE 1947	1340 250	R'dson Inc. 921 Tower Ave. Superior, Wis.	Free & Peters	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr.	Elden Soberg, Coml. Mgr. J. Melvin Laskey, Chief Engr.	Lang-Worth
FARIBAULT						
KDHL 1948	920 1,000 DA-2	Lee-Smith Bcstg. Co. Box 247 2312	Walker	Herbert H. Lee Palmer Dragsten } Partners John E. Hyde Jr. Herbert H. Lee, Gen. Mgr.	Palmer Dragsten, Coml. & Prom. Mgr. Jergen Nash, Prog. Dir. John E. Hyde Jr., Chief Engr.	Standard AP Raytheon
FAIRMONT						
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. 103 S. North Ave. 1370	MBS Tall Corn Lawson	Leo J. Seifert, Pres. Frank W. Endersbe, Mgr.	Everett R. Ohrt, Prog. Dir. Walton W. Wilson, Chief Engr. UP RCA
FERGUS FALLS						
KGDE 1926	1230 250	Fergus Radio Corp. Highway 3 3986	MBS Great Northern Walker	Harold L. Dell, Exec. Dir. & Secy.- Treas.	Don L. Albertson, Gen. Mgr. Harold E. Allen, Chief Engr. AP
GRAND RAPIDS						
KBZY 1948	1490 250	Itasca Bcstg. Co. 207 N. 1st Ave. W. 198	MBS	Robert D. Kennedy, Gen. & Coml. Mgr.	Ross Fessenmeyer, Chief Engr.	Lang-Worth UP Collins
HIBBING						
WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. Fifth & Howard 1150	NBC Arrowhead Northwest Hollingbery	Morgan Murphy, Pres. Walter C. Bridges, Gen. Mgr. Oscar H. Peterson, Coml. Mgr.	Ruth E. Coe, Prog. Dir. & Prom. Mgr. Norman Gill, Chief Engr.	Associated UP
MANKATO						
KTOE (CP)	1420 1,000 DA-N	Minnesota Valley Bcstg. Co. Mankato		H. W. Linder, Pres. Donald O. Linder, Exec. V. P.	H. Willard Linder Jr., Secy.-Treas.
KVSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4873	NBC Northwest Pearson	John F. Meagher, Gen. & Coml. Mgr. Bob Gardner, Prog. Dir.	John Gallos, Prom. Mgr. Jim Houts, Chief Engr.	Thesaurus Standard UP RCA
KVSM-FM 1948	Ch. 273 (B) 103.5mc 47kw				 General Electric
MARSHALL						
KMHL 1946	1400 250	Harry W. Linder KMHL Bldg. 2282	MBS Pearson	Harry W. Linder, Owner Gilmore F. Frayseth, Gen. & Coml. Mgr.	Homer L. Lane, Prog. Dir. H. Willard Linder, Chief Engr. UP Raytheon
MINNEAPOLIS—ST. PAUL						
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451	Forjoe	Lee L. Whiting, Gen. Mgr. Harold A. Winther, Coml. Mgr. Irving Tingley, Prog. Dir.	Wendell Husebo, Prom. Mgr. Harvey Headen, Chief Engr.	Standard AP RCA
KSTP 1928	1500 50,000 DA-N	KSTP Inc. 3415 University Ave. S.E. Prior 2717	NBC Northwest Petry	Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, Exec. V. P. & Treas. Miller C. Robertson, V. P. in Chg. of Sales	C. Brooks Henderson, Prod. Sup- ervisor Joseph C. Cook, Prom. & Publ. Dir. John McMahon, Tech. Supvsr.	Lang-Worth World Thesaurus AP, UP
KSTP-FM 1946	Ch. 271 (B) 102.1mc 57kw					
KSTP-TV 1948	Ch. 5 76-82 mc 17.3 kw aur.; 24.7 kw vis.				Dell Franklin, Prog. Dir.	
*KTIS 1949	900 1,000-D	Northwestern Schools Bible School, Seminary College Lincoln 7881		Dr. William Graham, Pres. Loren F. Bridges, Gen. Mgr.	Clarence LaBoute, Chief Engr.	Associated SESAC UP Western Electric
KTIS-FM 1949	Ch. 290 (B) 105.9mc 5.3kw					
*KUOM 1922	770 5,000-D ST-WCAL	U. of Minnesota Eddy Hall MA 8177 Ext. 419		Burton Paulu, Mgr. & Prog. Dir.	Berten A. Holmberg, Chief Engr. UP RCA
WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 Second Ave. So. Main 1202	CBS Radio Sales	Wendell B. Campbell, Gen. Mgr. Alfred J. Harding, Coml. Mgr. Gene Wilkey, Asst. Gen. Mgr. & Gen. Sls. Mgr.	Loe Brand, Prog. Mgr. Tony Moe, Prom. Mgr. J. J. Beloungy, Chief Engr.	Lang-Worth AP, UP Western Electric
WDGY 1923	1130 50,000-LS DA-2 25,000-N	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	Avery-Knodel	James Stuart, Pres. Melvin Drake, Gen. Mgr. Robert W. Owens, Coml. Mgr.	Bob Allen, Prog. Dir. Charles G. Dinkel, Chief Engr.	Standard AP Westinghouse

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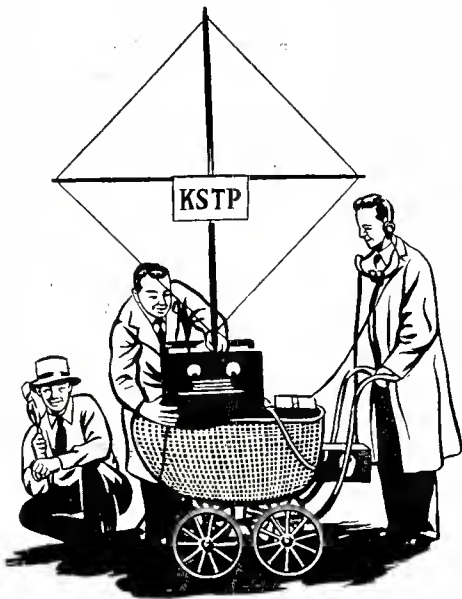
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SILENT CAL STARTED THE NORTHWEST'S BIGGEST VOICE

In 1928 President Calvin Coolidge touched a golden key at the White House that put KSTP on the air. In December of 1928 KSTP joined N.B.C. and Northwestern listeners enjoyed the popular Ipana Troubadors, the Sieberling Singers and Amos 'n Andy. KSTP maintained its own 25 piece orchestra, too. In these 22 years KSTP has come a long way, scoring many national and regional "firsts" in the development of broadcasting. In 1930, KSTP designed the nation's first shortwave mobile unit. In 1932 KSTP offered its listeners the first



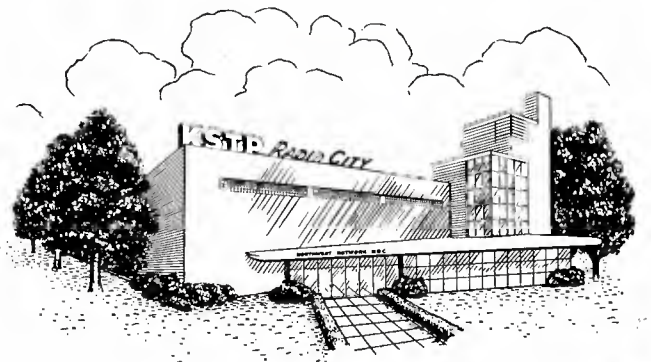
complete election coverage, and in 1933 introduced the first motor mobile unit. KSTP was the first station in the country to create a special full-time news bureau for the sole purpose of gathering and disseminating news for radio... the first in the Northwest to win a Variety Showmanship plaque.



Scores of innovations led to KSTP's entrance into the television picture in 1939. Operating commercially since April, 1948, KSTP has proved again and again that its pioneering leads to market dominance.

In its new Radio City home, KSTP and KSTP-TV offers the most complete radio and television service in the entire area.

Be it AM or TV—KSTP was, is and will be the best advertising buy in the important Minneapolis-St. Paul market.



AM

TV

FM

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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MINNESOTA—(Continued)

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MINNEAPOLIS-ST. PAUL—(Continued)						
	WLOL 1940	1330 5,000 DA-1	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Blair	Ralph L. Atlass, Chief Owner, V. P. & Treas. C. T. Hagman, Pres. & Gen. Mgr. Jack Swenson, Prog. Dir. & Prom. Mgr.	Samuel N. Nemer, Coml. Mgr. Merle Bjork, Chief Engr. UP RCA
	WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	Radio Reps	Frank M. Devaney, Gen. & Coml. Mgr. Grace G. Guarnera, Prog. Dir.	Richard Stevens, Prom. Mgr. Warren B. Fritze, Chief Engr. Associated AP Western Electric
	WMIN-FM 1948	Ch. 258 (B) 99.5mc 100kw				Federal Lang-Worth UP Collins
	WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stenson Blvd. Granville 7236		William V. Stewart, Pres., Gen. Mgr. & Prog. Dir. John W. Ware, Coml. Mgr.	Thomas K. McCrum, Prod. Mgr. Harry Vose, Chief Engr. UP Collins
	WTCN 1931	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. 50 So. 9th St. Lincoln 0552	ABC Dairyland Free & Peters	W. J. McNally, Pres. F. Van Konynenburg, Gen. Mgr. R. N. Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. C. J. Rian, Prom. Mgr. John M. Sherman, Chief Engr. Capitol Associated AP, UP Western Electric
	WTCN-FM 1946	Ch. 246 (B) 97.1mc 400kw				RCA
	WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur. 17.9kw-vis.;		ABC, CBS DuMont		World Ideal Fairbanks AP, UP, INS RCA
MOORHEAD						
	KVOX 1937	1340 250	KVOX Bcstg. Co. 818 Center Ave. 3-1523	MBS Great Northern Walker	E. J. McKellar, Chief Owner M. M. Marget, Gen. Mgr. J. McKnight, Coml. Mgr.	Sterling Kuhlmeier, Prog. Dir. Don Geiken, Chief Engr. World UP Western Electric
NEW ULM						
	KNUJ 1949	860 1,000-D	Brown County Journal Inc. 308½ North Minn. St. 905		W. K. Mickelson, Pres. E. M. Tobin, Gen. Mgr. Warren Ascher, Coml. Mgr.	Dennis Hayes, Prog. Dir. George Korenchen, Prom. Mgr. Leon Brauhn, Chief Engr. Lang-Worth AP Gates
NORTHFIELD						
	*WCAL 1918	770 5,000-D	St. Olaf College Northfield 500		Milford Jensen, Oprs. Dir. William Lundquist, Prog. Dir. David Monson, Sales Mgr.	Martin Hegland, Prom. Dir. M. C. Jensen, Chief Engr. Associated AP Westinghouse
	WCAL-FM 1949	Ch. 239 (B) 95.7mc 49kw				
RED WING						
	KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. Red Wing 1536		Fred C. Clarke, Pres., Prog. Dir. & Chief Engr.	Maxine Jacobs, Gen. Mgr. Charles E. Wright, Coml. Mgr. Associated AP Gates
ROCHESTER						
	KLER 1948	970 500-LS 1,000-N DA-2.	Rochester Bcstg. Co. 229 1st. Ave. S. W. 2-2757	ABC Young	Alice P. Mayo, Pres. Walter T. Bruzek, Gen. & Prom. Mgr.	Robert A. Fick, Coml. Mgr. R. C. Bouchier, Prog. Dir. Boynton Hagaman, Chief Engr. Standard UP RCA
	KROC 1935	1340 250	So. Minn. Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC Northwest	Mrs. G. P. Gentling, Pres. G. David Gentling, Gen. & Coml. Mgr.	Cal Smith, Prog. Dir. & Sta. Mgr. Bob Wold, Prom. Mgr. Bob Cross, Chief Engr. World UP Collins
	KROC-FM 1946	Ch. 234 (B) 94.7mc 20kw		Ra-Tel		RCA
ST. CLOUD						
	KFAM 1938	1450 250	Times Pub. Co. Weber Bldg. 3330	NBC Northwest	Frederick C. Schilplin, Pres. & Gen. Mgr. John F. Green, Coml. Mgr.	Avis Russell, Prog. Dir. & Prom. Mgr. Robert Witschen, Chief Engr. Thesaurus Lang-Worth AP RCA
	KFAM-FM 1948	Ch. 284 (B) 104.7mc 50kw				
	WJON (CF) 250	1240	Granite City Bcstg. Co.			
ST. PAUL (See Minneapolis Listing)						
STILLWATER						
	WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 S. Main St. 46	Bulmer & Johnson	William F. Johns Jr., Gen. Mgr. Victor Tedesco, Sta. Mgr.	John Lohmer, Coml. Mgr. Lang-Worth UP
THIEF RIVER FALLS						
	KTRF 1946	1230 250	Henry K. Arneson Box 69	Bulmer & Johnson	Henry K. Arneson, Owner W. J. Taylor, Prom. Mgr.	T. E. Speer, Sta. Mgr. Thesaurus UP
VIRGINIA						
	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC Northwest Arrowhead Hollingbery	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. Arthur F. Nelson, Res. & Prom. Mgr.	Alys Mae McBride, Prog. Dir. Norman Gill, Chief Engr. Associated SESAC UP
WADENA						
	KWAD 1948	920 1,000 DA-N	Associated Bcstrs. Inc. First Nat'l. Bank Bldg. 920	MBS Bulmer & Johnson	C. V. Phillips, Pres. H. G. Alexander, Gen. Mgr. Carl E. Holt, Sales Mgr.	James Buchan, Prog. Dir. Ralph T. Doggett, Chief Engr. Capitol Cole UP Gates
WILLMAR						
	KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 West 6th St. 1340	ABC Dairyland Pearson	H. W. Linder, Pres. & Chief Owner H. Willard Linder, Exec. V. P. John C. Lynch, Coml. Mgr.	James A. Martinson, Prog. Dir. Willard J. Smith, Prom. Mgr. Willard Linder, Chief Engr. Cole UP Western Electric
WINONA						
	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Pearson	M. H. White, Pres. Ken Marsh, Gen. & Coml. Mgr.	Ethel Holte, Prom. Mgr. Stanley Johnson, Chief Engr. World AP RCA
	KWNO-FM 1948	Ch. 248 (B) 97.5mc 55kw				General Electric
WORTHINGTON						
	KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	Bulmer & Johnson	R. W. Olson, Pres. Ralph E. Shepard, Gen. Mgr. George Lasley, Coml. Mgr.	Roger Russell, Prog. Dir. Chinton Knapp, Chief Engr. Lang-Worth UP Raytheon

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Serving The

NORTHWEST EMPIRE

with

50,000 WATTS (DAY)

25,000 WATTS (NIGHT)

*New Opportunity for Shrewd Time Buyers . . .
to get choice time at favorable rates—on
a long-established station that has just en-
tered a new era of expansion and progress.*

1130 KC

W D G Y

MINNEAPOLIS • ST. PAUL

Represented Nationally by Avery-Knodel, Inc.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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MISSISSIPPI

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BILOXI						
WLOX 1948	1490 250	WLOX Bcstg. Co. Inc. Hotel Buena Vista 5582	MBS Rambeau	J. S. Love Jr., Pres. Gene Tibbett, Gen. & Prom. Mgr. Douglas M. Gabrielson, Prog. Dir.	Thomas B. Majure, Coml. Mgr. & Chief Engr.	Standard UP Western Electric
WVMI (CP)	570 1,000-D	Radio Associates				
BROOKHAVEN						
WJMB 1948	1340 250	Brookhaven Bcstg. Co. West Chicasaw St. 1298	Continental	Tullius Brady, Pres., Gen. & Prom. Mgr. Chuck Allen, Coml. Mgr. & Prog. Dir.	Tom Pharris, Chief Engr.	Lang-Worth World AP Gates
CLARKSDALE						
WROX 1943	1450 250	Birney Imes Delta Ave. 1566	MBS, KBS Mid-South Sears & Ayer	Birney Imes, Owner Bob McRaney, Gen. Mgr. P. B. Hinman, Sta. Mgr.	Helen Sugg, Prog. Dir. C. D. Graves, Chief Engr.	AP RCA
CLEVELAND						
WCLD 1949	1490 250	Cleveland Bcstg. Co. Cleveland 990		Cy Bahakel, Pres. & Gen. Mgr.	Gene Sodouth, Chief Engr.	
COLUMBIA						
WCJU 1946	1450 250	WCJU Inc. South Main St. 755	MBS	Lester Williams, Pres., Gen. & Coml. Mgr. Charles E. Newman Jr. Asst. Mgr.	Ray Tolar, Chief Engr.	Gates
COLUMBUS						
WACR (CP)	1050 250-D	Miss. Bcstg. Co. Inc. Columbus	Miss.	Withers Gavin, Pres. & Gen. Mgr.		
WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1430	MBS, KBS LBS Mid-South Sears & Ayer	Birney Imes Jr., Pres. Bob McRaney, Gen. & Prom. Mgr.	James Eatherton, Coml. Mgr. Martha Morris, Prog. Dir. Thos. McFerrin, Chief Engr.	AP RCA
CORINTH						
WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575	KBS, MBS Dixie Burn-Smith	Frank M. Davis, M.D., Pres. Aaron B. Robinson, V. P. & Gen. Mgr. John E. Bell, Sta. Mgr.	William T. McLain, Prog. Dir. Joe VanDyke, Prom. Mgr. William M. Essary, Chief Engr.	World UP Western Electric
GREENVILLE						
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Co. 316 Washington Ave. 2910		David M. Segal, Pres. Howard E. Gurney, Gen. Mgr. John B. Carter, Coml. Mgr.	Louis A. Kurtz, Prog. Dir. Welton H. Jetton, Chief Engr.	Lang-Worth UP
WJPR 1939	1340 250	Radio Services Co. 107 South Poplar St. 2434	MBS, KBS Miss. Sears & Ayer	Emmet H. McMurry Jr., Gen. Mgr. Frank W. Baldwin, Coml. Mgr. Edward Guss, Prog. Dir.	Pat Avery, Prom. Mgr. Percy L. Kuhn, Chief Engr.	Associated Capitol, World AP RCA
WJPR-FM 1948	Ch. 270 (B) 101.9mc 19.1kw					General Electric
GREENWOOD						
WAEG (CP)	960 1,000-D	Greenwood Bcstg. Co. Greenwood		Cy Bahakel, Pres. & Gen. Mgr.		World
WGRM 1938	1240 250	P. K. Ewing Walnut St. 1900	NBC, KBS Miss.	P. K. Ewing, Pres. F. C. Ewing, Gen. Mgr. Van Power, Coml. Mgr.	Grace Harris, Prog. Dir. Teddy Shanks, Prom. Mgr. Louis Pierce, Chief Engr.	Capitol AP Gates
GRENADA						
WNAG 1948	1400 250	Birney Imes Jr. Barwin Hotel 740	MBS, KBS, LBS Mid-South Sears & Ayer	Birney Imes Jr., Pres. Bob McRaney, Gen. Mgr. Monroe Looney, Sta. & Coml. Mgr.	Don Moore, Prog. Dir. Frank Crawford, Chief Engr.	RCA
GULFPORT						
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS LBS Miss. Sears & Ayer	Hugh O. Jones, Gen. & Coml. Mgr. C. Eddie Vann, Prog. Dir.	Marc Leon, Prom. Mgr. Donovan Murphy, Chief Engr.	AP RCA
WGCM-FM 1949	Ch. 270 (B) 101.5mc 3kw					Western Electric
HATTIESBURG						
WFOR 1926	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright Sr., Pres. & Gen. Mgr. C. J. Wright Jr., V. P. & Asst. Mgr. H. L. Patterson, Coml. Mgr.	E. M. Jenkins, Prog. Dir. B. B. McLemore, Chief Engr.	World UP
WFOR-FM 1949	Ch. 250 (B) 97.9mc 2.02kw					RCA
WHSY 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3180	ABC LBS	Charles W. Holt, Pres., Gen. & Coml. Mgr. Connie Holt, Prog. Dir.	Thomas N. Kern, Prom. Mgr. Dennis E. Connell, Chief Engr.	Lang-Worth AP Gates

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JACKSON					
WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, Gen. Mgr. Frank Gentry, Coml. Mgr. Howard Langfitt, Prog. Dir.	Percy G. Root, Chief Engr. Capitol World UP
WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw				Robert R. Smathers, Chief Engr. Western Electric
WJQS 1947	1400 250	Miss. Bcstg. Co. Inc. Edwards Hotel 3-5681	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
WJXN 1945	1450 250	Andalusia Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673		James T. Ownby, Gen. & Coml. Mgr.	AP
WRBC 1947	620 5,000-LS 1,000-N DA	Rebel Bcstg. Co. Inc. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, Gen. & Coml. Mgr. Forrest Cox, Prog. Dir.	G. G. Benson, Chief Engr. Associated AP Westinghouse
WSLI 1938	930 5,000 DA-N	Standard Life Bcstg. Co. Inc. Robert E. Lee Hotel 3-2788	ABC Weed	W. R. Newman, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	Bruce K. Smith, Prog. Dir. Maurice B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr. World AP RCA
KOSCIUSKO					
WKOZ 1947	1340 250	Cy N. Bahakel Box 392 782	KBS	Cy N. Bahakel, Pres. Melvin C. Lee, Coml. Mgr. Erlene Leach, Prog. Dir.	Dia Bahakel, Prom. Mgr. George C. Ray, Chief Engr. World AP Collins
LAUREL					
WAML 1932	1340 250	New Laurel Radio Station Inc. 535 Central Ave. 5601	NBC, KBS Hollingbery	Harold M. Matison, Pres. Granville Walters, Gen. Mgr. Morris M. Caver, Coml. Mgr.	Stanley C. Walters, Prog. Dir. Cliff Campbell, Prom. Mgr. Clyne Graves, Chief Engr. Capitol AP Raytheon
WLAU 1946	1490 250	Southland Bcstg. Co. 437½ North Magnolia St. 420	MBS	C. H. Leggett, Pres. & Coml. Mgr. Jimmie Willson, Gen. Mgr.	Dave Kane, Prog. Dir. Teck Jones, Prom. Mgr. Ed Pierce, Chief Engr. UP
MACON					
WMBC 1946	1400 250	Miss. Bcstg. Co. Inc. Hotel Thomas Jefferson 310	Miss.	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
McCOMB					
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. of Miss. Box 604 1884	KBS Miss.	Louis Alford, Pres. & Gen. Mgr. Bill Tyler, Coml. & Prom. Mgr.	Paul Simpkins, Prog. Dir. Phillip Brady, Chief Engr. Lang-Worth UP Gates
WSKB 1939	1250 5,000-LS 500-N DA	McComb Bcstg. Corp. P. O. Box 111 37	LBS Miss. Gene Grant	George Blumenstock & Robert Louis Sanders, Chief Owners George Blumenstock, Gen. & Coml. Mgr.	Julia D. Blumenstock, Prog. Dir. H. Emerson, Prom. Mgr. Robert Louis Sanders, Chief Engr. Associated Capitol AP Western Electric
MERIDIAN					
WCOC 1926	910 5,000-LS 1,000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.	Mrs. Withers Gavin, Prog. Dir. Standard UP
WMOX 1946	1240 250	Birney Imes Jr. WMOX Bldg. 2-0171	MBS, KBS Mid-South Sears & Ayer	Birney Imes Jr., Pres. Paul Mowery, Sta. Mgr. Bob McRaney, Gen. Mgr.	Joseph W. Carson, Coml. Mgr. Hal Kirby, Prog. Dir. Al Betmarik, Chief Engr. AP RCA
WMOX-FM 1948	Ch. 253 (B) 98.5mc 3kw				
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens Nat'l Bank Bldg. 3-1441	ABC Rebel Headley-Reed	Robert F. Wright, Pres. & Gen. Mgr. William B. Crooks, Coml. & Prom. Mgr.	Cecil Germany, Prog. Dir. Joe H. Saxon, Chief Engr. Lang-Worth INS Western Electric
NATCHEZ					
WMIS 1941	1240 250	Natchez Bcstg. Co. 615 Main St. 2800	NBC LBS Miss. Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. & Prom. Mgr.	Paul Schilling, Coml. Mgr. Wilna Nichols, Prog. Dir. George Wilson, Chief Engr. Capitol AP Gates
WNAT 1949	1450 250	Old South Bcstg. Co. Shields Lane		H. J. Jennings & M. T. Seale, Partners	H. J. Jennings, Gen. Mgr. Gale Hunt, Chief Engr. Standard UP General Electric
PASCAGOULA					
WPMP (CP)	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 496-W		William R. Guest Jr., Pres., Gen. & Coml. Mgr. T. T. Justice, V. P.	E. H. Craven, Coml. Mgr. Leon V. Hance, Chief Engr. Capitol INS Western Electric
PHILADELPHIA					
WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS	William H. Cole, Pres., Gen. & Coml. Mgr. James A. Sparks, Prog. Dir.	Sturle J. Parks, Prom. Mgr. F. H. Frantz, Chief Engr. World UP Collins
PICAYUNE					
WRJW 1949	1320 1,000-D	Moseley Bros. Ritz Theatre 510	Continental	W. L. & R. E. Moseley, Chief Owners Felix Adams Jr., Mgr.	W. L. Moseley, Gen. Mgr. Charles Tucker, Chief Engr. Capitol UP RCA
STARKVILLE					
WSSO 1948	1230 250	Starkville Bcstg. Co. Starkville 1230		Joe Phillips, Gen. & Coml. Mgr. Mrs. Eva Deen, Prog. Dir.	Travis Palmer, Chief Engr. Capitol AP Western Electric
TUPELO					
WELO 1944	1490 250	Tupelo Bcstg. Co. South Spring St. 1400	MBS, KBS Mid-South Sears & Ayer	Birney Imes Jr., Owner Bob McRaney, Gen. Mgr. Bob Evans, Sta. Mgr. Reeves Whirley, Coml. Mgr.	Gene Gratz, Prog. Dir. & Prom. Mgr. Leroy Green, Chief Engr. AP RCA

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VICKSBURG					
WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	MBS, KBS Sears & Ayer	L. P. Cashman, Pres. Mary Van Cashman, Gen. Mgr. L. L. Miller, Coml. Mgr.	Charlotte Kahn, Prog. Dir. C. E. Drake, Chief Engr. World AP
WVIM 1948	1490 250	Radio Mississippi Inc. Carroll Hotel 1920		James T. Ownby, Pres. & Gen. Mgr. Thomas Duke, Coml. Mgr.	Mrs. Genevive Johnson, Prog. Dir. Skipper Keith, Chief Engr. Lang-Worth AP Gates
WEST POINT					
WROB 1947	1450 250	Bob McRaney Sr. Forest St. 807	MBS, KBS Mid-South Sears-Ayer	Bob McRaney Sr., Owner & Gen. Mgr. Ed McRaney, Sales Mgr. John E. King Jr., Prog. Dir. & Chief Engr.	Hugh Shankle, Prom. Mgr. Western Electric
YAZOO CITY					
WAZF 1947	1230 250	WAZF Inc. 321 S. Main St. 1300	Miss. LBS	Guy Corley, Pres. & Gen. Mgr. Robert A. Novack, Coml. Mgr.	Jack Allyn, Prog. Dir. Don Flinspach, Chief Engr. World AP Gates

MISSOURI

CAPE GIRARDEAU					
KFVS 1925	960 1,000-LS 500-N DA	Hirsch Bcstg. Co. 324 Broadway 2104	MBS Pearson	Oscar C. Hirsch, Pres. & Chief Engr.	Ralph L. Hirsch, Gen. & Coml. Mgr. UP
KFVS-FM 1948	Ch. 239 (B) 95.7mc 2.5kw			 Western Electric
CARTHAGE					
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS	L. C. McKenney } Co-owners J. J. Daly } L. C. McKenney, Gen. Mgr. J. J. Daly, Coml. Mgr.	Lee Crocker, Prog. Dir Bob Young, Prom. Mgr. J. L. Langford, Chief Engr. Capitol AP Gates
CARUTHERSVILLE					
---(CP)---	1370 1,000-D	Pemiscot Bcstrs., Inc.			
CHILLCOTHE					
KCHI (CP)	1010 250-D	Cecil W. Roberts			
CLAYTON					
*KFUO 1924	850 5,000-SH	The Lutheran Church— Missouri Synod 801 De Mun Ave. Delmar 3030		Rev. Herman H. Hohenstein, Gen. Mgr. Rev. Elmer J. Knoernschild, Prod. Mgr.	William C. Krato, Bus. Mgr. Albert H. Wiese, Chief Engr. World UP Western Electric
KFUO-FM 1948	Ch. 281 (B) 104.1mc 58.19kw				
COLUMBIA					
KFRU 1926	1400 250	KRFU Inc. 13 S. 8th St. 4141	ABC Blair	H. J. Waters Jr., Pres. Mahlon Aldridge Jr., Gen. & Prom. Mgr. Felix J. LeGrand, Dir. of Sales	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr. Lang-Worth AP RCA
KUMO (CP)	950 1,000 DA-1	Boone County Bcstg. Co. Inc. Uptown Theatre Bldg.		Jack R. Adams, Pres. Gates
CONCORDIA					
KFRM	(See Kansas City listing)				
FARMINGTON					
KREI 1947	1350 1,000-D	Cecil W. Roberts P. O. Box 270 710	KBS	Cecil W. Roberts, Owner (Mrs.) Mary Burton, Mgr.	Howard G. Rion, Adv. Mgr. Kermit Barker, Chief Engr. Lang-Worth UP Gates
KREI-FM 1949	Ch. 261 (A) 100.1mc 0.3kw			 Raytheon
FESTUS					
KJCF (CP)	1010 250-D	Jefferson County Radio & Television Co.			
FLAT RIVER					
KFMO 1947	1240 250	Lead Belt Bcstg. Corp. Flat River 1000	Pearson	Oscar C. Hirsch, Pres. & Chief Engr. Virginia Collins, Prog. Dir.	James F. Collins, Gen., Prom. & Coml. Mgr. UP Collins
HANNIBAL					
KHMO 1941	1070 5,000-LS DA-2 1,000-N	Courier-Post Pub. Co. 102½ S. Main St. 3450	MBS Pearson	E. L. Sparks, Pres. Wayne W. Cribb, Gen. & Coml. Mgr.	Gene Hoenes, Prog. Dir. & Prom. Mgr. Ben Parrish, Chief Engr. Lang-Worth AP Western Electric

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INDEPENDENCE					
KIMO 1947	1510 1,000-D	The Blue Valley Co. 310 N. Osage Clifton 9815	Cooke	Craig Siegfried, Gen. Mgr. F. E. Fowler, Bus. Mgr.	J. W. Waddell, Prog. Dir. Eldon Ryan, Chief Engr. Capitol AP Gates
JEFFERSON CITY					
KFAL (CP) 1937	900 250-D 1240 250	Missouri Central Bestrs. Capital Bcstg. Co. 210 Monroe St. 4000	MBS Sears & Ayer	R. C. Goshorn, Pres. Catherine Roer, Gen. Coml. & Prom. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr. Lang-Worth AP Collins
KWOS-FM 1948	Ch. 253 (B) 98.5mc 9.2kw				
JOPLIN					
KFSB 1948	1310 5,000-LS 1,000-N DA-2	Four States Bestrs. Inc. 1025 Main 1310	Walker	Harry Easley, Pres. W. H. Clark, Gen. Mgr.	Ed Johnson, Prog. Dir. Ralph Meador, Chief Engr. Lang-Worth Standard UP Gates
KSWM 1946	1230 250	Air Time Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, Pres., Gen. & Coml. Mgr. & Chief Engr.	Noel Ball, Prog. Dir. World UP Gates
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS Sears & Ayer	D. J. Poynor, Pres. & Gen. & Coml. Mgr. (Mrs.) Martha Smith, Prog. Dir.	Everett L. Dodge, Chief Engr. Lang-Worth AP Collins
WMBH-FM 1946	Ch. 241 (B) 96.1mc 70kw			 Federal
KANSAS CITY					
KCKN 1925	1340 250	KCKN Bcstg. Co. Inc. 300 Waittower Bldg. Victor 3864	Capper	W. A. Bailey, Pres. Ben Ludy, Gen. Mgr. Joe Story, Mgr.	George Stump, Prog. Dir. Max Williams, Chief Engr. Standard Lang-Worth AP, UP RCA
KCKN-FM	Ch. 294 (B) 106.7mc 20kw				
KCMO 1936	810 50,000-LS 10,000-N DA	KCMO Bcstg. Co. 1515 Commerce Bldg. Baltimore 1234	ABC Pearson	Tom L. Evans, Pres. E. K. Hartenbower, Gen. & Sales Mgr. C. E. Breazeal, Asst. Mgr.	S. B. Tremble, Prog. Dir. F. C. Strawn, Prom. Mgr. Karl Troeglen, Tech. Dir. Thesaurus AP, UP RCA
KCMO-FM 1948	Ch. 235 (B) 94.9mc 54kw				World
KFRM (Concordia) 1947	550 5,000-D DA	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	Free & Peters	Arthur B. Church, Pres. Karl Koerper, V. P. & Mngng. Dir. Sam H. Bennett, V. P. in Charge of Sales	Roderick Cupp, Prog. Dir. John S. McDermott, Prom. Mgr. A. R. Moler, Chief Engr. World AP, UP RCA
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS Free & Peters	Arthur B. Church, Pres. Karl Koerper, V. P. & Mngng. Dir. Sam H. Bennett, V. P. in Charge of Sales	Roderick Cupp, Prog. Dir. John S. McDermott, Prom. Mgr. A. R. Moler, Chief Engr. World AP, UP Western Electric

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ARE YOU SELLING IN HANNIBALAND?

(38 counties surrounding Hannibal, Quincy and Keokuk)

...and brother, if you are,
 you know that what is spent ain't hay!

No sir, because most of the people in Hannibal land live in the rich rural areas surrounding Hannibal, Quincy and Keokuk. (Population of Hannibal land is 61% rural and 39% urban.) These are the people who have most of the money and who spend the most. These are the people who listen most to KHMO.

So mister, if you want to sell in this large, rich area—you'll get an extra plus and results with KHMO. For the right pitch at this market see your nearest Pearson office or write KHMO, Hannibal, Mo.

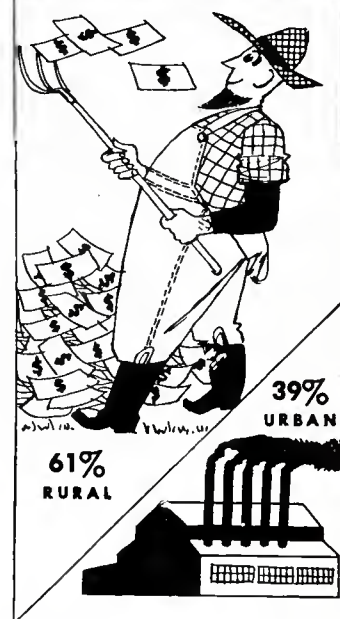
KHMO

1070 kc.

MUTUAL NETWORK
5000 Watts
 1000 at night

Representative John E. Pearson Co.

Wayne Cribb, General Manager, Hannibal, Mo.



Complete Coverage of Kansas by the KMBC

Even with 500,000 watts power KMBC could not cover the vast Kansas City Primary Trade area, but KMBC at Kansas City, teamed with KFRM in North Central Kansas can do the job!

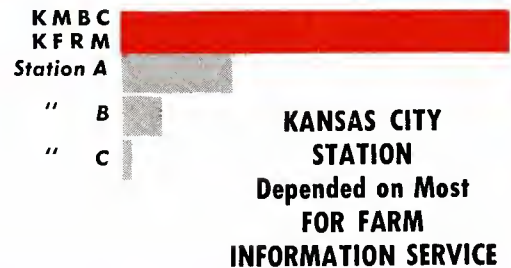
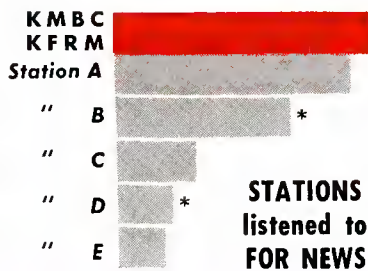
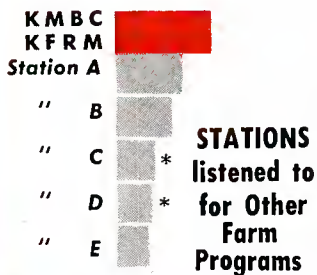
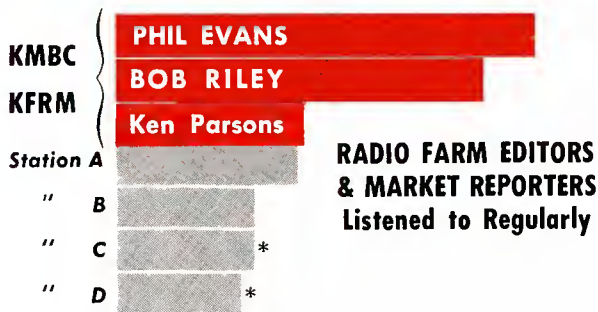
Since KFRM went on the air December 7, 1947, hundreds of thousands of rural and small town dwellers comprise the population of the Western portion of Kansas City's huge trade territory, and have learned to depend on The KMBC-KFRM Team as their only source of vital information

and cultural and entertainment programs direct from their trade capital.

The 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and at the American Royal in Kansas City, includes a total of 2,122 interviews from The Team area (duplication eliminated).

All mentions from each of the 163 counties within The Team's half-millivolt contours were weighted to give each county its true relative importance according to the number of its radio families.

How The KMBC-KFRM Team ranked with other leading stations in this independent survey is graphically illustrated below:



* Other Kansas City Stations



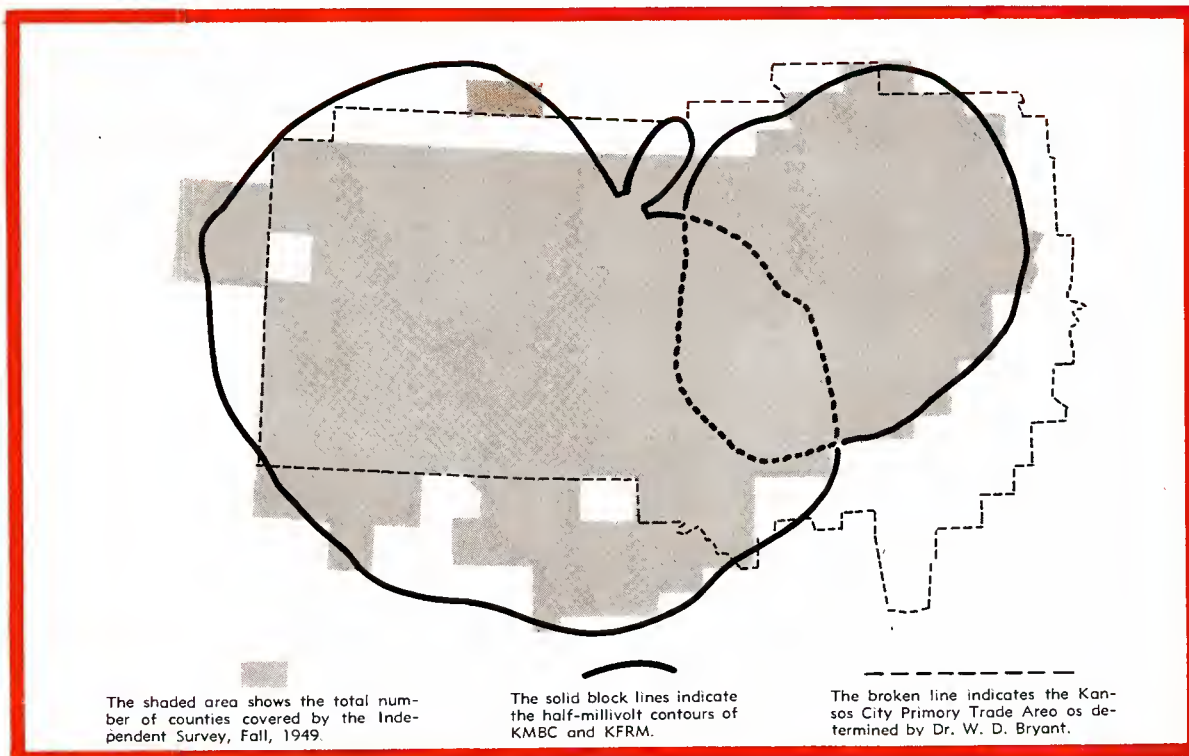
KMBC

of Kansas City
6th Oldest CBS Affiliate

City's VAST TRADE AREA... KFRM Team!

The Kansas City Primary Trade Area Radio Survey's total of 2,122 interviews included 1,548 from persons living on farms, and 574 from those living in towns. The majority of the latter were from towns under 2,500 population.

One hundred sixty-three counties, all within The KMBC-KFRM Team's half-millivolt contour, as illustrated on the map below, included 37 in Missouri, 103 in Kansas, and the remaining 23 in adjoining states.



Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners. Latest population figures reveal 1,159,740 radio families living within The Team's half-millivolt contours, as

illustrated above.

Smart advertisers know the great potential sales in this rich agricultural Heart of America! Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!

KFRM

The Kansas Farm Station
Programmed from Kansas City

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
KANSAS CITY (Continued)						
KOZY (FM) 1942	Ch. 251 (B) 98.1mc 9.7kw	Commercial Radio Equipment Co. Porter Bldg. Logan 8821		Everett L. Dillard, Gen. Mgr. Robert F. Wolfskill, Bus. Mgr.		
WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC Petry	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. E. Manne Russo, Coml. Mgr. Harry J. Kaufmann, Prog. Dir.	V. S. Batton, Prom. & Asst. Gen. Mgr. J. A. Flaherty, Chief Engr.	Standard AP Western Electric
WDAF-TV 1949	Ch. 4 66-72mc 11kw aur.; 22kw vis.		ABC, NBC, CBS DuMont	William Bates, Prog. Dir.		Flamingo RCA
WHB 1922	710 10,000-LS 5,000-N DA-2	WHB Bcstg. Co. Scarritt Bldg. Harrison 1161	MBS Blair	Donald D. Davis, Pres. & Coml. Mgr. John T. Schilling, V. P. & Gen. Mgr. Dick Smith, Prog. Dir.	Mori Greiner, Prom. Mgr. Henry Goldenberg, Chief Engr.	Lang-Worth Associated AP RCA
WHB-FM 1948	Ch. 271 (B) 102.1mc 6.1kw					
KENNETT						
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 830		Paul C. Jones, Gen. Mgr. William H. Cate, Sta. & Prom. Mgr.	John T. Reeder, Prog. Dir. Robert H. Conner, Chief Engr.	SESAC, Capitol Standard AP Gates
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw				Chas. Harrison, Prog. Dir.	General Electric
KIRKSVILLE						
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	Sears & Ayer	Sam A. Burk, Pres. & Gen. Mgr. John O. Conwell, Coml. Mgr.	Lee Jones, Prog. Dir. Frederick Sheehan, Chief Engr.	Standard Capitol AP Gates
LEBANON						
KLWT 1948	1230 250	Lebanon Bcstg. Co. Inc. 221 E. Commercial St. 1015	MBS	Robert C. Fields, Pres. O. R. Wright, Gen. Mgr.	Tom Miller, Prog. Dir. E. L. Hendry, Chief Engr.	SESAC UP Western Electric
MARSHALL						
KMMO 1949	1300 500-D CP: 100-N	Missouri Valley Bcstg. Co. 74 W. Morgan St. 2328		Harold T. Fisher } Co-owners Carl T. Fisher } Carl T. Fisher, Gen. Mgr. Harold T. Fisher, Coml. Mgr.	Roderick D. Renick, Prog. Dir. Casey Strong, Prom. Mgr. Charles P. Porter, Chief Engr.	Lang-Worth UP Gates
MEXICO						
KXEO 1948	1340 250	Audrain Bcstg. Corp. Highway 54 East 2340	MBS	P. H. Cunningham, Gen. & Coml. Mgr. Richard Carson, Prog. Dir.	Bill Osborne, Prom. Mgr. Al Korabek, Chief Engr.	Capitol AP Western Electric
NEVADA						
KNEM 1949	1240 250	Cecil W. Roberts Farmington 710		Cecil W. Roberts, Pres. William R. Tedrick, Mgr.	Robert R. Stoner, Coml. Mgr. (Mrs.) Audrey Tedrick, Prog. Dir.	UP Gates
POPLAR BLUFF						
KWOC 1938	1340 250	A. L. McCarthy—John Wolpers KWOC Bldg. 3922	MBS, KBS Pearson	A. L. McCarthy, Pres. Byron Kearbey Jr., Sta. Mgr. C. O. Gray Jr., Coml. Mgr.	Ronald Kaiser, Prog. Dir. Don Lidenton, Chief Engr.	SESAC AP
KWOC-FM 1948	Ch. 233 (B) 94.5mc 16kw					Gates
ROLLA						
KTRR 1947	1490 250	"Show-Me" Bcstg. Co. Soest Rd. 380	KBS	Luther W. Martin, Pres. & Gen. Mgr. Wilson C. Burkhead, Prog. Dir.	Martin M. Mitchum, Chief Engr.	Capitol, SESAC AP
SEDALIA						
KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, Pres. & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. & Prog. Dir.	James F. Glenn, Coml. Mgr. Leman E. Jones, Chief Engr.	UP RCA
KDRO-FM 1949	Ch. 259 (B) 99.7mc 15kw					General Electric
SIKESTON						
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Inc. Highway 60W. 1		L. R. Bowman Jr., Pres. H. C. Young, Gen. & Coml. Mgr.	R. L. Watkins Jr., Prog. Dir. Ralph Hirsch, Chief Engr.	AP Collins
STE. GENEVIEVE						
KSGM 1947	1450 250	Donze Enterprises Inc. 245 Merchant St. 580	KBS	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. & Mgr.	Donald M. Donze, Prom. Mgr. C. M. Poindexter, Prog. Dir. M. L. Rose, Chief Engr.	Lang-Worth UP Gates
KSGM-FM	Ch. 289 (B) 105.7mc. 2.9kw					
ST. JOSEPH						
KFEQ 1926	680 5,000 DA-2	KFEQ Inc. KFEQ Bldg. 4-0813	MBS Headley-Reed	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr. R. Thompson Mabie, Prog. Dir.	J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Capitol, SESAC UP Collins
KFEQ-FM 1948	Ch. 222 (B) 92.3mc 63kw					General Electric
KRES 1946	1230 250	Missouri Valley Bcstg. Corp. 113 South 7th St. 4-6346	Rambeau	Basil L. Kaufman, Pres. Ken Gooding, Gen., Coml. & Prom. Mgr.	Allen Menefee, Prog. Dir. Charles Wiesemann, Chief Engr.	Lang-Worth AP Gates

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U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.

RIGHT down the middle!



Radio and/or Television...

WDAF·WDAF-TV

sell the rich Kansas City market

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

Represented Nationally by EDWARD PETRY & COMPANY

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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MISSOURI—(Continued)

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ST. LOUIS						
KMOX 1925	1120 50,000	Columbia Bcstg. System 401 South 12th St. Central 8240	CBS Radio Sales	Frank Stanton, (CBS) Pres. Erwin H. Shomo, Gen. Mgr. C. Gilman Johnston, Nat'l. Sales Mgr.	T. A. Bland, Prog. Dir. Warren M. Middleton, Prom. Mgr. Harry Harvey, Chief Engr.	Associated AP, UP Westinghouse
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Free & Peters	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr. Edward Hamlin, Coml. Mgr.	Harold O. Grams, Prog. Dir. David Pasternak, Prom. Mgr. Pete Yarger, Chief Engr.	World Thesaurus AP RCA
KSD-TV 1947	Ch. 5 76-82mc 8.4kw aur.; 17.1kw vis.		ABC, NBC, CBS DuMont		Edwin Risk, Chief Engr.	
KSTL 1948	690 1,000-D	Radio St. Louis Inc. 6 N. 7th St. Main 0600	IMS	Frank E. Pellegrin, Pres. R. L. Stufflebam, Gen. Mgr. W. A. Knight, Coml. Mgr.	Edward M. Galloway, Prog. Dir. J. H. Flect, Chief Engr.	Standard UP Raytheon
KWK 1927	1380 5,000 DA-N	Thomas Patrick Inc. 12th & Cole Sts. Main 9100	MBS Katz	Robert T. Convey, Pres. & Gen. Mgr. Ray E. Dady, V. P. & Sta. Dir. V. E. Carmichael, V. P. & Sales Dir.	John W. Tinnea, Asst. Sta. & Prog. Dir. John Traxler, Prod. Mgr. Nick J. Zehr, Chief Engr. AP Western Electric
KWK-FM 1946	Ch. 251 (B) 98.1mc 40kw				 General Electric
KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 8135 Forsythe Blvd. Delmar 1320	Forjoe	Lee J. Sloan, Pres. S. E. Sloan, Gen. Mgr. Myles J. McNally, Coml. Mgr.	Pat O. Bradley, Prog. Dir. Leslie P. Ware, Sta. Dir. Wallace E. St. Vrain, Chief Engr.	Lang-Worth UP Gates
KXLW-FM 1948	Ch. 266 (B) 101.1mc 11.5kw					

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DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

Don't Overlook The New WIL!

Regardless of what yardstick you use . . . low cost per listener or
results, the new WIL gives you both.

The new WIL is St. Louis' No. 1 independent station, more
powerful than all other independents combined . . .
now equally as powerful as any St. Louis
network station except one.

See us or our representative for the full facts
on the new WIL.

5000 WATTS
HOTEL CHASE—SAINT LOUIS
Represented by Rambeau

WIL

Here Is the **LARGEST** Daytime Half-Millivolt Coverage Area of Any Radio Station in **ST. LOUIS**



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NBC PROGRAMS
AP NEWS
NATIONAL ADVERTISING REPRESENTATIVE:
FREE & PETERS, INC.
TELEVISION AFFILIATION:
KSD-TV
CHANNEL NO. 5 **FIRST IN ST. LOUIS**

IT'S THE NEW DAYTIME
HALF-MILLIVOLT COVERAGE AREA OF

KSD

THE ST. LOUIS POST-DISPATCH STATION

5000 WATTS ON 550 KC

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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ST. LOUIS—(Continued)						
KXOK 1938	630 5,000 DA-2	Star-Times Pub. Co. 12th & Delmar Sts. Chestnut 3700	ABC Blair	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springgate, Coml. Mgr. Harry K. Renfro, Asst. Gen. Mgr.	Elmer G. Muschany, Prog. Dir. Foster H. Brown, Prom. Mgr. Arthur F. Rekart, Chief Engr.	Associated Standard AP, UP Western Electric World
KXOK-FM 1947	Ch. 229 (B) 93.7mc 16kw		Transit			RCA
WEW 1921	770 1,000-D	The St. Louis University 3642 Lindell Blvd. Franklin 5665	Pearson	Very Rev. Paul C. Reinert, Pres. St. Louis U. Nicholas Pagliara, Gen. Mgr.	Leonard Frankel, Coml. Mgr. Don Lochner, Prog. Dir. Joseph A. Volk, Chief Engr.	World, Standard Lang-Worth INS RCA
WEW-FM 1947	Ch. 236 (B) 95.1mc 68.8kw					Federal
WIL 1922	1430 5,000 DA-2	Missouri Bestg. Corp. Hotel Chase Rosedale 6200	Rambeau	L. A. Benson, Pres. & Gen. Mgr. Robert M. Hetherington, Coml. Mgr. Vern King, Prog. Dir.	Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Standard Lang-Worth AP Gates
SPRINGFIELD						
KGEX 1926	1260 5,000 DA-N	Springfield Bestg. Co. 805 Boonville Ave. 3-3200	NBC Hollingbery	Tams Bixby Jr., Pres. J. Gordon Wardell, Gen. Mgr. Carl Fox, Prog. Dir.	Dudley Morris, Prom. Mgr. Dennis White, Chief Engr.	Thesaurus AP
KICK 1949	1340 250	Kickapoo Prairie Bestg. Co. Inc. 610 College St. 4-1561	MBS McGillvra	Floyd W. Jones, Pres. Charles E. Seiferd, V. P. & Gen. Mgr.	Betty Cole, Traffic Mgr. Lee E. Baker, Chief Engr.	Standard UP Gates
KTTS 1942	1400 250	Independent Bestg. Co. Walnut & Jefferson Sts. 4303	CBS Sears & Ayers	J. H. G. Cooper, Pres. G. Pearson Ward, Gen. & Prom. Mgr.	Bob Burke, Coml. Mgr. Wendell Smith, Prog. Dir. William Curry, Chief Engr.	World AP RCA
KTTS-FM 1948	Ch. 234 (B) 94.7mc 11kw					
KWTO 1933	560 5,000-LS 1,000-N DA	KWTO Inc. 606 St. Louis St. 3-2800	ABC Pearson	Ralph Foster, Pres. & Gen. Mgr. C. Arthur Johnson, V. P. Leslie L. Kennon, Asst. Gen. Mgr. Ray Keltner, City Sales Mgr.	Bill Ring, Prog. Dir. Jean Lightfoot Kappell, Prom. Mgr. Fritz Bauer, Chief Engr.	Lang-Worth UP
WARRENTON						
KWRE 1949	730 250-D	W. T. Zimmerman Warrentown 3701		W. T. Zimmerman, Pres. & Gen. Mgr. Wally Richter, Coml. Mgr.	Norb Moore, Prog. Dir. Calvin Morris, Chief Engr.	Thesaurus UP Gates
WEST PLAINS						
KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS	Robert Neathery, Pres. & Chief Engr.	Fritz Williams Dixon, Coml. Mgr. John Billingsley, Prog. Dir.	Standard AP Gates

MONTANA

ANACONDA						
KANA 1946	1230 250	Mosby's Inc. Anaconda 136		A. J. Mosby, Pres. T. K. Ryan, Coml. Mgr.	T. L. Frayling, Prog. Dir. & Chief Engr.	Lang-Worth UP Raytheon
BILLINGS						
KBMY 1946	1240 250	Billings Bestg. Co. Box 2124 3838	MBS Intermountain Avery-Knodel	Don C. Foote, Pres. Franz J. Robischon, Gen. Mgr. Kenneth Nybo, Coml. Mgr.	Charles G. du Bois, Prog. Dir. Theodore A. Hildebrand, Chief Engr.	Lang-Worth AP Gates
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Inc. 422 North Broadway 2222	NBC Katz	C. O. Campbell, Pres. E. M. Yocum, Gen. & Coml. Mgr.	V. Braunberger, Prog. Dir. & Prom. Mgr. Jeff Kiichli, Chief Engr.	UP RCA
KOOK (CP)	970 5,000 DA-N	The Montana Network 124 N. 27th St. 6990		C. L. Crist, Pres. K. O. MacPherson, Gen. Mgr. J. Carter Johnson, V. P.	Grant Wrathall, Chief Engr.	
BOZEMAN						
KBMN (CP)	1230 250	Penn Engr. Co.				
KXLQ 1939	1450 250	KRBM Bestrs. Inc. Bozeman 1420	NBC Z Bar Walker Pacific North- west	E. B. Craney, Pres. Ernest A. Neath, Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Homer Stenersen, Prog. Dir. Ronald Bell, Prom. Mgr. Duane Parker, Chief Engr.	UP RCA
BUTTE						
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS Cooke	Frank Reardon, Pres. & Gen. Mgr. Don Anderegg, Mgr.	Margaret Moran, Traffic Mgr.	UP
KOPR 1948	550 1,000 DA-N	Cooper Bestg. Co. Inc. Hotel Finlen 6546	ABC Intermountain Hollingbery	Frank C. Carman, Pres. Ed Cooney, Gen. & Nat'l. Sales Mgr.	Bill Plummer, Prog. Dir. James Skidmore, Chief Engr.	World UP Gates
KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC Z Bar Walker Pacific North- west	E. B. Craney, Pres. Arne E. Anzjon, Gen. & Coml. Mgr.	Al Plachta, Prog. Dir. George Weber, Prom. Mgr. W. J. Provis, Chief Engr.	MacGregor UP Hilliard
KYES	610 1,000 DA-N	Treasure State Bestg. Co.				
GLENDIVE						
KXGN 1948	1400 250	Lewis Wiles Moore S. Pearson Ave. 122		Lewis Wiles Moore, Owner Gordon Hutton, Gen. Mgr. Frank Clements, Coml. Mgr.	Prudence Ertresvaag, Prog. Dir. Donald Powers, Chief Engr.	Capitol UP Collins
GREAT FALLS						
KFBB 1922	1310 5,000 DA-N	Buttrety Bestg. Inc. Great Falls 4377	CBS Weed	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur Myhre, Chief Engr.	World UP Western Electric
KMON 1948	560 5,000 DA-N	Montana Farmer Bestg. Corp. Tribune Bldg. 4382	ABC Intermountain Avery-Knodel	Robert H. Warner, Gen. Mgr. Frank W. Kaul, Coml. Mgr.	Jon D. Duffy, Prog. Dir.	Thesaurus RCA

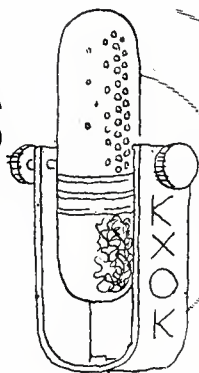
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influence buyers

in the rich

St. Louis market



at home

Dollar for Dollar—Hooper for Hooper—KXOK consistently influences buying in the St. Louis market at the lowest-cost-per-thousand of any BIG station. B. M. B.* credits KXOK with legions of listeners in 115 counties in six states, daytime; 98 counties in 4 states, nighttime . . . tangible proof of listener allegiance to KXOK. Buy RESULTS! Buy KXOK! Write, wire, phone for availabilities today!

(*1946 study)



and in transit

Don't miss the bus on KXOK-FM "Transit Radio." "Transit Radio" in St. Louis, is GROWN UP . . . 1,000 transit vehicles are equipped with the finest FM receivers obtainable serving over 1,000,000 rides per day—35,000,000 rides per month. Coverage of this great "going-to-buy" audience is guaranteed by KXOK-FM "Transit Radio". . . the new, exciting radio medium that sells riders "on-their-way-to-buy." Only "Transit Radio" influences buyers in your favor immediately preceding the actual sale. Act Now! Write, wire, phone for availabilities today!



St. Louis' Transit Radio Station, 93.7 mc, 16,000 watts radiated. Represented by Transit Radio, Inc.



St. Louis' A. B. C. Station, 630 kc, 5,000 watts, fulltime. Represented by John Blair & Company.

Owned and Operated by the St. Louis Star-Times

12th and Delmar, St. Louis 1, Mo., Chestnut 3700

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GREAT FALLS—(Continued)					
KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z Bar Walker Pacific North- west	J. R. Larcombe, Pres. Paul Hatton, Gen. Mgr.	Eugene R. Kukkola, Chief Engr. UP Gates
HAVRE					
KAVR 1946	1240 250	KAVR Inc. Box 672 1240	KBS	Jessica L. Longston, Pres. Jim Hamstreet, Gen. Mgr. John Derrick, Coml. Mgr.	Jean MacLean, Prog. Dir. Jay Barnes, Prom. Mgr. Tad Jones, Chief Engr.
KOJM 1947	730 1,000-D	North Montana Bcstg. Co. P. O. Box 70 1096	Friedenberg Griffith	Dr. Francis W. Aubin, Pres. Larry Gordon, Gen. Mgr. & Prog. Dir.	Charlotte Brader, Coml. Mgr. George H. Bauer, Chief Engr. Associated Standard UP Western Electric
HELENA					
KFDW 1949	1340 250	Lewis & Clark Bcstg. Corp. P. O. Box 592 4030		Hon. Lee Metcalf, Pres. George E. Wenstrom, Gen. Mgr. James Crabbe, Coml. Mgr.	Frank Russell, Prog. Dir. Archer Taylor, Chief Engr. Capitol Associated UP Western Electric
KXLJ 1937	1240 250	Peoples Forum of the Air Inc. 1306 11th Ave. 1240	NBC Z Bar Walker Pacific North- west	Barclay Craighead, Gen. Mgr. Gene Hogan, Prog. Dir.	Ed Goodneau, Chief Engr. UP RCA
KALISPELL					
KGEZ 1927	1340 250	Donald C. Treloar 7 Main St. 331		Donald C. Treloar, Pres. Maurice J. Driscoll, Gen. & Coml. Mgr.	Mike McHenry, Prog. Dir. William Patterson, Chief Engr. World AP Collins
LEWISTOWN					
KXLO 1947	1230 250	Montana Bcstg. Co. P. O. Box 620 1210	KBS	W. G. Kelly, Pres., Gen. & Coml. Mgr.	Bill Browning, Prog. Dir. Ben Rush, Chief Engr. World AP Western Electric
LIVINGSTON					
KPRK 1946	1340 250	Yellowstone Amusement Co. P. O. Box 952 1000	KBS	Paul B. McAdam, Pres. & Gen. Mgr. Jim Duncan, Prog. Dir.	Jack Hinman, Coml. & Prom. Mgr. Norman Penwell, Chief Engr. SESAC, World UP Gates
MILES CITY					
KRJP 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS Intermountain Avery-Knodel	Ernest Immel Gen. Mgr. Norm Engstrom, Sta. Mgr.	Jim Carson, Prog. Dir. C. L. Scofield Jr., Chief Engr. World UP RCA
MISSOULA					
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. 132 West Front 2155	CBS	A. J. Mosby, Pres. William Siner, Coml. Mgr. Marion E. Dixon, Prom. Mgr. & Prog. Dir.	Clarence Touw, Chief Engr. Lang-Worth UP RCA
KXLL 1948	1450 250	Western Montana Assoc. Box 1503 4114	NBC Z Bar Walker Pacific North- west	Pat M. Goodover, Pres. & Gen. Mgr. Frank X. Field, Coml. Mgr.	Ray Kelley, Prog. Dir. Loren Palmer, Prom. Mgr. Dave Green, Chief Engr. UP RCA
SHELBY					
KIYI 1947	1230 250	Tri County Radio Corp. Shelby 560	KBS	John J. Hurley & Cedar Aranow, Owners Frank Krshka, Gen. Mgr. Lawrence Wing, Coml. Mgr.	George Potter, Prog. Dir. & Chief Engr. Richard Bannon, Prom. Mgr. World UP Western Electric
SIDNEY					
KGCK 1926	1430 5,000 DA-1	E. E. Krebsbach 109 S. Cent. Ave. 408	MBS, KBS Great N'thrn	E. E. Krebsbach, Owner & Gen. Mgr. E. Clair Krebsbach, Coml. Mgr.	Jerry Kariton, Prog. Dir. Roland Dahn, Prom. Mgr. Oscar Halvorson, Chief Engr. Capitol UP RCA

NEBRASKA

ALLIANCE					
KCOW 1949	1400 250	Sandhills Bcstg. Corp. 1030 West Third St. 1300		Hansford Jagers, Pres. Charles R. Bilyue, Gen. Mgr. & Chief Engr.	Arnold E. Kuhn, Coml. Mgr. Thesaurus SESAC UP Gates
BEATRICE					
KWBE 1949	1450 250	Blue Valley Bcstg. Co. Inc. 112½ N. 6th St. 1245		John Thorwald, Pres., Gen. & Coml. Mgr. & Treas. D. Lahodny, Asst. Coml. Mgr.	Paul Schupbach, Prog. Dir. C. H. Brugha, Prom. Mgr. Sam W. Engle, Chief Engr. World Cole AP Western Electric
BROKEN BOW					
KCNI 1949	1490 250	Custer County Bcstg. Co.	MBS	Bud Crawford, Mgr. & Chief Engr.	George T. Backe, Coml. Mgr.
COLUMBUS					
KJSK 1948	900 1,000-D	George Basil Anderson Columbus 5154		George Basil Anderson, Owner & Gen. Mgr. Florence Anderson, Prog. Dir.	Harold Hardy, Chief Engr. World SESAC AP Gates
FREMONT					
KFGT 1939	1340 100	Walker Newspapers Inc. 118 East 5th St. 1060	MBS	Lester A. Walker, Pres. & Gen. Mgr. William H. Baldwin, Coml. & Sta. Mgr.	John Hanlon, Prog. Dir. Mrs. Helen Norwood, Prom. Mgr. Thesaurus AP Gates
GRAND ISLAND					
KMMJ 1925	750 1,000 L-WBS	KMMJ Inc. Cedar at Division 703	ABC Headley-Reed	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. & Prom. Mgr.	Orie Kerwood, Prog. Dir. Eugene Seier, Chief Engr. World UP Collins
HASTINGS					
KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. & Coml. Mgr. Eddie Meyer, Prog. Dir.	Ed Skinner, Bus. Mgr. Duane Allison, Chief Engr. Capitol INS RCA

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KEARNEY KGFV 1930	1340 250	Central Nebr. Bestg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen. & Coml. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr. Capitol UP Collins
LINCOLN KFOR 1924	1240 250	Cornbelt Bestg. Corp. Stuart Bldg. 2-6965	ABC Petry	James Stuart, Pres. Harry D. Peck, Gen. & Coml. Mgr. Robert L. Johnson, Prog. Dir.	Dale Berger, Prom. Mgr. C. W. Winkler, Chief Engr. AP, INS
KFOR-FM 1948	Ch. 275 (B) 102.9mc; 22kw				Capitol Standard Westinghouse Thesaurus UP RCA World AP Western Electric
KLMS 1949	1480 1,000 DA-2	Lincoln Bestg. Corp. 130 North 16th St. 2-7579		Howard A. Shuman, Pres. J. Russell Joyn, Gen. & Prom. Mgr.	Del Brandt, Prog. Dir. H. D. Brandt, Chief Engr.
KOLN 1947	1400 250	Inland Bestg. Co. Federal Securities Bldg. 2-7218	MBS Ra-Tel	John K. Morrison, Pres. Paul R. Fry, Gen. Mgr. William B. Waugh, Coml. Mgr.	Edwin Smith, Prog. Dir. & Prom. Mgr. Richard Welna, Chief Engr.
McCOOK KBRL 1947	1450 250	The McCook Bestg. Co. Highway 83 at "J" St. 1450	MBS	W. J. Cox L. W. Lenwell Arthur V. Henri Edward Cooper } Owners	LeRoy W. Lenwell, Gen. Mgr., Prog. Dir. & Chief Engr. Robert Morris, Coml. & Prom. Mgr.
NGRFOLK WJAG 1922	780 1,000 L-WBBM	Huse Pub. Co. Norfolk 432	Walker	Gene Huse, Pres. Art Thomas, Gen. & Coml. Mgr. Wayne Larson, Prog. Dir.	Hollis Francis, Prom. Mgr. Frank Wiedenbach, Chief Engr. Lang-Worth AP Gates
NORTH PLATTE KODY 1930	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC, KBS Blair	John J. Gillin Jr. Pres. John Alexander, Gen. & Prom. Mgr. & Prog. Dir.	Joe di Natale, Local Sales Mgr. H. J. Blakesley, Chief Engr. Lang-Worth AP, UP
OMAHA KBON 1942	1490 250	Inland Bestg. Co. 676 Saunders-Kennedy Bldg. JA-8282	MBS Ra-Tel	John K. Morrison, Pres. Paul R. Fry, V. P. & Gen. Mgr. Richard E. Welna, Sta. Mgr. & Prog. Dir.	Ernest S. Priesman, Sales Mgr. Joe H. Baker, Prom. Mgr. Don H. Mehl, Tech. Supvsr.
KBON-FM 1948	Ch. 254 (B) 98.7mc; 8.7kw				Associated AP Western Electric
KFAB 1924	1110 50,000-DA-N	KFAB Bestg. Co 620 Farnam Bldg. JA 3420	CBS Free & Peters	Fred S. Sidles, Pres. Joe W. Seacrest, Chmn. of Bd. Harry Burke, Gen. Mgr.	Harold Soderlund, Coml. Mgr. L. A. Miller, Prog. Mgr. Don Shoemaker, Prom. Mgr.
KMTV (TV) 1949	Ch. 3 60-66mc 8.4kw-aur.; 16.7kw-vis.	May Bestg. Co. 2615 Farnam St. Harney 9233	ABC, CBS, DuMont Avery-Knodel	Edward L. May, Pres. Owen Saddler, Gen. Mgr. Glen Cray, Coml. Mgr.	Glenn Harris, Prog. Dir. R. J. Schroeder, Chief Engr. UP RCA
KOIL 1925	1290 5,000 DA-N	Central States Bestg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC Nebraska Petry	James Stuart, Pres. William J. Newens, Gen. & Coml. Mgr. Charles Frandsen, Prom. Mgr.	Virgil V. Sharpe, Asst. Mgr. & Prog. Dir. Charles Winkler, Chief Engr.
KOWH 1922	660 500-D	Mid-Continent Bestg. Co Kilpatrick Bldg. Atlantic 2228	Hollingbery	Robert H. Storz, Pres. Todd Storz, Gen. Mgr. E. C. Corrigan, Coml. Mgr.	Gaylord Avery, Prog. Dir. George Armstrong, Prom. Mgr. N. P. Nelson, Trans. Supvsr. World Associated Standard UP, RCA

"Ears to ya!"
... the Toast of the Midwest

MEANS MORE COVERAGE A CLEAR CHANNEL

660

the New!

