

P E N N S Y L V A N I A

President.....Herbert T. Wolf
General Mgr......Thomas W. Metzger
Station-Comm. Mgr......James E. Moren
Sales Prom. Mgr......D. Ruel Burkhardt
Program Director.....Lois M. Huey
Publicity Director.....Charles Flynn
Announcer.....Tom Torrisi
News Director.....Skip Miller
Musical Director.....Paul Melanson
Chief Engineer.....C. Irvin Metzger
Consulting Engineer.....George C. Davis

Transcription Service.....SESAC, Cole,
 Thesaurus
General Manager.....Cecil F. Clifton
Business Manager.....A. J. West
Comm., Prom. Mgr., Pgm. Dir. Buddy Starcher
News Director.....Fred Baker
Chief Engineer.....H. E. Smith
Farm Editor.....Jack West
Consulting Engineer.....Commercial

W R T A

ALTOONA—1947—ABC-QUAKER

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By.....Thompson Bcastg. Co.
Address.....1421 12th Ave.
Phone Number.....6646
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Robert Meeker
Membership.....NARTB
Pres., Gen. Mgr......Roy F. Thompson
Sales Prom. Mgr......William Clear
Program Director.....Dorothy M. Thompson
Prod., Musical Dir......Robert Michael
Publicity Dir......S. Carlton Ayers
Chief Engineer.....George R. Burgoon
Farm Editor.....Ted Johnson

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc.**Power:** 1000 Watts d.
 1000 Watts n.
Owned-Oper. By.....General Bdcstg. Corp.
Address Trans. Loca......2801 Edgewood Dr.
Phone Number.....8127
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....BAB
President.....Emanuel S. Leopold
Gen., Sta. Mgr......Robert G. Walter
Comm., Prom. Mgr......Will Union
Pgm., Pub. Dir......Robert G. Walter
News Director.....John Riley
Mus. Dirs......Barbara Grove & Edith Ralston
Chief Engineer.....Robert Bragonier
Farm Editor.....Will Ketner
Consulting Engr. Jansky & Bailey, Wash. D. C.

W A V L

APOLLO—1947

Frequency: 910 Kc.....**Power:** 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcastg. Co.
Bus.-Studio Address Trans. Loca......No. 4th
 & Pa., Apollo
Phone Number.....72-3921
Air Time.....Daytime
News Service.....UP

W N C C

BARNSBORO—1950

Frequency 950 Kc.....**Power:** 500 Watts d.
Owned-Oper. By.....No. Columbia Bcstrs.
Phone Number.....1010
Transcription Service.....Thesaurus, Standard
News Service.....UP
Pres., Prom. Mgr......Harris G. Breth
Chairman of Board.....Ralph Greenwood
Vice-President.....Richard Todhunter, Jr.
General Manager.....W. J. Thomas
Mgr., Pgm. Dir......LeRoy W. Stauffer
Chief Engineer.....Lloyd E. Matter

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address.....1216 Seventh Ave.
Phone Number.....4100
Transmitter Location.....New Brighton
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Membership.....NARTB, BAB
Pres., Sta., Gen. Mgr......Frank R. Smith, Jr.
Prom., Comm. Mgr......Thomas B. Price
Program Director.....Charles H. Wilson
Production Director.....Jean E. Biggard
Chief Announcer.....George Allen
News Director.....Ernie Kline
Musical Director.....Leona Whiting
Chief Engineer.....John Wm. Hines
Consulting Engineer.....Frank McIntosh

W G P A

BETHLEHEM—1946—ASN

Frequency: 1100 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
 Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number.....6-8074-5
Transmitter Location.....Eighth Ave. & Dell St.
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....World, Capitol, Eells
Membership.....NARTB
Vice President.....Rolland L. Adams
Station Manager.....Arthur C. McCracken
Commercial Manager.....Frank Collie
Sales Prom. Mgr......Rodney Snyder

. . . **P E N N S Y L V A N I A** . . .

Music., Pgm. Dir. Stefan George
 Production Director Bernie Black
 Publicity Director Betty Fry
 News Director Bill Kassell
 Chief Engineer Edwin L. Rybak
 Farm Editor Bernie Black
 Consulting Engr. . . Lohnes, Culver & Craven

W C N R

BLOOMSBURG—1947—QUAKER

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By. The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address 38 W. Main St.
 Phone Number 1700
 Transmitter Location Bloomsburg RFD
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President Robert R. Eyerly
 Gen. Mgr., Pgm. Dir. Ed Darlington
 Chief Engineer Robert Fulton

W L O A

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By Matta Bcstg. Co.
 Business-Studio Address . . . 1233 Braddock Ave.

Phone Number Electric 1-1100
 Transmitter Location N. Braddock Hilltop
 Air Time Daylight
 News Service UP
 Transcription Service World
 Membership NARTB
 President William G. Matta
 Commercial Manager George Matta
 Sales Prom. Mgr. George Boalc
 Pub., Musical Dir. Kay Melnick
 Chief Announcer H. Lockhart
 Chief Engineer Richard G. Noullet

W E S B

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Bradford Publications, Inc.
 Business Address 43 Main St.
 Phone Number 3173
 Studio-Transmitter Location . . . High St. Ext.
 Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News Service AP
 Transcription Service World
 Representative Ra-Tel
 Membership NARTB, PBA
 President Lester R. Edwards
 News. Pub., Pgm. Dir., Gen. Mgr. . J. M. Cleary
 General Sales Mgr. Ernest F. Oliver
 Chief Announcer Robert C. Norman
 Technica' Director Joseph Sudock

AP SELLS

For Stations and Sponsors —

For instance WJAC

“We carry 26 sponsored 15-minute AP programs weekly. Our oldest sponsor, De Roy’s jewelry store, has just renewed its contract for the 6 p.m. news. They have been buying this spot continuously since 1939.”

JOHN P. FOSTER,
 Manager,
 WJAC, Johnstown, Pa.

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P E N N S Y L V A N I A

Transmitter Location.....Williams Township
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....Elwood C. Anderson
 Natl. Sales Manager.....J. Robert Gullick
 Program Director.....Eugene Bethman
 Technical Director.....J. E. Mathiot

W E R C ERIE—1940—NBC

Frequency: 1260 Kc.Power: 5000 Watts
 Owned-Oper. By.....Presque Isle Bcastg. Co.
 Bus.-Studio Address.....121 W. 10 St.
 Phone Number.....40-185
 Transmitter Location.....Robinson Rd.
 Air Time.....6 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....Capitol, Lang-Worth
 Representative.....Weed
 President.....Jacob A. Young
 General Manager.....Charles E. Denny
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Announcer.....John Louthier
 News Director.....James Dewart
 Chief Engineer.....Ken Hestor
 Consulting Engineer.....A. D. Ring

W I K K ERIE—1948—ABC

Frequency: 1330 Kc.Power: 5000 Watts
 Owned-Oper. By.....Community Service Bcastg.
 Co.
 Bus.-Studio Address.....1021 State St.
 Phone Number.....2-3248, 23-240
 Transmitter Location.....Waterford
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor Co.
 President.....Keith Kiggins
 Gen., Sta. Mgr.....Ted Nelson
 Program Director.....C. E. McElroy
 Chief Announcer.....Lou Zero
 Chief Engineer.....Clarence Baker
 Consulting Engineer.....George Adair

W L E U ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By.....WLEU Bcastg. Corp.
 Bus.-Studio-Transmitter Address.....2nd Fl.
 Commerce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World

President.....Leo J. Omelian
 V.P., Comm., Gen. Mgr.....V. Hamilton Weir
 Secretary.....Claire Theno
 Program Director.....Phil Solsson
 Musical Director.....Anthony Conti
 Chief Announcer.....Jack Gilbert
 News Director.....Frank Martin
 Chief Engineer.....George Roland
 Farm Editor.....Paul Crossman
 Consulting Engineer.....McNary & Wrathall

W G E T GETTYSBURG—1950

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.
 Managing Director.....Earl C. Pace

W H J B GREENSBURG—1934

Frequency: 620 Kc.Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Business-Studio Address.....128 N. Penn Ave.
 Phone Number.....Greensburg 3740
 Transmitter Location.....3 Mi. E., Rt. 30
 Air Time.....7 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 Membership.....NARTB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen
 Sports Editor.....Bob Johnson

W H V R HANOVER—1949—MBS

Frequency: 1280 Kc.Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Radio Hanover, Inc.
 Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Transmitter Location.....½ Mi. No. of City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....PAC
 Pres., Sta. Gen. Mgr.....John D. Bare
 Prom., Comm. Mgr.....H. Vernon Ferster
 Prod., Pub., Pgm. Dir.....Mack Edwards
 Chief Engineer.....Phillip Rohrbaugh
 Farm Editor.....John S. Kratzert
 Consulting Engineer.....A. D. Ring Co.

W H G B HARRISBURG—1945—ABC

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcastg. Co.
 Bus.-Studio-Trans. Address.....112 Market St.

P E N N S Y L V A N I A

Phone Number.....2-3456, 6-2646
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Wood
 Membership.....NARTB
 President.....Herbert Kendrick
 Comm., Gen. Mgr.....Jack Hooper
 Music, Pgm., Prod. Dir....George Raudenbush
 Publicity Director.....Red McCarthy
 News Director.....Lewis Doolittle
 Chief Announcer.....Tony Bekas
 Chief Engineer.....William Dreese
 Consulting Engr.....Gautney, Raq & Price

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location...1½Mi. W. Summerdale
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Standard, Associated
 Representative.....The Bolling Co.
 Membership.....NARTB
 Gen.-Sta.-Comm. Mgr.....A. K. Redmond
 Sales Prom. Mgr.....Beatrice Pottelger
 Program Director.....Dick Redmond
 Production Director.....Harry Hinkley
 News, Pub. Dir.....John Price
 Musical Director.....David Shoop
 Chief Engineer.....E. Daniel Leibensperger
 Farm Editor.....George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Keystone Bcastg. Corp.
 Bus.-Studio Address.....31 N. Second St.
 Phone Number.....4-0191
 Transmitter Location.....Penn Harris Hotel
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....David J. Bennett, Jr.
 Natl. Sales Manager.....J. Robert Gulick
 Program Director.....Don Wear
 Technical Director.....J. E. Mathlot

W L T R

HAZLETON—1947

Frequency: 690 Kc.....Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Bloom Radio, Inc.
 Address.....Hotel Magee, Bloomsburg
 Phone Number.....1800-1801
 Transmitter Location.....Scott Twp.
 Air Time.....Sunrise-Sunset

News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 General Manager.....Harry L. Magee
 Musical Director.....Ray Calabrese
 Chief Engineer.....Park Cassidy
 Farm Editor.....Walt Lewis

W A Z L

**HAZLETON—1932—NBC-MBS
 QUAKER**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcastg. Co.
 Bus.-Studio Address.....708 Hazleton Natl
 Bank Bldg.
 Phone Number.....5400-1
 Transmitter Location.....610 E. Berner Ave.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Pres., Gen. Mgr.....Victor C. Diehm
 Sales Prom. Mgr.....Thomas Tito
 Program Director.....Don Murray
 Asst. to Gen. Mgr.....Kathryn Kahler
 News Director.....Dan Petix
 Chief Engineer.....Elwood Tito
 Farm Editor.....Nicky Alberts

(See Page 608)

W H O D

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By...Steel City Bcastg. Corp.
 Bus.-Studio Address.....105 E. Eighth Ave.
 Phone Number.....HO 1-0172
 Transmitter Location.....W. Millin Borough
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Interstate
 President.....Alexander Avlon
 General-Comm. Mgr.....Roy Ferree
 Office Manager.....Shirley Surgeon
 Sales Prom. Mgr.....Sid Dickler
 Chief Engineer.....James Herbert

W H U N

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Joseph F. Biddle Publ. Co.
 Bus.-Studio Address.....400 Washington St.
 Phone Number.....1291
 Transmitter Location.....27th & Murray Aves.
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....SESAC, Lang-Worth
 President.....John H. Biddle
 General Manager.....Samuel L. Stroh, Jr.
 Chief Announcer.....Donald M. Stuller
 News Director.....Eugene Shore
 Chief Engineer.....Ernest A. Craig

W D A D
INDIANA—1945—QUAKER
CBS—KBS

Frequency: 1450 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Oper. By Indiana Broadcast Inc.
Address Indiana Theatre Bldg.
Phone Number 1780
Transmitter Location East Pike
Air Time 7 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative McGilvra
Pres., Gen. Mgr. T. K. Cassel
Comm., Prom. Mgr. Tony Rand
Sta. Mgr., Pgm. Dir. James E. Pattison
Publicity Director Joseph Donnelly
News Director William J. Jordan
Musical Director Ray Barlow
Chief Engineer Robert Ramsay
Consulting Engineer Kear & Kennedy

W A R D
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Central Bcstg. Co., Inc.
Business-Studio Address Porch Bldg.
Phone Number 81-216
Transmitter Location Prospect Hill
Air Time 6 a.m.-2 a.m.
News Service UP
Transcription Service World
Representative Weed
Membership NARTB
President Paul Short
General Manager George D. Gartland
Station Manager Robert R. Nelson
Commercial Mgr. Herbert B. Scott
Chief Announcer Bill Santoro
News Director Frank C. Jordan
Chief Engineer Millard J. Coleman
Farm Editor H. C. McWilliams
Consulting Engineer Gautney & Ray

W C R O
JOHNSTOWN—1947—ABC-QUAKER
MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Century Bcstg. Corp.
Bus.-Studio Address 317-319 Main St.
Phone Number 9-8539
Transmitter Location Ihmsen Rd.
Air Time 6:45 a.m.-1 a.m.
News Service INS
Transcription Service Associated
Representative Radio Reps
President John J. Keel
General Manager John F. Hanssen
Comm. Mgr., News Dir. Dennis Gerken
Program Director Ted Bunn
Chief Engineer Rexford Ackley
Consulting Engineer John J. Keel

W J A C
JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WJAC, Inc.
Bus.-Studio Address WJAC Bldg., 329 Main
St.
Phone Number 4-1267
Transmitter Location Tribune Bldg.
Air Time Unlimited
News Service AP
Transcription Service Standard, Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President W. W. Krebs
Vice President L. W. Barnes
Station-Comm. Mgr. John P. Foster
Chief Engineer N. L. Straub

W A C B
KITTANNING—1948

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By The Armstrong County
Bcstg. Corp.
Bus.-Studio Address 325 Market St.
Phone Number 43-1381, 43-1391
Transmitter Location Bunker Hill
Air Time 7 a.m.-Sunset
News Service INS
Transcription Service World
Membership NARTB, BAB
President J. B. Moore
Comm. Mgrs. Wm. McKibben, Joe Pellitier
Prom. Mgr., Pub. Dir. Bill McKibben
Musical Director Ann Hillard
Chief Engineer Joe Pellitier

W G A L
LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WGAL, Inc.
Business-Studio Address 8 W. King St.
Phone Number 5251
Transmitter Location Lancaster
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB
President Clair R. McCollough
Station Manager Harold E. Miller
Natl. Sales Mgr. J. Robert Gullick
Program Director Kenneth Kreider
Technical Director J. E. Mathiot

W L A N
LANCASTER—1946
ABC—QUAKER—SBN

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By The Peoples Bcstg. Co.
Bus.-Studio Address 252 N. Queen St.

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address Box 810
 Phone Number McKeesport 4-7167,
 Homestead 1-3113
 Transmitter Location Foster Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Membership NARTB
 Trans. Service World, Thesaurus
 Pres., Gen. Mgr. Edward J. Hirschberg
 News Dir., Sta. Mgr. Robert E. Badger
 Program Director Joseph Guba
 Chief Engineer Wilkes E. Hurley

W M C K

McKEESPORT—1946—KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Mon-Yough Bcstg. Co., Inc.
 Business-Studio Address 516 Market St.
 Phone Number 88888
 Transmitter Location Lincoln Twp.
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Representative Rambeau
 Transcription Service Lang-Worth, Standard
 President Robert M. Cox
 Gen., Sta., Comm., Prom. Mgr. Gene Kline
 Pgm., Prod. Dir. Pat Haley
 Pub., News Dir. Mike Levine
 Chief Engineer Charles White
 Farm Editor Roy Gallagher
 Sports Director Sam Vidnovic

W M G W

MEADVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Meadville Bdcstg. Serv., Inc.
 Address 1st National Bank Bldg.
 Phone Number 46-723
 Transmitter Location Kerrtown
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Trans. Serv. Lang-Worth, SESAC, World
 Membership NARTB, BAB
 President H. C. Winslow
 Station Manager Robert Trace
 Commercial Manager Jacob E. Hanks
 Program Director Zane Knauss
 News Director Mark N. Funk, Jr.
 Chief Engineer Hoyt H. Stout
 Farm Editor Barney Frick

W B U D

MORRISVILLE—1947

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

Business Address 12 S. Penn. Ave.
 Phone Number 7107
 Transmitter Location Morrisville
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative McGillvra
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Commercial Manager James Stolcz
 Program Director Robert Kent
 Promotion Manager Fred Walker
 Chief Announcer John Schneider
 Chief Engineer William A. Brewer
 Consulting Engineer Wm. E. Bennis, Jr.

W H W L

NANTICOKE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Anthracite, Inc.
 Business-Studio Address 38 E. Main St.
 Phone Number Nanticoke 1332; Wilkes Barre,
 Enterprise 1-0539
 Transmitter Avondale Plymouth Twp.
 News Service UP, AP
 Transcription Standard, Capitol SESAC
 Representative ForJoe
 Membership NARTB
 President Henry W. Lark
 General Manager Jones Evans

W K S T

NEW CASTLE—1938—MBS-QUAKER

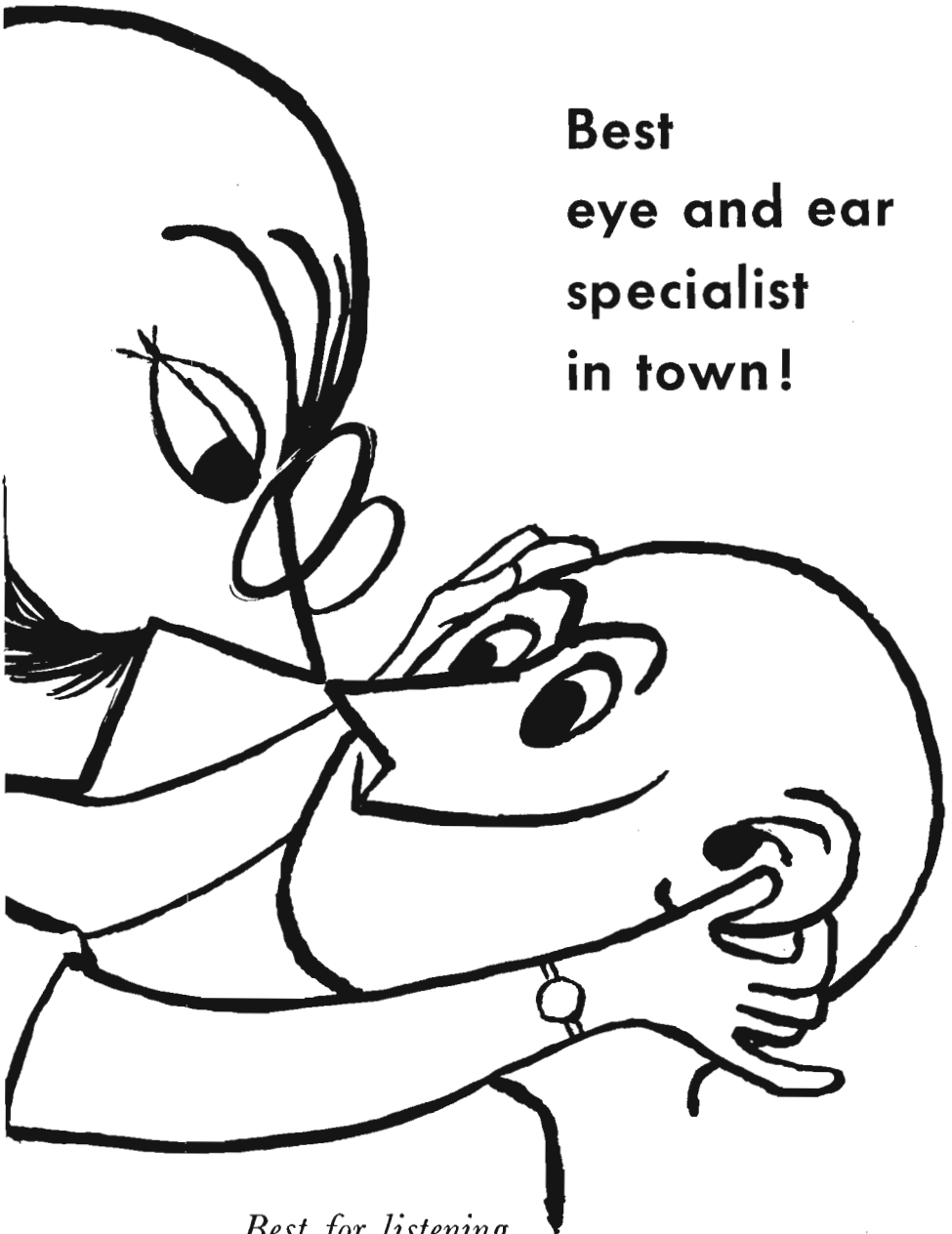
Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.
 Phone Number 5050
 Trans. Loca. 3½ Mi. SE of City
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Meeker
 President, General Mgr. S. W. Townsend
 Sta., Comm. Mgr., Pgm. Dir. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. William Sommer
 Production Director Harry Reith
 Musical Director Hugh Johnston
 Chief Engineer Robert Emch
 Farm Editor Al Francis