KOWH
OMAHA, NEBRASKA

Primary coverage diameter 215 miles

Represented by: **Independent Metropolitan Sales**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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NEBRASKA—(Continued)

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OMAHA—(Continued)						
KOAD (FM) 1946	Ch. 225 (B) 92.9 mc 70 kw	(KOWH, AM affiliate)		 General Electric	
WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	John J. Gillin Jr., Pres., Gen. & Coml. Mgr. Lyle DeMoss, Prog. Dir.	Bill Wiseman, Prom. Mgr. William J. Kotera, Chief Engr.	Thesaurus Standard SESAC AP, UP Western Electric National INS RCA
WOW-TV 1949	Ch. 6 82-88 mc 8.5 kw aur.; 16.2 kw vis.		Blair TV	Joseph Herold, Gen. Mgr.		
SCOTTSBLUFF						
KNEB 1948	970 1,000-D	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	Holman	John R. Jirdon, Pres. Russ M. Stewart, Gen. Mgr. Byron Joachim, Coml. Mgr.	Warren McGay, Prog. Dir. Bill Case, Chief Engr.	Capitol World AP General Electric
KOLT 1930	1320 5,000-LS DA-2 1,000-N	Hilliard Co. 1517½ Broadway 856	CBS Donahue	L. L. Hilliard, Pres., Gen. & Coml. Mgr. Bill Walter, Prog. Dir.	Red Davis, Prom. Mgr. Harland Morrison, Chief Engr.	Standard UP Gates

NEVADA

ELKO						
KELK 1943	1340 250	Elko Bcstg. Co. Highway 40 260		C. H. Sheerin, Pres. J. J. Gammick, Gen. Mgr.	J. P. Nims, Prog. Dir. A. H. Vogeler, Chief Engr.	Standard UP Raytheon
LAS VEGAS						
KENO 1940	1400 250	Nevada Bcstg. Co. Box 1310 1400	ABC Grant	Maxwell Kelch, Pres. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	L. A. Newsome Jr., Prog. Dir. James W. Harford, Chief Engr.	Thesaurus INS Collins General Electric
KENO-FM 1947	Ch. 280 (A) 103.9mc 0.36kw					Capitol General Electric
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Box 1510 4646	CBS Cooke Scott	C. L. McCarthy, Pres.	Fred Stoye, Gen. Mgr. Ralph Dow, Chief Engr.	World UP Collins
KRAM 1947	920 1,000-LS 500-N DA	Boulder City Bcstg. Co. Flamingo Hotel 920	MBS, KBS Intermountain Avery-Knodel	Edward J. Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Havelyn Jones, Coml. Mgr.	Carl Paige, Prog. Dir. Mary Knecht, Prom. Mgr. Fred Young, Chief Engr.	World UP Collins
RENO						
KATO 1946	1340 250	Sierra Bcstg. Co. Elks Bldg. 24501	MBS Don Lee Pearson	R. K. Wittenberg, Pres. & Chief Engr.	Robert L. Stoddard, Gen. Mgr. Vern McGahan, Prog. Dir. Graybar
KOH 1923	630 1,000 DA-N CP 5,000 DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 5106	NBC Raymer	Eleanor McClatchy, Pres. Hugh Kees, Sta. Mgr.	Wesley Craig, Chief Engr.	World AP, UP
KOLO 1946	920 1,000 DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, Pres. H. G. Wells, Gen. Mgr. David Piel, Prod. Mgr.	Jack Kehoe, Prom. Mgr. Merle Peterson, Chief Engr.	Lang-Worth AP, UP
KWRN 1947	1490 250	Reno Newspapers Inc. Gazette Bldg. 6156	ABC Walker	Merritt C. Speidel, Pres. Merrill Inch, Gen. Mgr. John Lang, Coml. Mgr.	Larry Shields, Prog. Dir. Wilbur Comer, Chief Engr.	Associated UP RCA General Electric
KWRN-FM 1948	Ch. 234 (B) 95.5mc 10kw					General Electric
KXXL 1947	1230 250	Station KXXL Box 1329 3122				

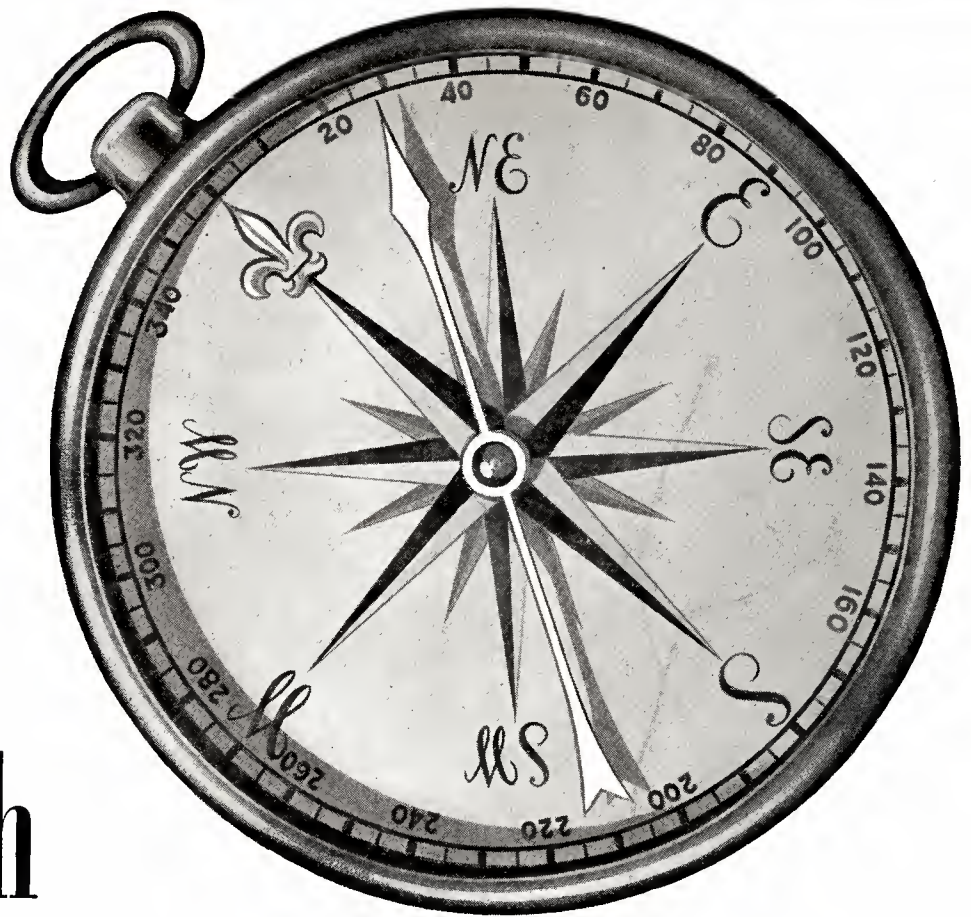
NEW HAMPSHIRE

BERLIN						
WMOU 1946	1230 250	White Mts. Bcstg. Co. Inc. 40 Main St. 1797	KBS Radio Reps	John W. Guider, Chief Owner Charles S. Holbrook, Pres. & Gen. Mgr.	Wendell C. MacKenzie, Prog. Dir. James Hennessey, Chief Engr.	Associated AP Temco
CLAREMONT						
WTSV 1948	1230 250	Granite State Bcstg. Co. Inc. Washington St. 1800	MBS Granite Yankee Bolling	William J. Barkley, Pres. W. F. Rust Jr., Gen. Mgr. F. C. Stearnes, Coml. Mgr.	F. R. Hill, Prog. Dir. Robert Kelley, Prom. Mgr. A. J. Davis, Chief Engr.	Lang-Worth
WTSV-FM 1947	Ch. 291 (B) 106.1mc 1.5kw				 General Electric
CONCORD						
WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee Walker	Hon. Charles M. Dale, Chief Owner & Gen. Mgr. Thomas S. Pingree, Asst. Mgr. & Prog. Dir.	George Davis, Chief Engr.	World AP RCA

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Go North, East, South or West...young man!



THE BETTER WE PRODUCE,
THE BETTER WE LIVE



"Go West, young man, and grow up with the country." Horace Greeley said it in 1854. He was right . . . but he was also wrong. He was wrong because *all* of America turned out to have room for development then undreamed of.

Let's look at the record:

Here's what's happened all over America just during the last 40 years.

Income: Since 1910 we have increased our annual income per household from an average of less than \$2400 to about \$4000 (in dollars of the same purchasing power), yet—

Work hours: Since 1910 we have cut work hours down an average of 18 per week—equivalent to more than two present work days.

How did we do this? Through —

Machine power: We have increased the supply of machine power $4\frac{1}{2}$ times since 1910. This increased machine power gave us—

Increased productivity: This made it pos-

sible for us to more than *double* the output of each of us for every hour we work.

The best is yet to come

This is what we have done, and this is the way we have done it—to get higher wages, shorter hours, and lower-cost goods for everybody.

And this is the way we can make a still better living in the future—with *greater* use of machine power, *better* machines, *better* distribution, *better* collective bargaining.

Sure, our system still has faults . . . but none that we cannot cure if we all work together to do it.

Like many American firms, we believe that business has a responsibility to contribute to the public welfare. This advertisement is therefore published in the public interest by:

**BROADCASTING
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Approved for the Public Policy Committee
of The Advertising Council by:

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Executive Director, Twentieth Century Fund
PAUL G. HOFFMAN,
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booklet today!

Approved by representatives of
Management, Labor and the Public.

In words and pictures it tells you

- How our U. S. Economic System started
- Why Americans enjoy the world's biggest standard of living
- How mass production began
- How we have been able to raise wages and shorten working hours
- Why the mainspring of our system is productivity
- How a still better living can be had for all

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KEENE					
WKNE 1923	1290 5,000 DA-2	WKNE Corp. 17 Dunbar St. 2080	CBS Young	Joseph K. Close, Pres. & Gen. Mgr. Robert M. Peebles, Prog. Dir.	Ruth R. Wade, Prom. Mgr. Ernest F. Batchelder Jr., Chief Engr. Thesaurus UP
WKNE-FM (CP)	Ch. 300 (B) 107.9mc 7.2kw				
LACONIA					
WLNH 1922	1340 250	Northern Bcstg. Corp. Masonic Temple Bldg. 2-300	MBS, KBS Kettell-Carter	Warren H. Brewster, Pres., Gen., Coml. & Prom. Mgr.	Al Maffie, Prog. Dir. Walter Avery, Chief Engr. AP Gates
MANCHESTER					
WFEA 1932	1370 5,000 DA-1	N. H. Bcstg. Co. Inc. 286 Franklin St. 5-5491	CBS Young	Morris Silver, Pres. Henry Silver, V. P. Warren H. Jourmay, Gen. Mgr. & Prog. Dir.	Saul Gross, Coml. Mgr. William Leahy, Prom. Mgr. Reginald A. B. Schow, Chief Engr. Lang-Worth AP
WKBR 1946	1240 250	Granite State Bcstg. Co. Inc. 155 Front St. 4-4075	MBS Granite Yankee Bolling	William J. Barkley, Pres. W. F. Rust Jr., Gen. Mgr. Ralph Gottlieb, Coml. Mgr.	Norman Bailey, Prog. Dir. William Carlisle, Prom. Mgr. Royston Phillips, Chief Engr. Capitol UP Collins
WKBR-FM 1947	Ch. 261 (A) 100.1mc 1kw				
WMUR 1941	610 5,000-LS 1,000-N DA-2	The Radio Voice of N. H. Inc. 1819 Elm St. 5-5788	ABC Weed	Hon. Francis P. Murphy, Pres. Hervey Carter, Gen. & Coml. Mgr. Gordon E. Moore, Asst. Mgr.	Bernie Mack, Prog. Dir. & Prom. Mgr. Vincent H. Chandler, Chief Engr. World AP RCA
WMUR-FM 1947	Ch. 239 (B) 95.7mc 3.3kw				
NASHUA					
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Rd. 5000	Granite Walker	Arthur A. Newcomb, Pres., Gen., Coml. & Prom. Mgr.	Robert C. Huse, Prog. Dir. Robert C. Bingham, Chief Engr. World UP Raytheon
WOTW-FM 1948	Ch. 292 (A) 106.3mc 1kw				
PORTSMOUTH					
WHEB 1932	750 1,000 L-WSE	WHEB Inc. Lafayette Rd. 4080	MBS Walker	Charles M. Dale, Pres. & Gen. Mgr. Keith Field, Coml. Mgr.	Win Bettinson, Prog. Dir. William A. Dawson Jr., Prom. Mgr. World AP
ROCHESTER					
WVNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite Bolling	Albin J. K. Malin, Pres. M. C. Ball, Coml. Mgr.	Robert Holmes, Prog. Dir. E. J. Babkes, Chief Engr. Capitol UP Collins
NEW JERSEY					
ALPINE					
WFMN (FM) (KE2XCC) 1939	Ch. 226 (I) 93.1mc	Edwin H. Armstrong Alpine Closter 5-1088	Continental	Edwin H. Armstrong, Owner & Gen. Mgr.	Perry H. Osborn, Chief Engr. Associated
ASBURY PARK					
WCAP 1926	1310 250	Radio Industries Bcst. Co. 601 Bangs Ave. 1-1310		Ralph W. Froese, Pres. Walter L. Reid, V. P., Treas. & Gen. Mgr.	Kenneth Leslie, Coml. Mgr. Irving Smith, Prog. Dir. Mathew G. Porter Jr., Chief Engr. Capitol World AP RCA
WCAP-FM	Ch. 296 (A) 107.1mc 0.7kw				
WJLK 1947	Ch. 232 (A) 94.3mc 1kw	Asbury Park Press Inc. Press Plaza 2-3000	Continental	Wayne D. McMurray, Pres. Thomas B. Tighe, Sta. Mgr.	Lang-Worth Associated; AP General Electric

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NEW HAMPSHIRE'S ONLY NETWORK

**ONE Contract
ONE Time Clearance
Permanently Interconnected
Merchandising and Promotion
Coverage of 90% of New Hampshire Radio Homes
Intensive Coverage from Within Five Key Markets
PLUS Bonus Coverage in Maine, Vermont and Massachusetts**

THE GRANITE STATE NETWORK, INC.

155 Front St. . . . Manchester, N. H.

WKBR
MANCHESTER, N. H.

WTSV
CLAREMONT, N. H.

WTSA
BRATTLEBORO, Vt.

WOTW
NASHUA, N. H.

WVNH
ROCHESTER, N. H.

Represented Nationally by George Bolling Co.—New England Representative: Bertha Bannan, Boston

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ATLANTIC CITY						
WBAB 1940	1490 250	Press-Union Pub. Co. 1900 Atlantic Ave. 5-1111	CBS Headley-Reed	Albert J. Feyl, Pres. Monroe L. Mendelsohn, Gen. Prom. & Coml. Mgr.	Ralph Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	World AP Collins Federal UP RCA Gates
WBAB-FM 1947	Ch. 264 (B) 100.7mc 13kw					
WFPG 1940	1450 250	Neptune Bcstg. Co. Steel Pier 5-2188	ABC Ra-Tel	John Laux, Pres. Fred Weber, Gen. Mgr. Bill Byrnes, Coml. Mgr.	Alan Owen, Prog. Dir. Lydia Hawksley, Prom. Mgr. Blair K. Thron, Chief Engr. UP RCA Gates
WFPG-FM 1948	Ch. 253 (B) 98.5mc; 15kw					
WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Convention Hall 4-1340	MBS Forjoe	Earl M. Johnson, Pres. Jack J. Slotoroff, Gen. Mgr.		Associated AP
BRIDGETON						
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Carl's Corner 1600	KBS Clark	Hon. Elmer W. Wene, Pres. Paul Alger, Gen. Mgr. Jerry Aiden, Coml. Mgr.	Joseph McCulley, Prog. Dir. Arthur J. Scholz, Prom. Mgr. Francis Fekel, Chief Engr.	Thesaurus UP RCA
WSNJ-FM 1948	Ch. 255 (B) 98.9mc; 9kw					
CAMDEN						
WCAM 1924	1310 250	City of Camden N. J. City Hall Emerson 5-5600		Mayor George E. Brunner, Dir. Willard C. Schriver, Mngng. Dir. Morton Lowenstein, Coml. Mgr.	Robert Swanson, Prog. Dir. Clarence E. Onens, Chief Engr.	Standard Capitol UP RCA Associated SESAC AP Raytheon
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, Pres. & Chief Owner Malcolm E. Kennedy, Gen. & Coml. Mgr.	Edwin W. Tucker, Prog. Dir. S. Philip Steen, Chief Engr. Associated SESAC AP Raytheon
ELIZABETH						
WPOE (FM) 1949	Ch. 244 (A) 96.7mc 1kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Robert C. Crane, Pres. William Maron, Gen. Mgr. & Chief Engr.	Norman Bergholm, Coml. Mgr. Sy Dewitt, Prog. Dir.	Associated SESAC UP RCA
JERSEY CITY						
WHOM 1930	1480 5,000 DA-2	Atlantic Bcstg. Co. Inc. 136 W. 52nd St. Circle 6-3900		Generoso Pope, Pres.	Fortune Pope, Exec. V.P.	
MORRISTOWN						
WMTR 1948	1250 500-D	Morristown Bcstg. Corp. P.O. Box 345 4-5700		K. A. Croy, Gen. Mgr. Clem T. Lowden, Coml. Mgr.	John Allen Potts, Prog. Dir. Rudolph C. Prow, Chief Engr.	Associated AP Raytheon
NEWARK						
WAAT 1922	970 5,000 LS 1,000-N DA	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving Robert Rosenhaus, Pres. & Gen. Mgr. Edmund S. Lennon, V.P. Chg. Nat'l. Sales.	George Green, Prog. Dir. James Sondheim, Prom. Mgr. Frank V. Bremer, V.P. Chg. Engr. AP Collins RCA
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw					
WATV (TV) 1948	Ch. 13 210-216mc 25kw-aur.; 50kw-vis.	(WAAT, AM affiliate)				
WHBI 1922	1280 2,500-LS 1,000-N S-WOV	May Radio Bcst. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, Pres. & Gen. Mgr. William Masi, Coml. Mgr. Marie Masi, Prog. Dir.	Alfred Kukla, Prom. Mgr. Herman Foster, Chief Engr.	
WNJR 1947	1430 5,000 DA-N	North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700		Edward W. Scudder Jr., Pres. Harry D. Goodwin, Gen. Mgr. Charles G. O'Neill, Coml. & Prom. Mgr.	Steven Van Gluck, Prog. Dir. Peter Testan, Chief Engr.	Capitol World UP, INS RCA Westinghouse UP
WNJR-FM 1949	Ch. 274 (B) 102.7mc 4.2kw					
WVNJ 1947	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. 3-7600	Hollingbery	Ivon B. Newman, V.P. & Gen. Mgr.	Helen Sutton, Sta. Mgr. UP
NEW BRUNSWICK						
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, Pres. & Gen. Mgr. Robert Bell, Coml. Mgr. Nat. Shoehalter, Prog. Dir.	Edith Brandt, Sales Prom. Dir. Robert L. Williams, Chief Engr.	Associated World TP RCA Collins Lang-Worth UP
WCTC-FM 1948	Ch. 252 (A) 93.3mc 1kw					
WDHN (FM) 1947	Ch. 228 (A) 93.5mc 1kw	Home News Pub. Co. 137 Church St. 2-4000		Hugh N. Bond, Gen. Mgr.		
PATERSON						
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co. 66 Hamilton St. 6-2945	Cooke	Dow H. Drukker Jr., Pres.	James V. Cosman, Exec. V.P. & Gen. Mgr.	Associated SESAC
WPAT-FM 1947	Ch. 278 (B) 103.5mc 19kw					
PLAINFIELD						
WXNJ (FM) 1947	Ch. 280 (A) 103.9mc 1kw	WXNJ Inc. 111 E. Front St. 6-1039		H. O. Bishop, Pres. James A. Flynn, Gen. & Coml. Mgr.	F. Thomas Hally, Prog. Dir. David Roland, Chief Engr.	
TRENTON						
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		F. J. Wolff, V.P. & Gen. Mgr.		
WTOA (FM) 1947	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. 5-8541		Jerome P. McCarthy, Sta. Mgr. Paul Fireman, Chief Engr.		Associated Lang-Worth UP

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WTTM 1942	920 1,000 DA-1	Trent Bcst. Corp. 541 East State St. 5-8515	NBC Forjoe	Elmer H. Wene, Pres. S. Carl Mark, Exec. V. P. & Gen. Mgr. Fred L. Bernstein, Coml. Mgr.	William R. Griffin, Prog. Dir. Mary C. Wilson, Prom. Mgr. Theodore P. Kilmer, Chief Engr. UP RCA
VINELAND					
WWBZ 1946	1360 1,000-D CP 1,000 DA-N	Community Bcstg. Service Inc. 633 Wood St.; 7-1360	McGillvra	Joseph M. Bullock, Pres. Fred M. Wood, Gen. Mgr.	Dorothy H. Carlson, Prog. Dir. C. V. Mullen, Chief Engr. World UP Collins
ZAREPHATH					
*WAWZ 1930	1380 5,000-LS 1,000-N DA-1 ST-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, Pres. & Gen. Mgr. Norman Fournier, Prog. Dir.	N. L. Wilson, Chief Engr.

NEW MEXICO

ALBUQUERQUE					
KGGM 1927	610 5,000 DA-N	New Mexico Bcstg. Co. Kimo Bldg. 4543	CBS Taylor-Boroff	A. R. Hebenstreit, Pres. J. C. Skillen, Coml. Mgr.	Bob Van Driel, Prog. Dir. Leonard Dodds, Chief Engr. World AP, UP RCA
KOAT 1946	1450 250	Rio Grande Bcstg. Co. Inc. Box 1419; 5-5501	ABC Zia	Albert E. Buck, Pres. Merle H. Tucker, Gen. & Coml. Mgr.	Bernard Fitzpatrick, Prog. Dir. William H. Carman, Supervising Engr. Capitol UP RCA
KOB 1921	770 50,000 LS 25,000 N	Albuquerque Bcstg. Co. Fifth & Silver 4411	NBC Free & Peters	T. M. Pepperday, Pres. R. R. Seal, Gen. Mgr. Charles Teas, Coml. Mgr.	Rolf S. Nielsen, Prog. Dir. Jeanne Toncre, Prom. Mgr. George Johnson, Chief Engr. Thesaurus AP RCA
KOB-TV 1948	Ch. 4 66-72 mc 2.5kw-aur.; 5kw-vis.		ABC, CBS NBC, DuMont	George S. Johnson, Mgr. of TV Dorothy B. Smith, Prog. Dir.	
KVER 1947	1340 250	Westernair Inc. Box 1388 3-1744	MBS Forjoe	William T. Kemp, Pres. & Gen. Mgr. Keith Tye, Sta. Mgr. Ralph Henry & John H. Morrison, Asst. Mgrs.	Paul Kehle, Sales Mgr. Al Mann, Prog. Dir. Ernest Hill, Prom. Dir. Fred Timm, Chief Engr. UP Gates

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KVER THE CHOICE OF THE DIAL
IN ALBUQUERQUE



SPORTS—KVER is Albuquerque's sport station covering all local and important national sports events, including baseball, basketball and football.



DRAMA—KVER airs a wide variety of high rating radio shows including the famous Metro-Goldwyn-Mayer Radio Attractions.

LANGUAGE PROGRAMS—KVER is the only Albuquerque station with programs in Spanish directed to Spanish-Americans comprising over 50% of this market's population.

SPECIAL EVENTS—KVER gives complete coverage for all local and national events of public interest, thus assuring a wide audience.

Dollar for dollar you cannot buy better coverage of Albuquerque, the Southwest's fastest growing market, now estimated at 130,000. Check Standard Rate & Date.



FORJOE & CO. — National Representatives

KVER **MUTUAL**
1340
WM. T. KEMP, President — KEITH TYE, Manager

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
ARTESIA						
KSPV 1946	1450 250	Artesia Bcstg. Co. Box 445 650	MBS, KBS	Martin Yates III, Pres. David M. Button, Gen. & Prom. Mgr. & Prog. Dir.	Wayne Griffin, Coml. Mgr. Robert Meeker, Chief Engr.	Capitol Standard AP Gates
BELEN						
KENE 1949	1230 250	Belen Bcstg. Corp. P. O. Box 604 3021		T. B. Stribling, Pres. D. H. Crandal, Gen. Mgr.	H. R. Granger, Coml. Mgr. Ken Gilmore, Prog. Dir. W. C. Weeks, Chief Engr.	Lang-Worth SESAC AP Gates
CARLSBAD						
KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 900 South Canal St. 244	CBS Southwest Taylor-Borroff	Val Lawrence, Pres. Norman Loose, Gen. Mgr. Richard Doyle, Coml. Mgr.	Al Pitcaithley, Prog. Dir. William Sene, Chief Engr. AP Gates
KPEM (CP)	740 1,000-D	McEvoy Brothers				
CLAYTON						
KLMX (CP)	1450 250	Ari-Ne-Mex Bcstg. Corp. P. O. Box 71		Arthur Jernigan, Pres. Gordon Lack, Gen. Mgr.	Walter Stajduhar, Chief Engr.	Capitol UP Gates
CLOVIS						
KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAlister 6th & Pile 5511	MBS Continental	Hugh DeWitt Landis, Pres. Ross B. McAlister, Gen. Mgr. Al King, Coml. Mgr.	John Kirkwood, Prog. Dir. & Prom. Mgr. Vernon Hughes, Chief Engr. UP
GALLUP						
KGAK 1946	1230 250	Rio Grande Bcstg. Co. 114 East Coal Ave. 1177	ABC Zia Donahue	Merle H. Tucker, Gen. Mgr. Charles M. Butler, Sta. Mgr. Larry Hoffman, Coml. Mgr.	Lou Emerson, Prog. Dir. James P. Suptic, Chief Engr.	Capitol UP Temco
HOBBS						
KWEW 1938	1490 250	W. E. Whitmore Hobbs 495	MBS, KBS Southwest Taylor-Borroff	W. E. Whitmore, Pres. Harry McAdams, Gen. Mgr. Phil C. McGee, Coml. Mgr.	Dortha A. Montgomery, Prog. Dir. Roy T. Evans, Chief Engr.	Lang-Worth MacGregor UP RCA
HOT SPRINGS						
KCHS 1946	1400 250	Sierra Bcstg. Co. 401 Broadway 161	KBS Continental	Leonard R. Trainer, Pres. & Gen. Mgr. William J. Malloy, Coml. Mgr.	Catherine L. Perry, Prog. Dir. Russell A. Walz, Chief Engr.	Capitol UP Gates
LAS CRUCES						
KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. Main & Picacho 205	MBS Best	Robert Porter, Pres. Harry H. Stair, Gen. Mgr. Lydia S. Sleppy, Prog. Dir.	Billee Toles, Prom. Mgr. Kenneth M. Dean, Chief Engr.	World AP
LAS VEGAS						
KFUN 1941	1230 250	Southwest Bcstrs. Inc. Box 710 12	MBS Best	Ernest N. Thwaites, Pres. & Gen. Mgr. Dorothy G. Thwaites, Prog. Dir.	A. F. Schultz, Chief Engr.	Standard, World UP Gates
LOS ALAMOS						
KRSN (CP)	1490 250	Rio Grande Bcstg. Co. Inc.				
PORTALES						
KENM (CP)	1450 250	Plains Bcstg. Co.				
RATON						
KRTN 1948	1490 250	Southwest Bcstrs., Inc. 1128 State St. 875	MBS Best	Ernest N. Thwaites, Pres. & Gen. Mgr. Stanley K. Brown, Sta. Mgr.	Vera Brown, Prog. Dir. A. F. Schultz, Chief Engr.	Standard UP Gates
ROSWELL						
KGFL 1927	1400 250	KGFL Inc. P. O. Box 1019 2000	MBS, KBS Southwest Taylor-Borroff	W. E. Whitmore, Pres. G. F. Roberts, Coml. Mgr.	Gene Rader, Chief Engr.	Lang-Worth UP Gates
KSWs 1947	1230 250	McEvoy Bcstg. Co. Radio Center 2400	ABC Zia Donahue	Paul B. McEvoy, Pres. John A. McBoyle, V. P., Gen. & Prom. Mgr.	M. J. Montgomery, Coml. Mgr. George R. Walsh, Prog. Dir. Ray R. Summersgill, Chief Engr.	Thesaurus AP Raytheon
SANTA FE						
KTRC 1946	1400 250	The Rio Grande Bcstg. Co. Inc. 208 E. Marcey St. 3003	ABC Donahue Zia	A. E. Buck, Pres. Merle H. Tucker, V. P. & Gen. Mgr.	Hugh M. Gray, Gen. & Coml. Mgr. & Prog. Dir. Al Paul Theil, Prom. Mgr. Odel Nickelson, Chief Engr.	Capitol UP RCA
KVSF 1935	1260 1,000	Sante Fe Bcstg. Co. 759 Cerrillos Rd. 2020	CBS Taylor-Borroff	A. R. Hebenstreit, Pres. Jim Maize, Prog. Dir. & Prom. Mgr.	Ivan R. Head, Gen. Mgr. Elvin J. Vanderwood, Chief Engr.	World AP, UP Western Electric
SILVER CITY						
KSIL 1946	1340 250	Dorrance D. Roderick 17th & Cactus Sts.	Taylor-Borroff	Carl Dunbar, Gen. Mgr. R. C. Hughes, Gen. Adv. Mgr.	Ed Duty, Prog. Dir. AP
TUCUMCARI						
KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS	Grady Maples & R. B. McAlister, Partners Grady Maples, Gen., Coml. & Prom. Mgr.	Richard Dale Wood, Prog. Dir. David Fred White Jr., Chief Engr. UP Gates
NEW YORK						
ALBANY						
WABY 1934	1400 250	Adirondack Bcstg. Co. Strand Theatre Bldg. 4-4193	McKinney	A. J. McDonald, Pres. Russell B. Wilde, Gen. Mgr. Michael Danyla Jr., Coml. Mgr.	Edward L. Trudeau, Prog. Dir. James H. Corey, Chief Engr.	Standard Thesaurus UP Collins
WOKO 1924	1460 1,000-LS 500-N CP: 5,000 DA-2	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union	Jim Healey, Pres. & Gen. Mgr. Al Kellert, Coml. Mgr.	Paul Baron, Prog. Dir. Al Sardi, Chief Engr.	Standard SESAC AP

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ALBANY—(Continued)						
WPTR 1948	1540 50,000 DA-1	Patron Bcstg. Co. Inc. 87 State St. 5-3345	Rambeau	J. Myer Schine, Pres. Leonard L. Asch, Gen. & Prom. Mgr.	John F. Jennings, Coml. Mgr. Howard W. Maschmeier, Prog. Dir. Dwelle S. Hoag, Chief Engr.	Capitol SESAC AP, INS General Electric World SESAC UP, INS RCA
WROW-FM 1948	Ch. 230 (B) 93.9mc 2.1kw	Hudson Valley Bcstg. Co. Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, Pres. Harry L. Goldman, Gen. Mgr. Leo Rosen, Coml. & Prom. Mgr.	Johnny Lee, Sta. Mgr. Charles Heisler, Chief Engr.	General Electric World UP RCA
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, Pres. & Gen. Mgr. Gren Rand, Coml. Mgr.	Fred Daiger, Prog. Dir. Eugene Fitzpatrick, Prom. Mgr. George C. Wetmore, Chief Engr.	General Electric World UP RCA
WXXW-FM 1948	Ch. 238 (B) 95.5mc 9kw					General Electric
AMSTERDAM						
WCSS 1948	1490 250	Community Service Bcstg. Corp. Amsterdam 4000	Union	Cecil Woodland, Pres., Gen. & Coml. Mgr.	Ray Cheney, Prog. Dir. Guy Rauer, Chief Engr.	World UP, INS Collins
AUBURN						
WMBO 1926	1340 250	WMBO Inc. Metcalf Bldg. 2-3511	MBS Clark	William O. Dapping, Pres. Frederick L. Keesee, Gen. & Coml. Mgr.	Robert Morgan, Prog. Dir. & Prom. Mgr. Herbert House, Chief Engr.	AP RCA
WMBO-FM 1949	Ch. 241 (B) 96.1mc 18kw	Auburn Publ. Co. 34-36 Dil St.				General Electric
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 Callender, Chief Engr.	Capitol AP RCA
BAY SHORE						
WBEY (CP)	Ch. 296 (A) 107.1mc 0.25kw	Coastal Bcstg. Co. Inc.				
BINGHAMTON						
(Endicott) WENE 1947	1450 250	Empire Newspapers- Radio Inc. 909 E. Main St. Endicott 5-3351	ABC Walker	James H. Ottaway, Pres. Francis H. Brinkley, Mngg. Dir. Stephen W. Ryder, Sta. Mgr.	Harold E. Graves, Prog. Dir. James A. McKechnie, Prom. Mgr. J. Harold Merchant, Chief Engr.	Associated AP General Electric
WENE-FM (CP)	Ch. 269 (A) 101.7mc 0.54kw					
WINR 1946	1450 250	Southern Tier Radio Service Inc. Court House Sq. 4-4318	NBC Hollingsbery	Donald Kramer, Pres. E. R. Vadeboncoeur, Sta. Exec. C. A. Bengtson, Gen. Mgr. H. R. Nicholson, Sales Mgr.	Charles Bishara, Prog. Mgr. George O'Connor, Prom. Dir. A. A. Kelley, Chief Engr.	Lang-Worth AP RCA
WINR-FM	Ch. 299 (B) 107.7mc					
WKOP 1947	750 1,000-D	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Union Burn-Smith	Andrew Jarema, Pres. & Gen. Mgr. Norman T. Stewart, Coml. Mgr.	Wallace J. Buman, Prog. Dir. Charles Hallinan, Chief Engr.	World AP Raytheon
WNBF 1927	1290 5,000 DA-N	Clark Associates Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark Sr., Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	Edward M. Scala, Prog. Dir. E. Ray McCloskey, Prom. Mgr. Louveer H. Stantz, Chief Engr.	Capitol UP Westinghouse
WNBF-FM 1942	Ch. 263 (B) 100.5mc 12kw					REL
WNBF-TV 1949	Ch. 12 204-210mc 12kw-aur.; 12kw-vis.		ABC, CBS DuMont NBC			RCA
BRISTOL CENTER						
WVBT (FM) 1948	Ch. 270 (B) 101.9mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	Harold L. Creal, Pres. Michael R. Hanna, Gen. Mgr.	H. Stilwell Brown, Coml. Mgr. Merrill Knapp, Prog. Supvr. Thomas R. Humphrey, Chief Engr.	Standard Associated UP General Electric
BROOKLYN						
*WBRR 1924	1330 5,000 DA-1 S-WEVD WHAZ	Watchtower Bible & Tract Soc. Inc. 124 Columbia Hghts. Main 4-9735		M. A. Howlett, Gen. Mgr. A. M. Cora, Prog. Dir.	R. H. Leffler, Chief Engr.	INS RCA
BUFFALO						
WBEN 1930	930 5,000 DA-N	WBEN Inc. Hotel Statler Cleveland 6400	NBC Petry	Edward H. Butler, Pres. A. H. Kirchofer, V. P. & Gen. Mgr. C. Robert Thompson, Sta. Mgr. Frank W. Kelly, Asst. Mgr. in Chg. of Sales	George R. Torge, Prog. Dir. Robert Rich, Asst. Prog. Dir. Joseph A. Haefner, Prom. Mgr. Ralph J. Kingley, Chief Engr.	Lang-Worth Standard Thesaurus AP, UP, INS RCA
WBEN-FM 1946	Ch. 293 (B) 106.5mc 105kw					
WBEN-TV 1948	Ch. 4 66-72mc 10.2kw-aur.; 16.2kw-vis.		ABC, CBS, DuMont, NBC Harrington, Righter & Parsons Young	Nicholas J. Malter, Tele. Sales Mgr.	Glenn Beerbower, Asst. Tech. Dir. in Chg. of Tele.	Federal
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Madison 4000		Roy L. Albertson, Gen. Mgr. Virginia C. Fyda, Sta. Dir.	Howard C. Schellenburg, Coml. Dir.	
WBNY-FM 1946	Ch. 225 (B) 92.9mc 48kw					
WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133	MBS Katz	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr. Preston Taplin, Prog. Dir.	William Schweitzer, Prom. Mgr. Frank Ridgeway, Chief Engr.	Standard Western Electric Lang-Worth
WEBR-FM 1947	Ch. 245 (B) 96.9mc; 9.5kw					Federal

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POSITIVELY
OR
COMPARATIVELY

by any yardstick you use

there's no substitute for

WBEN

 **AM**

 **FM**

 **TV**

The best service brings the best results. That's the yardstick at WBEN. The service rendered by The Buffalo Evening News stations has created listener-loyalty not only for programs and personalities but loyalty for products and services. The results: WBEN for years has been the Buffalo station most people listen to most of the time • WBEN-FM, Buffalo's first frequency-modulation station, is accorded the same high rating • WBEN-TV, Buffalo's only television station, is one of the nation's standout stations which 280 advertisers in 18 months have used with conspicuous success.

in **BUFFALO**

WBEN, INC.

Representatives:

Radio: Edward Petry & Co., Inc.

Television: Harrington, Righter & Parsons, Inc.

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BUFFALO—(Continued)						
WGR 1922	550 5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, Chmn. of Bd. I. R. Lounsbury, Pres. & Gen. Mgr. N. L. Cohen, Coml. Mgr.	Robert Strigl, Prog. Dir. Ross McPherson, Prom. Mgr. K. B. Hoffman, Chief Engr. F. R. Greene, Asst. Gen. Mgr.	World UP RCA
WKBW 1925	1520 50,000 DA-1	WKBW Inc. 1333 Rand Bldg. Mohawk 1520	ABC Avery-Knodel	Clinton H. Churchill, Pres. & Gen. Mgr. Roger M. Baker, Asst. to Pres.	Paul Martin, Prog. Dir. Alfred E. Anscombe, Prom. Mgr. Leroy Fiedler, Chief Engr.	UP Westinghouse
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, Pres. Stanley Jasinski, Gen. Mgr. Dan Leslie, Coml. & Prom. Mgr.	Ted Wyszatycki, Asst. Gen. Mgr. Pat Vincent, Prog. Dir. Frank Saj, Chief Engr.	World UP Western Electric
WWOL-FM 1949	Ch. 281 (B) 104.1mc 7.7kw					General Electric
WXRA 1948	1080 1,000-D	(See Kenmore, N. Y. listing)				
CHERRY VALLEY						
WVCV (FM) 1948	Ch. 270 (B) 101.9mc 1.3kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y.; 3341	Rural Radio	Harold L. Creal, Pres. Michael R. Hanna, Gen. Mgr. H. Stilwell Brown, Coml. Mgr.	Merrill Knapp, Prog. Supvr. Thomas R. Humphrey, Chief Engr.	Standard Associated UP General Electric
COBLESKILL						
WCLB (CP)	1420 1,000-D	Scholarie Co. Community Service Bcstg. Corp.				
CORAM						
WFSS (FM) (CP)	Ch. 277 (B) 103.3mc 1.8kw	Suffolk Bcstg. Corp. Box 82		John T. Tuthill Jr., Pres. W. K. Macy Jr., V. P. & Coml. Mgr.	N. Blair Munhofen, Gen. Mgr.	UP
CORNING						
WCBA 1949	1350 1,000-D	John S. Booth English Keenan Bldg. 2608		John S. Booth, Pres. Samuel J. Handshaw, Asst. Mgr. Eldred P. Carpenter, Local Sales Mgr.	Robert G. Walter, Prog. Dir. John P. Morrissey, Prom. Mgr. Murray J. Hillman, Chief Engr.	Lang-Worth Capitol UP
WKNP (FM) 1947	Ch. 291 (B) 106.1mc 4.2kw	Corning Leader Inc. 114 Walnut St. 1000	ABC Walker	W. Allen Underhill, Pres. Walter Valerius, Gen. Mgr. Paul F. Liston, Coml. Mgr.	Ronald Graham, Prog. Dir. Allen N. Bell, Chief Engr.	Associated AP General Electric
CORTLAND						
WKRT 1947	920 1,000-LS 500-N DA	Cortland Bcstg. Co. Inc. 27 North Main St. 2990	McGillvra	Gerald Mayer, Pres. & Gen. Mgr. William J. Hall, Sta. Mgr. Thomas L. Riley, Coml. Mgr.	Robert Michel, Prog. Dir. William Barron, Chief Engr.	Associated Lang-Worth UP General Electric
WKRT-FM 1947	Ch. 260 (B) 99.9mc 15kw					

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IT'S ...



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DAY and NIGHT**

Heard in 65,000 Farm Homes

Selling 1,250,000 Buyers

1000 WATTS • 920 KC • 14.49 KW • 99.9 MG

CORTLAND BROADCASTING CO., INC.

STATE THEATER BUILDING

27 NORTH MAIN STREET

CORTLAND, NEW YORK

TELEPHONES 2990 - 2991

GERALD MAYER, President

Joseph Hershey McGillvra, Inc., National Representatives

MORE COVERAGE...

for your money in Western New York with—



★ 50,000 WATTS

★ ABC NETWORK

ACTION FOR ADVERTISERS!

- ★ Ten times more power than any other Buffalo station
- ★ Largest bonus area for advertisers
- ★ Tops the field in local programs and sports coverage

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INC.
NATIONAL
REPRESENTATIVES

WKBW

YOUR WESTERN NEW YORK SALESMAN

CLINTON H. CHURCHILL
PRESIDENT AND GEN. MANAGER

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DE RUYTER						
WVCN (FM) 1948	Ch. 286 (B) 105.1mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	Harold L. Creal, Pres. Michael R. Hanna, Gen. Mgr. H. Stilwell Brown, Coml. Mgr.	Merrill Knapp, Prog. Supvr. Thomas R. Humphrey, Chief Engr.	Standard Associated UP General Electric
DUNKIRK						
WFCB 1949	1410 500 DA-N	Dunkirk Bcstg. Corp. 316 Main St. 2355		Alois A. Schmidt, Pres. & Gen. Mgr.	Dal Gray, Prog. Dir. Pearley Tribou, Chief Engr.	Standard Lang-Worth UP Raytheon
ELMIRA						
WELM 1947	1400 250	Corning Leader Inc. 222 East Market St. 2-1400	ABC Union Walker	W. A. Underhill, Pres. Walter Valerius, Gen. Mgr. Claude R. Snyder Jr., Coml. Mgr.	Kenneth Powell, Prog. Dir. Allen Bell, Chief Engr.	Standard AP Raytheon
WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Phil Cameron, Coml. Mgr.	W. Theodore Hodge, Prog. Dir. Thurlow A. Greene, Chief Engr.	Lang-Worth World UP RCA
WENY-FM 1947	Ch. 259 (B) 106.9mc 5.1kw				 General Electric
ENDICOTT						
WENE 1947	1450 250	(See Binghamton, N. Y. listing)				
FREEPORT						
WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, Pres. & Gen. Mgr. Murray C. Evans, Coml. Mgr.	Ada Cheesman, Prog. Dir. Robert Stirrat, Prom. Mgr. Bob Milos, Chief Engr.	Thesaurus AP
FULTON						
WOSC 1949	1300 1,000-D	Oswego County Bcstg. Co. Inc. 118 Oneida St. 1400	McGillvra	D. J. Kesterke, Pres. & Gen. Mgr. Gerald Mayer, V. P. Leo Brown, Coml. Mgr.	George McCall, Prog. Dir. Cyril Edmunds, Chief Engr.	Lang-Worth AP General Electric
GENEVA						
WGVA 1947	1240 250	Star Bcstg. Co. Inc. 87 Seneca St. 6691	MBS Cooke	M. R. Forman, Pres. Thomas L. Brown, V. P., Gen. & Coml. Mgr.	Robert S. Kieve, Prog. Dir. R. Carleton Greene, Chief Engr.	World AP Collins
GLENS FALLS						
WGLN 1947	1230 100	Glens Falls Publ. Corp. 13 Warren St. 2-1230	ABC McKinney	Louis P. Brown, Pres. William A. Krough, Gen. Mgr. E. M. Frink, Coml. Mgr.	Earl Sharland, Prog. Dir. Steve Davis, Prom. Mgr. Henry O. Worthing, Chief Engr.	Capitol AP Raytheon
WWSC 1946	1450 250 CP-1410, 1,000LS, 500 N-DA	Great Northern Radio Inc. 11 South St. 2-6518	MBS Union Cooke	Martin R. Karig, Pres. Carl W. Mattison, Gen. Mgr. Alfred A. Brown, Coml. Mgr.	Richard P. Weld, Prog. Dir. Kent Jones, Prom. Mgr. Joseph Thomas, Chief Engr.	World UP Temco
GLOVERSVILLE						
WENT 1944	1340 250	Sacadaga Bcstg. Corp. 8 West Fulton St. 4900	CBS Union McGillvra	George F. Bissell, Pres. & Gen. Mgr.	Roger Albright, Asst. & Coml. Mgr. & Prog. Dir. Richard Stewart, Chief Engr.	Thesaurus UP Collins
HEMPSTEAD						
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000		Elias I. Godofsky, Pres. Paul Godofsky, V. P. & Sta. Mgr.	Joseph A. Lenn, V. P. & Sales Mgr. Frank E. Knaack, Chief Engr.	Associated World UP Collins
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw				 Federal
HORNELL						
WLEA 1948	1320 1,000-D	Canisteo Radio Corp. 99 Main St. 1320	Forjoe	John S. Booth, Pres. Donald J. Sellers, Sta. Mgr. Harold F. McEvoy, Coml. Mgr.	Mark G. Clarke, Asst. Mgr. Murray Hillman, Chief Engr.	Lang-Worth UP Western Electric
WWHG 1949	1590 1,000-D	W. H. Greenhow Co. 85 Canisteo St.				
WWHG-FM 1949	Ch. 287 (B) 105.3mc 8.3kw					
HUDSON						
WHUC 1947	1230 250	The Colgren Bcstg. Co. Union Turnpike 8-3341	KBS Union	John F. Kearney & Robert P. Strakos, Partners. James McDonough, Prog. Dir.	Thomas Stack, Prom. Mgr. Michael Tackach, Chief Engr.	Associated UP Collins
ITHACA						
WHCU 1921	870 1,000 L-WWL	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr.	John H. Deal, Prog. Dir. Norman R. Hoffman, Chief Engr.	Lang-Worth World UP Raytheon
WHCU-FM 1947	Ch. 247 (B) 97.3mc 40kw				 Western Electric
JAMESTOWN						
WJOC 1948	1470 1,000-D	Air Waves Inc. 415 West Fourth St. 5-108	McGillvra	Harry E. Layman, Pres., Gen. & Coml. Mgr. & Chief Engr.	Jerry Lawson, Prog. Dir.	Capitol AP Raytheon
WJTN 1924	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC Rambeau	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen., Coml. & Prom. Mgr.	Harold J. Kratzert, Chief Engr.	Standard UP Gates
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.5kw			J. Ralph Carlson, Prod. Mgr.	 General Electric
KENMORE						
(Buffalo) WXRA 1948	1080 1,000-D	Western New York Bcstg. Co. Kenmore Amherst 1161	Union Cooke	Edwin R. Sanders & Thaddeus Podbielniak, Owners Thaddeus Podbielniak, Gen. Mgr. Richard C. Shepard, Coml. Mgr.	James J. Frieling, Prog. Dir. Betty Reif, Prom. Mgr. Edwin R. Sanders, Chief Engr.	Associated AP Collins
WXRC (FM)	Ch. 277 (B) 103.3mc 4.6kw	(WXRA, AM affiliate)				

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City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
KINGSTON WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Union	John J. Laux, Pres. Claude S. Middagh, Gen., Coml. & Prom. Mgr.	Richard McCarthy, Prog. Dir. Joseph McNelis, Chief Engr.	SESAC UP RCA
LIBERTY WVOS 1947	1240 250	Sullivan County Bcstg. Corp. Liberty 1680	Cooke	S. D. Lubin, Pres. & Gen. Mgr. H. G. Borwick, Coml. & Prom. Mgr.	D. Knight, Prog. Dir. J. Benson, Chief Engr.	Associated SESAC UP Western Electric
LOCKPORT WUSJ 1949	1340 250	Union-Sun & Journal Inc. 320 Michigan Ave. 4100		Egbert D. Corson, Pres. Peter Corson, Gen. & Coml. Mgr. Carl J. Raymond, Prog. Dir.	Wallace D. Soderholm, Prom. Mgr. Solomon A. Azar, Chief Engr.	Associated Thesaurus World AP General Electric
<i>WUSJ-FM</i> 1948	<i>Ch. 257 (A)</i> <i>99.3mc</i> <i>0.8kw</i>					
MALONE WICY 1946	1490 250	North Country Bcstg. Co. Inc. 65 Woodward St. 187	MBS, KBS Union	Mitchell C. Tackley, Pres., Prod. & Gen. Mgr. Ralph M. Cardinal Jr., Coml. Mgr.	Donald J. Paye, Prog. Dir. Adolf Stromer, Chief Engr.	World UP Gates
MASSENA WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas R. McHugh, Sta. & Coml. Mgr.	James H. Nash, Prog. Dir. Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Associated UP Temco RCA
<i>WMSA-FM</i> 1948	<i>Ch. 287 (B)</i> <i>105.3mc</i> <i>13kw</i>					
MIDDLETOWN WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119		John Morgan Davis, Pres. Paul E. Wagner, Gen. Mgr. Ernest C. Winkler, Coml. Mgr.	George Shepard, Prog. Dir. & Prom. Mgr. Charles Lissner, Chief Engr.	Thesaurus AP Gates
NEWBURGH WGNV 1933	1220 1,000-D	WGNV Bcstg. Co. Inc. 161 Broadway 4600		Merritt C. Speidel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard Crans, Prog. Dir. Marvin Seimes, Chief Engr.	Standard UP Westinghouse
NEW ROCHELLE WGNR (FM) 1948	<i>Ch. 228 (A)</i> <i>93.5mc</i> <i>1kw</i>	New Rochelle Bcstg. Service Inc. 524 North Ave. 6-8220		Julian H. Gins, Pres. Kenneth Joseph, Sta. Mgr. & Prog. Dir.	Henry J. Geist, Chief Engr.	Lang-Worth UP REL

the Long Island story

\$534,000,000 RETAIL SALES

\$180,500,000 FOOD STORE SALES

\$ 82,000,000 AUTOMOTIVE AND FILLING STATION SALES

\$ 13,650,000 DRUG STORE SALES

That's the Market* in Long Island's NASSAU COUNTY—Where 3 out of 4 Families listen regularly to WHLI . . . And where top Long Island retailers depend upon WHLI for sales!

CONLAN RADIO REPORT	
Distribution of Listening Homes Among Stations	
"A" Network, 50,000 w	26.0
W H L I	24.4
"B" Network, 50,000 w	9.8
"C" Network, 50,000 w	18.4
"D" Network, 50,000 w	10.7
Others, FM & TV	10.7

Survey Periods: Sunday thru Saturday—8:00 AM to 4:30 PM
Hempstead, Long Island, New York

* Source: Standard Rate and Data Consumer Markets 1949-1950.

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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NEW YORK WABD(TV) 1947	Ch. 5 76-82mc 9.4kw aur.; 14.5kw vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, Dir. Leonard Hole, Gen. Mgr.	Tom Gallery, Sales Mgr.	
WABF (FM)	Ch. 258 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television Inc. 654 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, Pres. Alvin Hirschmann, V. P. & Gen. Mgr.	William Geib, Prog. Dir. Joyce Avery, Chief Engr.	World
WBNX 1928	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 East 161st St. Melrose 5-0333	King	A. L. Haskell, Pres. William I. Moore, V. P. & Gen. Mgr.	E. Ervin & F. Johnson, Prog. Dirs.	SESAC Standard AP; W. E.
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	Frank Stanton, Pres. G. Richard Swift, Gen. Mgr. Don Miller, Sales Mgr.	Don Ball, Prog. Dir. Robert Patt, Sales Prom. Mgr. R. G. Thompson, Chief Engr.	AP, UP, INS
WCBS-FM 1941	Ch. 266 (B) 101.1mc; 5.8kw					General Electric
WCBS-TV 1941	Ch. 2 54-60mc 6.8kw-aur; 13.7kw vis.			J. L. VanVolkenburg, V. P. Dir. of Tel. Oprs. Richard J. Redmond, Dir. of Gen. Tele. Oprs.	David V. Sutton, Gen. Sales Mgr. Charles M. Underhill, Dir. of Programs. Paul Wittlig, Dir. Tech. Opera- tions.	
WEVD 1927	1330 5,000 DA-2 ST-WBBR WHAZ	Debs Memorial Radio Fund Inc. 117 West 46th St. Plaza 7-0880 (See White Plains, N.Y., listing)		Adolph Held, Pres. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	AP
WFAS 1932	1230 250					
WFDR (FM) 1949	Ch. 282 (B) 104.3mc 17kw	WFDR Bcstg. Corp. 1710 Broadway Columbus 5-7000		Frederick F. Umhey, Pres. David Harris, Prog. Dir.	Hartley Samuels, Sales Dir. Bertrand B. Arnou, Chief Engr.	Associated AP; RCA
WGHF (FM) 1946	Ch. 270 (B) 101.9mc 20kw	WGHF Inc. 10 East 40th St. Lexington 2-4927		W. G. H. Finch, Pres. & Gen. Mgr.	J. G. Myers, Prog. Dir. V. K. West, Chief Engr.	SESAC UP Western Electric
WGYN (FM) 1941	Ch. 250 (B) 97.9mc 4kw	WGYN Inc. 70 Pine St. Bowling Green 9-4054		P. K. Leberman, Pres. R. Olerud, Sta. Mgr. & Chief Engr.	Maurice Van Wyck, Coml. Mgr. John MacDougall, Prog. Dir.	Associated UP
WHOM 1930	1480 5,000-LS 500-N DA-2	Atlantic Bcstg. Co. Inc. 136 West 52d St. Circle 6-3900		Generoso Pope, Pres. Generoso Pope Jr., Gen. Mgr. Ralph Nardella, Coml. Mgr.	Ralph Costantino & Charles Baltin, Prog. Dirs. Foreign Languages George Steiger, Chief Engr.	World; UP Western Electric

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**NOBODY BUT NOBODY KNOWS THE
 ITALIAN AUDIENCE BETTER THAN**

WHOM

because:

... **WHOM** IS OWNED AND OPERATED BY
 IL PROGRESSO ITALO-AMERICANO, AMERICA'S
 LEADING ITALIAN LANGUAGE NEWSPAPER.

... **WHOM** IS MANAGED BY LEADERS IN
 AMERICAN AND ITALIAN-AMERICAN PUBLIC
 SERVICE, WHO UNDERSTAND AND APPRECIATE
 THE PROGRAM NEEDS AND TASTES OF NEW
 YORK'S TWO MILLION ITALIANS.

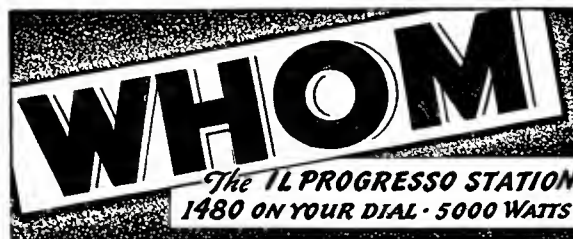
... **WHOM'S** ITALIAN STAFF OF WRITERS,
 PRODUCERS, ANNOUNCERS, ACTORS, AND
 NEWSMEN ARE THE CREAM OF THE CROP IN
 THE ITALIAN FIELD.

... **WHOM'S** ITALIAN MERCHANDISING SERV-
 ICE IS THE GREATEST ADVERTISING PLUS IN
 NEW YORK'S ITALIAN RETAIL MARKET.

So--

IF YOU WANT TO REACH THE ITALIAN AUDIENCE IN NEW YORK (AND YOU REALLY CAN'T
 AFFORD TO PASS UP TWO MILLION CUSTOMERS) REACH IT THROUGH THE STATION WHICH
KNOWS THE ITALIAN PEOPLE BEST!!!

136 West 52nd St.



New York 19, N. Y. C1 6-3900

WESTCHESTER The Quality Market of the Nation . .

Westchester Still Wealthiest County in Nation, New Statistics of State Tax Official Reveal

Westchester is still the wealthiest county in the nation.

Its residents earn more on the average than do residents in any other county in the State of New York, which itself ranks highest among the 48 states in annual income.

Westchester's personal income taxes are highest in the state—in fact, on a per capita basis, Westchester's normal and capital gains tax bill is twice as big as is the state average. It is 68 per cent greater than that of New York City, and more than three times that of Erie County which includes the City of Buffalo.

This information and other data, heretofore unavailable, is contained in a study of "Personal Incomes in New York State," by Chester B. Pond, appearing in

For the first time the state bureau furnishes positive information on the degree of Westchester's personal wealth and earning power, since it is obvious that the greater the individual's earnings the greater will be his tax liability. Mr. Pond's study points out graphically that the greatest concentration of upper-bracket incomes are in the New York metropolitan area, with Westchester highest in the area.

Tax Here Will be Higher

The average tax bill—not to be confused with the per capita tax bill which is arrived at by dividing the total population into the total tax paid—for Westchester and Nassau was \$92.59, for New York City \$72.29, and for the rest of the State \$38.33. Naturally, with

Area	Population		Aggregate Personal Capital Gains Tax	
	Number (Thous.)	% of Total	Average (Dollars)	% of Total
New York State	14,207	100.0	146,741	100.0
New York City	7,835	55.2	95,771	65.6
Suburban Counties	1,047	7.4	20,665	14.2
Nassau	452	3.2	8,868	5.8
Westchester	595	4.2	12,201	8.4
Large Upstate Counties	2,113	14.9	13,636	9.4
Albany	229	1.6	1,563	1.0
Erie	884	6.2	5,565	3.8
Monroe	462	3.3	3,363	2.3
Oneida	218	1.5	916	0.6
Onondaga	320	2.3	1,811	1.2
Rest of State	3,212	22.6	15,963	10.9

Distribution of Population and Tax Liability by Areas

Onondaga and Albany counties—8.6 per cent—with these counties comprising 13.4 per cent of the State's population.

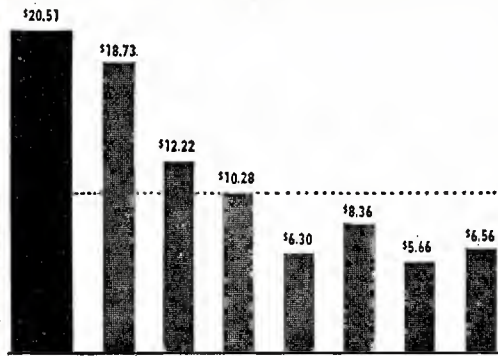
Substantiates County's Claim

Such information as Mr. Pond provides is held invaluable since it is the first official data substantiating Westchester's claim to buying power. The radical population shifts and wartime economy throughout the nation formerly confused the true picture of individual wealth by areas, observers hold. Figures on a national scale will be available in the 1950 census.

Currently, however, national area income estimates on projections based on census figures as much as 10 years old. Some researchers base income estimates on home rental and valuations. In this category, too, Westchester exceeded every major county in the country.

Food sales are used by others as a wealth index, since it is argued that families spend a fixed portion of their incomes on the table. This yardstick also showed this county as the highest in the United States.

Federal income tax returns were reported by districts until 1942 but have been unavailable since that year. Now the State Department of Taxation and Finance has taken the guesswork out of a problem which has plagued the nation's outstanding research men for almost a decade, at least as far as New York State as a whole and Westchester specifically are concerned.



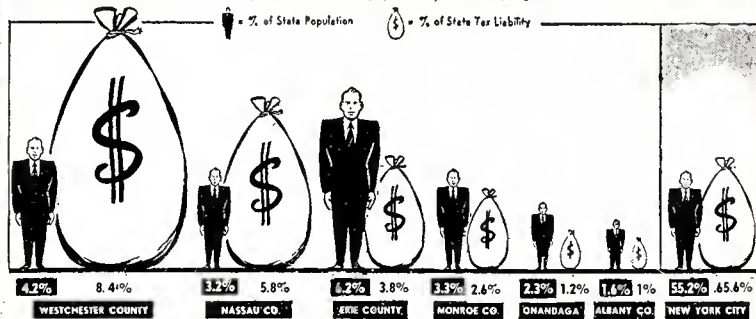
the Midyear Review of Business issue of the New York State Commerce Review.

Figures Based on 1947 Tax

Mr. Pond, director of Research and Statistics Bureau, N. Y. State Department of Taxation and Finance, provides statistics and an analysis of personal income tax returns of persons subject to tax for 1947 a year in which only 6.3 per cent of the personal income tax was imposed. Last year the state returned to a full 100 per cent of income tax collections to meet added state costs.

a 100 per cent income tax this year, Westchester's tax bill will be substantially higher.

Of special interest to Westchester is a comparison of the distribution of population in the various areas in ratio to their personal income tax liabilities. In this is the best indicator of Westchester's greater wealth and earnings, for it shows the county with only 4.2 per cent of the state population but paying 8.4 per cent of the total tax. This equals within two decimal points the combined total tax of Erie, Monroe,



Westchester Listens to WFAS WFAS-FM . . . "The Quality Music Stations"

WESTCHESTER BROADCASTING CORPORATION
OFFICES and STUDIOS in the Reporter Dispatch Building, WHITE PLAINS, N. Y.

Represented by HEADLEY-REED CO., New York, N. Y.

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WINS 1932	1010 50,000-LS DA-1 10,000-N	Crosley Bestg. Corp. 28 West 44th St. Bryant 9-6000	Moore	James D. Shouse, Pres. Wilnot H. Losee, Coml. Mgr.	John Neal, Prog. Dir. Joseph G. Besch, Prom. Mgr. Paul Von Kunitz, Chief Engr.	UP, INS
WJZ 1921	770 50,000	American Bestg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Mark Woods, Pres. Murray B. Grabhorn, V. P. & Gen. Mgr. Clarence L. Doty, Sales Mgr.	Leonard Rug, Prog. Dir. Alfred E. Cohan, Prom. Mgr. G. O. Milne, Chief Engr.	AP, UP, INS RCA
WJZ-FM	Ch. 238 (B) 95.5mc 6.5kw					General Electric
WJZ-TV 1948	Ch. 7 174-180mc 15kw aur. 30kw vis.				A. Stronach, Prog. Dir.	RCA
WLIB 1942	1190 1,000 L-WOWO	New Bestg. Co. Inc. 207 E. 30th St. Oregon 9-2720		Morris Novik, Pres. Harry Novik, Gen. Mgr. Vincent G. Pirozzi Jr., Bus. Mgr.	Sam Elfert, Prog. Dir. E. T. Darlington, Chief Engr.	SESAC AP, UP RCA
WMCA 1925	570 5,000 DA-1	WMCA Inc. 1657 Broadway Circle 6-2200	Free & Peters	Nathan Straus, Pres. Norman Boggs, Gen. Mgr. Leon Goldstein, Prog. Dir.	Howard Klarman, Prom. Mgr. James McCafferty, Chief Engr.	World AP RCA
WMCA-FM 1948	Ch. 222 (B) 92.3mc 11kw					General Electric
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	Radio Reps	Bertram Lebar Jr., Exec. Dir. & Dir. of Sales Frank Roehrenbeck, Gen. Mgr.	Raymond Katz, Prog. Dir. Jo Ranson, Publ. Dir. Paul Fuelling, Chief Engr.	AP, UP Western Electric
WMGM-FM 1942	Ch. 262 (B) 100.3mc 18kw					Associated
WNBC 1922	660 50,000 DA-1	National Bestg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell, Pres. Thomas B. McFadden, Gen. Mgr. Donald A. Norman, Asst. Mgr. John C. Warren, Sales Mgr.	Harvey Gannon, Prog. Dir. Murry Harris, Prom. Mgr. Charles Phelan, Chief Engr.	Associated Thesaurus AP, UP, INS RCA
WNBC-FM 1944	Ch. 246 (B) 97.1mc 1.6kw					
WNBT (TV) 1939	Ch. 4 66-72mc 5.75kw aur.; 7kw vis.	(WNBC, AM affiliate)			T. J. Buzalski, Chief Engr.	
WNEW 1934	1130 10,000 DA-1 CP-50,000	WNEW Inc. 565 Fifth Ave. Plaza 3-3300	Blair	Bernice Judis, Exec. V. P. & Gen. Mgr. Ira Herbert, V. P. in Chg. of Sales. Ted Cott, V. P. in Chg. of Prog.	Nick Freyberg, Prom. Mgr. Max Weiner, Chief Engr.	Lang-Worth AP
WNYC 1924	830 1,000 DA-1 L-WCCO	City of New York Municipal Bestg. Co. Municipal Bldg. Worth 2-5600		William O'Dwyer, Pres. Seymour N. Siegel, Gen. Mgr.	John DeProspro, Exec. Officer George Wallach, Prog. Dir. William H. Pitkin, Chief Engr.	Associated Thesaurus AP, UP, TP Western Electric
WNYC-FM 1943	Ch. 230 (B) 93.9mc 20kw					
WOR 1922	710 50,000 DA-1	Bamberger Bestg. Service 1440 Broadway Longacre 4-8000	MBS Kettell-Carter	Theodore C. Streibert, Pres. Julius F. Seebach Jr., V. P. & Prog. Dir. R. C. Maddux, V. P. in Charge of Sales	Robert Mayo, Dir. of Sales Joseph Creamer, Prom. Mgr. J. R. Poppele, V. P. & Chief Engr.	Associated AP, UP, INS Western Electric
WOR-FM 1940	Ch. 254 (B) 98.7mc 3.4kw					General Electric
WOR-TV 1949	Ch. 9 186-192mc 11kw aur.; 9kw vis.					General Electric
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Bolling	Ralph N. Weil, Gen. Mgr. Herb Schorr, Sales Mgr. Arnold Hartley, Prog. Dir.	Carroll Forbes, Prom. Mgr. Emile Hill, Chief Engr.	MacGregor Standard AP Western Electric
WPIX (TV) 1948	Ch. 11 198-204mc 9.25kw aur.; 18.5kw vis.	News Syndicate Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, Pres. Robert L. Coe, V. P. & Gen. Mgr. Scott Donahue, Acting Sales Mgr.	Warren Wade, Prog. Mgr. Thomas Howard, Chief Engr.	RCA

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AM

WSYR
570 kc.

WSYR ACUSE

**the Only
COMPLETE
Radio
Institution
in
Central New York**

FM

WSYR
94.5 mg.

T

**Newest
WSYR
Service**

WSYR ACUSE

NBC Affiliate in Central New York
Headley-Reed, National Representatives

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WQXR 1934	1560 10,000 DA-1	Interstate Bcstg. Co. Inc. 730 Fifth Ave. Circle 5-5566	Raymer	Arthur Hays Sulzberger, Pres. Elliott M. Sanger, Exec. V. P. & Gen. Mgr. Norman S. McGee, V. P. in Chg. Sales	Eleanor N. Sanger, Prog. Dir. Mary Rice Anderson, Prom. Mgr. Russell D. Valentine, Chief Engr.	Associated Western Electric
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw			 Western Electric	
WWRL (Woodside) 1926	1600 250; CP: 5,000 DA-1	WWRL Inc. 4130 58th St., Woodside, N. Y. Newtown 9-3300		W. H. Reuman, Pres. Edith Dick, Gen. Mgr. Selvin Donneson, Sales Prom. Mgr.	Fred Barr, Prog. Dir. Walter Kaner, Pub. Rel. Dir. Benton R. Bartlett, Chief Engr.	Associated Capitol AP Western Electric
NIAGARA FALLS						
WHLD 1940	1270 5,000-D-DA	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Headley-Reed	Earl C. Hull, V. P. & Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	World Standard UP Raytheon
WHLD-FM 1946	Ch. 253 (B) 98.5mc 46kw			 Federal	
WJLL 1947	1440 1,000-D	John J. Laux Elks Bldg. 5266	Grant	John J. Laux, Pres. Robert F. Kliment, Gen. Mgr.	Louise Hamrick, Prog. Dir. Gustav Czaplak, Chief Engr.	Lang-Worth UP Gates
OGDENSBURG						
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St.	MBS	J. R. Brandy, Pres. & Coml. Mgr. Harold J. Frank, Secy.-Treas.	Hal Gilman, Prog. Dir. Elsworth Hall, Chief Engr. UP RCA
WSLB-FM 1948	Ch. 291 (B) 106.1mc 13.7kw		Rural Radio	 Federal	
OLEAN						
WHDL 1935	1450 250	WHDL Inc. 3219 West State Rd. 4149	ABC, KBS McKinney	E. B. Fitzpatrick, Pres. John R. Henzel, Gen. Mgr. Joseph Eade, Coml. Mgr.	Donald Merriman, Prog. Dir. Otis Atherton, Chief Engr.	World UP Collins
WHDL-FM 1949	Ch. 239 (B) 95.7mc 43kw			 Westinghouse	
ONEONTA						
WDOS 1949	1400 250	The Oneonta Star Inc. Hotel Oneonta 2470	MBS Union Walker	James H. Ottaway, Pres. Eugene J. Brown, Gen. Mgr. Francis A. Brinkley, Mngng. Dir.	Walton F. Deming, Sta. Mgr. George R. Smith, Coml. Mgr. Wiley Bates, Chief Engr.	Capitol World AP General Electric
OSWEGO						
WOPT (FM) 1947	Ch. 284 (B) 104.7mc 3kw	Palladium-Times Inc. 174-176 W. 1st St. 8	McGillvra	Clark Morrison, Pres. E. M. Waterbury, Treas. & Gen. Mgr.	Leonard Levitt, Coml. Mgr. Paul Abbott, Prog. Dir. Cyril Edmunds, Chief Engr.	World Lang-Worth AP General Electric

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W W R L
NEW YORK
NOW
5,000 WATTS
Powerfully Selling America's Greatest Market at the Lowest Cost
1600 KC
"The High Spot on the Dial"

Want to reach lots of **CLASS**

and lots of **MASS?**

Class is purchasing power.

Mass is many people.

Combine them, and you have WQXR's audience—a million people, 500,000 music-loving families, 31.6% with incomes in the top two income groups.

If your product needs class-mass, it needs WQXR...because WQXR has sold the class-mass audience successfully for nearly fourteen years.

There's lots more to the WQXR class-mass story. Pulse data shows it, and is available to you by calling Circle 5-5566 or your nearest Raymer representative.