W K P A

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534-3
 Transmitter Location E. Deer Townshp
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Serv. Lang-Worth, MacGregor,
 SESAC, M. M. Cole

**Best
eye and ear
specialist
in town!**



*Best for listening,
best for viewing,
best for selling
the Philadelphia market*

WCAU AM
TV

CBS Affiliate • The Philadelphia Bulletin Stations • Represented by Radio Sales

• • • **PENNSYLVANIA** • • •

Representative.....Continental Radio Sales
 President.....C. R. Cooper
 Gen., Sta., Comm. Mgr., Pgm. Dir. E. J. Kroen
 Chief Announcer.....Michael Felack
 Chief Engineer.....W. W. Neely

W N A R

NORRISTOWN—1946—QUAKER

Frequency: 1110 Kc.....Power: 500 Watts d.
 Owned-Operated By...Norristown Bcstg. Co.
 Bus.-Studio Address.....115 W. Main St.
 Phone Number.....Norristown 8-7600
 Transmitter Location.....Old Arch Rd.
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....W. S. Grant
 Membership.....NARTB
 President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Station Manager.....Howard W. Kriebel
 Program Director.....Robert C. Ardrey
 Chief Engineer.....Franklin H. Bisbing
 Consulting Engineer.....E. C. Page

W K R Z

OIL CITY—1946—QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WKRZ, Inc.
 Business-Studio Address.....232 Seneca St.
 Phone Number.....4-1260, 4-1269
 Air Time.....7 a.m.-12 M.
 Transmitter.....Rich Hill, Cranberry Township
 News Service.....UP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr. Kenneth E. Rennekamp
 Commercial Manager.....Miles B. Layton
 Promotion Manager.....Roland B. Phillips
 Prod., Pgm. Dir. James Gustafson
 Chief Engineer.....Leo Arcoletti
 Chief Announcer.....Michael Gulla

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Radio
 Stations, Inc.
 Business-Studio Address.....1619 Walnut St.
 Phone Number.....LOCust 4-3700
 Transmitter Location.....Whitemarsh
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 President.....Walter Evans
 Vice-President.....Walter E. Benoit
 Station Manager.....L. R. Rawlins
 Sales Manager.....R. H. Teter
 Promotion Manager.....Paul I. Woodland
 Program Director.....F. A. Tooke
 Chief Engineer.....I. N. Eney

W C A U

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts d.,
 50,000 Watts n.
 Owned-Oper. By.....WCAU, Inc.
 Address.....1622 Chestnut St.
 Phone Number.....LOCust 7-7700
 Transmitter Location.....Moorestown, N. J.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Radio Sales
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager.....John S. DeRussy
 Program Director.....Jos. T. Connolly
 Prom., Pub. Dir. Robert N. Pryor
 News Director.....Alfred T. Ringler
 Musical Director.....David Stephens
 V.P., Director of Engr.....John G. Leitch
 Farm Editor.....Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Max M. Leon, Inc.
 Business-Studio Address.....1211 Chestnut St.
 Phone Number.....LOCust 7-7400
 Transmitter Location.....Philadelphia
 Air Time.....Unlimited
 News Service.....AP
 Representative.....ForJoe
 President.....Max M. Leon
 Gen., Sta., Comm. Mgr. Lambert B. Beeuwkes
 Program Director.....Richard H. Booth
 Chief Engineer.....Frank W. Unterberger

W H A T

PHILADELPHIA—1929

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Independence Bcstg. Co.
 Business-Studio Address.....1505 Walnut St.
 Phone Number.....Rittenhouse 8-2058
 Transmitter Location.....Penn Sheraton Hotel,
 39th & Chestnut Sts.
 Air Time.....7 a.m.-1:30 a.m.
 News Service.....AP
 Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oromaner
 News Director.....Alan Michaels
 Music., Prod. Dir. Len Stevens
 Chief Announcer.....Terry Gaines
 Chief Engineer.....Arnold Goldman
 Farm Editor.....Lee Stewart
 Consulting Engineer.....A. D. Ring Co.

Prospecting in WFIL-adelphia?



The shortest path to spendable gold in America's Third Market is the coverage route of WFIL.

Stake your claim to higher sales in this rich market through WFIL. In the 14-county Philadelphia Retail Trading Zone—where buying power is greatest—WFIL's signal is strongest.

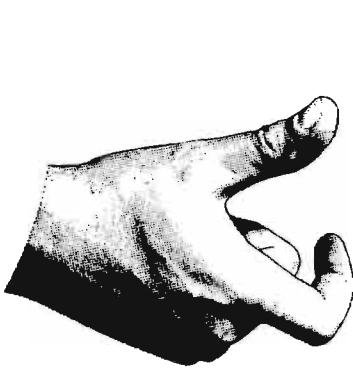
In those 14 counties and beyond—in all of WFIL-adelphia—the station serves a city, suburban and farm audience over a 4-state area, and talks the language of each.

Buy WFIL—the **ONLY** Philadelphia network station to show a **DAYTIME** and **NIGHTTIME AUDIENCE INCREASE** in the latest BMB report.

Buy WFIL to Sell Philadelphia

ABC AFFILIATE

WFIL
The
Philadelphia Inquirer
Station
Represented by
THE KATZ AGENCY



HEADS or TAILS?

Of course not! Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP

by creating an

*average volume increase for 7 years of **11%***

and

*a total volume increase for 10 years of **88%***

and

*a 4 year mail increase of **70%***

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin — just "flip" your directory open to our

National Representatives

EDWARD PETRY AND CO., INC.



WIP 5000 WATTS • 610 KC
PHILADELPHIA, PENNA.

PENNSYLVANIA

Phone Number... Kingsley 5-7000
Transmitter Location... Pennsauken, N. J.
Air Time... Daytime
News Service... AP
Transcription Service... SESAC
Representative... McGillvra, Viola
Pres., Gen., Sta. Mgr... Patrick J. Stanton
Commercial Manager... Charles Stahl
Publicity Director... Doug Henson
Prog. Dir., Chief Announcer... Michael Deegan
News Director... Bob Gallagher
Chief Engineer... Alec Felton Iles
Consulting Engineer... Kear & Kennedy

WIP

PHILADELPHIA-1922-MBS

Frequency: 610 Kc... Power: 5000 Watts
Owned-Oper. By... Pennsylvania Bcstg. Co.
Business-Studio Address... 35 S. 9th St.
Phone Number... WALnut 2-6800
Transmitter Location... Bellmawr, N. J.
Air Time... Unlimited
News Service... AP, UP
Transcription Service... World
Representative... Edward Petry
Membership... NARTB
Pres., Sta., Gen. Mgr... Benedict Gimbel, Jr.
V.P. & Dir. of Sales... Gordon R. Gray
Program Director... Murray Arnold
Production Director... Varner Paulsen
Prom. Mgr., Pub. Dir... Samuel Elber
News Director... Samuel Eitinger
Technical Director... Clifford C. Harris

WPEN

PHILADELPHIA-1929-SBN

Frequency: 950 Kc... Power: 5000 Watts
Owned-Oper. By... William Penn Bcstg. Co.
Business-Studio Address... 2212 Walnut St.
Phone Number... LOcust 4-4383
Transmitter Location... Brookhaven Rd. & 77th St.
Air Time... 6 a.m.-2:30 a.m.
News Service... AP
Representative... William G. Rambeau
President... Albert J. Sylk
General Manager... Edward C. Obrist
Sales Prom. Mgr... William B. Caskey
Program Director... Jules Rind
Publicity Director... Sarajane Cherashore
Chief Engineer... Charles W. Burtis

WTEL

PHILADELPHIA-1925

Frequency: 860 Kc... Power: 250 Watts
Owned-Oper. By... Foulkrod Radio Engineering Co.
Business-Studio Address... 4312 N. Broad St.
Phone Number... GLadstone 5-1310, DAVenport 4-4310
Transmitter Location... Rowlandville
Pres., Pgm. Dir... E. Douglass Hibbs

Commercial Manager... Henry N. Cocker
Program Director... E. Douglas Hibbs
Production Director... Alan Stewart
Chief Engineer... John Field
Consulting Engineer... John Keel

KDKA

PITTSBURGH-1920-NBC

Frequency: 1020 Kc... Power: 50,000 Watts
Owned-Oper. By... Westinghouse Radio Stations, Inc.
Business-Studio Address... Grant Bldg.
Phone Number... Grant 1-4200
Transmitter Location... Allison Pk.
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Thesaurus
Representative... Free & Peters
President... Walter Evans
Gen., Sta. Mgr... Joseph E. Baudino
Commercial Manager... George D. Tons
News Director... Jack E. Swift
Promotion Manager... David N. Lewis
Program Manager... Robert E. White
Production Director... Edward P. Young
Publicity Manager... Lee Curran
Chief Engineer... Theodore C. Kenney
Musical Director... Bernie Armstrong
Farm Editor... Homer H. Martz

KQV

PITTSBURGH-1919-MBS

Frequency: 1410 Kc... Power: 5000 Watts
Owned-Oper. By... Allegheny Bcstg. Corp.
Bus.-Studio Address... 800 Chamber of Commerce Bldg.
Phone Number... ATLantic 1-9100
Transmitter... Babcock Blvd., Oak Glenn Rd.
Air Time... Unlimited
News Service... UP
Transcription Service... World
Representative... Weed
President... Charles T. Campbell
Gen., Comm., Prom., Sta. Mgr... J. F. Murray
Program Director... Frank Orr
Publicity Director... Ed Trageser
News Director... Bill Burns
Chief Engineer... James J. Schultz
Consulting Engr... Craven, Lohnes & Culver

WCAE

PITTSBURGH-1922-ABC

Frequency: 1250 Kc... Power: 5000 Watts
Owned-Operated By... WCAE, Inc.
Bus.-Studio Address... William Penn Hotel
Phone Number... ATLantic 1-6900
Transmitter Location... Baldwin Township
Air Time... Unlimited
News Service... AP, INS
Transcription Service... World
Representative... Katz
Membership... NARTB
Pres., General Manager... Leonard Kapner

AP SELLS

For Stations and Sponsors —

For instance WFIL

"M. Z. Bierly, Goodrich tire distributor, has sponsored AP news on WFIL since 1943. New and repeat sales prove its effectiveness.

"AP newscasts are a real value for advertisers. AP needs no 'audience promotion'. In this era of world change and conflict, radio news is the listener's direct wire from headquarters."

**ROGER W. CLIPP,
General Manager,
WFIL, Philadelphia**

. . . **PENNSYLVANIA** . . .

Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Warren Dana
 Production Director John Leban
 Chief Announcer Ralph Fallert
 Musical Director Baron Elliott
 Chief Engineer James Greenwood
 Consulting Engineer A. Earl Cullum, Jr.

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pittsburgh Radio Supply
 House, Inc.
 Bus.-Studio Address 1408 Chamber of
 Commerce Bldg.
 Phone Number Grant 1-4860
 Transmitter Location 1459 Crane Rd.,
 Greentree
 Air Time 7 a.m.-12:30 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth
 Representative Hollingberry
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchelt
 Program Director James M. Hughes
 Production Director Fred R. Davy
 Publicity Director Cal T. Mara
 News Director Henry Dabecco
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy
 Consulting Engineer Chambers & Garrison

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address 220 N. Highland Ave.,
 E. Liberty
 Phone Number EMerson 1-5000
 Transmitter Location 2500 E. Lane
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative McGillvra
 President George M. Harton
 General Manager Howard Lazarus

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Bus.-Studio Address 211 Smithfield St.
 Phone Number GRant 1-0794
 Transmitter Location Mt. Troy Rd.
 Air Time Sunrise-sunset
 News Service UP
 Representative Forjoe
 President John J. Laux
 V.P., Commercial Manager Don Isolt
 Prod. Mgr., Chief Anncr. George Varnum
 Chief Engineer Mike Komichak

W W S W

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By WWSW, Inc.
 Bus.-Studio Address Sheraton Hotel
 Phone Number GRant 1-5200
 Transmitter Location Cemetery Lane,
 Ross Township
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Manager O. M. Schloss
 Station-Comm. Mgr. Ben W. Muros
 Sales Prom. Mgr. Harold J. Goldstein
 News Dir., Chief Anncr. Ray F. Schneider
 Musical Director Dwight Cappel
 Chief Engineer Henry R. Kaiser
 Consulting Engineer Glenn D. Gillett

W P A M

**POTTSVILLE—1947—MBS
 QUAKER**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Miners Bcstg. Serv., Inc.
 Bus.-Studio Address 106 S. Centre St.
 Phone Number Pottsville 5050
 Transmitter Location Lawton's Hill
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Everett-McKinney, O'Connell
 Membership NARTB, BAB
 President Joseph L. Maguire
 Gen., Sta. Mgr. Louis H. Murray
 Commercial Manager Frank L. Tamulonis
 Sales Promotion Manager John Gallagher
 News Director Mort Ross
 Production Director David Wright
 Musical Director Horace Richards
 Chief Engineer Milton Seltzer
 Farm Editor Harry Pourbaugh
 Consulting Engineer George C. Davis

W P P A

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Pottsville Bcstg. Co.
 Bus.-Studio Address 8 So. Second St.
 Phone Number Pottsville 4744
 Transmitter Location Bull's Head
 News Service AP
 Transcription Service World
 Membership NARTB
 Owner, Gen. Mgr. A. V. Tidmore
 Commercial Manager Ralph L. Price, Jr.
 Chief Anncr., Pgm. Dir. Edward Romance
 Chief Engineer Edward Morgan

W E E U

READING—1932

ABC—QUAKER—PDN

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Reading Eagle-Times
 Operated By Hawley Bcstg. Co.
 Business-Studio Address 533 Penn St.
 Phone Number 7335
 Transmitter Township Spring Township
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NARTB, BAB
 President Hawley Quier
 Gen., Sta. Mgr. Thomas Martin
 Commercial Manager K. Richard Creitz
 Prom. Mgr., Pub. Dir. Nan Heckman
 Farm Edit., Prod., Pgm. Dir. George Carroll
 Chief Announcer Jack Gounder
 News Director Tony Bourg
 Musical Director Harry Westcott
 Chief Engineer Harold Schearer
 Consulting Engineer Everett Dillard

W H U M

READING—1943—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Radio Corp.
 Business-Studio Address Berkshire Hotel
 Phone Number Reading 4-4805
 Transmitter Location Old Wyomissing Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Representative George P. Hollingbery
 Pres., Gen., Sta. Mgr. Humboldt J. Greig
 Commercial Manager Richard G. Fichthorn
 Production Director Arthur W. Heim
 Program Director Alan Lane
 News Director Johnny Deegan
 Musical Director A. Raymond Moore
 Chief Engineer Joseph McCormack
 Farm Editor Sam Black
 Consulting Engineer A. Earl Cullum, Jr.

W R A W

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Reading Bcstg. Co., Inc.
 Business-Studio Address 19 N. Fifth St.
 Phone Number Reading 7173
 Transmitter Location 6th & Penn Sts.
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Raymond A. Gaul
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Frank Voss
 Technical Director J. E. Mathiot

W G C B

RED LION—1950

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rev. John M. Norris
 Address Delta Rd.
 Transcription Service SESAC
 News Service UP
 President Rev. John M. Norris
 Station Manager John H. Norris
 Commercial Manager Vincent A. Freeman
 Program Director Stanley D. Deppen
 Chief Engineer M. F. McDowell
 Traffic Manager Sarah E. Kitchen

W R Y O

ROCHESTER—1948—PBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Veaver Valley Radio, Inc.
 Address Trans. Loca. Rochester, Pa.
 Phone Number Roch. 4660
 Air Time Sunrise-Sunset
 News Service AP, INS, UP
 Transcription Service World, Lang-Worth
 Representative Gene Bray
 Membership NARTB
 President Michael Baker, Jr.
 Acting Comm., Prom. Mgr. Gene Bray
 Pgm., Prod. Dir. Bob Galey
 Chief Announcer Chuck Barret
 Chief Engineer Andrew Macioce

W A T S

SAYRE—1950

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Thompson K. Cassel
 Address 110 N. Elmer Ave.
 Phone Tally 0961
 Transcription Service Thesaurus, World
 News Service UP
 President T. K. Cassel
 Sta., Comm. Mgr. Jay Handshaw
 Asst. Manager John P. Morrissey
 Program Director Bill Lawson
 Prom. Mgr., News Dir. Stan Hinden
 Chief Engineer Benjamin A. Franklin
 Farm Editor Bob Keisling

W A R M

SCRANTON—1940—ABC-QUAKER

Frequency: 590 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By Union Bdcst. Co.
 Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location Falls Twp.
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Hollingbery Co.
 Transcription Service Thesaurus
 President Martin F. Memolo

. . . **PENNSYLVANIA** . . .

General Manager William M. Dawson
 Sales Prom. Mgr., Pub. Dir. Mary Lynott
 Program Director Joseph H. Salsburg
 Chief Announcer Arthur Bolin
 Chief Engineer Adolph W. Oschmann
 Consulting Engineer Paul F. Godley Co.

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.
 500 Watts n.

Owned-Oper. By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyoming Ave.
 Phone Number 6296
 Transmitter Location 223 Davis St.
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President Mrs. M. E. Megargee
 Vice President M. A. Megargee
 Gen., Comm., Sales Prom. Mgr.

George D. Coleman

Station Manager Robert E. McDowell
 Program Director Frank Monaghan
 Chief Engineer Kenneth R. Cooke

WQAN

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Trans. Serv. Standard, Associated, SESAC
 Representative The Bolling Co.
 Membership NARTB, BAB
 Owners Eliz. R. Lynett & Edward J. Lynett
 Gen. Mgr., Chief Engr. John P. McGoldrick
 Program Director Robert R. Flanagan
 Production Director Jack Guinan
 Publicity Director William Pierce
 News Director William Cullen, Jr.
 Musical Director Jane O'Hara
 Farm Editor Frank Malone
 Consulting Engr. James C. McNary, Wash, D.C.

W S C R

SCRANTON—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location 1520 N. Keyser Ave.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President Hon. Michael J. Eagan

Gen., Sta., Comm. Mgr. Dale Robertson
 Pgm., Pub., Prod. Dir. Barry Sherman
 Chief Announcer Mike Woloson
 News Director Bob McHale
 Musical Director Joe Burke
 Chief Engineer Willard Shimski
 Farm Editor Jess Landenberger

W I S L

SHAMOKIN—1948—MBS

QUAKER

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Coal Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative ForJoe
 Membership NARTB, BAB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Announcer Jerry Kreeger
 Chief Engineer Bernard Marshall
 Farm Editor Bill Sickler
 Consulting Engineer Weldon & Carr

W P I C

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 News Service UP
 Transcription Service Associated, Capitol,
 Lang-Worth, World
 Representative Adam J. Young, Jr.
 Pres., Gen.-Sta. Mgr. John Fahline, Jr.
 Program Director Marc McCulloch
 Production Director Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888
 Transmitter Location Ferguson Township
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NARTB, BAB
 President R. J. Kennard
 General Mgr. William K. Ulerich
 Station Manager Alethea Mattern Ulerich
 Chief Anncr., Pgm. Dir. Milton J. Bergstein
 Commercial Manager Miriam Krebs
 News Director John Pfeil
 Chief Engineer Douglas Beman

PIONEER
IN
THE ANTHRACITE AREA

FOUNDED 1922

TOPS IN PUBLIC SERVICE

WBAX

WILKES-BARRE, PA.

MBS AFFILIATE

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

PENNSYLVANIA

WKBI

ST. MARYS—1950—QUAKER

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Elk Cameron Bcstg. Co.
Address: 41 Erie Ave.
Phone Number: 2321
Transcription Service: Capitol
News Service: AP
Co-Partners: K. E. Rennekamp, C. H. Simpson
General Manager: C. H. Simpson
Commercial Manager: George A. Clark
Program Director: Bert O. States, Jr.
Promotion Manager: Clyde F. Robison
Chief Engineer: Gerald O. Quint
News Director: John A. Fay

WVPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
Owned-Operated By: Pocono Bcstg., Inc.
Business-Studio Address: 578 Main St.
Phone Number: Stroudsburg 1102
Transmitter Location: Cherry Valley & Highland Inn Rds.
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Merle C. Ostrom
Station Manager: Elton Hall
Managing Director: Francis H. Brinkley
Program Director: Joseph Webster
Chief Engineer: Ernest Transue

WKOK

SUNBURY—1933—ABC QUAKER

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter: 1150 N. Front St.
Phone Number: Sunbury 1325-6
News Service: AP
Transcription Service: Lang-Worth
Representative: Continental Radio Sales
Membership: NARTB
President: Harry H. Haddon
General Manager: Homer R. Smith
Commercial Manager: W. Robert Trevitt
Program Director: Michael J. Kane
Publicity Director: Nelson Futch
Chief Announcer: Jerry Moore
Chief Engineer: John W. Keller

WMBS
UNIONTOWN—1937
CBS—QUAKER

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By: Fayette Bdcstg. Corp.

Address: F. T. & T. Bldg.
Phone Number: 8-3900, 8-3909
Transmitter Location: Burgess Field
Air Time: 7 a.m.-12:05 a.m.
News Service: UP
Transcription Service: SESAC
Representative: Meeker Asso., Inc.
Pres., Gen. Mgr.: J. C. Burwell
Sta., Comm. Mgr.: H. C. Burwell
Sales Promotion Manager: Ed Hamlyn
Mus., Pgm. Dir., Chf. Anncr.: C. H. Underwood
Prod., Pub. Dir.: Ed Hamlyn
News Director: James Gismondi (News & Sports Editor)
Chief Engineer: Thomas Kikta
Farm Editor: Rex Carter
Consulting Engineer: George C. Davis

WNAE

WARREN—1946—MBS

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By: N. Allegheny Bdcstg. Co.
Address: Second Avenue
Phone Number: 3032
Transmitter Location: R. D. 1 - Kinzua Rd.
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Thesaurus
Representative: Deveny & Co.
Membership: NARTB, BAB
Pres., Gen., Sta., Comm. Mgr., Pub. Dir.: A. David Potter, Jr.
Comm., Sales Prom. Mgr.: James W. Potter
Chief Anncr., Pgm., Prod., News, Music Dir.: W. LeRoy Schneck
Chief Engineer: Homer M. Haines

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Washington Bcstg. Co.
Bus. Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: So. Strabane Township
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, Lang-Worth
Representative: Joseph Hershey McGillyvra
Membership: NARTB
Managing Director: A. Boyd Siegel
Commercial Mgr.: Peter Stanton

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John H. Stenger, Jr.
Business-Studio Address: 85 W. Union St.
Phone Number: 3-0196
Transmitter Location: Route 11, Edwardsville Borough
Air Time: 7 a.m.-M.
News Service: UP

. . . **PENNSYLVANIA** . . .

Transcription Service Associated
 Representative Burn-Smith
 General Manager John H. Stenger, Jr.
 Station Manager August W. Grebe
 Program Director John H. Stenger, III
 Production Director Edward Kuzma
 Chief Announcer John Foster
 Chief Engineer John H. Stenger, Jr.
 Asst. Chief Engr. Milan J. Krupa
 Farm Editor Jim Hutchison

W B R E
WILKES-BARRE—1924—NBC
QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Louis G. Baltimore
 Bus.-Studio Address 62 S. Franklin St.
 Phone Number 3-3101
 Transmitter Location 3rd Ave.-Kingston
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. Louis G. Baltimore
 Prom., Gen., Sta. Mgr. David M. Baltimore
 Commercial Mgr. A. C. Baltimore
 Program Director Franklin D. Coslett
 Musical Director Louis Savitt
 Chief Engineer Charles Sakoskie, Sr.
 Consulting Engineer Chambers & Garrison

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Wyoming Valley Bcstg. Co.
 Bus.-Studio Address 88 No. Franklin St.
 Phone Number 4-4666
 Transmitter Location Dawes Ave., Kingston
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Avery-Knodel
 President Dr. I. C. Morgan
 General Manager Roy E. Morgan
 Station Mgr. Thomas P. Shelburne
 Commercial Manager Harry P. Butler
 Program Director Hal Berg
 Chief Announcer Charles Whittier
 Chief Engineer Theodore French
 Consulting Engineer John Creutz

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By WRAK, Inc.
 Address 244 West 4th St.
 Phone Number 2-6116
 Transmitter Location 1561 W. 4th St.

WRAK

250 W—1400 Kc

WRAK-FM

3.2 KW—100.3 Mc

National Representative:
 EVERETT-McKINNEY, Inc.
 New York • Chicago



AFFILIATE

The right combination for a
 REAL selling campaign in the
 Williamsport market.

21 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

P E N N S Y L V A N I A

Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett McKInney
 Membership NARTB
 President E. M. Case
 General Manager George E. Joy
 Treasurer W. Van Person
 Comm. Mgr., Music. Dir. J. Wright Mackey
 Pgm. Mgr., Chief Anncr. Leon E. Kelly
 Program Director Marian E. Antes
 Prod. Mgr., News Dir. Irving A. Berndt, Jr.
 Publicity Manager Everett W. Rubendall
 Chief Engineer Glenn L. Sherman
 Consulting Engineer Spearman-Robertson

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Williamsport Radio Bcstg.
 Assoc., Inc.
 Address 330 Government Pl.
 Phone Number 7119
 Transmitter So. Williamsport
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 President Harry J. W. Kiessling
 General Manager Woodrow W. Ott
 Commercial Manager J. David Fleming
 Program Director Louis C. Cate
 News Director John Archer
 Musical Director Will Moyle
 Consulting Engineer Russell May

W N O W

YORK—1948—A.B. & F.N.

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 8-2911-8-2952
 Transmitter Location R. D. 5
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB

General Manager Lowell W. Williams
 Commercial Manager John O. Border
 Sales Prom. Mgr. Murray Goldsborough
 News Director Albert Gadding
 Prog.-Prod. Dir. H. E. Daugherty
 Publicity Director Edwin L. Fay
 Chief Engineer Willis N. Weaver
 Consulting Engineer Dixie B. McKey

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 6629
 Transmitter Location W. Manchester
 Township
 Air Time 6 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Leroy K. Strine
 Natl. Sales Mgr. J. Robert Gulick
 Program Director James R. Wilson
 Technical Director J. E. Mathiot

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts d..
 1000 Watts n.
 Owned-Oper. By Susquehanna Bcstg. Co.
 Address P. O. Box 910
 Phone Number 82676 - 81308
 Transmitter Location York, R. D. 5
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World, MGM
 Representative Radio Revs. Inc.
 Membership NARTB, BAB
 President Louis J. Appell
 General Manager Walter J. Rothensies
 Comm. Sales Prom. Mgr. Philip K. Eberly
 Program Director Otis B. Morse
 Chief Engineer Woodrow G. Eberhart
 Farm Editor Herman E. Stebbins

WHY IS **AP**
 THE BEST?

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

more New Englanders
listen to

WPRO

than any other
Rhode Island station

all
latest
seasonal
reports show
WPRO
first in share
of audience!

...compared* to the second-place
station, **WPRO** offers you:

152.4% MORE AUDIENCE

WEEKDAY
MORNINGS

73.5% MORE AUDIENCE

WEEKDAY
AFTERNOONS

50.2% MORE AUDIENCE

EVENINGS
SUN.-SAT.

**Comparison of a typical seasonal survey
(1949-1950 Winter-Spring Hooper Audience
Index for Providence - Pawtucket, R. I.)*

listeners are customers!
customers are buyers!

TO REACH THE
MOST BUYERS,

BUY BASIC...



WPRO AM
& FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Population 791,896—Increase +11.0% (1940-1950)—Radio Homes 205,890
Families 208,390—Stations in State 11

WRJM

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . The Aquidneck Bcstg. Corp.
Business-Studio Address 204 Thames St.
Phone Number 4673
Transmitter Location Middletown
Air Time Daytime
News Service AP
Transcription Service Associated
Representative Deveny & Co.
Membership NARTB, BAB
President Columbus O'Donnell
General Manager Warren G. Clement
Commercial Manager Gilbert M. Congdon, Jr.
Program Director Edwin Kane
News Director John Stewart
Chief Engineer Joseph Britto

WPAW

PAWTUCKET—1950

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By . . . Roger William Bcstg. Co.
Address 32 N. Union St.
Phone Number 5-9000
Transcription Service MacGregor
News Service UP
Co-Owner, Pres., Treas. Neale D. Murphy
Co-Owner Dominic Hysko
Sta., Prom. Mgr., Pgm. Dir. Muriel T. Choquette
Chief Engineer Jim Bonney
News Director William J. Torpey

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Yankee Network, Inc.
Business-Studio Address Crown Hotel
Phone Number Temple 1-0800
Transmitter Location E. Providence
Air Time 6 a.m.-M., (8 a.m.-M. Sun.)
News Service AP, Yankee News
Transcription Service Associated
Representative Edward Petry
President William O'Neill
Gen., Sta., Comm. Mgr. Mowry Lowe
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Pawtucket Bcstg. Co.
Bus.-Studio Address Sheraton-Biltmore Hotel
Phone Number PL 1-6565
Transmitter Location Lonsdale

Air Time Unlimited
News Service AP
Transcription Service Associated
Representative Avery-Knodel
Membership NARTB, BAB
Sta., Gen., Comm. Mgr. Wallace A. Walker
Program Director David Brooks
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson
Consulting Engineer Kear & Kennedy

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By . . . Narragansett Bay B. Co.
Address 15 Chestnut St.
Phone Number Jackson 1-6565
Trans. Loca. Bold Pt. E. Providence
Air Time Sunrise-Sunset
News Service UP
Pres., Gen. Mgr. Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. Walter Neiman
Comm., Sales Prom. Mgr. Arthur Gordon
Production Director Ernest Anderson
News Director David Rosehill
Musical Director William Willse
Chief Engineer Milton Krogsted

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcstg. Co.
Business-Studio Address 32 Custom House
Phone Number Union 1-4211
Transmitter Location Eastern Ave.,
E. Providence
Air Time 6 a.m.-4:30 p.m.
News Service AP
Transcription Service Capitol
Representative Adam J. Young
President, Gen.-Sta. Mgr. Robert T. Engles
Program Director C. George Taylor
Prod. Dir., Chief Anncr. Bruce Williamson
Musical Director Jay Creeden
Chief Engineer Carroll Philbrook

WPRO

PROVIDENCE—1924—CBS-NEMM

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcstg. Co.
Bus.-Stud. Add. 24 Mason St., WPRO Bldg.
Phone Number Plantations 1-9776
Transmitter Location E. Providence
Air Time 6 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Lang-Worth
Representative Paul H. Raymer

• • • RHODE ISLAND — SOUTH CAROLINA • • •

Membership NARTB, BAB
 President..... William S. Cherry, Jr.
 General-Comm Mgr..... Arnold F. Schoen, Jr.
 Program Director..... John A. Owen
 Chief Engineer..... John V. Ferri
 Consulting Engineer McNary & Wrathall

W J A R

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By..... The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Phone Number..... Gaspee 1-1071
 Transmitter Location..... Wampanoag Trall,
 E. Providence

Air Time 6 a.m.-M.
 Transcription Service World
 News Service AP
 Representative Weed
 Membership NARTB
 Chairman of Board..... Mortimer L. Burbank
 Gen., Comm. Mgr..... John I. Boyle
 Program Director..... Sothorn Abbott
 News Director..... Ben Boyden
 Chief Engineer..... Thomas C. J. Prior

W R I B

PROVIDENCE—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... R. I. Bcstg. Co.
 Bus.-Studio Address..... Narragansett Hotel
 Phone Number..... Union 1-4512
 Transmitter Location..... Water St., E. Providence
 Air Time..... 7 a.m.-local sunset
 News Service UP
 Transcription Service Associated
 Representative ForJoe
 Membership NARTB
 President Frank Rao

General Manager..... Nicholas Ruggieri
 Prod., Pgm. Dir., Chief Annr..... Dan Rogers
 News Director..... Fabian Hume
 Chief Engineer..... Richard Buckley

W E R I

WESTERLY—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address..... 34 Main St.
 Phone Number 2263
 Transmitter Location Margin St.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth,
 Colton, Bannan
 President Richard G. Moore
 General Manager Warren M. Greenwood
 Program Director A. W. Warren
 Chief Engineer Donald W. Siegel

W W O N

WOONSOCKET—1946

CBS—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By Woonsocket Bcstg. Co.
 Business-Studio Address..... 99 Main St.
 Phone Number 3900-1741
 Transmitter Location Getchell Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service..... World, Standard
 President William S. Palmer
 General Manager Buell W. Hudson
 Station Manager Mitchell F. Stanley
 Commercial Manager ... Eugene A. Mailloux
 Production Director..... Gene Rousseau
 News Directors G. O'Neill, B. Riley
 Chief Engineer Joseph Gerson

—SOUTH CAROLINA—

*Population 2,117,027—Increase +11.4% (1940-1950)—Radio Homes 409,620
 Families 492,330—Stations in State 43*

W A I M

**ANDERSON—1935—CBS
 PALMETTO NET**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Wilton E. Hall
 Address-Trans. Loca..... 1 Martin St.
 Phone Number 3800-1-2
 Air Time 5:30 a.m.-12:05 a.m.
 News Service INS
 Transcription Service..... Associated, World
 Representative..... Burn-Smith, Dora Dodson
 President..... Wilton E. Hall
 General Manager..... Glenn P. Warnock
 Prom., Comm. Mgr. G. P. Brown

Program Director Ray Barath
 News Director R. Powell
 Chief Engineer..... H. B. Greene
 Farm Editor Grady Newman

W A N S

ANDERSON—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Carolina Bcstrs.
 Address Box 211
 News Service AP
 Pres., Gen. Mgr..... J. J. Powell
 Comm. Mgr., Pgm. Dir..... Alfred Robinson
 Chief Engineer..... Charles Mewborn

W B S C

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address 212 Broad St.
 Phone Number 780
 Transmitter Location 1½ Mi. N.W. of
 Bennettsville on Hwy. No. 9
 News Service AP
 Representative Joseph Hershey McGillvra
 Gen., Comm. Mgr. Malcolm A. Young
 Prog.-Prod.-Pub.-Musical Dir. Don Bridges
 Chief Engineer John Gronert

W A C A

CAMDEN—1948—KBS BASEBALL NET

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcst. Co.
 Address Camden
 Phone Number 80
 Transmitter 4 Mi. E. of City
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB
 President Haygood S. Bowden
 Gen., Sta., Comm., Pgm. Mgr. Tom Richards
 Prod., Pam. Dir. Arthur Sheheen
 Chief Engineer Frank Richardson
 Chief Announcer Arthur Sheheen

W C S C

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Franc's Marion Hotel
 Phone Number 7611
 Transmitter Location Eagle's Nest
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Sales Promotion Manager Alma D. Davis
 Pam., Pub. Dir. Russell Long
 Publicity Director Alma D. Davis
 Copy Chief Dorothea LaTorre
 News Director Robert Truere
 Musical Director Bob Tambllyn
 Chief Engr., Cons. Engr. Wilbur Albee
 Farm Editor Bob Tambllyn
 Traffic Manager Annie Laurie Quatterman

W H A N

CHARLESTON—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 152-B Market St.

Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President S. Lewis Johnson
 Gen., Sta., Comm. Mgr. W. Ben Hutto
 Pub., Pgm. Dir. Vernon M. Bushong
 News Director Dick Terfler
 Production Director Traynor Ferillo
 Mus. Dir., Farm Editor Ray Thomas
 Chief Engineer William P. Birchfield
 Consulting Engineer W. J. Holey

W P A L

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By George G. Weiss
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Dora Dodson Pearson
 Gen., Sta. Mgr. Laurens P. Moore
 Commercial Manager Robert T. Chrystie
 Promotion Manager Walt Hanna
 Program Director Bob Austin
 Chief Announcer James Reynolds
 Publicity Director Al Dengate
 Chief Engineer Carlton E. Modlin

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Bus. Add. 133 Church St., P. O. Box 297
 Phone Number 2-2961
 Transmitter Location St. Andrew's Parish
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative George P. Hollinberry
 Membership NARTB, BAB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Prom., Comm. Mgr. Grange S. Cuthbert, Jr.
 Publicity Director Nina K. Parker
 Production Director Robert Yeager
 News Director Harry Gianaris
 Musical Director Edna E. Richardson
 Chief Engineer U. Gordon Knight

W U S N

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus.-Studio-Trans. Address 42 Tenth St.
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-1 a.m.

SOUTH CAROLINA

Representative Donald Cooke
 President Louis D. Simonda, Jr.
 Gen., Sta., Comm. Mgr. J. Dayton Hastie
 Promotion Manager Ed Lesnick
 Program Director Henry Hoppe
 Chief Announcer Bill Ward
 News Director Elmo Cronk
 Chief Engineer Walter Nelson
 Consulting Engineer John Cruetz

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Craig Bdcstg. Co.
 Address 128 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Transmitter Location Harris Street
 Air Time 6 a.m.-11 p.m.
 News Service AP
 President Morgan J. Craig
 Gen., Sta. Mgr. Charles A. Thoman
 Comm., Prom. Mgr. Vernon McCarthy
 News, Music., Pgm. Dir. Chief Anncr.
 Arthur Cornwall
 Prod., Pub. Dir. James Kennedy
 Chief Engineer Vernon Cameron
 Farm Editor Arthur Cornwall
 Consulting Engineer Charles A. Thoman

W C O S

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Trans. Location 2806 Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m. (Mon.-Sat.)
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Dixon Harp
 Program Director Stewart Spence
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig

Local Sales Mgr. W. Miller Montgomery
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Prod. Dir., Chief Anncr. Mackie Quave
 Musical Director Ruth Stone
 Chief Engineer Herbert G. Eldson, Jr.
 Farm Editor Specs Munzell
 Consulting Engr. Jansky & Bailey

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H-R Representatives
 Membership NARTB, BAB
 Pres., Gen. Mgr. C. Wallace Martin
 Promotion Manager Robert Ellison
 Prod., Pgm. Dir. Grenville Seibels
 Chief Engineer John C. Cosby
 Farm Editor Clair Shadwell

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address P. O. Box 307
 Phone Number 2-1518
 News Service AP
 Representative ForJoe
 Membership NARTB
 General Manager H. Moody McElveen

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Transmitter Location U. S. Hwy. 701, 1/4
 Mi. N.W. Center of City
 News Service AP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 President, General Mgr. L. M. Hawley
 V.P., Chief Engineer H. L. Hanks
 Pub.-Musical Dir., Chief Anncr. Mike Jordan

W D S C

DILLON—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address Box 231
 Phone Number 470-1
 Transmitter Location U. S. Hwy. 301, 3/2
 Mi. S. of Dillon
 Air Time Sunrise-Sunset

. . . **SOUTH CAROLINA** . . .

News ServiceUP
Transcription ServiceThesaurus
RepresentativeDora C. Dodson
MembershipNARTB, BAB
PresidentE. H. Brown
Gen., Sta., Sales Prom. Mgr. ... Joseph Martin
Commercial Manager ... Adelaide C. Monroe
Pgm., Prod. Div.J. E. Murff, Jr.
Chief EngineerRussell Caldwell

W J M X

FLORENCE—1947—ABC

Frequency: 970 Kc. **Power:** 5000 Watts d.,
 1000 Watts n.
Owned-Oper. By Atlantic Bcstg. Co., Inc.
Business Address P. O. Box 1211
Phone Number 6351
Studio-Transmitter Location 3 MI. N.W.
 Florence, U. S. 52
Air Time Sunrise-Sunset
News Service AP
Transcription Service World
Representative Walker
President Eugene E. Stone
Gen., Sta. Mgr. Paul H. Benson, Jr.
News, Pgm. Dir. Sam I. Latimer
Chief Announcer Bob Forbes
Chief Engineer Frank Jenne
 Consulting Engineer Craven, Lohnes & Culver

W O L S

FLORENCE—1937—KBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By Florence Bcstg. Co., Inc.
Business-Studio Address ... 151 S. Dargan St.
Phone Number 3271-2
Transmitter Location 1 Mi. NE City
Air Time 8 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Joseph Hershey McGillvra
Membership NARTB
Pres., Gen.-Station Mgr. Melvin Purvis
Comm., Sales Prom. Mgr. A. P. Skinner
Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam
Chief Engineer W. A. Pritchett
 Consulting Engr. . . Comm. Rad. & Equip. Co.

W F G N

GAFFNEY—1948—KBS

Frequency: 1570 Kc. **Power:** 250 Watts d.,
 250 Watts n.
Owned-Oper. By ... Cherokee Radio Co., Inc.
Address P. O. Box 759
Phone Number 4795-6
Trans. Loca. Leadmine Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Lang-Worth
President A. Ray Godshall
Gen., Sta., Farm Edit. Morton E. Green

Comm., Sales Prom. Mgr. Velna Wilder
Program Director E. Parrott
Prod., Pub. Dir. V. Gertz
Chief Announcer, Music Dir. Jim Brazzell
News Dir., Chief Engr. Roger Clark

W G T N

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Operated By ... Georgetown Bcstg. Co.
Address, Trans. Loc. 216 Fraser St.
Phone Number 621-629
Air Time 8 a.m.-11:30 p.m.
News Service UP
Transcription Service Lang-Worth
President Dr. John T. Assey, Jr.
Sta., Comm. Mgr. Allen Wester
Continuity Director Joe Maurice
Program Director Mamie Delzell
Chief Engineer Patrick J. Robinson

W A K E

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By ... Piedmont Bcstg. Co., Inc.
Address 400 Mayberry St.
Phone Number 5-6772
News Service INS
President V. D. Ramseur
General Manager J. S. Ayers
Chief Engineer H. A. Morris
News Director Wayne Davis

W E S C

**GREENVILLE—1947—MBS
 CBS-PALMETTO**

Frequency: 660 Kc. **Power:** 5000 Watts
Owned-Operated By Greenville Bcstg. Co.
Business-Studio Address 1 College St.
Phone Number 2-8241
Transmitter Location Farr's Bridge Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth
Representative Walker
President (Mrs.) Scott Russell
Commercial Manager W. C. Bachman
General Manager Glenn P. Warnock
Program Director Arthur H. Roberts
Chief Engineer Lewis W. Elias, Jr.

W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc. **Power:** 5000 Watts
Owned-Oper. By ... Greenville News Piedmont
 Co.
Business-Studio Address Poinsett Hotel
Phone Number 2-7616-7
Transmitter Location Ghantt
Air Time 5:30 a.m.-1 a.m.

. . . **SOUTH CAROLINA** . . .

News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 PresidentB. H. Peace, Jr.
 General ManagerB. T. Whitmire
 Commercial Mgr.R. Q. Glass, Jr.
 Sales Prom. Manager.....P. H. Chapman
 Program Director.....Newton S. Smyth
 Chief Announcer.....Norvin Duncan
 Publicity Director.....P. H. Chapman
 News Director.....N. P. Mitchell
 Musical Director.....Alice Wyman
 Chief Engineer.....William Garrison
 Consulting Engineer.....A. D. Ring & Co.