WQXR

AM-1560 FM-96.3

The Radio Station of The New York Times
"Always the Best in Music"

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OYSTER BAY					
WKBS 1948	1520 250-D	Key Bcstg. System Inc. 25 East Main St. 6-2500		R. Lee Hollingsworth, Pres., Gen. & Coml. Mgr. Gertrude Davis, Prog. Dir.	Herbert Stone, Prom. Mgr. John Dawson, Chief Engr. Thesaurus UP Gates
PEEKSKILL					
WLNA 1948	1420 500-D	Highland Bcstg. Corp. Dogwood Rd. 7-2454		Peter C. Houskeeper, Pres. & Chief Engr. Irving E. Cottrell, V. P. & Asst. Chief Engr.	Ralph S. Silver Jr., Gen. & Coml. Mgr. Joel Blake, Prog. Dir. World UP Raytheon
PLATTSBURG					
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. Radio Center 1600	ABC Union McGillvra	George F. Bissell, Pres. & Gen. Mgr.	Martin Mannix, Asst. Mgr. & Prog. Dir. Jack Nazak, Chief Engr. Thesaurus UP Collins
WENT 1944	1340 250	(See Gloversville, N. Y., listing)			
WIRY (CP)	1340 250	Clinton County Bcstg. Co.			
POUGHKEEPSIE					
WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc. 385 Main St. 8103		Harold W. Cassill, Pres., Chief Owner & Gen. Mgr. Richard F. Mills, Coml. Mgr.	Harold Hennig, Prog. Dir. Alvin Perlmutter, Prom. Mgr. John P. Burke, Chief Engr. World INS, TP RCA
WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Sq. 6800	ABC Union	M. C. Speidel, Pres. George W. Bingham, Gen. Mgr. Henry J. Behre, Coml. Mgr.	Richard Crans, Prog. Dir. & Prom. Mgr. Marvin Seimes, Chief Engr. Standard AP RCA
WHVA (FM) 1947	Ch. 284 (B) 104.7mc 2.3kw	(WKIP, AM affiliate)		 General Electric
ROCHESTER					
WARC 1947	950 1,000 DA-2	WARC Inc. 111 East Ave. Hamilton 8920	ABC Katz	Samuel W. Townsend, Pres. & Gen. Mgr. Harland M. Evans, Coml. Mgr.	Fred L. Essex, Prog. Dir. Frank Lane, Prom. Mgr. Robert Emch, Chief Engr. Associated AP Raytheon
WHAM 1922	1180 50,000	Stromberg-Carlson Co. Rochester Radio City Culver 7240	NBC Hollingsbery	William Fay, V. P. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr. Charles W. Siverson, Prog. Dir.	Arthur Kelly, Asst. Mgr. Armin N. Bender, Prom. Mgr. Kenneth J. Gardner, Chief Engr. World UP Westinghouse
WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM affiliate)		 Western Electric
WHAM-TV 1949	Ch. 6 72-88mc 8.7kw aur. 16.7kw vis.		ABC, CBS DuMont NBC	 RCA
WHEC 1925	1460 5,000 DA-N	WHEC Inc. 40 Franklin St. Baker 6740	CBS McKinney	Frank E. Gannett, Pres. Gunnar O. Wiig, Gen. Mgr. Lemoine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Bernard C. O'Brien, Chief Engr. Associated Standard AP Western Electric
WHEC-FM 1940	Ch. 243 (B) 96.5mc 65kw				
WRNY 1947	680 250-D	Monroe Bcstg. Co. Inc. 191 East Ave. Hamilton 9775	Forjoe	George B. Kelly, Pres., Gen., Coml. & Prom. Mgr.	Add Penfield, Prog. Dir. Felix Bonvouloir, Chief Engr. Lang-Worth AP Raytheon
WRNY-FM 1948	Ch. 250 (B) 97.9mc 7.8kw			 General Electric
WSAY 1936	1370 1,000 DA-1 CP: 5,000 DA-N	Federal Bcstg. System Inc. 328 Main St. E. Baker 4870	Walker	Gordon P. Brown, Pres., Gen. Mgr. & Chief Engr.	Clifford Culver, Coml. Mgr. Jack Turner, Prog. Dir. INS RCA
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820	MBS Weed	William B. Maillefert, Pres., Gen. & Coml. Mgr.	Paul C. Louthier, Prog. Dir. Ervin F. Lyke, Chief Engr. Associated UP Collins
ROME					
WKAL 1946	1450 250	Copper City Bcstg. Corp. Madison Theatre Onida, N. Y. 3616	MBS Cooke	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George Cramer, Coml. Mgr.	Daniel A. Fusco, Prog. Dir. & Prod. Mgr. Joseph Treia, Prom. Mgr. Deforest Layton, Chief Engr. Lang-Worth UP Collins
SARANAC LAKE					
WNBZ 1927	1450 250	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Union	H. Berwind Williams, Gen. Mgr. & Chief Engr. Jacques DeMattos, Coml. Mgr.	John Birmingham, Prog. Dir. Thesaurus AP
SCHENECTADY					
WBCA (FM) 1941	Ch. 266 (B) 101.1mc 1kw	Capitol Bcstg. Co. Inc. 408 State St. 3-1423	Rambeau	Leonard L. Asch, Pres. & Gen. Mgr. Valerie Eaton, Coml. Mgr.	Glen E. Walrath, Prog. Dir. Dwelle S. Hoag, Chief Engr. Associated Capitol, SESAC AP, INS General Electric

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LONG TIME RECORDS FOR LEADERSHIP,-



"BABE" RUTH IN HOME RUNS

60 in the 1927 season, . . . a record never topped since!

LOU GEHRIG IN CONSECUTIVE GAMES

2,130 games 1925-1939, . . . a record never topped since!

JACK CHESBRO IN PITCHING

In 1904 won 41 out of 48, . . . a record never topped since!

HUGH DUFFY IN BATTING AVERAGE..

In 1894 batted .438, . . . a record never topped since!

"TY" COBB IN STOLEN BASES

In 1915 Cobb stole 96 bases, a record never topped since!

WHEC IN ROCHESTER HOOPERATING

In 1943 Rochester's first Hooperating reported the decided preference for WHEC. This station's Hooperatings have never been topped since!



WHEC

of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
SCHEENECTADY—(Continued)						
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 3-2121	NBC NBC Spot	R. S. Peare, V. P. & Mgr. B. J. Rowan, Asst. Mgr. R. B. Hanna Jr., Sta. Mgr. E. P. Weil, Supvsr. Sta. Sales	Caleb Paine, Supvsr. Sta. Prog. R. W. O'Brian, Supvsr. Sta. Prom. W. J. Purcell, Chief Engr.	Lang-Worth Thesaurus World AP, UP General Electric
WGFM (FM) 1941	Ch. 258 (B) 99.5mc 6kw	(WGY, AM affiliate)				
WRGB (TV) 1939	Ch. 4 66-72mc 8.16kw aur.; 16.32kw vis.	(WGY, AM affiliate) 60 Wash. Ave. 4-2211, Ext. 4926			A. G. Zink, Prog. Supvsr.	
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	Young	Winslow Leighton, Gen. Mgr. Robert Wallace, Prog. Dir.	Mary Lazott, Prom. Mgr. Irving Beck, Chief Engr.	AP
SCRIBA						
WOPT (CP)	1220 1,000 D	Palladium-Times Inc.				
SYRACUSE						
WAGE 1941	620 5,000-LS 1,000-N DA	WAGE Inc. Loew Bldg. 2-0277	ABC Petry	William T. Lane, Gen. Mgr. Aaron Beckwith, Gen. Sales Mgr.	Gordon Alderman, Prog. Mgr.	
WAGE-FM 1947	Ch. 253 (B) 98.5mc 2kw					
WFBL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 21147	CBS Free & Peters	Oscar F. Soule, Pres. Samuel Woodworth, V. P. & Gen. Mgr. Charles Phillips, V. P. & Coml. Mgr.	Ray Gantter, Prog. Dir. Hendrick Soule, Prom. Mgr. James Kelley, Chief Engr.	Cole UP Western Electric
WFBL-FM 1947	Ch. 226 (B) 93.1mc 8.5kw					General Electric
WHEN (TV) 1948	Ch. 8 180-186mc 7.5kw aur.; 15kw vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	Paul Adanti, Gen. Mgr. William H. Bell, Coml. Mgr.	Edward P. Roden, Prog. Dir. H. Eugene Crow, Chief Engr.	UP General Electric
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 South Salina St. 2-6101	MBS Raymer	T. Frank Dolan, Pres. Martin Karig, Gen. Mgr. Arthur Cooper, Coml. Mgr.	Robert Gifford, Prog. Dir. Robert Dye, Chief Engr.	World SESAC AP RCA
WNDR-FM 1947	Ch. 273 (B) 102.5mc 8.5kw					
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Union Walker	T. S. Marshall, Pres. & Gen. Mgr. James J. Coolican, Coml. Mgr.	Hamilton M. Woodie, Prog. Dir. Donald Muir, Chief Engr.	Standard AP
WSYR 1926	570 5,000 DA-2	Central N. Y. Bcstg. 224 Harrison St. 3-7111	NBC Headley-Reed	H. C. Wilder, Pres. E. R. Vadeboncoeur, V. P. & Gen. Mgr. W. R. Alford, Coml. Mgr.	Bill Rothrum, Prog. Dir. A. G. Belle Isle, V. P. & Chief Engr.	Lang-Worth UP RCA
WSYR-FM 1946	Ch. 233 (B) 94.5mc 9kw					General Electric
WSYR-TV	Ch. 5 76-82mc 12.5kw aur.; 23kw vis.					General Electric
TROY						
WFLY (FM) 1948	Ch. 222 (B) 92.3mc 5.4kw	The Troy Record Co. Hotel Troy 8400	Rural Radio	Frank L. York, Gen. Mgr. Robert C. Goodrich, Sta. Mgr.	Alphonsus A. Pennick, Coml. Mgr. Donald G. Girard, Prog. Dir. Arthur Stuarts Jr., Chief Engr.	Capitol World General Electric
WHAZ 1922	1330 1,000 S-WBBR WEVD	Rensselaer Polytechnic Institute 110 8th St. 6810, Ext. 32		L. W. Houston, Pres. W. J. Williams, Gen. Mgr.	A. Olin Niles, Prog. Dir. W. C. Stoker, Chief Engr.	Western Electric
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS Headley-Reed	H. C. Wilder, Pres. W. A. Ripple, V. P. & Gen. Mgr. John W. Sutphen Jr., Coml. Mgr.	H. H. Sharpe III, Prog. Dir. James F. Baker Jr., Prom. Mgr. A. H. Chismark, Chief Engr.	Associated Lang-Worth UP RCA
WTRI (FM) 1946	Ch. 274 (B) 102.7mc 3.5kw	(WTRY, AM affiliate)				General Electric
TURIN						
WVBN (FM) 1948	Ch. 299 (B) 107.7mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y., 3341	Rural Radio	Harold L. Creal, Pres. Michael R. Hanna, Gen. Mgr. D. K. deNeuf, Asst. Gen. Mgr.	H. Stilwell Brown, Coml. Mgr. Merrill Knapp, Prog. Supvsr. Thomas R. Humphrey, Chief Engr.	Standard Associated UP General Electric
UTICA						
WGAT 1946	1310 1,000-LS 500-N DA	Central Bcstg. Co. 250 Genesee St. 2-9231	Union Bolling	J. Eric Williams, Pres. & Gen. Mgr.	Roland L. Fowler, Prom. Mgr.	AP Gates
WIBX 1926	950 5,000 DA-1	WIBX Inc. First Nat'l Bank Bldg. 2-2101	CBS Ra-Tel	(Mrs.) Margaret Bowen Stevens, Pres. & Gen. Mgr. N. W. Cook, Coml. & Prom. Mgr.	Elliott Stewart, Exec. V.P., Sta. & Prog. Mgr. John T. Dowdell, Chief Engr.	World UP, INS RCA
WIBX-FM 1946	Ch. 245 (B) 96.9mc 9kw					General Electric
WKTV (TV) 1949	Ch. 13 210-216mc 11.3kw aur.; 13kw vis.	Copper City Bcstg. Corp. Smith Hill Rd. 2-1913	NBC Cooke	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr.	Deforest T. Layton Jr., Chief Engr.	General Electric
WRUN 1948	1150 5,000-LS DA-2 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery-Knodel	Bradley C. Barnard, Pres. Fritz S. Updike, Gen. Mgr. Thomas E. Martin, Sta. Mgr. R. A. Clark, Coml. & Prom. Mgr.	Nick Stemmler, Prog. Dir. C. F. Henry, Studio Supvsr. G. S. Woods, Trans. Supvsr.	Associated AP RCA
WRUN-FM 1946	Ch. 289 (B) 105.7mc 4.3kw					General Electric
WUTA (CP)	1230 250	U.T.K. Radio Corp.				

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50,000 Powerful watts
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A GENERAL ELECTRIC STATION

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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WATERTOWN					
WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS Wood & Colton	G. Harry Righter, Pres., Gen., Coml. & Prom. Mgr. Hugh L. Cosline, Prog. Dir.	Donald Schryver, Fred Sprague, James Billingsley, Engrs. Standard AP RCA
WWNY 1941	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, Pres. Louis Saiff Jr., Gen. & Coml. Mgr. Earl R. Kelly, Sta. Mgr. James W. Higgins, Asst. Sta. Mgr.	John Cleveland, Prom. Mgr. David G. Graves, Prod. Mgr. Maynard B. Davis, Chief Engr. Associated World UP RCA
WWNY-FM 1947	Ch. 263 (B) 100.5mc 14.4kw				
WETHERSFIELD					
WFNF (FM) 1948	Ch. 299 (B) 107.7mc 1.3kw	Rural Radio Network Inc. 113 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	Harold L. Creal, Pres. Michael R. Hanna, Gen. Mgr. D. K. deNeuf, Asst. Gen. Mgr.	H. Stilwell Brown, Coml. Mgr. Merrill Knapp, Prog. Supvr. Thomas R. Humphrey, Chief Engr. Standard Associated UP General Electric
WHITE PLAINS					
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley-Reed	Valentine E. Macy Jr., Pres. Frank A. Seitz, Gen. Mgr. & Chief Engr.	John E. Arens, Coml. Mgr. Randall Kaler, Prog. Dir. Associated World AP Western Electric
WFAS-FM 1947	Ch. 280 (A) 103.9mc 0.12kw				REL

NORTH CAROLINA

AHOSKIE					
WRCS 1948	970 1,000-D	Roanoke-Chowan Bcstg. Co. N. C. Highway No. 350 333		Chas. H. Jenkins, Pres. P. G. Sewell, Gen., Coml. & Prom. Mgr.	Johnny Palmer, Prog. Dir. John M. Sherwood, Chief Engr. Associated UP Raytheon
ALBEMARLE					
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. P. O. Box 226 1100	KBS	M. M. Palmer, Pres. W. J. Page, Gen. Mgr. C. H. Shankle, Coml. Mgr.	J. T. Newman, Prog. Dir. James Wise, Chief Engr. Capitol UP
ASHEBORO					
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 800		Roy Cox, Pres. J. R. Marlowe, Gen. & Coml. Mgr.	Anderson B. Brown Jr., Prog. Dir. Ryan Neely, Prom. Mgr. Clyde C. Penny, Chief Engr. Associated UP Raytheon
WGWR-FM	Ch. 222 (B) 92.3mc 10kw				
ASHEVILLE					
WISE 1939	1230 250	Radio Station WISE Inc. 100 College St. 3-5381	NBC Avery-Knodel	Harold H. Thoms, Pres. & Gen. Mgr. Loyd B. Leonard, Coml. Mgr. Harold F. Moon Jr., Prog. Dir.	Wilma Moore, Prom. Mgr. Matthew C. Munn, Chief Engr. AP Gates
WLOS 1947	1380 5,000-LS 1,000 DA-N	Skyway Bcstg. Corp. Battery Park Hotel 2-2431	ABC Taylor-Borroff	Charles B. Britt, V.P. Kenneth Beachboard, Sta. Mgr. Edward D. Brandt, Coml. & Prom. Mgr.	William L. Robertson, Prog. Dir. William M. Chambers, Chief Engr. World UP RCA
WLOS-FM 1947	Ch. 282 (B) 104.3mc 9.2kw				
WSKY 1946	1490 250	Radio Asheville Inc. 12 Church St. 3-4451	Friedenberg	Carl R. Bamford, Pres. Zeb Lee, Gen. Mgr.	Lang-Worth Capitol AP
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Co. Inc. 14 O. Henry Ave. 5611	CBS MBS Headley-Reed	Don S. Elias, Pres. Cecil B. Hoskins, Gen. & Prom. Mgr. J. A. Hagan, Sales Mgr.	William F. Melia, Prog. Dir. William H. Hamrick, Acting Chief Engr. Associated AP, UP RCA
BREVARD					
WPNF (CP)	1240 250	Pisgah Bcstg. Co. Inc. Brevard 7		Ed. M. Anderson, Pres. & Gen. Mgr.	AP Gates
BURLINGTON					
WBBS 1941	920 1,000-D CP: 1,000 DA-N	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS Dixie FM McGillvra	E. Z. Jones, Gen. & Prom. Mgr. Phil Eakin, Coml. Mgr.	Ed Brooks, Prog. Dir. Berry Tysor, Chief Engr. AP Western Electric
WBBS-FM 1946	Ch. 266 (B) 101.1mc 34kw				REL
WFNS 1947	1150 1,000-D CP: 1,000	Burlington-Graham Bcstg. Co. Burlington 6-5536		John C. Hanner, Gen. & Coml. Mgr.	William Sandefur, Prog. Dir. T. H. McIntosh, Chief Engr. World UP Western Electric
WFNS-FM 1947	Ch. 230 (B) 93.9mc 37kw				Westinghouse

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QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . **BROADCASTING** reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional) . .	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that **BROADCASTING** is considered the finest advertising buy in the field?

ANSWER: We certainly do.

**LEADERSHIP
MEANS
READERSHIP**

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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CHARLOTTE						
WAYS 1942	610 5,000-LS 1,000-N DA-1	Inter-City Adv. Co. of Charlotte, N. C. Inc. 120 E. Third St. 3-7173	ABC MBS Avery-Knodel	George W. Dowdy, Pres. Walter H. Goan, Gen. Mgr. Jack Gainey, Local Coml. Mgr.	Harry C. Barfield, Prog. Dir. J. Norman Young, Prom. Mgr. A. L. Chaney Jr., Chief Engr.	Lang-Worth SESAC INS Collins
WAYS-FM 1947	Ch. 299 (B) 107.7mc 21kw					Federal
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	CBS Radio Sales	J. M. Bryan, Pres. Charles H. Crutchfield, V. P. & Gen. Mgr. Keith S. Byerly, Gen. Sales Mgr.	Kenneth Tredwell, Prog. Dir. J. Robert Covington, Prom. Mgr. M. J. Minor, Chief Engr.	World Associated AP, UP RCA
WBT-FM 1947	Ch. 260 (B) 99.9mc 273kw					REL
WBT (TV) 1949	Ch. 3 60-66mc 8.2kw aur.; 16.3kw vis.	(WBT, AM affiliate)	ABC CBS DuMont NBC Forjoe	Larry Walker, Asst. Gen. Mgr. Chg. TV & Prog. Dir.		INS
WGIV 1949	1600 1,000-D	Charlotte Radio & Television Corp. 404½ West Trade St. 2-6669		Francis M. Fitzgerald, Pres. James Law Epps, Coml. Mgr.	Fred Vinroot, Prog. Dir. Tom Brandon, Chief Engr.	Capitol AP
WIST (FM) 1948	Ch. 284 (B) 104.7mc 50kw	Surety Bcstg. Co. 204 Liberty Life Bldg. 4-7165	MBS	Francis M. Hipp, Pres. Ray A. Furr, Gen. Mgr.	Hugh A. Barnett Jr., Chief Engr.	Associated UP Western Electric
WMIT (FM) 1942	Ch. 295 (B) 106.9mc 75kw	Radio WMIT Winston-Salem 2-4141	Headley-Reed	Gordon Gray, Owner Harold Essex, Gen. Mgr.	John M. Dunnagan, Coml. Mgr. C. M. Smith Jr., Dir. of Engr.	Standard Associated UP, AP General Electric
WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC Headley-Reed	E. J. Gluck, Pres. & Gen. Mgr. Bomar Lowrance, Coml. Mgr. Paul Marion, Prog. Dir.	Clyde Clem, Prom. Mgr. L. L. Caudle Jr., Chief Engr.	Standard Thesaurus AP RCA
WSOC-FM 1948	Ch. 278 (B) 103.5mc 38kw					
CLINTON						
WRRZ 1947	880 1,000-D	Radio Station WRRZ Inc. Butler Bldg. 2354	ABC Walker	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Exec. V. P. George S. Walston, Gen. & Coml. Mgr.	D. W. Welsh, Prog. Dir. Joseph Tew, Prom. Mgr. Herman Jolitz, Chief Engr.	World AP Gates
CONCORD						
WEGO 1943	1410 1,000-D	The Concord Tribune Inc. P. O. Box 527 2271	KBS	Ray Hull, Mgr.		Standard SESAC Raytheon
DUNN						
WCKB 1946	780 1,000-D	North Carolina Central Bcstrs. Inc. P. O. Box 431 3133	KBS	L. A. Tart Sr., Pres. A. Lincoln Faulk, Gen. & Prom. Mgr. John Ciccone, Coml. Mgr.	Alice Holliday, Prog. Dir. Joe Tatlas, Chief Engr.	Lang-Worth SESAC AP Gates
DURHAM						
WDNC 1934	620 5,000-LS 1,000-N DA-2	Durham Radio Corp. 138½ East Chapel Hill St. R-155	CBS Raymer	C. C. Council, Pres. J. Frank Jarman, Gen. & Prom. Mgr. C. James Woodhouse, Coml. Mgr.	E. R. Higgins Jr., Prog. Dir. George W. Bartlett, Chief Engr.	Associated AP, UP Western Electric
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw					
WDUK 1946	1310 1,000-LS 500-N DA	WDUK Inc. P. O. Box 1891 R-101	ABC Avery-Knodel	S. H. Campbell Jr., Pres. Harmon L. Duncan, Gen. Mgr. William S. Turner, Coml. Mgr.	William G. Hall, Prog. Dir. Carolyn M. Dieter, Prom. Mgr. Roy E. Fullen, Chief Engr.	Lang-Worth AP RCA
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919-10	Friedenberg	Thomas B. Sawyer, Pres. Thomas O. McCaffrey, Mgr. & Coml. Mgr.	Wally Ausley, Prog. Dir. Frank Baxter, Prom. Mgr. Ed Norman, Chief Engr.	Capitol INS Western Electric
WTIK 1946	730 1,000-D	Durham Bcstg. Co. Inc. 211½ East Main St. N 187	Tobacco Forjoe	Floyd Fletcher, Chief Owner & Gen. Mgr. Tom Mitchel, Coml. Mgr.	Ken Corbitt, Prog. Dir. & Prom. Mgr. Arlis A. White, Chief Engr.	World Thesaurus AP Western Electric
ELIZABETH CITY						
WCNC 1938	1240 250	Albemarle Bcstg. Co. Inc. WCNC Bldg. 1400	MBS KBS Burn-Smith	Dr. J. A. Gill, Pres. Robert B. Bingham, Gen. Mgr. Frank Stilwell, Coml. Mgr.	Eleanor S. Bingham, Prog. Dir. R. Burrows Bingham, Prom. Mgr. Fred Wagner, Chief Engr.	SESAC UP Gates
WGAI 1947	560 1,000-LS 500-N DA-2	WGAI Radio Co. Inc. Kramer Bldg. 757	Sears & Ayer	Herbert Peele, Pres. & Chief Owner W. P. Heffernan, Gen. & Coml. Mgr.	Phil Melone, Chief Engr.	World AP
ELKIN						
WIFM (FM) 1949	Ch. 265 (A) 100.9mc 0.35kw	John A. Hinshaw 1141 Elk Spur St. Ext. 739		John A. Hinshaw, Owner & Chief Engr.	George C. Yarbrough, Gen. Mgr.	Capitol UP REL
FAYETTEVILLE						
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. Ft. Bragg Blvd. 7136	ABC Burn-Smith	Harry B. Stein, Pres. L. W. Allen, Gen. & Coml. Mgr.	James Tucker, Prog. Dir. W. D. Bailey, Chief Engr.	AP RCA
WFNC 1940	1450 250	Cape Fear Bcstg. Co. 114½ Anderson St. 4848	MBS Tobacco Dixie FM Walker	Victor Dawson, Gen. Mgr. Luther A. Gambill, Coml. Mgr. N. R. Martin, Prog. Dir. & Prom. Mgr.	William Alford, Chief Engr.	Associated UP Collins
WFNC-FM 1948	Ch. 251 (B) 98.1mc 12kw					General Electric
WWNF 1948	1230 250	Wayne M. Nelson Inc. Huske Bldg. 7101	Friedenberg	Wayne M. Nelson, Pres. & Gen. Mgr. Jack Aley, Coml. Mgr. & Prom. Dir.	E. M. Stanton Jr., Chief Engr.	Lang-Worth AP Raytheon

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for the balanced market...



BALANCED FACILITIES

Clearest clue to the consistent and growing prosperity of the Carolinas is the healthy balance between agriculture and industry. In balance, too, with the growth of this spotlight market, are the facilities of the Jefferson Standard Broadcasting Company.

To pioneer WBT's 3,500,000 listeners add WBT-FM's rocketing bonus and cap it all with WBT-TV—the Carolina's first television station which in the second half of 1949 sparked the sale of 10,000 television receivers in 57 Carolina counties. May we tip the sales scales in your favor in the Carolinas?

WBT WBT-FM WBT-TV
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Radio Sales

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

NORTH CAROLINA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
FOREST CITY							
	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Inc. Forest City 3205		Ed M. Anderson, Pres. & Gen. Mgr. Fred Blanton, Coml. Mgr.	Jane Smith, Prog. Dir. & Prom. Mgr. Merton Iwerks, Chief Engr.	Lang-Worth Capitol AP REL
	WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw				 REL
FUQUAY SPRINGS							
	WFVG 1949	1460 1,000-D	Wake Bcstg. Co. P. O. Box 95 333	KBS Continental	S. S. Adcock, Owner & Pres.		
GASTONIA							
	WGNC 1939	1450 250	F. C. Todd National Bank of Commerce Bldg. 5-0821	ABC Continental	F. C. Todd, Pres. Pat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Fred Gray, Prog. Dir. W. C. Groves Jr., Chief Engr.	Lang-Worth UP Collins RCA
	WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw				 RCA
	WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service Co. P. O. Box 1142 5-1079	Clark	James B. Petty, Pres. & Gen. Mgr. E. C. Morrow, Coml. Mgr.	A. G. Phillips, Prog. Dir. Don Voigt, Chief Engr.	UP Raytheon
GOLDSBORO							
	WGBR 1939	1400 250	Eastern Carolina Bcstg. Co. Box 1024 1550	ABC KBS	A. T. Hawkins, Pres. Coleman Scott, Gen. Mgr.	Vassie Balkcum, Coml. Mgr. Daniel Trueblood, Chief Engr.	Associated AP Gates REL
	WEQR (FM) 1946	Ch. 227 (B) 93.3mc 35kw	(WGBR, AM affiliate)			 REL
GREENSBORO							
	WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. Inc. O. Henry Hotel Bldg. 6125	CBS Hollingsbery	Ralph C. Price, Pres. Gilbert M. Hutchinson, Gen. Mgr. William P. Mitchell, Coml. Mgr.	Alfred J. Rice, Prog. Dir. Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr.	Thesaurus World AP Western Electric Lang-Worth Thesaurus INS Raytheon
	WCOG 1948	1320 1,000 DA-1	Inter-City Adv. Co. of Greensboro, N. C. Inc. 314 S. Greene St. 3-6925	ABC Avery-Knodel	George W. Dowdy, Pres. H. E. Sullivan, Gen. Mgr. Virgil V. Evans Jr., Coml. Mgr.	Wally Williams, Prog. Dir. Jeta A. Pace, Prom. Mgr. Ernest Pate, Chief Engr.	Lang-Worth Thesaurus INS Raytheon
	WFMY (FM) 1948	Ch. 247 (B) 97.3mc 33kw	Greensboro News Co. 212 N. Davie St. 3-8611		Gaines Kelley, Gen. & Coml. Mgr. T. W. Austin, Prog. Dir.	Norman Gittleson, Prom. Mgr. James F. Winecoff, Chief Engr.	Associated SESAC UP Western Electric Cinetel Film Equities United, World UP DuMont Capitol Associated UP Western Electric REL
	WFMY-TV 1949	Ch. 2 54-60mc 0.84kw aur. 1.67kw vis.		ABC, CBS DuMont, NBC Harrington, Righter & Parsons		 REL
	WGBG 1942	980 1,000-D CP-1400 CP-250	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	Burn-Smith	Ralph M. Lambeth, Pres., Gen. & Coml. Mgr.	H. Marie Craven, Prog. Dir. Earl O. Sullivan, Prom. Mgr. James M. Stewart, Chief Engr.	Capitol Associated UP Western Electric REL
	WGBG-FM 1947	Ch. 262 (B) 100.3mc 37kw				 REL
GREENVILLE							
	WGTC 1940	1490 250	Carolina Bcstg. System Inc. P. O. Box 898 3182	Tobacco	Earl McD. Westbrook, Pres. A. Hartwell Campbell, Gen. Mgr. Dave Mosier, Coml. Mgr.	R. C. Stokes III, Prog. Dir. Hank Tribley, Prom. Mgr. W. A. Alford, Chief Engr.	World Lang-Worth SESAC AP RCA
HENDERSON							
	WHNC 1945	890 1,000-D	Henderson Radio Corp. 219 South Williams St. 736	MBS Griffith	S. S. Stevenson, Pres. Nathan Frank, Gen., Coml. & Prom. Mgr.	Virginia Parham, Prog. Dir. Lewis Hiland, Chief Engr.	Thesaurus, Cole Lang-Worth Capitol, AP Western Electric Westinghouse
	WHNC-FM 1948	Ch. 223 (B) 92.5mc 10kw				 Westinghouse
HENDERSONVILLE							
	WHKP 1946	1450 250	Radio Hendersonville Inc. Staton Bldg. 700	MBS, KBS Continental	Bob Amos, Pres. & Gen. Mgr. W. R. Hill, Coml. Mgr.	Kermit Edney, Prog. Dir. Clifford Inman, Chief Engr. AP Gates
HICKORY							
	WHKY 1939	1290 5,000-LS 1,000-N DA	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC Dodson	Carl V. Cline, Pres. Edmund S. Long, Gen. Mgr. & Chief Engr. James K. Willis Jr., Coml. Mgr.	Jack Starnes, Prog. Dir. & Prom. Mgr.	Associated World UP Collins Westinghouse
	WHKY-FM 1949	Ch. 275 (B) 102.9mc 210kw				 Westinghouse
	WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 1423 Eleventh Ave. 2124	McGillvra	Margaret A. Smith, Pres. Edmond H. Smith Jr., Gen. Mgr. & Prog. Dir.	Lee W. Douglas, Coml. Mgr. Mattie Padgett, Prom. Mgr. Elmer H. Troutman, Chief Engr.	Lang-Worth Standard AP Collins
HIGH POINT							
	WHPE 1947	1070 1,000-D	High Point Enterprise 305 N. Main St. 3486	KBS	R. B. Terry, Pres. Walter F. Hester, Coml. Mgr.	Nick Lawrence, Prog. Dir. Yancy Cecil, Chief Engr.	Associated Standard AP Gates General Electric
	WHPE-FM 1947	Ch. 238 (B) 95.5mc 37kw				 General Electric
	WMFR 1936	1230 250	Radio Station WMFR Inc. 164 South Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, Pres. & Gen. Mgr. Gerald E. Sullivan, Asst. Mgr. Frank L. Smith, Coml. Mgr. Gary C. Davis, Prog. Dir.	Lois Cusworth, Prom. Mgr. Robert L. Moore, Chief Engr.	Lang-Worth Capitol UP Gates REL
	WMFR-FM 1946	Ch. 258 (B) 99.5mc 38kw				 REL

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L—Limited Time with Dominant Station.

PEOPLE



More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

PROSPERITY



These people make more products, earn more wages and get more for their crops.

POWER-PROGRAMS



WBIG serves the No. 1 spot of the South with 5000 Watts, power packed with pulling programs of CBS and fine local talent and news.

**W
C B S
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"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Represented by Hollingbery

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

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JACKSONVILLE					
WJNC 1945	1240 250	Lester L. Gould Highway 24 N. 707	MBS Tobacco Forjoe	Lester L. Gould, Pres. & Gen. Mgr. Rodric L. Jones, Coml. Mgr. Dorothy R. Gould, Prog. Dir.	Loretta Furst, Prom. Mgr. James J. Cooney, Chief Engr. Lang-Worth UP Gates
KANNAPOLIS					
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. Kannapolis 870		Fred H. Whitley, Gen. Mgr. Frank H. Bowers, Prog. Dir.	Foy Hinson, Chief Engr. Lang-Worth World UP
KINSTON					
WELS (CP)	1010 1,000-D	Commonwealth Bcstg. Corp.			
WFTC 1937	1230 250	Kinston Bcstg. Co. 204 East King St. 4111	ABC Burn-Smith	Alban K. Barrus, Pres. William S. Page, Gen. Mgr. B. George Barber, Coml. Mgr.	Bruce Petteway, Prog. Dir. David E. Hardison, Chief Engr. World UP
LAURINBURG					
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. Chetwynd Hotel Bldg. 770		Edwin Pate, Pres. J. R. Dalrymple Jr., Gen. Mgr.	C. J. Cordes, Coml. Mgr. Paul Wynn, Prog. Dir. Truman Brock, Chief Engr. World UP Raytheon
LEAKSVILLE					
WLOE 1946	1490 250	Douglas L. Craddock "The Blvd." 701	MBS KBS	Douglas L. Craddock, Pres, Gen. & Prom. Mgr. C. Robert Ray, Coml. Mgr.	Kenneth Thomas, Prog. Dir. Eldred Winn, Chief Engr. World AP RCA
LENOIR					
WJRI 1946	1340 250	John P. Rabb Union Nat'l Bank Bldg.	MBS KBS	John P. Rabb, Owner	Thesaurus AP
LEXINGTON					
WBUY 1946	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton } Greeley N. Hilton } Partners C. Robert Ray, Sta. Mgr.	Earle Broome, Coml. Mgr. Claude White, Prog. Dir. Fred Honeycutt, Chief Engr. Lang-Worth World AP Gates
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.31kw				
LUMBERTON					
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 1080	MBS Tobacco Continental	Dr. E. L. Bowman, Pres. Walter James MacNeil, Gen. Coml. & Prom. Mgr.	Clarence W. Hogen, Prog. Dir. William F. Rogers, Chief Engr. Standard AP Western Electric
MADISON-MAYODAN					
WFMB (FM) 1949	Ch. 228 (A) 93.5mc 0.38kw	Mayo Bcstg. Corp. Madison		J. B. Shelton, Pres. W. V. Compton, Gen. Mgr. & Prog. Dir.	C. H. Rumley, Coml. Mgr. C. L. Rhodes, Chief Engr. Lang-Worth UP Gates
MARION					
WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13½ West Court St. 102	Tobacco	W. P. Erwin, Pres. & Gen. Mgr. J. C. Pleasant, Coml. Mgr.	J. L. Reynolds Jr., Asst. Gen. Mgr. & Prog. Dir. J. Ray Horton, Chief Engr. Capitol UP Gates
MONROE					
WMAP 1947	1060 250-D	Union Bcstg. Corp. Walkup Ave. 1060	KBS LBS	J. Ray Shute, Pres. D. E. Marable, Gen. & Coml. Mgr.	R. W. Furman, Prog. Dir. J. Archie Laney, Prom. Mgr. Hilliard Fletcher, Chief Engr. Lang-Worth Associated UP Gates
MOREHEAD CITY					
WMBL 1947	740; CP: 1280 1,000-D	Carteret Bcstg. Co. Box 740 974-0	McGillvra	Grover C. Munden, Pres. & Gen. Mgr. Charles H. Markey & Jimmy Wallace, Coml. & Prom. Mgrs.	Ray Cummins, Prog. Dir. & Chief Engr. World Standard UP Western Electric
MORGANTON					
WMNC 1947	1490 250	Nathan J. Cooper Morganton 1100	MBS	Nathan J. Cooper, Owner & Gen. Mgr. Eugene G. Smith, Coml. Mgr.	(Miss) Gernel Hudson, Prog. Dir. Frank Ballew, Chief Engr. World AP Raytheon
MT. AIRY					
WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	Clark	Ralph D. Epperson, Pres., Gen. Mgr. & Chief Engr.	Tom Browne, Coml. Mgr. W. F. Crutchley, Prog. Dir. Standard AP Collins
NEW BERN					
WHIT 1942	1450 250	Coastal Bcstg. Co. Inc. Trent Blvd. 4024	MBS Tobacco Forjoe	Louis N. Howard, Pres., Gen. & Coml. Mgr. & Prog. Dir.	Bruce Lee, Prom. & Asst. Mgr. Robert Coddington, Chief Engr. Lang-Worth UP Gates
NEWTON					
WNNC 1948	1230 250	Newton-Conover Bcstg. Co. P. O. Box 606; 930	MBS Continental	Charles Turner, Pres. Earl Holder, Gen. Mgr. & Prog. Dir.	Eugene Henry, Coml. Mgr. Cecil Bost, Prom. Mgr. Dennis Long, Chief Engr. Thesaurus UP Raytheon
NORTH WILKESBORO					
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633		(Mrs.) Doris B. Brown, Pres. & Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	Charles Wilfong, Prom. Mgr. Robert M. Harvey, Chief Engr. World AP Collins
OXFORD					
WOXF 1949	1340 250	Oxford Bcstg. Corp. Hancock Bldg. 3250		F. W. Hancock Jr., Pres. Jimmie Childress, Gen., Coml. & Prom. Mgr.	Hart Curl, Prog. Dir. Lang-Worth AP Raytheon
RALEIGH					
WNAO 1948	850 5,000 DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Avery-Knodel	George T. Case, Gen. & Coml. Mgr. & Prog. Dir.	B. E. Porter, Chief Engr. Standard UP RCA
WNAO-FM 1948	Ch. 241 (B) 96.1mc 25kw				
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr. R. W. Youngsteadt, Dir. Adv. & Prom.	Graham B. Poyner, Asst. Gen. Mgr. & Prog. Mgr. Henry Hulick Jr., Chief Engr. Lang-Worth AP, UP Westinghouse
WPTF-FM 1949	Ch. 234 (B) 94.7mc; 15kw				

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**NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE**

**AND
NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

**50,000
WATTS
680 Kc.**

**WPTF NBC
AFFILIATE**

**★ also WPTF-FM ★
RALEIGH, North Carolina**

National Representative FREE & PETERS INC.

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RALEIGH—(Continued)							
	WRAL	1240 1939 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco Dixie FM Pearson	A. J. Fletcher, Pres. Fred Fletcher, Gen. & Coml. Mgr.	Jesse Helms, Prog. Dir. & Prom. Mgr. Virgil Duncan, Chief Engr.	World AP Western Electric
	WRAL-FM	Ch. 268 (B) 1946 101.5mc 54kw					REL
REIDSVILLE							
	WFRC	1600 1947 1,000 DA-N	Piedmont Carolina Bcstg. Co. Gilmer St. 1573	KBS	H. T. Williams, Pres. Steve Woodson, Gen. & Coml. Mgr. Forrest Bedell, Prog. Dir.	Tiny Turner, Prom. Mgr. L. H. Alexander, Chief Engr.	World Associated AP Raytheon Standard UP Federal
	WREV (FM)	Ch. 271 (B) 1948 102.1mc 1.6kw	Reidsville Bcstg. Co. 114½ N. Scales St. 1818		W. M. & C. R. Oliver, Owners A. W. Nelson, Gen. Mgr. & Prog. Dir.	John J. O'Neill, Coml. Mgr. J. H. Buck, Chief Engr.	
ROANOKE RAPIDS							
	WCBT	1230 1939 250	WCBT Inc. 251 Roanoke Ave. R 8551	MBS Burn-Smith	S. E. Crew, Pres. & Gen. Mgr. A. L. Drew, Coml. & Sta. Mgr.	Ken Johnson, Prog. Dir. Jerry Elliot, Prom. Mgr. Claude Meares, Chief Engr.	Lang-Worth UP Western Electric
	WCBT-FM	Ch. 254 (B) 1947 98.5mc 16kw					
ROCKINGHAM							
	WAYN	900 1946 1,000-D	WAYN Inc. Rockingham 611		Wayne M. Nelson, Pres. Matt F. Gettings, Res. & Coml. Mgr.	William Henley, Chief Engr.	Mac Gregor UP
ROCKY MOUNT							
	WCEC	810 1947 1,000-D	Josh L. Horne 115 N. Church St. 2880	KBS Tobacco Ra-Tel	Josh L. Horne, Pres. Mel Warner, Gen. Mgr. Ray Thompson, Coml. Mgr.	Ray Wilkinson, Prog. Dir. Dick Johnson, Prom. Mgr. Harold Aycock, Chief Engr.	Associated Capitol AP Collins Federal World AP
	WFMA (FM)	Ch. 264 (B) 1947 100.7mc 33kw	(WCEC, AM affiliate)	Dixie FM		(Mr.) Eunice Snipes, Prog. Dir.	
	WEED	1450 1933 250	W. A. Wynne P. O. Box 752 8149	ABC	W. A. Wynne, Pres. & Chief Engr. C. G. Floe, Coml. Mgr.		World AP
	WEED-FM	Ch. 221 (A) 1948 92.1mc 0.25kw					
ROXBORO							
	WRXO	1430 1949 1,000-D	Roxboro Bcstg. Co. P. O. Box 166 6013		H. W. Winstead, Pres. Harold S. Taylor, Gen. & Coml. Mgr. & Chief Engr.	William D. Gregory, Prog. Dir.	World AP Western Electric
SALISBURY							
	WSAT	1280 1948 1,000-D	Mid-Carolina Bcstg. Co. Milford Hills Rd. 276	Dodson	Charles H. Wentz, Pres. John E. Smith Jr., Gen., Coml. & Prom. Mgr.	W. F. Fleming, Prog. Dir. E. L. Sherman, Chief Engr.	World UP Gates
	WSTP	1490 1937 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS Dixie FM Burn-Smith	Bryce P. Beard, Pres. Alex P. Beard, Gen. & Prom. Mgr. Katherine F. Murphy, Coml. Mgr.	Betty Fisher, Prog. Dir. Carl B. Watson, Chief Engr.	Associated AP Western Electric
	WSTP-FM	Ch. 293 (B) 1947 106.5mc 27kw					REL
SANFORD							
	WWGP	1050 1946 1,000-D	Lee Bcstg. Corp. Radio Bldg. 860		W. W. Primm, Pres. & Gen. Mgr. L. E. Nelson, Coml. Mgr.	Margaret Blake, Prog. Dir. Cary H. Olive, Chief Engr.	World Capitol UP Gates
SHELBY							
	WOHS	730 1946 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. & Chief Engr.	Max P. Butler, Coml. Mgr. Hugh Dover, Prog. Dir.	Associated AP Raytheon
	WOHS-FM	Ch. 241 (B) 1947 96.1mc 2.6kw					REL
SOUTHERN PINES							
	WEEB	1360 1947 1,000-D	Sandhill Community Bcstrs. Inc. Southern Pines 6191	MBS Forjoe	J. S. Younts, Pres. & Gen. Mgr.	Elizabeth M. Younts, Secy-Treas. Melvin Kushner, Chief Engr.	AP Gates
	WSTS	990 1947 1,000-D	Sandhill Bcstg. Corp. 115 East Broad St. 3451	KBS Cooke	Frank L. Baber, Pres.	James C. Cole, Gen. Mgr.	UP Gates
STATESVILLE							
	WSIC	1400 1947 250	Statesville Bcstg. Co. Radio Rd. 9078	MBS Dixie FM Continental	Dr. James W. Davis, Pres. L. G. Churchill, Gen. Mgr. Charles D. Melton, Coml. Mgr.	Al Watson, Prog. Dir. T. K. Abernethy, Chief Engr.	World AP Temco
	WSIC-FM	Ch. 289 (B) 1947 105.7mc 2.4kw					REL
TARBORO							
	WCPS	760 1947 1,000-D	Coastal Plains Bcstg. Co. P. O. Box 820 643		V. E. Fountain, Pres. J. T. Snowden Jr., Gen. Mgr. Porter MacNair, Coml. Mgr.	Welcome Stanton, Prog. Dir. Eccles Wall, Prom. Mgr. Charles Chandler, Chief Engr.	AP Raytheon
	WCPS-FM	Ch. 282 (B) 1950 104.3mc 3kw					
THOMASVILLE							
	WTNC	790 1947 1,000-D	Thomasville Bcstg. Co. Thomasville 902		G. W. Lyles, Pres. Harold Harrison, Gen. & Coml. Mgr.	L. M. Sugg, Chief Engr.	World AP Gates
	WTNC-FM	Ch. 252 (A) 1949 98.3mc 0.45kw					RCA

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WADESBORO						
WADE 1947	1210 1,000-D	Anson Bcstg. Co. Lyon Bldg. 427		R. P. Lyon, Pres. Jack P. Hankins, Gen. Mgr.	Elbert Mullinix, Coml. Mgr. Cecil Sills, Chief Engr.	Thesaurus UP Gates
WASHINGTON						
WHED 1948	1340 250	Beaufort Bcstg. Co. Inc. Guaranty Bank & Trust Bldg. 278	Tobacco Continental	Lee T. Wynne, Pres. Frank Wynne, V.P. R. B. Armstrong, Gen. & Prom. Mgr.	Richard David, Coml. Mgr. Carl Armstrong, Prog. Dir. John Wilroy, Chief Engr.	Lang-Worth SESAC UP Raytheon
WRRF 1942	930 5,000-D	Tar Heel Bcstg. System Bank of Washington Bldg.; 403	ABC Forjoe	W. R. Roberson Sr., Pres. W. R. Roberson Jr., V.P. T. H. Patterson, Gen. & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. I. G. Murphrey, Chief Engr.	World AP Western Electric
WAYNESVILLE						
WHCC 1947	1400 250	Smoky Mtn. Bcstrs. Inc. Main St. 680	MBS	Holt McPherson, Pres. Fred U. Wamble, Gen. Mgr.	Carolyn P. Phillips, Prog. Dir. Frank C. Wilbur, Chief Engr. Raytheon
WHITEVILLE						
WENC 1946	1240 250	Whiteville Bcstg. Co. Whiteville 620	Clark	Josiah Maultsby, Pres. Ward A. Coleman, Gen. Mgr.	Jerry Honeycutt, Prog. Dir. Ovie Boutwell, Chief Engr.	Standard AP
WILLIAMSTON						
WIAM (CP)	900 1,000-D	S. S. Adecock				
WILMINGTON						
WGNI 1946	1340 250	New Hanover Bcstg. Co. Eagle Island 2-2493	MBS Tobacco McGillvra	J. S. Brody, Pres. Allen B. Jones, Sta. Mgr. Tommy Thompson, Coml. Mgr.	Paul Parker, Prog. Dir. Lou Essick, Prom. Mgr. Art Madeley, Chief Engr.	Standard UP Western Electric
WMFD 1935	630 1,000 DA-N	Richard Austin Dunlea P. O. Box 696 4840	ABC Burn-Smith	Richard Austin Dunlea, Pres. & Gen. Mgr. Claude O'Shields, Coml. Mgr. Bruce Buchannan, Prog. Dir.	R. A. Dunlea Jr., Prom. Mgr. E. I. Herring Jr., Chief Engr.	World UP UP RCA
WMFD-FM 1949	Ch. 242 (B) 96.3mc 11.5kw					
WILSON						
WGTM 1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. Extension 2188	MBS Weed	Penn T. Watson, Pres. Allen Wannamaker, Gen. & Coml. Mgr. W. E. Jackson Jr., Prog. Dir.	Dan Griffin, Prom. Mgr. W. H. Malone, Chief Engr. Clint Faris, Asst. Mgr.	Standard Lang-Worth UP Raytheon
WVOT 1948	1420 1,000-D CP-1,000-LS 500-N-DA	Wilson Radio Co. Inc. P. O. Box 371 5157		H. W. Anderson, Pres. W. T. Williams, Exec. V.P. Harry Severance, Sta. Mgr. P. O. Barnes, Coml. Mgr.	Joel Lawhon, Prog. Dir. (Mrs.) Lynda Thomas, Prom. Mgr. N. V. Pieler, Chief Engr., Secy- Treas.	Capitol AP RCA
WINSTON-SALEM						
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Avery-Knodel	George Walker & C. G. Hill, Partners George Walker, Gen. Mgr. Johnny Miller, Sales Mgr.	Doris Pardington, Prog. Dir. Les Forsyth, Prom. Mgr. Lee King, Chief Engr.	World Lang-Worth Capitol, Cole AP Western Electric RCA
WAIR-FM 1947	Ch. 226 (B) 93.1mc 34kw					

THE KING SIZE VOICE of Tobaccoland

**WGTM's primary
area includes:**

1,125,000 population

**National Representative
Joe Weed & Co.**

590 KC



**WGTM's primary
area includes:**

150,000 radio families

**Allen Wannamaker
General Manager**

**5000 WATTS
FULL TIME**

MUTUAL BROADCASTING SYSTEM

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
WINSTON-SALEM—(Continued)						
WSJS 1930	600 5,000 DA-2	Piedmont Pub. Co. 419 N. Spruce St. 2-4141	NBC Headley-Reed	Gordon Gray, Pres. Harold Essex, V.P. & Mngng. Dir. Harry B. Shaw, Sales Mgr.	Robert C. Estes, Prog. Mgr. Robert B. Wilson, Prom. Mgr. Phil Hedrick, Dir. of Engrg.	Standard Associated UP Western Electric
WSJS-FM 1947	Ch. 281 (B) 104.1mc 48kw					General Electric
WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. P. O. Box 739 7145	MBS Taylor-Borroff	James W. Coan, Pres. John G. Johnson, Gen. & Coml. Mgr.	Bill Billingsley, Prog. Dir. Russell Spikula, Chief Engr.	Thesaurus AP Gates

NORTH DAKOTA

BISMARCK						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ Fourth St. 468	NBC Northwest Blair	P. J. Meyer, Pres. F. E. Fitzsimonds, Sta. Mgr. Robert W. MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Thesaurus UP RCA
DEVILS LAKE						
KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great Northern Lawson	Bert Wick, Pres., Gen. & Coml. Mgr. Wilbur Clemenson, Prog. Dir.	Richard Moritz, Chief Engr.	World SESAC UP Western Electric
DICKINSON						
KDIX 1947	1230 250	Dickinson Radio Assn. 28 1st Ave. West 348	KBS Lawson	Dr. P. J. Weir, Pres. Orville F. Burda, Gen. & Prom. Mgr. Eugene A. Spear, Coml. Mgr.	George L. Brooks, Prog. Dir. Quintin V. Prochaska, Chief Engr.	Standard SESAC AP Gates
FARGO						
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, Pres. Charles G. Burke, Gen., Coml. & Prom. Mgr.	Dave Henley, Prog. Dir. Olaf Gabrielson, Chief Engr.	Standard SESAC AP RCA
KVNJ 1945	900 1,000-D	Northwest Bcstg. Co. 217½ Broadway 23201		John Nystul, Sta. Mgr. E. L. Ausman, Coml. Mgr. Hollis Hoff, Prog. Dir.	Robert Schaefer, Chief Engr.	Associated UP General Electric

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WINSTON-SALEM'S

First!

STATION

FIRST

- **IN LISTENING** (Hooper)
- **IN NETWORK** (NBC)
- **IN POWER** (5000 WATTS)
- **ON THE DIAL** (600)
- **ON THE AIR** (1930)

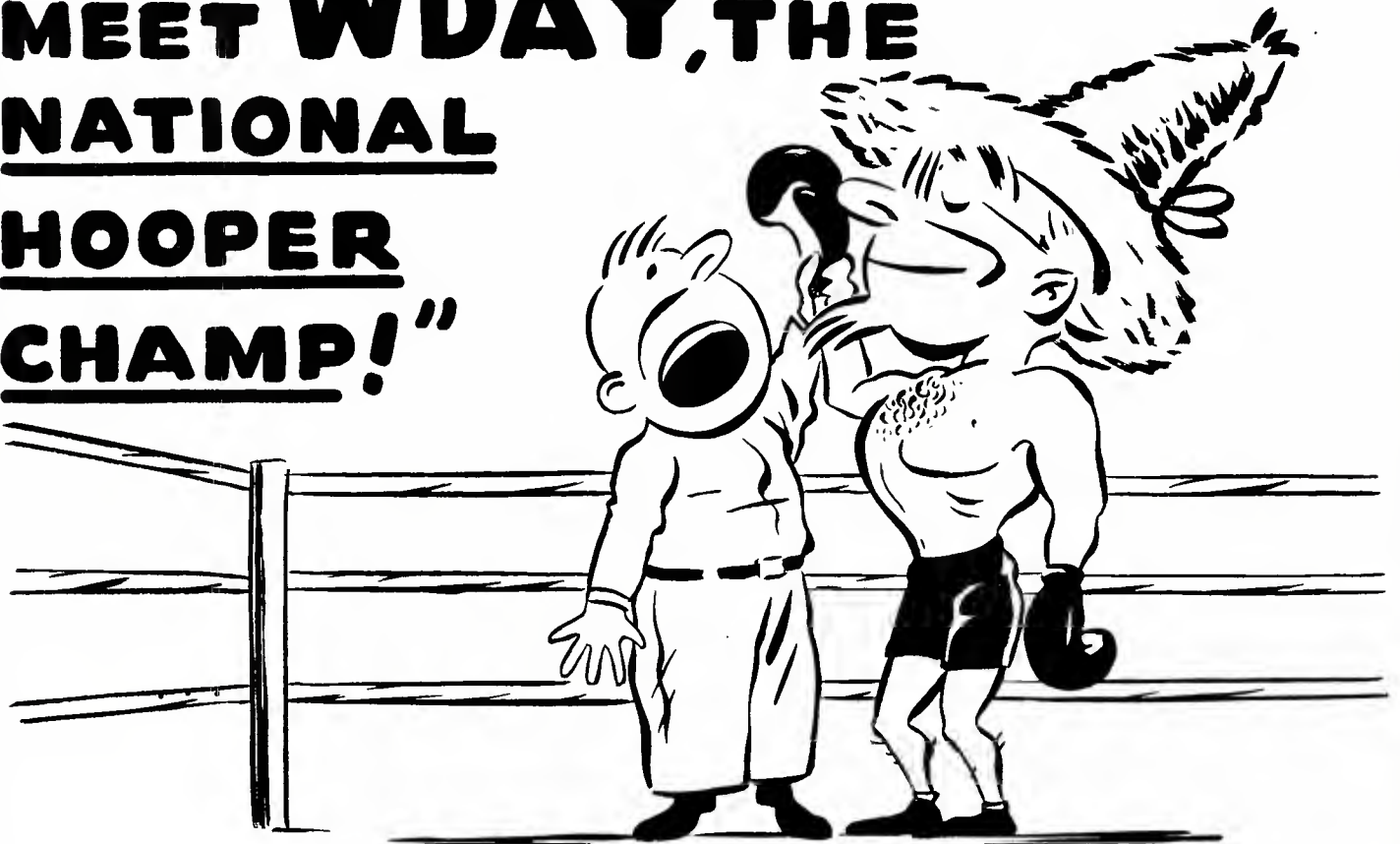
Represented by Headley-Reed Company

THE JOURNAL-SENTINEL STATION

WSJS

● **AM and FM** ●

"LADEEZ AND GENTLEMUN- MEET WDAY, THE NATIONAL HOOPER CHAMP!"



Yessir! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night—among all stations in the country for the five-month period, Dec. '48—Apr. '49! What's more, as this Broadcasting Yearbook goes to press, we expect to get it again for the next five-month period.

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS (MON. THRU FRI.)	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS (MON. THRU FRI.)	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

Amazing, you bet, but once you see the *additional* facts about our *rural* superiority, you'll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY's rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation.



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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NORTH DAKOTA—(Continued)

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FARGO—(Continued)						
KVNJ-FM 1947	Ch. 222 (B) 92.3mc 19kw					
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl C. Reineke, Pres. & Gen. Mgr. Jack Dunn, Sta. Mgr. Tom Barnes, Sales Mgr.	Ken Kennedy, Prog. Mgr. Roy Pedersen, Prom. Mgr. Julius Hetland, Tech. Dir. Juline Savold, Chief Engr.	Thesaurus AP, UP RCA
GRAND FORKS						
*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota University Station 4-6211		Andrew J. Kochman Jr., Sta. Dir. Quentin W. Welty, Prog. Dir.	Arnold Petrick, Chief Engr. Collins
KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald First Nat'l Bank Bldg. 1200	CBS Avery-Knodel	M. M. Opegard, Pres. J. Warren McClure, Gen. Mgr. William Hyvonen, Asst. to Gen. Mgr.	Roger Lambert, Prog. Dir. Robert Runyon, Prom. Mgr. Arnold Petrick, Chief Engr.	Capitol UP Collins
KNOX 1947	1400 250	Community Radio Corp. Grand Forks 3500	MBS Great Northern	Carol Day, Pres. Elmer Hanson, Gen. Mgr. Robert Lukkason, Coml. Mgr.	James Cowan, Prog. Dir. Jack French, Asst. Mgr. Cliff Thomeford, Chief Engr.	World UP Western Electric
JAMESTOWN						
KSJB 1937	600 5,000 DA-1	Jamestown Bcstg. Co. Inc. 429 S. W. 2nd St. 1600	CBS Hollingbery	John W. Boler, Chief Owner Donn A. Clayton, Gen. & Coml. Mgr. Don Kingsley, Prog. Dir.	Gerry Uppman, Prom. Mgr. Robert Ridgeway, Chief Engr.	World UP RCA
MANDAN						
KGCU 1928	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 3rd Ave. N. W. 561	MBS Great Northern Walker	W. S. Russell, Pres. M. J. Reichert, Gen. Mgr.	Mert Bushee, Prog. Dir. Raymond Barnett, Chief Engr.	Lang-Worth AP RCA
MINOT						
KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 41-146	MBS Great Nor. Walker	John B. Cooley, Pres. C. W. Baker, Gen. Mgr. & Chief Engr.	Leslie E. Maupin, Sales & Prom. Mgr. J. J. Hautman, Prog. Dir.	World UP Collins
VALLEY CITY						
KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408-W	MBS Great Northern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr.	Hugh Thomas, Prog. Dir. Charles Sjostrom, Chief Engr.	UP Collins
WILLISTON						
KWBM 1948	1450 250	Williston Bcstg. Co. Williston; 1450	Holman	Raymond Kapp, Pres. & Prog. Dir. A. L. Hellebust, Gen. Mgr.	B. G. Bailey, Coml. Mgr. Irwin Christianson, Chief Engr.	World UP; W.E.
OHIO						
AKRON						
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, Owner- Mgr. Robert B. Wilson, Asst. Mgr.	Fred C. Bock, Coml. Mgr. Harold Hageman, Prog. Dir. Secret Williams, Prom. Mgr. John L. Wildermuth, Chief Engr.	Lang-Worth Standard World UP, TP Collins
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l Tower Hemlock 6151	ABC Weed	S. Bernard Berk, Pres. & Gen. Mgr. Roger G. Berk, Sta. Dir. Kenneth M. Keegan, Coml. Mgr.	Arthur F. Moore, Prog. Dir. Viola G. Berk, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Associated AP RCA
WAKR-FM 1947	Ch. 248 (B) 97.5mc 14.7kw					
WCUE (CP)	1150 1,000-D-DA	Akron Bcstg. Corp.				
WHKK 1945	640 1,000 DA-1	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Raymer	Sterling Graham, Pres. Russell W. Richmond, V. P. & Gen. Mgr. Cecil W. Green, Sales Mgr.	Lew Henry, Prog. Dir. Donal O'Neil, Prom. Mgr. James S. Hill, Chief Engr.	Standard AP Western Electric
ALLIANCE						
WFAH (FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 6286	Standard	Alice C. Hoiles, Pres. Frank A. Hoiles, Mgr. Frank LaBarba, Coml. Mgr.	R. A. Gates, Prog. Dir. Art McCracken, Chief Engr.	World Lang-Worth UP General Electric
ASHLAND						
WATG (FM) 1947	Ch. 267 (B) 101.3mc 10.2kw	Beer & Koehl Ashland 1-3751	Standard	Robert M. Beer & Edgar Koehl, Co-owners Robert M. Beer, Gen. Mgr.	Robert Atterholt, Coml. Mgr. Richard Leidy, Prog. Dir. Fred Rosentreter, Chief Engr.	Lang-Worth Thesaurus AP RCA
ASHTABULA						
WICA 1937	970 5,000-LS 1,000-N DA-2	WICA Inc. 221 Center St. 27-181	Standard	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	R. W. Miner, Prog. Dir. F. N. Bernato, Chief Engr.	Thesaurus Lang-Worth UP RCA
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw				 REL
BELLAIRE						
WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS Standard Walker	Robert W. Ferguson, Gen. Mgr. Frank Curtis, Prog. Dir.	A. T. Fisher, Prom. Mgr. George Cowen, Chief Engr.	World SESAC AP General Electric
WTRF-FM 1947	Ch. 263 (B) 100.5mc 20kw					
CAMBRIDGE						
WILE 1948	1270 1,000-D	Land O' Lakes Bcstg. Corp. 917 Beatty Ave.; 3545		H. D. McClelland, Pres. Howard A. Donahoe, V.P. & Gen. Mgr.	Richard F. Rose, Coml. & Prom. Mgr. Wesley C. Randles, Chief Engr.	World Capitol AP; Raytheon

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CANTON					
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., NW 8397	Continental	P. C. Wilson, Pres. & Coml. Mgr. James Wilson, Gen. Mgr. & Prog. Dir.	Robert Bradley, Prom. Mgr. Gene Peterman, Chief Engr. Associated AP General Electric
WAND-FM 1947	Ch. 223 (B) 92.5mc 15kw				
WCMW 1946	1080 1,000-D	Stark Bestg. Corp. 317 West Tuscarawas St. 5-9475	Standard Burn-Smith	Merlin R. Schneider, Pres. Arthur W. Davis, Gen. Mgr. Clark L. Dozer, Coml. Mgr.	Alfred P. Sloane, Prog. Dir. S. L. Huffman, Prom. Mgr. Robert A. Rexroad, Chief Engr. Lang-Worth Standard AP, TP RCA
WCMW-FM 1947	Ch. 235 (B) 94.9mc 3kw				Federal
WHBC 1925	1480 5,000 DA-N	Ohio Bestg. Co. 550 Market Ave. S. 6-7166	ABC Taylor- Borroff	Roy D. Moore, Pres. Eugene Carr, Dir. of Radio Joseph K. Vodrey, Gen. Mgr. Robert C. Fehlman, Sta. Mgr.	Paul E. Gilmor, Coml. Mgr. Gervis S. Brady, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth L. Sliker, Chief Engr. Capitol AP, UP
WHBC-FM 1947	Ch. 231 (B) 94.1mc 25kw				
CHILLICOTHE					
WBEX 1947	1490 250	Shawnee Bestg. Co. 27 East Second St. 2244	ABC Grant	D. C. Summerford, Pres. J. Harry Callaway, Gen., Coml. & Prom. Mgr. & Prog. Dir.	Ralph Albers, Chief Engr. World UP
CINCINNATI					
WCKY 1929	1530 50,000 DA-N	L. B. Wilson Inc. Hotel Gibson Cherry 6565		L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Mgr. & Chief Engr.	Bill Dawes, Prog. Dir. World Standard INS RCA
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, Pres. M. C. Watters, V. P. & Gen. Mgr. John Patrick Smith, Asst. Gen. Mgr.	Glenn Clark Miller, Sta. Dir. Fred Geisel, Prom. Mgr. Glenn A. Davis, Chief Engr. Lang-Worth Standard UP Western Electric
WCPO-FM 1949	Ch. 285 (B) 105.1mc 10kw				
WCPO-TV 1949	Ch. 7 174-180mc 12kw aur.; 21kw vis.		ABC, DuMont	Harry LeBrun, Sta. Dir.	General Electric
WKRC 1923	550 5,000-LS 1,000-N DA-1	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft Jr., Pres. Herman E. Fast, Gen. & Coml. Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovall, Prom. Mgr. George A. Wilson, Chief Engr. Standard AP, INS Western Electric
WCTS (FM) 1947	Ch. 270 (B) 101.9mc 12.6kw	(WKRC, AM affiliate) Times Star Bldg. Garfield 1331	Transit Radio	David G. Taft, Gen. Mgr. Robert F. Bender, Coml. Mgr.	Helen Nugent, Prog. Dir. World Associated UP RCA
WKRC-TV 1949	Ch. 11 198-204mc 12.3kw aur.; 24.5kw vis.	(WKRC, AM affiliate) 800 Broadway Garfield 1331	Katz	Hulbert Taft Jr., Gen. Mgr.	U. A. Latham, Coml. Mgr. L. Joe Bolles, Prog. Dir. General Electric
WLW 1922	700 50,000	Crosley Bestg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. H. M. Smith, V. P. in Chg. Sales W. P. Robinson, V. P. in Chg. Prog.	David E. Partridge, Dir. Sales Prom. R. J. Rockwell, V. P. in Chg. Engrg. Thesaurus UP, INS Crosley
WLWA (FM) 1946	Ch. 266 (B) 101.1mc 9kw	(WLW, AM affiliate)			
WLWT(TV) 1948	Ch. 4 66-72mc 19.5kw aur.; 23.5kw vis.	(WLW, AM affiliate)		M. N. Terry, V. P. Chg. TV Activities & Gen. Mgr. William J. McCluskey, Sales Mgr.	Ruth Lyons, Prog. Dir. Calvin Bopp, Chief Engr. RCA
WSAI 1925	1360 5,000 DA-N	Buckeye Bestg. Co. 115 E. 4th St. Main 1068	ABC Avery- Knodel	Marshall Field 3rd, Pres. Robert M. Sampson, Gen. Mgr. & Prog. Dir.	Robert H. Boulware, Coml. Mgr. Margaret Mau, Prom. Mgr. William E. Symons, Chief Engr. Capitol Standard UP Western Electric
WSAI-FM 1948	Ch. 274 (B) 102.7mc 14.7kw				General Electric
CLEVELAND					
WCUO (FM) 1949	Ch. 277 (B) 103.3mc 14kw	UAW-CIO Bestg. Corp. of Ohio 1025 Chester Ave. Tower 1-1112	Foster & Davies	Ralph M. Wallace, Sta. Mgr. George F. Folts, Sales Mgr.	William A. Watts, Prog. Dir. William B. Hull, Chief Engr. Associated AP RCA
WDOK 1950	1260 5,000 DA-2	Civic Bestrs. Inc. 1515 Euclid Ave. Main 9362		R. Morris Pierce, Pres. & Gen. Mgr.	Frederick C. Wolf, Treas. & Sales Mgr. SESAC INS RCA
WERE 1948	1300 5,000 DA-1	Cleveland Bestg. Inc. 1501 Euclid Ave. Tower 1-1850		Ray T. Miller, Pres. Fred R. Ripley, V. P. & Gen. Mgr.	Donald G. Stratton, Coml. Mgr. Lang-Worth World AP, INS
WERE-FM 1948	Ch. 253 (B) 98.5mc 12kw				
WEWS-FM 1947	Ch. 271 (B) 102.1mc 10.3kw	Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454		Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr.	J. Harrison Hartley, Sta. Dir. Phillip Rizzo, Prog. Dir. SESAC Associated UP General Electric
WEWS-TV 1947	Ch. 5 76-82mc 8.1kw aur.; 16.3kw vis.		ABC CBS DuMont Branham	Donald E. Pierce, Prog. Dir.	Joseph B. Epperson, Chief Engr. DuMont
WGAR 1930	1220 50,000 DA-1	The WGAR Bestg. Co. Hotel Statler Prospect 0200	CBS Petry	G. A. Richards, Chmn. of Bd. John F. Patt, V. P. & Gen. Mgr. Carl E. George, V. P. & Asst. Gen. Mgr.	R. P. Merridew, Prog. Dir. Ted Boynton, Prom. Mgr. Robert A. Fox, Chief Engr. Standard UP, INS RCA
WHK 1921	1420 5,000 DA-N	United Bestg. Co. 1311 Terminal Tower Prospect 5800	MBS Raymer	Sterling E. Graham, Pres. K. K. Hackathorn, Gen. Mgr. J. B. Maurer, Coml. Mgr.	C. M. Hunter, Prog. Dir. William Sprague, Prom. Mgr. R. H. DeLany, Chief Engr. AP Western Electric
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw				REL
WJMO 1947	1540 1,000-D	WJMO Bestg. Co. 2157 Euclid Ave. Superior 4424	Young	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr.	Robert De Tchon, Coml. Mgr. Brooke Taylor, Prog. Dir. Larry Shipley, Chief Engr. Lang-Worth AP, UP Raytheon

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CLEVELAND—(Continued)						
WJW 1943	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC Headley-Reed	William M. O'Neil, Pres. Lawrence Webb, Asst. to the Pres. Harold W. Waddell, Nat'l. Sales Mgr.	Charles V. Hunter, Prog. Dir. Frank Blumer, Prom. Mgr. Gerold G. Roberts, Chief Engr.	Standard UP, TP Western Electric
WJW-FM 1949	Ch. 281 (B) 104.1mc 19kw					
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erleview 2005	Forjoe	S. R. Sague, Pres., Gen. & Coml. Mgr. H. G. Pabst, Prog. Dir.	Jack Kelly, Prom. Mgr. Ben Whittaker, Chief Engr.	World Lang-Worth SESAC AP RCA
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					
WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC NBC Spot	John McCormick, Gen. Mgr. Harold Gallagher, Coml. Mgr. Jacob Hines, Prog. Dir.	Howard Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	Thesaurus Associated Standard AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 20kw					
WNBK (TV) 1948	Ch. 4 66-72mc 20.26kw aur.; 39.22kw vis.	(WTAM, AM affiliate)		Joseph A. Jenkins, Mgr. Philip L. Worcester, Prog. Dir.	A. Hammerschmidt, Oprs. Supvsr.	
WXEL (TV) 1949	Ch. 9 186-192mc 13kw aur.; 21kw vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. Victory 3-8400	Katz	Herbert Mayer, Pres. & Gen. Mgr. Franklin Snyder, Coml. Mgr.	Russell Speirs, Prog. Dir. Thomas B. Friedman, Chief Engr. General Electric

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WSRS

THE *Family* STATION

*
THE LEADING INDEPENDENT
IN THE NATION'S
SIXTH MARKET - - - CLEVELAND

**FORJOE & CO.
NATIONAL REPRESENTATIVES**

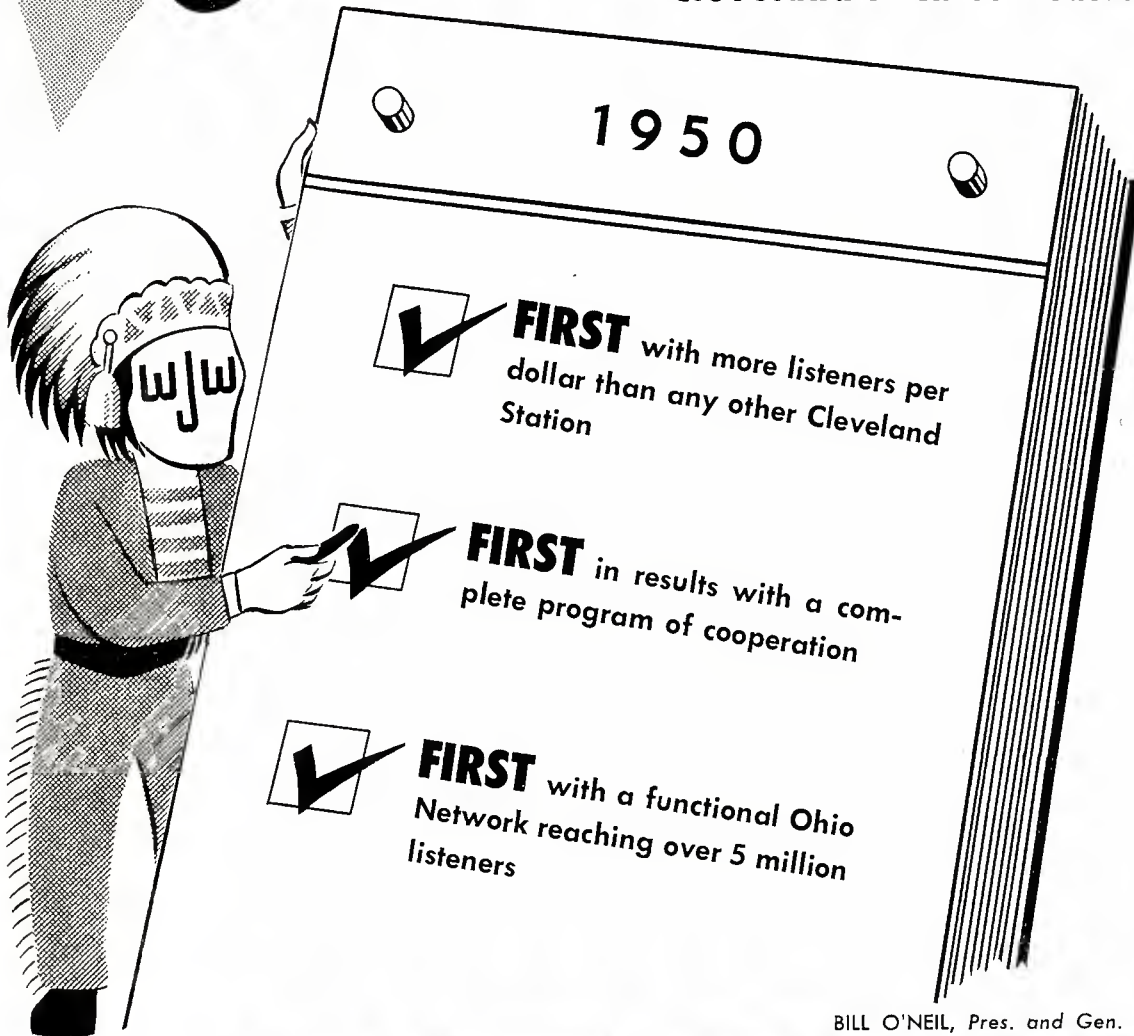
**S. R. SAGUE
PRES. & GEN'L. MGR.**

* IN A RECENT CLEVELAND POPULARITY POLL CONDUCTED BY THE CLEVELAND PRESS, WSRS LEADS 3 NETWORK STATIONS AND ALL INDEPENDENTS.