W M R C
GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned-Operated By.....Textile Bcstg. Co.
 Bus. Studio Address...Box 1499, Prevost Bldg.
 Phone Number3-2751
 Transmitter Location.....White Horse Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World
 RepresentativeWeed & Co.
 MembershipNARTB
 President.....R. A. Jolley, Sr.
 General Manager.....Guy Zwahlen
 Prom., Comm. Mgr.Kenneth C. Willson
 Prod., Pgm. Dir.William T. Arrington
 Chief Announcer.....James D. Simpson, Jr.
 News DirectorClaude E. Freeman
 Chief Engineer.....George D. Tate
 Farm Editor.....Paul Fisher

W M U U
GREENVILLE—1949

Frequency: 1260 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Bob Jones Univ.
 AddressBob Jones Univ.
 Phone Number2-6711
 Transmitter Location.....11 Radio Dr.
 Air Time5 a.m.-Local Sunset
 News ServiceIns
 Transcription Service.....SESAC, Associated
 MembershipNARTB, BAB
 PresidentDr. Bob Jones, Jr.
 General Manager.....R. K. Johnson
 Sta. Mgr., Pgm., Prod. Dir.Jim Ryerson
 Commercial Manager.....Lamont Haynes
 Sales Promotion Manager.....Marvin Steffins
 Publicity Director.....Laura Pratt
 Chief Announcer.....Velma Eubanks
 News Director.....Kenneth Ouellette
 Musical Director.....Barbara Boyd
 Chief Engineer.....Don Smith
 Farm Editor.....Jack Buttram

W C R S
GREENWOOD—1941—NBC

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

Owned-Operated By.....Greenco, Inc.
 Phone Number4300, 3971
 Studio-Transmitter Location.....Willson St.
 Air Time5:30 a.m.-11:30 p.m.
 News ServiceAP
 Transcription Service.....Standard
 PresidentDouglas Featherstone
 General Manager.....Dan Cros'and
 Commercial Manager.....Ralph Norman
 Program Director.....Randy Davidson
 Chief Engineer.....Charlie Sparks
 Consulting Engineer.....McNary & Wrathall

W E A B
GREER—1949

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Greer Bcstg. Co.
 AddressP. O. Box 151
 Phone Number1057
 Air TimeDaylight
 News ServiceUP
 Transcription Service.....Lang-Worth
 Partner.....W. R. Frier
 Partner, Gen. Mgr.....E. A. Burch
 Program Director.....Vernon Fox
 Chief Engineer.....Perry Clinton Childers

W H S C
HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hartsville Bcstg. Co., Inc.
 Business-Studio Address...1306 College Ave.
 Phone Number654
 Transmitter Location...1 Mi. S. of Hartsville on
 Hwy. 15-A
 Air Time6:55 a.m.-11:15 p.m.
 News ServiceAP
 RepresentativeMcGillivray
 Transcription Service.....Capitol
 President.....Charles H. Campbell
 Gen. Sta. Mgr., Prod. Dir.....Raymond Caddell
 Commercial Manager.....Gerald Quick
 Program Director.....Leo Williams
 Publicity Director.....Frances Bass Tyner
 Chief Engineer.....Donald A. Brienen
 Musical Director.....David Rogers
 Farm Editor.....Ernest Stokes

W D K D
KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Palmetto Bcstg. Co.
 AddressKingstree
 Phone Number6761
 Transmitter Location.....Hwy. 52
 News ServiceAP
 Transcription Service.....Lang-Worth
 MembershipNARTB, BAB
 Partners.....M. L. Few, E. G. Robinson, Jr.
 General Manager.....John L. McWhorter
 Chief Engineer.....Thomas B. Williams, Jr.

W L B G

LAURENS—1948—KBS-LBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By..... WLBG, Inc.
 Business Address..... Box 642, Laurens
 Phone Number..... 2-2331
 Studio-Transmitter Location... Greenville Rd.,
 Church St. Ext.

Air Time.....7 a.m.-7 p.m.
 News Service.....UP
 Transcription Service.....World
 President.....James C. Todd
 General Manager.....John F. Arrington
 Program Director.....Len Ledford
 Promotion Manager.....Colleen Willard
 Secy.-Treas.....Richard Todd
 News Director.....Jack Taylor
 Chief Engineer.....Clyde J. McClure

W J A Y

MULLINS—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Mullins & Marion Bldg. Co.
 Phone Number..... 390 (Marion, 3901 (Mullins))
 Transmitter Location... Highway 76 bet. Mullins
 and Marion

Air Time..... 5 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Langworth
 Membership.....NARTB, BAB
 Owners.....W. L. Harrelson,
 B. G. Smith

President.....W. G. Smith
 Gen. Comm. Mgr.....Robert B. Marshall
 Station Manager.....Forrest Ramsey
 Prog. Dir., Chf. Ann.....Robert A. Allen
 Musical Director.....George Maqera
 Chief Engineer.....George Maqera
 Consulting Engr.....Robert Lambert

W M R A

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts d., n.
 Owned-Oper. By.....(Mrs.) Elizabeth Evans
 Address.....Ocean Forest Hotel
 Phone Number.....137
 Transmitter Location.....28th & Oak
 Air Time.....Unlimited

News Service.....AP
 Transcr. Service.....Lang-Worth Library
 Pres., Gen. Mgr., Prog. Dir.....Elizabeth Evans
 Sta., Comm. Mgr., Chf. Eng.....W. D. Sneed
 Ch. Ann., News Dir.....Jack Eichman
 Farm Editor.....John McNamee
 Consulting Engineer.....John Keel

W K D K

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Newberry Bcstg. Co., Inc.

Address, Trans.....11 Radio Dr., Box 211
 Phone Number.....143
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 President.....John F. Clarkson
 Gen., Sta., Comm. Mgr.....James F. Coggins
 Pgm., Publ. Dir.....Marcia Coggins
 Chief Engineer.....Ray Gilliam
 Prom. Mgr., Chf. Ann., News Dir.,
 Farm Editor.....Charles E. Bowers

W R N O

ORANGEBURG—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WRNO, Inc.
 Bus. Addr.-Trans. Loc.....Whitman St. Ext.
 Phone Number.....1420-P
 Air Time.....5:58 a.m.-12:01 p.m.
 News Service.....AP
 Transcriptoin Service.....Capitol

President.....Charles S. Henery
 Gen., Sta., Mgr.....Frank B. Best, Jr.
 Commercial Mgr.....Norman M. Mathews
 Program Director.....James N. Armistead, Jr.
 Chief Announcer.....W. Hampton Smith
 News Director.....Jem Newbury
 Chief Engineer.....Gus Browning
 Farm Editor.....Glenn French

W T N D

**ORANGEBURG—1948—LBS
 PALMETTO**

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Sims Publishing Co.
 Phone Number.....1600
 Transmitter Location.....1 Mi. N.W. City
 Air Time.....Daytime

News Service.....UP
 Transcription Service.....World, Associated
 Representative.....Thos. F. Clark
 Membership.....NARTB
 Gen., Sta., Comm. Mgr., Pres.....J. I. Sims
 Program Director.....Richard R. Rhame
 Publicity Director.....Ella Rogers
 Chief Engineer.....Larry W. Styles

W R H I

ROCK HILL—1944—MBS-KBS

FM, TV Affiliation.....WRHI-FM
 Frequency: 1340 Kc. Power: 250 Watts d., n.
 Owned-Oper. By.....York Co. Brcdg. Co.
 Address.....Rock Hill Nat. Bk. Bldg.
 Phone No.....2085, 2077 (Studio); 5767 (Trans.)
 Transmitter Location.....E. Black St. Ext.

News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog., Prod. Dir.....Wm. C. Beaty
 Prom., Comm. Mgr., Pub. Dir.....Harper S. Gault

W T Y C

ROCK HILL—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-County Bcstg. Co.
 Bus. Studio Address Robert Marshall Hotel
 Phone Number 3175
 Transmitter Hway. 21 near Charlotte Hway.
 Air Time 7 a.m.—Sunset
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NARTB
 President W. G. Reid
 Gen. Comm. Mgr. G. P. Cobb
 Chf. Ann., Prog. Dir. Edgar Talbert
 Chief Engineer Tom L. Byrd

W S N W

SENECA—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Blue Ridge Bcstg. Co., Inc.
 Address Seneca
 Phone Number 8234
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Pres., Gen. Mgr. J. A. Gallimore
 Treasurer Virginia F. Gallimore

W O R D

SPARTANBURG—1940—ABC—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Spartan Radiocstg. Co.
 Business-Studio Address 291 E. Main St.
 Phone Number 3-2711
 Transmitter Location Vanderbilt Rd.
 Air Time 5:30 a.m.—12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Hollingberry
 Membership NARTB
 President Walter J. Brown
 General Manager John W. Kirkpatrick
 Sales Manager John C. Carrington
 Program Director Sterling W. Wright
 News Director Alan R. Willis
 Chief Engineer Clyde J. Burdette
 Consulting Engr. A. D. Ring

W S P A

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Bcsting. Co. of the So.
 Business-Studio Address 224 E. Main St.
 Phone Number 33621
 Transmitter Location Route 7
 News Service UP
 Air Time 19 hrs., 5 min.
 Transcription Service Standard
 Representative John Blair
 Membership NARTB, BAB
 President Francis Hipp
 General Manager G. Richard Shafto

Station Manager Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer Grover Golightly
 Chief Engineer H. R. Beckholt
 Farm Editor Cliff Gray
 Consulting Engrs. Tansky & Bailey

W F I G

SUMTER—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WFIG, Inc.
 Business-Studio Address Radio Center Bldg.
 Phone Number 1340
 Transmitter 1 Mi. E. of Sumter on Hway. 76
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President Hubert D. Osteen
 General Manager T. Doug Youngblood
 Commercial Mgr. William H. Moore, Jr.
 Sales Prom. Mgr. Charles Ballard
 Program Director Paul Reidy
 News Director John Sherman
 Publicity Director Robert Raymond
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

W B C U

UNION—1946—MBS

Frequency: 1460 Kc. Power: 1000 Watts d., n.
 Owned-Oper. By Union-Carolina Brcstg. Co.
 Address 210 East Main St.
 Phone Number 1200
 Transmitter Location Buffalo Rd.
 Air Time 6:00 a.m. to 12:00 M.
 Transcription Service Capitol
 Station Repr. Palmetto Network
 President E. H. Hughes
 Gen., Sta. Mgr., Mus. Dir. Milton D. Scarborough
 Comm., Sales Prom. Mgr. Leonard Magrider
 Prog., Prod. Dir. Marilyn F. Scruggs
 Publicity Director Mary A. Scarborough
 Chief Announcer C. P. Stribling
 News Dir., Farm Edit. J. B. Clements
 Chief Engineer T. W. Weathers
 Consulting Engineer Joseph H. Chambers

W A L D

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walterboro Bcstg. Co.
 Transmitter Address Ft. Benson St.
 Studio-Address Box 12
 Phone Number 3861
 Air Time 6 a.m.—12 M.
 News Service AP
 President R. M. Je³/₄eries
 Comm., Gen., Sta. Mgr. David E. Bigley
 Program Director Wilma W. Bigley
 News Dir., Farm Editor Mel W. Strasser
 Chief Engineer Don Shannon

SOUTH DAKOTA

Population 652,740—Increase +1.5% (1940-1950)—Radio Homes 160,340
Families 167,370—Stations in State 12

KSDN

ABERDEEN—1948—MBS-SO. DAK.

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By...Aberdeen News Co. Radio
Station KSDN
Phone Number4953
Air Time6 a.m.-12 M.
News ServiceAP
Transcription ServiceWorld
RepresentativeWeed
President.....Henry J. Schmitt
Sta., Gen. Manager.....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker
Consulting Engr.Dick Doyle

KDSJ

DEADWOOD—1947—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...Heart of the Black Hills Sta.
AddressP. O. Box 462
Phone Number186
RepresentativeClark
Transcription ServiceWorld
News ServiceUP
Partners.....John Daniels,
Eli Daniels, Harry Daniels
Gen. Mgr., Chief Engr.....Eli Daniels
Production Director.....Jim Tyne
News Director.....Mel Rochester

KIJV

HURON—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....32 Second St. S.E.
Phone Number765
Transmitter Location.....18th St. & Idaho
Air Time6 a.m.-12 M.
News ServiceUP
RepresentativeLawson
Transcription ServiceThesaurus
MembershipNARTB, BAB
President, General Mgr.....Max F. Staley
Commercial Manager.....Dwight Coursey
Program DirectorDale Larson
Chief AnnouncerDerwin Bird
News DirectorWilliam E. McGivern
Chief Engineer.....Roland H. Marty

KORN

MITCHELL—1947—MBS GOLDEN PHEASANT

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By....Michell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number821
Transmitter Location...½ Mi. E. of city on
Hwy. U. S. 16
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNARTB
General-Station Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr....B. Harland Ohde
Program DirectorRaymond Eppel
News DirectorRobert Wood
Chief AnnouncerEdward Welch
Chief Engineer.....R. B. Brodie

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio-Transmitter Address.....203 W.
Summit Ave.
Air Time9:30 a.m.-Sunset
Phone Number2351
Air Time9:30 a.m.-sunset
News ServiceUP
RepresentativeContinental
PresidentIda A. McNeil
Chief Engineer.....Charles W. Hobbs

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By.....Black Hills Bcst. Co. of
Rapid City
Business Address.....523 Sixth St.
Phone Number2000-1-2
Studio Address.....Alex. Johnson Hotel
Transmitter Location...5 Mi. S. of Rapid City
Air Time6 a.m.-M.
News ServiceUP
RepresentativeHeadley-Reed
Transcription Service...Standard, Associated,
Capitol, World
MembershipNARTB, BMB
Pres., Gen. Mgr.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Program DirectorAbner H. George
Promotion Manager.....Ellen Crilly
Sales Manager.....Stanley Lieberman
Chief Announcer.....Harlan Horton
Chief Engineer.....A. E. Griffiths
Farm Editor.....Ed Denslow

KELO

SIoux FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts

SOUTH DAKOTA

Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus-Studio Address...Kelo Bldg., Phillips at
Eighth

Phone Number4-5841
Transmitter Location.....S.E. of Sioux Falls
Air Time.....5:30 a.m.-1 a.m.
News ServiceUP
Transcription ServiceCapitol
Representative.....John E. Pearson
MembershipNARTB, BAB
President, Gen.-Sta. Mgr.....S. Fantle, Jr.
Commercial Manager.....Evans Nord
Sales Prom. Mgr., Pub. Dir....Darlene Nesby
Pgm., Prod. Dir.....Jack Douglas
News Dir., Chf. Ann.....Dean Montgomery
Musical DirectorForrest Elliot
Chief Engineer.....Lester Froke
Farm Editor.....Les Harding
Consulting Engr.....Andy Ring & Co.

K I H O

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts d., n.
Owned-Oper. By...Big Sioux Brcstg. Co., Inc.
Address218 South Main Ave.
Phone Number4-7736
Transm. Location5 miles s.w. of City
Air Time6:00 a.m. to 12:00 M.
News Service: UP.....Radio & News Wire
Transcription ServiceWorld
Station Representative...Paul H. Raymer Co.
MembershipNARTB
President.....Dr. John D. Conner
General ManagerDavid J. Kempkes
Commercial Manager.....Richard C. Morenus
Program Director.....Fred W. Schweikher
Chief Announcer.....Wayne Pritchard
News DirectorPaul Fredricks
Chief Engineer.....David J. Kempkes
Consulting Engineer.....Frank H. McIntosh

K I S D

SIOUX FALLS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus-Studio Address.....311 S. Phillips Ave.
Phone Number4-5571
Transmitter LocationW. 12th St.
Air Time.....6:45 a.m.-M.
News ServiceAP
RepresentativeCooke
Transcription ServiceLang-Worth
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Commercial Manager.....William Hardt
Promotion Manager.....Helen Ruble
Chief AnnouncerBill Johnson
Musical DirectorPat Patrick
Chief Engineer.....Bob Gloe

K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc. Power: 5000 Watts d.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address317½ S. Phillips Ave.
Phone Number4-7545
Transm. Location.....W. 12th St., Sioux Falls
Air Timelocal, sunrise to sunset only
News ServiceAP
Transcr. Service...RCA, Thesaurus, Standard
Station Representative.....Avery-Knodel, Inc.
MembershipNARTB, BAB
PresidentMorton Henkin
General ManagerGeorge R. Hahn
Station ManagerGeorge "Bill" Rohn
Commercial ManagerRollie R. Williams
Sales Promotion ManagerRay Krohn
Program DirectorRay Loftness
Production DirectorMurray Stewart
News DirectorOrrin Melton
Musical Director.....Bob Helgeson
Chief Engineer.....Max Pierce
Farm Editor.....E. C. "Red" Stangland
Consulting EngineerGeorge C. Davis

K W A T

WATERTOWN—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
AddressWatertown
Phone Number777
Air Time.....6 a.m.-11 p.m.
News ServiceUP
Transcr. Service.....SESAC, World, Standard
RepresentativeOrville Lawson, Walker
MembershipNARTB
PresidentJohn Ernstrom
General Manager.....Thomas L. Young
Commercial Manager.....Morris Wisott
Sales Prom. Mgr.....Ross E. Case
Program DirectorDoug Marlow
Production Director.....Dory Marks
Publicity Dir.....Bob Keller (N. Y.)
Chief Announcer.....Bob Carroll
News DirectorDan Anderson
Musical DirectorMildred Swenson
Chief Engineer.....Francis Alwin
Farm EditorBob Robinson
Consulting Engr.Commercial Radio

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THE BEST?**

BECAUSE—**AP** members, the great-
est body of news collectors
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their news to their AP.

SOUTH DAKOTA—TENNESSEE

W N A X

YANKTON—1926—ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Bus. Studio Address 2nd & Capitol Sts.
 Phone Number 442
 Transmitter Location 5 mi. E. of Yankton
 Air Time 5:30 a.m.-M.
 News Service AP, UP
 Transcription Service Standard

Representative Katz
 Membership NARTB
 General Manager Robert R. Tischer
 Commercial Manager Donald D. Sullivan
 Promotion Mgr. Richard T. Harris
 Program Director Herb Howard
 News Director Arthur J. Smith
 Musical Director Rex Hays
 Chief Engineer Clifton M. Todd
 Farm Editor Chris Mack
 Consulting Engr. Craven, Lohnes & Culver

TENNESSEE

*Population 3,291,718—Increase +14.5% (1940-1950)—Radio Homes 697,690
 Families 802,860—Stations in State 52*

W L A R

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Athens Bcstg. Co.
 Business-Studio Address N. Jackson St.
 Phone Number 891
 Transmitter Location Decatur Hway.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 President Lowell F. Arterburn
 General Manager Buell J. Charles
 Program Director Roy Carr
 Commercial Manager Max Robinette
 News Dir. Jack Dalton
 Chief Engineer J. W. Turner
 Consulting Engr. Claude Gray

Address Hotel Patten
 Phone Number 7-1128
 Transmitter Location Rossville Blvd.
 Air Time 5:55 a.m. to 11 p.m.
 News Service AP
 Transcription Service Langworth
 Station Repr. Rambeau
 General Manager Vann Campbell
 Commercial Manager H. D. Parker
 Trac Director Vivian Russell
 Chief Announcer Harry Thornton
 News Director Roy Morris
 Musical Director Chris Conrad
 Chief Engineer Charles Stokely

W O P I

BRISTOL—1929—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Radiophone Bcstg. Station,
 WOPI, Inc.
 Business-Studio Address 310 State St.
 Phone Number South 3730
 Transmitter Location Old Abingdon Pike
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Burn-Smith
 Membership BAB
 President, General Mgr. W. A. Wilson
 Comm. Mgr. James C. Wilson
 Sales Prom. Mgr. Sam Davis
 Prod., Musical Dir. Mike Cady
 Chief Ann., Farm Editor Harry Moreland
 Publicity Director Jane Glavin
 Chief Engineer Russell V. Robinson

W A P O
CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By WAPO Bcstg. Service
 Business-Studio Address Read House
 Phone Number 6-8141
 Transmitter Location Pineville Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 General Manager R. G. Patterson
 Comm. Mgr., Pub. Dir. Helen Patterson
 Program Director Frances Haxley
 Chief Engineer B. B. Barnes
 Farm Editor J. D. Cliett

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Oper. By WDEF Bcstg. Co.
 Bus. Studio Address 4th Fl., Volunteer Bldg.
 Phone Number 6-5664
 Transmitter Location Moccasin Bend
 Air Time 5:30 a.m.-M.
 News Service UP

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Tenn. Valley Bcstg. Co.