IN THE GREAT CLEVELAND MARKET—

Check **WJW**

Cleveland's Chief Station!



BILL O'NEIL, Pres. and Gen. Mgr.



BASIC
ABC Network

WJW

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY


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COLUMBUS					
WBNS 1924	1460 5,000-LS 1,000-N DA	Radiohio Inc. 33 N. High St. Adams 9265 (WBNS, AM affiliate)	CBS Blair	Richard A. Borel, Gen. Mgr. W. I. Orr, Sales Dir.	Jerome R. Reeves, Prom. Mgr. Geer Parkinson, Prog. Dir. Lester H. Nafzger, Chief Engr. Capitol World AP; RCA
WELD (FM) 1940	Ch. 246 (B) 97.1mc; 30kw				
WBNS-TV 1949	Ch. 10 192-193mc 14.2kw aur.; 28.4kw vis.		CBS Blair	Robert D. Thomas, Sales Mgr.	Edward H. Bronson, Prog. Dir. Ashley Dawes, Prod. Dir. World, Flamingo Nationwide
WCOL 1922	1230 250	The Pixleys East Broad at Young St. Main-4581	ABC Headley-Reed	Lloyd A. Pixley, Pres. Al Albinger, Gen. Mgr. Edgar A. Sprague, Prod. Dir.	Robert O. Runnerstrom, Prom. & Coml. Mgr. Leo McConnick, Chief Engr. Lang-Worth Associated AP, UP; RCA
WCOL-FM 1947	Ch. 222 (B) 92.3mc 33kw				Westinghouse
WHKC 1921	610 5,000 DA-N	United Bcstg. Co. 22 East Gay St. Adams 1101	MBS Raymer	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. Mgr.	John B. Moses, Prog. Dir. William C. Minor, Chief Engr. Lang-Worth UP RCA
WHKC-FM 1948	Ch. 254 (B) 98.7mc 15kw				
WLWF (FM) 1949	Ch. 242 (B) 96.3mc 15kw	Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	J. D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. Richard Rider, Prog. Dir.	James Leonard, Sta. Mgr. George Henderson, Sales Mgr. Charles Sloan, Chief Engr. Thesaurus UP, INS
WLWC (TV) 1949	Ch. 3 60-66mc 12.3kw aur.; 15.2kw vis.		(WLWF (FM) affiliate)		RCA
*WOSU 1922	820 5,000 L-WFAA WBAP	The Ohio State U. O. S. U. Campus University 3148		Howard L. Bevis, Pres. Robert C. Higgy, Sta. Dir. & Chief Engr.	Glen E. Ellstrom, Prog. Dir. Thesaurus UP RCA
WTVN (TV) 1949	Ch. 6 82-88mc 14.2kw aur.; 16.8kw vis.	Picture Waves Inc. 3720 LeVeque Lincoln Tower Fletcher 1520	ABC DuMont Headley-Reed	Edward Lamb, Pres. & Chief Owner John Rossiter, Gen. Mgr.	Herb Stewart, Asst. Coml. Mgr. Colin Male, Prog. Dir. James Burke, Chief Engr. AP RCA
WVKO (FM) 1948	Ch. 234 (B) 94.7mc 52.1kw	Sky Way Bcstg. Corp. 274 S. Third St. Main 5247	Standard	Gustav Hirsch, Pres. Robert S. French, Gen. Mgr. Thomas H. Buchanan, Coml. Mgr.	Bert Charles, Prog. Dir. Frederick Eckardt, Chief Engr. Associated Capitol UP, INS Western Electric

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WBNS

COVERS COLUMBUS AND CENTRAL OHIO

IT TAKES WBNS TO RING CASH REGISTERS IN CENTRAL OHIO—

In and around Columbus in central Ohio are 163,550 families who loyally keep their radios tuned to WBNS day and night. They have learned by a quarter of a century of listening that they can believe what they hear on WBNS. This market is not only thoroughly covered by WBNS but there is the extra bonus of program duplication on the affiliated FM station WELD. That's why advertisers who wish to do a complete and profitable selling job in central Ohio naturally select WBNS as their principal radio medium. WBNS has a long list of both local and national advertisers who consistently broadcast their sales messages over this station for year after year to the tune of sweet music on the cash registers.

ASK THE LOCAL ADVERTISERS ABOUT WBNS . . . THEY KNOW—

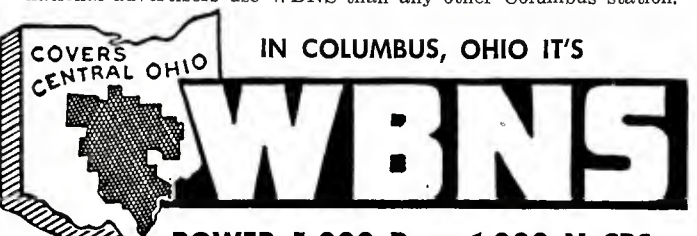
The local merchants know from experience what radio station pulls returns and which one does not. They get together . . . They com-

ASK JOHN BLAIR

pare notes . . . So ask Roger Jewelers, Carlile Furniture, Hanna Paint, Capital City Products Company, Reubens and dozens of others here in Columbus. Many of them will tell you that they have been using WBNS for twenty-five years and each one will testify that this station always brings in the customers and does the job at low cost too.

YES, AND ALSO ASK THE NATIONAL ADVERTISER ABOUT WBNS—

National advertisers do not spend their money wildly. They test and retest before embarking upon a campaign . . . And here in Central Ohio the field tests supported by Hooperatings prove that WBNS has the audience which does the buying. That's why more national advertisers use WBNS than any other Columbus station.



WBNS

POWER 5,000 D • 1,000 N CBS

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
COSSHOCKTON						
WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560	Standard	Bruce Wallace, Pres. & Gen. Mgr. James Sigman, Coml. Mgr. John R. Terry, Prog. Dir.	William Kirk, Prom. Mgr. Ben A. Jones, Chief Engr.	Standard Lang-Worth SESAC UP Raytheon
DAYTON						
WHIO 1935	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	CBS Hollingsbery	James M. Cox Jr., Pres. Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. (Mrs.) Viloe I. Coleman, Prom. Mgr. Ernest L. Adams, Chief Engr.	World Standard AP, UP, INS Western Electric Associated RCA
WHIO-FM 1948	Ch. 256 (B) 99.1mc 19kw				 Western Electric Associated RCA
WHIO-TV 1949	Ch. 13 210-216mc 13kw aur.; 24kw vis.		ABC, CBS DuMont Katz		 RCA
WING 1921	1410 5,000 DA-N	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC Weed	Charles Sawyer, Pres. Adna Karas, Gen. Mgr. John Pattison Williams, Exec. V. P.	Arthur Martin, Prog. Dir. Jean Broome, Prom. Mgr. Lloyd House, Chief Engr.	Lang-Worth Capitol AP Thesaurus UP, INS Crosley
WLWB (FM) 1949	Ch. 248 (B) 97.5mc 16kw	Crosley Bcstg. Corp. Frytown & W. Carroll- ton Rds. Melrose 9266	NBC	James D. Shouse, Chmn. of Bd. John T. Murphy, Gen. Mgr. Peter Lasker, Coml. Mgr.	A. Donovan Faust, Prog. Dir. Howard Lepple, Chief Engr. Thesaurus UP, INS Crosley
WLWD (TV) 1949	Ch. 5 76-82mc 8kw aur.; 16kw vis.	(WLWB (FM) affiliate) 4595 S. Dixie Highway Walnut 2101		R. E. Dunville, V. P. & Gen. Mgr.	M. N. Terry, V. P. Chg. TV. Activities UP, INS Crosley
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501	MBS Headley-Reed	Ronald B. Woodyard, Pres. & Gen. Mgr.	Jack Thornquest, Coml. & Prom. Mgr.	Thesaurus AP RCA
WTWO (FM) 1949	Ch. 284 (B) 104.7mc 43kw	(WONE, AM affiliate)			 Thesaurus AP RCA
DEFIANCE						
WONW 1949	1280 500-D	Defiance Bryan Pauld- ing Bcstg. Co. U. S. Route 24 5227	Standard	R. W. Crowell, Lloyd Basil, Ed W. Kuns, Robert S. Burke, Carl Fox, Partners	Richard E. Kaiser, Gen. Mgr. Gene Mills, Coml. Mgr. Paul Price, Prog. Dir. Kenneth Farrance, Chief Engr.	Thesaurus UP Gates
DOVER						
WJER (CP)	1450 250	Mrs. H. C. Greer 210 Blvd.		Mrs. H. C. Greer, Owner Frank Shaffer, Gen. Mgr.	William McLellan, Chief Engr.	
EAST LIVERPOOL						
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Bldg. Main 5190	Standard	Earl D. Eisenhower, Pres. John M. Croft, Gen. & Coml. Mgr.	Cy Newman, Prog. Dir. & Prom. Mgr. Frank Schafer, Chief Engr.	Lang-Worth UP Raytheon
WOHI 1949	1490 250	East Liverpool Bcstg. Co. 516 Market St. Main 1490		Richard V. Beatty, Pres. & Gen. Mgr. Harold J. Fitzgerald, Coml. Mgr.	John W. Ridder, Prog. Dir. David T. Taylor, Chief Engr.	World Thesaurus AP RCA
ELYRIA-LORAIN						
WEOL 1948	930 1,000 DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255		Roy W. Ammel, Pres. H. A. Seville, Gen. & Coml. Mgr. Martin Bouhan, Prog. Dir.	John W. O'Brien, Prom. Mgr. Walter Murawski, Chief Engr.	Lang-Worth Capitol UP RCA
WEOL-FM 1949	Ch. 297 (B) 107.3mc 48kw					
FINDLAY						
WFIN 1941	1330 1,000-D	Findlay Pub. Co. 500½ South Main St. Main 1330	KBS	R. L. Heminger, Pres. Harold H. Heminger, Gen. & Coml. Mgr.	Allen P. Dudley, Prog. Dir. Edgar C. Smith, Chief Engr.	Standard Lang-Worth UP INS Collins General Electric
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw				 General Electric
FOSTORIA						
WFOB (FM) 1946	Ch. 288 (A) 105.5mc 0.45kw	Seneca Radio Corp. 125 South Main St. 4635		Andrew Emerine, Pres. Mel Murray, Gen. Mgr. C. L. Borchers, Coml. Mgr.	James Huth, Prog. Dir. Farrell F. Elsea, Chief Engr.	World INS General Electric
FREMONT						
WFRO (CP)	900 500-D; DA	Robert F. Wolfe Co. 905 W. State St. Main 3401		Robert F. Wolfe, Pres. & Gen. Mgr. J. Weddell Kerr, Coml. Mgr.	Frank Swartz, Prog. Dir. A. C. Kauble, Chief Engr.	World Thesaurus INS General Electric
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw					
HAMILTON						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Nat'l Bank Bldg. 4-6543	MBS	Robert Briede, Pres. Joseph E. True, Gen., Coml. & Prom. Mgr. & Prog. Dir.	Don Volkman, Chief Engr.	Standard UP Collins
WMOH-FM 1948	Ch. 278 (B) 103.5mc 8.7kw					
LAKESWOOD						
WLAL (FM)	Ch. 285 (A) 104.9mc 0.5kw	United Garage & Serv- ice Corp.				
LANCASTER						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Co. Memorial Dr. 4500		Dr. Nelson Embrey, Pres. Donald W. White, Gen. & Coml. Mgr. & Prog. Dir.	Bob Respass, Prom. Mgr. Charles Houston, Chief Engr.	Cole World AP Gates
LIMA						
WIMA 1948	1150 1,000 DA-N	N.W. Ohio Bcstg. Corp. 223 North Main St. 6-3841	MBS ABC Weed	G. E. Hamilton, Pres. R. W. Mack, Gen. Mgr.	C. B. Heller, Coml. Mgr.	Thesaurus INS RCA Westinghouse
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw				 Westinghouse

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
LIMA—(Continued)						
WLOK 1936	1240 250	The Fort Industry Co. Nat'l Bank Bldg. 6-3411	NBC Avery- Knodel	George B. Storer, Pres. J. Robert Kerns, Mngng. Dir. & Prom. Mgr.	Harry Jay, Coml. Mgr. Richard T. Roll, Prog. Dir. Darrel Hunter, Chief Engr.	Lang-Worth AP Western Electric
WLOK-FM 1948	Ch. 277 (B) 103.3mc; 1kw					
MANSFIELD						
WMAN 1939	1400 250	Richland Inc. 140 Park Ave. West 4235	ABC Taylor-Borroff	Mrs. Monroe Rubin, Chief Owner J. M. O'Hara, Pres., Gen. & Coml. Mgr.	Harry C. Lytle, Prog. Dir. Carl Kindt, Prom. Mgr. W. E. Morrison, Chief Engr.	World UP RCA
MARIETTA						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 6383	MBS, KBS Grant	William G. Wells, Pres. Hugh M. P. Higgins, V. P. & Gen. Mgr.	Aud N. Archer, Coml. Mgr. James L. Ulmer, Prog. Dir. Charles E. Clark, Chief Engr.	Lang-Worth UP Collins
MARION						
WMRN 1940	1490 250	The Marion Bcstg. Co. P. O. Box 518 3226	ABC Standard Stovin	Robert T. Mason, Pres. & Gen. Mgr. Robert Sprouse, Coml. Mgr.	Carey Simpson, Prog. Dir. Francis J. Peters, Chief Engr.	Thesaurus UP RCA
WMRN-FM (CP)	Ch. 295 (B) 106.9mc; 7.6kw					
MIDDLETOWN						
WFFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625	Cooke	Paul F. Braden, Pres. & Gen. Mgr. Ranny Daly, Coml. Mgr.	George Lummis, Prog. Dir. Fern Troutvine, Prom. Mgr. Laurace Beckwith, Chief Engr.	Lang-Worth SESAC AP
NEWARK						
WCLT 1949	1430 500-D	Advocate Printing Co. 25 W. Main St. 4007	Standard	Frank W. Spencer, Pres. Thomas A. Rogers, Gen. Mgr. Robert Pricer, Coml. Mgr.	Gene Ragle, Prog. Dir. & Asst. Gen. Mgr. Benjamin Windle, Chief Engr.	World Capitol AP Gates General Electric
WCLT-FM 1947	Ch. 262 (B) 100.3mc; 8.5kw					
PIQUA						
WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 W. Covington Ave. 1420	Grant	Richard E. Hunt, Chief Owner, Gen. & Coml. Mgr. Bob Bupp, Prog. Dir.	Jim Flinn, Prom. Mgr. Byron F. London, Chief Engr.	World SESAC AP Collins
PORTSMOUTH						
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS Taylor-Borroff	Roy D. Moore, Pres. Gerald F. Boyd, Mgr. Carl P. Bodner, Coml. Mgr.	Floyd M. Jackson, Prog. Dir. Ann T. Evans, Prom. Mgr. Maurice L. Myers, Chief Engr.	Lang-Worth AP RCA
WPAY-FM 1948	Ch. 281 (B) 104.1mc; 7kw					

DA-N Directional Antenna, night only. FM's in italic. *—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours.
DA-1 Directional Antenna, same pattern day and night. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

1940

1941

1942

1943

1944

1945

1946

1947

1948

1949

1950

W M R N

Begins Its Tenth Year

We're looking forward to 1950, for it marks our tenth year
of service to this wealthy seven-county area. When you
want to sell these more-than-200,000 Ohioans, tell your
story over WMRN. They pay attention to their "Friendly
Neighbor".

WMRN - MARION, OHIO

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make	
PORTSMOUTH—(Continued)						
(CP)	1260 1,000 DA-1	Portsmouth Bcstg. Co.				
RAVENNA						
WKRV (FM) (CP)	Ch. 221 (A) 92.1mc; 1kw	Record Pub. Co.				
SANDUSKY						
WKPM (FM) (CP)	Ch. 233 (B) 94.5mc; 51kw	Sandusky Newspapers Inc.				
WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. at Huntington 5170	MBS Standard McKinney	Lloyd A. Pixley, Pres. Albert E. Heiser, Gen. Mgr. Louis Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Don Dean, Prom. Mgr. Jay Leibach, Chief Engr.	World Lang-Worth Thesaurus AP RCA
SHAKER HEIGHTS						
WIKH (FM) (CP)	Ch. 261 (A) 100.1mc; 0.64kw	Science Education Fnd. Inc.				
SPRINGFIELD						
WIZE 1940	1340 250	Radio Voice of Spring- field Inc. 117 W. High St. 3-4955	ABC Weed	Charles Sawyer, Pres. J. P. Williams, Exec. V. P. A. H. Karns, Gen. Mgr. C. N. Evans, Coml. Mgr.	Robert Christol, Prog. Dir. John McEnaney, Prom. Mgr. Victor Bushong, Chief Engr.	Lang-Worth Standard UP RCA
WJEL 1947	1600 500-D	Champion City Bcstg. Co. 101 N. Fountain 3-4678	KBS Standard Friedenberg	Dr. D. J. Parsons, Pres. Frank N. Jones, Gen. & Coml. Mgr.	William B. Burt, Prog. Dir. Mr. McCasland, Chief Engr.	Associated UP RCA
WJEM (FM) 1947	Ch. 280 (A) 103.9mc 1kw	(WJEL, AM affiliate)				
WWSO	1210 250-D	Radio Springfield Inc. Chamber of Commerce Bldg. 3-6488	IMS	Lin Mason, Gen. Mgr.		Raytheon Cole Thesaurus World AP
STEBENVILLE						
WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	Jack N. Berkman, Pres. John J. Laux, Gen. & Coml. Mgr. George H. Wilson, Prog. Dir.	Joseph M. Troesch, Asst. Gen. Mgr. & Tech. Dir. Charles S. Shepherd, Chief Engr.	Lang-Worth UP Western Electric
WSTV-FM 1947	Ch. 278 (B) 103.5mc 2kw					Westinghouse
TIFFIN						
WTFM (FM) 1947	Ch. 252 (A) 98.3mc 0.45kw	Tiffin Bcstg. Co. 21 N. Washington St. 3548	Standard	Jay R. David, Pres. Richard T. Roll, Gen. Mgr. Dale M. Schussler, Asst. Gen. Mgr. Wayne Byers, Prog. Dir.	Don Wall, Coml. Mgr. Bob Washka, Asst. Prog. Dir. Richard H. Tolmie, Chief Engr. Ernest Sanders, Asst. Chief Engr.	Capitol UP General Electric
TOLEDO						
WSPD 1928	1370 5,000 DA-N	The Fort Industry Co. 136 Huron St. Adams 3175	NBC Katz	George B. Storer, Pres. J. Harold Ryan, V. P. & Treas. E. Y. Flanigan, Gen. Mgr. Glenn Jackson, Prog. Dir.	Richard Gourley, Prom. Mgr. William Stringfellow, Chief Engr.	Lang-Worth Standard Thesaurus AP, UP, INS Western Electric

MUTUAL

WLEC

1450 KC

ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!

JUST ASK **EVERETT-McKINNEY** AND LEARN

**ONE OF THE GRANDEST VALUES IN
RADIO ADVERTISING TODAY!**

★

MON. THRU FRI.	WLEC	A	B	C	D	E
8 TO 12 NOON	41.6	29.2	15.9	8.5	0.8	1.5
12 TO 6 PM	48.5	25.3	12.4	6.1	2.1	1.6
6 TO 8 PM	35.9	31.1	11.9	10.4	3.0	2.2
8 TO 10 PM	26.1	38.2	18.1	6.8	2.0	2.0



★ WINTER 1949 HOOPER INDEX

ONE OF THE COUNTRY'S MOST STABLE MARKETS—Sandusky, Ohio

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OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
TOLEDO—(Continued)						
WSPD-FM 1947	Ch. 268 (B) 101.5mc 10kw			 RCA	
WSPD-TV 1948	Ch. 13 210-216mc 14.4kw aur.; 27.4kw vis.		CBS, DuMont NBC	 RCA	
WTOD 1946	1560 1,000-D	Unity Corp. Inc. 515 Madison Ave. Garfield 5551 (WTOD, AM affiliate)	Headley-Reed	Edward Lamb, Pres. Sunne Miller, Gen. & Coml. Mgr.	Doug Tabner, Prog. Dir. Robert Sowers, Chief Engr.	Lang-Worth AP Raytheon
WTRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw			 RCA	
WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, Pres. Thomas S. Bretherton, Gen. Mgr. Morton Neipp, Coml. Mgr.	Karl R. Nelson, Prog. Dir. Harold Holmes, Chief Engr.	World AP, UP Western Electric
WTOL-FM 1949	Ch. 284 (B) 104.7mc 50kw					
WARREN						
WHHH 1941	1440 5,000 DA-2	The Warren Tribune Radio Station Inc. 108 Main St. 2212-9	MBS Ra-Tel	Helen Hart Hurlbert, Pres. H. R. Farrall, V. P., Gen. & Coml. Mgr.	William M. Brown, Prog. & Prom. Mgr. Hugo A. Bondy, Chief Engr.	Associated SESAC UP Western Electric
WOOSTER						
WWST 1947	960 500-D	Wooster Republican Printing Co. Wooster 760	Standard	E. B. Evans, Gen. & Prom. Mgr. K. S. Gordon, Coml. Mgr.	D. E. Gooding, Prog. Dir. C. R. Grunder, Chief Engr.	Lang-Worth World AP RCA
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw					
WORTHINGTON						
WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 649 High St. 2-5342	Standard	James R. Moore, Pres. Edgar Parsons, Gen. Mgr.	Joseph D. Bradshaw, Coml. & Prom. Mgr. Bob Geis, Prod. Mgr. Royce O. Woodward, Chief Engr.	Standard AP, INS RCA
WRFD-FM 1950	Ch. 250 (B) 91.9mc 340kw					
YOUNGSTOWN						
WEBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. 3-2159	Forjoe Standard	John Cherpack Jr., Pres. & Chief Engr. Gene Trace, V. P., Gen. & Coml. Mgr.	Anthony Ross, Prog. Dir. & Prom. Mgr.	Associated Capitol INS RCA
WFMJ 1939	1390 5,000 DA-N	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC Headley-Reed	William F. Maag Jr., Pres. & Gen. Mgr. Leonard E. Nasman, Coml. Mgr.	Robert B. Mackall, Prog. Dir. Frank A. Dieringer, Chief Engr.	Standard Thesaurus SESAC AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw					
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 17 N. Champion St. 42122	CBS Raymer	W. P. Williamson Jr., Pres. & Gen. Mgr. J. L. Bowden, Sta. Dir.	Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr.	World Lang-Worth UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw			 Westinghouse	
ZANESVILLE						
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade Bldg. 6000	NBC Pearson	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert D. Maley, Prog. Dir. & Prom. Mgr. William A. Hunt, Chief Engr.	World AP RCA

OKLAHOMA

ADA						
KADA 1934	1230 250	KADA Bcstg. Inc. First Nat'l. Bldg. 12	ABC, KBS Oklahoma Taylor-Borroff	Dr. C. C. Morris, Pres. Bily T. Hoover, V. P. & Gen. Mgr. Brown Morris, Asst. Mgr. & Secy-Treas.	Pat Murphy, Prog. Dir. Betty Hughes Nolen, Prom. Mgr. Harold Walker, Chief Engr.	Standard AP Collins
ALTUS						
KWHW 1947	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS, KBS Oklahoma Grant	Frank E. Wimberly, Pres. & Gen. Mgr.	Ernest Baucum, Chief Engr.	Capitol AP Raytheon
ARDMORE						
KVSO 1935	1240 250	John F. Easley 112 N. Washington 3030	ABC, KBS Oklahoma Taylor-Borroff	John F. Easley, Pres. Albert Riesen, Gen. Mgr. J. E. Riesen, Coml. Mgr.	Dolly Dutton, Prog. Dir. D. C. Dillard, Prom. Mgr. Wm. Kolb, Chief Engr.	Associated SESAC AP RCA
KVSO-FM 1948	Ch. 229 (B) 93.7mc 8.2kw					
BARTLESVILLE						
KWON 1941	1400 250	Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400	MBS Oklahoma	J. Fred Case, Pres. & Gen. Mgr. John Collins, Coml. Mgr.	Jim Wireman, Chief Engr. AP Western Electric
CHICKASHA						
KWCO 1946	1560 250-D	Washita Valley Bcstg. Co P. O. Box 744 2899	MBS, LBS Oklahoma Continental	Phil Jackson & Clarence Wilson, Owners Clarence Wilson, Gen. Mgr. & Prog. Dir.	Phil Jackson, Coml. & Prom. Mgr. Neal Allen, Chief Engr. AP Gates

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours.
U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.

NOW Covering

the **RUHR-AL** Area

of the Greater Youngstown, Ohio

Iron and Steel district

5 KW-AM **50 KW-FM**

Day and Night with 19 hour daily service

W F M J

(Youngstown, Ohio, Warren, Ohio, Sharon & New Castle, Pa.)

Per Dollar, Per "M" Listeners, buy the
Basic **ABC** Station in Youngstown, Ohio

- ★ FOURTH LARGEST STEEL CENTER
- ★ 25 TH MARKET IN AMERICA
- ★ THIRD OHIO MARKET
- ★ RICH FARMING AREA
- ★ MILLION POPULATION

Make Your Advertising Pay with WFMJ!

C. E. HOOPER — BMB
ASCP — BMI
NAB — OAB

ASSOCIATED PRESS
UNITED PRESS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York Los Angeles
Chicago Atlanta
Detroit San Francisco

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
CLINTON					
KWOE 1949	1320 1,000-D	Western Oklahoma Bcstg. Co. P. O. Box 706 617		Alice Howenstine, Pres. V. M. Preston, Secy-Treas.	Lew Preston, Prog. Dir. Harold Wood, Chief Engr. SESAC Raytheon
DUNCAN					
KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Owner J. P. Burnett, Gen. Mgr. Byron McCall, Coml. Mgr.	Doug Thompson, Prog. Dir. Bill Buford, Chief Engr. Capitol UP Western Electric
DURANT					
KSEO 1947	750 250-D	Democrat Printing Co. P. O. Box 511 102	KBS, LBS	R. F. & Bennett Story, Partners Leroy Moses, Gen. Mgr.	Fred R. Blackburn, Coml. Mgr. L. O. Wilcox, Chief Engr. Thesaurus AP General Electric
KSEO-FM 1949	Ch. 297 (A) 107.3mc 1kw				
EL RENO					
KCHE 1948	1590 500-D	KCHE Bcstg. Co. First Nat'l. Bank Bldg. 2438	KBS	Ross K. Prescott & C. C. Wood- son, Partners Harry L. Ward, Gen. Mgr. Hi Roberts, Prog. Dir.	Tom Gilmore, Coml. Mgr. C. H. Standford, Chief Engr. Standard UP Gates
ELK CITY					
KASA 1932	1240 250	Southwest Bcstg. Co. 204 N. Main 730	MBS Friedenberg	V. M. Preston, Mgr.	Lonnie J. Preston, Supvr.
ENID					
KCRC 1929	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma Taylor-Borroff	Milton B. Garber, Pres. George L. Tarter, Gen. & Prom. Mgr. H. P. Hale, Coml. Mgr.	Edith Longley, Prog. Dir. Murray Coleman, Chief Engr. Standard AP Collins General Electric
KCRC-FM 1948	Ch. 274 (B) 102.7mc 5.2kw				
KGWA (CP)	960 1,000 DA-1	Public Bcstg. Service Inc. Enid		George Hutchinson, Pres. H. J. Godschalk, Gen. Mgr.	William Teitzel, Chief Engr. UP Gates
FREDERICK					
KTAT 1948	1570 250-D	Frederick Bcstg. Co. P. O. Box 920 1010	KBS	R. W. Wheeler Jr., J. D. Jones Jr., J. W. Oswald, W. A. Jones, Partnership Ron Wheeler, Gen. Mgr.	Charles Henson, Prog. Dir. Dan Jones, Coml. Mgr. & Chief Engr. Jack Oswald, Bus. Mgr.
GUYMON					
KGYN 1948	1220 1,000-D	Plains Bcstg. Co. Inc. 21st & Lelia 888		T. M. Raburn Jr., Pres. & Gen. Mgr. J. A. Burke, Chief Engr.	Thesaurus UP Gates
HOBART					
KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS Oklahoma	T. J. Shriner, Owner & Gen. Mgr. M. J. Shriner, Coml. & Prom. Mgr.	Jack Wickizer, Prog. Dir. Darrel Foss, Chief Engr. AP Gates
HUGO					
KIHN 1948	1340 250	Little Dixie Bcstg. Co. Inc. P. O. Box 248 1140		George L. Malone, Pres. Kruger E. Muse, Gen. & Coml. Mgr. Betsy Muse, Prog. Dir.	Nancy Moore, Prom. Mgr. Milo Holtberg, Chief Engr. Lang-Worth AP Gates
LAWTON					
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. P. O. Box 699 1380	ABC Oklahoma Taylor-Borroff	R. H. Drewry, Pres. Allan Page, Gen. Mgr. E. N. Ashlock, Coml. Mgr.	Morgan Roberts, Prog. Dir. P. N. Goode, Prom. Mgr. William Buford, Chief Engr. Lang-Worth UP Western Electric
McALESTER					
KTMC 1946	1400 250	J. Stanley O'Neill First & Washington Sts. 2411	ABC, KBS Oklahoma Taylor-Borroff	J. Stanley O'Neill, Pres. & Gen. Mgr. Robert Baggett, Coml. Mgr. Betty Heard, Prog. Dir. & Prom. Mgr.	Robert Schlib, Chief Engr. Standard AP Gates
----- (CP)	1460 1,000-D	Pittsburg Bcstg. Co.			
MIAMI					
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Miami Hotel 3303	Young	John H. Giffin, Pres. Wallace R. Dunn, Gen. Mgr.	AP Western Electric
MUSKOGEE					
KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 303	ABC Oklahoma Taylor-Borroff	Tams Bixby Jr., Pres. Ernest I. Watson, Mgr. Wally Weber, Asst. Mgr.	Roger Stoner, Prog. Dir. Eugene O'Brien Edwards, Chief Engr. UP RCA General Electric
KBIX-FM 1949	Ch. 253 (B) 98.5mc 3.3kw				
KMUS 1948	1380 1,000-LS 500-N DA	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	MBS Continental	Ben T. Childers, Pres. Jimmie Barry, Gen., Coml. & Prom. Mgr.	Harvey Marsh, Prog. Dir. D. W. Hoisington, Chief Engr. UP Gates
KMUS-FM 1947	Ch. 268 (B) 101.5mc 3.7kw	Muskogee Bcstg. Co. 412½ Court St. 656		W. J. Rea Sr., Pres. & Gen. Mgr.	Western Electric
NORMAN					
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474		Tol Dickenson, Chief Owner & Coml. Mgr. Wm. S. Morgan, Owner & Gen. Mgr.	Don Daniel, Chief Engr. Standard UP Collins
*WNAD 1920	640 1,000-D	U. of Oklahoma Faculty Exchange 900		John W. Dunn, Gen. Mgr. Mima Smethers, Prom. Mgr.	Remy M. Perot, Chief Engr. Standard AP Western Electric
OKLAHOMA CITY					
KBYE 1946	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323	Radio Reps	Frank J. Lynch, Gen. Mgr.	

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Oklahoma has always
had big ears for

WKY

By any audience measuring stick you care to choose, WKY is the dominant station in Oklahoma's biggest market. Look at Hooper! Look at BMB! Look at "Listener's Diary"! Look at advertisers' results! They all prove the same fact — that only WKY can give you the audience, coverage and results you want and need in Oklahoma's most important market!



Now it has
big eyes for

WKY-TV

Who said television is just a "big city" medium? Practically a whole STATE is looking at WKY-TV! And here's why. We have a 966 foot antenna . . . an extremely favorable terrain . . . the perfect channel 4 frequency . . . the finest modern equipment, plus the priceless ingredient . . . *listener loyalty* . . . built up over the years by WKY-AM. Your KATZ representative will be glad to give you the facts and figures.

WKY

AM

FM

TV

OKLAHOMA CITY

930 KILOCYCLES • NBC

CHANNEL 4

NBC • CBS • ABC • DUMONT

OWNED AND OPERATED BY

THE OKLAHOMA PUBLISHING CO.

WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

REPRESENTED BY

THE KATZ AGENCY, INC.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
OKLAHOMA CITY—(Continued)							
	KLPR 1947	1140 1,000-D	Oklaoma City Bcstg. Co. 132½ W. Commerce 3-6358		Byrne Ross, Pres. & Gen. Mgr. Monty Wells, Coml. & Prom. Mgr. (Miss) Billie Lynn Davidson, Prog. Dir. Jack Richmond, Chief Engr.	Associated Cole AP Raytheon Thesaurus Standard AP Collins	
	KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	John D. Thomas, Pres. Matthew H. Bonebrake, Gen. Mgr. George Collisson, Coml. Mgr.	John Steele, Prog. Dir. R. R. Freeland, Chief Engr.	General Electric Capitol Standard SESAC UP Western Electric
	KOCY-FM 1946	Ch. 234 (B) 94.7mc 70kw					
	KOMA 1927	1520 50,000 DA-N	KOMA Inc. Biltmore Hotel 2-3291	CBS Avery-Knodel	John Toole Griffin, Pres. J. J. Bernard, Gen. Mgr. W. L. Benham Jr., Coml. Mgr.	Robert M. Eastman, Prog. Dir. Tom Alyea, Prom. Mgr. M. W. Thomas, Chief Engr.	World, Cole AP, UP Western Electric
	KOMA-FM 1948	Ch. 290 (B) 105.9mc 4.06kw					
	KTOK 1937	1000 5,000-LS 1,000-N DA-2	KTOK Inc. 1800 West Main St. 3-8352	ABC Oklahoma Taylor-Borroff	O. L. (Ted) Taylor, Pres. Robert D. Enoch, Gen. Mgr.	Harold M. Shreve, Prog. & Prom. Mgr. Clifford M. Easum, Chief Engr.	World, Cole AP, UP Western Electric
	KTOK-FM 1946	Ch. 282 (B) 104.3mc 43kw					
	KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Apco Tower 2-6367	LBS Forjoe	Ralph Ball, Pres. Cal Perley, Gen. Mgr. Hugh Finnerty, Coml. Mgr.	Bill Bryan, Prog. Dir. Elmo Black, Chief Engr.	World UP General Electric
	WKY 1921	930 5,000 DA-N	WKY Radiophone Co. Skirvin Tower 3-4306	NBC Katz	E. K. Gaylord, Pres. P. A. Sugg, Sta. Mgr. Leo Howard, Coml. Mgr.	Paul Brawner, Prog. Dir. Gene Dodson, Prom. Mgr. H. J. Lovell, Chief Engr.	Associated Standard AP, UP RCA
	WKY-FM 1947	Ch. 255 (B) 98.9mc 48kw					
	WKY-TV 1949	Ch. 4 66-72mc 6.2kw aur.; 12.1kw vis.		ABC, CBS DuMont, NBC			
OKMULGEE							
	KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Oddfellows Bldg. 3646	MBS Oklahoma Walker	Harold E. King, Gen. Mgr. Dan Kenan, Coml. Mgr. Chuck Phillips, Prog. Dir.	Joyce Mann, Prom. Mgr. James H. Smith, Chief Engr.	Lang-Worth AP RCA
PAULS VALLEY							
	KVLH 1947	1470 250-D	KVLH Bcstg. Co. Highway #77 North 1470	LBS, KBS	James T. Jackson, Pres. R. Phil Crenshaw, Gen. Mgr.	H. Edward Walker, Coml. Mgr. George A. Rountree, Chief Engr.	World UP Collins
PONCA CITY							
	WBBZ 1928	1230 250	Ponca City Pub. Co. 615 West Grand 6607	MBS, KBS Oklahoma Ra-Tel	Clyde E. Muchmore, Pres. Paul H. Buening, Gen. Mgr. Gene Sheid, Coml. Mgr.	Sheldon Bonnewell, Prog. Dir. Bob Nelson, Prom. Mgr. Ken Ruppe, Chief Engr.	Standard AP Gates
SEMINOLE							
	KSMI 1948	1260 500-D	Seminole Bcstg. Co. P. O. Box 1351 1260	MBS	Tom Potter, Pres. Jon B. Wagner, Gen. Mgr. Jack Wallace, Coml. Mgr.	Carl L. McDaniel, Prog. Dir. Warren W. Abbott, Chief Engr.	Capitol SESAC UP Collins
SHAWNEE							
	KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Federal Nat'l. Bldg. 4390	ABC Taylor-Borroff	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. Edwin M. Moore, Coml. Mgr.	William A. Weaver, Prog. Dir. Earl R. Ward, Chief Engr.	Lang-Worth UP Collins
STILLWATER							
	KSPI 1947	780 250-D	Stillwater Pub. Co. P. O. Box 231 311	MBS, LBS Ra-Tel	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Ed Harvey, Coml. Mgr.	Braxton L. Combs, Prog. Dir. Bob Burton, Prom. Mgr. Paul McCullom, Chief Engr.	Standard UP Western Electric
	KSPI-FM 1947	Ch. 230 (B) 93.9mc 3.1kw					
TULSA							
	KAKC 1946	970 1,000-LS 500-N DA-2	Public Radio Corp. Avey's Tulsa Coliseum 4-2401	Walker	S. E. Avey, Pres. & Treas. James L. Neal, V. P. & Gen. Mgr. Glen A. Harmon, Coml. Mgr.	John B. Wheeler, Prog. Dir. M. C. Darnaby, Prom. Mgr. M. Y. White, Chief Engr.	Lang-Worth AP Collins
	KAKC-FM 1947	Ch. 238 (B) 95.5mc 8.2kw					
	KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. 1242 S. Boston 5-5555	LBS Forjoe	Fred Jones, Pres. Lawson Taylor, Gen. Mgr. Jack Betz, Coml. Mgr.	M. McGuigan, Prog. Dir. Nate Wilcox, Chief Engr.	Standard UP Western Electric
	KOME 1938	1300 5,000-LS 1,000-N DA-2	Oil Capital Sales Corp. 8th at Main 3-4121	MBS Weed	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. Howard Engle, Coml. Mgr.	Larry Robertson, Prog. Dir. Ann Fountain, Prom. Mgr.	Standard AP Western Electric
	KOTV (TV) 1949	Ch. 6 82-88mc 8.5kw aur.; 16.55kw vis.	George E. Cameron Jr. 1411 Nat'l. Bank of Tulsa Bldg. 2-9971	ABC, CBS, NBC, DuMont Young	George E. Cameron Jr., Chief Owner Maria Helen Alvarez, Pres. & Gen. Mgr. John Hill, V. P. & Coml. Mgr.	Ronald C. Oxford, Prog. Dir. George Jacobs, Chief Engr.	UP, INS RCA
	KRMG 1949	740 50,000-LS 10,000-N DA-2	All-Oklahoma Bcstg. Co. 4th & Denver Sts. 5-3291	ABC Blair	Robert S. Kerr, Pres. Robert B. Jones Jr., Gen. & Coml. Mgr.	Frank S. Lane, Sales Mgr. (Miss) Montez Tjaden, Prom. Mgr. Aiden F. Wooster, Chief Engr.	Standard AP RCA
	KTUL 1934	1430 5,000 DA-N	Tulsa Bcstg. Co. Boulder-on-the-Park 2-3191	CBS Avery-Knodel	John Griffin, Pres. John Esau, Gen. Mgr. L. A. Blust Jr., Coml. Mgr.	Karl Janssen, Prog. Dir. George L. Ketcham, Prom. Mgr. Robert Snider, Chief Engr.	Lang-Worth Capitol UP Western Electric
	KTUL-FM 1948	Ch. 246 (B) 97.1mc 2.6kw					
	KVOO 1925	1170 50,000 DA-N	Southwestern Sales Corp. 2104 Piltower Bldg. 2-2254	NBC Petry	P. Q. Proctor, Pres. Wm. B. Way, V. P. & Gen. Mgr. Gustav K. Brandborg, Coml. Mgr.	Thomas W. DeVore, Prog. Dir. Charles N. McKinney, Prom. Mgr. L. W. Stinson, Chief Engr.	Standard UP, INS Western Electric
WOODWARD							
	KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS	Edward A. Ryan & James L. Todd, Co-owners James L. Todd, Sta. Mgr.	Edward A. Ryan, Bus. & Coml. Mgr. John M. Nelson, Chief Engr.	Lang-Worth Cole AP Western Electric

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CBS evening programs
 have the highest *average*
 rating in radio today*

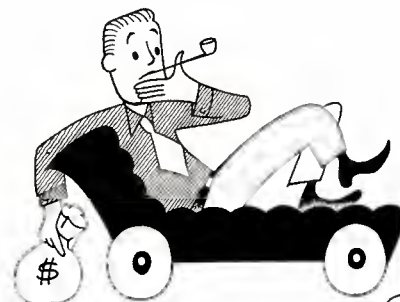
IN TULSA THESE CBS PROGRAMS ARE ON KTUL AND...



★ The PAT BREENE SHOW



★ KTUL TALENT PARADE

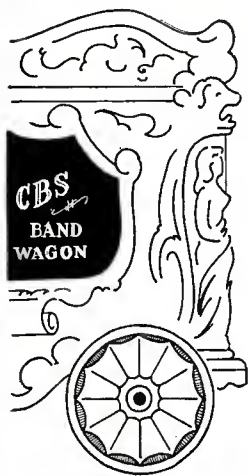


★ EASY DOES IT

... In The Popularity Parade
 in Tulsa don't overlook
 these Top Locally Produced
 shows on KTUL.



★ AL CLAUSER'S MORNING RAMBLE



★ MOST COMPLETE NEWS COVERAGE



★ SOUTHSIDE MATINEE



★ EDDIE COONTZ'S MORNING WATCH

*According to Hooper and Nielsen surveys quoted in CBS advertisement in November 23 Variety.

KTUL TULSA'S EXCLUSIVE RADIO CENTER
 AVERY-KNODEL, INC.
 Radio Station Representatives
 JOHN ESAU, Vice Pres. & Gen. Mgr.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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OREGON

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ALBANY						
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234	MBS Don Lee Keating	R. R. Cronise, Pres. Chet Wheeler, Gen. Mgr. Warren Stoffer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Derwood Smith, Prom. Mgr. Herb Davidson, Chief Engr.	Standard World UP RCA
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.71kw					
ASHLAND						
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman Rd. 2-1351	KBS Gene Grant	M. S. Hamaker, Pres. Edward P. Barnett, Gen. Mgr. B. Lane Bardeen, Coml. & Prom. Mgr.	Charles B. Field, Prog. Dir. Philip R. George, Chief Engr.	Capitol, World Standard AP Gates
ASTORIA						
KAST 1936	1370 1,000 DA-1	Astoria Bcstg. Co. P. O. Box 445 95	MBS, KBS Don Lee Northwest Keating	Robert E. Chessman, Pres. Robert D. Holmes, Gen. Mgr. Hal E. Chase, Coml. Mgr.	Frances J. Anderson, Prog. Dir. Jay Bruce Whitwell, Chief Engr.	Standard AP Raytheon
BAKER						
KBKR 1939	1490 250	Inland Radio Inc. First & Court St. 140	Oregon Trail	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. Mgr. Milton L. Levy, Coml. & Prom. Mgr.	Kenneth F. Holden, Prog. Dir. Walter A. Bobisud, Chief Engr.	World UP
BEND						
KBND 1938	1340 250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS Don Lee Grant	Frank H. Loggan, Pres. & Gen. Mgr. W. H. Barton, Coml. Mgr.	K. R. Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Lang-Worth UP RCA
COOS BAY						
KOOS 1928	1230 250	KOOS Inc. 505 Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Sta. Mgr.	Jack Irvine, Coml. Mgr. (Mrs.) Sara Spaug, Prog. Dir. Roger Spaug, Chief Engr. AP RCA
COQUILLE						
KWRO 1949	1450 250	KWRO Inc. Box 396 3931	Gene Grant	Walter L. Read, Pres. William E. Walsh, Secy-Treas.	Robert W. Harris, Sta. Mgr. Dave Riggs, Prog. Dir. William A. Cook, Prom. Mgr.	Associated, Cole AP
CORVALLIS						
*KOAC 1922	550 5,000 DA-2	Oregon State College Corvallis 526		Paul Packer, Dir. James M. Morris, Prog. Dir.	Grant S. Feikert, Chief Engr. UP Western Electric
KRUL 1946	1340 250	Pacific States Radio Co. 1221 S. Fifteenth St. 1504	KBS Grant	J. C. Haley Sr., Pres. C. W. Peck, Gen. & Coml. Mgr.	James Bailey, Prom. Mgr. Jeff E. Evans, Chief Engr.	Lang-Worth AP General Electric
THE DALLES						
KODL 1940	1230 250-LS 100-N	Western Radio Corp. Scenic Dr.	KBS Keating	V. B. Kenworthy, Pres.	Paul E. Walden, Mgr.	
EUGENE						
KASH 1947	1600 1,000 DA-N	Radio Air Ways Inc. P. O. Box 1600 4-2201	NBC KBS	E. L. Kincaid, Pres. & Gen. Mgr. Paul Plank, Sales Mgr.	Don McCutcheon, Prog. Dir. William Riley, Chief Engr.	Capitol UP Collins
KERG 1949	1280 1,000 DA-N	Eugene Bcstrs. Inc. Studio Bldg.		Alton F. Baker, Pres. L. W. Trommlitz, Gen. Mgr. Herbert Michael, Coml. Mgr.	Reginald Roos, Prog. Dir. Calvert Applegate, Chief Engr.	Standard AP Gates
KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney	Paul McElwain, Pres. Lee Bishop, Gen. Mgr. Bob Hillyer, Coml. Mgr.	Bob Eubanks, Prog. Dir. Virg Parker, Prom. Mgr. Floyd Viken, Chief Engr.	World AP
KUGN 1946	1400 250	KUGN Inc. P. O. Box 1400 4-6216	ABC Grant	C. H. Fisher, Pres. S. W. McCreedy, Gen. Mgr. L. N. Young, Coml. Mgr.	L. S. Ready Jr., Prog. Dir. & Prom. Mgr. William Green, Chief Engr.	Lang-Worth AP
KUGN-FM 1947	Ch. 256 (B) 99.1mc 8kw				 RCA
GRANTS PASS						
KUIN 1939	1340 250	So. Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, Pres. E. A. Malone, Mgr.	J. T. Sivert, Prog. Dir. N. L. Williams, Chief Engr.	World MacGregor AP Western Electric
KGPO(FM) 1948	Ch. 245 (B) 96.9mc 3.1kw	(KUIN, AM affiliate)				
KLAMATH FALLS						
KFJI 1922	1150 5,000-LS 1,000-N DA	W. D. Miller P. O. Box 692 5155	MBS Grant	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	William Wentworth, Prog. Dir. William P. Grimes, Chief Engr.	World UP Collins
KFLW 1946	1450 250 CP 1240	Herald Pub. Co. P. O. Box 941 8115	ABC McKinney	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr.	Aaron Boe, Adv. Dir. Gib Walter, Chief Engr.	Standard AP Gates
KFLW-FM (CP)	Ch. 233 (B) 94.5mc 5kw					
LA GRANDE						
KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	Oregon Trail	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Marjorie Simcox, Prog. Dir. Murray M. Durham, Chief Engr.	Lang-Worth UP RCA

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McMINNVILLE					
KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Lafayette Ave. 3811		Jack B. & Philip N. Bladine, Partners Lou Gillette, Gen. Mgr.	Glasco Branson, Coml. Mgr. G. L. Hathaway, Chief Engr. Capitol Lang-Worth AP Western Electric
MEDFORD					
KMED 1922	1440 5,000-LS 1,000-N	Mrs. W. J. Virgin P. O. Box 1306 4000	NBC	(Mrs.) W. J. Virgin, Pres. & Gen. Mgr. James J. Dunlevy, Coml. Mgr.	Gladys La Mar, Prog. Dir. John S. Duffy, Prom. Mgr. Victor M. Califf, Chief Engr. Standard MacGregor UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 9200	ABC Grant	Robert W. Ruhl, Pres. Pete Watts, Gen. Mgr. Norbert Miksche, Coml. Mgr.	John Ahern, Prog. Dir. Curtis Burnside, Chief Engr. Cole Lang-Worth UP RCA
NEWPORT					
KNPT 1948	1230 250	Yaquina Radio Inc. P. O. Box 682 560		Tom Becker, Pres. & Gen. Mgr. Joe Kortman, Coml. Mgr.	Silvia Becker, Prog. Dir. Hal Bigger, Chief Engr. World AP Collins
ONTARIO					
KSRV 1946	1450 250	Inland Radio Inc. Old Oregon Trail 212	Oregon Trail	Lee W. Jacobs, Pres. Gordon L. Capps, V. P. & Gen. Mgr. John W. Powell, Coml. Mgr.	Hal Corwin, Prog. Dir. Ray Kozak, Prom. Mgr. Charles E. Harland, Chief Engr. Cole, Capitol World UP RCA
OREGON CITY					
KGON 1949	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 5249		John H. Fitzgibbon, Pres. Irwin S. Adams, Gen. & Coml. Mgr.	H. I. Jackson, Asst. Mgr. Delmar Lundbom, Prog. Dir. Robert Brower, Chief Engr. World Lang-Worth AP Gates
PENDLETON					
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425		V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Sta. Mgr.	Alvin Zimmerman, Prog. Dir. Russell Fillinger, Chief Engr. UP RCA

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250 Watts AM

3000 Watts FM

KUIN—KGPO Grants Pass, Oregon

“The Friendly Voice of Southern Oregon Since 1939”

People 88,350 Families 28,500
 Radio Families 27,520 Retail Sales \$70,000,000

LOCAL NEWS DEPARTMENT

Conlan Surveys Morning 89%, Afternoon 88.5%, Evening 78.5%

National Representative—William S. Grant

Affiliated Mutual Don Lee Broadcasting System

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PORTLAND						
KBKO 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290	ForJoe	Gordon E. Bambrick, Pres. & Mngng. Dir.	Helen Holiday, Prom. Mgr.	
*KBPS 1923	1450 100-SH	Benson Polytechnic School 546 N. E. 12th Ave. Empire 4586		Patricia L. Green, Gen. Coml. & Prom. Mgr. & Prog. Dir.	Charles Weagant, Chief Engr.	UP
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Stations Inc. 1230 S. W. Main Capital 1881	ABC Free & Peters	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. Eldon Campbell, Sales Mgr. C. S. Young, Sta. Mgr.	Mel Bailey, Prog. Mgr. Charles L. Burrow, Prom. & Publ. Mgr. Thomas Ely, Chief Engr.	Associated AP INS Westinghouse
KEX-FM 1948	Ch. 222 (B) 92.3mc 56kw					SESAC
KGW 1922	620 5,000 DA-1	Oregonian Pub. Co. 1320 S. W. Broadway Beacon 6364	NBC Petry	M. J. Frey, Pres. H. Quenton Cox, Gen. Mgr. J. N. Wassan, Coml. Mgr.	Homer Welch, Prog. Mgr. Harold Singleton, Chief Engr.	Lang-Worth World AP, INS Raytheon
KGW-FM 1946	Ch. 262 (B) 100.3mc 54kw					General Electric
KOIN 1925	970 5,000 DA-N	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS Avery-Knodel	Marshall Field, Pres. Harry H. Buckendahl, Gen. Mgr. John L. Palmer, Nat'l Adv. Mgr.	Ted W. Cooke, Prog. Dir. George Wann, Prom. Dir. L. S. Bookwalter, Dir. of Engrg.	Capitol Associated AP, UP, INS
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.6kw					
KPDQ 1947	800 1,000-D	John W. Davis P. O. Box 800 Vermont 6142	Rambeau	John W. Davis, Owner William E. Richardson, Coml. Mgr.	Donovan Zundel, Prog. Dir. Rodney F. Johnson, Chief Engr.	Capitol Associated AP Raytheon
KPFM (FM) 1946	Ch. 246 (B) 97.1mc 1.5kw	Bcstrs. Oregon Ltd. Box 1230 Broadway 7471		Stanley M. Goard, Gen. & Coml. Mgr. Thomas B. Hoover, Prog. Dir.	Kenneth Dickson, Chief Engr.	Associated World AP Western Electric
KPOJ 1932	1330 5,000 DA-1	KPOJ Inc. 1019 Southwest 10th St. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, Pres. R. M. Brown, Gen. Mgr. Alan L. Torbet, Coml. Mgr.	Thomas J. Swafford, Prog. Dir. Hiram Fitzpatrick, Prom. Mgr. Henry Sturtevant, Chief Engr.	Thesaurus AP, UP
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 44kw					Western Electric
KWJJ 1927	1080 10,000 DA-1	KWJJ Bcst. Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	Burn-Smith	W. J. Jerman, Pres. & Gen. Mgr. Jerry Speerstra, Coml. Mgr.	Rene Bozarth, Prog. Dir. Ben T. Crosby, Prom. Mgr. Dwight D. Loomis, Chief Engr.	Lang-Worth Standard UP Westinghouse
KWJJ-FM 1946	Ch. 235 (B) 95.5mc 3.4kw					General Elect
KXL 1926	750 10,000 DA-1 L-WSE	KXL Bcstrs. Orpheum Bldg. Broadway 6451	Walker	H. S. Jacobson, Pres. & Gen. Mgr. Paul J. Robinson, Prog. Dir.	Ralph C. Miffin, Chief Engr. James A. Mount, Sales Mgr.	Standard UP RCA
PINEVILLE						
KRCO (CP)	690 1,000-D	Radio Central Oregon				
ROSEBURG						
KRNR 1935	1490 250	Roseburg News-Review 134 N. Jackson 4	Don Lee MBS, KBS Keating	Frank Jenkins, Pres. Leroy Hiatt, Mgr. Carol Kerr, Prom. Mgr.	Warren Ward, Coml. Mgr. Ralph Smith, Chief Engr.	Standard World AP
SALEM						
KOCO 1947	1490 250	KOCO Bcstrs. 1426 Edgewater St. 33108	KBS Rambeau	Loring Schmidt, Pres., & Gen. Mgr. Richard Nason, Prog. Dir.	Edward McElroy, Chief Engr.	Associa Capitol UP RCA
KSLM 1934	1390 1,000 DA-N	Oregon Radio Inc. Salem 34831	MBS Don Lee Grant	Glenn McCormick, Pres. & Gen. Mgr. Earl Headrick, Coml. Mgr.	Jerry Web, Prog. Dir. Dave Hoss, Prom. Mgr. Clyde Carlton, Chief Engr.	World AP, UP Westerr
TILLAMOOK						
KTIL 1946	1590 250	Tillamook Bcstg. Co. Star Route West 1122		Fred Guyton, Pres. Mel Baldwin, Gen. Mgr. Jim Kelly Jr., Coml. Mgr.	Betty Goeres, Prog. Dir. Larry Bruner, Chief Engr.	AP Weste

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

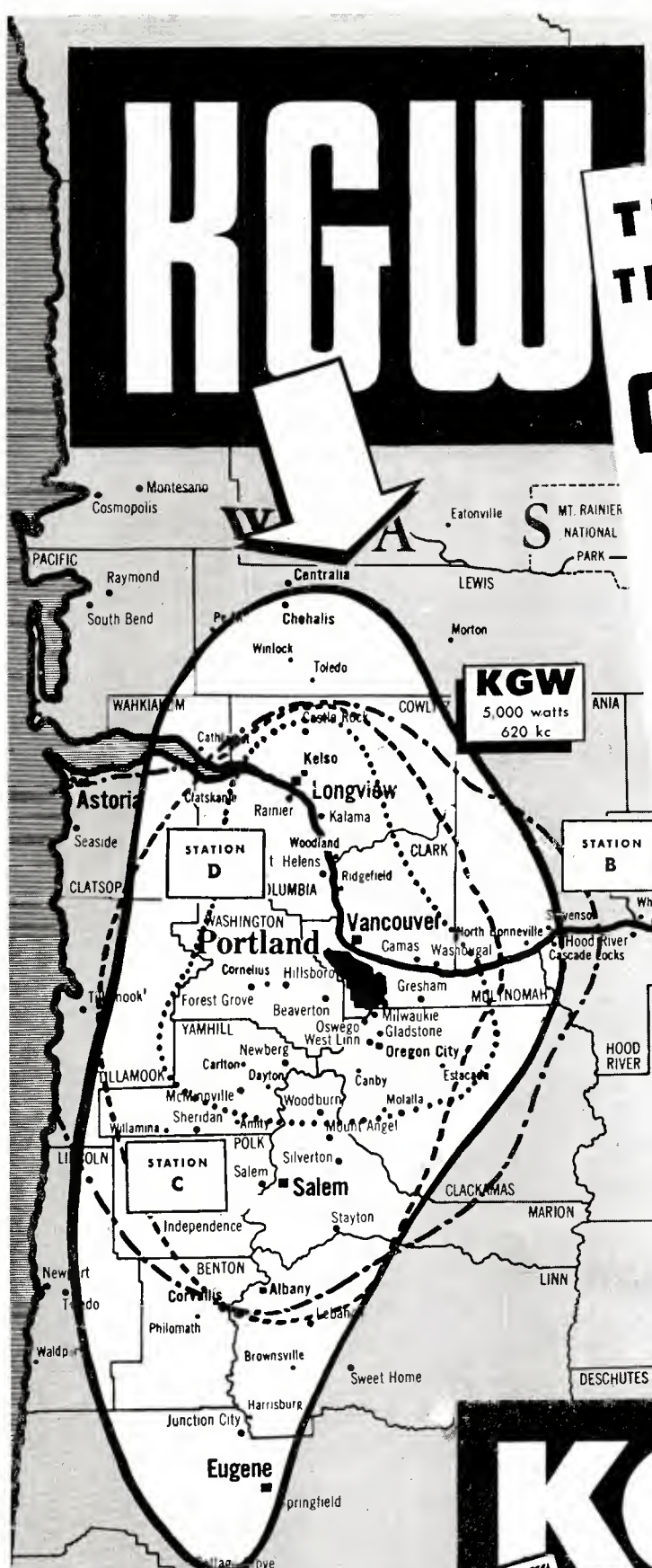
*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Speci
U—Unlimited. CP—Construction Permit Issued. LS—Lc
L—Limited Time with Dominant Station. SA—Special Au

KGW

**THE ONLY STATION
THAT ACTUALLY DELIVERS**

**COMPREHENSIVE
COVERAGE**

in the
**Fastest Growing
Market in the Nation**



"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states" — (News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

This chart, compiled from official, half-million volt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Concentrated Coverage of the fastest-growing market in the nation.



KGW PORTLAND OREGON

**AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
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PENNSYLVANIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
ALLENTOWN						
WAEB 1949	790 500-LS DA-1 1,000-N	WAEB Inc. 7th & Hamilton Sts. 4-9364	ABC Hollingbery	Joseph M. Nassau, Pres. & Gen. Mgr. Howard Wasserman, Coml. Mgr. & Treas.	James A. Nassau, Prog. Dir. Martin Musket, Prom. Mgr. Martin N. Oebbecke, Chief Engr.	Lang-Worth UP Western Electric
WFMZ (FM) 1947	Ch. 264 (B) 100.7mc 6.9kw	Penn-Allen Bcstg. Co. 1524 Linden St. 3-7521	Continental FM	Raymond F. Kohn, Pres. & Gen. Mgr. Horace W. Gross, Coml. Mgr.	William B. Phillips, Prog. Dir. Daniel Houck, Chief Engr.	Associated SESAC AP Collins
WHOL 1948	1230 250	Allentown Bcstg. Corp. 842 Hamilton St. 4-4801	CBS Meeker	Lewis Windmuller, Pres. & Gen. Mgr. Robert Lewis, Prog. Mgr.	C. Robert Glover, Prom. Mgr. Gerald Werst, Chief Engr.	Standard UP Western Electric
WKAP 1947	1580 1,000-D	WKAP Inc. 715 Hamilton St. 3-3186	Forjoe	N. J. Rahall, Pres. O. R. Davies, Gen., Coml. & Prom. Mgr.	Marshall Cleaver, Prog. Dir. C. F. Cordaro, Chief Engr.	World AP Gates
WKAP-FM 1948	Ch. 292 (A) 106.3mc; 0.78kw				 Raytheon
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 9511	NBC Headley- Reed	J. Calvin Shumberger Sr., Pres. B. Bryan Musselman, Gen. Mgr. Olivia P. Musselman, Coml. & Prom. Mgr.	George Y. Snyder, Prog. Dir. Reuel H. Musselman, Chief Engr.	Thesaurus SESAC AP, UP Western Electric
WSAN-FM 1947	Ch. 260 (E) 99.9mc; 8kw				
ALTOONA						
WFBG 1924	1340 250	Gable Bcstg. Co. 1320 11th Ave. 6467	NBC Headley- Reed	George P. Gable, Pres. John M. Snyder, Gen. & Coml. Mgr.	Millie Michaels, Prog. Dir. George Burgoon, Chief Engr.	World AP Western Electric Federal
WFBG-FM 1948	Ch. 279 (B) 103.7mc; 3.6kw				
WJSW 1947	1290 1,000-LS 500-N DA	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS Burn-Smith	Herbert T. Wolf, Pres. T. W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr. & Prog. Dir.	Charles Flynn, Prom. Mgr. C. Irvin Metzger, Chief Engr.	Standard UP Gates
WJSW-FM 1948	Ch. 243 (A) 96.5mc 0.25kw				

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GREATEST primary signal in the
Lehigh Valley...

at lowest cost

per thousand listeners

WAEB delivers a vast listening area of 552,000 population at a cost as low as 6½¢ per thousand. *

The Allentown area is the nation's 41st largest market (43rd last year); center of the largest cement producing district in the U. S. Second in manufacture of silk and rayon. It includes Easton with its diversified industries and slate producing areas. And, of course, WAEB covers Bethlehem, giant industrial city of iron and steel, silk and hosiery, zinc and graphite.

Hollingbery's got the whole story. Get it!

* local 250-time rate

WAEB
Allentown, Pa.

ABC'S VOICE IN PENNSYLVANIA'S 3RD
LARGEST INDUSTRIAL CENTER
REPRESENTED BY GEORGE P. HOLLINGBERY COMPANY
JOSEPH M. NASSAU, PRESIDENT

500 WATT DAY **790 KC** 1000 WATTS NIGHT



IDENTIFICATION

*The Conestoga Wagon...
 perpetual symbol of
 pioneering and progress*

For Profitable Selling—
 Investigate these other
 Steinman Stations

WGAL
 Lancaster, Penna.

WKBO
 Harrisburg, Penna.

WORK
 York, Penna.

WRWA
 Reading, Penna.

WEST
 Easton, Penna.

Clair R. McCollough, Monoging Director

When America was young, the Conestoga Wagon carried progress wherever it went. WGAL-TV is the pioneer television station in Lancaster, Pennsylvania and uses the Conestoga Wagon as a visual pledge of continuing enterprise, progress and service.

WGAL-TV is the only TV station located in the thriving Lancaster region. Its audience is large and growing every day because of local programs and the best of NBC, ABC, CBS, and DuMont network shows. Many advertisers are enjoying profits from this new, effective coverage. Consider the importance of including this rich market in your TV sales-planning.

Conestoga Wagons were first made in and around Lancaster, Pennsylvania. Broad-wheeled and heavy, they were used to carry the household goods of the pioneers.



STEINMAN STATIONS

Represented by **ROBERT MEEKER ASSOCIATES**
 CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

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ALTOONA—(Continued)						
WRTA 1947	1240 250	Roy F. Thompson 1421 12th Ave. 6646	ABC Meeker	Roy F. Thompson, Pres., Gen. & Coml. Mgr. Dorothy M. Thompson, Prog. Dir.	William S. Clear, Prom. Mgr. George R. Burgoon, Chief Engr.	Thesaurus UP Temco
WVAM 1948	1430 1,000 DA-2	The General Bcstg. Corp. 2801 Edgewood Dr. 8127	CBS Weed	Emanuel S. Leopold, Pres. Will Union, Coml. Mgr.	Mike Grant, Prog. Dir. J. J. Ralston, Chief Engr.	Lang-Worth UP Gates
APOLLO						
WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. N. 4th St. & Penna. Ave. 480		C. F. Clifton & Andrew J. West, Partnership	C. F. Clifton, Gen. & Coml. Mgr. H. E. Smith, Chief Engr.	Thesaurus SESAC Cole UP Gates
BEAVER FALLS						
WBVP 1948	1230 250	WBVP Inc. 1216 Seventh Ave. 4100		Frank R. Smith, Pres. & Gen. Mgr. Tom Price, Coml. Mgr.	Chuck Wilson, Prog. Dir. Jean Biggard, Prom. Mgr. Bill Hines, Chief Engr.	Capitol Standard AP, UP Western Electric
BETHLEHEM						
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074		Rolland L. Adams, Pres. Arthur C. McCracken, Sta. Mgr. Stefan George, Prog. Dir.	Frank L. Collie, Coml. & Prom. Mgr. Edwin L. Rybak, Chief Engr.	Capitol World UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					
BLOOMSBURG						
WCNR 1947	930 500-D	Columbia Montour Bcstg. Corp. 38 W. Main St. 1700		Robert R. Eyerly, Pres. Ed Darlington, Gen. Mgr. & Prog. Dir.	Clair Kinney, Chief Engr.	Associated AP Raytheon
WLTR 1948	690 1,000-D DA	Bloom Radio Inc. Hotel Magee 1800		H. L. Magee, Pres. C. G. Moss, Gen. Mgr. S. Duy Hutchison, Coml. Mgr.	Mark Jury, Prog. Dir. Park H. Cassady, Chief Engr.	Standard World UP Gates

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first... in total rated time periods*

... and it's a quarter-century old story in Altoona

WFBG leads second network station by over 14 Hooper points

WFBG leads third network station by over 17 Hooper points

WFBG leads fourth network station by over 19 Hooper points

WFBG



The Gable Broadcasting Co.
ALTOONA PENNA.

For 25 years, 300,000 listeners have tuned first to WFBG.

Such loyalty comes with understanding of the market and programming for it. What we really sell in Altoona is experience . . . experience in delivering a lot more results for a lot less money.

What's more, we've been doing it for years.

... ask **Headley-Reed**

WFBG and WFBG-FM

Jack Snyder, Managing Director • Headley-Reed, Nat'l. Reps.

* C. E. Hooper, Oct.-Nov., 1949

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BRADDOCK						
WLOA 1947	1550 1,000-D	Matta Bestg. Co. 1233 Braddock Ave. Electric 1-1100	Friedenberg	William G. Matta, Pres. & Gen. Mgr. George Matta, Coml. Mgr.	Paul McCandless, Prog. Dir. George Bozic, Prom. Mgr. Richard Noullet, Chief Engr.	World UP Gates
BRADFORD						
WESB 1947	1490 250	Bradford Pub. Inc. 43 Main St. 3173	MBS Ra-Tel	Joseph M. Cleary, Gen. Mgr. Ernest F. Oliver, Gen. Sales Mgr. Michael J. Cuneen, Prom. Mgr.	David W. Jefferies, Tech. Dir. Joseph V. Lentini, Prog. Dir.	Standard AP Raytheon
WESB-FM 1948	Ch. 248 (B) 97.5mc 3.2kw				 Federal
BUTLER						
WBUT 1949	1580 500-D	Eagle Printing Co. Nixon Hotel 53-103		J. Leonard Taylor, Gen. Mgr. Howard George, Coml. Mgr.	James W. Rowe, Prog. Dir. Gerald D. Coleman, Chief Engr.	Thesaurus AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw				 Westinghouse
WISR 1941	680 250-D	Butler Bestg. Co. 357 N. Main St. 4701	Forjoe	David H. Rosenblum, Owner Robert Kaufman, Gen. Mgr. Fred J. Grunert, Coml. Mgr.	Warren Ihlenfeld, Prog. Dir. Joel Rosenblum, Prom. Mgr. Paul Rex, Chief Engr.	Lang-Worth UP RCA
WISR-FM 1948	Ch. 249 (A) 97.7mc 0.56kw				 Westinghouse
CARBONDALE						
WCDL 1950	1230 250	Carbondale Bestg. Co. 11 North Main St.		W. Richard Carlson Jr., Gen. Mgr. William Fletcher, Coml. Mgr.	Robert G. Adams Jr., Chief Engr.	UP
CARLISLE						
WLKW 1948	1380 1,000-D	Philip Mathews Holly Pike 1786		Philip Mathews, Pres. Florence Good, Chief Exec.	Henry Palmer, Chief Engr.	Thesaurus UP RCA
CHAMBERSBURG						
WCHA 1949	800 1,000-D	Chambersburg Bestg. Co. Craft Press Bldg. 1110	Forjoe	John S. Booth, Gen. Mgr. Earl P. Strine, Coml. Mgr. Allan Saunders, Prog. Dir.	Sam Taylor, Prom. Mgr. James McCurdy, Chief Engr.	Associated Thesaurus UP Gates
WCHA-FM 1948	Ch. 249 (A) 95.9mc 0.82kw				 General Electric
CHARLEROI						
WESA 1947	940 250-D	Monongahela Bestg. Co. Inc. P.O. Box 584 36551		Dr. A. S. Sickman, Pres. Charles R. Duvall, Gen. & Coml. Mgr.	Joseph Beljaw, Prog. Dir. & Prom. Mgr. Henry Neiderkofter, Chief Engr.	Standard AP
CHESTER						
WPWA 1947	1590 1,000-D	Lou Poller P.O. Box 30 3-1641		Lou Poller, Pres. Max A. Mandel, Gen. Mgr. Burton Levine, Coml. Mgr.	Robert O. Johnson, Prog. Dir. Mel Levine, Prom. Mgr. Harry Symington, Chief Engr.	World AP Collins
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. CHester 2-8861		James M. Tisdale, Owner, Gen. & Coml. Mgr. & Chief Engr.	Edna Whittington, Prog. Dir. UP RCA

MORE

news of all radio

AM • FM • TV

... than all other publications combined! Complete radio news coverage *PLUS* such extra money-making features as "Broadcasting Trends," Merchandising Narratives, Comparative Network Schedules (AM & TV); weekly Telecasting inserts.

\$7 FOR 52 WEEKLY ISSUES AND YEARBOOK

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CLEARFIELD						
WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541		W. K. Ulerich, Pres. & Gen. Mgr. W. C. Plummer, Coml. Mgr.	W. J. Thomas, Prog. Dir. & Prom. Mgr. L. E. Duck, Chief Engr.	Capitol World Thesaurus UP Gates
COATESVILLE						
WCOJ (CP)	1420 1,000-D	Chester County Bcstg. Co. 703 Chestnut St. 2100		William S. Halpern, Pres. & Gen. Mgr.	Richard Scully Jr., V. P. Louis N. Seitzer, Chief Engr.	UP Gates
CONNELLSVILLE						
WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford Ave. 2700		J. Wylie Driscoll, Pres., Gen. & Coml. Mgr.	John Reynolds, Prog. Dir. Robert H. Fasulkey, Chief Engr.	Capitol SESAC UP Gates
DOYLESTOWN						
WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220		Charles M. Meredith, Pres. William A. Lynch, Gen. & Coml. Mgr.	Frances Vogel, Prog. Dir. Paul Fireman, Chief Engr.	AP General Electric
DUBOIS						
WCED 1941	1230 250	Tri-County Bcstg. Co. Inc. 80 N. Park Pl. 1700	CBS, KBS McGillvra	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir.	Les Ryder, Coml. Mgr. Vernon Stahl, Chief Engr.	Lang-Worth UP
WCED-FM 1948	Ch. 271 (B) 102.1mc; 9.5 kw					
EASTON						
WEEX (FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Pub. Co. Easton 7171		J. L. Stackhouse, Pres. N. S. Rounsley, Gen. & Coml. Mgr.	Charles R. Thon, Prog. Dir. & Chief Engr.	Associated AP RCA
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	MBS, NBC Meeker	Clair R. McCollough, Sta. Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Eugene Bethman, Prog. Dir. Jean Fitz, Prom. Mgr. J. E. Mathiot, Tech. Dir.	World UP
WEST-FM 1948	Ch. 300 (B) 107.9mc; 16kw					
ERIE						
WEEL (FM) (CP)	Ch. 246 (B) 97.1mc	Unity Corp. Inc.				
WERC 1941	1230 250	Presque Isle Bcstg. Co. 121 West Tenth St. 26-918	NBC Weed	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr.	Art Ingram, Sales Mgr.	Associated Lang-Worth
WERC-FM 1947	Ch. 260 (A) 99.9mc 0.25kw					
WICU(TV) 1949	Ch. 12 204-210mc 1.5kw aur.; 2kw vis.	Dispatch Inc. 35th & State St. 2-4084	ABC, CBS DuMont, NBC Headley- Reed	Edward Lamb, Pres. Paul Albracht, Treas. Roger S. Underhill, Gen. & Coml. Mgr.	Gomer Lesch, Prod. Chief Charles Fuller, Adv. Mgr. Donald Lick, Prog. Dir. Michael Csoo, Chief Engr.	UP DuMont
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co. 1021 State St. 2-3248	ABC Taylor-Borroff	Ted Nelson, Gen. Mgr. R. L. Dean, Coml. Mgr.	Mac McElroy, Prog. Dir. Clarence Baker, Chief Engr.	Standard UP Collins
WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce Bldg. 23-327	MBS Quaker	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. & Coml. Mgr.	Claire Theno, Secy. George Roland, Chief Engr.	World Thesaurus AP RCA
WLEU-FM 1948	Ch. 250 (B) 97.9mc; 9kw					
WPLN (CP)	1400 250	Erie Bcstg. Co.				
GETTYSBURG						
WGEY (CP)	1430 250	Times & News Pub. Co.				
GREENSBURG						
WHJB 1934	620 1,000-LS 500-N DA-2	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740	Cooke	H. K. Brennan, Pres. George J. Podyen, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle L. Allen, Chief Engr.	Lang-Worth UP Western Electric
GROVE CITY						
*WSAJ	1340 100; SH	Grove City College				
HANOVER						
WHVR 1949	1280 1,000-D	Radio Hanover Inc. Hanover Trust Bldg. 3831		John D. Bare, Gen. Mgr. H. Vernon Ferster, Coml. Mgr.	Mack Edwards, Prog. Dir. Philip Rohrbaugh, Chief Engr.	Lang-Worth UP RCA
HARRISBURG						
WABX (FM) 1945	Ch. 265 (A) 100.9mc 1kw	WABX Inc. 2107 North 6th St. 2-5372		Harold O. Bishop, Pres. John F. Walters, Prog. Dir.	Walter A. Deemer, Chief Engr.	Lang-Worth INS
WHGB 1945	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC Weed	Herbert Kendrick, Pres. Jack Hooper, Gen. & Coml. Mgr. Stan Bowman, Prog. Dir.	Red McCarthy, Prom. Mgr. H. Glenwood Schlegel, Chief Engr.	Thesaurus AP RCA
WHP 1924	1460 5,000-LS 1,000-N DA CP: 580, 5,000	WHP Inc. Telegraph Bldg. 4-3211	CBS Bolling	A. K. Redmond, Gen. & Coml. Mgr.	Beatrice Potteiger, Sales Prom. Dir.	
WHP-FM	Ch. 247 (B) 97.3mc; 4kw					
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 North Second St. 40191	MBS, NBC Meeker	Clair R. McCollough, Sta. Exec. David J. Bennett Jr., Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Donald Wear, Prog. Dir. George Gottschalk, Prom. Mgr. J. E. Mathiot, Tech. Dir.	World UP

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HAZLETON WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton Nat'l Bank Bldg. 5400	MBS, NBC Quaker Meeker	Victor C. Diehm, Pres., Gen. & Coml. Mgr. Kathryn E. Kahler, Prom. Mgr.	Don Murray, Prog. Dir. Elwood C. Tito, Chief Engr.	Thesaurus UP Western Electric
WAZL-FM 1949	Ch. 250 (B) 97.9mc 7.6kw					
HOMESTEAD WHOD 1948	860 250-D	Steel City Bcstg. Corp. 105 East 7th Ave. 1-0027	Ortale	Carl Cuda, Pres. Roy Feree, Gen. & Coml. Mgr.	Raymond Scott, Prog. Dir. James Herbert, Chief Engr.	Lang-Worth UP Western Electric
HUNTINGDON WHUN 1947	1400 250	Radio Station WHUN 400 Washington St. 1291	MBS, KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. & Coml. Mgr.	Richard J. Gill, Prog. Dir. & Prom. Mgr. Ernest A. Craig, Chief Engr.	Lang-Worth SESAC UP Gates
INDIANA WDAD 1945	1450 250	Indiana Bcst. Inc. 637 Philadelphia St. 1780	CBS McGillvra	Paul J. Short, Pres. T. K. Cassel, Sta. & Coml. Mgr. James E. Pattison, Prog. Dir.	Joseph R. McCurdy, Prom. Mgr. R. F. Mihalick, Chief Engr.	Standard AP Western Electric
JOHNSTOWN WARD 1946	1490 250	Central Bcstg. Co. Inc. Porch Bldg. 8-1216	CBS Weed	Paul J. Short, Pres. George D. Gartland, V. P. & Gen. Mgr. Harold Fitzgerald, Coml. Mgr.	Robert R. Nelson, Prog. Dir. & Sta. Mgr. Millard J. Coleman, Chief Engr.	World UP Western Electric
WARD-FM 1948	Ch. 287 (B) 105.3mc 11kw				 Collins
WCRO 1947	1230 250	Century Bcstg. Corp. 317 Main St. 7-5255	ABC, MBS Quaker Radio Reps	John J. Keel, Pres. John F. Hanssen, Gen. Mgr.	Dennis Gerken, Coml. Mgr. Rexford Ackley, Chief Engr.	Associated INS Western Electric
WJAC 1926	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC Headley- Reed	W. W. Krebs, Pres. L. W. Barnes, Exec. V. P. & Treas.	John P. Foster, Sta. & Coml. Mgr. Campbell E. Patch, Prog. Dir. N. L. Straub, Chief Engr.	Lang-Worth Thesaurus Standard AP RCA
WJAC-FM 1948	Ch. 238 (B) 95.5mc 8.3kw				
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw aur.; 6.5kw vis.		ABC, CBS DuMont NBC	A. D. Schrott, Gen. Mgr.	Frank Cummins, Prog. Dir. UP
KITTANNING WACB 1948	1380 500-D	Armstrong Co. Bcstg. Corp. 325 Market St. 1380		Lawrence W. Henry, Pres. Ames L. Harper, Gen. Mgr. William T. McKibben, Coml. Mgr.	Charles D. Cassel Jr., Prog. Dir. Richard Adams, Chief Engr.	World INS RCA
WKIN 1949	1600 1,000-D	WKIN Inc. 133 N. Jefferson St. 1350		Julian Louis Liebman, Pres., Gen. & Coml. Mgr. Ernie Kline, Prog. Dir.	Larry Caldwell, Prom. Mgr. Benjamin A. Franklin, Chief Engr.	Standard Lang-Worth UP Raytheon

Something New for 1950

5000 on 580

for

W H P

Harrisburg, Pa.

Where High-hoopers Prevail

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PENNSYLVANIA—(Continued)

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LANCASTER							
	WGAL 1922	1490 250	WGAL Inc. 8 West King St. 5251	MBS, NBC Meeker	Clair R. McCollough, Pres. Harold E. Miller, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Roy McCauley, Prog. Dir. Barton Feroe, Prom. Mgr. J. E. Mathiot, Tech. Dir.	World UP
	WGAL-FM 1946	Ch. 267 (B) 101.3mc 16kw					
	WGAL-TV 1949	Ch. 4 66-72mc .5kw aur.; 1kw vis.		ABC, CBS NBC	Paul Rodenhauer, Prog. Dir.		
	WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC Quaker Headley- Reed	Frank H. Altdoerffer, Pres. & Chief Engr.	John D. Hymes, Gen. Mgr. Robert C. Harnish, Prog. Dir.	Lang-Worth AP RCA General Electric
	WLAN-FM 1946	Ch. 245 (B) 96.9mc; 20kw					
LEBANON							
	WLAB (FM) 1948	Ch. 281 (B) 104.1mc 4.4kw	Radio Lebanon FM & Television Inc. 1423 Elm St. 4300		Thomas C. Holston, Pres. & Prog. Dir.	Frank A. Wellman, Coml. Mgr. & Sales Counsellor John Gilbert & Sam Youse, Engrs.	SESAC Capitol Thesaurus Federal World AP RCA
	WLBR 1946	1270 1,000-D	Lebanon Bcstg. Co. Central Bldg. 3900	Rambeau	Lester P. Etter, Mngng. Dir. Julian F. Skinnell, Oprs. Mgr. Philip J. Reilly, Coml. Mgr.	Jared Rolston, Prog. Dir. M. Leonard Savage, Chief Engr.	World AP RCA
	WLBR-FM 1948	Ch. 261 (A) 100.1mc 0.64kw					
LEMOYNE							
	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyne Theatre Bldg. 4-3005	Cooke	Edgar T. Shepard Jr., Pres. Ed K. Smith, Gen. Mgr. John T. Burnite Jr., Coml. Mgr.	Don Jacobs, Prog. Dir. Lew Doolittle, Prom. Mgr. Howard Bair, Chief Engr.	Associated AP Collins
LEWISTOWN							
	WKVA 1949	920 1,000-D	Central Pennsylvania Bcstg. Co. 7 North Wayne St. 6771		Paul J. Newton, Pres. Robert L. Wilson, Gen. Mgr. Richard Wetzel, Coml. Mgr.	Elwood E. Erdman, Prog. Dir. Lynn Bloom, Prom. Mgr. John Stormer, Chief Engr.	Lang-Worth UP Gates
	WMRF 1941	1490 250	Lewistown Bcstg. Co. Lewistown 6757	NBC Quaker Burn-Smith	J. S. Woods, V. P. T. W. Metzger, Gen. Mgr. W. F. Sager, Asst. Mgr.	Ralph Parker, Mgr. James C. Keyes, Prog. Dir. & Prom. Mgr. Bernard Bopp, Chief Engr.	Standard UP Western Electric
	WLTN (FM) 1947	Ch. 250 (B) 97.9mc; 2.25kw	(WMRF, AM affiliate)				
LOCK HAVEN							
	WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS McGillvra	Don C. Welch, Pres. Harris Lipez, Gen. & Coml. Mgr. Dave King, Prog. Dir.	Joseph E. Nevins, Prom. Mgr. Kenneth B. Caum, Chief Engr.	Standard SESAC AP Raytheon
McKEESPORT							
	WEDO 1946	810 1,000-D	Tri City Bcstg. Co. 547 Fifth Ave. 4-7167		Edward J. Hirshberg, Pres. Jan King, Gen. & Coml. Mgr. John Stewart, Prog. Dir.	Mildred Sheridan, Prom. Mgr. Wilkes Hurley, Chief Engr.	Associated Capitol Thesaurus World AP, INS Raytheon Lang-Worth Standard UP Raytheon Federal
	WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 517 Market St. 4-7193	KBS	George R. Raikes, Pres. Pat Haley, Prog. Dir.	Charles W. White, Chief Engr.	Lang-Worth Standard UP Raytheon Federal
	WMCK-FM 1947	Ch. 285 (A) 104.9mc; 0.5kw					
MEADVILLE							
	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First Nat'l Bank Bldg. 46-723		H. C. Winslow, Pres. David Davies, Sta. Mgr. & Prog. Dir.	Irma DePascale, Prom. Mgr. Hoyt H. Stout, Chief Engr.	Thesaurus Lang-Worth SESAC UP General Electric Westinghouse
	WMGW-FM 1949	Ch. 262 (B) 100.3mc 10kw					
MORRISVILLE							
	WBUD 1947	1490 250	Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107	McGillvra	Verna S. Hardin, Pres. James Stolez, Coml. Mgr. William F. Hildenbrand, Prog. Dir.	Robert Kent, Prom. Mgr. William A. Brewer, Chief Engr.	World AP
NANTICOKE							
	WHWL 1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, Pres. Milton Laughlin, Gen. & Coml. Mgr.	Jones Evans, Prog. Dir.	Standard Capitol SESAC UP
NEW CASTLE							
	WKST 1938	1280 1,000 DA-N	WKST Inc. Cathedral Bldg. 5050	MBS, MON Quaker Katz	S. W. Townsend, Pres. A. W. Graham, Sta. & Coml. Mgr. Harry Reith, Prog. Dir.	Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	World UP RCA Gates
	WKST-FM 1948	Ch. 266 (B) 101.1mc 3kw					
NEW KENSINGTON							
	WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	Continental	Edward J. Kroen, Gen. & Coml. Mgr. & Prog. Dir.	W. W. Neely, Chief Engr.	Lang-Worth MacGregor Cole UP RCA
NORRISTOWN							
	WNAR 1946	1110 500-D	Norristown Bcstg. Co. Inc. 115 W. Main St. 7600	Grant	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir.	Norman K. Brooks, Prog. Dir. F. H. Bisbing, Chief Engr.	Lang-Worth UP Gates
OIL CITY							
	WKRZ 1946	1340 250	WKRZ Inc. 232 Seneca St. 41-269	Tri-State McGillvra	Kenneth E. Rennekamp, Pres. James P. O'Brien, Gen. Mgr. Roland Phillips, Coml. Mgr.	Richard E. Thompson, Prog. Dir. Betty Mae Winger, Prom. Mgr. Leo Arcoletti, Chief Engr.	World UP RCA
PHILADELPHIA							
	KYW 1921	1060 50,000 DA-1	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. James P. Begley, Prog. Mgr.	Robert E. White, Sta. Mgr. Harvey McCall Jr., Sales Mgr. C. M. Meehan, Prom. & Pub. Mgr. I. N. Eney, Chief Engr.	Associated UP, INS Westinghouse

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From a powerful new transmitting plant in the

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The Philadelphia Inquirer Stations

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
PHILADELPHIA—(Continued)						
KYW-FM 1942	Ch. 223 (B) 92.5mc 20kw					
WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Donald W. Thornburgh, Pres. & Gen. Mgr. Joseph L. Tinney, V. P. & Asst. Gen. Mgr. Robert N. Pryor, Prom. & Public Relations Dir.	Joseph T. Connolly, V. P. in Chg. of Radio Prog. Alex Rosenman, V.P. in Chg. of Sales John G. Leitch, V. P. in Chge. of Engrg.	Lang-Worth AP, UP RCA
WCAU-FM 1937	Ch. 251 (B) 98.1mc 11kw			 General Electric	
WCAU-TV 1948	Ch. 10 192-198mc 14.076kw aur.; 25kw vis.			G. Bennett Larson, V. P. & Tele. Dir. John J. Kelly, Coml. Rep.	John McClay, Prog. Dir. David Kaigler, Prod. Dir. RCA	
WDAS 1922	1400 250	WDAS Bcstg. Station Inc. 1211 Chestnut St. Locust 7-7400	Forjoe	William Goldman, Pres. Lambert B. Beeuwkes, Gen. & Coml. Mgr.	Richard H. Booth, Prog. Dir. M. Leonard Matt, Prom. Mgr. Frank Unterberger, Chief Engr.	Lang-Worth AP RCA
WFIL 1935	560 5,000 DA-2	Triangle Pub. Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker Katz	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr.	George A. Koehler, Prom. Mgr. William A. Farren, Prog. Dir. Louis E. Littlejohn, Chief Engr.	Associated AP RCA
WFIL-FM 1941	Ch. 271 (B) 102.1mc 10kw				
WFIL-TV 1947	Ch. 6 82-88mc 13.5kw aur.; 27kw vis.	Evergreen 6-8090	ABC, DuMont	Kenneth W. Stowman, TV Sales Dir. Jack Steck, Prog. Dir.	Henry Rhea, Asst. Chief Engr. Chg. of TV Donald S. Kellett, Admin. Asst. to Gen. Mgr.	Tele-News AP
WFLN (FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Corp. 8200 Ridge Ave. Ivy Ridge 2-6000		L. M. C. Smith, Pres. Raymond S. Green, Gen. Mgr. & Prog. Dir. Donald G. Baird, Sales Mgr.	Mrs. Margaret A. Kane, Coml. Mgr. John K. Thomas II, Chief Engr.	Associated UP Collins
WHAT 1922	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058		William A. Banks, Pres. & Coml. Mgr. Dolly Banks, Gen. & Prom. Mgr.	Annette Oromaner, Prog. Dir. Arnold Goldman, Chief Engr.	AP
WHAT-FM 1949	Ch. 287 (B) 105.3mc 20kw				
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Young	Paul F. Harron, Pres. Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir.	Rupe Werling, Prod. & Prom. Mgr. John H. Henninger, Chief Engr.	Lang-Worth UP Western Electric
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw				
WIP 1922	610 5,000 DA-1	Pennsylvania Bcstg. Co. 35 So. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon Gray, V. P. Sam Hill, Coml. Mgr.	Murray Arnold, Prog. Dir. Ralph H. Minton, Prom. Mgr. Clifford C. Harris, Chief Engr.	World AP, UP Western Electric
WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw				
WJMJ 1948	1540 1,000-D	Patrick Joseph Stanton St. James Hotel Kingsley 5-7000	McGillvra	Patrick Joseph Stanton, Owner & Gen. Mgr. Charles Stahl, Coml. Mgr.	Michael Deegan, Prog. Dir. John White, Prom. Mgr. Alec Felton Iles, Chief Engr.	SESAC AP RCA
WPEN 1929	950 5,000 DA-N	William Penn Bcstg. Co. 1528 Walnut St. Kingsley 6-0950	Rambeau	Albert J. Sylk, Pres. Edward C. Obrist, Gen. Mgr. Jules Rind, Prog. Dir.	Wm. B. Caskey, Asst. Mgr. Charles W. Burtis, Chief Engr.	Associated AP, UP RCA
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw				
WPTZ (TV) 1941	Ch. 3 60-66mc 8.1kw aur.; 16.2kw vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, V. P. & Gen. Mgr. Rolland V. Tooke, Asst. Gen. Mgr.	Alexander W. Dannenbaum Jr., Coml. Mgr. Raymond J. Bowley, Chief Engr. INS RCA
WTEL 1925	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. Gladstone 5-1310		E. Douglass Hibbs, Pres. Henry N. Crocker, Coml. Mgr.	John Field, Chief Engr.
PITTSBURGH						
KDKA 1920	1020 50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr.	Joseph E. Baudino, Sta. Mgr. George D. Tons, Sales Mgr. Theodore C. Kenney, Chief Engr.	Thesaurus AP, UP, INS Westinghouse
KDKA-FM 1942	Ch. 225 (B) 92.9mc 9kw				
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Com- merce Bldg. Atlantic 1-9100	MBS Weed	Charles T. Campbell, Pres. James F. Murray, Sta. & Coml. Mgr.	Walter Jones & Herb Morrison, Prog. Supvsrs. Frank Orr, Prom. Mgr. James Schultz, Chief Engr.	SESAC, World UP Western Electric
KQV-FM 1948	Ch. 251 (B) 98.1mc 20kw			 Federal	
WCAE 1922	1250 5,000 DA-N	WCAE Inc. William Penn Hotel Atlantic 1-6900	ABC Katz	Leonard Kapner, Pres. R. Clifton Daniel, Sta. Mgr. & Prog. Dir. Carl M. Dozer, Coml. Mgr.	William Kelley, Prom. & Publ. Mgr. James Greenwood, Chief Engr.	World AP, INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw			 Westinghouse	
WDTV (TV) 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs., Inc. Clark Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, Pres. Donald A. Stewart, Gen. & Coml. Mgr.	Leslie Arries Jr., Prog. Dir. Harry Munson, Asst. Prog. Dir. Raymond Rodgers, Chief Engr. DuMont

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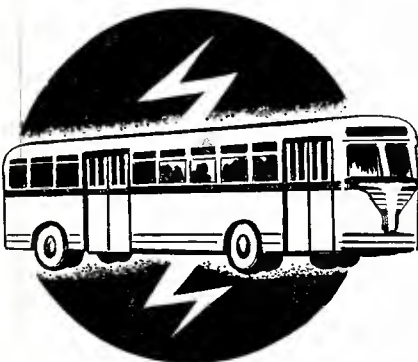
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PITTSBURGH—(Continued)						
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House 1406 Chamber of Com- merce Bldg. Grant 1-4860	CBS Hollingbery	H. K. Brennen, Pres. & Gen. Mgr. J. H. Buchheit, Prom. & Coml. Mgr.	James M. Hughes, Prog. Dir. Walter W. McCoy, Chief Engr.	Cole Lang-Worth UP, TP Western Electric
WJAS-FM 1948	Ch. 259 (B) 99.7mc 24kw					
WKJF (FM) 1948	Ch. 229 (B) 93.7mc 20kw	West Virginia Radio Corp. 1715 Grandview Ave. Hubbard 1-2626		Mrs. H. C. Greer, Pres. Charles E. Dewey, Gen. Mgr. Charles F. Kretzler, Coml. Mgr.	A. Roger Kelly, Prog. Dir. Clarence Rulong, Chief Engr.	World AP Western Electric
WLFM (FM)	Ch. 246 (B) 96.9mc; 20 kw	(WLOA, AM affiliate) (See Braddock, Pa. listing)				
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	McGillvra	Harry A. Bergstrom, Pres.	James A. McFarland, Gen. Mgr.	Lang-Worth World AP
WPGH-FM	Ch. 273 (B) 102.5mc; 22kw					
WPIT 1947	730 1,000-D	WPIT Inc. 211 Smithfield St. Grant 1-0794	Ra-Tel	John Laux, Pres. John L. Merdian, Gen. Mgr. Don Ioset, Coml. Mgr. Russell Offhaus, Prog. Dir.	Bill Ewing, Prom. Mgr. & Asst. Prog. Dir. John Berninger, Chief Engr.	UP Gates
WPIT-FM	Ch. 268 (B) 101.5mc; 19kw					
WWSW 1932	970 5,000 DA-2	WWSW Inc. Sheraton Hotel Grant 1-5200	Forjoe	O. M. Schloss Jr., Pres. & Gen. Mgr. Ben W. Muros, Coml. Mgr.	B. Kendall Crane, Prog. Dir. Harold J. Goldstein, Prom. Mgr. Henry R. Kaiser, Chief Engr.	Standard AP Westinghouse
WWSW-FM 1941	Ch. 233 (B) 94.5mc; 8.5kw					General Electric
POTTSTOWN						
WMAC (CP)	1370 1,000-D	Radio Anthracite Inc.				
POTTSVILLE						
WPAM 1947	1450 250	Miners Bcstg. Service 106 South Centre St. 5050	MBS Quaker McKinney	Joseph L. Maguire, Pres. Louis H. Murray, Gen. Mgr. Frank L. Tamulonis, Coml. Mgr.	Joel Fleming, Prog. Dir. Horace Richards, Prom. Mgr. Eugene Handwerk, Chief Engr.	Associated Standard UP; Gates

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POTTSVILLE—(Continued)					
WPAM-FM 1947	Ch. 238 (B) 95.5mc 5.1kw			 RCA
WPPA 1946	1360 1,000-LS 500-N DA	Pottsville Bestg. Co. 8 South Second St. 4744		A. V. Tidmore, Owner & Gen. Mgr.	John Naylor, Coml. Mgr. & Prog. Dir. World SESAC AP Western Electric
WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw				
READING					
WEEU 1932	850 1,000 DA-N	Hawley Bestg. Co. 533 Penn St. 7335	ABC Quaker Headley- Reed	Hawley Quier, Pres. Clifford M. Chafey, Gen. Mgr. K. Richard Creitz, Coml. Mgr.	E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr. James E. Keller, Exec. V. P. Associated SESAC UP RCA
WEEU-FM 1947	Ch. 225 (B) 92.9mc 9kw			 Federal
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	CBS Hollingbery	Humboldt J. Greig, Pres. Robert G. Magee, V. P. & Gen. Mgr. Richard G. Fichthorn, Coml. & Prom. Mgr.	George D. Ribble, Office Mgr. Joseph E. McCormack, Chief Engr. AP
WRAW 1922	1340 250	Reading Bestg. Co. Inc. 19 North 5th St. 7173	MBS, NBC Meeker	Clair R. McCollough, Sta. Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Frank J. Voss, Prog. Dir. Dick McKay, Prom. Mgr. J. E. Mathiot, Tech. Dir. World UP
ROCHESTER					
WRYO 1949	1050 250-D	Beaver Valley Radio Inc. Cleveland Ave. 4660		Edward J. Reider, Pres. Seymour Harvey Miller, Prog. Dir.	Andrew Macioce, Chief Engr. Lang-Worth World UP Western Electric
SCRANTON					
WARM 1940	1400 250	Union Bestg. Co. Bowman Bldg. 4-1148	ABC Quaker Hollingbery	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. & Prom. Mgr.	Joseph H. Salsburg, Prog. Dir. A. W. Oschmann, Chief Engr. Thesaurus UP RCA
WARM-FM 1948	Ch. 289 (B) 105.7mc 6kw				
WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Bcstrs. Inc. 1000 Wyoming Ave. 6296	CBS Quaker Blair	Mrs. M. E. Megargee, Pres. George D. Coleman, Gen. Coml. & Prom. Mgr.	Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr. World AP
WGBI-FM 1948	Ch. 267 (B) 101.3mc 1.8kw			 Western Electric

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SCRANTON—(Continued)						
WQAN 1924	910 1,000-LS 500-N ST-WGBI	The Scranton Times 149 Penn Ave. 5151	Walker	Elizabeth R. Lynett & Edward J. Lynett Jr., Owners	John P. McGoldrick, Gen. Mgr. & Chief Engr. Robert R. Flanagan, Prog. Dir.	Associated SESAC AP, UP RCA
WQAN-FM 1949	Ch. 222 (B) 92.3mc 1.8kw					Western Electric
WSCR 1947	1000 1,000-D	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	Walker	Michael J. Eagen, Pres. Frank S. Blair, Gen. Mgr. Jack Guinan, Prod. Mgr.	Mike Woloson, Prom. Mgr. Willard Shimski, Chief Engr.	Lang-Worth AP Raytheon
SHAMOKIN						
WISL 1948	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 2650	MBS Forjoe	Henry W. Lark, Pres. Charles R. Petrie, Gen. Mgr.	Dick Ownes, Prog. Dir. Bernard Marshal, Chief Engr.	Thesaurus AP RCA
SHARON						
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnlne Jr., Pres. & Gen. Mgr. Marc McCulloch, Prog. Dir.	Evelyn L. Keller, Prom. Mgr. A. C. Heck, Chief Engr.	Associated Capitol, World Lang-Worth UP Western Electric Federal
WPIC-FM 1948	Ch. 275 (B) 102.9mc 26kw					
SOMERSET						
WVSC (CP)	990 250-D	Scranton Bcstg. Co.				
STATE COLLEGE						
WMAJ 1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 4959	MBS, KBS	William K. Ulerich, Gen. Mgr. Alethea Jones Mattern, Sta. Mgr. Miriam Krebs, Coml. Mgr.	Milton Bergstein, Prog. Dir. Douglas Beman, Chief Engr.	Lang-Worth AP Gates
STROUDSBURG						
WVPO 1947	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102	Walker	James H. Ottaway, Pres. Merle C. Ostrom, Gen. Mgr. Francis H. Brinkley, Mngng. Dir.	Elton Hall, Sta. Mgr. Joseph Webster, Prog. Dir. Ernest R. Transue, Chief Engr.	Associated UP Collins
SUNBURY						
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 North Front St. 1325	ABC Quaker Continental	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. W. Robert Trevitt, Coml. Mgr.	Michael J. Kane, Prog. Dir. John Keller, Chief Engr.	Lang-Worth AP Western Electric RCA
WKOK-FM 1948	Ch. 231 (B) 94.1mc 4.4kw					

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Frank Blair,

General Manager

MEMBER: FOREIGN LANGUAGE QUALITY GROUP

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
UNIONTOWN WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 800	CBS Meeker	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	Sullivan Sages, Prog. Dir. Charles Underwood, Prom. Mgr. William Henzly, Chief Engr.	Thesaurus UP RCA
WMBS-FM 1943	Ch. 289 (B) 105.7mc 1.5kw					
WNIQ (FM) 1948	Ch. 293 (B) 106.5mc 2.2kw	Uniontown Newspapers Inc. 8 E. Church St. 1000		Stanley W. Calkins, Pres. Ed Hamlyn, Gen. Mgr.	Wendell Coffin, Chief Engr.	Capitol Standard UP Westinghouse
WARREN WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. First Nat'l. Bank Bldg. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. James W. Potter, Coml. Mgr.	W. LeRoy Schneck, Prog. Dir. & Prom. Mgr. Homer M. Haines, Chief Engr.	Capitol AP Raytheon
WNAE-FM 1948	Ch. 221 (A) 92.1mc 0.49kw				 Gates
WASHINGTON WJPA 1942	1450 250	Washington Bcstg. Co. George Washington Hotel Bldg. 4870	MBS McGillvra	William S. Yard, Pres. A. Boyd Siegel, Gen. Mgr. Peter Stanton, Coml. Mgr.	Mitchell Gray, Prog. Dir. H. E. Cooper, Chief Engr.	World UP Western Electric
WJPA-FM 1949	Ch. 282 (B) 104.3mc 6kw				 Gates
WILKES-BARRE WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 3-0196	MBS Burn-Smith	John H. Stenger Jr., Pres. & Chief Engr. A. W. Grebe, Gen. Mgr.	John H. A. Stenger III, Prog. Dir. John H. Stenger IV, Prom. Mgr.	Associated Standard UP Western Electric
WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Pres. David M. Baltimore, Gen. & Prom. Mgr.	A. C. Baltimore, Coml. Mgr. Frank D. Coslett, Prog. Dir. Charles Sakoski, Chief Engr.	World AP RCA
WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.2kw					
WILK 1947	1450 250	Wyoming Valley Bcstg. Co. 88 North Franklin St. 4-4666	ABC Quaker Avery-Knodel	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Sta. Mgr.	Jerry Butler, Coml. Mgr. Hal Berg, Prog. Dir. Chuck Whittier, Prom. Mgr. Theodore French, Chief Engr.	Lang-Worth Thesaurus UP Collins
WILK-FM 1948	Ch. 241 (B) 98.1mc 3.1kw				
WIZZ (FM) 1946	Ch. 277 (B) 103.3mc 3.1kw	Scranton-Wilkes-Barre- Pittston Bcstg. Co. Inc. 225 S. Main St. 4-3561	Rural Radio Transit Radio	Richard G. Evans, Pres., Gen. & Coml. Mgr.	Joseph P. Roman, Prod. Supvsr. Robert G. Love, Chief Engr.	Westinghouse Associated Capitol SESAC AP General Electric
WILLIAMSPORT WLYC (FM) 1949	Ch. 286 (B) 105.1mc 3.1kw	Lycoming Bcstg. Co. 331 Pine St. 2-4676		George Lewis, Pres. & Gen. Mgr. Paul Bitler, Coml. Mgr.	Dick Wolf, Prog. Dir. Loyd Matter, Chief Engr.	Thesaurus AP RCA
WRAC 1930	1400 250	WRAC Inc. 244 West Fourth St. 2-6116	NBC McKinney	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Leon E. Kelly, Prog. Mgr. Everett Rubendal, Prom. Mgr. Glen Sherman, Chief Engr.	Associated Lang-Worth AP RCA

OPERATION

STATION

W I S L

1000 W. - - - Full Time

SHAMOKIN

A
Mutual
Affiliate

Serving Pennsylvania's 8th Market
(Shamokin-Pottsville Area)

SUCCESS!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

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WILLIAMSPORT—(Continued)					
WRAK-FM 1948	Ch. 262 (B) 100.3mc 3.2kw				
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessler, Pres. Woodrow W. Ott, Gen. Mgr. J. David Fleming, Coml. Mgr.	Louis C. Cate, Prog. Dir. James D. Martyn, Chief Engr. World UP RCA
YORK					
WNOW 1948	1250 1,000-D	Broadcast Division, Helm Coal Co. 25 S. Duke St. 2911	Young	Lowell W. Williams, Gen. Mgr. John O. Border, Coml. Mgr. H. E. Daugherty, Prog. Dir.	Murray L. Goldsborough, Prom. Mgr. Willis N. Weaver, Chief Engr. Associated AP RCA
WNOW-FM 1948	Ch. 289 (B) 105.7mc 18kw			 Collins
WORK 1932	1350 1,000 DA-N	York Bcstg. Co. Inc. 13 South Beaver St. 6629	MBS, NBC Meeker	Clair R. McCollough, Sta. Exec. Leroy K. Strine, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr. Charles M. Gitt, Pres. Michael B. Robert, Gen. Mgr. John W. Himes, Coml. Mgr.	James R. Wilson, Prog. Dir. Guy Barry, Prom. Mgr. J. E. Mathiot, Tech. Dir. (Mrs.) Joan B. Richmond, Prog. Dir. Quinten G. Cumeralto, Chief Engr. Associated Standard AP RCA
WRZE (FM) 1948	Ch. 253 (B) 98.5mc 8kw	White Rose Bcstg. Co. 103 S. George St. 6696	Continental FM		World AP RCA
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. P. O. Box 1243 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensties, Exec. V. P. Phillip K. Eberly, Coml. & Prom. Mgr.	Otis Morse, Prog. Dir. Woodrow G. Eberhart, Chief Engr. World AP RCA
WSBA-FM 1947	Ch. 277 (B) 103.3mc 20kw				

RHODE ISLAND

NEWPORT					
WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Co. 204 Thames St. 4673		Columbus O'Donnell, Pres. Gilbert Congdon Jr., Bus. & Coml. Mgr.	Robert A. Brennan, Prog. Dir. & Prom. Mgr. Joseph Britto, Chief Engr. Associated AP Gates

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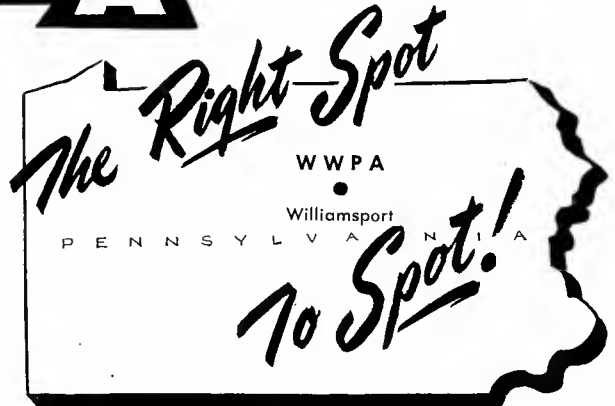


BUY WHERE THEY'RE LISTENING!

FAVORITE . . .

with over 40,000 radio families in North Central Pennsylvania!

Advertisers have found in WWPA a successful combination of sound local programming, and the CBS network . . . this in a metropolitan market area topographically situated to deny satisfactory reception of "outside" stations! Sales are created every day by WWPA . . . your BEST salesman, in a great market!



HARRY J. W. KIESSLING, President
WOODROW W. OTT, Manager



WILLIAMSPORT
BURN-SMITH CO. REPRESENTATIVES . . .

PENNSYLVANIA
NEW YORK, CHICAGO, LOS ANGELES

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
PAWTUCKET						
WFCI 1941	1420 5,000 DA-1	Pawtucket Bcstg. Co. 450 Main St. Plantations 1-6565	ABC Avery-Knodel	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David W. Brooks, Prog. Dir. Gilbert Johnson, Chief Engr.	Associated AP Gates
WPAW (CP)	1380 500-D	Roger William Bcstg. Co. 32 N. Union St. 5-9000		Neale Murphy & Dominic Hyszko, Partners Dan Hyland, Gen. & Coml. Mgr. & Prog. Dir.	James Bonney, Chief Engr. Gates
PROVIDENCE						
WDEM 1947	1290 500-D	Narragansett Bay Bcstg. Co. Blue Cross Bldg. Jackson 1-6565		Louis A. R. Pieri, Pres. Irving M. Kipnes, Gen. & Coml. Mgr.	Walter Neiman, Prog. Dir. Louis Levin, Prom. Mgr. INS, TP Western Electric
WEAN 1922	790 5,000 DA-1	The Yankee Network Inc. Crown Hotel Temple 1-0800	MBS Yankee Petry	William O'Neil, Pres. Joseph T. Lopez, Gen. & Coml. Mgr.	Don Morton, Prog. Dir. Harry H. Tilley, Chief Engr.	Standard AP Western Electric
WFCI 1941	1420 5,000 DA-1	(See Pawtucket listing)				
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211	Young		Robert T. Engles, Gen. Mgr.	Capitol AP
WJAR 1922	920 5,000 DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	NBC New England Weed	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothern Abbott, Prog. Dir. Thomas C. J. Prior, Chief Engr.	World Western Electric AP
WJAR-FM 1948	Ch. 238 (B) 95.5mc 20kw					
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.			James M. Orchard, Prog. Dir.		UP RCA
WLIV (FM) 1948	Ch. 299 (B) 107.7mc 20kw	Colonial Bcstg. Co. 31 Canal St. Jackson 1-6565		Augustus M. Wilson, Pres. & Gen. Mgr. G. Stanley Shaw, Coml. Mgr.	Arthur Gordon, Prog. Dir. Joseph J. Jakubowski, Chief Engr.	Associated INS General Electric
WPJB (FM) 1948	Ch. 286 (B) 105.1mc 20kw	Providence Journal Co. Walker 75 Fountain St. Dexter 1-0600		George P. Metcalf, Pres. H. William Koster, Gen. Mgr.	Harmon H. Hyde, Prog. Dir. George W. Sharpe, Chief Engr.	Lang-Worth World AP, UP General Electric

When
**YOU ENTRUST YOUR
RADIO-DOLLARS TO PROVIDENCE—**

— buy the big station with the lower rates and get more ears per penny! ABC programming plus pace-setting local shows and features insure a most favorable reception of your sales-story in this rich, million-listener area. . . . Again, check the rates!

WFCI

MAIN STUDIOS:
THE SHERATON-BILTMORE — PROVIDENCE, R. I.

★
REPRESENTATIVES:
AVERY-KNODEL, INC.
565 Fifth Ave., New York 17, N. Y.

**5,000
WATTS**
Day and Night

The "American" Voice in Rhode Island

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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RHODE ISLAND—(Continued)

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PROVIDENCE—(Continued)						
WPRO 1924	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 15 Chestnut St. Plantations 1-9776	CBS New England Raymer	William S. Cherry Jr., Pres. Arnold F. Schoen Jr., Gen. & Coml. Mgr.	John A. Owen Jr., Prog. Dir. John V. Ferri, Chief Engr.	Lang-Worth Thesaurus AP, UP RCA Western Electric
WPRO-FM 1948	Ch. 222 (B) 92.3mc 20kw					
WRIB 1947	1220 250-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	Forioe	Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Anthony Petronella, Coml. Mgr.	Fabian Hume, Prog. Dir. & Prom. Mgr. Richard Buckley, Chief Engr.	Associated SESAC UP Raytheon
WESTERLY						
WERI 1949	1230 250	W. Paul Oury 34 Main St. 2263		W. Paul Oury, Pres. & Gen. Mgr. Phil Rubin, Sta. & Prom. Mgr.	Harry Nelson, Prog. Dir. James F. Nugro, Chief Engr.	Lang-Worth UP Raytheon
WOONSOCKET						
WWON 1946	1240 250	Associated Electronics Corp. 99 Main St. 3900	MBS Yankee	Garo W. Ray, Pres. & Treas. Mitchell F. Stanley, Sta. & Coml. Mgr.	Gene Rousseau, Prod. Mgr. George Travis, Chief Engr.	Standard World AP
WWON-FM (CP)	Ch. 288 (A) 105.5mc 0.39kw					

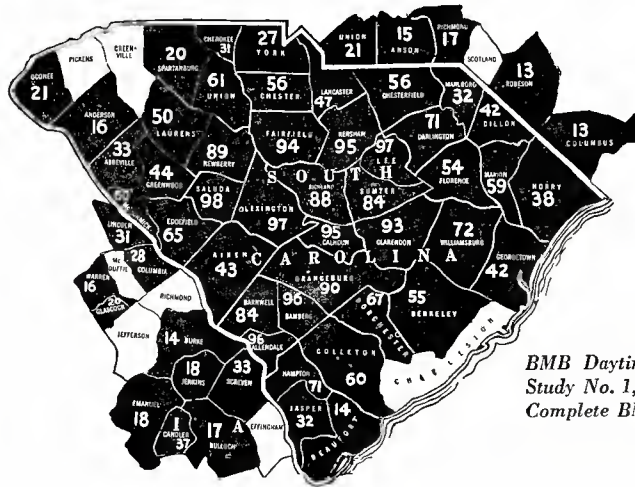
SOUTH CAROLINA

AIKEN						
WNCA 1949	740 1,000-D	Aiken-Augusta Bcstg. Co. Inc. Greenwood Bank Bldg. 332		J. D. Meehan, Pres. Rutledge Anderson, Mgr. Sam Steiner, Adv. Mgr.	Jane Kennedy, Prog. Dir. Louis Howard, Chief Engr.	Capitol INS Raytheon
ANDERSON						
WAIM 1935	1230 Martín St. 800	Wilton E. Hall Martín St. 800	CBS Burn-Smith	Wilton E. Hall, Pres. Glenn P. Warnock, Gen. Mgr. Charles B. Goodyear, Coml. Mgr.	Bette Warnock, Prog. Dir. G. Paul Browne, Prom. Mgr. H. B. Jack Greene, Chief Engr. INS Western Electric World Associated
WCAC (FM) 1947	Ch. 266 (B) 101.1mc 41kw	(WAIM, AM affiliate)				
WANS 1949	1280 1,000-D	Carolina Bcstrs. P. O. Box 211 3262		J. J. Powell, Pres. & Gen. Mgr. Alfred Robinson, Coml. & Prom. Mgr. & Prog. Dir.	Charles Mewborn, Chief Engr.	Standard UP Western Electric
BENNETTSVILLE						
WBSC 1947	1400 250	Bennettsville Bcstg. Co. 212 Broad St. 780	MBS McGillvra	John W. Orvin, Pres. Malcolm A. Young, Gen. & Coml. Mgr.	Don Bridges, Prog. Dir. & Prom. Mgr. John Gronert, Chief Engr. AP RCA
CAMDEN						
WACA 1948	1590 1,000-D	Camden Bcstg. Corp. Camden 80	KBS McGillvra	Haygood S. Bowden, Pres. Paul F. Myhan, Gen. Mgr. Tom Richards, Coml. Mgr.	John L. McWhorter, Prog. Dir. & Prom. Mgr. Edward Morris, Chief Engr.	Standard UP Gates
CHARLESTON						
WCSC 1930	1390 5,000 DA-N	WCSC Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr. Russell Long, Prog. Dir.	Pearl Baum, Prom. Mgr. Wilbur R. Albee, Chief Engr.	World UP Westinghouse REL
WCSC-FM 1948	Ch. 245 (B) 96.9mc 36kw					
WHAN 1947	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Burn-Smith	S. Lewis Johnson, Pres. C. Wylie Calder, Gen. & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William P. Birchfield, Chief Engr.	Lang-Worth UP RCA
WPAL 1947	730 1,000-D	Palmetto Bcstrs. 149 Wentworth St. 3-6428	IMS	George G. Weiss, Senior Partner Laurens P. Moore, Partner & Gen. Mgr. Robert T. Chrystie, Coml. Mgr.	Robert V. Austin, Prog. Dir. Jim Reynolds, Prom. Mgr. Carlton J. Modlin, Chief Engr.	Thesaurus UP Collins
WTMA 1939	1250 5,000-LS 1,000-N DA	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC Hollingbery	Edward Manigault, Pres. Robert E. Bradham, Gen. Mgr. William N. Abbott, Prog. Dir. & Prom. Mgr.	Grange C. Cuthbert Jr., Coml. Mgr. Douglass M. Bradham, Asst. Mgr. & Chief Engr.	Associated AP Westinghouse
WTMA-FM 1947	Ch. 236 (B) 95.1mc 49kw					
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS Cooke	C. Norwood Hastie, Pres. Beverly M. Middleton, V.P. & Gen. Mgr.	J. Drayton Hastie, Coml. Mgr. Henry Hoppe, Prog. Dir. Walter M. Nelson, Chief Engr.	Associated UP Raytheon
CHESTER						
WGCD 1948	1490 250	Craig Bcstg. Co. Radio-Press Bldg. 1171	MBS McGillvra	M. J. Craig, Pres., Gen. & Coml. Mgr. Arthur Cornwall, Prog. Dir.	James Kennedy, Prom. Mgr. Morton E. Green, Chief Engr.	Capitol AP General Electric

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WIS, COLUMBIA, IS THE TOP STATION IN SOUTH CAROLINA!



*BMB Daytime Audience,
Study No. 1, 1946
Complete BMB reprint on request.*

If you want *complete* coverage in South Carolina, you'll have to utilize the facilities of three radio stations.

But if you want the greatest coverage obtainable with *one* station, you'll choose WIS in Columbia.

BMB (March, 1946) credits WIS with a regular daytime audience in 43 of South Carolina's 46 counties . . . more counties than the combined total of *any two* other South Carolina stations. On WIS alone you reach more South Carolina families (daytime)—than the total of any station in Greenville and Charleston *combined*—57% more on WIS than on any other South Carolina station.

And in addition to this South Carolina coverage, WIS offers you a BMB audience in 15 Georgia and North Carolina counties as well!

The Columbia Trading Area includes 20 counties; the next largest are Greenville with 7, Charleston with 6 (B.B.D. & O.).

WIS is 5,000 watts at 560 kc. and NBC. There is no station with more than 1,000 watts within approximately 80 miles. In short, WIS is South Carolina's **FIRST STATION**—*individually, or on any list.*

WIS

COLUMBIA, S. C.
5000 WATTS • 560 KC
NBC Affiliate

Plus WIS-fm

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

FREE & PETERS, INC., National Representatives



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GEORGETOWN					
WGTV 1949	1400 250	Georgetown Bcstg. Co. 216 Fraser St. 621		Dr. John Assey Jr., Pres. H. Tom Morris, Gen. & Coml. Mgr.	Joe Maurice, Prog. Dir. Tom Richardson, Chief Engr. Lang-Worth UP
GREENVILLE					
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	MBS, LBS McGillvra	Scott Russell, Pres. & Gen. Mgr. Cliff W. Bowers, Coml. Mgr.	Lang-Worth Associated AP Raytheon
WESC-FM 1948	Ch. 223 (B) 92.5mc 12kw			 Gates
WFBC 1933	1330 5,000 DA-N	Greenville-News Pied- mont Co. Poinsett Hotel Bldg. 2-7616	NBC Avery-Knodel	B. H. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	Newton Smyth, Prog. Dir. N. P. Mitchell, Prom. Mgr. William Garrison, Chief Engr. Thesaurus UP RCA
WFBC-FM 1948	Ch. 229 (B) 93.7mc 240kw			 Westinghouse
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. Prevost Bldg. 3-2751	ABC Burn-Smith	Robert A. Jolley Sr., Pres. Guy Zwahlen, Gen. Mgr. Clifford B. Denison, Coml. Mgr.	William T. Arrington, Prog. Dir. George D. Tate, Chief Engr. World SESAC AP Collins
WMRC-FM 1947	Ch. 235 (B) 94.9mc 79kw			 Federal
WMUU 1949	1260 1,000 D	Bob Jones U. Greenville		Dr. Bob Jones Jr., Pres. R. K. Johnson, Gen. Mgr. Robert Pratt, Sta. Mgr.	Julia Boyajian, Prog. Dir. Don C. Smith, Chief Engr. Associated INS Collins
GREENWOOD					
WCBS 1941	1450 250	Greco Inc. P. O. Box 868 4300	NBC McGillvra	Douglas Featherstone, Pres. Dan Crosland, Gen. & Prom. Mgr.	Ralph Norman, Coml. Mgr. Randy Davidson, Prog. Dir. Charles M. Sparks, Chief Engr. Capitol AP
WCBS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw			 Westinghouse
GREER					
WEAB 1949	800 250-D	E. A. Burch & W. R. Frier Greer 1057		E. A. Burch } W. R. Frier } Co-owners	Sam H. Hutchins, Gen., Coml. & Prom. Mgr. & Prog. Dir. Robert D. Webb, Chief Engr. Lang-Worth UP Gates
HARTSVILLE					
WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	Charles H. Campbell, Pres. Raymond Caddell, Gen. Mgr.	Earl Caton, Prog. Dir. & Prom. Mgr. Donald A. Brienens, Chief Engr. Capitol AP Raytheon
KINGSTREE					
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761		M. L. Few E. G. Robinson Jr. } Partners George C. Blackwell, Gen. & Coml. Mgr.	Thomas B. Williams Jr., Chief Engr. Lang-Worth INS Gates
LAURENS					
WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 2-2331	KBS	John Wells Todd, Pres. John F. Arrington Jr., Gen. & Coml. Mgr.	Len L. Ledford, Prog. Dir. Clyde McClure, Chief Engr. UP Raytheon
MULLINS					
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. P. O. Box 41 3901		W. H. Daniel Jr., Pres. W. G. Smith, Coml. Mgr. W. L. Harrelson, Gen. Mgr.	James O. Atkins, Prog. Dir. Jack Ikner, Chief Engr. Lang-Worth UP Raytheon
WJAY-FM (CP)	Ch. 240 (A) 95.9mc 0.6kw				
MYRTLE BEACH					
WMRA 1948	1450 250	Myrtle Beach Bcstg. Co. Myrtle Beach 137	McGillvra	P. T. Watson, Pres. L. B. Hyman, V.P. & Secy.-Treas. A. E. Sink Jr., Gen. & Prom. Mgr.	S. W. Monroe, Coml. Mgr. Fae Marble, Prog. Dir. Lawrence Martin, Chief Engr. Capitol AP Gates
NEWBERRY					
WKDK 1946	1240 250	Newberry Bcstg. Co. Inc. 11 Radio Drive 143	MBS KBS	John F. Clarkson, Pres. James F. Coggins, Gen. & Coml. Mgr.	Jim Brownell, Prog. Dir. & Prom. Mgr. Ray Gilliam, Chief Engr. World AP Raytheon
ORANGEBURG					
WRNO 1946	1450 250	WRNO Inc. Orangeburg 1420	MBS	Charles S. Heneray, Pres. Frank B. Best, Gen. Mgr. Frank B. Best Jr., Coml. Mgr.	James A. Armistead, Prog. Dir. Gus Browning, Chief Engr. Capitol AP RCA
WTND 1948	1270 1,000-D	Sims Pub. Co. Orangeburg 1600	Continental	J. I. Sims, Pres. G. L. Sims, Gen. Mgr.	Associated Lang-Worth UP RCA
ROCK HILL					
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Nat'l Bank Bldg. 2085	MBS, KBS	James S. Beaty Jr. } William C. Beaty } Owners Harper S. Gault } James S. Beaty Jr., Gen. Mgr. & Chief Engr.	William S. Beaty, Sta. Mgr. & Prog. Dir. Harper S. Gault, Prom. Mgr. World AP RCA
WRHI-FM 1948	Ch. 248 (B) 97.5mc 9.4kw			 General Electric
WTYC 1949	1150 1,000-D	Tri-County Bcstg. Co. Rock Hill 3175		W. G. Reid } O. Frank Thornton } Owners George P. Cobb, Gen. Mgr.	William P. Linde, Prog. Dir. Thomas L. Byrd, Chief Engr. Lang-Worth UP Gates
SENECA					
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. Inc. Seneca 8234		J. A. Gallimore, Pres., Gen. & Coml. Mgr. Thomas J. Whittaker, Prog. Dir.	Chet Munson, Prom. Mgr. Robert W. Mahoney, Chief Engr. Lang-Worth SESAC UP Gates

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SOUTH CAROLINA—(Continued)

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COLUMBIA WCOS 1939	1400 250	Radio Columbia Inc. 1202 Main St. 2-5601	ABC Taylor-Borroff	Ernest D. Black, Pres. James W. Hicks, Gen. Mgr. Dixon Harp, Coml. Mgr.	Stewart Spencer, Prog. Dir. Robert D. Lambert Jr., Chief Engr.	World AP RCA
WIS 1930	560 5,000 DA-N	Surety Life Insurance Co. Columbia 2-2135	NBC Free & Peters	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Mngng. Dir.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert G. Eidson Jr., Chief Engr.	Standard UP Western Electric
WIS-FM 1948	Ch. 233 (B) 94.5mc; 1.3kw					
WKIX 1945	1320 1,000-LS 500-N DA	Inter-City Advertising Co. 1127 Lady St.; 2-8659	CBS Avery-Knodel	George W. Dowdy, Pres. W. C. Bochman, Gen. Mgr.	R. E. Fennel, Prog. Dir. Eugene E. Hampton, Chief Engr.	Lang-Worth UP Collins
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 2-1518	MBS Forjoe	Moody McElveen, Gen. Mgr.	Donald E. Willoughby, Chief Engr. AP RCA
CONWAY WLAT 1945	1490 250	Loys M. Hawley & Herman L. Hanks P. O. Box 497 340	MBS McGillvra	Loys M. Hawley, Pres. Gen. & Coml. Mgr.	Herman L. Hanks, Chief Engr. AP
DILLON WDSC 1946	800 1,000-D	Border Ecstg. Co. U. S. Highway 301 470	MBS McGillvra	Joseph Martin, Gen. Mgr. R. B. Marshall, Coml. Mgr.	William J. Bunn, Prog. Dir. Mack Herring, Chief Engr.	Thesaurus UP Gates
FLORENCE WJMX 1949	970 5,000-D	Atlantic Ecstg. Co. P. O. Box 1211 2495	Walker	Eugene E. Stone, Pres. Paul H. Benson Jr., Gen. & Prom. Mgr.	H. A. Smith Jr., Coml. Mgr. Sam I. Latimer, Prog. Dir. Frank A. Jenne, Chief Engr.	World, Capitol Associated AP Westinghouse
WJMX-FM	Ch. 274 (B) 102.7mc; 11.5kw					
WOLS 1937	1230 250	Florence Ecstg. Co. 129 S. Dargan St. 354	ABC	Melvin Purvis, Pres. & Gen. Mgr. A. P. Skinner, Coml. & Asst. Mgr.	Jim Putnam, Prog. Dir. W. A. Pritchett, Chief Engr. & Asst. Mgr.	Lang-Worth UP
WOLS-FM (CP)	Ch. 291 (B) 106.1mc; 4.5kw					
GAFFNEY WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. Box 297 1570	KBS	A. Ray Godshall, Pres. Louis M. Neale Jr., Gen. Mgr. & Chief Engr.	David C. McSwain, Coml. Mgr. Vernon Fox, Prog. Dir. Norman Lassiter, Prom. Mgr.	Lang-Worth UP Raytheon

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DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

These are RUBBER GLOVES
reaching out to industrial progress in Charleston.

Just as the Charleston Rubber Company
has doubled its payroll in the 18 months
since it began operating in Charleston,

so

WCSC

CBS Station in Charleston, South Carolina,
has grown to meet the demands of an increasing market.

CHARLESTON,
whose historic beauty attracts thousands of tourists,
has today achieved new importance
as an industrial and shipping center
where more than 100 new industries have developed
and port business has doubled.

AM—1390 KC **WCSC** FM—96.9 MC

5000 watts day and night

Represented nationally by Free & Peters, Inc.

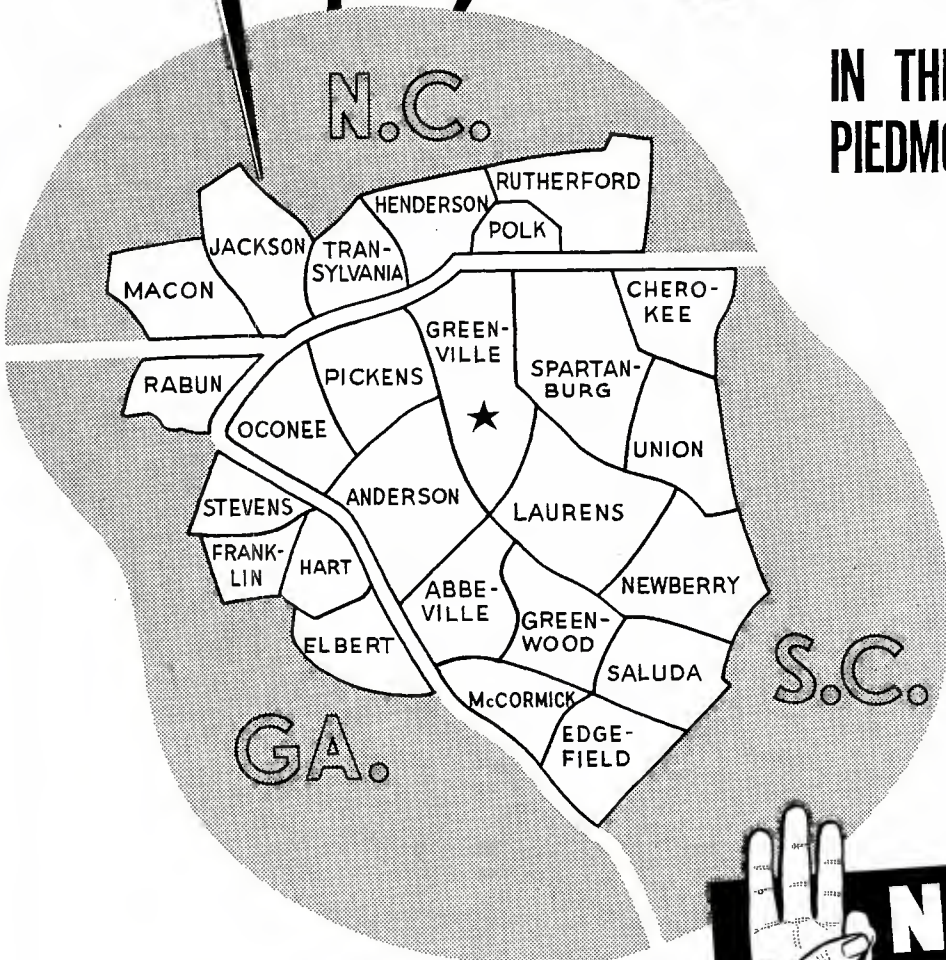


WFBC

Reaches 876,900 People Who Annually Spend

\$ 1/2 BILLION

IN THESE RICH PIEDMONT COUNTIES!



The WFBC Market, with Greenville as the center, embraces the textile industrial section of South Carolina and adjacent counties in North Carolina and Georgia. Population, sales, and incomes in this area are higher than state and regional averages, with *GAINS* for the past year in all three!

POPULATION	876,900	- -	UP 2.7%
RETAIL SALES	\$507,606,000	-	UP 1.4%
NET BUYING INCOME	\$730,202,000	-	UP 3.8%

Figures from Sales Management Survey of Buying Power, 1949

WFBC Greenville's pioneer broadcasting station, enjoys prestige and popularity in this area which helps to tell your sales story and sell your product to an audience whose radio ownership closely approaches the national average of 94.2%.

ASK AVERY-KNODEL, INC. for the Latest Audience Measurement Figures

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
and WFBC-FM
GREENVILLE, S.C.

5000 Watts 19 Hours Daily

THE NEWS-PIEDMONT STATION

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
SPARTANBURG						
WORD 1940	1400 250	The Spartan Radiocast- ing Co. 291 East Main St. 6000	ABC Taylor-Borroff	Walter J. Brown, Pres. John Carrington, Gen. Mgr. Joseph W. Parris, Coml. Mgr.	Alan R. Willis, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	World AP RCA
WDXY (FM) 1948	Ch. 263 (B) 100.5mc 12kw	(WORD, AM affiliate)			 Westinghouse
WSPA 1930	950 5,000 DA-N	Surety Bcstg. Co. 224 E. Main St. 2900	CBS Blair	Francis M. Hipp, Pres. G. Richard Shafto, Gen. Mgr. Roger A. Shaffer, Mngng. Dir.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Tom Fleming, Prom. Mgr. Harold R. Beckholt, Chief Engr.	Associated UP Western Electric
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw				 General Electric
SUMTER						
WFIG 1940	1340 250	WFIG Inc. Radio Center Bldg. 1340	MBS McGillvra	Hubert D. Osteen, Pres. T. Doug. Youngblood, Gen. Mgr. William H. Moore Jr., Coml. Mgr.	Paul Reidy, Prog. Dir. Harry Fowler, Prom. Mgr. James L. Williams, Chief Engr.	Lang-Worth UP RCA
UNION						
WBCU 1949	1460 1,000 DA-N	Union Carolina Bcstg. Co. 15 East Main St. 1200	MBS	E. H. Hughes, Pres. Milton D. Scarboro, Gen. Mgr. Howard Talbert, Coml. Mgr.	Marylyn Scruggs, Prog. Dir. Bill Stribling, Prom. Mgr. Thomas W. Weathers, Chief Engr.	Capitol UP RCA
WALTERBORO						
WALD 1947	1490 250	Walterboro Bcstg. Co. Walterboro 3861	MBS	R. M. Jefferies, Pres. Charles A. Thoman, Gen. Mgr. Beulah Glover, Coml. Mgr.	Hugh Ward, Prog. Dir. Willie O. Harbeson, Prom. Mgr. Robert Rivers, Chief Engr.	Associated AP Raytheon

SOUTH DAKOTA

ABERDEEN						
KSDN 1948	930 1,000 DA-1	Aberdeen News Co. 12 Third Ave. 4573	MBS South Dakota Weed	Henry J. Schmitt, Pres. Byron McElligott, Gen. Mgr. Russa Osborne, Coml. Mgr.	E. C. Pieplow, Prog. Dir. George Crocker, Chief Engr.	World Capitol AP Western Electric
DEADWOOD						
KDSJ 1947	1450 250	Heart of the Black Hills Station Deadwood 186	KBS Clark	John Daniels } Eli Daniels } Partners Harry Daniels }	Eli Daniels, Gen. Mgr. & Chief Engr.	SESAC World UP Do-Little

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**AVERAGE 5-YEAR CASH INCOME
PER FARM, 1944-48**

- National Rank
1. IOWA
 2. NORTH DAKOTA
 3. NEBRASKA
 4. SOUTH DAKOTA
 7. MINNESOTA

That's Big Aggie!

1948 RETAIL SALES PER FAMILY

- National Rank
1. NORTH DAKOTA
 2. SOUTH DAKOTA
 3. MINNESOTA
 4. IOWA
 8. NEBRASKA

That's Big Aggie!

U.S.D.A. BUREAU OF AG. EC.
1949 Sales Management Survey of
Buying Power

REPRESENTED BY KATZ

BIG AGGIE

*Serves 308 Counties in the
World's Richest Agricultural Area*

Big Aggie Land is a unified major market in Minnesota, the Dakotas, Nebraska and Iowa served only by WNAX. Today 385,840 BMB radio families will listen to WNAX... will buy WNAX-advertised products.

A 1948 diary study made in 80 counties representing the five states showed, of the 43 stations mentioned, listeners liked WNAX best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours.

Make the WNAX market your market.