Transcription Service Capitol
 Representative Branham
 President Joe W. Engel
 Gen., Sta., Comm. Mgr. Ken Flenniken
 Program Director Morrie Quave
 News Dir. Warren Herring
 Chief Announcer Luther Masengill
 Chief Engineer B. C. Baker
 Consulting Engr. Russell P. May

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By WDOD Bcstg. Corp.
 Address Hamilton Natl. Bank Bldg.
 Phone Number 6-5117
 Transmitter Location Baylor Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Paul H. Raymer
 Pres., Gen., Sta. Mgr. Earl W. Winger
 Commercial Manager B. J. Bush
 Prom. Mgr., Pub. Dir. Bill Wilson
 Program Director Charley Gullickson
 Production Director Gene Carr
 Chief Announcer Bob Bosworth
 Musical Librarian George Barnard
 Chief Engineer W. Roy Owens
 Farm Editor Gaylord McPherson

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By WDXB, Inc.
 Address 539 Vine St.
 Phone Number 6-1114
 Representative Forjoe
 Transcription Service SESAC
 News Service AP
 President John Bloom
 V.P., Prom. Mgr. David E. Cohen
 Gen., Comm. Mgr., Pgm. Dir. Charles W. Trippe
 Chief Engineer Byron E. Fincher

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Campbell & Sheftall
 Operated By E. T. Campbell
 Business-Studio Address 411 Madison St.
 Phone Number 2295-6
 Transmitter Location Martin St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. E. T. Campbell
 Comm., Sales Prom. Mgr. Joseph R. Fife
 Program-Production Dir. Clay Cline, Jr.
 Chief Engineer John H. Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Robert W. Rounsaville
 Business-Studio Address Central Ave.
 Phone Number 62
 Transmitter Location Chattanooga Hwy.
 Air Time 6:00 a.m.-10:30 p.m.
 News Service UP
 Gen. Mgr. R. W. Rounsaville
 Comptroller S. A. Wade
 Station Manager Thad F. Fitch
 Program Director Harry Sullivan
 Chief Engineer William D. Stuart
 Technical Director H. D. Price

W K R M

COLUMBIA—1946—MBS-KBS-TVA

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address P. O. Box 71
 Phone Number 1340-1
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative TVA Network
 Membership NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
 Sales Prom. Mgr. Mel Dugger
 Pgm., Prod. Dir. Al Knott
 Publicity Director Jim Keiran
 Chief Announcer Wally Beecham
 News Dir., Farm Ed. Bill Frasehr
 Chief Engineer Revis Hobbs
 Consultign Engr. Ring & Co.

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHUB, Inc.
 Bus.-Studio Address 315 E. Spring St.
 Phone Number 789
 Transmitter Location 807 Hickory St.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Representative Continental Radio Sales
 Membership NARTB, BAB
 Pres., Gen.-Comm. Mgr. M. L. Medley
 Sta. Mgr., Prog. Dir. Joe Mabry
 Sales Prom. Mgr., Pub. Dir. Stacy Mott
 Musical Director Thomas W. Harris
 Chief Engineer George W. Daughtery

W D S G

DYERSBURG—1946 MBS-KBS-MID-SOUTH-DIXIE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By State Gazette Bcstg. Co., Inc.
 Address Box 58
 Phone Number 77

• • • **T E N N E S S E E** • • •

Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong
 Commercial Manager.....Raymond Rush
 Pub., Prgm. Director.....Robert Ward
 Chief Engineer.....C. W. Morrow

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elizabethton Bcstg. Co.
 Business-Studio Address.....Elk Ave.
 Phone Number.....2-1241
 Transmitter Location.....State Line Rd.
 News Service.....UP
 Senior Partner & Mgr.....R. W. Rounsaville
 Station Manager.....Frazier Cochrane
 Comptroller.....S. A. Wade
 Commercial Mgr.....James Cox
 Program Director.....Fred Lockett
 Production Dir.....Ruth Ritchie
 Chief Engineer...Martin Condon Bowers, Jr.
 Technical Director.....H. G. Price

W E K R

FAYETTEVILLE—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co.
 Business-Studio Address.....Box 625
 Phone Number.....1240
 Transmitter.....1 Mi. W. of City, Hiway 64
 News Service.....UP
 Pres., Gen. Mgr.....John R. Crowder
 Sta. Mgr.....Jim Tate
 Comm. Mgr.....Teddy Barnes
 Chf. Ann. & Prgm. Dir.....Glen Slayton
 Chief Engineer.....Ernest Tucker

W H I N

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Sumner County Bcstg. Co.
 Address.....Box 28
 Phone Number.....1010
 Transmitter Location.....Portland Highway
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NARTB
 President.....A. B. Perkins
 Gen. Manager.....R. C. Wood
 Sta., Comm. Mgr.....W. E. Stamps
 Prgm., Mus. Director.....Weston Britt
 Chief Engineer.....Eugene B. Moore

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Greeneville, Inc.
 Address.....Radio Center, Depor St.

Phone Number.....797
 Air Time.....Unlimited
 News Service.....UP
 Pres., Gen. Mgr.....Paul Metcalfe
 Commercial Manager.....Hugh Pickel
 Program Director.....Tom Lyons
 Chief Engineer.....Ladle Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...The Harriman Bcstg. Co.,
 Inc.
 Bus.-Studio Address.....Crescent & Devonia
 Phone Number.....850
 Transmitter Location.....Margrave St.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Continental
 Membership.....NARTB
 Owner, Gen. Mgr.....F. L. Crowder
 Commercial Manager.....Walter Scarbrough
 Program Director.....John Fielder
 Promotion Manager.....Carl Williams
 Chief Engineer.....Kenneth Hargis

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Gibson Co. Bcstg. Co., Inc.
 Address.....210 N. 22nd Ave.
 Phone Number.....740
 Membership.....NAB
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....J. F. Warmath
 Commercial Manager...Thomas S. Armistead
 General Manager.....Howard E. Byrum
 Chief Engineer.....Charles Brown

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By.....Dixie Bcstg. Co.
 Business-Studio Address.....Williams Bldg.
 Phone Number.....7-9611
 Transmitter Location.....3 Mi. N. Hiway 45
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Burn-Smith
 Pres., Gen. Mgr.....Aaron B. Robinson
 Station Manager.....Bill Winsett
 Commercial Manager.....Jack M. Cecil
 Sales Prom. Mgr.....Jack Murphy
 Program Director.....James W. Hoppers
 Production Director.....Bob Dettmer

• • • **T E N N E S S E E** • • •

Chief Announcer Frank Melton
 News Director Jay Black
 Chief Engineer James S. Thomas
 Farm Editor Tom J. Williams
 Consulting Engr. Kear & Kennedy

W P L I

JACKSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... George Arthur Smith
 Address First Natl. Bank Bldg.
 Transmitter Location..... Old Bolivar Road
 Phone Number 7-8541
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative McGillvra
 President George Arthur Smith
 General Manager Ken Crosthwait
 Asst. Mgr. Bill Mutell
 Comm., Sales Prom. Mgr. Herb Langston
 Pgm., Prod. Dir. Charles McMillan
 Ch. Ann., News Dir. Bill Mutell
 Chief Engineer David Bruce Jordan
 Farm Editor Bob Aycock
 Consulting Engineer Gillette

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By..... The Sun Publishing Co.
 Bus-Studio Address.. 104-106 W. Baltimore St.

Phone Number7-3316
 Transmitter Location..... Bemis Hwy.
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P. Harris Brown
 Station Manager..... Frank S. Proctor
 Asst. Manager..... Leslie R. Brooks, Jr.
 Studio Director..... Sam D. Lollar
 Musical Director..... James Allen
 Chief Engineer..... Robert M. Gordon
 Consulting Engr. George Davis

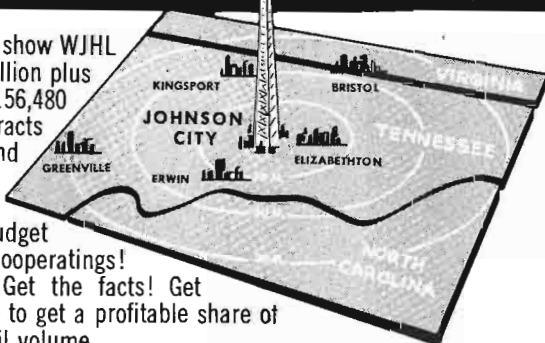
W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By..... WJHL, Inc.
 Business-Studio Address..... 145 W. Main St.
 Phone Number 2780
 Transmitter Bristol-Kingsport Hwy.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. H. Lancaster
 Sales Prom. Mgr., Pub. Dir. Ken Matthews
 Pgm., Prod., Musical Dir. Bill Snitger
 Chief Announcer..... Ed Cowell
 Chief Engineer..... O. K. Garland
 Farm Editor..... Raymond Rosson

Profit-Margin COVERAGE

Ask for new BMB figures that show WJHL domination in reaching the million plus people in the WJHL area—156,480 radio families. And WJHL attracts 90-95% in Johnson City and vicinity. This coverage is the extra margin that pays bigger profits—makes your budget successful! WJHL leads in Hooperatings! Leads in BMB summaries! Get the facts! Get WJHL's audience! You're sure to get a profitable share of the \$ 264,258,000 annual retail volume.



WJHL 910 **5000** WATTS
 KC **ABC**
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 "BONUS: WJHL-FM, 100.7 meg., full time."

National Representative:
JOHNSON CITY, TENNESSEE JOHN E. PEARSON COMPANY

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By. E. Tennessee Bcstg. Co.
 Business Address. Press Bldg.
 Phone Number 2993
 Studio-Transmitter Location . . Asheville Hiway
 Air Time Sunrise-sunset
 News Service AP
 Representative McGillvra
 Transcription Service World
 Membership NARTB, BAB
 President. Carl A. Jones, Jr.
 Station Manager. Cliff Goodman
 Adv. Mgr. Bud Kelsey
 Program Director. Berney Burleson
 Chief Ann., News Dir. Ray Moore
 Chief Engineer. E. B. Jones
 Farm Editor Raymond Rosson

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Kingsport Bcstg. Co., Inc.
 Business-Studio Address. . . . 222 Commerce St.
 Phone Number 2870
 News Service AP
 Transcription Service Standard, World
 Representative Donald Cooke
 President. C. P. Edwards, Jr.
 General Manager. A. F. Martin
 Commercial Mgr. Phil Weaver
 Prom. Mgr., News, Pgm. Dir. . . Paul Overbay
 Chief Engineer. Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WBIR, Inc.
 Business-Studio Address. . . . 618 S. Gay St.
 Phone Number 4-3321
 Transmitter Location. Painter & Concord Sts.
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President. Gilmore N. Nunn
 Gen.-Sta.-Sales Prom. Mgr. . . . John P. Hart
 Commercial Manager. James A. Dick
 Musical Director. W. R. Johnston, Jr.
 Chief Engineer. J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Independent Bcstg. Co., Inc.
 Business-Studio Address. . . . 406 W. Church St.
 Phone Number 4-9866
 Transmitter Location. Rouse Hill

Air Time Sunrise-sunset
 News Service AP
 Representative Donald Cooke
 Membership NARTB
 Pres., Gen. Mgr. Marvin I. Thompson
 Commercial Manager. William E. Lane
 Program Director. Walter Martin
 Promotion Manager. Margaret Covington
 Chief Engineer. John D. Caylor
 News Director. George Gilbert
 Farm Editor. Bob Johnson

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. WKGN Bcstg. Co.
 Bus.-Studio Address. Atop the Park Natl.
 Bank Bldg.
 Phone Number 4-0766
 Transmitter Location. 2166 Ailor Ave. at
 L. & N. R. R.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service. Lang-Worth, Capitol
 Representative Forjoe
 Membership NARTB
 Pres., Gen. Sta. Mgr. Clarence Beaman
 Comm., Sales Prom. Mgr. . . . C. R. "Dick" Watts
 Pgm., Prod. Dir., Chief Anncr. . . Tony Barrett
 Sports Director Bill Sorrell
 Chief Engineer. Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business-Studio Address. . . . 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location. Anderson Rd. nr. Beverly
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Branham
 President. Jack R. Howard
 Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director. Para Lee Brock
 Chief Announcer. Lowell Blanchard
 Musical Director. Jerry Collins
 Chief Engineer. Ray Evans
 Music Dir., Farm Ed. Cliff Allen

W R O L

KNOXVILLE—1927—NBC-LIBERTY

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. Mountcastle Bcstg. Co.
 Business-Studio Address. . . . 531 S. Gay St.
 Phone Number 2-7111
 Transmitter Location. Holston Hills
 Air Time 5 a.m.-1 a.m.
 News Service UP

• • • **T E N N E S S E E** • • •

Transcription Service World
 Representative Avery-Knodel, Cummings
 President Paul Mountcastle, Sr.
 Gen., Comm. Mgr. W. H. Linebaugh
 Pgm., Prod. Pub. Dir. J. H. Reese
 Chief Announcer Allen Stout
 Musical Director Harry Nides
 Chief Engineer Fred Andrews

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By. Lebanon Bcstg. Co., Inc.
 Address 106 Cumberland St.
 Phone Number 1540
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Warren G. Gilpin
 Asst. Mgr., Pgm. Dir. Bill Barry
 Production Director Sterling Brewer
 Publicity Director Marion Simpson
 Chief Announcer Bob Allen
 News Director Herman Eskew
 Musical Director Burton Wilson
 Chief Engineer Warren Gilpin
 Farm Editor Jim Ward

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owner Arthur Wilkerson Lumber Co.
 Address Bway at Grand
 Phone Number 402
 Transcription Service Capitol, SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson
 Commercial Manager R. R. Tinnel
 News Director Bob Hutsell
 Pgm., Prom. Mgr. Bob Dickson
 Chief Engineer Edward Seward
 Farm Editor Bob Brown

W J J M

LEWISBURG—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Estate of James J. Murray
 Address East Hill
 Phone Number 780
 Representative Continental
 News Service UP
 Membership NARTB
 General Manager Louis D. Lingner
 Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By. Aluminum Cities Bcstg. Co.

Address 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location Louisville Pike
 Membership NARTB
 Air Time 5 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Co-owners F. H. Corbett, H. C. Weaver
 Gen. Mgr. F. H. Corbett
 Progr. Dir. Joe Wheeler
 Chief Engineer Curtis Lamarr

W M M T

**McMINNVILLE—1947—MBS
 KEYSTONE—TVB**

Frequency: 1230 Kc. Power: 250 Watts d., n.
 Owned-Oper. By. McMinnville Brdg. Co., Inc.
 Address P. O. Box 409
 Phone Number 401
 Transmitter Location North Chancery St.
 Air Time 6:00 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service World
 President Dr. Sam J. Albritton
 General Manager Royce E. Richards
 Commercial Manager Georgi Overby
 Sales Prom. Manager Henry Trent
 Program Director Ernie Richards
 Ch. Annr., News Dir. George Martin
 Chief Engineer Hubert Beasley
 Farm Editor H. V. Massey
 Consulting Engr. Worthington C. Lent

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By. Bluff City Bcstg. Co.
 Operated By. John Pepper, Bert Ferguson
 Business-Studio Address. 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen., Sta. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker
 Program Director Christine Cooper
 Production Director Don Kern
 News Dir. Marie Wathen
 Farm Editor Ernest Brazzle
 Consulting Engr. Fred O. Grimwood

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Harding College,
 Searcy, Ark.
 Bus.-Studio Address. Hotel Gayoso
 Phone Number 8-6868

T E N N E S S E E

Transmitter Location.....Circle Rd.
 Air Time5 a.m.-M.
 News ServiceAP
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 Pres. (Harding College)....Dr. George Benson
 Gen., Sta. Mgr.....John Cleghorn
 Comm. Mgr.Bill Grumbles
 Prom. Mgr.....W. G. Thompson
 Pgm., Dir.....Gordon Lawhead
 Music. Dir.....Freddie Burns
 Prod. Dir.....Lee McEachern
 Chief Engineer.....Welton Roy
 Consulting Engr.....McIntosh & Englis

W H H M

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid-South Bcastg. Corp.
 Business-Studio Address.....Sterick Bldg.
 Phone Number37-4422
 Air TimeUnlimited
 News ServiceAP
 Transcription Service...Lang-Worth, Capitol
 RepresentativeIMS
 Membership.....NARTB
 President.....P. E. Furlow
 Gen., Sta. Mgr.....Patt McDonald
 Commercial Manager.....Don J. Lynch
 Sales Promotion Mgr.....Norton Rosengarten
 Pgm., Prod., Pub. Dir.....Allan Avery
 News Dir.....Bill Crabble
 Chief Announcer.....Kenny Sargent
 Musical Director.....Owen Elkins
 Chief Engineer.....William Marsh

W M C

**MEMPHIS—1923—NBC
 SOUTHCENTRAL QUALITY**

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Memphis Publishing Co.
 Bus.-Studio Address...Goodwyn Institute Bldg.
 Phone Number8-7464
 Transmitter Location.....Thomas Rd.
 Air TimeUnlimited
 News ServiceUP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....Branham
 Membership.....NARTB
 President.....Enoch Brown
 Gen., Sta. Mgr.....H. W. Slavick
 Commercial Mgr.....Earl Moreland
 Program Director.....Wilson Mount
 Production Director.....Kitty McCullough
 Publicity Director.....Walter E. Frase
 Chief Announcer.....Charles B. Sullivan
 Musical Director.....Robert Horsley
 News Dir.....Bob Pigue
 Chief Engineer.....E. C. Frase, Jr.
 Farm Editor.....Walter Durham
 Consulting Engr.....George Davis

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By.....WMPS, Inc.
 Business-Studio Address.....Radio Center
 Phone Number5-2663
 Transmitter Location.....N. Benjestown Rd.
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription Service.....Standard, Cole,
 Lang-Worth
 RepresentativeRadio Representatives
 Membership.....NARTB, BAB
 V.P., Gen. Mgr.....Harold R. Krelstein
 Sales Prom. Manager.....W. B. Rudner
 Program Director.....George Faulder
 Production Director.....Tys Terwey
 Musical Director.....Fred Christensen
 Chief Engineer.....J. E. Deaderick

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WREC Bcastg. Service
 Business-Studio Address.....Hotel Peabody
 Phone Number5-1313
 News ServiceUP

**FOR FOLKS
 WHO KEEP THEIR EYE
 ON THE CASH REGISTER**

Results from the Station That Hits
 All Segments (not just a portion)
 of the Memphis Market.

W H H M

Liberty Broadcasting System
 MEMPHIS, TENNESSEE



Patt McDonald, manager

Representatives:
 Independent Metropolitan Sales

T E N N E S S E E

Air Time Unlimited
 Transcription Service..... World, Lang-Worth,
 SESAC
 Representative Katz
 Membership NARTB
 Owner, General Manager.... Hoyt B. Wooten
 Commercial Manager..... Hollis R. Wooten
 Pgm. Dir., Prom. Mgr..... Roy Wooten
 Chief Engineer..... Wilson Raney

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address... Brown Ave.
 Phone Number 1450
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Hal Holman
 Membership NARTB
 President..... Herbert S. Walters
 Gen., Comm. Mgr..... Howell Ashford
 Program Director..... John Frank McCrary
 Chief Engineer..... James R. Redden

W G N S

MURFREESBORO—1947—MBS-TV B

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By WGNS, Inc.
 Address..... P. O. Box 456
 Phone Number 1450
 Representative Holman
 Transcription Service..... Lang-Worth, World
 News Service UP
 Pres., Gen. Mgr..... Cecil Elrod
 Vice-President..... Mrs. Cecil Elrod, Sr.
 Secy.-Treas..... Cecil Elrod, Sr.
 Commercial Manager..... Neil Lancaster
 Production Director..... Louis Higgins
 Promotion Manager..... John D. Hood
 Chief Engineer..... Charles Freeman
 News Director..... John K. Williams

W K D A

NASHVILLE—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Capitol Bcstg. Co.
 Bus.-Studio Address... 1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Transmitter Location... 2nd Ave. & Peabody St.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service..... Capitol, Lang-Worth
 Representative Forjoe
 Membership NARTB, BAB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager..... T. B. Baker, Jr.
 Commercial Manager..... Roy V. Whisnaud

Sports Director L. H. Munson
 Program Director..... James E. McKinney
 News Director Roque Fajardo
 Chief Engineer..... Oscar C. Griffin, Jr.
 Consulting Engr. A. D. Ring Co.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc..... Power: 50,000 Watts
 Owned-Oper. By WLAC Bcstg. Service
 Bus.-Studio Address... Third Natl. Bank Bldg.
 Phone Number 6-0161
 Transmitter Location..... Old Hickory Blvd.
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Paul H. Raymer
 Membership NARTB
 Owner J. T. Ward
 Comm., Gen. Mgr..... F. C. Sowell
 Sales Manager..... E. G. Blackman
 Program Director..... Paul Oliphant
 News Director..... Robert S. Larimer
 Chief Engineer..... F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc..... Power: 5000 Watts
 Owned-Oper. By... Volunteer State Bcstg. Co.,
 Inc.
 Address Maxwell House
 Phone Number 4-3411-2-3
 Transmitter Location..... Hydes Ferry Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Weed & Co.
 Pres., Gen. Mgr..... Frank W. Mayborn
 Pub., News Director..... Robert L. Chandola
 Sta., Comm. Mgr..... Walter P. Speight, Jr.
 Promotion Manager... Clarence L. Waggoner
 Pgm. Dir..... Ruth Clinnard
 Musical Director Anita Kerr
 Consulting Engr..... McIntosh & Inglis

W N A H

NASHVILLE—KBS-LBS

Frequency: 1360 Kc... Power: 1000 Watts d.
 Owned-Oper. By..... Hermitage Bcstg. Corp.
 Address..... James Robertson Hotel
 Phone Number 4-7611
 Transcription Service Standard
 Pres., Gen., Comm. Mgr..... Van T. Irwin, Jr.
 Program Director..... Donn C. McInturff
 Chief Engineer..... I. D. Byars

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc... Power: 5000 Watts d., n.
 Owned-Oper. By Jack and Louis R. Draughon

T E N N E S S E E

Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location McGavock Road
 Air Time 6:00 a.m. to 12:00 M.
 News Service AP
 Transcription Service World
 Station Representative Katz
 Membership NARTB, BAB
 Gen., Sta. Mgr. Jack M. Draughon
 Comm., Sales Prom. Manager E. S. Tanner
 Pgm., Pub., Prom. Dir. Tom Stewart
 Chief Engineer Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts
 Owned By Natl. Life & Accident Ins. Co.
 Operated By WSM, Inc.
 Bus. Studio Address 301 7th Ave. N.
 Phone Number 6-7181
 Transmitter Location 12 Mi. in the country
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated, Thesaurus
 Representative Edward Petry
 Membership NARTB
 President John H. DeWitt, Jr.
 Commercial Manager Irving C. Waugh
 Sales Prom. Mgr., Pub. Dir. Tom Stewart
 Program Director Jack Stapp
 Dir. of Pub. Relns. William R. McDaniel
 News Director H. W. Eskridge
 Chief Engineer George A. Reynolds
 Farm Editor John McDonald

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WATO, Inc.
 Address Municipal Market Bldg.
 Phone Number Oak Ridge 5-3535
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NARTB
 Pres., Gen. Mgr. Marshall H. Pengra
 Commercial Manager Harry C. Weaver
 Program Director Arthur J. Metzler
 Chief Engineer Marvin L. Paul
 News Director Bill Anderson

W T P R

PARIS—1947—KBS-MID-SOUTH

Frequency: 710 Kc. Power: 250 Watts d.
 Owner Kentucky Lake Bcstg. System, Inc.
 Bus. Studio Address 100½ N. Market St.
 Phone Number 1700-1
 Transmitter Location Clifty Rd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth

Representative Hal Holman
 Membership NARTB
 President Dr. Elroy Scruggs
 Gen., Comm. Mgr. Virgil L. Linder, Jr.
 Prom. Mgr., Pgm. Dir. Floyd Horner
 Chief Engineer Charles W. Jones
 News Director Joe Edge
 Farm Editor W. C. Mitchell

W K S R

PULASKI—1946

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By The Pulaski Bdcstg. Co.
 Address Radio Center
 Phone No. 1066-67
 Transmitter Location Highway 64-W
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB
 Pres., Gen. Manager John R. Crowder
 Station Manager Virgil Trimm
 Sales Prom. Manager Mike Freeland
 Chief Announcer Jack Hendrickson
 Chief Engineer Richard Spruill
 Consulting Engineer John H. Mullaney

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Shelbyville Bcstg. Co., Inc.
 Phone Number 1400-1
 Transmitter Location Lewisburg Hwy.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 President Harvard Smith
 Gen., Sta. Mgr., Pub. Dir. Charles Christian
 Pgm., Prod. Dir., Chf. Ann. Frank Huber
 News Director Charles Bragg
 Chief Engineer Tim Marsh
 Farm Editor Claude Gray

W D B L

SPRINGFIELD—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Springfield Bcstg. Co., Inc.
 Address P. O. Box 76
 Phone Number 1287
 Transcription Service Lang-Worth
 News Service UP
 Pres., Gen. Mgr. Walter A. Duke
 Comm., Prom. Mgr. H. C. Young, Jr.
 Program Director J. C. Fonts
 Chief Engineer Anna A. Duke

W J I G

TULLAHOMA—1947—TVN-KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address West End Dr.