WNAX

A Cowles Station
SIOUX CITY • YANKTON
Affiliated with the
American Broadcasting Co.
5000 WATTS — 570 KC



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
HURON					
KIJV 1947	1340 250	James Valley Bcstg. Co. Inc. 32 2d St. S. E. 765	MBS	Max F. Staley, Pres. & Gen. Mgr. Rex King, Coml. Mgr.	Morrison Parker, Prog. Dir. Roland Marty, Chief Engr. Thesaurus UP
MITCHELL					
KORN 1947	1490 250	Mitchell Bcstg. Assn. 217-19 North Main 621	MBS South Dakota	Ray Eppel, Pres., Gen. Mgr. & Prog. Dir. Robert G. Taylor, Chief Engr.	B. Harland Ohde, Coml. & Prom. Mgr. Lang-Worth UP Western Electric
PIERRE					
KGFX 1916	630 200-D SH	Estate of Dana McNeil 203 West Summit Ave. 2351	KBS Continental	Ida A. McNeil, Gen., Coml. & Prom Mgr. & Prog. Dir.	Charles W. Hobbs, Chief Engr. UP
RAPID CITY					
KOTA 1936	1380 5,000 DA-N	B. H. Bcst. Co. of Rapid City Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Stan Lieberman, Coml. Mgr. Floyd L. Sparks, Prog. Dir.	Ellen Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr. Capitol, Standard Associated, World UP, RCA
KOTA-FM 1949	Ch. 232 (B) 94.7 mc 16 kw				
*WCAT 1922	1230 100-D SH	School of Mines and Technology 500 East Saint Joseph St. 1603		Warren E. Wilson, Pres. W. Ferron Halvorson, Gen. Mgr., Dir. of Pub. Rela. & Prog. Dir.	Wallace E. Wells, Chief Engr. AP, UP
SIOUX FALLS					
KELO 1937	1320 5,000 DA-N	Midcontinent Bcstg. Co. 8th & Phillips Ave. 6363	NBC Pearson	S. Fantle Jr., Pres. and Gen. Mgr. Evans A. Nord, Coml. Mgr. Jack Douglas, Prog. Dir.	Darlene Nesby, Prom. Mgr. Lester C. Froke, Chief Engr. Capitol UP RCA
KIHO 1948	1270 1,000 DA-1	Big Sioux Bcstg. Co. 218 South Main Ave. 912	MBS Raymer	James E. Sweet & David J. Kempkes, Co-Mgrs.	Fred Schweikher, Prog. Dir. World UP
KISD 1948	1230 250	KISD Inc. 311 S. Phillips Ave. 1300	Cooke	Howard C. Alton, Pres. Verl Thomson, Gen. Mgr. & Prog. Dir. Fred Davis, Coml. Mgr.	John Doyle, Prom. Mgr. Bruce Brodie, Chief Engr. Lang-Worth MacGregor AP RCA
KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bcst. Assoc. Inc. 317½ South Phillips Ave. 757	Tall Corn Avery-Knodel	Morton H. Henkin, Pres. Geo. R. Hahn, Gen. Mgr. Rollie R. Williams, Gen. Sales Mgr.	Raymond L. Loftness, Prog. Dir. George Rohn, Prom. Mgr. Max E. Pierce, Chief Engr. Standard Thesaurus AP
VERMILLION					
*KUSD 1922	920 500 ST-KFNF	U. of South Dakota Vermillion 601 J		I. D. Weeks, Pres. Irving R. Merrill, Gen. Mgr. Keith J. Nighbert, Prog. Dir.	Shirley Enquist, Prom. Mgr. James L. Cope, Chief Engr. AP
WATERTOWN					
KWAT 1926	950 1,000 DA-N	Midland Nat'l Life Insurance Co. Watertown 777		Frank Bramble, Pres. Thomas L. Young, Gen. Mgr. Morris Wisott, Coml. Mgr.	Charles H. Swenson, Prog. Dir. Ross E. Case, Prom. Mgr. Francis Alwin, Chief Engr. World SESAC UP Collins
YANKTON					
WNAX 1926	570 5,000 DA-N	Cowles Bcstg. Co. 2d & Capitol Sts. 442	ABC, MBS Katz	Gardner Cowles, Pres. Robert R. Tinchler, V. P. & Gen. Mgr. Donald D. Sullivan, Coml. Mgr.	L. S. Howard, Prog. Dir. Robert B. Donovan, Prom. Mgr. Clifton M. Todd, Chief Engr. Standard Cole AP, UP General Electric
TENNESSEE					
ATHENS					
WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 891	KBS	Lowell F. Arterburn, Pres. Otis Parker, Gen. Mgr. Max Robinette, Coml. Mgr.	James O'Donnell, Prog. Dir. J. W. Turner, Chief Engr. Standard UP
BRISTOL					
WOPI 1929	1490 250	Radiophone Bcstg. Station WOPI Inc. 310 State St. South 3730	NBC Burn-Smith	W. A. Wilson, Pres. & Gen. Mgr. Jim C. Wilson, Coml. Mgr. Harold Henley, Prog. Dir.	Jane Glavin, Prom. Mgr. R. V. Robinson, Chief Engr. Lang-Worth Capitol UP RCA
WOPI-FM 1946	Ch. 245 (B) 96.9mc 10.4kw				
CHATTANOOGA					
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Patten Hotel 7-1128	MBS Rambeau	A. B. Campbell, Gen. Mgr. H. Dennison Parker, Coml. Mgr.	June T. Lewis, Traffic Dir. Charles W. Stokley, Chief Engr. Lang-Worth AP Collins
WAPO 1936	1150 5,000-LS 1,000-N DA	WAPO Bcstg. Service Read House 6-6141	NBC Headley-Reed	Ramon G. Patterson & Louise P. Pursley, Owners R. G. Patterson, Gen. Mgr. Frances Harley, Prog. Dir.	Helen Patterson, Coml. & Prom. Mgr. B. B. Barnes, Chief Engr. World AP
WAPO-FM 1946	Ch. 234 (B) 94.7mc 37.2kw				
WDEF 1940	1370 5,000-LS 1,000-N DA	WDEF Bcstg. Co. 419 Volunteer Bldg. 6-5664	ABC Branham	Joe W. Engel, Pres. Ken Flenniken, Gen. & Coml. Mgr.	Morris Quave, Prog. Dir. & Prom. Mgr. B. C. Baker, Chief Engr. Raytheon Capitol UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, Pres. Norman A. Thomas, V. P. Bryan J. Bush, Coml. Mgr.	Paul Wann, Prog. Dir. Walter H. Stamper Jr., Prom. Mgr. W. Roy Owens, Chief Engr. Standard UP Federal
WDOD-FM 1949	Ch. 243 (B) 96.5mc 42kw				
WDXB 1948	1490 250	J. V. Williams Jr. 539 Vine St. 6-1114	Forjoe	J. V. Williams Jr., Pres. Charles H. Gullickson, Gen. & Coml. Mgr. John S. Martin, Pres. J. Siegel, Prog. Dir.	Frank Beck, Prog. Dir. Byron E. Fincher, Chief Engr. Jim Byerly, Chief Engr. World INS Raytheon Associated AP RCA
WVUN (FM) 1948	Ch. 251 (B) 98.1mc 42kw	Unity Bcstg. Corp. 100 Dome Bldg. 7-4463			
CLARKSVILLE					
WJZM 1941	1400 250	E. T. Campbell 411 Madison St. 2295	MBS, KBS Tennessee Rural Radio	E. T. Campbell, Pres. & Gen. Mgr. Tom Brooks-Pilling, Coml. Mgr.	Clay Cline Jr., Prog. Dir. & Prom. Mgr. John Bailey, Chief Engr. Capitol AP RCA
CLEVELAND					
WBAC 1945	1340 250	Robert W. Rounsaville 180 Central Ave. 82	MBS	Robert W. Rounsaville, Owner Thad F. Fitch, Sta. Mgr.	Harry W. Sullivan, Prog. Dir. William Stuart, Chief Engr. UP RCA

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COLUMBIA						
WCRM 1946	1340 250	Middle Tennessee Bcstg. Co. Inc. P. O. Box 71 1340	MBS, KBS Tennessee	R. M. McKay Jr., Pres., Gen., Coml. & Prom. Mgr.	Albert Knott, Prog. Dir. Revis Hobbs, Chief Engr.	Capitol UP Raytheon
COOKEVILLE						
WHUB 1940	1400 250	WHUB Inc. Cookeville 200	CBS Continental	M. L. Medley, Pres., Gen. Mgr. & Coml. Mgr. Joe Mabry, Prog. Dir.	Stacey Mott, Prom. Mgr. George Daugherty, Chief Engr.	Lang-Worth UP RCA
DYERSBURG						
WDSG 1946	1450 250	State Gazette Bcstg. Co. P. O. Box 58 77	MBS, KBS Dixie Mid-South	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr.	Norb Beckers, Prog. Dir. & Prom. Mgr.	AP RCA
ELIZABETHTON						
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. P. O. Box 829 21241	MBS	R. W. Rounsaville, Pres. William R. Wagner, Gen. Mgr.	Ruth Ritchie, Prog. Mgr. Condon Bowers, Chief Engr.	UP Raytheon
FAYETTEVILLE						
WEKR 1948	1240 250	Elk River Bcstrs. Inc. Fayetteville 1240	MBS	Arthur D. Smith Jr., Pres. & Gen. Mgr. Hollis Carlton, Sta. Mgr.	Mike Freeland, Prog. Dir. & Prom. Mgr. Ernest Tucker, Chief Engr.	UP Raytheon
GALLATIN						
WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. Inc. P. O. Box 28 1010		A. B. Perkins, Pres. Charles W. Brewer, Gen. & Coml. Mgr.	Weston Britt, Prog. Dir. Howard Woodard, Chief Engr.	Capitol UP Western Electric
GREENEVILLE						
WGRV 1946	1340 250	Radio Greeneville Inc. Radio Bldg. 797	MBS	Paul O. Metcalfe, Pres. & Gen. Mgr. Hugh Pickel, Coml. & Prom. Mgr.	Tom Lyons, Prog. Dir. Laile Hampton, Chief Engr.	UP Raytheon
HARRIMAN						
WHBT 1946	1230 250	Harriman Bcstg. Co. Devonia at Crescent 850	MBS, KBS	F. L. Crowder, Pres., Gen. & Coml. Mgr. John Fielder, Prog. Dir.	Carl Williams, Prom. Mgr. Kenneth Hargis, Chief Engr.	Standard UP Gates

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IF YOU'RE IN TV
You should be in Memphis

WMCT

CHANNEL 4 • MEMPHIS
 AFFILIATED WITH NBC • CBS • DUMONT

WMC • WMCF • WMCT National Representatives • The Branham Company • Owned and Operated by The Commercial Appeal

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HUMBOLDT						
WIRJ 1949	740 250-D	Gibson County Bcstg. Co. Inc. 210 North 22nd Ave. 740	Mid-South	J. Frank Warmath & Thomas N. Hobbs, Partners Guy Powell, Coml. Mgr.	Howard E. Byrum, Gen. Mgr. & Prog. Dir. Charles Brown, Chief Engr.	Standard UP Collins
JACKSON						
WDXI 1948	1310 5,000-LS 1,000-N DA	Aaron B. Robinson Williams Bldg. 7-9611	MBS, KBS Dixie Burn-Smith	Aaron B. Robinson, Pres. Bill Winsett, Sta. Mgr. Jack Cecil, Coml. Mgr.	Jim Hoppers, Prog. Dir. Jack Murphy, Prom. Mgr. James Thomas, Chief Engr.	Capitol UP Raytheon
WPLI 1949	1490 250	George Arthur Smith First Nat'l. Bank Bldg. 7-8541	McGillvra	W. E. Williams, Gen. & Prom. Mgr.		Associated Lang-Worth UP
WTJS 1931	1390 1,000 DA-N	Sun Pub. Co. Jackson 7-3316	ABC Midsouth Brancham	Albert A. Stone, Pres. Frank S. Proctor, Mgr.	Leslie R. Brooks Jr., Asst. Mgr. Robert M. Gordon, Chief Engr.	World AP, UP RCA
WTJS-FM 1947	Ch. 264 (B) 100.7mc 50kw					
JOHNSON CITY						
WETB 1947	790 1,000-D	East Tennessee Bcstg. Co. Press Bldg. 2993	KBS, LBS	Carl A. Jones Jr., Pres. Cliff Goodman, Gen. Mgr.	Berney Burleson, Prog. Dir. & Asst. Mgr. E. B. Jones, Chief Engr.	World Capitol AP Raytheon
WJHL 1938	910 5,000-LS 1,000-N DA	WJHL Inc. Main St. 1480	ABC Pearson	W. H. Lancaster, Pres. Ray D. Williams, Mgr. & Coml. Mgr.	Walter Heeb, Prog. Dir. Ken Matthews, Prom. Mgr. O. K. Garland, Chief Engr.	Lang-Worth AP, UP
WJHL-FM 1948	Ch. 264 (B) 100.7mc 0.25kw					General Electric
KINGSPORT						
WKPT 1940	1400 250	Kingsport Bcstg. Co. 222 Commerce St. 2870	NBC Cooke	C. P. Edwards Jr., Pres. A. F. Martin, Gen. Mgr.	Paul Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	AP Western Electric
WKPT-FM 1946	Ch. 253 (B) 98.5mc 44kw					Lang-Worth Standard RCA
KNOXVILLE						
WBIR 1941	1240 250	Radio Station WBIR Inc. 618 S. Gay St. 4-3321	ABC Boiling	Gilmore N. Nunn, Pres. John P. Hart, Gen. Mgr. James A. Dick, Coml. Mgr.	Tys Terwey, Prog. Dir. & Prom. Mgr. J. Rex Horton, Chief Engr.	Standard UP RCA
WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.84kw					Western Electric
WIBK 1947	800 1,000-D	Independent Bcstg. Co. 406 W. Church St. 4-9866	KBS Cooke	Marvin I. Thompson, Gen. Mgr.	T. E. Hooper, Chief Engr.	Lang-Worth AP Raytheon



Pulling in a Million More Listeners!

WHBQ-56

MUTUAL in Memphis

SALES CENTER of the Mighty Memphis Market

WHBQ

Memphis, Tenn.

5,000 Watts Day • 1,000 Watts Night

Facts of Interest to all Time Buyers—

- Population 1,720,600
- Buying Income \$1,435,382,000
- Radio Homes 361,377

Here Good Programming Gets Good Coverage



Far rates and availability
Call Wire or Write

WEED and COMPANY

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KNOXVILLE—(Continued)						
WKGN 1947	1340 250	WKGN Bcstg. Co. Park Nat'l. Bank Bldg. 4-0766	MBS Forjoe	Clarence Beaman, Pres. & Gen. Mgr. C. R. Watts, Coml. Mgr.	(Mrs.) Marge Trent, Prog. Dir. Lindsey Nelson, Prom. Mgr. Joe E. Broyles, Chief Engr.	Lang-Worth Capitol AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio Inc. 110 S. Gay St.; 3-3171	CBS Branham	Jack R. Howard, Pres. R. B. Westergaard, Gen. Mgr. O. L. Smith, Coml. Mgr.	Charles McMahon, Prog. Dir. Para Lee Brock, Prom. Mgr. Ray Evans, Chief Engr.	Standard UP Western Electric
WROL 1927	620 5,000 DA-2	Stuart Bcstg. Co. 531 South Gay St. 2-7111	NBC Cummings	S. E. Adcock, Owner C. T. DeVois, Gen. Mgr. W. H. Linebaugh, Coml. Mgr.	John Reese, Prog. Dir. Fred M. Andrews, Chief Engr.	World UP RCA
WROL-FM 1945	Ch. 247 (B) 97.3mc 76kw				 REL
LEBANON						
WCOR 1949	900 250-D	Lebanon Bcstg. Co. Inc. 106½ Cumberland St. 1540		Warren G. Gilpin, Pres. & Gen. Mgr.	Roy E. Wood Jr., Coml. Mgr. Roy C. Crocker, Prog. Dir.	Standard UP Raytheon
LEWISBURG						
WJJM 1947	1490 250	Estate of James J. Murray East Hill 780	ABS Continental	Martha, Ida & Lillie Murray, Owners Louis D. Lingner, Gen. Mgr.	Harold W. Twitty, Coml. Mgr. Denny Walker, Prog. Dir. J. E. Sowell, Chief Engr. Collins
MARYVILLE						
WGAP 1947	1400 250-D	Gateway Bcstg. Co. Blount Nat'l. Bank 2490	KBS	V. H. McLean & George R. Dempster, Owners F. H. Corbett, Gen. Mgr. Tom Beam, Coml. Mgr.	Joe Wheeler, Prog. Dir. Sarah Miller, Prom. Dir. Curtis LaMarr, Chief Engr.	Lang-Worth UP
McMINNVILLE						
WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. P. O. Box 409 401	MBS, KBS Tennessee	Sam J. Albritton, Pres. Royce E. Richards, Gen. Mgr. Winston Clark, Coml. Mgr.	Ernie Richards, Prog. Dir. Henry Trent, Prom. Mgr. Walter A. Duke, Chief Engr.	World UP Raytheon
MEMPHIS						
WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	Pearson	E. R. Ferguson & John R. Pepper, Partners Bert Ferguson, Gen. Mgr.	Harold F. Walker, Coml. Mgr. Don Kern, Prog. Dir. Bob Sassaman, Chief Engr. Gates Gates
WHBQ 1925	560 5,000-LS 1,000-N DA-2	Harding College Hotel Gayoso 8-6868	MBS Weed	John Cleghorn, Gen. Mgr. Bill Grumbles, Sales Prom. Dir. Gordon Lawhead, Prog. Dir.	Betty Faquin, Prom. Mgr. Welton Roy, Chief Engr.	Associated AP RCA
WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	IMS	P. E. Furlow, Pres. Patt McDonald, Gen. Mgr. Don J. Lynch, Coml. Mgr.	Allan Avery, Prog. Dir. & Prom. Mgr. William Marsh, Chief Engr.	Capitol Lang-Worth AP RCA

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours.
U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset.
L—Limited Time with Dominant Station. SA—Special Authorization.

If you're not using
WDIA,
YOU'RE MISSING
HALF*
THE MEMPHIS MARKET

*2 OUT OF 4 WHO ENTER A STORE
IN MEMPHIS ARE NEGROES

WDIA IS THE ONLY STATION SERVING
THIS HALF OF THE POPULATION

SPECIAL HOOPER STUDIES SHOW UP TO
75.6% SHARE OF AUDIENCE!

WDIA

MEMPHIS, TENNESSEE

BERT FERGUSON, GEN. MGR. ★ HAROLD F. WALKER, COM. MGR. ★ JOHN E. PEARSON CO., REP.

HOT ROD



HULBERT



WILLA MONROE



REV. MOORE



SONNY BOY WILLIAMSON



THE SONGBIRDS OF THE SOUTH



NAT DEE WILLIAMS



BEE BEE KING



KING



SPIRIT OF MEMPHIS SINGERS

THE SPOT IN MEMPHIS



Where
your
SPOTS
are
Spotlighted

WHHM

INDEPENDENT . . . But Not Aloof
MEMPHIS, TENNESSEE

Patt McDonald, *Manager*



Representatives: Independent Metropolitan Sales

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
 If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
MEMPHIS—(Continued)						
WHHM-FM 1949	Ch. 295 (B) 106.9mc 18kw					
WMC 1923	790 5,000 DA-N	Memphis Pub. Co. P. O. Box 311 8-7464	NBC Mid-South Branham	Enoch Brown, Pres. H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr.	Wilson Mount, Prog. Dir. W. E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr.	Thesaurus Lang-Worth SESAC UP RCA
WMCF (FM) 1947	Ch. 259 (B) 99.7mc 260kw	(WMC, AM affiliate)				
WMCT (TV) 1948	Ch. 4 66-72mc 7.12kw aur. 13.6kw vis.	(WMC, AM affiliate)	ABC, CBS DuMont NBC	Bill Brazzil, Prod. Mgr.	INS	
WMPS 1925	680 10,000-LS 5,000-N DA	WMPS Inc. Radio Center 5-2663	ABC Radio Reps	H. R. Kreistein, V. P. & Gen. Mgr. George Faulder, Prog. Dir.	W. B. Rudner, Prom. & Sales Mgr. J. G. Deaderick, Chief Engr.	Standard Lang-Worth Cole AP, UP RCA
WREC 1922	600 5,000 DA-2	WREC Bcstg. Service Hotel Peabody	CBS Katz	Hoyt B. Wooten, Owner & Gen. Mgr.	Hollis Wooten, Coml. Mgr.	
MORRISTOWN						
WCRK 1947	1450 250	Cherokee Bcstg. Corp. Morristown 1450	MBS Holman	Herbert S. Walters, Pres. Howell Ashford Jr., Gen. & Coml. Mgr.	William P. Moore, Prog. Dir. James R. Redden, Chief Engr.	World AF RCA
MURFREESBORO						
WGNS 1947	1450 250	WGNS Inc. P. O. Box 456 1450	MBS Tennessee Holman	Cecil Elrod Jr., Pres. & Gen. Mgr. Neil Lancaster, Coml. Mgr. James W. Tate, Prog. Dir.	Martha Tribble, Prom. Mgr. Charles E. Freeman, Chief Engr.	World UP RCA
NASHVILLE						
WKDA 1946	1240 250	Capitol Bcstg. Co. American Nat'l. Bank Bldg.; 4-0511	Forjoe	T. B. Baker Jr. & A. G. Beaman, Owners	T. B. Baker Jr., Gen. Mgr.	
WLAC 1926	1510 50,000 DA-N	WLAC Bcstg. Service Third Nat'l Bank Bldg. 6-0161	CBS Raymer	J. T. Ward, Owner F. C. Sowell, Gen. & Coml. Mgr.	Paul Oliphant, Prog. Dir. F. D. Binns, Chief Engr.	World UP Western Electric
WMAK 1948	1300 5,000 DA-1	Volunteer State Bcstg. Co. Inc. The Maxwell House 4-3411	MBS, LBS Weed	Frank W. Mayborn, Pres. Frank M. Farris, V. P. Walter P. Speight Jr., Sta. & Coml. Mgr.	Shelton Weaver, Prog. Dir. & Chief Engr. Ed Jones, Prom. Mgr.	Thesaurus UP Western Electric

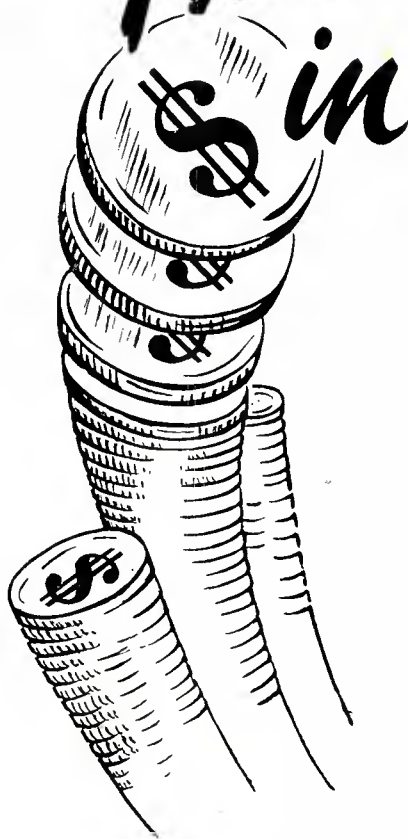
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Memphis

**NBC 5000 Watts 790 KC
 WMC • WMCF • WMCT**

National Representatives • The Branham Co.
 Owned and operated by the Commercial Appeal

Family There's Money



in MEMPHIS

*Per Family Net Effective Buying Income**

New York City	\$6,106		Baltimore	\$5,264
Chicago	6,086	MEMPHIS	Atlanta	4,817
Los Angeles	5,598		Birmingham	5,024
Detroit	5,766		New Orleans	4,731
St. Louis	5,157		Nashville	4,565
		\$5,159		

**(Sales Management Estimates, 1948)*

... and here's the pay off

Memphis not only profits by comparison with the nation's largest cities, but actually maintains a position of "undisputed leadership" among the five Southern markets shown above. So don't overlook "your best bet" marketwise, it's Memphis—and be sure to look over "your best bet" media-wise, it's WMPS!

WMPS

10,000 WATTS DAY

5,000 WATTS NIGHT

680 KILOCYCLES

AMERICAN BROADCASTING COMPANY

Represented by

RADIO REPRESENTATIVES, INC.





Plato might have called it a REPUBLIC...

Among the classic Greek conceptions of an ideal republic was one where all its citizens could be reached at once by the sound of a single human voice...

Judged by this intensely practical standard, you might well call the Central South a republic. For daily, hourly, the voice of WSM brings this rich segment of middle America into focus as a single unit. What WSM broadcasts, a region hears—and believes. What WSM sells, a region—a “republic” rich beyond Plato’s wildest dreams—believes in—and buys.

For facts and figures, contact Irving Waugh, or any Petry man.

CLEAR CHANNEL
50,000 WATTS

WSM
NASHVILLE

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
NASHVILLE—(Continued)					
WNAH (CP)	1360 1,000-D	Hermitage Bcstg. Corp. 3501 Grayswood 9-1164		V. T. Irwin Jr., Pres. & Gen. Mgr. W. W. Lanier Jr., Coml. Mgr.	Standard Gates
WSIX 1927	980 5,000 DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Katz	Jack M. & Louis R. Draughon, Co-Owners Jack M. Draughon, Gen. Mgr. E. S. Tanner, Coml. Dir.	Ottis Roush, Prog. Dir. Hillard Brown, Prom. Mgr. Charles R. Duke, Chief Engr.
WSIX-FM	Ch. 248 (B) 97.5mc 71kw				
WSM 1925	650 50,000	WSM Inc. 301 7th Ave. North 6-7181	NBC Petry	J. H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Irving Waugh, Coml. Mgr.	Jack Stapp, Prog. Dir. Tom Stewart, Prom. Mgr. George Reynolds, Chief Engr.
WSM-FM 1941	Ch. 277 (B) 103.3mc 66kw				
WSM-TV (CP)	Ch. 4; 66-72mc. 7.2kw aur. 14.4kw vis.				
OAK RIDGE					
WATO 1948	1490 250 CP-1450	WATO Inc. Municipal Market Bldg. 5-3535	MBS Burn-Smith	Marshall H. Pengra, Pres. & Gen. Mgr. Harry C. Weaver, Coml. Mgr.	Arthur J. Metzler, Prog. Dir. James Wilburn, Chief Engr.
PARIS					
WTPR 1947	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ N. Market St. 1700	KBS Mid-South Holman	Dr. Elroy Scruggs, Pres. Parkman R. Feezor, Gen. & Coml. Mgr.	Lorenzo M. Smith, Prog. Dir. & Prom. Mgr. Charles W. Jones, Chief Engr.
PULASKI					
WKSJ 1947	730 250-D	Pulaski Bcstg. Co. Patterson Bldg.	MBS Dixie	John R. Crowder, Pres. W. E. Williams, Gen. & Coml. Mgr.	Corky Hoover, Prog. Dir. Carl Tatum, Prom. Mgr. Richard Spruill, Chief Engr.
SHELBYVILLE					
WHAL 1946	1400 250	Shelbyville Bcstg. Co. P. O. Box 622 1400	MBS	Harvard P. Smith, Pres. Charles A. Christian, Gen. & Coml. Mgr.	Frank Huber, Prog. Dir. Teddy Barnes, Prom. Mgr. Timothy Marsh, Chief Engr.
SPARTA					
WOST (CP)	1050 1,000-D	Sparta Bcstg. Co.			

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COME ON DOWN SOUTH!

Facts About This Rich Market

Population	1,326,400*
Families	351,300*
Radio Homes	301,681**
Retail Sales	\$719,825,000**
Food Sales	\$202,229,000**
Gen'l Mdse.	\$110,397,000**
Drug Sales	\$21,168,000**

Complete BMB County and City Data available on request.



ABC AFFILIATE — 5000 W — 980 KC
 and WSIX-FM — 71,000 W — 97.5 MC

National Representative: THE KATZ AGENCY, INC.

*SALES MANAGEMENT, MAY 10, 1949

**WSIX gives you all three:—
 MARKET, COVERAGE, ECONOMY**

Advertisers count on WSIX year after year for a big share of the money spent in this rich Tennessee Valley Market . . . \$719,825,000 spent in retail stores alone in 1948.**

WSIX Coverage — 60 BMB Counties . . . Middle Tennessee, Southern Kentucky, Northern Alabama.

SUMMARY DATA — DAYTIME Tabulation by the KATZ AGENCY, INC.			
	8MB County Units	1946 Radio Families	8MB Station Audience Families
Home City			
Nashville 83%		47,850	39,810
Home County			
Davidson 85%		67,540	57,610
Percentage Levels			
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

Based on BMB Study No. 1—March 1946

**SRDS CONSUMER MARKETS, 1949-50

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
TULLAHOMA						
WJIG 1948	740 250-D	Tri-Cities Bcstg. Co. Tulahoma 2607	KBS Tennessee	Raymond L. Prescott Jr., Pres. & Gen. Mgr. Henry L. Wilson, V. P. David Welborne, Coml. Mgr.	Roy Morris, Prog. Dir. & Sta. Mgr. Carl Spraggins, Chief Engr.	Lang-Worth UP Gates
UNION CITY						
WENK 1948	1240 250	Union City Bcstg. Co. Inc. Clymer-Tittsworth Bldg. 1240	MBS, KBS Dixie Burn-Smith	Aaron B. Robinson, Pres. Louis C. Wrather, Gen. Mgr. David Capps, Coml. Mgr.	Lenora Burnette, Prog. Dir. Edwin Kallenberg, Prom. Mgr. James Thomas, Chief Engr.	World UP Western Electric
WINCHESTER						
WCDT 1948	1340 250	Arthur D. Smith Jr. Winchester 2201	MBS	Arthur D. Smith Jr., Pres., Gen. & Prom. Mgr. Joe Donaldson, Prog. Dir.	Joe Brewer, Coml. Mgr. Frank Spencer, Chief Engr.	SESAC UP Raytheon
TEXAS						
ABILENE						
KRBC 1936	1470 5,000-LS 1,000-DA-N	Reporter Bcstg. Co. Abilene 6255	ABC Texas State Pearson	(Mrs.) Eva Mae Hanks, Pres. Howard Barrett, Gen. Mgr.	Forest Lane, Coml. & Prom. Mgr. J. B. Casey, Chief Engr.	Capitol AP Collins General Electric
KRBC-FM 1947	Ch. 245 (B) 96.9mc 46kw					
KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut 7287	MBS Lone Star Taylor-Borroff	W. P. Wright, Pres. A. C. Etter, Gen. & Coml. Mgr. Leonard L. Johnson, Prog. Dir.	Duane Ramsey, Prom. Mgr. Lewis D. Fisher, Chief Engr.	World AP, UP Western Electric
ALICE						
KBKI 1947	1070 1,000-D	Alice Bcstg. Co. Box 731 2070	Cooke	E. G. Lloyd Jr., Pres. D. C. Houston, Gen. Mgr. A. C. Lloyd Jr., Coml. & Prom. Mgr	J. A. Frye, Prog. Dir. Leon Smith, Chief Engr.	Capitol World AP Collins
ALPINE						
KVLF 1947	1240 250	Big Bend Bcstrs. P. O. Box 779 37	MBS Southwest Cactus Taylor-Borroff	Charles Van Gundy, Mgr. Gene Hendryx, Asst. Mgr. Elaine Parker, Prog. Dir.	Steve Horvath, Chief Engr.	Lang-Worth AP, UP Gates
AMARILLO						
KAMQ 1947	1010 1,000-LS 500-N DA	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS LBS Forjoe	Walter G. Russell, Pres. W. J. Dickerson, V. P., Gen. & Prom. Mgr. J. L. Adams, Coml. Mgr.	Wayne Johnston & Tom Hipps, Prog. Dirs. Stewart Parsons, Chief Engr.	Standard AP Raytheon
KFDA 1939	1440 5,000-LS 1,000-N DA	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC Branham	J. Lindsay & Gilmore Nunn, Part- ners Howard Roberson, Gen. Mgr. William Fairley, Coml. Mgr.	Gene Terry, Prog. Dir. Joe Bob Coble, Prom. Mgr. E. Noel Luddy, Chief Engr.	World Capitol UP RCA Western Electric
KFDA-FM 1948	Ch. 262 (B) 100.3mc 3.4kw					
KGNC 1935	710 10,000 DA-2	Plains Radio Bcstg. Co. 8th and Harrison Sts. 4242	NBC Lone Star Taylor-Borroff	Gene A. Howe, Pres. Aubrey Jackson, Gen. Mgr. O. L. (Ted) Taylor, Exec. Gen. Mgr. Tom Kritser, Local Sales Dir.	Bob Watson, Prog. Dir. & Prom. Mgr. William H. Torrey, Chief Engr.	Lang-Worth Cole AP, UP RCA
KGNC-FM 1947	Ch. 282 (B) 104.3mc 47kw					SESAC
KLYN 1947	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 N. 7th St.	CBS Blair	Carl Benefiel, Gen. Mgr.	Lee Biggs, Coml. Mgr.	
ATHENS						
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 650		J. B. McNutt Jr., Pres., Gen. Mgr. & Chief Engr.		Lang-Worth UP Gates
AUSTIN						
KNOW 1932	1490 250	Pioneer Bcstg. Co. Capital Nat'l. Bank Bldg. 26213	ABC Texas State Pearson	Wendell Mayes, Pres. Louis Cook, Gen. Mgr.	Warren Beaman, Prog. Dir. & Prom. Mgr. J. E. Lewis, Chief Engr.	Capitol AP
KTBC 1939	590 5,000-LS 1,000-N DA	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Lone Star Taylor-Borroff	Claudia T. Johnson, Pres. J. C. Kellam, Gen. Mgr. Harvey O. Payne, Prom. Mgr.	Richard C. Pryor, Prog. Dir. Ben Hearn, Chief Engr.	World UP Western Electric
KTXN 1948	1370 1,000-D	Radio KTXN Inc. 309 West 21st St. 7-4476		Thomas G. Harris, Pres., Gen. & Coml. Mgr. & Prog. Dir.	Kerns H. Powers, Chief Engr.	Thesaurus AP RCA
KVET 1946	1300 1,000-DA-N	Austin Bcstg. Co. 113 W. 8th St. 8-8521	MBS, LBS Forjoe	John B. Connally, Pres. Willard Deason, Gen. Mgr. H. W. Dunlop, Asst. Mgr.	Charles L. Howell, Coml. Mgr. Dave Smith, Prog. Dir. & Prom. Mgr. Alfred Scharath, Chief Engr.	Lang-Worth UP Western Electric
BALLINGER						
KRUN 1947	1400 250	Runnels County Bcstg. Co. Zappe Bldg. 3151	MBS	Robert E. Bruce, Pres. & Gen. Mgr. R. F. McGarvey, Coml. Mgr.	W. C. Kelly, Chief Engr.	SESAC Standard AP Gates
BAY CITY						
KIOX 1947	1270 1,000 DA-N	J. G. Long Bay City 642	MBS KBS Girard	J. G. Long, Pres. Harold W. Ewing, Gen. Mgr. John Miller, Coml. Mgr.	La Verne B. Ewing, Prog. Dir. Glenn R. Ellis, Chief Engr.	Capitol AP Western Electric
BAYTOWN						
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 1650	KBS	C. Q. Alexander, Pres. O. J. Howell, V. P. E. H. Keown, Gen. Mgr.	Sylvia McKinstry & Bill Lyons, Coml. Mgrs. Emilio Rodriguez Jr., Chief Engr. AP Collins
KREL 1947	1360 1,000 DA-2	Tri Cities Bcstg. Co. P. O. Box 419 1360	LBS Dixie	Robert Matherne, Pres. W. M. Lightfoot, Gen. Mgr.	Robert T. Nolan, Prog. Dir. M. E. Dougharty, Chief Engr.	Associated Lang-Worth World UP Gates General Electric
KREL-FM 1949	Ch. 221 (A) 92.1mc 1kw					

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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
BEAUMONT						
KFDM 1924	5600 DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star Free & Peters	D. A. Cannan, Pres. C. B. Locke, Gen. & Coml. Mgr. Dave Russell, Prog. Dir.	H. F. Caldwell, Prom. Mgr. S. H. Jones, Chief Engr.	Lang-Worth Standard UP; RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg. Co. Crosby Hotel 2-0201	LBS Forjoe	Fred L. Benckenstein, Pres. D. K. Maxted, Gen. Mgr. Pat Martin, Coml. Mgr.	Hugh Herrington, Prog. Dir. Lawrence Sanders, Chief Engr.	Standard AP Gates
KRIC 1938	1450 250	The Enterprise Co. 130 Wall 4-9421	Branham	O. Eugene Davis, Pres. E. C. Davis, V. P. & Gen. Mgr. Les Ryder, Mgr. Virginia W. Ryder, Prog. Dir.	J. Edwin Henry, Coml. Mgr. Revis Taylor, Prom. & Pub. Dir. Jack Easterwood, Chief Engr.	Capitol Thesaurus AP Western Electric
KRIC-FM 1948	Ch. 258 (B) 99.5mc; 4.5kw					RCA
KTRM 1947	990 1,000 DA-1	KTRM Inc. 230 Orleans St. 2-8478	Walker	Jack Neil, Pres. & Gen. Mgr. Bill McRae, Coml. Mgr.	Joe Trum, Prog. Dir. & Prom. Mgr. Ben F. Hughes, Chief Engr.	World INS Gates
BEEVILLE						
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 948; 1490		John D. & V. L. Rossi, Partners John D. Rossi, Gen. & Coml. Mgr.	Joe W. Caldwell, Prog. & Sta. Mgr. Harry W. Wardwell, Chief Engr.	Capitol AP; Gates
BELTON						
KMHB(FM) 1948	Ch. 246 (B) 97.1mc 12kw	Mary Hardin-Baylor College Belton; 707		Dr. Gordon G. Singleton, Gen. Mgr. Nellie C. Olson, Prog. Dir.	John P. Bloomer, Chief Engr.	SESAC General Electric
BIG SPRING						
KBST 1936	1490 250	Big Springs Bcstg. Co. 702 Johnson St. 1500	ABC Texas State Pearson	William J. Wallace, Pres. & Gen. Mgr. William L. Cox, Coml. Mgr.	Robert Lindley, Prog. Dir. & Prom. Mgr. Andrew M. Jones, Chief Engr.	AP Western Electric
KTXC 1949	1400 100	Leonard R. Lyon Big Spring City Park 3300		Leonard R. Lyon, Pres. & Gen. Mgr. Wayne Robison, Coml. & Asst. Mgr.	Vance Kimble, Prog. Dir. Sid Camble, Prom. Mgr. Al Thompson, Chief Engr.	UP Gates
BONHAM						
KFYN 1948	1420 250-D	Frank Svoboda				
BORGER						
KHUZ 1947	1490 250	R. G. Hughes 1431 Clayton St. 1600	MBS Girard	R. G. Hughes, Pres. Wayne Phelps, Gen. Mgr. Harry Chilton, Coml. Mgr.	Jack Roberts, Prog. Dir. & Prom. Mgr. Herman Kreiger, Chief Engr.	SESAC Lang-Worth AP; Raytheon
BRADY						
KNEL 1935	1490 250	G. L. Burns Brady 77	KBS Best	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP Doolittle

TEXAS **LOUISIANA**

HOUSTON ORANGE BEAUMONT PORT ARTHUR NEW ORLEANS

CORPUS CHRISTI BROWNSVILLE

5000 WATTS DAY-NIGHT KFDm 560 KC

Serving **THE GOLDEN COAST**

Looking at the Beaumont section of The Golden Coast from the Air-lanes (KFDm), you see a tremendous market. Unquestionably - The Golden Coast - is everything the name implies. Such an opportunity to cover this market through the facilities of KFDm should be uppermost in the advertiser's mind - to capitalize on the sale of consumer goods and services, here, where spendable income is more plentiful. KFDm is first in America's brightest region - Beaumont and The Golden Coast. First, according to Mr. Hooper*, Morning, Noon and Night.
*C. E. Hooper Continuing Measurement, Fall-Winter, 1949.

Market Data	
	DT NT
Radia Families	177,537 129,119
Population	932,600
Covers 15 counties in Texas and 12 parishes in Louisiana	
Retail Sales	\$554,000,000
Net Effective Buying Income	\$807,000,000

REPRESENTED BY FREE & PETERS, Inc. • AFFILIATED WITH AMERICAN BROADCASTING CO. • LONE STAR CHAIN

KFDm BEAUMONT, TEXAS

MEMO TO: Advertising Manager
Thought attached from Sponsor Magazine
Would interest you!

selective

Regional networks

**Inherent advantages of sectional webs
boost commercial use throughout nation**

... It's still expensive to cover a market with individual programs, station by station. A regional web can cover a section with a single program and one

billing. A regional set-up permits the great flexibility of selective broadcasting on a broad area base.

*In the Southwest
that means TQ N!*

R. L.

Texas Quality Network includes six of the Southwest's most aggressive stations... guaranteeing 100% coverage of the key metropolitan markets. Highly skilled production staffs create programs that SELL merchandise. In fact TQN does more business each year than all other Southwestern regional networks combined. Success means service. For 16 years TQN has meant *top-quality* programming in the area it serves.

TEXAS QUALITY NETWORK

WFAA•Dallas WOAI•San Antonio KRIS•Corpus Christi KPRC•Houston KVAL•Brownsville KTBS•Shreveport

BROADCASTING • Telecasting

1950 Yearbook Number • Page 287

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
BRECKENRIDGE					
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Inc. Miller Bldg. 1430	KBS Best	R. W. Chapman, Pres. & Gen. Mgr. Gilbert Webb, Coml. Mgr.	Tommy Drake, Prog. Dir. Lang-Worth AP Gates
BRENHAM					
KWHI 1947	1280 1,000-D	Tom S. Whitehead Brenham 655	KBS	Tom S. Whitehead, Pres. & Gen. Mgr. J. C. Price, Coml. Mgr.	Bill Sloan, Prog. Dir. H. B. Balch, Chief Engr. Lang-Worth SESAC UP; Gates
BROWNFIELD					
KTFY 1949	1050 250-D	Terry County Bcstg. Co. P. O. Box 1032		Conrad Vernon Jr., Gen. & Coml. Mgr.	R. C. Norris, Prom. Mgr. Standard UP
BROWNSVILLE					
KBOR 1949	1600 1,000-D DA	Brownsville Bcstg. Co. P. O. Box 472; 2-5677		Minor J. Wilson, Pres., Gen. Mgr. & Prog. Dir.	Vance C. Wilson, Coml. Mgr. Willis A. Wilson, Chief Engr. Thesaurus AP
KVAL 1945	1490 250	KVAL Bcstg. Co. P. O. Box 1792 2-6452	ABC Texas Quality Free & Peters	T. Frank Smith, Pres. T. Frank Smith Jr., Gen. & Coml. Mgr.	Tom Martin, Prog. Dir. & Prom. Mgr. Ed Frazier, Chief Engr. AP
BROWNWOOD					
KBWD 1941	1330 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Walker	Wendell Mayes, Pres. & Gen. Mgr. Frank Wilson, Coml. Mgr. Wendell Mayes Jr., Prog. Dir.	Pat Brinkley, Prom. Mgr. A. W. Stewart, Chief Engr. Lang-Worth UP RCA
BRYAN					
KORA 1947	1240 250	Bryan Bcstg. Co. P. O. Box 767 2-1451	MBS	David C. Jones Jr., Owner, Gen. Mgr. & Tech. Dir. Frank J. Sosoli, Sta. Mgr.	Euell G. Byers, Coml. Mgr. William J. Zak Jr., Prog. Dir. James R. Smith, Chief Engr. Collins
CENTER					
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199		Tom E. Foster, Pres. Jack Bell, Gen. & Coml. Mgr. & Prog. Dir.	Tolbert Foster, Prom. Mgr. T. McLachlan, Chief Engr. Standard UP Collins
CHILDRESS					
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ Main St.; 1085	MBS Best	Richard M. Hagan, Pres. George D. Cowan, Gen. Mgr. John M. Carman, Coml. Mgr.	Milly Sikes, Prog. Dir. John B. Braffett, Chief Engr. AP Raytheon
CLEBURNE					
KCLE 1947	1120 250-D	Marti Inc. 919 N. Main; 1025	Best	George W. Marti, Owner & Mgr.	UP
KCLE-FM 1949	Ch. 232 (A) 94.3mc; 0.32kw				
COLEMAN					
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. Coleman; 8406	Best	H. H. Jackson, Pres. Floyd Shelton, Gen. & Coml. Mgr.	Billy Beach, Prog. Dir. A. W. Stewart, Chief Engr. Capitol UP Collins
COLLEGE STATION					
WTAW 1922	1150 1,000-D	A & M College of Texas College Station; 6-6724		Richard L. Webb, Gen. Mgr. & Chief Engr.	John Scogin, Prög. Dir. World AP; Collins
COLORADO CITY					
KVMC (CP)	1320 500-D	Colorado City Bcstg. Co.			
CORPUS CHRISTI					
KEYS 1941	1440 1,000-LS 500-N DA	Nueces Bcstg. Co. P. O. Box 1460 27411	CBS Lone Star Taylor-Borhoff	H. B. Lockhart } Earl C. Dunn } Charles Rossi } Partners E. C. Hughes }	Kelly Wofford, Gen. Mgr. Tom Gibson, Coml. Mgr. Ben Blackmon, Prog. Dir. Harold Griffith, Chief Engr. World UP Gates
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 6354	NBC Texas Quality Free & Peters	T. Frank Smith, Pres. & Gen. Mgr. W. M. Eikner, Coml. Mgr.	Charles Nethery, Prog. Dir. & Prom. Mgr. Elmer Atkinson, Chief Engr. Standard AP
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg.	Forjoe	Vana M. Kennedy, Gen. Mgr.	
KUNO 1949	1400 100	Community Bcstg. Co. P. O. Box 4286		Leslie C. Smith, Pres.	J. H. Mayberry, Gen. Mgr. & Chief Engr. Capitol
KWBU 1944	1030 50,000-D L-KLRA	Baylor U. White Plaza Hotel 5258	Branham	Roy R. Kay, Gen. & Coml. Mgr.	Nestor Cuesta Jr., Chief Engr. Collins AP
CORSICANA					
KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	LBS Branham	Walter S. Kline, Gen. Mgr.	Donnell D. Dickson Jr., Chief Engr. World UP
CROCKETT					
KIVY (CP)	1570 250-D	Pioneer Bcstg. Co. P. O. Box 313 1570		Hamilton H. Callen & James H. Gibbs, Owners H. H. Callen, Gen. Mgr. & Engr.	James H. Gibbs, Prog. Dir. & Prom. Mgr.
CUERO					
KCFH 1949	1600 500-D	A. M. Respondek Cuero		A. M. Respondek, Pres. & Gen. Mgr. Milton Binz, Coml. Mgr.	Edson Foster, Prog. Dir. E. F. Meyer, Chief Engr. World UP Gates
DALHART					
KXIT 1948	1410 500-D	Dalrad Associates 402½ Denrock; 740	LBS	Kenneth B. Bishop, Gen. Mgr.	Bill Smith, Chief Engr. Lang-Worth UP; Gates
DALLAS					
KBTV (TV) 1949	Ch. 8 180-186mc 13.5kw aur.; 27kw vis.	Potter Television Co. M & W Tower Bldg. Riverside 3316	DuMont Young	Tom Potter, Owner Jack I. Potter, Pres. Mortimer S. Dank, Gen. Mgr.	Del Ramey, Coml. Mgr. Larry DuPont, Prog. Dir. Morris Griffin, Chief Engr. Telenevs World United Film Equity UP DuMont
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. R-5421	Forjoe	Lee Segall, Pres. & Sta. Mgr. Tom Massey, Asst. Mgr.	T. H. Strauss, Coml. Mgr. World Standard MacGregor
KIXL-FM 1947	Ch. 233 (B) 104.5mc; 34kw				
KLIF 1947	1190 1,000-D	Trinity Bcstg. Corp. 2008 A Jackson St. Riverside 6383	LBS Young	Barton R. McLendon, Pres. Gordon B. McLendon, Gen. & Coml. Mgr.	Bill Weaver, Prog. Dir. & Prom. Mgr. Glenn Callison, Chief Engr. Raytheon
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Sq. Central 6811	CBS Texas Branham	J. W. Runyon, Pres. C. W. Rembert, Gen. Mgr. W. A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. J. W. Crocker, Prom. Mgr. R. M. Flynn, Chief Engr. Capitol Standard AP; INS Western Electric

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L—Limited Time with Dominant Station. SA—Special Authorization.

Sales

~~The~~ ~~Best~~ of
TWO CITIES

DALLAS



Am·Fm
TV

DAY OR NIGHT

KRLD

IS YOUR BEST BUY

Oldest CBS
Affiliate
in Texas

DICKENS



FT. WORTH

Are Tuned to the

Number 1 Station In

DALLAS and FORT WORTH

and the Great Southwest Market

KRLD TV

For Advertising purposes,
Dallas and Fort Worth are
ONE market.

KRLD-TV, with an array of
highest rated CBS shows and
professionally staged studio
productions is beamed to
the largest T-V Market South-
west.

Ask the Branham man for
latest coverage information.

Channel **4**

Sources: Sales Management,
Broadcasting, BMB

Represented by The Branham Company

BROADCASTING • Telecasting

Dallas and Tarrant Counties alone present the largest market and the most
compact urban sales area in the great southwest!

RETAIL SALES \$1,221,203,000.00

RADIO SETS 258,220: Average Coverage 93%

The area within the 100 mile radius of Dallas represents approximately 30%
of the State of Texas total population, and within KRLD's 0.5 Mv line live
50% of the State's population.

Exclusive **CBS** Outlet for Dallas and
Fort Worth



KRLD



The Only **FULL-TIME 50,000-WATT** Station in the
Dallas-Fort Worth Area

The **TIMES HERALD** Station

1950 Yearbook Number • Page 289

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
DALLAS—(Continued)						
KRLD-FM 1948	Ch. 223 (B) 92.5mc 42kw			 General Electric	
KRLD-TV 1949	Ch. 4 66-72mc 8kw-aur.; 15.8kw-vis.			 UP General Electric	
KSKY 1941	660 1,000-D	Sky Bcstg. Service 2927 Maple St. Central 6193		A. L. Chilton, Pres. R. G. Terrill, Gen. & Prom. Mgr. R. L. Kanatzar, Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr. AP RCA
KYBS(FM) 1949	Ch. 300 (B) 107.9mc 90kw	Baptist General Convention of Texas 603 Baptist Bldg. Itowerside 2540		Dr. R. Alton Reed, Gen. Mgr. John Zapffe, Coml. Mgr. & Dir. of Engrg.	Henrietta Morris, Prog. Dir. UP Collins
WFAA ¹ 1922	820 50,000 570 5,000 DA-N ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. Dealey, Pres. Martin B. Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Kelly Maddox, Prog. Dir. Robert E. Summers, Prom. Mgr. J. Raymond Collins, Chief Engr.	Lang-Worth SESAC AP, UP RCA
WFAA-FM 1946	Ch. 250 (B) 97.9mc 43kw					
WRR 1920	1310 5,000 DA-N	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State Blair	Dale Drake, Gen. Mgr. Pete Teddlie, Prog. Dir.	D. J. Tucker, Chief Engr. AP
WRR-FM	Ch. 266 (B) 101.1mc 68kw					
DEL RIO						
KDLK 1947	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 1234		J. A. Clements, Pres. Hal Harlan, Gen. Mgr.	Hal Smith, Prog. Dir. Stan Benson, Chief Engr. UP Gates
DENISON						
KDSX 1948	1220 1,000-D	Grayson Bcstg. Corp. Hotel Denison 3-400	LBS	B. V. Hammond Jr., Pres. & Gen. Mgr. George Myers, Coml. & Prom. Mgr.	Bill Burkett, Prog. Dir. Fred Weaver, Chief Engr.	Standard AP Raytheon
DENTON						
KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	Best	Harwell V. Shepard, Gen. Mgr.		
KDNT-FM	Ch. 291 (B) 106.1mc 3.1kw					
DUMAS						
KDDD 1948	800 250-D	North Plains Bcstg. Corp. P. O. Box 545 2-4411	Best	Lucien W. Spencer, Pres. Ken Duke, Gen. Mgr.	Ray Trent, Prog. Dir. T. D. Atkins, Chief Engr.	Standard AP Gates
EDINBURG						
KURV 1947	710 250-D	James Cullen Looney 217½ S. Closner 295	Forjoe	James Cullen Looney, Pres. Allen P. Dale, Gen. Mgr. & Prog. Dir.	Perry V. Hoyler, Coml. Mgr. Warren R. Chase, Chief Engr.	World UP Raytheon
KURV-FM 1947	Ch. 285 (A) 104.9mc 1kw				 General Electric
EL CAMPO						
KULP 1948	1390 500-D	Wharton County Bcstg. Co. P. O. Box 1390 1390	LBS Best	Louis T. C. Krueger, Pres. Jack Senter, Gen. Mgr.	Robert R. Hathaway, Bus. Mgr. Joe H. Miller, Chief Engr.	Lang-Worth UP Collins
ELECTRA						
KELT 1949	1050 250-D	Oil City Bcstg. Co. P. O. Box 112 1051		W. M. H. Smith, Gen. Mgr. John Womack, Prog. Dir.	Bill F. Lindsay, Chief Engr.	Standard UP RCA
EL PASO						
KCHC (CP)	860 500-D	Claude H. Craig				
KELP 1947	920 1,000-D	Paso Bcstg. Co. Inc. Hill Bldg.	KBS Pearson	John Thompson, Gen. Mgr.	 UP
KEPO 1948	690 5,000 DA-2	KEPO Inc. 2419 N. Piedras St. 5-2731	ABC Blair	Kenyon Brown, Exec. V. P. Willard L. Kline, Gen. Mgr. Howard W. Baldwin, Coml. Mgr.	E. O. Procter Jr., Prog. Dir. E. Louis Gemoets, Chief Engr.	Standard UP
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Southwest Lone Star Taylor-Borhoff	Dorrance D. Roderick, Pres. Val Lawrence, V. P., Gen. & Coml. Mgr. Ted Hunt, Prog. Dir.	Bob Hughes, Prom. Mgr. Edward P. Talbott, Chief Engr.	Standard AP RCA
KSET 1949	1340 250	Sunland Bcstg. Co. 2223 Montana St.		Vincent W. McConn, Gen. Mgr. G. C. Hoffmann, Sta. Mgr.	C. J. Kaspar, Coml. Mgr. D. H. Hall, Prog. Dir. Wallace V. Rockefeller, Chief Engr.	Lang-Worth AP
KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, Pres. & Gen. Mgr. Roy T. Chapman, Coml. Mgr. Jack Chapman, Prog. Dir.	Murray Yeager, Prom. Mgr. Kenneth Walton, Chief Engr.	Lang-Worth Thesaurus UP RCA
FORT WORTH						
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. Fortune 7175		J. H. Speck, Pres. & Gen. Mgr. Luther Adkins, Coml. Mgr. Jerry Hahn, Prog. Dir.	Charles St. John, Prom. Mgr. Jack Hopkins, Chief Engr. AP Raytheon
KCUL 1949	1540 5,000-LS DA-1 1,000-N	East-West Bcstg. Co. 3607 Camp Bowie 7-2161		W. Bruce Chambers Jr., Pres. & Gen. Mgr.	Nestor Cuesta Jr., Chief Engr. Associated UP

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.

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"We consider money spent with
WFAA over the last sixteen
years one of our most
fortunate investments."

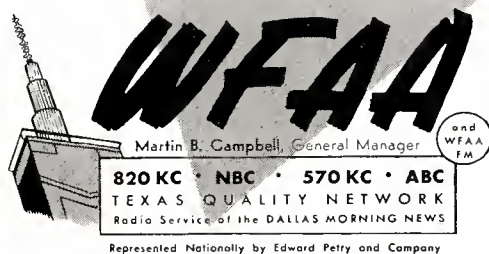
FANT MILLING CO.

(selling more family flour in Texas than any other miller)

James A. Fant
PRESIDENT

And eleven other more-than-fifteen-years

WFAA advertisers have made the same fortunate investment . . . B & B Cafe, T. W. Burleson & Son Honey, Mrs. Tucker's Foods, W. A. Green Department Store, Linz Brothers Jewelists, Lone Star Gas Company, General Mills and Procter & Gamble. In addition, WFAA has thirteen ten-year and twenty-six five-year advertisers.



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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 If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
FORT WORTH—(Continued)						
KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3473	MBS Texas State Blair	Gene L. Cagle, Pres. & Gen. Mgr. Clyde D. Pemberton, Coml. Mgr.	Wally Blanton, Prog. Dir. James T. Peterson, Chief Engr.	World AP Western Electric
KWBC 1946	970 1,000-D	Worth Bcstg. Co. 1003½ Houston 2-9231	Rambeau	P. W. Seward, Pres. Lewis Love, Gen. Mgr. Conrad Dupree, Coml. Mgr.	Ed Hogan, Prog. Dir. Harvey Boyd, Prom. Mgr. Melvin Parsons, Chief Engr.	Standard AP RCA
KXOL 1947	1360 1,000 DA-N	Ft. Worth Bcstg. Co. Inc. 1216 Penna. Ave. 31448	LBS Pearson	F. M. Skinner, Pres. Russ N. Lamb, Gen. Mgr. Herman Clark, Coml. Mgr.	Bob May Berry, Prog. Dir. & Prom. Mgr. Robert Crouse, Chief Engr.	Lang-Worth AP Raytheon
WBAP ² 1922	820 50,000 570 5,000 DA-N ST-WFAA	Carter Publications 3900 Barnett St. Lockwood 1981	ABC, NBC Lone Star Free & Peters	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Publ. & Prom. Mgr. R. C. Stinson, Dir. of Engrg.	Associated, Cole AP
WBAP-FM 1948	Ch. 263 (B) 100.5mc 50kw					RCA
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.		ABC, NBC	Bob Gould, Prog. Dir.		RCA
FREDERICKSBURG						
KNAF 1947	1340 250	Gillespie Bcstg. Co. Inc. Security State Bank Bldg. 311	MBS Best	Walter McKay, Pres. Arthur Stehling, V. P. Gregg Winters, Gen. Mgr. & Prog. Dir.	Lloyd Breyer, Prom. Mgr. W. J. Thomas, Coml. Mgr. Norbert Fritz, Chief Engr.	SESAC AP Gates
GAINESVILLE						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. Gainesville 248	LBS, KBS	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. Mgr. Earl Leonard, Coml. Mgr.	Louis Pitchford Jr., Prog. Dir. Cordell Martin, Chief Engr.	Standard AP Raytheon
GALVESTON						
KGBC 1947	1540 1,000-LS 250 N-DA	The Galveston Bcstg. Co. Commerce Bldg. 4329		James W. Bradner Jr., Pres. & Gen. Mgr.	Floyd Smith, Coml. Mgr. James McConnell, Prog. Dir. Jesse Simms, Chief Engr.	Standard AP Raytheon
KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. 6876	MBS, LBS Rambeau	George R. Clough, Pres.	L. D. Clough, Gen. & Coml. Mgr., Prog. Dir. & Chief Engr.	World UP RCA
KLUF-FM 1949	Ch. 259 (B) 98.7mc 8kw					General Electric
GLADEWATER						
KSIJ 1949	1430 1,000-D	Gladwater Bcstg. Co. 303 Cotton St. 516	Best	Carl Everett Jr. B. H. Broiles John Ben Sheppard Ken Bennett, Gen. Mgr.	Partners Bob Bennett, Coml. Mgr. Tom Perryman, Prog. Dir. Clyde Moore, Prom. Mgr. Lloyd Johnson, Chief Engr.	Standard UP Gates
GONZALES						
KCTI 1947	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	Gene Grant Cooke	Frank Wilson Jr., & Lawrence M. Walshak, Partners Lawrence M. Walshak, Gen. & Coml. Mgr.	Frank Wilson Jr., Prog. Dir., Prom. Mgr. & Chief Engr.	Capitol AP
GRAHAM						
KSWA 1948	1330 500-D	Graham Bcstg. Co. P. O. Box 748 1200		Clay E. Thompson Jr., Gen. & Prom. Mgr. W. J. Duncan, Coml. Mgr.	Bill Huey, Prog. Dir. H. V. Newsom, Asst. Mgr. & Chief Engr.	Capitol SESAC UP
GREENVILLE						
KGVL 1946	1400 250	Truett Kimzey Graham Fagg Bldg. 2066	MBS, KBS Texas State	Truett Kimzey, Pres. Leo Hackney, Gen. Mgr. Paul D. Robinson, Asst. Mgr.	James D. Jones, Prog. Dir. Tom E. Clyde, Chief Engr. AP
HAMILTON						
KCLW 1948	900 250-D	Hamilton Bcstg. Co. 111 E. Leslie 500	LBS	Clyde Weatherby, Pres. J. Monroe Coston, Gen. Mgr. & Prog. Dir.	Vernon Grim, Coml. Mgr. Carl Knelly, Chief Engr.	Capitol UP Collins
HARLINGEN						
KGBS 1941	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Ra-Tel	McHenry Tichenor, Pres. Troy McDaniel, Mgr. Dave Bennett, Coml. Mgr.	John Harrison, Prog. Dir. Al Beck, Chief Engr.	Associated Standard UP Western Electric
KGBS-FM 1947	Ch. 234 (B) 94.7mc 3kw					
KSOX (CP)	1530 50,000-LS DA-2 10,000	Texas Star Bcstg. Co.				
HENDERSON						
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 809 1128		Roy B. Cannon, Pres. W. C. Crawford, Gen., Coml. & Prom. Mgr.	Frank Ledbetter, Prog. Dir. Lynn J. Roy, Chief Engr.	World, SESAC UP Western Electric
HEREFORD						
KPAN 1948	860 250-D	John Blake, Marshall Formby P. O. Box 868; 860	Best	John Blake & Marshall Formby, Partners Marshall Formby, Gen. Mgr.	Hal W. Blymiller, Coml. Mgr. & Prom. Dir. John Ball, Chief Engr.	Standard UP Gates
HILLSBORO						
KHER 1948	1560 250-D	Hill County Bcstg. Co. 204 E. Franklin; 594		Budd Hill, Owner & Dir.		World UP
HOUSTON						
KATL 1947	1590 5,000 DA-N	Texas Bestrs. Inc. 412 Main St. Preston 3108	LBS Dixie TMS	William H. Talbot, Pres. King H. Robinson, V. P. & Gen. Mgr. William C. Burks, Coml. Mgr. Robert C. Meeker, Gen. Mgr.	John Edwards, Prog. Dir. Charles Dyer, Prom. Dir. Edwad Martin, Chief Engr. AP, UP Gates
KCOH 1948	1430 1,000-D	Call of Houston Inc. 1 Main St. Ch. 4-1888				Associated MacGregor World; UP

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**In The Shadow Of The Cowbell,
WBAP Memory Signal Since 1922**

The South's Richest Market

THE FORT WORTH-DALLAS AREA

	Population*	Retail Sales*	Radio Homes*
WBAP - 570 (ABC)	4,528,200	\$3,722,862,000	1,123,538
WBAP - 820 (NBC)	5,435,500	4,329,307,000	1,253,162
WBAP - TV (ABC, NBC)	1,035,571	1,288,703,550	TV Count Monthly

Delivering the South's richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

From metropolitan cities to the smallest hamlet, ranch or farm home, WBAP's memory signal cowbell is listened to more by more people in the South's richest market (Fort Worth-Dallas area).

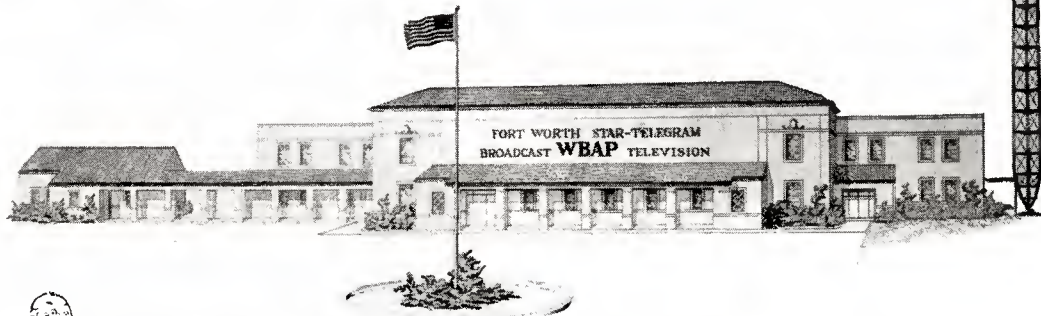
WBAP now has facilities to produce the most difficult program or commercial (live, recorded or film) in its new 70,000 square foot Radio and Television Center.

Complete station and market details are available by contacting WBAP or Free & Peters at any one of the offices listed below.

*Source: Sales Management, 1949, and Consumer Markets 1949-50.

Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Com. Manager

WBAP Telephones:
Fort Worth:
LOckwood 1981
Dallas:
Tremont 7-9757



FREE & PETERS, INC. *Exclusive National Representatives*

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
HOUSTON—(Continued)						
KLEE 1948	610 5,000 DA-2	W. Albert Lee Milby Hotel Preston 1161	Walker	John H. Pace, Gen. & Coml. Mgr. Bill Newkirk, Prog. Dir.	Associated World	
KLEE-TV 1949	Ch. 2 54-60mc 8.5kw-aur. 16kw-vis.				
KNUZ 1948	1230 250	Veteran's Bcstg. Co. 905 Scanlan Bldg. Central 8801	Forjoe	Max H. Jacobs, Pres. Douglas Hicks, V. P. David H. Morris, Gen. & Coml. Mgr.	Walter Colvin, Prog. Dir. Ednah Forester, Prom. Mgr. O. C. Crossland, Chief Engr.	Capitol Lang-Worth
KPRC 1925	950 5,000 DA-N	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	Brook Carroll, Prog. Dir. Robert Carpenter, Prom. Mgr. Harvey Wheeler, Chief Engr.	Standard Thesaurus AP RCA
KPRC-FM 1946	Ch. 275 (B) 102.9mc 57kw		Transit FM	Robert John Mead, Coml. Mgr.	Edward Shaeffer, Chief Engr.	
KTHH 1944	790 5,000 DA-2	Texas Star Bcstg. Co. 4005 Travis Keystone 5535	MBS Texas State Avery-Knodel	Roy Hofheinz, Pres. Bill Bennett, Gen. & Coml. Mgr. Marcel Gau, Prog. Dir.	Lauri Schutt, Prom. Mgr. O. B. Johnson, Chief Engr.	Capitol UP Gates
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas Blair	B. F. Orr, Pres. & Gen. Mgr. Ray Herndon, Asst. Gen. Mgr. Ray Bright, Nat'l. Sales Mgr.	Ted Nabors, Prog. Dir. Monte Kleban, Prom. Mgr. Lester Mullan & Tom Hiner, Engrs.	World AP, INS RCA
KTRH-FM 1947	Ch. 266 (B) 101.1mc 33kw					
KXYZ 1930	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151	ABC Lone Star Free & Peters	Glenn H. McCarthy, Pres. Reese Reinecker, V. P. & Gen. Mgr. Terry Lee, V. P. & Coml. Mgr.	Tom Franklin, Prog. Dir. Lee Hogg, Prom. Mgr. Gerald R. Chinski, Tech. Supvsr.	Lang-Worth Standard AP RCA
KXYZ-FM 1948	Ch. 243 (B) 96.5mc 15kw				 General Electric
HUNTSVILLE						
KSAM 1938	1490 250	J. G. Long P. O. Box 312 666	MBS, KBS	J. G. Long, Pres. Bryan Powell, Gen. Mgr. H. C. Bailes, Res. Mgr.	Donald L. Gulihur, Prog. Dir. J. C. Dorrell, Coml. & Prom. Mgr. John W. Neathery, Chief Engr.	Capitol AP
JACKSONVILLE						
KEBE 1946	1400 250	Billy A. Laurie Pierce Lane & Lake St. 2211	Ra-Tel	Bill A. Laurie, Owner & Gen. Mgr. J. G. Johnson, Coml. Mgr. Gary Smitherman, Prog. Dir.	(Mrs.) Emo Laurie, Prom. Mgr. Wm. M. McCreary Jr., Chief Engr.	Lang-Worth SESAC UP
JASPER						
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe J. Fisher, Pres. Ray Sherman, Gen. Mgr.	Bill Tompkins, Coml. & Prom. Mgr. Eddie Lamb, Chief Engr.	Capitol SESAC UP Collins
KERMIT						
KERB (CP)	600 1,000 D DA	Kermit Bcstg. Co.				
KERRVILLE						
KEVT 1948	1230 250	Kerr Co. Bcstg. Co.				
KILGORE						
KOCA 1936	1240 250	Oil Capitol Bcstg. Assn. Inc. 102½ E. North St. 1300	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. Mgr. Lewis W. Christie, Coml. Mgr.	Walton Stewart, Prog. Dir. Karem O. Soule, Chief Engr. AP Collins
KINGSVILLE						
KINE 1948	1330 1,000-D	Estate of Jack Henry Kidd Jr. 205 E. King 1317	Best	Josephine Pate Kidd, Pres. Ben A. Glusing, Gen. Mgr. Eston R. Pace, Coml. & Sta. Mgr.	Robert R. Freimuth, Prog. Dir. R. T. Whitaker, Chief Engr.	Standard UP Raytheon
LAMESA						
KPET 1947	690 250-D	Lamesa Bcstg. Co. P. O. Box 30 690	KBS	Kermit Ashby, Gen. & Coml. Mgr. (Mrs.) Mary Connor, Prog. Dir.	Clayton Barkhurst, Prom. Mgr. Eugene R. Cornelius, Chief Engr. AP Gates
LAMPASAS						
KHIT 1948	1450 250	Lampasas Bcstg. Co. Highway 281 721		Sylvester Lewis & Robert O. Easton, Partners Harry Van Slycke, Gen. Mgr. & Prog. Dir.	A. W. Landers, Prom. Mgr. Robert O. Easton, Coml. Mgr. Don Peak, Chief Engr.	Lang-Worth UP Gates
LAREDO						
KPAB 1938	1490 250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS Pearson	Mark Perkins, Pres. Joe Allison, Gen. Mgr. Barry Stratton, Coml. Mgr.	Dick Smith, Prog. Dir. Hulon Smith, Chief Engr.	Capitol UP Western Electric
LEVELLAND						
KLVT 1949	1230 250	Herald Bcstg. Co. P. O. Box 866 1030		Forrest Weimhold, Owner Bill Spiller, Gen. Mgr. Jack Lee, Coml. & Prom. Mgr.	Fred Collins, Prog. Dir. W. Thomas Davis Jr., Chief Engr.	Standard AP RCA
LITTLEFIELD						
KVOW 1947	1490 250	J. C. Rothwell-J. B. Mc- Shan P. O. Box 191 400		J. C. Rothwell, Pres. J. B. McShan, Gen. Mgr. Norman Gibson, Coml. Mgr.	Othell Witson, Prog. Dir. James Zackery, Chief Engr.	MacGregor AP Gates
LONGVIEW						
KFRO 1934	1370 1,000 DA-N	Voice of Longview Curtis Bldg. 411	ABC, KBS Texas State Cooke	James R. Curtis, Pres.	 AP RCA
KLFI 1948	1280 1,000-D	R. G. LeTourneau Inc. P. O. Box 1866 4331	LBS	R. G. LeTourneau, Pres. Lloyd Hawkins, Gen. Mgr. Arthur L. Greene, Coml. Mgr.	Lawrence Birdsong, Prog. Dir. & Prom. Mgr. Kenneth Maxwell, Chief Engr.	Associated UP, INS Raytheon
KLFI-FM 1948	Ch. 290 (B) 105.9mc 10kw				 General Electric

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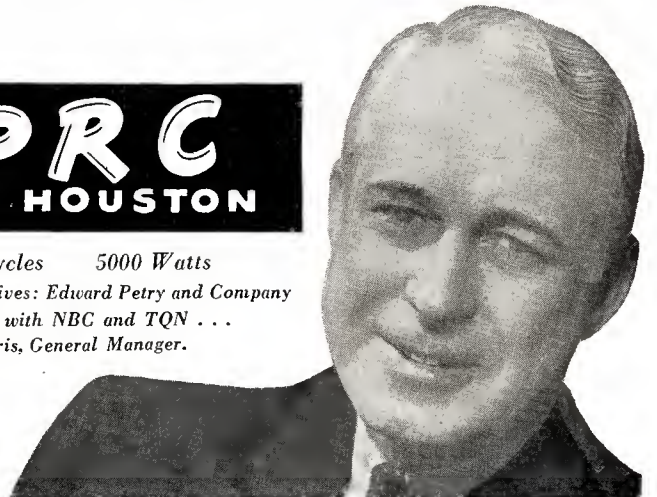
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L—Limited Time with Dominant Station. SA—Special Authorization.

KPRC

FIRST in Hooper .. **FIRST** in BMB ...
FIRST in the South's First Market

KPRC
HOUSTON

950 Kilocycles 5000 Watts
National Representatives: Edward Petry and Company
... Affiliated with NBC and TQN ...
Jack Harris, General Manager.



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
LUBBOCK							
	KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 1803 Broadway 6348	MBS Pearson	Joe H. Bryant, Pres. & Gen. Mgr. Leroy Land, Coml. & Prom. Mgr.	Robert L. Snyder, Asst. Mgr. & Prog. Dir. Frank Lee, Chief Engr.	World AP Western Electric
	KFYO 1927	1340 250	Plains Radio Bcstg. Co. 914 Ave. J. 5567	ABC Lone Star Taylor-Boroff	Gene A. Howe, Pres. Gordon Thompson, Gen. Mgr. O. L. Taylor, Exec. Gen. Mgr.	Leete Jackson, Coml. Mgr. W. S. Bledsoe, Chief Engr.	Standard AP, UP RCA
	KFYO-FM 1948	Ch. 258 (B) 99.5mc 13kw				 RCA
	KSEL 1946	950 1,000-LS 500-N-DA	Lubbock Bcstg. Co. P. O. Box 1524 6376	Holman	Walter G. Russell, Pres. David P. Pinkston, Gen. Mgr. M. M. Rochester, Coml. Mgr.	S. A. Harral, Prog. Dir. Roger Hively, Chief Engr.	Lang-Worth AP
LUFKIN							
	KRBA 1938	1340 250	Darrell E. Yates Lufkin	KBS Continental	Darrell E. Yates, Owner & Prom. Mgr.		
	KRBA-FM	Ch. 238 (B) 95.5mc 2.9kw					
	KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 1420	MBS LBS Lone Star Taylor-Boroff	R. W. Wortham, Pres. Richman G. Lewin, Gen. Mgr. & Prog. Dir.	Kenneth Barfield, Coml. Mgr. Hampton Keathly, Prom. Mgr. Fred C. Hill, Chief Engr.	World AP Raytheon
MARSHALL							
	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 West Rusk 7826	MBS, KBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. Bob Martin, Coml. Mgr.	Katie Hylton, Prog. Dir. R. L. Clay, Chief Engr.	Lang-Worth AP
McALLEN							
	KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. Inc. P. O. Box 1551 1700	ABC, MBS Texas State Weed	Gene L. Cagle, Pres. Ingham S. Roberts, Gen. & Coml. Mgr.	William Crable, Prog. Dir. William Dickson, Prom. Mgr. William Meiners, Chief Engr.	SESAC AP Western Electric
McKINNEY							
	KMAE 1947	1600 1,000-D	McKinney Air Enter- prises Inc. 218 East Virginia St. 183	LBS Best	George W. Smith Jr., Pres., Gen. Mgr. & Chief Engr. Jas. M. Carey, Coml. Mgr.	Melvin Belew, Prom. Mgr. (Miss) Denise Adkins, Prog. Dir. & Asst. Mgr.	Lang-Worth AP
MIDLAND							
	KCRS 1935	550 5,000-LS 1,000-N DA-2	Clarence & Ruth Schar- bauer 112 W. Missouri 1080	ABC Texas State Pearson	Clarence Scharbauer Jr. & Ruth Scharbauer, Partners J. M. McDonald, Gen. & Prom. Mgr.	G. L. McDonald, Coml. Mgr. Wayne Harrell, Prog. Dir. Tom Yates, Chief Engr.	Standard UP Raytheon
MINERAL WELLS							
	KORC 1946	1140 250-D	Raymond W. River Community Center 319	KBS LBS	Raymond W. River, Pres. & Gen. Mgr. W. W. Wharton, Coml. Mgr.	Bunnette Meyers, Prog. Dir. Raymond Blocker, Chief Engr.	Lang-Worth AP Raytheon
MONAHANS							
	KVKM 1946	1340 250	Monahans Bcstrs. Inc. 317 S. Hoxie 438	MBS Southwest Cactus Taylor-Boroff	Charles W. Stuckey, Pres. & Gen. Mgr. Larry Fischer, Coml. Mgr.	(Miss) Jacqui Tipton, Prog. Dir. John A. Straight, Chief Engr.	World UP Gates
MT. PLEASANT							
	KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 915	LBS Best	Winston O. Ward, Pres. & Gen. Mgr. Jessie Pate, Coml. Mgr.	Bob Lawrence, Prog. Dir. Henry N. Fones, Chief Engr.	Lang-Worth AP Gates
NACOGDOCHES							
	KOSF 1947	1230 250	Kelly Bell South St.		Kelly Bell, Owner	Robert C. Atherton, Gen. Mgr.	
	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. 1509 North St. 860	LBS Girard	Wilbur C. Fouts, Pres., Gen. & Coml. Mgr. Ann Simon, Prog. Dir.	Brunel Harvey, Prom. Mgr. George Middlebrook, Chief Engr.	Capitol AP Gates
NEW BRAUNFELS							
	KGNB (CP)	1420 1,000-D	Comal Bcstg. Co. P. O. Box 372 Brownwood, Tex.		Charles W. Scruggs, Claud Scruggs, A. W. Stewart & Franklin T. Wilson, Partners	Alton W. Stewart, Chief Engr.	
ODESSA							
	KECK 1947	920 1,000-D	Ector County Bcstg. Co. P. O. Box 1369 5791		Ben Nedow, Owner, Gen. & Prom. Mgr. Chuck Wilson, Coml. & Sales Prom. Mgr.	Maude Wilson, Prod. Mgr. Roy A. Elsnor, Prog. Dir. John Rowlets, Chief Engr.	Lang-Worth Standard AP Raytheon
	KOSA 1947	1230 250	Southwestern Bcstg. Corp. 115 West 6th St. 4301	CBS Southwest Lone Star Taylor-Boroff	Paul Moss, Pres. Cecil L. Trigg, Gen. Mgr. Robert H. Montgomery Jr., Coml. Mgr.	John Vacca, Prog. Mgr. Bill Gillett, Prom. Mgr. James H. Simpson, Chief Engr.	Capitol AP RCA
	KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Inc. 111 E. Fifth 6871	MBS Cactus	R. O. Canon, Pres. Jack W. Hawkins, Gen. Mgr. Woody Grove, Coml. Mgr.	Clarence Garmes, Prog. Dir. David Soule, Chief Engr.	World UP Western Electric
ORANGE							
	KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Corp. 407 10th St. 4381	Best	Phillip E. Dusenbury, Gen. & Coml. Mgr.	Larry Dietz, Prog. Dir. Richard E. Suggs, Chief Engr.	Capitol UP Collins
PALESTINE							
	KNET 1936	1450 250	Palestine Bcstg. Corp. 219 Municipal Bldg. 8686	MBS Ra-Tel	B. A. Laurie, Pres. Eddie Evans, Gen. Mgr. Don Norton, Coml. Mgr.	Marvin Crain, Prog. Dir. LaVeda Norris, Prom. Mgr. Jimmie Richardson, Chief Engr. UP Raytheon
PAMPA							
	KPAT (CP)	1230 250	Hugh DeWitt Landis & Ross B. McAlister				
	KPDN 1936	1340 250	C. H. Harry & Jane Holles 212 North Ballard 1100	MBS Sears & Ayer	C. H. Hoiles Harry Holles Jane Holles Ken Palmer, Gen. Mgr. Jean Peters, Prom. Mgr.	Tom Capps & Elton Lathrop, Coml. Mgrs. Danny Sullivan, Prog. Dir. Garth W. Osborne, Chief Engr.	World AP Gates

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DOUBLE COVERAGE for DALLAS - FT. WORTH!



s-t-r-e-t-c-h
that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination...over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

"THE BILLION DOLLAR AUDIENCE"



KFJZ—FORT WORTH

WRR—DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

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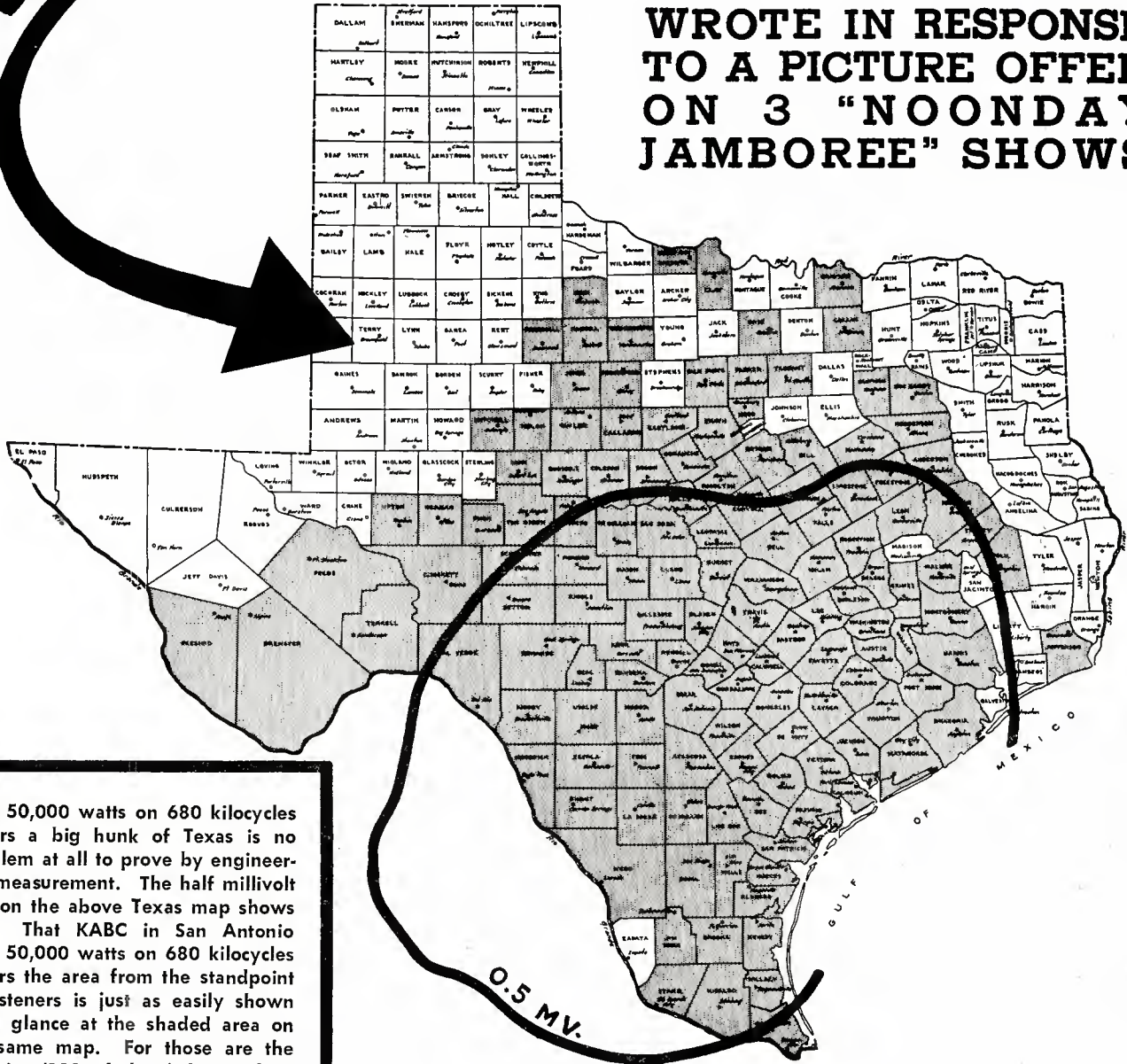
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
PARIS					
KFLT 1937	1490 250	North Texas Bcstg. Co. Inc. Gibraltar Hotel 1124	ABC Texas State Pearson	Julian L. Hill, Gen. Mgr. Ann Nipp, Asst. Mgr. Paul Schlitz, Coml. Mgr.	Ina Sheppard, Prog. Dir. Paul H. Daniels, Chief Engr. AP RCA
PASADENA					
(CP)	1480 1,000-D	Felix Morales			
PECOS					
KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 306 S. Cedar 21	MBS, KBS Cactus Southwest	Jack Hawkins & Barney Hubbs, Partners Jack Hawkins, Gen. Mgr.	Don Brooks, Coml. Mgr. W. D. Martin Jr., Prog. Dir. Harry Boehnemann, Chief Engr. UP RCA
PERRYTON					
KEYE 1948	1400 250	Great Plains Bcstg. Co. Perryton 377	MBS	Carl Ellis, Pres. Irvin R. Buchanan, Gen. & Coml. Mgr.	Zeb Williams, Prog. Dir. Coy Thompson, Chief Engr. Lang-Worth Capitol AP Gates
PLAINVIEW					
KVOP 1944	1400 250	W. J. Harpole Veige Bldg. 1400	MBS, KBS	W. J. Harpole, Pres. Rial L. Campbell, Gen. Mgr. Bill Harrell, Coml. Mgr.	Keith Loyd, Prog. Dir. Robert Zellermyer, Prom. Mgr. Clark Norris, Chief Engr. Capitol AP RCA
KPLW (CP)	1570 250-D	West Texas Bcstrs.			
PORT ARTHUR					
KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436	LBS	Socs Vratiss, Partner, Gen. Mgr. & Chief Engr.	Mary Ann Petru, Partner, Prog. Dir. & Asst. Mgr. Glenn Hewitt, Coml. Mgr. Lang-Worth AP Gates
KPAC 1934	1250 5,000-LS 1,000-N DA	Port Arthur College 1515 Lakeshore Dr. 7458	MBS	W. D. Mauldin, Pres. Marjorie R. Vickers, Mgr. Corinne Enos, Prog. Dir.	Lee Barras, Prom. Mgr. George Crouchet Jr., Sales Mgr. Morris Glenn Boatright, Chief Engr. Standard World AP RCA
ROSENBERG					
KFRD 1948	980 500-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 832 980	Best	Mart Cole Sr., Pres. Jim Hairgrove, Gen. & Coml. Mgr.	Bob Cutting, Prog. Dir. Frank Wood, Chief Engr. Capitol MacGregor UP Gates
SAN ANGELO					
KGKL 1928	960 5,000-LS 1,000-N-DA	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State Pearson	H. C. Ragsdale, Pres. Lewis Seibert, Gen. Mgr. Bob Bradbury, Coml. Mgr.	Jeanne Rau, Prog. Dir. Bill Poteet, Chief Engr. AP RCA
KTXL 1947	1340 250	Westex Bcstg. Co. P. O. Box 1565 7183	MBS Lone Star Taylor-Borroff	A. D. Rust, Pres. Robert M. Baird, Gen. Mgr. D. J. Hostetter, Coml. Mgr.	Don Phillips, Prog. Dir. & Prom. Mgr. Robert Benson, Chief Engr. Capitol AP Western Electric
SAN ANTONIO					
KABC 1926	680 50,000-LS 10,000-N DA	Alamo Bcstg. Co. Milam Bldg. Fannin 3126	ABC Texas State Blair	Gene L. Cagle, Pres. Bill Michaels, Sta. Mgr. E. L. Colbourn, Coml. Mgr.	L. Jerry Spengler, Prom. Mgr. Joseph B. Haigh, Chief Engr. World AP Westinghouse
KBKX (CP)	990 1,000 D	Bexar Bcstg. Co.			
KCOR 1945	1350 5,000-LS 1,000-N DA-2	KCOR Inc. 214 Broadway Cathedral 1301	McKinney	R. A. Cortez, Pres. Charles Harris, Mgr.	Wm. P. Smythe, Coml. Engr.
KEYL(TV) 1949	Ch. 5 76-82mc 9kw-aur., 17.9kw-vis.	San Antonio TV Co. 1434 M&W Tower Dallas, Tex. Riverside 3128	DuMont Young	H. H. Coffield W. L. Pickens R. L. Wheelock	} Owners DuMont
KITE 1947	930 1,000-D	Charles Balthrope 315 Transit Tower Fannin 0335	IMS	Charles Balthrope, Pres. & Gen. Mgr. Alex Coe, Coml. Mgr.	Alec Chesser, Prog. Dir. John Siercovich, Chief Engr. AP Collins
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Fannin 5255	McGillvra	Manuel D. Leal, Gen. Mgr. Perez Del Rio, Prog. Dir.	L. E. Richards, Chief Engr. Collins
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-224 West Commerce St. Cathedral 6211	MBS Texas State Pearson	Howard W. Davis, Owner, Gen. & Coml. Mgr. Anthony S. Bessan, Prog. Dir.	Shirley Ann Minor, Prom. Mgr. Charles L. Brady, Chief Engr. Lang-Worth Cole AP Western Electric
KISS(FM) 1946	Ch. 253 (B) 99.5mc 170kw	(KMAC, AM affiliate)		 General Electric
KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, Pres. Jack L. Pink, Gen. Mgr. James M. Brown, Coml. Mgr.	Bob A. Roth, Prom. Mgr. Bob Jenkins, Prog. Dir. George Ing, Chief Engr. World Standard AP, UP
KONO-FM 1948	Ch. 225 (B) 92.9mc 48kw			 General Electric
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Avenue E & 3rd St. Garfield 3131	CBS Free & Peters	Frank G. Huntress Jr., Pres. Charles D. Lutz, Gen. & Coml. Mgr.	N. E. Thompson, Prog. Dir. W. G. Egerton, Chief Engr. Associated Lang-Worth AP, UP RCA
KTSA-FM 1946	Ch. 263 (B) 101.5mc 72kw			 General Electric

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HERE'S THE AREA FROM WHICH 7,653 KABC LISTENERS

WROTE IN RESPONSE
TO A PICTURE OFFER
ON 3 "NOONDAY
JAMBOREE" SHOWS



That 50,000 watts on 680 kilocycles covers a big hunk of Texas is no problem at all to prove by engineering measurement. The half millivolt line on the above Texas map shows that. That KABC in San Antonio with 50,000 watts on 680 kilocycles covers the area from the standpoint of listeners is just as easily shown by a glance at the shaded area on the same map. For those are the counties (138 of them) from which eager listeners wrote in to receive a post card picture of KABC's popular "Noonday Jamboree" cast in response to an offer made on only three programs. Power, physical coverage, programming, responsive listeners. They make up a combination well worth investigation with your John Blair man.

50,000 WATTS **RADIO STATION** **KABC** **680 KILOCYCLES**
SAN ANTONIO

AMERICAN BROADCASTING COMPANY

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

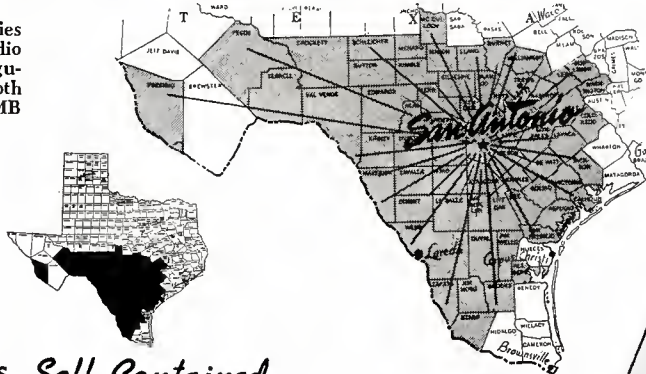
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
SAN ANTONIO—(Continued)						
WOAI 1922	1200 50,000	Southland Industries Inc. P. O. Box 2641 Garfield 4221	NBC Petry	G. A. C. Halff, Chmn. of Bd. Hugh A. L. Halff, Gen. Mgr. Jack Keasler, Coml. Mgr.	Jerry Lee, Prog. Dir. Dallas Wyant, Prom. Mgr. Charles L. Jeffers, Chief Engr.	Capitol Standard AP, UP, INS RCA
WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.		Petry ABC CBS NBC	J. R. Duncan, Dir. TV Progs.		
SAN MARCOS						
KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 888	LBS	Ed C. James, Pres. Frank Stewart, Gen. & Coml. Mgr. Jim Bell, Prog. Dir.	Merl Saxon, Prom. Mgr. & Chief Engr.	Capitol UP Collins
SEGUIN						
KWED 1948	1580 250-D	Weldon Lawson 200 S. Camp St.; 1580		Weldon Lawson, Pres. Garfield Kiel, Gen. Mgr.	Ed Moore, Coml. Mgr. & Prog. Dir. H. H. Callen, Chief Engr.	Lang-Worth UP Raytheon
SHAMROCK						
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 20; 620		Albert Cooper, Pres. John Kennedy, Gen. Mgr. Charles Cooper, Coml. Mgr.	Acton Tillery, Prog. Dir. & Chief Engr.	Lang-Worth UP Western Electric
SHERMAN						
KRRV (Denison) 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. Fannin & Owing Sts. (Denison) 421 N. Crockett; (Sherman) 423 (Denison); 201 (Sherman)	MBS Texas Pearson	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. in Sherman Orvin Franklin, Gen. & Coml. Mgr. in Denison	Norman Phillips, Prog. Dir. T. E. Spellman, Sta. Dir. Tom John, Chief Engr.	World Thesaurus UP Western Electric
KTAN 1949	1500 250-D	Sherman Bcstg. Corp. P. O. Box 61; 2910	LBS	E. T. Fant Jr., Pres. & Gen. Mgr. Leon McDonald, Coml. Mgr.	Bill Jaco, Prog. Dir. W. P. Phillips, Chief Engr.	AP; Raytheon
SNYDER						
KSNY 1949	1280 500-D	Blake-Formby Bcstg. Co. Snyder 810 Scurry Co. Bcstrs.	Best	John Blake & Marshall Formby, Owners Marshall Formby, Gen. Mgr.	Clint Formby, Coml. Mgr. & Prog. Dir. Roy Johnson, Chief Engr.	Lang-Worth UP RCA
KVPH (CP) 1947	1220 250-D					
STAMFORD						
KDWT 1947	1400 250	David W. Ratliff Stamford 840	MBS KBS	David W. Ratliff, Pres. & Gen. Mgr. William L. Edwards Jr., Coml. Mgr.	Lahoma Dickson, Prog. Dir. Priscilla Ratliff, Prom. Mgr. Opal Davis, Chief Engr.	AP
STEPHENVILLE						
KSTV 1947	1510 250-D	Doyle E. Collup P. O. Box 34	KBS	Doyle E. Collup, Owner		UP
SULPHUR SPRINGS						
KSST 1947	1230 250	Hopkins County Bcstg. Co. Pulley Bldg. 1230	MBS KBS	William N. Edwards, Pres. Bill Bradford, V. P., Gen. Mgr. & Chief Engr.	Clovis Pinion, Coml. Mgr. Tom Brubaker, Prog. Dir.	AP Gates
SWEETWATER						
KXOX 1939	1240 250	Sweetwater Radio Inc. Roby Highway 4655	MBS Best	J. S. McBeath, Pres. J. Harley Hubbard, Gen. Mgr. Elwood Fritsch, Coml. Mgr.	Jack Funk, Prog. Dir. & Prom. Mgr. J. T. Allen, Chief Engr.	Standard UP RCA
TAYLOR						
KTAE 1948	1260 1,000-D	KTAE Inc. 121½ East 2nd St. 1260	LBS	Gillis Conoley, Pres., Gen., Coml. & Prom. Mgr.	Robert S. Heller, Prog. Dir. & Asst. Mgr. Gordon W. Rainey, Chief Engr.	World UP Raytheon
TEMPLE						
KTEM 1936	1400 250	Bell Bcstg. Co. Inc. 17 S. Third St.; 5252	MBS	Frank W. Mayborn, Pres. Burton Bishop, Gen. Mgr.	J. E. Callaway, Coml. Mgr. Curtis Casey, Chief Engr.	Lang-Worth UP; RCA
KTEM-FM 1948	Ch. 298 (B) 107.5mc; 1.9kw					
TEXARKANA						
KCMC 1932	1230 250	KCMC Inc. 317 Pine St. 3-6151	ABC Texas State Taylor-Borrorff	Frank O. Myers, Gen. Mgr. Thomas E. Dillahunt, Coml. Mgr.	Herman Cecil, Prog. Dir. Harvey Robertson, Chief Engr.	Lang-Worth AP Western Electric
KCMC-FM 1947	Ch. 251 (B) 98.1mc 40kw			Donald H. Myers, Prod. Mgr.		
KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ State Line Ave. 35-123	MBS Razorback Sears & Ayer	David M. Segal, Gen. & Coml. Mgr. Les Eugene, Prog. Dir.	David Wommack, Chief Engr.	World UP Collins
TEXAS CITY						
KTLW 1948	920 1,000-D	J. G. Long Show Boat Theatre Bldg. 2240	KBS	J. G. Long, Pres. Joe Brown, Gen. Mgr.	W. R. Pierre, Coml. & Sta. Mgr. & Prog. Dir. Melvin Wagner, Chief Engr.	Capitol Thesaurus UP Gates
TYLER						
KGKB 1930	1490 250	East Texas Bcstg. Co. 115 S. College 2-3875	MBS Pearson Gene Grant	Jas. G. Ulmer, Owner William E. Moore, Coml. Mgr.	J. Edwin Smith, Prog. Dir. Hudson C. Collins, Chief Engr.	World UP General Electric
KGKB-FM 1947	Ch. 268 (B) 101.5mc 10kw					
KTBB 1947	600 500-D	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	Lone Star LBS Taylor-Borrorff	S. H. Bothwell, Dir. M. E. Danborn, Gen. & Coml. Mgr. David Bothwell, Asst. Mgr.	Donald Tousch, Prog. Dir. R. A. Wileman, Chief Engr.	Thesaurus UP Western Electric
UVALDE						
KVOU 1947	1450 250	E. J. & W. J. Harpole 1450 Batesville Rd. 717	MBS KBS	Edward J. & W. J. Harpole, Partners Edward J. Harpole, Gen. Mgr.	Bob Hicks, Prog. Dir. & Chief Engr. Joe Watson Jr., Gen. & Prom. Mgr.	UP Gates
VERNON						
KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813 Wilbager St.	MBS KBS Clark	John Crabtree, Coml. Mgr.		
KVWC-FM	Ch. 254 (B) 98.7mc 8kw					

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**MOST ECONOMICAL MEANS OF SELLING
MORE MERCHANDISE TO MORE PEOPLE**

In these 65 counties
50-100% of the Radio
Families listen regu-
larly to WOAI both
day and night. (BMB
study No. 1)



...in this *Self-Contained*
BILLION-DOLLAR MARKET*

For food, clothing and a thousand daily needs 1,337,500* people in these self-contained 65-counties rely for distribution upon a single great city—San Antonio. They comprise 316,700 BMB Radio Families. Retail Sales in 1948 exceeded \$1,000,000,000* ... up 13.8% over the previous year. And, according to C. E. Hooper's "Listening Area Coverage Index" of Fall 1948, WOAI takes you into more homes in these 65-counties than any other station ... more by 2 to 1 in daytime ... more by 3 to 1 at night. Ask your Petry man for the full story!

(* COPR. 1949, SALES MANAGEMENT SURVEY OF BUYING POWER;
FURTHER REPRODUCTION NOT LICENSED.)

WOAI

**CLEAR CHANNEL
50,000 WATTS
NBC — TQN**

28th
year of
faithful

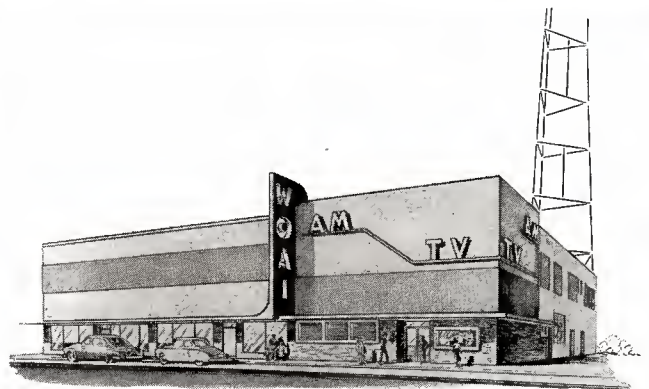
AM

service
to the great
Southwest

...now maintaining
the same high
standards with

TV

service to South
Texas!



Reputation assures repetition in the life of San Antonio's first television station! The reputation of its management over nearly three decades of AM broadcasting is a precious heritage of WOAI-TV ... and assures a repetition of its careful operation and conscientious service both to the people of South Texas and to its clients. Ask the Petry representative who calls on you!

ABC — NBC — CBS
OWNED AND OPERATED BY
SOUTHLAND INDUSTRIES, INC.

WOAI-TV

CHANNEL 4

SAN ANTONIO

BOTH STATIONS REPRESENTED BY EDWARD PETRY & COMPANY, INC.
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, ST. LOUIS, SAN FRANCISCO, ATLANTA, DALLAS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
VICTORIA						
KNAL 1949	1410 500-D-DA	Victoria Bestg. Co. P. O. Box 1410 1410	Best	Truman Belcher, Pres. Pat Reed, Coml. Mgr.	Carruth Palmer, Prog. Dir. & Prom. Mgr. Russell C. Walters, Chief Engr.	World UP Collins
KVIC 1940	1340 250	KVIC Bestg. Co. Inc. P. O. Box 725 1106	MBS	J. G. Long, Pres. Bob Tharp, Gen. & Prom. Mgr. Jim Truehart, Coml. Mgr.	Dottie Dotson, Prog. Dir. Bob McCown, Chief Engr.	Capitol AP Western Electric
WACO						
KWTX 1946	1230 250	KWTX Bestg. Co. Inc. 108½ South 6th St. 3-7331	MBS LBS McKinney	M. N. Bostick, Gen. Mgr. J. Mack Brinegar, Coml. Mgr.	Charles Hinkle, Prog. Dir. & Prom. Mgr. Lester R. Grubbs, Chief Engr.	World AP Western Electric
WACO 1922	1460 1,000 DA-N	Frontier Bestg. Co. Amicable Life Bldg. 2-6571	ABC Texas State Weed	R. Lee Glasgow, Gen. Mgr. Stanley Wilson, Coml. Mgr.	Bob Walker, Prog. Dir. Jesse Dove, Chief Engr.	AP RCA
WAXAHACHIE						
KELL (CP)	1390 500 D-DA	Ellis County Bestg. Co.				
WESLACO						
KRGV 1927	1290 5,000 DA-N	Taylor Radio & Tele- vision Corp. 201 Border 375	NBC Lone Star Texas Quality Taylor-Borroff	O. L. (Ted) Taylor, Pres. Byron W. Ogle, Gen. Mgr. Phil D. Dixon, Coml. Mgr.	James D. Cook, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr.	Lang-Worth SESAC AP, UP RCA
WICHITA FALLS						
KFDX 1947	990 5,000-LS 1,000-N DA	Wichtex Radio & TV Co. Inc. City Nat'l. Bank Bldg. 2-8668	ABC Lone Star Taylor-Borroff	Darroid A. Cannan, Pres. W. P. Hood, Gen. Mgr. George Craig, Prog. Dir.	Sid Grayson, Coml. Mgr. Dorris Schaaf, Prom. Mgr. John Adams, Chief Engr.	Lang-Worth World AP RCA
KTRN 1949	1290 5,000-LS 1,000-N DA	Texoma Bestg. Co. 917½ Scott St. 2-5214	MBS LBS Pearson	James B. Barnett, Pres. Boyd Kelley, Gen. & Coml. Mgr.	Bill Richie, Prog. Dir. & Prom. Mgr. Bob Harmon, Chief Engr.	Capitol AP Collins
KWFT 1939	620 5,000 DA-N	KWFT Inc. P. O. Box 420 4182	CBS Blair	Kenyon Brown, Pres. Charles E. Clough, Gen. Mgr. Blaine Cornwell, Prog. Dir.	A. L. Pierce, Prom. Mgr. Herbert T. Wiley, Chief Engr.	Standard UP RCA
KWFT-FM 1948	Ch. 260 (B) 99.9mc 9.7kw					

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KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

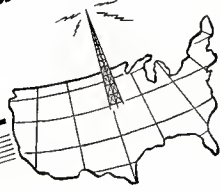
KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

For **THE BEST** in



- REGIONAL PROMOTIONAL CAMPAIGNS
- DIRECT SALES
- VISUAL CLOCK PROMOTION
- VISUAL ALBUM PROMOTION

Our Thanks to

- WESC
- KVWC
- KWHW
- KTXL
- KBST
- KXOX
- KSTV
- KELP
- WEAR
- WANS
- KVSO
- KTAN
- KBWD
- KWFC
- &
- OTHERS!



SPOTLIGHT CAMPAIGNS

GEORGE R. TURPIN *& Associates*

Post Office Box 802

FORT WORTH 1, TEXAS

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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UTAH

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
BRIGHAM CITY					
KBUH 1948	800 250-D	Samuel L. Stephens Sr. 948 W. Forest Rd. 948		Samuel L. Stephens Sr., Pres. Samuel L. Stephens Jr., Gen. Mgr. & Chief Engr.	Wade M. Ebeling, Coml. Mgr. J. Donald Stewart, Prog. Dir.
CEDAR CITY					
KSUB 1937	1340 250 CP590 1,000 DA-N	Southern Utah Bcstg. Co. Hotel El Escalante 398	CBS Intermountain	Ivor Sharp, Pres. Roscoe A. Grover, Gen. Mgr.	World UP General Electric
LOGAN					
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. P. O. Box 264 1400	MBS, KBS Don Lee Intermountain Avery-Knodel	Herschel Bullen, Pres. Reed Bullen, Gen., Coml. & Prom. Mgr.	World UP Collins
MURRAY					
KMUR 1948	1230 250	Murray Bcstg. Service 4646 South State 1360		Oral J. Wilkenson, Pres. James Peterson, Gen. Mgr. Howard Pingree, Coml. Mgr.	Lang-Worth UP Gates
OGDEN					
KLO 1929	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	A. L. Glasmann, Pres. George B. Morgan, Sta. Mgr. Collin W. Lowder, Coml. Mgr. & Prog. Dir.	World UP
KOPP 1947	730 1,000-D	James B. Littlejohn Route 2	KBS Friedenberg	James B. Littlejohn, Gen. Mgr.	Flo Wineriter, Asst. Mgr. Associated Lang-Worth AP
KOPP-FM 1947	Ch. 280 (A) 103.9mc 1kw				
KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 27535		Arch G. Webb, Pres. & Gen. Mgr.	Standard World UP Western Electric
PRICE					
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, Pres., Gen. & Coml. Mgr. & Prog. Dir.	Carl P. Wolfrom, Prom. & Asst. Mgr. Leo E. Reid, Chief Engr.

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IN SALT LAKE CITY

KSL delivers the biggest audience throughout the entire week. Average rating 11.4! 34.9% of all listeners!

IN 73 "OUTSIDE" COUNTY UNITS

KSL also leads in week's listeners. Average weekly rating 9.4! 32.2% of the audience!

THROUGHOUT ALL INTERMOUNTAIN AMERICA

KSL is far ahead of all other stations and regional networks. Commands an average rating of 9.9 . . . 32.9% of all listeners all week long!

These are facts from the KSL Listener Diary, conducted throughout KSL's BMB 50-100% day-night common coverage area by independent Benson & Benson, Inc.

To get customers, use KSL — for KSL costs less per customer than any other station or regional network.

SALT LAKE CITY
50,000 WATTS • CBS • Represented by RADIO SALES.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
PROVO						
KCSU 1947	1490 250	Central Utah Bcstg. Co. Inc. P. O. Box 550 2802	Biddick	Frank A. Van Wageningen, Pres. Harold E. Van Wageningen, Gen. Mgr. & Prog. Dir.	John T. Hyde, Coml. Mgr. Merlin North, Chief Engr.	Standard Capitol UP
KNEU 1949	1450 250	Lester R. Taylor				
KOVO 1939	960 1,000 DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, Pres. Arch L. Madsen, Gen. Mgr. L. H. Curtis, Coml. Mgr.	James H. Lawrence, Prog. Dir. Dewain Silvester, Prom. Mgr. Henry Keyes, Chief Engr.	World AP RCA
RICHFIELD						
KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	Intermountain Avery-Knodel	W. L. Warner Jr., Gen. Mgr. J. R. Warner, Coml. Mgr. Frank Peacock, Prog. Dir.	Bill King, Prom. Mgr. David I. Hansen, Chief Engr.	SESAC World UP Collins
SALT LAKE CITY						
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co. Inc. 146 S. Main St. 43561	MBS Intermountain Avery-Knodel	George C. Hatch, Pres. Alvin C. Pack, Exec. V. P. & Mgr. Thomas H. Anderson, Coml. Mgr.	Jack Paige, Prog. Dir. Craig Rogers, Prom. Mgr. W. D'Orr Cozzens, Chief Engr.	UP RCA
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & TV Corp. 143 S. Main 5-2991	NBC Blair	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr. Emerson Smith, Prog. Dir.	Del Leeson, Prom. Mgr. John M. Baldwin, Chief Engr.	Associated Thesaurus UP, INS
KDYL-FM 1947	Ch. 254 (B) 93.7mc 9kw					
KDYL-TV 1948	Ch. 4 66-72mc 2.0kw aur.; 3.7kw vis.		Blair TV	Dan Rainger, Prog. Dir. Allen Gunderson, Chief Engr.	J. M. Baldwin, Dir. of TV	
KNAK 1945	1280 1,000-LS 500 N-DA	Granite Dist. Radio Bcstg. Co. 219 Continental Bank Bldg. 4-3685		Howard D. Johnson, Pres. Richard F. Connor, Secy.-Treas. & Gen. Mgr. Richard I. Nicholes, Coml. Mgr.	Robert P. Crawford, Prog. Dir. King Harmon, Prom. Mgr. Myron May, Chief Engr.	AP
KSL 1922	1160 50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS Radio Sales	J. Reuben Clark Jr., Pres. Ivor Sharp, Exec. V. P. C. Richard Evans, Gen. Mgr. Frank McLatchy, Sales Mgr. Lynn McKinlay, Dir. FM Oprs.	Edward B. Kimball, Prog. Dir. Sherril Taylor, Pub. & Prom. Mgr. Vincent E. Clayton, Chief Engr.	Associated World AP, UP Western Electric
KSL-FM 1946	Ch. 262 (B) 100.3mc 5.9kw					
KSL-TV 1949	Ch. 5 76-82mc 9.6kw aur.; 18.4kw vis.		ABC, CBS DuMont	D. Lennox Murdoch, Dir. of TV Oprs.		Collins General Electric
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & Televi- sion Co. 29 S. State St. 3-2737	ABC Rocky Mountain Hollingbery	Frank C. Carman, Pres. & Gen. Mgr. John Schile, Coml. Mgr.	Ray Fadel, Prog. Dir. Allan Thomas, Prom. Mgr. Wendell Bell, Chief Engr.	World Standard AP, UP RCA
VERNAL						
KJAM 1947	1340 250	Uintah Bcstg. Co. Hotel Vernal 494	Grant	James C. Wallentine, Pres. Leland E. Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Prog. Dir. & Chief Engr.	UP
VERMONT						
BRATTLEBORO						
WTSA 1450 250		Granite State Bcstg. Co. Brattleboro	Granite State Bolling	William J. Barkley, Pres. W. F. Rust Jr., Gen. Mgr.	Ralph Gottlieb, Coml. Mgr.	
BURLINGTON						
WCAX 1931	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 2000	CBS Weed	C. P. Hasbrook, Pres. & Gen. Mgr. J. D. Swan, Coml. & Prom. Mgr.	M. R. Slater, Prog. Dir. J. W. Tierney, Chief Engr.	Associated UP Gates
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 5400	ABC Rambeau	David Howe, Pres. A. E. Spokes, Gen. Mgr.	John C. Quill, Prom. Mgr. & Chief Engr.	AP RCA

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VERMONT

is a
\$444,000,000* market

..... and ONLY WCAX covers it!

That's why more and more time buyers use this 5000-watt, CBS Affiliate—Vermont's oldest and most powerful station—to reach the Vermont market at one price. A market where the gross farm income, alone, is over \$100 million and retail sales are over \$344 million! They realize, too, that WCAX's 18 years of leadership have developed programming, facilities, and audience that bring results!



Plus \$158 million in New York Counties across Lake Champlain!

Market figures from Sales Management
Survey of Buying Power, 1949



Represented Nationally by
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MONTPELIER-BARRE							
WSKI	1947	1240 250	Montpelier-Barre Bcstg. Co. Inc. Union Mutual Bldg. 1740	Grant	E. M. Jacobsen, Pres. Paul H. Martin, V. P. & Gen. Mgr.	Robert Bannon, Prog. Dir. L. C. Davis, Chief Engr.	Lang-Worth AP
RUTLAND							
WHWB	(CP)	1000 1,000-D	Central Vt. Bcstg. Co.				
WSYB	1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247	MBS Yankee McGillivra	Philip Weiss, Pres. Jack H. Weiss, Gen. Mgr.	Norval K. Ramson Jr., Chief Engr.	Thesaurus UP Collins
ST. ALBANS							
WWSR	1941	1420 1,000-D	Vermont Radio Corp. 75 N. Main St. 1390	Walker	Lloyd Squier, Pres. Warren Marsden, Gen. Mgr.	Stuart Perry, Prog. Dir. Theodore Boisvert, Chief Engr.	World UP Collins
ST. JOHNSBURY							
WTWN	1949	1340 250	Twin State Bcstrs. Inc. P. O. Box 336 2344	McGillivra	E. Dean Finney, Pres. James F. McKernan & E. Dean Finney, Co-Mgrs.	Gordon James Platt, Prog. Dir. James F. McKernan, Chief Engr.	Lang-Worth SBSAC UP Raytheon
WATERBURY							
WDEV	1931	550 1,000 DA-2	L. E. Squier 8 Stowe St. 400	MBS Yankee Walker	L. E. Squier, Pres., Gen. & Coml. Mgr.	Thomas L. Dodd Jr., Prog. Dir. Theodore Boisvert, Chief Engr.	World UP RCA

VIRGINIA

ALEXANDRIA							
WPIK	1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000		Howard B. Hayes, Pres., Gen. & Coml. Mgr.	Carl L. Lindberg, Prog. Dir. & Chief Engr.	Lang-Worth World AP Gates
ARLINGTON							
WARL	1946	780 1,000-D	Northern Virginia Bcstrs. Inc. P. O. Box 391 OWens 7800	IMS	R. Kilbourne Castell & Frank U. Fletcher, Co-Owners. Raymond W. Baker, Gen. Mgr.	William W. Jefferay, Coml. Mgr. John E. Strong, Chief Engr.	Standard Capitol UP Western Electric
WARL-FM	1948	Ch. 288 (A) 105.5mc 1kw					
WEAM	1947	1390 5,000 DA-1	Arlington Fairfax Bcstg. Co. 2030 N. 16th St. OWens 7100	Keller	Harold H. Thoms, Pres. Howard Stanley, Gen. & Coml. Mgr.	Matthew Warren, Prog. Dir. & Prom. Mgr. Sam Aed, Chief Engr.	Lang-Worth AP, TP Collins
BLACKSTONE							
WKLTV	1947	1490 250	Nottoway Bcstg. Co. Inc. Community Bldg. 478	MBS Virginia	H. S. Robertson, Pres. Alexander Hudgins, Gen. Mgr. Edward J. Silverman, Coml. Mgr.	Arthur A. Moran Jr., Prog. Dir. Charles M. McCraw, Chief Engr.	AP Gates
BRISTOL							
WCYB	1946	690 10,000-D	Appalachian Bcstg. Corp. Hotel General Shelby North 3560	Bolling	Robert H. Smith, Gen. Mgr. J. Fey Rogers, Sales Mgr. (Mrs.) Grace Fauson, Bus. Mgr.	W. T. Lane Jr., Prog. Supvsr. Bob Dougherty, Transmitter Supvsr.	Associated Cole, World Thesaurus AP, UP Raytheon Standard UP Raytheon
WFHG	1946	860 1,000-D	Bristol Bcstg. Co. Hotel Bristol 2730	MBS	Morris B. Brunette, Gen. Mgr. W. L. Ninninger, Coml. & Prom. Mgr.	Rex Raney, Prog. Dir. John L. Hughlett Jr., Chief Engr.	Standard UP Raytheon
CHARLOTTESVILLE							
WCHV	1933	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC McGillivra	Charles Barham Jr., Owner Randolph Bean, Mgr. Robert C. Walker, Sales Mgr.	R. G. Sketchley Jr., Prog. Dir. Walter W. Gray, Chief Engr.	World AP Raytheon
WINA	1949	1280 1,000-D	Charlottesville Bcstg. Corp. 4th & Main Sts. 3377	MON	Frank T. Parker Jr., Pres Joe Porter, Coml. Mgr.	B. C. Hargreaves, Prog. Dir. & Oper. Mgr. Lawrence Kennedy, Chief Engr.	Standard Capitol UP Raytheon
COVINGTON							
WKKEY	1941	1340 250	Earl M. Key Covington 8351	ABC KBS	Earl M. Key, Pres. & Gen. Mgr. Kenneth Bryant, Coml. Mgr. John Davis, Prog. Dir.	Willis Shawer, Prom. Mgr. John Wilson, Chief Engr.	World Western Electric
CREWE							
WSVS	1947	800 1,000-D	Southern Virginia Bcstg. Corp. Crewe 5000		C. S. Willis, Pres. Maxey E. Stone, Gen. & Prom. Mgr.	Harris L. Umstead, Coml. Mgr. C. E. Wilson, Chief Engr.	World AP Raytheon
WSVS-FM	1949	Ch. 284 (B) 104.7mc 14kw					
CULPEPER							
WCVA	1949	1490 250	Culpeper Bcstg. Corp. Radio Bldg. 8238	KBS	Ira C. Hopkins, Pres. George A. Flowers, Gen. & Prom. Mgr.	Mike Moscarello, Coml. Mgr. Homer Quann, Prog. Dir. Benny L. Jones, Chief Engr.	Lang-Worth Standard UP, Gates
DANVILLE							
WBTM	1930	1330 5,000-LS 1,000-N DA	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell, Pres. R. Sanford Guyer, Gen. Mgr. Edward G. Gardner, Asst. Mgr. P. W. Kaufman, Coml. Mgr.	Betty R. Allen, Prog. Dir. Herbert Hodge, Prom. Mgr. Lyle C. Motley, Chief Engr.	Lang-Worth AP RCA

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DANVILLE—(Continued)						
WBTM-FM 1947	Ch. 250 (B) 97.9mc 32kw	Virginia-Carolina Bcstg. Co. American Nat'l Bank Bldg. 5300	MBS McGilvra	John D. Pruitt, Pres. Emerson J. Pryor, Gen. Mgr. Roy Springer, Coml. Mgr.	Richard E. Campbell, Prog. Dir. William J. Ashworth, Prom. Mgr. Rush Sawyers, Chief Engr.	Federal Standard UP Collins
FALLS CHURCH						
WFAV 1948	1220 250-D	Lamar A. Newcomb P. O. Box L Falls Church 0900		Lamar A. Newcomb, Pres. & Gen. Mgr. James S. Hollins, Coml. Mgr.	Genevieve Newcomb, Prog. Dir. Ed Case, Prom. Mgr. Emmett J. Murphy, Chief Engr.	Thesaurus UP Gates
FARMVILLE						
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. P. O. Box 238 600	Clark	Carla B. Keys, Gen. Mgr. Charles R. Maillet, Mgr.	D. M. Shaver, Prog. Dir. Charles K. Chrismon, Chief Engr.	Associated Capitol UP
FREDERICKSBURG						
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC KBS Burn-Smith	Richard F. Lewis Jr., Exec. V. P. & Gen. Mgr.	Walter F. Harris Jr., Sta. Mgr. William S. Candler, Chief Engr.	Lang-Worth Western Electric
FRONT ROYAL						
WFTR 1948	1450 250	Sky-Park Bcstg. Corp. John Marshall Highway 750	MBS	Earl C. Pace, Pres. & Gen. Mgr. Ken Gorden, Coml. Mgr. Vernon Carter, Prog. Dir.	Augustine Kloc, Prom. Mgr. Owen Voigt, Chief Engr.	Thesaurus UP, TP Western Electric
GALAX						
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. & Chief Engr.	Joe P. Crockett, Coml. Mgr. Muriel Bell, Prog. Dir.	AP Raytheon
HAMPTON						
WVEC 1948	1050 250-D	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS	Thomas P. Chisman, Pres. & Gen. Mgr. Harroll A. Braver, Coml. Mgr.	Peter Edman, Prog. Dir. Vernon Carter, Prom. Mgr. James E. Swafford, Chief Engr.	Associated Standard AP Raytheon
HARRISONBURG						
WSVA 1935	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.	UP
WSVA-FM 1946	Ch. 264 (B) 100.7mc 38kw					
HOPEWELL						
WHAP 1949	1340 250	Hopewell Bcstg. Co. City Point & River Rd. 801		Augustus Robbins Jr., Pres. Hugh Carlyle, Gen. Mgr. George Thomason, Coml. & Prom. Mgr.	Barbara Rich, Prog. Dir. Edward L. Burwell, Chief Engr.	Lang-Worth UP Gates
LEXINGTON						
WREL 1948	1450 250	Rockbridge Bcstg. Corp. 22 S. Main St. 6000	MBS KBS	Marshall L. Wilmer, Pres. Philip B. Hirsch, Gen. & Coml. Mgr.	Andrew P. Petersen, Prog. Dir. Lindley H. Leggett III, Chief Engr.	Capitol AP Ideco
LYNCHBURG						
WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. Allied Arts Bldg. 2-1242	ABC Hollingbery	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright Jr., Coml. Mgr.	William H. Loren, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr.	Lang-Worth Associated AP; RCA
WLVA-FM 1947	Ch. 248 (B) 97.5mc 3.7kw					
WWOD 1947	1390 1,000 DA-1	Old Dominion Bcstg. Corp. 10th & Main Sts. 2-3441	MBS Walker	David Hugh Dillard, Pres. Jack Weldon, Gen. Mgr. Norman Simpson, Coml. Mgr.	Jay Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr.	World AP, UP Raytheon
WWOD-FM 1948	Ch. 300 (B) 107.9mc 39kw					Collins

Mr. Hooper Proves WBTM is Danville's First Station!

PERIOD: Winter 1948

HOOPER STATION LISTENING INDEX
City Zone

CITY: Danville, Va.



TIME	Share of Audience				
	WBTM	STATION B	STATION C	STATION D	OTHERS
8:00 AM—12:00 N Mon. thru Fri.	43.9	0.3	42.5	10.0	3.3
12:00 N—6:00 PM Mon. thru Fri.	45.2	1.1	29.0	17.7	7.0
6:00 PM—8:00 PM Sun. thru Sat.	46.0	3.7	38.6	3.2	8.5
8:00 PM—10:00 PM Sun. thru Sat.	44.8	5.6	34.5	8.6	6.5
6:00 PM—10:00 PM Sun. thru Sat.	45.4	4.8	36.3	6.2	7.3

Danville, Virginia is one of the best test markets in the South Atlantic States. Home of the World's Best Tobacco Market and the World's Biggest Textile Mill, (Danville's diversified industry makes it an outstanding distribution center). 1948 per capita retail sales is 43% above the national average. Total retail sales in 1948 surpassed 48 million.

WBTM
Established 1930

R. SANFORD GUYER
General Manager

WBTM-FM
Established 1947

1330 kc
5,000 watts (d) 1,000 (n)

Ask George Hollingbery & Co., or any ABC salesman

98 on your FM dial
32,000 watts

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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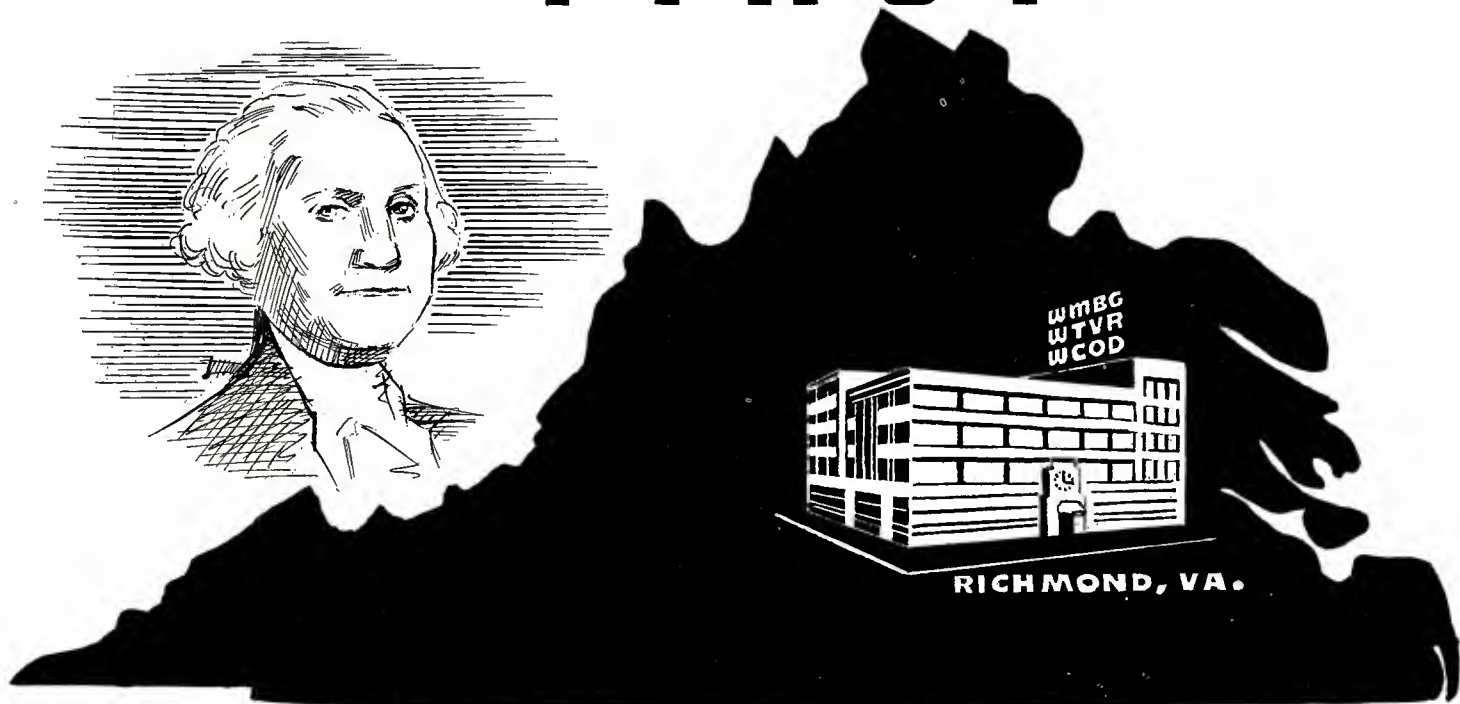
VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
MARION						
WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. P. O. Box 470 9001	LBS Cooke	Robert Lane Anderson, Pres. Robert C. Wolfenden, Gen., Coml. & Prom. Mgr.	Mrs. Robert C. Wolfenden, Prog. Dir. William P. Grether, Chief Engr.	World Associated AP Western Electric
MARTINSVILLE						
WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Chatham Heights 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 RCA
WMVA-FM 1949	Ch. 242 (B) 96.3mc 2.70kw					REL
NEWPORT NEWS						
WGH 1929	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg. 27031	ABC Free & Peters	Raymond B. Bottom, Pres. Edward E. Bishop, Gen. Mgr. Edward E. Edgar, Coml. Mgr.	John A. Black, Prog. Dir. Charles A. Runyon, Chief Engr.	AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 38kw					
WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 7-1604	Friedenberg	John Doley, Pres. Frederic F. Clair, Sta. Mgr.	T. O. Bradshaw, Prog. Dir. John M. Smith, Prom. Mgr. Arthur F. Perks, Tech. Supvsr.	Capitol UP Gates
NORFOLK						
WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266	Burn-Smith	Joseph Light, Pres. George L. Sutherland, Gen. & Coml. Mgr. William M. Manrow, Asst. Mgr.	Frank Facenda, Prog. Dir. Edward Dillard, Prom. Mgr. Stanley Strickland, Chief Engr.	Standard Lang-Worth UP Western Electric
WLOW 1947	1410 1,000-D	Commonwealth Bcstg. Corp. Pender Bldg. 45678	Forjoe	E. L. Scott, Pres. Robert E. Wasdon, V. P. & Gen. Mgr. W. M. Carpenter, Sta. Mgr.	Robert Drepperd, Prog. Dir. James Campbell, Prom. Mgr. Jack Siegel, Chief Engr.	UP Collins
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 56761	IMS	Louis H. Peterson, Pres. Earl Harper, Gen. Mgr. Bob Rodgers, Coml. Mgr.	A. Lee Mills, Prog. Dir. & Chief Engr.	Lang-Worth AP Gates
WRVC(FM) 1948	Ch. 273 (B) 102.5mc 7kw	Larus & Brother Co. Inc. 1506 Colley Ave. 4-1100	CBS Radio Sales	C. T. Lucy, Gen. Mgr. William R. Preston, Prog. Dir.	S. T. Terry Jr., Chief Engr. Robert E. Moody, Studio Mgr.	Lang-Worth World UP Western Electric
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. Nat'l. Bank of Commerce Bldg. 25671	NBC Petry	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr.	Joel Carlson, Prog. Dir. John Peffer, Chief Engr.	Standard AP, UP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw					
WTAR-TV (CP)	Ch. 4 66-72mc 12.25kw aur.; 24.5kw vis.		NBC	Pierre Hathaway, Prog. Dir.		
NORTON						
WNVA 1946	1450 250	Blanfox Radio Co. Inc. Coalfield Progress Bldg. 700	MBS KBS	Richard B. Helms, Pres. Jack T. Helms, Gen. Mgr.	Bill Holland, Coml. Mgr. Tom Harrell, Prog. Dir. Gene Tommerdahl, Chief Engr.	Lang-Worth AP Temco
ORANGE						
WJMA 1949	1340 250	James Madison Bcstg. Corp. Orange 7263	MBS	Welford A. Sherman Jr., Pres. Arthur C. Livick Jr., Gen., Coml. & Prom. Mgr.	Charles McGinley, Prog. Dir. Talmadge England, Chief Engr.	UP Gates
PETERSBURG						
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS Burn-Smith	L. H. Peterson, Pres. Ray L. Moss, Gen. & Coml. Mgr. N. W. Andrews, Asst. Mgr.	Paul Hennings, Prog. Dir. James Lowell, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Capitol AP
PORTSMOUTH						
WSAP 1943	1490 250	Portsmouth Radio Corp. 205 Professional Bldg. 7-3488	MBS Ra-Tel	Tom E. Gilman, Pres. B. Walter Huffington, Gen., Coml. & Prom. Mgr.	David N. Nelson, Prog. Dir. C. R. Sledge, Chief Engr.	Lang-Worth World UP Collins
WSAP-FM 1946	Ch. 259 (B) 99.7mc 100kw					Federal
PULASKI						
WPUV 1946	1230 250	Southwest Bcstg. Corp. P. O. Box 351 3-3931	MBS KBS Sears & Ayer	Howard R. Imboden, Pres. William R. Murray, Gen. Mgr. Allan S. Aden, Sales Mgr.	Robert R. Reiling, Prog. Dir. Eleanor T. Imboden, Prom. Mgr. Fitzgerald McDaniel, Chief Engr.	World AP Collins
RADFORD						
WRAD (CP)	1340 250	Rollins Bcstg. Inc.				
RICHMOND						
WBBL 1924	1450 250 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465		C. H. Liesfeld, Gen. Mgr.	R. W. Raabe, Chief Engr. Western Electric
WLEE 1945	1450 250; CP 1480 5,000 DA-2	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey Hudson, Prog. Dir. George W. McGuigan Jr., Chief Engr.	Lang-Worth AP Western Electric
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21kw					
WMBG 1926	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair	Wilbur M. Havens, Pres. & Gen. Mgr. Walter A. Bowry Jr., Coml. & Prom. Mgr.	Allan Phaup, Prog. Dir. W. H. Wood, Chief Engr.	Lang-Worth TP RCA

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DA-2 Directional Antenna, different pattern day and night.

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L—Limited Time with Dominant Station. SA—Special Authorization.

FIRST



in Virginia...

JUST as Virginia is synonymous with historical firsts, so considered are the Havens and Martin Stations as Pioneers in the Old Dominion.

And rightfully so. In 1926, 5000 watt AM Station WMBG was established. Loyal Virginia listeners for 24 years have grown accustomed to the finest in radio programming and public service . . . a heritage sister station WCOD (FM) is proudly upholding. The first FM station in Virginia, WCOD's 50,000 watt voice penetrates Virginia with a signal unequalled anywhere.

WMBG-WCOD offers national advertisers a truly great service area.

Traditionally, Havens and Martin erected the South's finest television station, and its WTVR is truly one of the Pioneer TV properties in America.

Be it AM-FM-TV, the First Stations of Virginia are your logical media in the economic-stable Richmond market . . . which has seen the manufacturing increase in value by 76% in eight years; where effective buying income is near a half billion.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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VIRGINIA—(Continued)

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RICHMOND—(Continued)							
	WCOD(FM) 1946	Ch. 251 (B) 98.1mc 47kw	(WMBG, AM affiliate)				
	WTVR(TV) 1948	Ch. 6 82-88mc 6.3kw aur.; 12.16kw vis.	(WMBG, AM affiliate)	NBC Blair TV	Conrad Rianhard, Prog. Dir.		
	WRNL 1927	910 5,000 DA-N	Richmond Radio Corp. 111 N. 4th St. 3-3436	ABC Petry	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. Mgr. Joseph H. Sierer, Sales Mgr.	Don Martin, Prog. Dir. E. V. Wolstenholme, Chief Engr.	Standard AP Western Electric
	WRNL-FM 1948	Ch. 271 (B) 102.1mc 50kw					
	WRVA 1925	1140 50,000 DA-1	Larus & Bro. Co. Inc. Hotel Richmond 3-6333	CBS Radio Sales	C. T. Lucy, Gen. Mgr. Berron Howard, Bus. Mgr.	S. S. Carey, Prog. Service Mgr. John L. Stone Jr., Prom. Mgr. D. C. Woods, Chief Engr.	World Lang-Worth UP Western Electric
	WRVB(FM) 1948	Ch. 253 (B) 94.5mc 25kw	(WRVA, AM affiliate)		William R. Preston, Prog. Dir.	S. T. Terry Jr., Chief Engr.	
	WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	Burn-Smith	D. H. Robertson, Pres. R. E. Mitchell, Gen. Mgr.	Robert J. Jenkins, Prog. Dir. John Sinclair, Prom. Mgr. I. Kay Redd Jr., Chief Engr.	Lang-Worth AP Western Electric
ROANOKE							
	WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, Pres. R. P. Jordan, Gen. Mgr. J. W. Harkrader, Coml. Mgr.	P. E. Reynolds, Prog. Dir. B. B. Boggs, Pub. Dir. J. E. Newman, Chief Engr.	World Lang-Worth AP, UP; RCA
	WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw					
	WROV 1946	1240 250	Radio Roanoke Inc. 600 Mountain Trust Bldg. 3-4444	MBS Burn-Smith	Leo F. Henebry, Pres. Frank E. Koehler, Gen. & Coml. Mgr.	Gordon R. Phillips, Asst. Mgr. Frank A. Hall, Chief Engr. & Coml. Mgr.	Western Electric Lang-Worth Capitol UP Western Electric
	WROV-FM 1948	Ch. 279 (B) 103.7mc 3kw					

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WRNL ... saturates a Three-Quarter Billion Dollar Market!

Richmond, VIRGINIA is a steady, GROWING market, an area of STRONG BUYING POWER and ECONOMIC SECURITY, backed by firmly established manufacturing and farming activities.

Effective buying income—the dimes and dollars which buy your product—show a gain of 12.2%. Retail sales have gone up 9.25%. And population figures show a rise of 6.4%.

MORE PEOPLE with MORE MONEY to spend

In 39 of the 72-county WRNL coverage area, the BMB study shows that 50% or more of the radio families listen regularly to WRNL.

- Industrially PROGRESSIVE
- Agriculturally RICH
- Economically SOUND

WRNL is a steady, GROWING station, centered in this rich Richmond Marketing Area. "Radio Center" in Richmond, WRNL's new home, guarantees advertisers the most modern of broadcast facilities, the most complete radio service including simultaneous broadcast on WRNL-FM, and an ever increasing audience. Combined with its key-position in a TOP market, these make WRNL the EFFECTIVE Radio outlet for your advertising dollars.

5000 WATT ABC affiliate

Represented by Edward Petry & Co.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
ROANOKE—(Continued)						
WLS 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	ABC Weed	Paul C. Buford, Pres. James H. Moore, Exec. V. P. Horace Fitzpatrick, Asst. & Coml. Mgr.	Bill Saunders, Prog. Dir. Phillip Briggs, Chief Engr.	Thesaurus Associated AP RCA General Electric
WLS-FM 1947	Ch. 256 (B) 99.1mc 4.7kw					
SOUTH BOSTON						
WHLF 1947	1400 250	Halifax Bcstg. Co. P. O. Box 490 2-9988	ABC KBS	John L. Cole Jr., Owner, Gen. & Coml. Mgr.	Charles B. Davis, Prog. Dir. & Prom. Mgr. David O. Guthrie, Chief Engr.	World AP
STAUNTON						
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	Fulton A. King, Prog. Dir. Rex C. Houser, Chief Engr.	Associated AP
SUFFOLK						
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Suffolk 5431	ABC KBS Sears & Ayer	Fred L. Hart, Pres., Gen. & Coml. Mgr. William W. Kitchen Jr., Prog. Dir.	Earl Hundley, Prom. Mgr. Veryl W. Rupp, Chief Engr.	Thesaurus AP Collins
WLPM-FM 1947	Ch. 299 (B) 107.7mc 10.2kw					
WARSAW						
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw 690		Grayson Headley, Pres. & Gen. Mgr. William Redd, Coml. Mgr.	T. F. Craver, Prog. Dir. & Sta. Mgr. Lawrence Bittner, Chief Engr.	Standard UP Gates
WAYNESBORO						
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 Main St. 6066	MBS KBS Cooke	Judson T. Phillips, Pres. N. Wilbur Kidd, Gen. Mgr.	Peter D. DeBoer, Coml. Mgr. Edward R. Goodwin, Chief Engr.	Lang-Worth UP Western Electric
WINCHESTER						
WINC 1941	1400 250	Richard Field Lewis Jr. Winchester 4855	ABC KBS	Richard Field Lewis Jr., Pres. & Gen. Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Winslow T. Porter, Prom. Mgr. Philip B. Whitney, Chief Engr.	Associated UP Western Electric
WRFL(FM) 1946	Ch. 223 (B) 92.5mc 14kw	(WINC, AM affiliate)			 Federal
WYTHEVILLE						
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. P. O. Box 452 840		A. M. Gates & Robert Hennis Epperson, Owners. A. M. Gates Jr., Gen Mgr. Erle Howerly, Coml. Mgr.	Zane Leeper, Prog. Dir. Robert Hennis Epperson, Chief Engr.	Lang-Worth UP Gates

*Are you getting TOP VALUE in Virginia's
TOP MARKET? . . .*

Taking secondary coverage at premium rates? . . .

Looking for results at reasonable cost? . . .

Then sign up for the economy buy for

NORFOLK

PORTSMOUTH

NEWPORT NEWS

* Serving the tri-cities of the great port of Hampton Roads from studios in Norfolk and Portsmouth. Get all the facts about the NEW WSAP-Tidewater's fastest growing station.

WSAP AM
PORTSMOUTH FM

B. Walter Huffington, General Manager

* Ask Ra-Tel!

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WASHINGTON

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ABERDEEN						
KBKW 1949	1450 250	Ben. K. Weatherwax 701 E. Heron St. 1015		Ben K. Weatherwax, Pres. & Gen. Mgr. Dick Crombie, Coml. Mgr.	Lowell Gibson, Prog. Dir. Sam Whitacre, Prom. Mgr. Dick Pooley, Chief Engr.	Associated AP Collins
KXRO 1928	1320 1,000 DA-N	KXRO Inc. 207½ E. Market St. 4098	KBS MBS Don Lee Grant	Harry R. Spence, Pres. & Gen. Mgr. Frank G. Goddard, Coml. Mgr.	A. W. Lindsay, Prog. Dir. John Duane Johnson, Prom. Mgr. Philip S. True, Chief Engr.	UP Raytheon
BELLINGHAM						
KPUG 1948	1170 1,000 DA-1	KPUG Inc. P. O. Box 655 6200	MBS	Jessica L. Longston, Pres. Vicki Zaser, Exec. V. P. Robert E. Pollock, Gen. Mgr.	K. Clark, Coml. Mgr. Jeanne Krutzer, Prog. Dir.	Associated AP Western-Electric
KVOS 1927	790 1,000 DA-1	KVOS Inc. 1321 Commercial St. 790	ABC McGillvra	Rogan Jones, Pres. & Gen. Mgr. John Clarke, Research Dir.	Alan Miller, Prog. Dir. Ernest E. Harper, Chief Engr.	Lang-Worth MacGregor UP Western Electric
BREMERTON						
KBRO 1947	1490 250	Bruce Bartley 205 Washington 1970	Keating	Bruce Bartley, Pres. Jack Gwyer, Gen. Mgr. Tom Westbrook, Coml. Mgr.	Bob Gleason, Prog. Dir. Lincoln Perry, Prom. Mgr. Bert Hallberg, Chief Engr.	World AP Western Electric
KGIB (CP)	1540 1,000-D	Kitsap G. I. Bcstrs.				
CENTRALIA—CHEHALIS						
KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 6-3321	MBS, KBS Don Lee Grant	J. Elroy McCaw, Pres. Joe Chytil, Gen. & Coml. Mgr. Schuyler Hill, Prog. Dir.	Carlos Rivas, Prom. Mgr. John Kelley, Chief Engr.	UP Western Electric
COLFAX						
KCLX (CP)	1450 250	Interstate Radio Inc. P. O. Box 710 780	KBS	T. R. Farrier, Pres. Bert McAllister, Gen. & Prom. Mgr. & Prog. Dir.	Jack H. Goetz, Coml. Mgr. H. D. Young, Chief Engr.	Cole AP RCA
ELLENSBURG						
KXLE 1946	1240 250	Central Wash. Bcstrs. Inc. P. O. Box 60 2-1440	Walker	Goodwin Chase Jr., Pres. Joe Kendall, Gen. Mgr. Darrel Burns, Coml. Mgr.	Don Bevilacqua, Prog. Dir. Jack Hemingway, Chief Engr.	Lang-Worth UP RCA
EPHRATA						
KULE (CP)	730 250-D	Columbia Basin Bcstg. Co.				
EVERETT						
KRKO 1922	1400; 250 CP 1380; 1,000 DA	Everett Bcstg. Co. Inc. KRKO Bldg. Cedar 1144	MBS Don Lee McGillvra	William R. Taft, Pres. & Gen. Mgr.	Earl Gerdon, Prog. Dir. & Prom. Mgr. Dave Foley, Chief Engr.	UP Western Electric

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The Newsweekly of Radio and Television

READ

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advertiser executives
than any other
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Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

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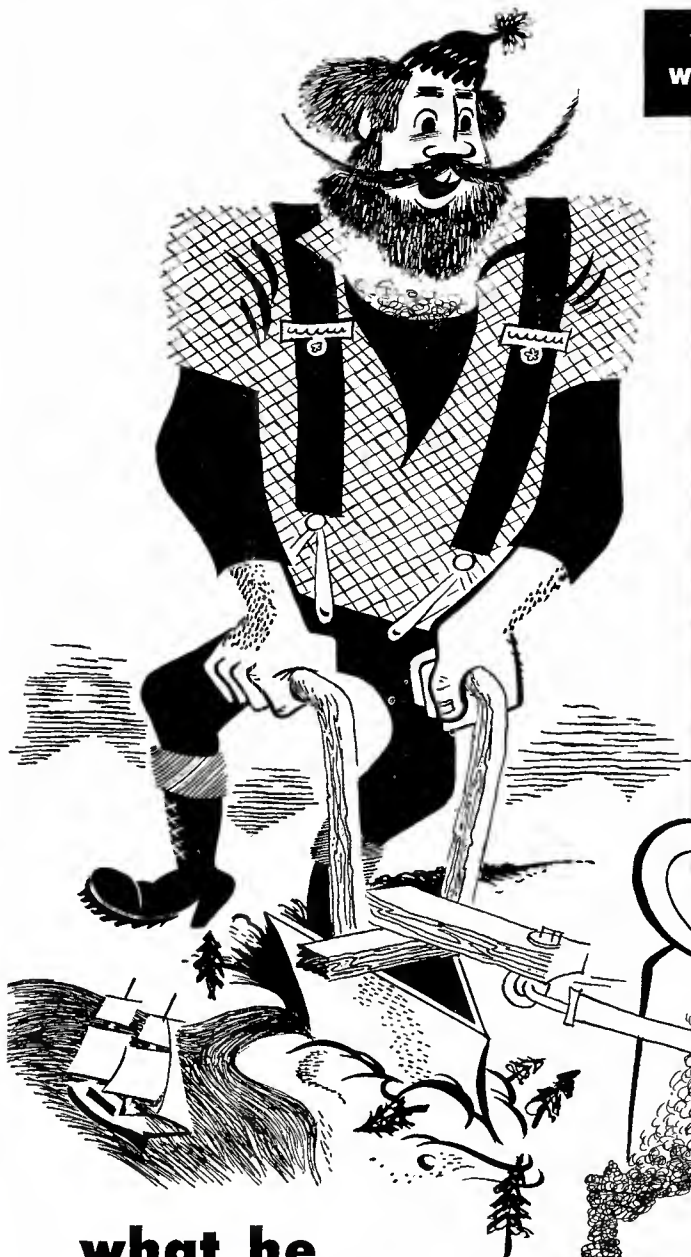
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If YOUR business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communications.