T E N N E S S E E - T E X A S

Phone Number2607-8
 Studio-Transmitter Location....West End Dr.
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceCapitol, Eells
 Pres., Gen. Mgr... Col. Raymond L. Prescott, Jr.
 Office ManagerJames Walkup
 Sales Prom. Mgr.....Mary C. Prescott
 Chf. Ann., Pgm. Dir.....John Collins
 News DirectorThomas Meachum
 Chief Engineer.....Carl Spraggins
 Farm EditorThomas Meacham
 Consulting Engr.Claude Gray

Sta. Mgr., Pub. Dir.....Louis C. Wrather
 Commercial Manager ... Edwin A. Kallenberg
 Sales Prom. Mgr.....David J. Capps
 Prod. DirectorHoyt White
 Program Director.....Lee Burnette
 Chf. AnnouncerHank Huggins
 News DirectorDavid J. Capps
 Chief Engineer.....James Thomas
 Farm EditorHank Huggins

W E N K

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Union City Bcstg. Co.
 Phone Number1240-1
 Transmitter Location.....Fulton Hwyay.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 Pres., General Mgr.....Aaron B. Robinson

W C D T

WINCHESTER—1948—MBS

Frequency: 1340 Kc..Power: 250 Watts d. n.
 Owned-Oper. By.....Arthur D. Smith, Jr.
 AddressBox 1103
 Phone Number2201
 Transmitter LocationCowan Hwyay.
 Air Time6:00 a.m. to 10:00 p.m.
 News ServiceUP
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Arthur D. Smith, Jr.
 Comm. Prom. Manager....Hughes H. Brewer
 Pgm. Dir., Ch. Ann.....Guy Parrish
 Chief EngineerFrank Spencer
 Consulting EngineerClaude M. Gray

T E X A S

*Population 7,711,194—Increase +20.2% ('40-'50)—Radio Homes 1,789,810
 Families 2,029,260—Stations in State 176*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By.....Reporter Bcstg. Co.
 Business AddressBox 178
 Phone Number4-6255
 Transmitter Location.....Old Anson Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeJohn E. Pearson
 PresidentMrs. Eva M. Hawks
 General-Station Mgr.....Howard Barrett
 Comm. Mgrs... Bro Mingus (Local); Forest Lane
 (National)
 Sales Prom. Manager.....Forest Lane
 Chief Engineer.....J. B. Casey
 Farm EditorRay Sundry
 Consulting Engr.Commercial Radio

News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeTaylor
 PresidentW. P. Wright
 Gen., Prom. Mgr.....A. C. Etter
 Commercial Manager.....Tyler Stewart
 News. Pgm. Dir.....Leonard Johnson
 Chief Engineer.....Gilbert Patschke

K B K I

ALICE—1946—MBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Alice Bcstg. Co.
 Business AddressBox 731
 Phone Number2070
 Transmitter Location.....No. on Hiway 281
 Air Time12 a.m.-12 M.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeDonald Cook
 PresidentE. G. Lloyd, Jr.
 Gen., Sta. Mgr.....A. C. Lloyd, Jr.
 Commercial Manager.....D. C. Houston
 Sales Prom. Mgr.....Nat Watson
 Pgm., Music. Dir.J. Allen Frye
 Prod., Pub. Dir.Jack Allen
 Chief AnnouncerChuck Farkas
 News DirectorNat Watson
 Chief EngineerS. L. Spencer
 Farm Editor.....Cliff DuBose

K W K C

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citizens Bcstg. Co.
 Bus.-Studio Address.....25th & Butternut Sts.
 Phone Number7287
 Air TimeUnlimited

K V L F

**ALPINE—1947—MBS-S.W.-TSN
LBS—KBS—CACTUS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Big Bend Bcstrs.
Business Address P. O. Box 779
Phone Number 37
Studio-Transmitter Kokernot Field
News Service AP, UP
Representative Hil F. Best
Membership NARTB
President Barney H. Hubbs
General Manager Jack Hawkins
Station Manager Gene Hendryx
Program Director Sellette Suratt
Chief Announcer James Dawson
News Director John Newell
Chief Engineer Earl McCall
Farm Editor G. H. Harfst

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By Top of Texas Bcstg. Co.
Address 1301 Polk St.
Phone Number 2-6543
Representative Forjoe
Transcription Service Capitol
News Service AP
Manager Walter P. Speight, Jr.
Vice-President Hoyt Houck
Secy.-Treas., Gen. Mgr. R. D. Houck
Commercial Manager Jess Richardson
Program Director Ray Whitworth
Promotion Manager Johnny Hatchcock
Chief Engineer Stewart Parsons

K F D A

AMARILLO—ABC—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Amarillo Bcstg. Corp., Inc.
Business-Studio Address 109 E. 5th St.
Phone Number 5343
Transmitter Location Belaire Pk.
News Service UP
Transcription Service World
Representative Branham Co.
Membership NARTB, BAB
President Gilmore Nunn
Station Manager Bill Fairley
Pgm. Dir., Comm. Mgr. E. J. Watson, Jr.
News Director Kelly West
Musical Director Bland Ouxer
Chief Engineer Noel Luddy
Farm Editor Kelly West

K G N C

**AMARILLO—1922
NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts d.,
Owned-Oper. By Plains Radio Bdcstg. Co.

Address Radio Building
Phone Number 3-4242
Transmitter Location Fritch Hwy.
Air Time 5:30 a.m.-12 M.
News Service UP, AP
Transcription Service Lang-Worth, M. M. Cole
Representative Taylor Co.
Membership NARTB, BAB
President Gene A. Howe
Gen., Sta. Mgr. Tom Kritser
Sales Promotion Manager Peggy Williamson
Pgm., Prod. Dir. Bob Watson
News Director Wesley S. Izzard
Chief Engineer W. H. Torrey
Farm Editor J. B. Linn
Consulting Engr. A. Earl Cullum, Jr.

K L Y N

**AMARILLO—1949—CBS
WESTERN NET**

Frequency: 940 Kc. Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By Plains Empire Bdcstg. Co.
Address 1014 West Seventh
Phone Number 2-6773
Trans. Loca. 7 Mi. SE of City
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Standard
Representative John Blair & Co.
Membership NARTB, BAB
President R. G. Hughes
General Manager Kenyon Brown
Station Manager Howard Roberson
Chief Engineer Gene Fennimore
Farm Editor Pat Flynn

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
Owned-Oper. By Henderson County Bcstg. Co.
Business Address Box 309
Phone Number 2277
Transmitter Location Highway 19
Air Time 6 a.m.-Sunset
News Service UP
Sta., Gen. Mgr. J. B. McNutt, Jr.

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Ark-La-Tex Bcstg. Co.
Phone Number 681
Transcription Service Capitol
News Service UP
President Herman H. Wommack, Jr.
Gen. Mgr., Chief Engr. David A. Wommack
Commercial Manager Robert Bieloh
Program Director Norm Bale

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address 520 Capital Natl. Bank Bldg.
 Phone Number 2-6213
 Transmitter Location First & Tillery Sts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB
 President Wendell W. Mayes
 Station Manager Louis R. Cook
 Program Director Warren M. Beaman
 Chief Engineer James E. Lewis

KTBC

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Texas Bcstg. Corp.
 Bus.-Studio Address Brown Bldg.
 (P. O. Box 717)
 Phone Number 2-2424
 Transmitter Location Manchaca Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Taylor Co.
 President Claudia T. Johnson
 General Manager J. C. Kellam
 Sales Manager Sam Plyler
 Program Director Richard S. Pryor
 Publicity Director Revis Taylor
 News Director Paul Bolton
 Musical Director Barbara Rongo
 Chief Engineer A. B. Hearn
 Farm Editor Reese Turner

KTXN

AUSTIN

Frequency 1370 Kc. Power: 1000 Watts d.,
 Owned-Oper. By Radio KTXN, Inc.
 Address 1211 East 6th St.
 Phone Number 74476
 Transmitter Location Bee Cave Rd.
 Air Time Sunrise-Sunset
 Gen., Sta. Mgr. Frank Stewart
 Commercial Manager Joe K. Harry
 Program Director Frank Stewart
 Production Director Manuel Escobedo
 News Director Ed. Idar
 Chief Engineer Dale Taylor

KVET

AUSTIN—1946—CBS-LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Austin Bcstg. Co., Inc.
 Business-Studio Address 113 W. Eighth St.
 Phone Number 8-8521

Transmitter Location Bull Creek Rd.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 President John B. Connally
 General Manager Willard Deason
 Commercial Manager Charles Howell
 Pub., Pgm., Prod. Dir. Dave Smith
 Chief Engineer Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Runnels County Bcstg. Co.
 Address Zappe Bldg.
 Phone Number 3151-3161
 Air Time 6 a.m.-10:15 p.m.
 News Service UP
 Transcription Service Standard, SESAC
 President, General Mgr. R. E. Bruce
 Comm., Sales Prom. Mgr., News Dir.
 R. F. McGarvey
 Chief Engineer W. C. Kelley
 Program Director Helen Hampton

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts n.
 Owned-Oper. By Bay City Bcstg. Co.
 Business Address P. O. Box 1391
 Phone Number 642-3
 Studio-Transmitter Location State Hiway 35
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Paul Girard
 President J. G. Long
 Gen. Sales Prom. Mgr. Hayden Curtiss
 News Director Ford Robertson
 Program Director Virginia Lee
 Chief Engineer Glenn R. Ellis
 Promotion Manager Glenn McClain

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone Number 8251
 Trans. Loca. Ft. of E. Texas Ave.
 News Service AP
 Air Time Sunrise-Sunset
 President C. Q. Alexander
 Station Manager Sylvia McKinstry
 Commercial Manager C. Paul Spidell
 Program Director Bill Dunn
 Publicity Director Joe Dollar
 Chief Engineer Emilio Rodriguez, Jr.
 Consulting Engineer Guy C. Hutchinson

KREL

BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts

TEXAS

Owned-Oper. By.....Tri-Cities Bcstg. Co.
 Business Address ... P. O. Box 419, Decker Dr.
 Phone Number8211-2
 Studio-Transmitter Location.....Decker Dr.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeThomas F. Clark
 PresidentRobert Matherne
 Gen., Sta. Mgr.....William M. Lightfoot
 Commercial ManagerTommy Rochelle
 Production DirectorDick Eason
 Production DirectorMary Lightfoot
 Chief Engineer.....Marvin Daugherty

K F D M
BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc.Power: 5,000 Watts d.,
 5,000 Watts n.

Owned-Oper. ByBeaumont Bdcstg. Corp.
 Address ... P. O. Box 2950, 1420 Calder Ave.
 Phone Number2-7758
 Trans. Loca.2 Mi. No. of Bridge City
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeFree & Peters, Inc.
 MembershipNARTB, BAB
 PresidentD. A. Cannan
 Gen., Sta., Comm. Mgr.....C. B. Locke
 Sales Promotion Mgr.....H. F. Caldwell
 Pgm., Prod., Music. Dir. ...Conrad Bering, Jr.
 Pub. Dir., Farm EditorRalph Ramos
 News DirectorDave Russell
 Chief EngineerHarold W. Bartlett

K P B X
BEAUMONT—1947—LBS

Frequency: 1380 Kc.Power: 1000 Watts d.
 Owned-Oper. ByKPBX Bcstg. Co.
 Address.....P. O. Box 1432
 Phone Number2-0201
 RepresentativeForJoe
 Transcription ServiceStandard
 News ServiceAP
 President.....J. M. Gilliam
 Gen. Mgr., Treas.....W. L. Hammond
 Commercial Manager.....Lynn Tomey
 Pgm., News Dir.....Raymond Gordon
 Chief Engineer.....Lawrence Sanders

K R I C
BEAUMONT—1938

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated ByThe Eenterprise Co.
 Bus.-Studio-Transmitter Address..130 Wall St.
 Phone Number4-9421
 Trans. Loca.3060-3130 Blanchette
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol, Thesaurus
 RepresentativeBranham
 PresidentO. Eugene Davis
 Vice-Pres., Gen. Mgr.....E. C. Davis

Station Manager.....Les Ryder
 Commercial Manager....John Edwin Henry
 Sales Prom. Mgr.....D. K. Maxted
 Program Director.....Mrs. Virginia Ryder
 Pub., News Dir.....Bob Tucker
 Musical DirectorHal Rydberg
 Chief AnnouncerKarl von Leuwen
 Chief Engineer.....Marvin J. Easterwood

K T R M
BEAUMONT—1947

Frequency: 990 Kc.Power: 1000 Watts
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number2-8478
 Transmitter LocationCrow & Odom Rds.
 Air Time5 a.m.-12 M.
 News ServiceINS
 Transcription ServiceWorld
 RepresentativeWalker Co.
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....Bill McRae
 Sales Prom. Mgr.....Barclay Herring
 Pgm., Prod. Dir.Joseph S. Trum
 Publicity DirectorR. D. Shotts
 Chief Anncr., Musical Dir.....Roy Dixon
 News DirectorJack Neil
 Chief Engineer.....Ben F. Hughes
 Farm Editor.....Charles Schmucker

K I B L
BEEVILLE—1949

Frequency: 1490 Kc.Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. ByBee Bdcstg. Co.
 AddressP. O. Box 650
 Phone Number1490
 Air Time6:30 a.m.-10:30 p.m.
 News ServiceAP
 Transcription ServiceCapitol
 General ManagerJohn D. Rosi
 Commercial ManagerL. H. Landraf
 Pgm. Dir., Chief Anncr.Louis B. Shaw
 News DirectorCharles Dunn
 Chief EngineerHarry W. Wardell
 Farm EditorPaul Russell
 Consulting Engr.Glenn D. Gillett & Asso.

K B S T
BIG SPRING—1936—ABC
TEXAS STATE

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Big Spring Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Phone Number1500
 Transmitter Location1½ Mi. N.E. of city
 Air Time.....6 a.m.-M.
 News ServiceAP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....William J. Wallace
 Commercial ManagerWilliam L. Cox
 Prom., Pgm., Prod., Pub. Dir. .Robert Lindley
 Chief Engineer.....Andrew M. Jones
 Consulting EngineerCommercial Radio

K T X C

BIG SPRING—1949—LBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.
 Address Box 1366
 Phone Number 3300
 Trans. Loca. City Park
 Air Time 6 a.m.-11 p.m.
 News Service UP
 President V. T. Anderson
 Gen., Sta. Mgr., News Dir. ... Leonard R. Lyon
 Commercial Manager Jim Taylor
 Sales Promotion Manager ... T. W. Pinkstaff
 Program Director Vance Kimble
 Publicity Director Earnest Dean Rodman
 Chief Announcer Chuck Stark
 Chief Engineer Alfred Martel
 Farm Editor Bruce Fraizer

K F Y N

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By Frank Svoboda
 Bus.-Studio-Transmitter Address.. 903 E. 4th St.
 Phone Number 781
 Air Time Sunrise-sunset

K H U Z

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By R. G. Hughes
 Business Address Box 110
 Phone Number 1600
 Studio-Transmitter Location.. 1431 Clayton St.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Trans. Serv. Lang-Worth, World, SESAC
 Representative Paul Girard
 Membership NARTB, BAB
 President R. G. Hughes
 Commercial Manager Bill Sercomb
 Sales Promotion Manager Louis Roberts
 Gen., Sta. Mgr. Jack Roberts
 News, Pub. Dir. Bill Clark
 Musical Director Bob Porter
 Chief Engineer Herman Kreiger

K N E L

BRADY—1945—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Radio Bldg.
 Phone Number 77
 Transmitter Location Brady
 Air Time Unlimited
 News Service AP
 Representative Hil F. Best
 Gen.-Station Manager G. L. Burns
 Comm., Sales Prom. Mgr. J. S. Sloane
 Prog. Dir., Chief Announcer Gene Burns
 Chief Engineer Cecil Nellis

K S T B

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone Number 1430
 Transmitter Location 1½ Mi. W. of city
 Air Time 6 a.m.-local sunset
 News Service AP
 Representative Best
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr. R. W. Chapman
 Commercial Manager Sidney Foster
 Program Director T. Drakley
 Chief Engineer R. E. Smith

K W H I

BRENHAM—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address 108½ Main St.
 Phone Number 655
 Studio Address Main St.
 Transmitter Location 2 Mi. N. on Hwya. 36
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Pres., Gen. Mgr. Tom S. Whitehead
 Commercial Manager J. C. Price
 Chief Engineer R. D. Elder

K T F Y

BROWNFIELD—1949—LBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Phone Number 678
 Transmitter Location Tahoka Hwy.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 Gen., Comm. Mgr. David R. Worley
 Sales Prom. Mgr., Prod. Dir. ... Sid McIntosh
 Program Director Nathan Daniel
 Chief Announcer Bill Morgan
 Chief Engineer Robert B. Spear
 Farm Editor Larry Chisholm

K B O R

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone Number 2-5677
 Transmitter Location 1934 Central Blvd.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Trans. Service World, Thesaurus
 Representative Best, Girard
 Membership NARTB, BAB

T E X A S

Pres., Gen., Sta. Mgr. M. J. Wilson
 Commercial Manager..... Vance C. Wilson
 Prom. Mgr., Pgm., Prod. Dir. R. E. Fowler
 Chief Announcer Tom Martin
 Chief Engineer Willis A. Wilson
 Consulting Engr. George E. Gautney

KVAL

**BROWNSVILLE—ABC
 TEX. QUAL NET**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... KVAL Bcstg. Co.
 Address..... P. O. Box 1792
 Phone Number 2-6452
 Transmitter Location Hwy 77
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative..... Free & Peters
 Membership NARTB
 President..... T. Frank Smith
 Gen., Sta. Mgr. T. Frank Smith, Jr.
 Chief Engineer James R. Christian
 Consulting Engr. George C. Davis

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By..... Brown County Bcstg. Co.
 Business-Studio Address... 800 Hawkins St.
 Phone Number 2401
 Transmitter Location.... Williams Ranch Rd.
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr., Pgm. Dir. .. W. Mayes, Jr.
 Commercial Manager Joe B. Foster
 Production Director Pat Brinkley
 Sales Prom. Mgr. Bill Jamar
 Chief Announcer Ronald Ripley
 News Director A. D. Wisenant
 Chief Engineer..... A. W. Stewart
 Consulting Engr. Everett Dillard

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Bryan Bcstg. Co.
 Bus.-Studio Address 604 Varisco Blvd.
 Phone Number 3-1240
 Transmitter Location Villa Maria Rd.
 Air Time..... 6 a.m.-M.
 Owner, Gen. Mgr. David C. Jones, Jr.
 Commercial Manager..... Euell G. Byers
 Chief Engineer David C. Jones, Jr.
 Pgm. Dir., Chief Annrc. William J. Zak, Jr.