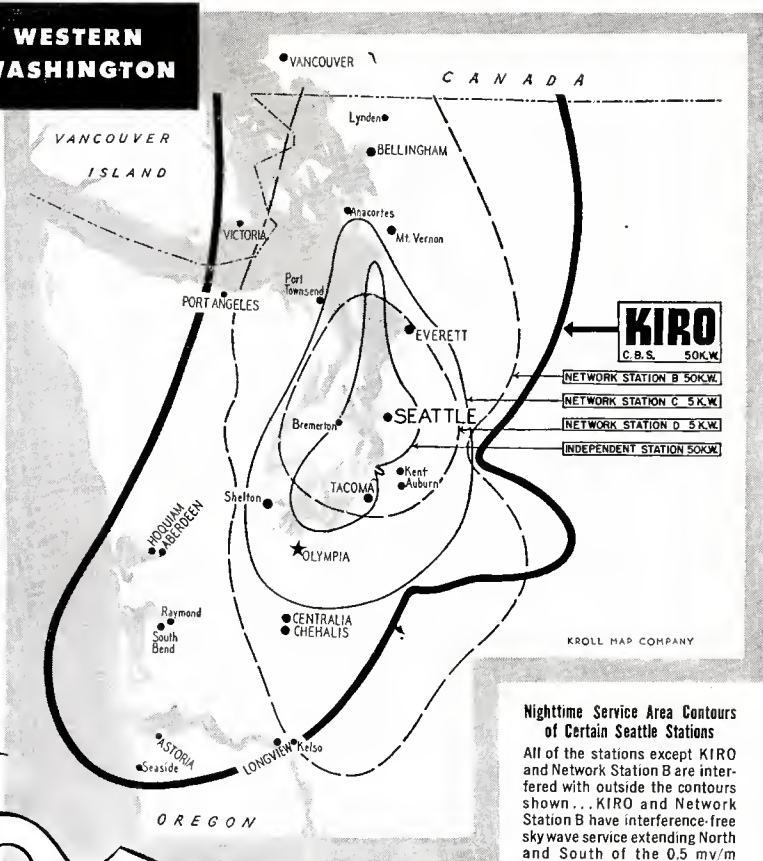
NATIONAL PRESS BUILDING

WASHINGTON 4, D. C.





WESTERN WASHINGTON



Nighttime Service Area Contours of Certain Seattle Stations

All of the stations except KIRO and Network Station B are interfered with outside the contours shown... KIRO and Network Station B have interference-free sky wave service extending North and South of the 0.5 mv/m groundwave contours shown for these two stations.

what he uncovered - we cover!

EVER HEAR about the time Paul Bunyan dug Puget Sound and opened up the mouth of the Columbia River... all in the same day?

Wouldn't be no big Pacific Northwest Market, if it weren't for old Paul.

You see, Paul was visiting his folks in Maine when he got the call. He picked up Babe, his Blue Ox, somewheres around the Great Lakes and hustled out here to the evergreen country.

About 3 o'clock that afternoon he'd finished with Puget Sound. Weren't even puffing. So he and Babe strolled down Oregon way, scooped up a channel to let the rain water get to the sea. That's the Columbia.

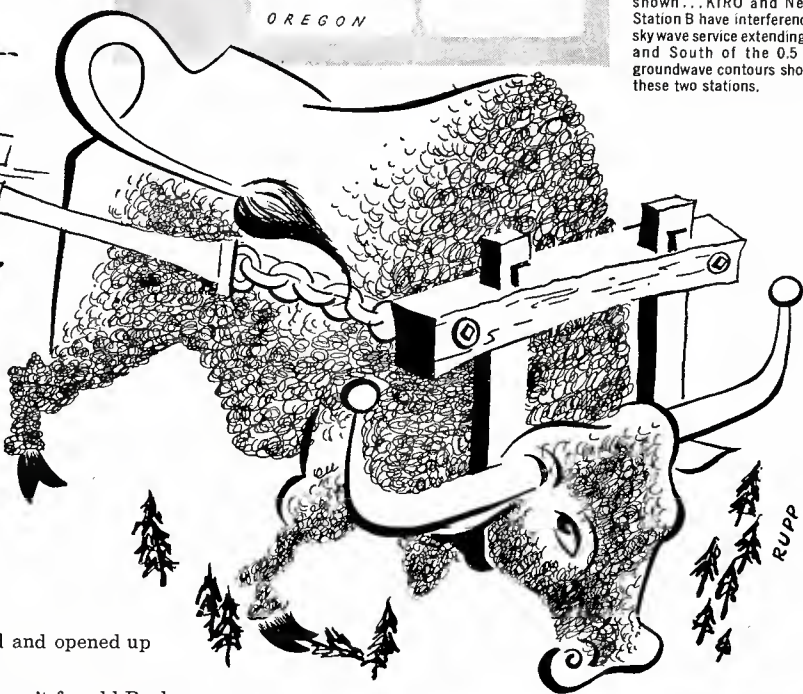
Later that evening, when Paul stood ankle-deep in the ocean surveyin' his day's labor, KIRO went to work.

Our engineers drew a line on the ground 'round Paul's shadow. This, they said, is what we want to cover with our protected 0.5 mv/m ground wave.

The proper authorities said at the time it was okay. Still is.

Mighty big job... done in a mighty big way. Two million folks living here now.

For those two million... and for the advertisers who want to reach them... KIRO is still doing things in a mighty big way.



REPRESENTED NATIONALLY BY FREE & PETERS

CBS FOR THE PACIFIC NORTHWEST **710 KC 50,000 WATTS'**

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WASHINGTON—(Continued)

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KELSO						
KELS 1949	1490 250	Northwest Public Services P. O. Box 90 4900		Roscoe A. Day Jr., Pres. Claire O. Banks, Gen. Mgr. Johnny Carlson, Coml. Mgr.	Norman A. Wallace, Prog. Dir. Russell L. Conrad, Prom. Mgr. John E. Holmes, Chief Engr.	Capitol Standard UP Raytheon
KENNEWICK						
KWIE 1949	1230 250	Mid-Columbia Bcstrs. P. O. Box 437 6961	McHugh	Hal A. Clark, Mgr. & Partner Don E. Seeley, Coml. Mgr. & Partner	Marvin E. Johnston, Prog. Dir. & Partner Ken Waddell, Prom. Mgr. C. J. McCredie, Chief Engr. & Partner	World Associated AP Collins
KIRKLAND						
KRKL 1947	1050 250-D	East Side Bcstg. Co. Civic Center		F. L. Thomhill, Gen. Mgr.		
LONGVIEW						
KWLK 1938	1400 250	Twin City Bcstg. Corp. 14th & Hudson 1500	MBS Don Lee Grant	C. O. Chatterton, Pres. & Gen. Mgr. James Waggoner, Coml. Mgr.	Bob Moran, Prog. Dir. Lyle Laws, Prom. Mgr. Ralph Brown, Chief Engr.	World Associated UP RCA
KWLK-FM 1947	Ch. 280 (A) 103.9mc 0.41kw					
MOSES LAKE						
KSEM 1947	1450 250	KSEM Inc. P. O. Box 97 234	KBS Grant	Jessica Longston, Pres. Don G. Bennett, Gen. & Coml. Mgr.	Janet L. Adriance, Prog. Dir. Don Mas, Prom. Mgr. Roland G. Kissler, Chief Engr.	World UP Western Electric
MOUNT VERNON						
KERC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	Keating	Leo H. Beckley, Pres. & Gen. Mgr. Fred Grant, Coml. Mgr.	Bud Clark, Prog. Dir. Marilyn Anderson, Prom. Mgr. Orris Vanerstrom, Chief Engr.	Standard UP Western Electric
OLYMPIA						
KGY 1922	1240 250	Tom Olsen 119 N. Washington St. 6636	MBS Don Lee Grant	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr. Eve Knutson, Prog. Dir.	E. J. Holmberg, Prom. Mgr. C. A. Roark, Chief Engr.	World UP Western Electric
OMAK						
KOMW 1947	680 1,000-D	KOMW Inc. Omak	Keating	R. L. McNett, Pres. Dean C. Nichols, Gen. Mgr. C. Nat Harris, Coml. Mgr.	(Miss) Gene Leslie, Prog. Dir. Kirk W. Springer, Chief Engr.	Lang-Worth Capitol UP Western Electric
PASCO						
KPKW 1945	1340 250	Western Radio Corp. Pasco	Keating	A. G. Sanborn, Mgr.		
PORT ANGELES						
KONP 1945	1450 250	Radio Pacific Inc. 313 W. First St.	KBS Keating	C. N. Webster, Gen. Mgr.		World UP
PULLMAN						
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		Dr. Wilson Compton, Pres. Allen Miller, Gen. Mgr. Eldon C. Barr, Prog. Dir.	Burt Harrison, Prom. Mgr. Robert E. Baird, Chief Engr.	World Associated Capitol AP, UP
RENTON						
KXRN 1947	1220 250-D	Interlake Bcstg. Corp. 7th Ave. & N. Park 5-3424		Robert S. McCaw, Pres. & Gen. Mgr. O. W. Simpson, Coml. Mgr.	Freddie Jensen, Prog. Dir. Frank C. Cook, Chief Engr.	World UP RCA
RICHLAND						
KALE 1950	900 1,000-D	Yakima Bcstg. Corp. P. O. Box 367	Grant	Robert S. McCaw, Pres. Lawrence Dix, Gen., Coml. & Prom. Mgr.	Dave Dorris, Prog. Dir. & Chief Engr.	UP General Electric
SEATTLE						
KING 1927	1090 50,000 DA-1	KING Bcstg. Co. Smith Tower Mutual 1090	Blair Walker Pacific Northwest	Henry B. Owen, Pres. Hugh M. Feltis, Sta. Mgr.	Dave Crockett, Prog. Dir. Arthur A. Shultz, Chief Engr.	Lang-Worth AP General Electric
KING-FM	Ch. 251 (B) 98.1mc 15kw					
KING-TV 1948	Ch. 5 76-82mc 9.79kw-aur.; 18.95kw-vis.		ABC, CBS DuMont NBC Blair TV	(Mrs.) A. Scott Bullitt, Chief Owner Bob Priebe, Oprs. Mgr.	Al Hunter, Coml. Mgr. Lee Schulman, Prog. Dir. George Freeman, Chief Engr.	UP RCA
KIRO 1935	710 50,000 DA-N	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS Columbia Pacific Free & Peters	Saul Haas, Pres. Loren B. Stone, Gen. Mgr. William F. Tucker, Sales Mgr.	Kenneth E. Yeend, Prog. Dir. Janet Ballantyne, Pub. Dir. James B. Hatfield, Chief Engr.	Standard SESAC AP Western Electric RCA
KIRO-FM 1948	Ch. 264 (B) 100.7mc 5.7kw					
KISW(FM)	Ch. 260 (B) 99.9mc; 2.1kw	Ellwood W. Lippincott				
KJR 1922	950 5,000 DA-N	Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890	ABC Avery-Knodel	Marshall Field III, Pres. J. Archie Morton, Gen. Mgr. Arthur Gerbel Jr., Sales Mgr.	Roland Bradley, Prog. Dir. Don Reed, Prom. Mgr. Louis S. Bookwalter, Chief Engr.	World AP RCA
KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. Northern Life Tower Main 2312	Headley-Reed	A. G. Taft Sr., Pres. O. A. Runchey, Gen. Mgr. Archie Taft Jr., Coml. Mgr.	John R. Forrest, Prog. Dir. Ruth Yohe, Prom. Mgr. Perry C. Lind, Chief Engr.	Capitol World Standard AP, UP
KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000	NBC Petry	O. W. Fisher, Pres. & Gen. Mgr. R. D. McCornack, Asst. to Pres. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Natl. Sales & Prom. Mgr. F. J. Brott, Chief Engr.	Capitol Associated UP RCA
KOMO-FM 1948	Ch. 225 (B) 98.9mc 14.4kw					
KRSC 1926	1150 1,000	Radio Sales Co. 2939 4th Ave. S. Elliott 2480	Young	P. K. Leberman, Pres. James D. Neidigh Jr., Gen. & Coml. Mgr.	Theo. A. Bell, Prog. Dir. Paul Morris, Chief Engr.	AP RCA

DA-N Directional Antenna, night only. FM's in *italics*.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

*—Non-Commercial Station. D—Day. N—Night. ST—Share 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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Best of all, KJR'S 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

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DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
SEATTLE (Continued)					
KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Seneca 0644		W. T. Whitney, Pres. F. Paul McConkey, Gen. Mgr. James S. Ross, Coml. Mgr. & Chief Engr.	Don Bevilacqua, Prog. Dir. Robert S. Voigt, Prom. Mgr.
KVI 1928	570 5,000	Puget Sound Bcstg. Co. Inc. Camlin Hotel; Seneca 4848	MBS Don Lee Hollingbery	Laura M. Doernbecher, Chief Owner Vernice Irwin, Pres. & Gen. Mgr.	Earl T. Irwin, Coml. Mgr. Harry Long, Prog. Dir. D. M. McDonough, Chief Engr.
KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	Forjoe	W. I. Dumm, Pres. Lincoln W. Miller, Exec. V. P. Robert Kilpatrick, Coml. Mgr.	Ben Harkins, Prog. Dir. John Dubuque, Chief Engr.
SPOKANE					
KFTO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033		Arthur L. Smith, Pres. R. G. McBroom, Gen. Mgr.	Rex King, Prog. Dir. D. G. Gordon, Prom. Mgr.
KGa 1926	1510 50,000 DA-N	Gonzaga U. Radio Central Bldg. Madison 5383	ABC Petry	Rev. Francis E. Corkery S. J., Pres. Harvey Wixson, Gen. & Coml. Mgr.	Robert E. Plummer, Prog. Dir. A. G. Sparling, Chief Engr.
KHQ 1924	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, Pres. & Gen. Mgr.	Robert Wesson, Prog. Dir. & Prom. Mgr. John Walker, Chief Engr.
KNEW 1947	1430 5,000 DA-1	Coeur d'Alene Bcstg. Sprague & Wall Riverside 8035	MBS Don Lee Hollingbery	Burl C. Hagadone, Pres. C. E. Rodell, Gen. Mgr. W. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr.
KREM 1947	1340 250	Cole E. Wylie 242 W. Riverside Ave. Madison 3383	Forjoe	Cole E. Wylie, Pres., Gen. Mgr. & Chief Engr.	Robert H. Temple, Coml. Mgr. E. W. Thomas, Prog. Dir.
KXLY 1922	920 5,000	Symons Bcstg. Co. 200 Symons Bldg. Madison 1218	CBS Walker Pacific Northwest	E. B. Craney, Pres. & Gen. Mgr. Bryan Woolston, Coml. Mgr. George McGowan, Prog. Dir.	John Funk, Prom. & Natl. Sales Mgr. George Langford, Chief Engr.
SUNNYSIDE					
KREW (CP)	1050 250-D	Cole E. Wylie			

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NAT'L REP. W.S. GRANT CO. SAN FRANCISCO LOS ANGELES CHICAGO NEW YORK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
TACOMA						
KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	McGillvra	Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. Ray McKenzie, Coml. & Prom. Mgr.	Ted Knightlinger, Prog. Dir. John L. Boor, Chief Engr.	Standard Capitol UP Gates World UP Western Electric
KTBI 1941	810 1,000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241		H. J. Quilliam, Pres. Ed Lovelace, Gen. Mgr. King Mitchell, Coml. Mgr.	Ann Rademaker, Prog. Dir. Dick Velo, Chief Engr.	Western Electric Associated Lang-Worth Capitol AP General Electric
KTNT(FM) 1948	Ch. 247 (B) 97.3mc 10kw	Tacoma News Tribune 1701 S. 11th St. Market 7181	Transit Radio	Frank S. Baker, Pres. Leonard H. Higgins, Sta. & Coml. Mgr.	Warren Reed, Prog. Dir. Max H. Bice, Chief Engr.	

VANCOUVER						
KVAN 1939	910 1,000 DA-1	Vancouver Radio Corp. 707½ Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Secy. & Gen. Mgr. Mark F. DeLauney, Coml. Mgr.	Rickey Bras, Prog. Dir. George M. Conner, Prom. Mgr. Edgar R. Means, Chief Engr.	World Standard UP Raytheon

WALLA WALLA						
KUJ 1928	1420 5,000 DA-N	KUJ Inc. 55 E. Main St. 1230	MBS Grant	H. E. Studebaker, Pres. & Gen. Mgr. Don Wike, Nat'l. Coml. Mgr. Norval Armes, Local Coml. Mgr.	Howard Rhoads, Prog. Dir. Don Keith Van Velzer, Prom. Mgr. Milton MacLafferty, Chief Engr.	Thesaurus UP RCA
KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg, 4103	ABC KBS	John W. Kendall, Pres. Kenneth K. Williams, Gen. & Coml. Mgr.	Adaline Bussard, Prom. Mgr. Tyrus T. MacFadden, Chief Engr.	World AP Western Electric

WENATCHEE						
KPQC 1929	560 1,000 DA-N	Wescoast Bcstg. Co. Inc. 2nd & Columbia 2757	ABC McGillvra	Rogan Jones, Pres. J. W. Wallace, V.P. & Gen. Mgr. Pat O'Halloran, Coml. Mgr.	W. M. Green, Prog. Dir. & Prom. Mgr. George Frese, Chief Engr.	Associated Cole World UP Western Electric
KWNW 1948	1340 250	Apple-Land Bcstrs. Inc. P. O. Box 1510 2468	MBS Don Lee	James B. Hatfield, Pres. James H. Lawson, Gen. Mgr. James W. Thain, Coml. Mgr.	William P. Endicott, Prog. Dir. William C. Yeomans, Prom. Mgr. William R. McCoy, Chief Engr.	Standard AP RCA

YAKIMA						
KYMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. P. O. Box 702 6104	CBS Columbia Pac. Weed	A. W. Talbot, Pres. R. Lee Black, Gen. Mgr. T. R. Morrow, Coml. Mgr.	Tom Bostic, Dir. Sta. Opers. Jane Morgen, Prom. Mgr. J. Barry Watkinson, Chief Engr.	Associated Lang-Worth AP Western Electric
KIT 1929	1280 5,000-LS 1,000-N	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC McGillvra Hollingbery	Carl E. Haymond, Pres. James A. Murphy, Gen. & Coml. Mgr.	James W. Nolan Jr., Prog. Dir. William Moody, Prom. Mgr. H. B. Murphy, Chief Engr.	Capitol UP Gates
KYAK 1947	1400 250	Yakima Bcstg. Corp. Fair & Mead Ave. 2-7143	MBS Grant	Robert S. McCaw, Pres. & Gen. Mgr. Gordon Allen, Coml. Mgr. & Chief Engr.	Ory Willert, Prog. Dir. Gil Lieser, Prom. Mgr.	World UP RCA

WEST VIRGINIA

BECKLEY						
WCFC(FM) 1946	Ch. 267 (B) 101.3mc 35kw	Beckley Newspapers Corp. 305 Reservoir Rd. 8361		Charles Hodel, Pres. E. J. Hodel, Gen. Mgr. George W. Yazell, Coml. Mgr.	Arnauld Fleming, Prog. Dir. John W. Ecklin, Chief Engr.	Associated AP General Electric
WJLS 1939	560 1,000-LS 500-N DA	Joe L. Smith Jr. Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., Pres. Virginia L. Cooper, Gen. Mgr. George J. Gray, Coml. Mgr.	Bob Brown, Prog. Dir. William R. Barrett, Prom. Mgr. Al J. Ginkel, Chief Engr.	Cole UP Western Electric
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw				 Federal
WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. Tom Douds, Gen. Mgr.	Don Hays, Prog. Dir. Estil Wills, Chief Engr.	Lang-Worth AP

BLUEFIELD						
WHIS 1929	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, Gen. Mgr. & Chief Engr. William Hostetter, Asst. Mgr. & Prog. Dir.	Barnes Nash, Prod. Mgr.	Lang-Worth World AP Federal
WHIS-FM 1947	Ch. 283 (B) 104.5mc 186kw				
WKOY 1948	1240 250	Radio Bluefield Co. West Virginian Hotel 7405	MBS	J. Lindsey Alley, Pres. & Gen. Mgr. Odes E. Robinson, V. P.	E. Bernard Jarrett, Secy-Treas. E. E. Ebersole, Prog. Dir. Max Blakemore, Chief Engr.	Associated Capitol UP Collins

CHARLESTON						
WCAW 1947	1400 250	Capitol Bcstg. Co. 1600 McCorkle Ave. 37-503	McGillvra	Garland F. Wilkinson, Pres. John S. Phillips, Gen. Mgr.	Al Walker, Prog. Dir. William D. Stone, Chief Engr.	Lang-Worth Capitol AP Collins
WCHS 1927	580 5,000 DA-N	Charleston Bcstg. Co. WCHS Auditorium 28-131	CBS Branham	Lewis C. Tierney, Pres. John T. Gelder Jr., Gen. & Coml. Mgr.	Morton S. Cohn, Prog. Dir. Harry M. Brawley, Prom. Mgr. Odes E. Robinson, Chief Engr.	Standard AP, UP
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 2909 37-541	NBC Meeker	R. M. Venable, Pres. Henry V. Diefenbach, Gen. & Coml. Mgr. C. P. Vogel Jr., Prog. Dir.	Juanita Barker, Prom. Mgr. George C. Whiteman, Chief Engr. AP Collins
WGKV-FM 1949	Ch. 253 (B) 98.5mc 5kw				 REL
WKNA 1947	950 5,000-LS DA-2 1,000-N	Joe L. Smith Jr. 804 Kanwha Blvd. 3-9971	ABC Weed	Joe L. Smith Jr., Pres. James T. Quirk, Gen. & Coml. Mgr. Robert N. Provence, Prog. Dir.	Jack Satterfield, Prom. Mgr. Taylor Marcum, Chief Engr. AP Federal
WKNA-FM 1949	Ch. 248 (B) 97.5mc 3.6kw				
WTIP 1945	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. 23-136	MBS Forjoe	Gus Zaharis, Pres. Berton Sonis, Gen. & Coml. Mgr.	Bob Bower, Prog. Dir. Paul Sullivan, Chief Engr. UP RCA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
HUNTINGTON (Continued)					
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53kw				
WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 4th Ave. 33421	MBS Transit Radio	F. J. Evans, Pres. & Gen. Mgr. Bernard Sammons, Coml. Mgr. J. J. Herget, Prog. Dir.	Lillian P. Swann, Prom. Mgr. William R. Haldane, Chief Engr. Capitol AP Western Electric
WPLH-FM 1947	Ch. 273 (B) 102.5mc 41kw				
WSAZ 1923	930 5,000-LS 1,000-N DA	WSAZ Inc. 912½ Third Ave. 38401	ABC Branham	J. H. Long, Pres. Marshall Rosene, Gen. & Coml. Mgr.	Ted Eiland, Prog. Dir. William Tracey, Prom. Mgr. Leroy Kilpatrick, Chief Engr. Lang-Worth SESAC AP Collins
WSAZ-FM (CP) 1949	Ch. 233 (B) 94.5mc 51kw				
WSAZ-TV 1949	Ch. 5 76-82mc 8.6kw aur.; 12kw vis.		ABC, CBS, DuMont, NBC Katz	L. H. Rogers, Sta. & Coml. Mgr.	William Packard, Prog. Dir. RCA
LOGAN					
WGYA (CP) 1940	1290 5,000-LS DA-1 1,000 N	Logan Bcstg. Corp.			
WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever Logan 540			World UP Western Electric
WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw				
MARTINSBURG					
WEPM 1946	1340 250	Martinsburg Bcstg. Co. People's Trust Co. Bldg. 1146	Burn-Smith	C. M. Zinn } Co-Partners C. Leslie Golliday } C. Leslie Golliday, Gen. Mgr. Edward W. Dockeney, Coml. Mgr.	Charles Rand, Prog. Dir. Robert Brown, Prom. Mgr. Sterling Heil, Chief Engr. World AP
WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.66kw				Gates
MONTGOMERY					
WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres. James G. Holmes, Prog. Dir.	J. C. Craver, Chief Engr. Andrew W. Vickers, Coml. & Prom. Mgr. World AP Collins
MORGANTOWN					
WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	Mrs. A. J. R. Greer, Owner Ferd Browning, Gen. Mgr. John W. Johns, Coml. Mgr.	Bos Johnson, Prog. Dir. Clarence Rullong, Chief Engr. World AP RCA
WAJR-FM 1948	Ch. 257 (A) 99.3mc 1kw				Western Electric
OAK HILL					
WOAY 1947	860 1,000-D	Robert R. Thomas Jr. Oak Hill 651		Robert R. Thomas Jr., Owner, Gen. Mgr. & Chief Engr. J. W. Thompson, Coml. Mgr.	Hugh McPherson, Prog. Dir. Capitol AP Collins
WOAY-FM 1948	Ch. 231 (B) 94.1mc 20kw				
PARKERSBURG					
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 7-4491	ABC McGillvra	Joseph M. Handlan, Pres. Richard S. Cotterman, Gen. Mgr. G. R. Abels, Asst. Mgr.	Margaret Stern, Prog. Dir. Buford J. Barrickman, Chief Engr. World UP Western Electric
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th 75475	CBS Branham	Austin V. Wood, Pres. Geo. H. Clinton, V. P., Gen. & Coml. Mgr. Shermin Grimm, Prog. Dir.	Barbara O'Brien, Prom. Mgr. V. G. Brooks, Chief Engr. Thesaurus AP Collins
WPAR-FM 1948	Ch. 293 (B) 106.5mc 89kw				Westinghouse
PINEVILLE					
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Inc. Pineville 2711		R. D. Bailey, Pres. Jack K. Shipman, Exec. V. P. James J. Goode, Coml. Mgr.	Charles M. Erhard Jr., Prog. Dir. William D. Stone, Chief Engr. MacGregor Cole UP Collins
PRINCETON					
WLOH 1947	1490 250	Mountain Bcstg. Service Lilly Grove 567	KBS	H. P. Honnicut, Pres. Melvin F. Barnett, Gen. Mgr. James Angel, Coml. Mgr.	James Mayes, Prog. Dir. Duke Bowman, Prom. Mgr. Earl Graham, Chief Engr. Standard UP General Electric
RONCEVERTE					
WRON 1947	1400 250	William E. Blake Ronceverte 300	MBS KBS McGillvra	William E. Blake, Pres. & Gen. Mgr. Carl E. Lipps, Coml. Mgr.	John Morrissey, Prog. Dir. Herbert Jackson, Chief Engr. SESAC AP
WEIRTON					
WRTN (CP) 1940	1430 1,000 DA-2	Weirton Bcstg. Co.			
WELCH					
WERW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS	J. G. Hunt, Pres. Ellis Landreth, Gen. Coml. & Prom. Mgr.	John J. Vallani, Prog. Dir. Howard R. King, Chief Engr. Standard AP Gates
WESTON					
WHAW 1948	1450 250	Lewis Service Corp. 170 Main Ave. 1555	MBS Cooke	Harold McWhorter, Pres. & Gen. Mgr. Carl Loose, Prog. Dir.	James A. Huff Jr., Chief Engr. World Associated AP Gates
WHEELING					
WHLL 1949	1600 1,000-D DA	Wheeling Bcstg. Co. P. O. Box 989 6700		Kenneth H. Forney } Owners Glenn A. Forney } Erlyn L. Freeman	Kenneth H. Forney, Gen. Mgr. & Chief Engr. Edward G. Trisler, Prog. Dir. Nancy Hilmes, Prog. Dir. Alan Jasper, Prom. Dir. Fred A. Baker, Chief Engr. Capitol UP
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC Weed	Joe L. Smith Jr., Pres. John B. Reynolds, Secy-Treas. & Gen. Mgr. Alfred Ihlenfeld, Coml. Mgr.	UP RCA
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw				Federal

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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WEST VIRGINIA—(Continued)

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WHEELING (Continued)						
WWVA [*] 1926	1170 50,000 DA-N	The Fort Industry Co. Hawley Bldg. 5383	CBS Petry	George B. Storer, Pres. William E. Rine, V. P. & Mgng. Dir. Paul J. Miller, Asst. Mgng. Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr.	Lang-Worth Cole AP RCA
WVVA-FM 1947	Ch. 254 (B) 98.7mc 15.3kw					
WILLIAMSON						
WBTH 1939	1400 250	Williamson Bcstg. Corp. 5½ East Second Ave. 1241	MBS	Clarence Lovitch & Alice Shein, Chief Owners Alice Shein, Gen. & Coml. Mgr.	John T. Blair Jr., Prog. Dir. Robert W. Bullio, Chief Engr.	World UP Collins

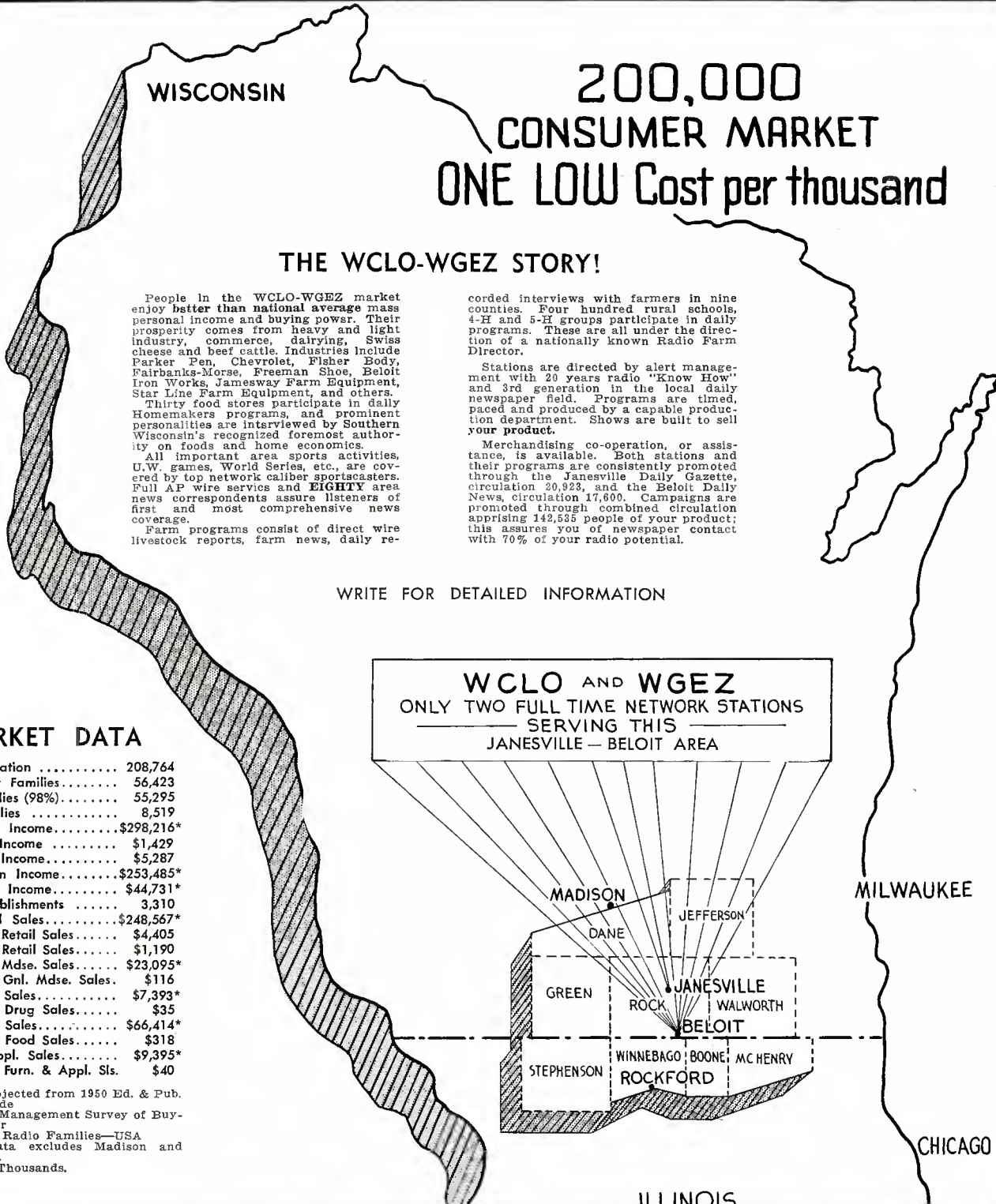
WISCONSIN

ANTIGO						
WATK 1947	900 250-D	Antigo Bcstg. Co. Antigo Journal Bldg. 900		A. F. Buner, Pres.		
APPLETON						
WHBY 1925	1230 250	WHBY Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin McKinney	Earl H. Huth, Gen. Mgr. Waldemar C. Porsow, Coml. Mgr. Robert Petrie, Prog. Dir.	F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr.	Lang-Worth AP RCA
ASHLAND						
WATW 1940	1400 250	Upper-Mich.-Wisc. Bcstg. Co. Inc. Northern State Bank Bldg. 1680	MBS Bunyan Walker	William L. Johnson, Pres. J. W. Huss, V. P. & Gen. Mgr. Todd Hogan, Sta. Mgr.	Arnold Peterson, Prom. Mgr. Mary Jean Ano, Prog. Dir. Otto Link, Chief Engr.	World UP Gates
BELOIT						
WBEL 1948	1380 1,000-D	Beloit Bcstrs. Inc. Newfield Bldg. College 1380		Lloyd Burlingham, Pres. Buryl Lottridge, Gen. Mgr. L. O. Fitzgibbons, Bus. Mgr.	John Rhoades, Prog. Dir. Leo Wilson, Chief Engr. AP Raytheon
WBNB(FM)	Ch. 297 (B) 107.3mc 8.7kw	(WBEL, AM affiliate)				
WGEZ 1948	1490 100	Beloit Bcstg. Co. Hotel Hilton College 6024	MBS Wisconsin Rambeau	Sidney H. Bliss, Pres. Vern W. Williams, Sta. Mgr.	Bill Bessire, Coml. Mgr. Harold Winkwerder, Chief Engr.	Thesaurus Capitol AP Western Electric
EAU CLAIRE						
WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	MBS	James J. Conroy, Pres. Alvina M. Britz, Sta. Mgr.	Willard S. Jackson, Prog. Dir. & Prom. Mgr. Claude V. Thomas, Chief Engr.	World UP RCA
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 So. Barstow St. 6149	NBC Arrowhead Hollingbery	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Sta. & Coml. Mgr.	Robert E. Nelson, Prog. Dir. T. O. Jorgenson, Chief Engr.	Lang-Worth Associated UP General Electric
WEAU-FM 1948	Ch. 231 (B) 94.1mc 60kw			Zora E. Guenard, Prog. Dir.		
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Forjoe	Thomas K. Werner, Pres. John E. Kelly, Gen. Mgr. Richard K. Werner, Coml. Mgr.	Betty I. Tobin, Prog. Dir. Rolph D. Tobin, Chief Engr. & Sta. Mgr.	Standard AP Gates
FOND DU LAC						
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin	A. H. Lange, Pres. Emery W. Martin, Exec. V. P. Lynn N. Fairbanks, Gen. & Coml. Mgr.	Lucille Fairbanks, Prog. Dir. Clarence Goesser, Prom. Mgr. Wendell S. Myers, Chief Engr. UP RCA
GREEN BAY						
WBAY 1922	1360 5,000 DA-N	WHBY Inc. Bellin Bldg. Adams 1	CBS Weed	Haydn R. Evans, Gen. Mgr. Lee Stinson, Coml. Mgr. Clair Stone, Prog. Dir.	Karl Gorsche, Prom. Mgr. Wallace Stangel, Chief Engr. AP RCA
WBAY-FM 1948	Ch. 273 (B) 102.5mc 14kw				 General Electric
WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicollet Bldg. Howard 6300	ABC Taylor-Borroff	Ben A. Laird, Pres. Robert C. Nelson, Sta. Mgr. Forester M. Cooper, Coml. Mgr.	Donald Arthur, Prog. Dir. & Prom. Mgr. Paul C. Tyrrell, Chief Engr.	Lang-Worth UP Gates
WJPG 1947	810 1,000-D	Green Bay Newspaper Co. P. O. Box 175 Howard 6400	Wisconsin Rambeau	A. B. Turnbull, Pres. John M. Walter, Sta. Mgr. Glen R. Holznecht, Coml. Mgr.	Russ Widoe, Prog. Dir. Elmo Reed, Chief Engr.	Standard AP RCA
WJPG-FM 1947	Ch. 266 (B) 101.1mc 14.4kw					
JANESVILLE						
WCLO 1930	1230 250	Southern Wisconsin Radio Inc. 200 E. Milwaukee St. 3311	MBS Wisconsin Rambeau	Sidney H. Bliss, Pres. Vern W. Williams, Gen. Mgr. Bill Bessire, Coml. Mgr.	Joseph Urban, Asst. Mgr. Wayne Clay, Chief Engr.	World, SESAC Lang-Worth AP Western Electric
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw				 RCA
KENOSHA						
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	McKinney	William L. Lipman, Chief Owner & Gen. Mgr. Hugh L. Gately, Sta. Mgr. Bernice Langer, Office Mgr.	Jerome Golden, Prog. Dir. Orlando Rotunda, Chief Engr.	Lang-Worth UP Raytheon

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 DA-2 Directional Antenna, different pattern day and night.

*-Non-Commercial Station. D-Day. N-Night. ST-Share Time. SH-Specified Hours.
 U-Unlimited. CP-Construction Permit Issued. LS-Local Sunset.
 L-Limited Time with Dominant Station. SA-Special Authorization.

TWIN CITY MARKET-TWIN STATIONS - TWIN ACTION!



**200,000
CONSUMER MARKET
ONE LOW Cost per thousand**

THE WCLO-WGEZ STORY!

People in the WCLO-WGEZ market enjoy **better than national average** mass personal income and buying power. Their prosperity comes from heavy and light industry, commerce, dairying, Swiss cheese and beef cattle. Industries include Parker Pen, Chevrolet, Fisher Body, Fairbanks-Morse, Freeman Shoe, Beloit Iron Works, Jamesway Farm Equipment, Star Line Farm Equipment, and others. Thirty food stores participate in daily Homemakers programs, and prominent personalities are interviewed by Southern Wisconsin's recognized foremost authority on foods and home economics. All important area sports activities, U.W. games, World Series, etc., are covered by top network caliber sportscasters. Full AP wire services and **EIGHTY** area news correspondents assure listeners of first and most comprehensive news coverage. Farm programs consist of direct wire livestock reports, farm news, daily re-

corded interviews with farmers in nine counties. Four hundred rural schools, 4-H and 5-H groups participate in daily programs. These are all under the direction of a nationally known Radio Farm Director. Stations are directed by alert management with 20 years radio "Know How" and 3rd generation in the local daily newspaper field. Programs are timed, paced and produced by a capable production department. Shows are built to sell your product. Merchandising co-operation, or assistance, is available. Both stations and their programs are consistently promoted through the Janesville Daily Gazette, circulation 20,923, and the Beloit Daily News, circulation 17,600. Campaigns are promoted through combined circulation apprising 142,535 people of your product; this assures you of newspaper contact with 70% of your radio potential.

WRITE FOR DETAILED INFORMATION

WCLO AND WGEZ
ONLY TWO FULL TIME NETWORK STATIONS
SERVING THIS
JANESVILLE - BELOIT AREA

MARKET DATA

- Area Population 208,764
- Number of Families 56,423
- Radio Families (98%) 55,295
- Rural Families 8,519
- Total area income \$298,216*
- Individual Income \$1,429
- Per Family Income \$5,287
- Total Urban Income \$253,485*
- Total Rural Income \$44,731*
- Retail Establishments 3,310
- Total Retail Sales \$248,567*
- Per Family Retail Sales \$4,405
- Per Capita Retail Sales \$1,190
- Total Genl. Mdse. Sales \$23,095*
- Per Capita Gnl. Mdse. Sales \$116
- Total Drug Sales \$7,393*
- Per Capita Drug Sales \$35
- Total Food Sales \$66,414*
- Per Capita Food Sales \$318
- Furn. & Appl. Sales \$9,395*
- Per Capita Furn. & Appl. Sls. \$40

• Figures projected from 1950 Ed. & Pub. Mkt. Guide
 • 1949 Sales Management Survey of Buying Power
 • 1949 BMB Radio Families—USA
 • Market data excludes Madison and Rockford.
 * Dollars in Thousands.



WCLO

WGEZ

JANESVILLE

BELOIT

MUTUAL BROADCASTING SYSTEM - WISCONSIN NETWORK

REPRESENTED NATIONALLY BY RAMBEAU

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

*(Data corrected to December 6, 1949)
If executives or services for FM or TV stations are same as AM affiliate names are not repeated.*

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make
LA CROSSE					
WKBH 1926	1410 5,000 DA-N	WKBH Inc. 409 Main St. 450	NBC Taylor-Boroff	Howard Dahl, Pres., Gen. & Coml. Mgr. Berneice Callaway, Prog. Dir.	World AP RCA
WKTY 1948	580 1,000 DA-1	LaCrosse Bcstg. Co. 112 N. Fourth St. 790	MBS Wisconsin Weed	Verl Bratton, V. P., Gen. & Coml. Mgr.	MacGregor UP
WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	James J. Conroy, Pres. Milo G. Knutson, Gen. Mgr. Robert Gaumer, Coml. & Prom. Mgr.	Stanleigh Torgerson, Prog. Dir. Elphin Rinn, Chief Engr. Standard UP Collins
LADYSMITH					
WLDY 1948	1340 250	Flambeau Bcstg. Co. West Lake Ave. 584	KBS Wisconsin Clark	O. J. Falge, Pres. A. T. Shields, Gen. Mgr. R. I. Foreman, Coml. Mgr.	World UP General Electric
MADISON					
WFOV(FM) 1948	Ch. 285 (A) 104.9mc 0.93kw	Earl W. Fessler 2047 Winnebago St. 4-2847		Earl W. Fessler, Pres. & Gen. Mgr. Bob Culp, Coml. Mgr. UP Collins
*WHA 1919	970 5,000-D	University of Wisc. Radio Hall 5-2988		H. B. McCarthy, Gen. Mgr. Wm. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr.	Ray Stanley, Prod. Mgr. John H. Stiehl, Chief Engr. Associated UP
WIBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery-Knodel	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Bus. Mgr.	Robert Dick, Prog. Dir. Norman Hahn, Chief Engr. Thesaurus Standard AP, UP Western Electric
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw			
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Bldg. 7-2588	ABC Arrowhead Hollingbery	Morgan Murphy, Pres. W. C. Bridges, Exec. Dir. Ralph O'Connor, Gen. Mgr. Joann Markward, Prog. Dir.	Richard S. Nickeson, Coml. & Prom. Mgr. M. W. Greely, Chief Engr. Associated UP
WISC-FM 1948	Ch. 255 (B) 93.9mc 52kw			 General Electric
WKOW 1948	1070 10,000-LS 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington St. Gifford 7100	MBS Headley-Reed	Stewart A. Watson, Pres. Ralph A. Ammon, Gen. Mgr. Phil Wood, Coml. Mgr.	William T. Wagner, Prog. Dir. Will Sumner, Prom. Mgr. Vincent Vanderheiden, Chief Engr. World UP RCA

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DA-2 Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. SA—Special Authorization.

Hooper Up!

2

GREAT SHOWS

GREAT HOOPERATINGS*

I "1340 CLUB"—5:00-7:00 P.M. Mon. Thru Fri.-with TOM MERCEIN
 No. 2 Hooperating*

II "OLD TIMERS PARTY"—7:00-8:00 P.M. Mon. Thru Fri.-with
BILL BRAMHALL
 No. 2 Hooperating*

Hugh Boice, Gen'l Mgr.

Headley-Reed, National Rep.

* May thru Sept., 1949 Hooperatings

WEMF

Milwaukee, Wis.

AM-FM

Milwaukee's ONLY Full Time Independent

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transe. Library News Service Transmitter Make
MANITOWOC					
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Ra-Tel	Francis M. Kadow, Pres. & Gen. MGR. John Kadow, Coml. Mgr.	George H. Erdman, Prog. Dir. W. F. Duben, Chief Engr. UP
MARINETTE					
WMAM 1939	570 250-LS 100-N	M. & M. Bcstg. Co. Radio Park 2-6631	NBC Meeker	William E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard L. Emich, Coml. Mgr.	Robert Southard, Prog. Dir. Patrick Kehoe, Prom. Mgr. A. L. Stewart, Chief Engr. UP RCA
MARSHFIELD					
WDLB 1947	1450 250	Dairyland's Bcstg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. Robert W. Behling, Gen. & Prom. Mgr.	Duwayne Allen, Coml. Mgr. Bob Hansen, Prog. Dir. Gerald J. Boos, Chief Engr. Capitol SESAC UP Raytheon
WDLB-FM 1949	Ch. 280 (A) 103.9mc 0.25kw				General Electric
MEDFORD					
WIGM 1941	1490 250	George F. Meyer Medford 5147	MBS, KBS Continental	George F. Meyer, Owner, Gen., Coml. & Prom. Mgr.	Irma Meyer, Prog. Dir. Raymond Bohnert, Chief Engr. SESAC UP RCA
MERRILL					
WLIN 1948	730 1,000-D	Alvin E. O'Konski Merrill	Walker	Alvin E. O'Konski, Pres. Tony Marta, Gen. & Coml. Mgr.	Elizabeth Obey, Prog. Dir. Chris Zercher, Chief Engr. Capitol Standard AP Collins
WLIN-FM	Ch. 264 (B) 100.7mc 9.7kw				
MILWAUKEE					
WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	Headley-Reed	Robert M. LaFollette Jr., Pres. Hugh K. Boice Jr., Gen. Mgr. John C. Gagliano, Coml. Mgr.	Tom Shanahan, Prog. Dir. Rolland E. Paske, Chief Engr. World UP RCA
WEMP-FM 1948	Ch. 231 (B) 94.1mc 35kw				Western Electric
WEXT 1947	1430 1,000-D	WEXT Inc. 2501 S. 43rd St. Evergreen 3-1430		Gerald A. Bartell, Pres. John A. Reddy, Sta. Mgr.	Ralph Evans, Chief Engr. UP Raytheon
WFOX 1946	860 250-D	Wisconsin Bcstg. System Inc. 739 North Broadway Broadway 2-1272		Charles J. Lanphier, Pres., Gen. & Coml. Mgr.	Carl Zimmermann, Prog. Dir. & Prom. Mgr. George Dodge, Chief Engr. AP Western Electric
WISN 1922	1150 5,000 DA-1	Hearst Radio Inc. 540 N. Plankinton Division 2-3000	CBS Katz	G. W. Grignon, Gen. & Coml. Mgr. Jack Raymond, Prog. Dir.	George DeGrace, Prom. Mgr. Don Weller, Chief Engr. World UP, INS RCA
WISN-FM 1948	Ch. 275 (A) 102.9mc 4.1kw				
WMAW 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. Third St. Daly 8-2154	ABC Avery-Knodel	Clifford A. Randall, Pres. Jack Bundy, Gen. Mgr. Donald McClellan, Prog. Dir.	Lou Riepenhoff, Prom. Mgr. Raymond H. Host, Chief Engr. Associated Lang-Worth UP Collins

In MILWAUKEE

More People

Lish to Wish

ALL DAY — EVERY DAY!

**BEST
NETWORK
SHOWS**

**BEST
LOCAL
SHOWS**

★ You'll find it a pleasure to do business with WISN, too . . . The Best Radio Buy in the Entire Milwaukee Market

WISN 5,000 watts day and night
Gaston W. Grignon, General Manager
Milwaukee's CBS Outlet

REPRESENTED BY THE KATZ AGENCY

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

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WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
MILWAUKEE (Continued)						
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Jerome Sill, Gen. Mgr.	Cole UP Collins	
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	NBC Petry	Walter J. Damm, V. P. & Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr.	Bruce Wallace, Asst. Mgr. Frank Bignell, Prog. Mgr. William Hebal, Chief Engr.	Lang-Worth Standard AP Western Electric
WTMJ-FM 1940	Ch. 227 (B) 93.2mc 322kw				
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.		ABC, CBS, NBC DuMont Harrington, Righter & Parson	R. G. Winnie, Sta. & Coml. Mgr. James Robertson, Prog. Dir.	Phillip B. Laesar, Chief Engr. RCA	
NEENAH						
WNAM 1947	1280 1,000-D CP 1,000 DA-N	Neenah-Menasha Bcstg. Co. 101 East Wisconsin 2-2871		Don C. Wirth, V. P., Gen. & Prom. Mgr. Fred W. Sample, Coml. Mgr.	Roland McBain, Prog. Dir. E. W. Fliegel, Chief Engr.	Associated UP
WNAM-FM 1947	Ch. 253 (B) 98.5mc 3.1kw				
OSHKOSH						
WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4156	ABC Cooke	William F. Johns Jr., Chief Owner George Greeley, Gen. Mgr.	Warren Haines, Prog. Dir. Wallace M. Morton, Chief Engr.	World UP RCA
WOSH-FM 1948	Ch. 225 (B) 92.9mc 3.5kw			 Western Electric	
POYNETTE						
WIBU 1925	1240 250	William C. Forrest Poynette 98	Wisconsin Burn-Smith	William C. Forrest, Pres., Gen. & Coml. Mgr. Sarah Forrest, Prog. Dir.	Doris MacPherson, Prom. Mgr. L. Stanley Sadler, Chief Engr.	SESAC Standard UP Collins
WWCF(FM) 1947	Ch. 235 (B) 94.9mc 37kw	(WIBU, AM affiliate)		 Western Electric	
RACINE						
WRJN 1926	1400 250	Racine Bcstg. Corp 441 Main St. Jackson 290	ABC Wisconsin Walker	Frank R. Starbuck, Pres. Harry R. LePoidevin, Gen. Mgr. Harold J. Newcomb, Sta. & Coml. Mgr.	Lyman Merens, Prog. Dir. Amelia French, Prom. Mgr. F. Lee Dechant, Chief Engr. AP RCA
WRJN-FM 1948	Ch. 264 (B) 100.7mc 15kw				
RHINELANDER						
WOBT 1947	1240 250	Oneida Bcstg. Co. Rhinelander 1240	MBS	John R. Tomek, Pres. Hugh O. Rowlands, Gen. & Coml. Mgr.	Dick Berger, Prog. Dir. & Prom. Mgr. Charles Bresette, Chief Engr.	Lang-Worth UP Gates
RICE LAKE						
WJMC 1939	1240 250	WJMC Inc. 1615 South Main St. 550	MBS Arrowhead Hollingbery	W. C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr. Harry Wills, Prog. Dir.	Richard Moore, Prom. Mgr. Robert Kolsky, Chief Engr.	Associated SESAC RCA
WJMC-FM 1947	Ch. 242 (B) 96.3mc 4.4kw				
RICHLAND CENTER						
WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, Pres. Thomas R. Kelley, Gen. Mgr. & Chief Engr.	Robert J. Bodden, Prog. Dir. & Prom. Mgr.	Lang-Worth UP
SHAWANO						
WTCH 1948	960 1,000-D	Shawano Co. Leader Pub. Co. 107 E. Green Bay St.		(Mrs.) Jeanne Heal, Pres.	D. W. Hodgins, Gen. Mgr.	World UP
SHEBOYGAN						
WHBL 1924	1330 1,000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Meeker	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Domie, Prom. Mgr. Herbert J. Mayer, Chief Engr. AP RCA
WHBL-FM 1948	Ch. 262 (B) 100.3mc 15kw				
SPARTA						
WJBA (CP)	990 250-D	Wm. M. Gleiss			
STEVENS POINT						
*WLBL	930 5,000-D	State of Wisc. Department of Agri.			
WTWT 1948	1010 250-D	Evans Radio Co. 414 Main St. 2744	Holman	Claire Miller, Pres. S. J. Kelbanowski, Gen. Mgr. F. J. Komasa, Coml. Mgr.	Frank Kostuck, Prog. Dir. Catherine Carew, Prom. Mgr. Justin Sloniker, Chief Engr.	SESAC UP Gates
SUPERIOR						
WDSM 1939	1230 250; CP 710 5,000 DA-2	Ridson Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. William Lukoskie, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr.	Capitol AP Collins
WSBR 1946	1490 250	WSBR Inc. Superior 4405	KBS	James J. Conroy, Pres. & Gen. Mgr. Clifford J. Lue, Coml. & Prom. Mgr.	Dave Martin, Prog. Dir. Donald J. Rasky, Chief Engr.	Standard AP
WATERTOWN						
WTTN (CP)	1580 250-D	Watertown Radio Inc.			

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WAUKESHA						
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619		Carl Taylor, Pres. Mig Figi, Gen. Mgr. Charles Williams, Sales Mgr.	Don Froelich, Prog. Dir. Adin Randall, Chief Engr.	Lang-Worth AP Gates Collins
WAUX-FM 1948	Ch. 237 (A) 95.3mc 0.19kw				 Collins
WAUSAU						
WSAU 1937	1400 250	The Journal Co. 714 Fifth St. 6521	NBC Petry	Ben F. Hovel, Mgr. J. W. Killeen, Sales Mgr. R. J. Topinka, Prog. Dir.	LaVerne R. Peterson, Prom. Mgr. Roland W. Richardt, Tech. Supvsr.	Thesaurus AP General Electric REL
WSAU-FM 1948	Ch. 238 (B) 95.5mc 46kw				 REL
WISCONSIN RAPIDS						
WFHR 1940	1340 250	Wm. F. Huffman Radio Inc. 143 West Grand Ave. 1340	MBS Wisconsin	(Mrs.) Louise Huffman, Pres. George T. Frechette, Gen. & Prom. Mgr.	Bruce G. Beichl, Coml. Mgr. James Tighe, Prog. Dir. Bert E. Zielesch, Chief Engr.	Capitol AP Collins General Electric
WFHR-FM 1948	Ch. 277 (B) 103.3mc 2.1kw				 General Electric
WYOMING						
CASPER						
KSPR 1930	1470 1,000	Donald Lewis Hathaway 1st & Lennox 407	MBS, KBS Intermountain Sears & Ayers	Donald Lewis Hathaway, Pres. & Gen. Mgr. Frederic W. Hufsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir. I. E. Shahan, Prom. Mgr. Duane Simmons, Chief Engr.	Thesaurus Lang-Worth UP RCA AP Gates
KVOC 1946	1230 250	KVOC Bcstg. Co. 1540 S. Wolcott St. 130	ABC Donahue	Jack W. Perry, Pres. John R. Bailey Jr., Gen. Mgr. Don Christopher, Coml. Mgr.	E. L. Peiss, Prog. Dir. Clifford Ewing, Prom. Mgr. W. C. Bates, Chief Engr. AP Gates
CHEYENNE						
KFBC 1940	1240 250 CP:710 10,000-LS 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4461	ABC McGillvra	Tracy S. McCracken, Pres. William C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Max Young, Prom. Mgr. Harold Roberts, Chief Engr. UP RCA
CODY						
KODI 1947	1400 250	Absaroka Bcstg. Co. P.O. Box 319 444		William J. Garlow, Pres. & Gen. Mgr. Mary Jean LeClere, Coml. Mgr.	Philip H. Barnhart, Prog. Dir. & Chief Engr.	Lang-Worth World AP RCA
LANDER						
KOVE 1948	1230 250	Edward J. Breece Lander 488	MBS Intermountain	Edward J. Breece, Pres. Frank A. Toomey, Gen. Mgr. Mrs. Ruth Dorr, Coml. Mgr.	Clayt Holm, Prog. Dir. Francis Uhlis, Prom. Mgr. Gordon Nelson, Chief Engr.	Capitol UP Collins
LARAMIE						
KOWB 1947	1340 250	Snowy Range Bcstg. Co. Inc. P.O. Box 972 4888	MBS Intermountain Grant	Fred O. Rice, Pres. Clem L. Rawlins Jr., Gen. & Coml. Mgr.	Lynn O. Smith, Prog. Dir. John C. Steele, Prom. Mgr. Jack Sneddon, Chief Engr.	Standard AP Collins
POWELL						
KPOW 1941	1260 1,000 DA-N	Al J. Meyer 243 E. 2nd St. 222	MBS, KBS Intermountain Avery-Knodel	Al J. Meyer, Pres., Gen. Mgr. & Prog. Dir.	Mel Whitmire, Coml. & Prom. Mgr.	SESAC, Cole UP Gates
RAWLINS						
KRAL 1947	1240 250	Rawlins Bcstg. Co. Rawlins 1015	ABC, KBS Donahue	D. A. Fisher, Gen. & Coml. Mgr.	 AP
RIVERTON						
KWRL 1948	1450 250	Joseph P. Ernst Radio Station KWRL 789		Joseph P. Ernst, Owner, Gen. & Prom. Mgr., Prog. Dir. & Chief Engr.	Mildred V. Ernst, Coml. Mgr. AP Collins
ROCK SPRINGS						
KVRS 1938	1360 1,000-LS 500-N DA	Wyoming Bcstg. Co. 1307 Wyoming St. 93	MBS Intermountain Avery-Knodel	Mrs. Marjorie L. McCracken, Pres. & Gen. Mgr. Michael Reid, Coml. & Prom. Mgr.	Imogene Parr, Prog. Dir. Archie W. Buchanan, Chief Engr.	Standard AP Collins
SHERIDAN						
KWYO 1934	1410 1,000-LS 500-N	Big Horn Bcstg. Co. 21 N. Main St. 601	MBS Intermountain Avery-Knodel	Jim Carroll, Pres. & Gen. Mgr. Don Tannehill, Coml. Mgr.	Bob Wilson, Prog. Dir. Bob Crosthwaite, Chief Engr.	Lang-Worth UP RCA
WORLAND						
KWOR 1945	1490 250	Joseph P. Ernst P.O. Box 92 308		Joseph P. Ernst, Pres., Gen Coml. & Prom. Mgr. & Chief Engr.	 AP

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1949)

ALASKA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make	
ANCHORAGE						
KBYR 1948	1240 250 CP: 1450	Aleutian Bcstrs. Fourth & B Sts. Black 395	Cooke	Douglas Sparks, Dir.	Capitol MacGregor UP	
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. 4th Ave. Theater Bldg. 20301	ABC, MBS Don Lee Wellington	Austin E. Lathrop, Pres. A. G. Hiebert, Gen. Mgr. J. Fred Thomas, Coml. Mgr.	Frank Brink, Prog. Dir. & Prom. Mgr. Jack M. Walden, Chief Engr.	Standard Associated AP, UP RCA
KFQD 1924	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333		Wm. J. Wagner, Owner & Gen. Mgr.		
FAIRBANKS						
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Box 910 East 380	ABC, MBS Wellington	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Arvid Erickson, Coml. Mgr.	Richard Gruehl, Prog. Dir. Del Day, Prom. Mgr. August Hiebert, Chief Engr.	Capitol AP, UP RCA
KFRB 1948	1290 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS Alaska Pan American Scott	Wm. J. Wagner, Owner Jim Fletcher, Mgr. Jack McCahill, Prog. Dir.	Bill Chase, Prom. Mgr. Robert W. Porter, Chief Engr.	Cole Lang-Worth AP RCA
JUNEAU						
KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska Pan American Scott	Wm. J. Wagner, Owner & Gen. Mgr. John Ashbaugh, Coml. Mgr.	Richard Peter, Prog. Dir. Charles Gray, Chief Engr.	Lang-Worth AP
KETCHIKAN						
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska Pan American Scott	Wm. J. Wagner, Owner & Gen. Mgr.	Thomas J. Durant, Coml. Mgr. James R. Kemp, Prog. Dir. Robert C. Mehan, Chief Engr.	Lang-Worth AP Collins
SEWARD						
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska Pan American Scott	Wm. J. Wagner, Owner & Gen. Mgr.	James Lawson, Coml. Mgr. Bud Hegeman, Chief Engr. RCA
SITKA						
KALA (CP)	1400 250	Baranof Enterprises Inc.				
KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333		Wm. J. Wagner, Owner & Gen. Mgr.		

HAWAII

HILO						
KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS Free & Peters	J. Howard Worrall, Pres. C. T. Thrumston, Gen. Mgr.	D. W. Rose, Coml. Mgr. Robert Moore, Chief Engr.	World Standard UP RCA
KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Haili St. 2177	MBS Aloha Walker	James E. Jaeger, Pres. & Gen. Mgr. Rex Wills II, Coml. Mgr. & Prog. Dir.	Harold L. Marques, Chief Engr.	Lang-Worth UP RCA
HONOLULU						
KGMB 1930	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 90914	CBS Free & Peters	J. Howard Worrall, Pres. & Gen. Mgr. E. Fitz Donnell Jr., Sta. & Coml. Mgr.	Louis T. Dwyer, Prog. Dir. (Mrs.) Faye Johnson, Prom. Mgr. Ernest G. Lindemann, Chief Engr.	Standard World UP RCA
KGU 1922	760 2,500 L-WJR	Advertiser Pub. Co. Ltd. P. O. Box 3110 52977	NBC Katz	Lorin P. Thurston, Pres. M. A. Mulrony, Gen. Mgr. & Chief Engr. William O. Paine, Coml. Mgr.	Owen Cunningham, Prog. Dir. William K. Knowles Jr., Prom. Mgr.	Thesaurus UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Aloha Walker	Ralph M. Fitkin, Pres. A. H. Green, V. P. & Gen. Mgr. L. Roy Turner, Coml. & Prom. Mgr.	Lynn Sonn, Prog. Dir. Ira Mercer, Chief Engr.	Capitol Lang-Worth UP
KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 95281	Hollingbery	John Keating & J. Elvov McCaw, Principals John D. Keating, Gen. Mgr. Sam Styles, Coml. Mgr.	Hal Lewis, Prog. Dir. Gene Miller, Prom. Mgr. Robert Bird, Chief Engr. INS Western Electric
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1525 Kapiolani Blvd. 90926	ABC Avery-Knodel	Jack Burnett, Gen. & Coml. Mgr. Irving Phillips, Local Sales Mgr. Jock Fearnhead, Prog. Dir.	Ernest Beatie, Prom. Mgr. Richard S. Smith, Chief Engr.	Standard UP RCA
LIHUE						
KTOH 1940	1490 250	Garden Island Pub. Co. Lihue	Walker Don Lee Aloha	C. J. Fern, Gen. Mgr. C. M. Ashman, Sta. Mgr.	Dwight Mossman, Coml. Mgr.	Standard UP
WAILUKU						
KMUI 1947	550 1,000	Maui Pub. Co. Box 374 981	MBS Don Lee Walker	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Chales C. Young, Coml. Mgr.	Richard E. Mawson, Sta. Mgr. Ronald Miyahira, Chief Engr.	Lang-Worth Standard Cole UP RCA

DA-N Directional Antenna, night only. FM's in italic.
DA-1 Directional Antenna, same pattern day and night.
DA-2 Directional Antenna, different pattern day and night.

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L—Limited Time with Dominant Station. SA—Special Authorization.

PUERTO RICO

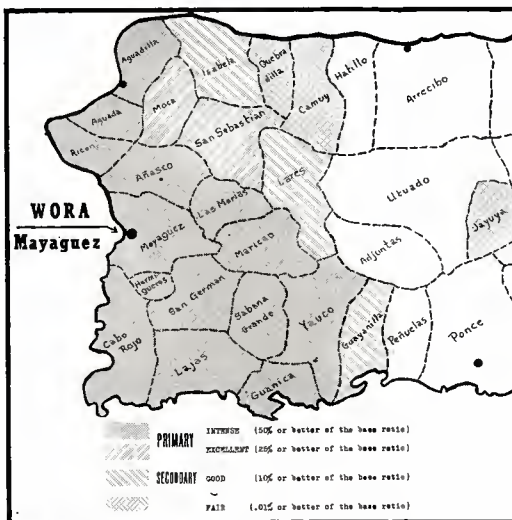
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AQUADILLA	WABA (CP)	1240 250	Hector Reichard			
ARECIBO	WCMN 1947 WKUM 1946	1280 1,000 1070 10,000 DA-1	Caribbean Bestg. Corp. P. O. Box 755 American Colonial Bestg. Corp.		Artsides Santoni Ledesmo, Pres. Nabal Bavreto, Gen. Mgr.	
BAYAMON	WENA 1947	1560 250	Bayamon Bestg. Corp. Box 157 161		Dr. Alberto Diaz Atilas, Pres. D. Diaz Alejandro, Gen. & Coml. Mgr.	Juan Alfredo Arias, Chief Engr. Gates
CAGUAS	WJFR (CP) WRIA 1947 WVJP 1947	1240 250 1450 250 1110 250	Jorama—Fer Radio Corp. Inter-American Radio Corp.; Caguas; 678 Borinquen Bestg. Co. Box 207		Jose A. Gautier, Mgr. Hector Pereira Buonomo, Gen. Mgr.	Ramon Mojica Sola, Prog. Mgr. World
FAJARDO	WMDD 1947	1490 250	Madrazo Diaz P. O. Box 187 132		Jose R. Madrazo, Pres. Andrew S. Sweet, Gen. & Coml. Mgr.	Mariano Artau, Prog. Dir. Reinaldo Morera, Prom. Mgr. Herbert K. Honness, Chief Engr. Gates
GUAYAMA	WXRF 1948	1590 1,000	Rafael Fuster Calle Hostos #42 243		Rafael Fuster, Owner Charles L. Cordero, Gen. Mgr. Jose Colon Melendez, Prog. Dir.	Timoteo Rodriguez Quinones, Chief Engr. Gates
MAYAGUEZ	WAEAL 1948 WKJB 1946 WORA 1947	1400 250 710 1,000-LS 500-N 1150 1,000	Mario Acosta Iglesia No. 12 799 Jose A. Bechara Jr. Box 1293 983 Radio Americas Corp. P. O. Box 43 1150	Clark Guzman	Mario Acosta, Pres. & Gen. Mgr. Adolfo Alvarez, Coml. Mgr. Jose A. Bechara Jr., Pres. Arturo Cortes, Gen. Mgr. Jaime Sanjurjo, Coml. Mgr. Alfredo R. de Arellano Jr., Pres. Reinaldo Maldonado Dupont, Asst. Mgr. Nestor Figarella, Prom. Mgr.	Wallace Ramirez, Prog. Dir. Alfonso Pagan, Prom. Mgr. Fulgencio Sanchez, Chief Engr. Alberto Basora, Prog. Dir. Rafael Colon Diaz, Prom. Mgr. Henry Fischback, Chief Engr. Maria Alvarez de Moran, Coml. Mgr. Ramon S. Olivencia, Prog. Dir. Jesus M. Aviles Brunet, Chief Engr. Ismael Torrellas, Prog. Dir. Esteban Rosado Baez, Prom. Mgr. Luis E. Freyre, Chief Engr. AP General Electric
	WPRA 1937	990 10,000 DA-1	Puerto Rico Adv. Co., Inc. Box 869; 269		Andres Camara, Pres. & Gen. Mgr. Virginia Di Cristina, Coml. Mgr.	
PONCE	WPAB 1940 WPRP 1946	1370 5,000 910 5,000 DA-1	Porto Rican American Bestg. Co. Inc. P. O. Box 786; 783 Voice of Porto Rico Inc. P. O. Box 430 .015		A. Gimene Aguayo, Gen. Mgr. Radames Mayoral, Coml. Mgr. Guillermo A. Marques, Pres. Ramon Montaner, Gen. Mgr. Antonio Miro, Coml. Mgr.	Eliseo Borrero, Prog. Dir. Luis A. Morales, Prom. Mgr. AP; RCA Jose E. Franco, Prog. Dir. Jose Arzuaga, Chief Engr. Lang-Worth Gates
RIO PIEDRAS	WR10 1949 WVWW 1949	1140 1,000-LS 500-N 1520 250	The Master Bestg. Corp. P. O. Box 1824 Hato Rey 1096 Frank A. Gandia		Isidro Quinones Vidal, Pres. Julio Morales Ortiz, V.P. & Chief Engr. Rafael Quinones Vidal, Coml. Mgr.	Luis Vigoreau, Prog. Dir. SESAC Collins

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PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel	Transc. Library News Service Transmitter Make
SAN JUAN					
WAPA 1947	680 10,000	Jose Ramon Quinones P. O. Box 4563 3-0100	ABC, MBS Raymer	Jose Ramon Quinones, Chief Owner Harwood Hull Jr., Gen. Mgr.	Segismundo Quinones, Coml. Mgr. Jose A. Fernandez, Chief Engr. Thesaurus RCA
WIAC 1942	580 5,000	Radio Station WIAC Inc. Ponce de Leon 654 2-0014	Guzman	Mrs. Enrique Abarca, Pres. Tomas Muniz, Gen. Mgr. Enrique Abarca de Juan, Coml. Mgr.	Eli Buck Canel, Prog. Dir. Francisco Rodriquez, Prom. Mgr. Alfonso Sanchez, Chief Engr. Standard AP RCA
WITA 1947	1400 250	Electronic Enterprises Inc.; P. O. Box 3726		Hector L. Almodovar, Studio Dir.	
WKAQ 1922	620 5,000-DA-1	Angel Ramos P. O. Box 3746 2-2023	CBS Inter- American Publications	Angel Ramos, Pres. John A. Zerbe, Gen. Mgr. Domingo Emanuelli, Coml. Mgr.	Santiago Garcia, Prog. Dir. Roy Fornier, Prom. Mgr. Rafael V. Acosta, Chief Engr. Associated World UP RCA
WNEL 1934	860 5,000 DA-1	Juan Piza 960 Ponce de Leon Ave.	NBC	Juan Piza, Owner Rodulfo Blanco, Gen. Mgr.	Roberto Bocantgra, Coml. Mgr.
SANTURCE					
WIBS 1947	740 10,000 DA-1	Jose E. del Valle P. O. Box 4809 2-1558	Pan American	Jose E. del Valle, Owner & Gen. Mgr. Francisco Avosta, Prog. Dir.	Jose A. Ferreras, Coml. Mgr. Albert D. Sear, Chief Engr. Westinghouse
WIPR 1949	940 10,000 DA-1	P. R. Communications Authority Santurce; 2-3010		Rafael Delgado Marquez, Pres. Jose A. Buitrago, Sta. Mgr.	Jose A. Torres Martino, Prog. Dir. Pedro Luis Jimenez, Chief Engr. World Westinghouse

VIRGIN ISLANDS

CHARLOTTE AMALIE, St. Thomas

WIVI (CP)	1230 250	Radio American West Indies	Edward M. Vickers, Gen. Mgr. & Tech. Supvrs.	R. E. Higdon, Chief Engr.
WSTA (CP)	1340 250	William N. Greer		
..... (CP)	1090 250	John W. Boler		

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