KDET

CENTER—1949

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By.. Center Bcstg. Co., Inc.

Address..... 205 Austin St.
 Phone Number 1199
 Location Center
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Pgm. Dir. Talbert E. Foster
 Gen., Sta. Mgr. Tom E. Foster
 Commercial Manager Grant Pickens
 Chief Announcer Chuck Hancock
 Chief Engineer T. McLachlan
 Farm Editor John Moosberg

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Golden West Bcstg. Co., Inc.
 Bus.-Studio. Address..... 217½ N. Main
 Phone Number 1085-6
 Transmitter Location... 1 Mi. W. of Childress
 Air Time..... Local sunrise-sunset
 News Service AP
 Representative P. W. Seward
 President..... R. Malone Hagan
 General Manager..... George D. Cowan
 Program Director..... LeRoy Carter
 Publicity Director Nelle Hagan
 Chief Announcer..... Bob Pace
 Chief Engineer John B. Braffet/
 Consulting Engr. Guy Hutchinson

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts
 Owned-Oper. By..... Marti, Inc.
 Address..... 919 N. Main
 Phone Number..... 1025-1026
 Transmitter Location Route 3
 Air Time..... Sunrise to Sunset only
 News Service AP
 Representative..... Hil F. Best
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.

George W. Marti
 Promotion Manager.... Frank N. Hardgrove
 Program Director..... E. D'Voe Lee
 Chief Announcer..... E. G. Craig
 Musical Director..... Lela F. Tompkins
 Chief Engineers..... Loyd E. Rodgers,
 Walter C. Lacy

Farm Editor..... C. A. Munsch

KSTA

COLEMAN—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By.. Coleman County Bcstg. Co.,
 Inc.

Business Address..... Box 432
 Phone Number 8406
 Studio-Transmitter Address... Abilene Hwy.
 Air Time Daytime
 News Service UP
 Transcription Service SESAC

TEXAS

Representative Hil F. Best
 President H. H. Jackson
 Gen., Sta. Mgr. J. D. Larson
 Comm., Prom. Mgr. Dan C. Guthrie
 Mus., Pgm., Prod., Chief Anncr. Bill Fox
 Farm Edit., News, Pub. Dir. Joann Harris
 Chief Engineer..... Brownie Seals

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... The Agricultural &
 Mechanical College of Texas

Bus.-Studio Address College Station
 Phone Number 66724
 Transmitter Location . . . Bet. Bryan & College Sta.
 Air Time..... 6 a.m.-local sunset
 News Service AP
 Transcription Service World
 Representative Hil F. Best
 General Manager..... R. Henderson Shuffler
 Sta., Comm. Mgr..... Richard L. Webb
 Sales Prom. Mgr..... Mrs. Elsie Patranella
 News, Pgm. Dir., Chief Anncr. . . John Scogin
 Chief Engineer..... Richard L. Webb
 Farm Editor Bob Willis
 Consulting Engr. H. C. Dillingham

K V M C

COLORADO CITY—1950

Frequency: 1320 Kc.... Power: 500 Watts d.
 Owned-Oper. By..... Colorado City Bcstg. Co.
 Address..... P. O. Box 1251
 Phone Number 64
 News Service AP

Partners Marshall Formby,
 Eldon Mahon, Clint Formby
 Manager Clint Formby
 Comm. Mgr., Pgm. Dir..... Walter Grubbs
 Chief Engineer..... Paul Brown

KEYS

**CORPUS CHRISTI—1941
 CBS-LONE STAR**

Frequency: 1440 Ks.... Power: 1000 Watts d.;
 500 Watts n.

Owned-Operated By..... Nueces Bcstg. Co.
 Phone Number 2-7411
 Studio Address..... Center Theater Bldg.
 Transmitter Location..... Shell Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 Pgm., Prom. Comm., Sta. Mgr. . . Kelly Wofford
 Chief Engineer..... Harold Griffith

K R I S

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1300 Kc.... Power: 1000 Watts
 Owned-Oper. By..... Gulf Coast Bcstg. Co.

Address..... P. O. Box 840
 Phone Number 4-6354
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative..... Free & Peters
 Membership NARTB
 Pres., Gen. Mgr..... T. Frank Smith
 Commercial Manager..... William Eikner
 News Director..... John Rasco
 Pgm. Dir., Prom. Mgr..... Charles Nethery
 Chief Engineer..... Buster Harvey
 Farm Editor..... Jack Lozier

K S I X

CORPUS CHRISTI—1947—ABC

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

Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address Show Room Bldg.
 Phone Number 2-9242
 Transmitter Location Whelan Dr.
 Air Time 6 a.m.-1 a.m.
 Trans. Serv. RCA Thesaurus, Red Seal
 Representative Forjoe & Co.
 Membership NARTB
 Pres., Gen. Mgr. Vann M. Kennedy
 Commercial Manager ... Charles R. Manning
 Program Director Richard Warner
 Publicity Director Ardyce Pfansteil
 News Director J. K. Wright
 Musical Director William Cavness
 Chief Engineer W. K. Bridges
 Consulting Engr. James H. Burney

K U N O

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc.... Power: 100 Watts
 Owned-Oper. By Community Bdcstg. Co.

Address-Trans. Loca. 19th & Agnes Sts.
 Phone 4-5203
 Air Time Unlimited
 Transcription Service Capitol
 Membership NARTB
 President..... Leslie C. Smith
 Cons. Engr., Gen. Mgr., Chief Anncr.

J. H. Mayberry
 Station Manager Herbert Garrett
 Commercial Manager Peggy Lindsay
 Program Director Hank White
 Chief Announcer Glenn Hunt

K W B U

CORPUS CHRISTI—1944—LBS

Frequency: 1030 Kc... Power: 50,000 Watts d.
 Owned-Oper. By..... Baylor U.

Representative Branham
 News Service AP
 General Manager..... Harry Hayes
 Station Manager..... Roy R. Kay
 Program Director..... Ben Blackman
 Chief Engineer..... Nestor Cuesta

Business-Studio Address.....Hotel Stoneleigh
 Phone Number6193 Randolph
 Transmitter Location.....Bruton Rd.
 Air TimeSunrise-sunset
 News ServiceAP
 MembershipNARTB
 Partner, Gen. Mgr.....A. L. Chilton
 Station Manager.....R. G. Terrill
 Commercial Manager.....R. L. Kanatzar
 Program Director.....Leonard Holland
 Chief Announcer.....Richard F. Parker
 Musical Director.....James L. Hughes
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—1922
NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
 Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By....Dallas Morning News
 Business-Studio Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Transmitter Location..WFAA-820, Grapevine;
 WFAA-570, Arlington

Air TimeUnlimited
 News ServiceAP, UP
 Trans. Serv.....Lang-Worth, Associated
 Representative.....Edward M. Peiry
 MembershipNARTB
 President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 National Comm. Mgr.Ralph W. Nimmons
 Local Comm. Mgr.Alex Keese
 Sales Prom. Mgr.Mrs. Wyona Portwood
 Program Director.....Kelly Maddox
 Publicity Director.....Harry Koenigsberg
 News Director.....Sid Pietzsch
 Musical Director.....Billy Mayo
 Chief Engineer.....J. Raymond Collins
 Farm Editor.....Murray E. Cox

W R R

DALLAS—1920—MBS-TEXAS STATE
 Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.
 Phone NumberTenison 6101
 Transmitter Location.....White Rock Lake
 News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 MembershipNARTB
 Chairman.....E. O. Cartwright
 Managing Director.....Dale Drake
 Program Director.....Pete Teddlie
 Publicity Director.....Carol Weaver
 News Director.....James Alderman
 Chief Engineer.....D. J. Tucker

K D L K

DEL RIO—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.

Business Address.....P. O. Box 1162
 Phone Number1234
 Studio-Transmitter Location.....Cypress &
 E. Second Sts.
 Air TimeUnlimited
 News ServiceUP
 Representative.....Howard
 President.....James A. Clements
 Commercial Manager.....Bill D. Guse

K D S X

DENISON—1948—LIBERTY

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Grayson Bcstg. Co.
 AddressHotel Denison
 Phone Number3-400
 Transmitter Location..2 Mi. N. City, Hiway 75
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....Standard
 President.....B. V. Hammond, Jr.
 Gen. Mgr., Pgm. Dir.....L. L. Hendrick
 Chief Announcer.....Allan Hundley
 Chief Engineer.....Franklin Bailey
 Consulting Engr.A. Earl Cullum, Jr.

K D N T

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Harwell V. Shepard
 AddressRadio Center
 Phone Number276
 Transmitter Location.....Hwy 24
 Air Time6:15 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Thesaurus
 MembershipNARTB, BAB
 General Manager.....Harwell V. Shepard

K D D D

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By....North Plains Bcstg. Corp.
 AddressBox 545
 Trans. Add.Hwy. 287, No. edge of Dumas
 Phone Number5000
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 News, Pgm., Prod. Dir.....Ray Trent
 Chief Announcer.....Bill Lask
 Musical Director.....Jerry Duke
 Chief Engineer.....George Pepin
 Farm Editor.....J. B. Wade

K U R V

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney

TEXAS

Address Edinburg
 Phone Number 710
 Studio-Transmitter Location . 2 Mi. N. State Hy.
 Air Time Sunrise-Sunset
 News Service UP
 Representative For Joe
 Membership NARTB, FMA
 President James Cullen Looney
 Gen., Sta. Mgr. Allan Dale
 Program Director Jack Moran
 Chief Engineer Warren Chase

KULP

EL CAMPO—1949—LIBERTY

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By. . Wharton County Bcstg. Co.
 Business Address P. O. Box 1390
 Phone Number 1390
 Studio Address 505 E. Jackson
 Air Time 5 a.m.-5:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NARTB
 President Culp Krueger
 Manager Melbadean Wells
 Commercial Manager Horace Wells
 Chief Engineer Joe Miller
 Farm Editor V. L. Sandlin

KELT

ELECTRA—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Oil City Bcstg. Co.
 Address 1050 Radio Rd.
 Phone Number 1051
 News Service UP
 Transcription Service Standard
 Chief Engr., Gen. Mgr. Bill Lindsay
 Comm., Prom. Mgr., Pgm. Dir. Frank Elkins
 News Director Thomas Fritz

KELP

EL PASO—1947—KBS-LBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Hill Bldg.
 Phone Number 3-3658
 Representative Pearson
 Transcription Service Capitol
 President Raymond T. Richey
 Gen., Comm., Pgm. Mgr.
 Mrs. L. McCowan Chapman
 Program Director Richard E. Gillette
 Chief Engineer V. Cisneros
 Director Howard W. Davis
 News Director William Leaming

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Oper. By KWFT Inc.

Address 2419 N. Piedras St.
 Phone Number 5-2731
 Trans. Loca. . Hw. 54, 10 Mi. N.E. of City
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative John Blair & Co.
 Membership NARTB, BAB
 Exec. Vice President Kenyon Brown
 General Manager Willard L. Kline
 Commercial Manager ... Howard W. Baldwin
 Sales Prom. Mgr., Pub. Dir. ... Cecil Sansbury
 Pgm., Prod. Dir., Farm Edit. ... E. O. Procter, Jr.
 Chief Announcer Phil Eakins
 News Director Charles Amador
 Musical Director Marlin Haines
 Chief Engineer E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Roderick Bcstg. Corp.
 Business-Studio Address 2201 Wyoming St.
 Phone Number 2-6551
 Transmitter Location . 3/2 Mi. N., Newman Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor Co.
 Membership NARTB
 President Dorrance D. Roderick
 V.P., Gen., Sta. Mgr. Val Lawrence
 Prom., Comm. Mgr. Bruce M. Barnard, Jr.
 Prod., Pgm. Dir. Ted Hunt
 Pub., News Dir., Farm Edit. ... Bob P. Canavan
 Sales Prom. Mgr., Pub. Dir. Bob Canavan
 Chief Announcer Richard Weaver
 Chief Engineer Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sunland Bcstg. Co.
 Address 2223 Montana St.
 Representative McGillvra
 Transcription Service Capitol
 News Service AP
 President Edward D. Hodge
 General Manager Vincent W. McConn
 Assistant Manager George R. Thady

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address 801 N. Oregon St.
 Phone Number 2-5423
 Transmitter Location First St., Ascarate
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Thesaurus, World
 Representative George P. Hollingbery
 Membership NARTB, BAB

EVERY
DEPARTMENT STORE
IN
FORT WORTH
USES

K F J Z

5000 Watts — Mutual



SECOND HIGHEST HOOPERATED STATION IN TOWN
TOTAL RATED TIME PERIODS (December-January, 1951)

President Franz Walz Bredberg
 Gen., Sta. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Chapman
 Program Director Jack Chapman
 Chief Announcer Jack Rye
 Chief Engineer Kenneth J. Walton
 Farm Editor Conrey Bryson

K C N C

FORT WORTH—1946
ABC—WESTERN

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address P. O. Box 629
 Phone Number Fortune 7175
 Transmitter Location 4000 Lawnwood St.
 Air Time Daytime
 News Service AP
 Membership NARTB
 Pres., Gen., Sta. Mgr. J. H. Speck
 Commercial Manager J. N. Mullan
 Promotion Manager Orvin Franklin
 Program Director Jerry Hahn
 Chief Engineer Chester Grubbs
 Consulting Engr. A. Earl Cullum, Jr.

K C U L

FORT WORTH—1949

Frequency: 1540 Kc. . . Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By East-West Bdcstg. Co.
 Address 3607 Camp Bowie Blvd.
 Phone Number SUNset 6555
 Transmitter Location Kennedale
 Air Time 6 a.m.-12 M.
 News Service UP
 Trans. Serv. Associated, Thesaurus
 Pres., Gen., Sta. Mgr. . . . W. B. Chambers, Jr.
 Commercial Manager Homer Hogan
 Office Manager Miss Maydell Wallace
 Program Director Bill Hayter
 Publicity Director Betsy Carr
 Chief Announcer Brett Allison
 News Director Duane Ramsey
 Chief Engineer R. L. McAlister
 Consulting Engr. William Foss, Wash., D. C.

K F J Z

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By Tarrant Bcstg. Co.
 Business-Studio Address . . . 1201 W. Lancaster
 Phone Number Ed 3-3474
 Transmitter Location Birdville
 News Service AP
 Transcription Service SESAC, World
 Representative John Blair
 Membership NARTB
 Pres., Gen., Sta. Mgr. Gene L. Cagle
 Comm., Sales Prom. Mgr. . . . Clyde D. Pemberton
 Pgm., Prod. Dir. Hal Thompson
 Chief Engineer James T. Peterson

K W B C

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Worth Bcstg. Co.
 Bus.-Studio Address 1003½ Houston
 Phone Number Fa 9231
 Transmitter Location Kimbo Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 President Judge P. W. Seward
 General Manager Lewis Love
 Commercial Manager Pat McFathers
 Sales Prom. Mgr. Charles Lewis
 Program Director Dean McClain
 Prod., Pub. Dir. Charles Hobbie
 Chief Announcer Dean McClain
 Musical Director Charles Hobbie
 Chief Engineer Melvin Parsons
 Consulting Engr. R. W. Chapman

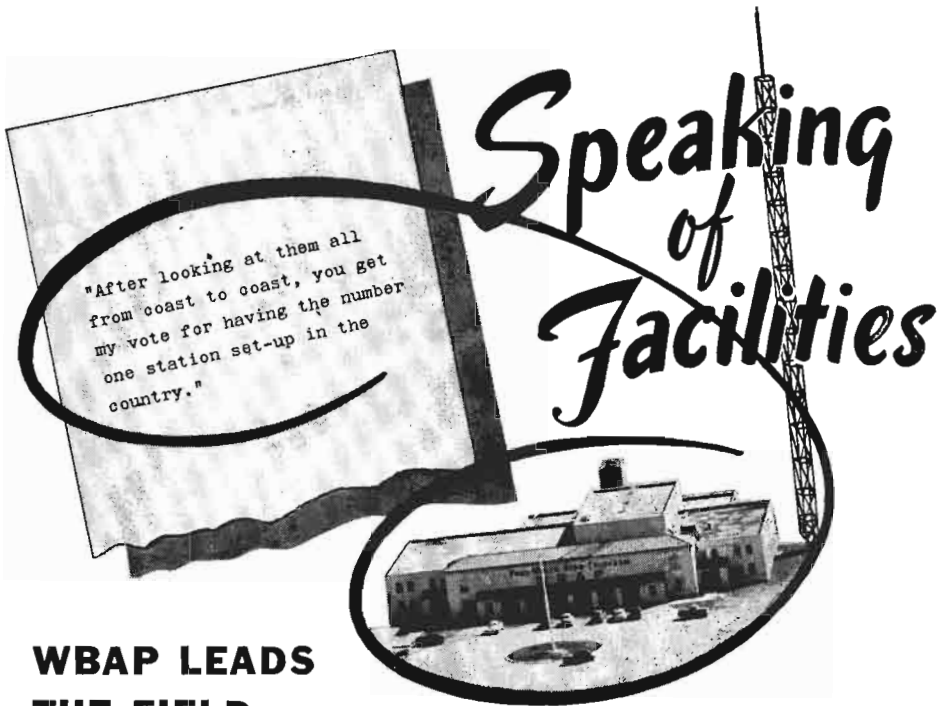
K X O L

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address . . . 1216 Pennsylvania Ave.
 Phone Number Edison 1448
 Transmitter Location Cor. Piper Lane &
 Gallaway Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 President F. M. Skinner
 Gen., Sta. Mgr. Russ N. Lamb
 Commercial Mgr. Herman C. Clark
 Program Director Phil Vogel
 Chief Announcer Bill Hightower
 News Director Joe Willis
 Chief Engineer John R. Crouse
 Consulting Engr. Robert T. Silliman

**WHY IS AP
 THE BEST?**

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



WBAP LEADS THE FIELD

YOUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business.

To name a few things . . . six large-size radio studios to serve you . . . three great television studios . . . complete disc and Ampex tape recording facilities for the production of high quality transcriptions . . . completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757



WBAP

FORT WORTH—1922
NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By...Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Phone NumberFl. Worth LO-1981
 Transmitter Location..WBAP-820, Grapevine;
 WBAP-570, Arlington
 Air Time5:30 a.m.-12 M.
 News ServiceAP
 Transcription Service.....Associated, Cole
 Representative.....Free & Peters
 MembershipNARTB
 President.....Amon Carter
 Directors...Harold Hough, George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Ed Lally
 Production Director.....A. M. Woodford
 Prom., Pub. Dir.....Thomas Engle
 Chief Announcer.....Frank Mills
 News Director.....James A. Byron
 Musical Director.....Gene Baugh
 Chief Engineer.....R. C. Stinson
 Farm Editor.....Layne Beaty
 Consulting EngineerA. D. Ring

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By....Gillespie Bcstg. Co., Inc.
 Business-Studio Address..Security State Bank
 Bldg.
 Phone Number311
 Transmitter Location.....U. S. Hwy. 87
 Air Time6:45 a.m.-10 p.m.
 News ServiceAP
 Transcription ServiceSESAC
 Representative.....Hil F. Best
 President.....Walter T. McKay
 Vice-President.....Arthur Stehling
 Chief Engr., Sta., Gen. Mgr.. Norbert A. Fritz
 Farm Editor.....Oscar Krauskopf

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Gainesville Bcstg. Co.
 AddressBox 222
 Phone Number.....248, 1600
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription ServiceStandard, Ullman
 President.....Joe M. Leonard, Sr.
 General Manager.....Joe M. Leonard, Jr.
 Asst. Comm. Mgr.Earl Leonard
 Program DirectorJerry Talley
 Musical DirectorLloyd Ridner
 Chief Engineer.....Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power:1000 Watts d.,
 250 n.
 Owned-Oper. By...The Galveston Bcstg. Co.
 Business-Studio Address.....Commerce Bldg.
 Phone Number3-4329
 Transmitter Location...E. end Galveston Island
 Air Time.....6:30 a.m.-11:30 p.m.
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen., Sta. Mgr. ...James W. Bradner, Jr.
 Commercial ManagerFloyd Smith
 Chief AnnouncerTom Dawson
 News DirectorBob Savage
 Chief Engineer.....Jesse Simms
 Consulting Engr.....A. Earl Cullum, Jr.

KLUF

GALVESTON—1922—MBS-LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....The KLUF Bcstg. Co.
 Business-Studio Address.....300 Haden Bldg.
 Phone Number6676
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Representative.....William G. Rambeau
 Pres., Gen., Comm. Mgr..George Roy Clough
 Chief Engineer.....L. D. Clough

KSII

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
 Owned-Oper. ByGladewater Bdcstg. Co.
 AddressBox 1426, T. W. Lee Bldg.
 Phone Number516, 613
 Transmitter LocationKilgore Highway
 Air TimeSunrise-Sunset
 News ServiceUP
 Trans. Serv.Capitol, Standard
 RepresentativeHil F. Best
 MembershipNARTB, BAB
 PresidentT. W. Lee
 General ManagerWendell Bedichek
 Station ManagerJoe M. Yowell
 Sales Prom. Mgr.Tom E. Perryman
 Program DirectorCharles Stockley
 Chief AnnouncerDouglas Reeh
 News DirectorBob Moore
 Chief EngineerLloyd Johnson

KCTI

GONZALES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Gonzales Bcstg. Co.
 Business Address.....425 St. George St.
 Phone Number.....770
 Transmitter Location..2½ Mi. E. City, Hiway
 200
 Air Time6:30 a.m.-10 p.m.
 News Service.....AP

• • •

TEXAS

• • •

Transcription Service.....Capitol
Representative.....Gene Grant, Cooke
Sta., Comm. Mgr.Lawrence M. Walshak
Prom. Mgr., Pgm. Dir., Chief Engr.....
Frank Wilson, Jr.
Consulting Engineer.....George C. Davis

K S W A

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestern, Inc.
Address.....Box 748
Phone Number.....1200
Studio-Transmitter Location.....Hiway 24
News Service.....UP
Air Time.....6:30 a.m.-Sunset
Transcription Service.....SESAC
Pres., Gen. Mgr.Clay Thompson, Jr.
Pgm. Dir., Comm. Mgr.W. J. Duncan
Sta. Mgr., Chief Engr.Vance Newsom
Consulting Engr.Guy Hutcheson

K G V L

GREENVILLE—1946

MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Phone Number.....2066
Air Time.....6 a.m.-M.
News Service.....AP
Owner, Pres.Truett Kimzey
General Manager.....Leo Hackney
Asst. Manager.....Paul D. Robinson
Program Director.....James D. Jones
Chief Announcer.....Bill Rust
Chief Engineer.....Tom Clyde

K C L W

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Bus.-Studio Address.....Box 592
Phone Number.....500
Transmitter Location..2 Mi. Comanche Hiway
News Service.....UP
Transcription Service.....Standard
Air Time.....Daytime
Membership.....NARTE
President.....Clyde Weatherby
Gen., Sta. Mgr.Joe W. Caldwell
Program Director.....Al B. Scott
Chief Engineer.....Carl Knelly

K G B S

HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Harbenito Bcstg. Co., Inc.
Phone Number.....2200
Studio-Transmitter Address..U. S. Hwy. 83,
bet. Harlingen & San Benito
Air Time.....5:30 a.m.-M.
News Service.....UP

Transcription Service....Associated, Standard
Representative.....Ra-Tel
President.....McHenry Tichenor
General Manager.....Troy McDaniel
Commercial Manager.....Dave Bennett
Program Director.....John Harrison
Chief Announcer.....Ed Keane
News Director.....Jerry Fisher
Chief Engineer.....Al Beck

K G R I

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 1111
Phone Number.....4528
Air Time.....Daytime
News Service.....UP
Representative.....Best
Transcription Service.....World. SESAC
President.....Roy B. Cannon
Gen., Comm., Prom. Mgr.....W. C. Crawford
Program Director.....James T. Reeves
Chief Engineer.....James Austin

K P A N

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number.....860
Representative.....Best
Transcription Service.....Thesaurus
News Service.....AP
President.....Marshall Formby
General Manager.....Don Boles
Commercial Manager.....Jerry Drennan
Program Director.....Bob Lindsey
Promotion Manager.....Bob Blount
Chief Engineer.....John Ball
Farm Editor.....Don Smith

K H B R

HILLSBORO—1950

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ross Bohannon
Address.....204 E. Franklin
Phone Number.....594
News Service.....UP
Pres., Gen. Mgr.....Ray J. Williams
Sta. Mgr., News Dir., Farm Editor
J. Monroe Coston
Commercial Manager.....Nelson W. Galle
Program Director.....J. K. Lane, Jr.
Promotion Manager.....Frank Bershears
Chief Engineer.....Robert E. Thompson

K A T L

HOUSTON—1947—LBS

Frequency: 1590 Kc. ...Power: 5000 Watts d.
5000 Watts n.
Owned-Oper. By.....Texas Bcsters., Inc.

Address 412 Main St.
 Phone Number PReston 3108
 Transmitter Location Post Oak Rd.
 Air Time 24 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative IMS
 Membership NARTB, BAB
 President William H. Talbot
 Gen., Sta. Mgr. King H. Robinson
 Sales Promotion Mgr. William Hall
 Program Director Johnny Edwards
 Production Director Allan McKinley
 Publicity Director Justin House
 Chief Anncr., News Dir. Harry Grier
 Musical Director Jean Franklin
 Chief Engineer Edward Martin
 Farm Editor Justin House
 Consulting Engineer Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Call of Houston, Inc.
 Business-Studio Address 1 Main St.
 Phone Number Charter 4-1888
 Transmitter Location Kerr St.
 Air Time Daytime
 News Service UP
 Transcription Service World, Associated
 Representative Pan American
 Pres., Gen. Mgr. Robert C. Meeker
 Sta. Mgr., Pgm. Dir. Shirley Sporic

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By W. Albert Lee
 Business-Studio Address Milby Hotel
 Phone Number Preston 1161
 Transmitter Location 1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Adam J. Young
 Membership NARTB
 President W. Albert Lee
 Gen., Sta., Comm. Mgr. John Pace
 Pgm., Prod. Dir. William Newkirk
 Pub. Dir., Chief Anncr. Bob Stevenson
 Musical Director Bobbie McMahan
 Chief Engineer Paul Huhndorff

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Veterans Bcstg. Co.
 Business-Studio Address 4701 Caroline St.
 Phone Number Central 8801
 Transmitter Location N. Ennis & Freund Sts.
 Air Time 24 Hours

News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NARTB
 President Max H. Jacobs
 Gen., Sta. Mgr. Dave Morris
 Prom., Comm. Mgr. Jack Healy
 Program Director Walter Colvin
 Publicity Director E. L. Forrester
 Production Director Jimmy Young
 Chief Announcer Webb Hunt
 Chief Engineer O. C. Crossland
 News Dir., Farm Editor Bob Brooks
 Musical Director J. R. Covington, Jr.

KPRC

HOUSTON—1925

NBC—T. Q. N.

Frequency: 950 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By The Houston Post Co.
 Address Lamar Hotel
 Phone Number FAirfax 7101
 Transmitter Location Deepwater
 Air Time 5:45 a.m.—12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Edw. Petry & Co.
 President W. P. Hobby
 Gen., Sta. Mgr. Jack W. Harris
 Commercial Manager Jack McGrew
 Sales Prom. Mgr., Pub. Dir. Marsh Callaway
 Production Director Lee Norton
 Chief Announcer Francis Sullivan
 News Director Pat Flaherty
 Musical Director Paul Schmidt
 Chief Engr. Harvey T. Wheeler
 Farm Editor Leon Hale
 Consulting Engineer Frank McIntosh

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Texas Star Bcstg. Co.
 Bus.-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Transmitter Location Nr. San Jacinto
 Battlegrounds
 Air Time 6 a.m.—12 M.
 News Service UP
 Representative Avery-Knodel
 President Roy N. Hofheinz
 Asst. to Pres. John Erle Stephen
 Gen., Comm., Pgm. Mgr. Bill Bennett
 Production Director John Knapp
 Publicity Director Lauri Schutt
 Chief Announcer Tim Osborne
 Program Director Ted Nabors
 News Director Ray Conway
 Chief Engineer O. B. Johnson
 Studio Transmitter Louis Jelly
 Consulting Engineer John Creutz

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By KTRH Bcstg. Co.
 Address Rice Hotel
 Phone Number Preston 4361
 Transmitter Location Baytown
 Air Time 5 a.m.-12 M.
 News Service AP, INS
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President B. F. Orr
 Station Manager Roy Herndon
 Sales Manager Ray Bright
 Program Director Tom Jacobs
 Publicity Director Anna Jane Fortenberg
 News Director Corwin Riddell
 Engineers Tom Hiner, Lester Mullan
 Farm Editor George Roesener
 Consulting Engr. George Davis

KXYZ

HOUSTON—1930
 ABC—SHAMROCK—BDTG

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bcstg.
 Address Gulf Bldg.
 Phone Number Capitol 6151
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB, ABD, FMA
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Commercial Manager Howard C. Evans
 Program Director Ted Hills
 Production Director Ken Bagwell
 Publicity Director Jack Saunders
 News Director George Peters
 Musical Director Mack McCormick
 Chief Engineer Gerald Chinski
 Farm Editor Tim Nolan
 Consulting Engr. Dixie B. McKey & Asso.

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By H. C. Bailes, M. B. Cauthen
 Address Highway 75 So.
 Phone Number 666
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Ptnr., Gen. Mgr. H. C. Bailes
 Partner M. B. Cauthen
 Commercial Manager Ray Greer
 Program Director Don Gullhuz
 Prom. Mgr., Chief Engr. Al Sebrong

KEBE

JACKSONVILLE—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bill A. Laurie
 Bus-Studio-Transmitter Address Box 1071,
 Pierce Lane & Lake St.
 Phone Number 2211-2
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Owner, Gen. Sta., Prom. Mgr. Bill A. Laurie
 Commercial Manager J. D. Spencer
 Program Director Mrs. Emo Laurie
 News Dir., Chief Anncr. Joe Mainz
 Chief Engineer Eugene R. Kintz
 Consulting Engr. Guy Hutchinson

KTXJ

JASJER—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Fisher Tonachill
 Address Texas Theatre Bldg.
 Phone Number 580
 Transcription Service SESAC, Capitol
 News Service AP
 Partners Joe Fisher, Joe Tonachill
 Gen. Mgr., News Dir. Mason A. Lewis
 Commercial Manager Gene Fuller
 Program Director Betty Klein
 Promotion Manager Ed Keim
 Chief Engineer Fred Smith
 Farm Editor E. V. Weiser

KERB

KERMIT—1950

Frequency: 600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Sta. KERB, Inc.
 Address 107 So. Mulberry
 Phone Number 1080
 Transcription Service Lang-Worth
 News Service UP
 Pres., Gen. Mgr. George H. Cook
 Sta. Mgr., News Dir. Clarence M. Garnes
 Commercial Manager Jes Stanton
 Program Director Charles Van Gundy
 Promotion Manager Glen Duke
 Chief Engineer Marvin Bowles
 Farm Editor Robert Simpson

KEVT

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Kerr County Bcstg. Co.
 Address Junction Hi-Way
 Phone Number: 900, 999
 Air Time: 6 a.m.-11 p.m.
 News Service AP
 Representative Best
 General, Station Manager V. Dean Turner
 Commercial Manager I. B. Dismukes
 Chief Engineer Al Mason

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Oil Capitol Bcstg. Assn.
 Address Radio Bldg.
 Phone Number 2001
 Transmitter Location Martin & Ross Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Representative Hil F. Best
 President Roy G. Terry
 General Manager H. W. Christie
 Station Manager L. A. Degner
 Program Director Richard Wheeler
 Chief Engineer Karem O. Soule
 Farm Editor Peggy Rose

K I N E

KINGSVILLE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Address 205 E. King St.
 Phone Number 1317
 Transmitter Location Bishop
 Air Time Daytime
 News Service UP
 Representative Hil F. Best
 Membership NARTB, BAB
 President Josephine Pate Kidd
 General Manager Ben A. Glusing
 Comm., Sta. Mgr. Eston R. Pace
 Chief Engineer R. T. Whitaker

K P E T

LAMESA—1946—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Operated By Lamesa Bcstg. Co.
 Business Address 408½ No. Second
 Phone Number 671-690
 Studio Trans. Location 2 Mi. S. Lamesa
 Air Time Local sunrise-sunset
 News Service AP
 Membership NARTB
 Owners R. O. Parker, Ross Woodson
 Gen.-Sta. Mgr. Bob Bradbury
 Sales Prom. Mgr. Clayton Barkhurst
 Commercial Mgr. Clayton Jay
 Program Dir. Olene Blewett
 Chief Announcer Bob Harris
 Chief Engineer Eugene Cornelius
 Farm Editor Hugh Smith

K H I T

LAMPASAS—1948—LIBERTY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lampasas Bcstg. Co.
 Address P. O. Box 228
 Phone Number 721
 Representative Best
 Transcription Service Lang-Worth
 News Service UP
 Owner, Gen. Mgr. W. R. Pierre

Pgm. Dir., Sta. Mgr. C. E. Harrison
 Chief Engineer Don Peak

K L V T

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts d. n.
 Owned-Oper. By Herald Bcstg. Co.
 Address P. O. Box 866
 Phone Number 1030
 Transmitter Loc. Farm to Market Hiway.
 Air Time 6:00 a.m. to 11:00 p.m.
 News Service AP
 Transcription Service Standard
 Station Representative Hil F. Best
 Membership NARTB, BAB
 President, Owner Forrest Weimhold
 Gen., Sta. Mgr. Gerald H. Sanders
 Comm., Prom. Mgr. Pub. Dir. Joe Garrison
 Pgm., Prod., Music. Dir. Wayne Will
 Chf. Anncr., News Dir. Wayne Robison
 Chf. Engr., Farm Edit. Joe Lazzeri

K V O W

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By J. S. Rothwell, J. B. McShan
 Business Address Box 192
 Phone Number 400
 Studio-Transmitter Location Clovis Hway.
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 President J. C. Rothwell
 Gen., Comm. Mgr. B. McShan
 Program Director Othell W. Witson
 Chief Engineer Les Miller

K F R O

**LONGVIEW—1934
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Voice of Longview
 Bus. Studio Address Curtis Bldg.,
 P. O. Box 792
 Phone Number 1370, 411
 Transmitter Location 2118 Marshall Ave
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 Membership NARTB
 President James R. Curtis

K L T I

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone Number 4331
 Studio-Trans. Address Mobberly Ave. Ext.
 Air Time 6 a.m.-Sunset

News ServiceUP
 Transcription Service ... Associated, Standard
 MembershipNARTB, BAB
 Representative Hil F. Best
 President..... R. G. LeTourneau
 Gen., Sta. Manager..... Lloyd Hawkins
 Commercial Manager..... Art Green
 Program, Music Dir..... Lawrence Birdsong
 Chief Engineer..... Ken Maxwell

K C B D

LUBBOCK—1947—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Caprock Bcstg. Co.
 Business-Studio Address.....1803 Broadway
 Phone Number.....6348
 Transmitter Location.....U. S. Hwy. 84
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson
 Membership.....NARTB
 President, General Mgr.....Joe H. Bryant
 Prog. Dir., Sta. Mgr.....Robert L. Snyder
 Commercial Manager.....Leroy Land
 Chief Engineer.....R. F. Lee
 Farm Editor.....Gene Looper

K F Y O

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
 Business-Studio Address.....914 Ave. J
 Phone Number.....5567
 Transmitter Location.....2312 Fifth St.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Taylor Co.
 Membership.....NARTB, BAB
 President.....Gene A. Howe
 General Manager.....Gordon Thompson
 Sta., Comm. Mgr.....Gordon Thompson
 Sales Prom. Mgr.....Leete Lackson
 News, Music, Pub., Prod.,
 Program Director.....Noel (Bud) Thompson
 Chief Engineer.....W. S. Bledsoe
 Farm Director.....Jack Creel
 Consulting Engr.....A. Earl Cullum

K S E L

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Lubbock Bcstg. Co.
 Business Address.....1412½ Texas Ave.
 Phone Number.....6376
 Transmitter Loca.....½ Mi. E. of Courthouse
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Wm. G. Rambeau & Co.
 President.....Walter G. Russell

General Manager.....David P. Pinkston
 Commercial Mgr.....M. M. Rochester
 Program Director.....Wayne Allen
 News Dir., Farm Edit.....Robert A. Nash
 Chief Engineer.....Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Darrell E. Yates
 Address.....Lufkin
 Phone Number.....272, 1340
 Air Time.....Unlimited
 Representative.....Continental Radio Sales
 Membership.....NARTB
 Owner, Promotion Manager...Darrel E. Yates

K T R E

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc.....Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By...Forest Capital Bcstg. Co.,
 Inc.
 Address.....P. O. Box 701
 Phone Number.....1420
 Transmitter Location.....114½ N. First St.
 Air Time.....Unlimited: 4:55 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr....Richman G. Lewin
 Promotion Manager.....Kenneth Barfield
 Program Director.....Royce Christenson
 Prod., Pub. Dir.....Murphy Martin
 Chief Announcer.....Hampton Keathley
 News Director.....Roger Sizoo
 Musical Director.....Ernestine Burroughs
 Chief Engineer.....Fred C. Hill
 Farm Editor.....Hampton Keathley
 Consulting Engineer.....Bill Antoney

K M H T

MARSHALL—1947

MBS—TEX. STATE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Marshall Bcstg. Co.
 Business-Studio Address.....109 W. Rusk St.
 Phone Number.....7826-7
 Transmitter Location....Old Jefferson Hwy.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 President.....F. M. Skinner
 General Mgr.....Russ Lamb
 Station Manager.....Myrl Stein
 Commercial Manager.....Ray Lawson
 Program Director.....Bill Tompkins
 Chief Announcer.....Bill Merrill
 Chief Engineer.....R. L. Clay

K R I O

**McALLEN—1947—ABC
MBS—TEXAS STATE**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By: Frontier Bcstg. Co., Inc.
 Business Address: P. O. Box 1551
 Phone Number: 1700-1, 1440
 Transmitter Location: 3 Mi. W. of Edinburg
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Capitol
 Representative: Weed
 President: Gene L. Cagle
 Sta., Gen. Manager: Ingham S. Roberts
 Commercial Manager: Phillip D. Dixon
 Program Director: Normand Mann
 Publicity Director: Hubbert H. Dancy
 Chief Engineer: Wm. Meiners
 Farm Editor: Don James

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: McKinney Air Enterprises, Inc.
 Bus.-Studio Address: 218 E. Virginia St.
 Phone Number: 183-4
 Transmitter Location: 1½ Mi. W. of McKinney
 Air Times: 6:30 a.m.-sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NARTB
 Pres., Gen. Mgr.: George W. Smith, Jr.
 Sta. Mgr., Prog. Dir.: Denise Adkins
 Commercial Manager: H. J. Porter
 Chief Announcer, Engr.: C. W. Rampy

K C R S

**MIDLAND—1935—ABC
TEXAS STATE**

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By: Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address: 112 W. Missouri St.
 Phone Number: 1080
 Transmitter Location: W., Hiway 80
 Air Time: 6:30 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: Clarence Jr. & Ruth Scharbauer
 General Station Manager: J. M. McDonald
 Commercial Manager: G. L. McDonald
 Sales Prom. Mgr.: Harlan Shade
 Program Director: Wlaly Jackson
 Chief Announcer: Doyce Elliot
 News Director: Wally Jackson
 Chief Engineer: Tom Yates
 Consulting Engr.: McIntosh & Inglis

K J B C

MIDLAND—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Jack Cecil
 Address: Radio Sta. KJBC
 Phone Number: 4066
 Representative: Bowles
 News Service: UP
 Pres., Gen. Mgr., Chief Engr.: Jack Cecil
 Commercial Manager: Bill Joyce
 Pgm., News Dir.: John Drummond
 Promotion Manager: Bill Mathis

K O R C

MINERAL WELLS—1946—LBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By: Raymond River
 Phone Number: 319, 203
 Transmitter Location: N.E. edge of City
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Hil F. Best
 Pres., General Mgr.: Raymond River
 Commercial Manager: John Michael
 Program Director: Ellen McDade
 Chief Announcer: Kenneth Tucker
 News Director: Thelma Doss
 Chief Engineer: Jerry Hickman

K V K M

MONAHANS—1946—MBS—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Chas. Stuckey Enterpr., Inc.
 Address: 317 So. Hoxie St.
 Phone Number: 438-9-4
 Transmitter Loc.: 1½ mi. No. Hway. 82
 News Service: UP
 Transcription Service: World
 Representative: Hil F. Best
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr.: Charles W. Stuckey
 Comm. Mgr.: Woodrow Groves
 Program Director: Jacquil Tipton
 Chief Annr., News Dir.: Larry Fischer
 Chief Engineer: Clifford La Greide

K I M P

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Mt. Pleasant Bcstg. Co.
 Business Address: Box 990
 Phone Number: 915
 Studio Trans. Location: W. on Dallas Hiway
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NARTB
 President, General Manager: Winton O. Ward
 Commercial Manager: Jessie Pate
 Program Director: Lee Dacus
 News Director: Meador Lowrey

KECK

Dial "920"



FIRST in Permian Basin
in Coverage
in Listeners-Conlan
survey year in and year out in Local
Sports
in Nation's Richest Market

Fastest Growing Market in the U. S. Supply
center for over 25,000 Producing Oil
Wells in Permian Basin

HOME of the World's Largest Carbon Black
Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,
3 in New Mexico

63,610 radio homes in 1/2 millivolt
area

It costs less than .07 to reach
1,000 homes in KECK's primary
area.

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

Source—Standard Rate and Data 1950-1951
Consumers' Market

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.

19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

TEXAS

K O S F

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Kelly Bell
Address Box 8
Phone Number 1230
Transmitter Loca. 1 1/2 mi. S. on Hiway 59
Air Time 5 a.m.-10:30 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
President Kelly Bell
General Manager J. C. Stallings
Chief Engineer Frank Murray

K S F A

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By Nacogdoches Br. Co., Inc.
Address Box 506, North St. Sta.
Phone Number 860
Transmitter Location 15 Mi. E. Pruitt Hill
Air Time Daytime
Transcription Service Capitol
Representative Paul Girard
Pres., Gen., Sta., Comm. Mgr. Wilbur C. Fouts
Chief Annr. Grady Bass
Publicity Director Sara Jame Moon
News Director J. W. Mitchell
Chief Engineer C. C. Taylor
Farm Editor J. W. Mitchell

K G N B

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Comal Bcstg. Co.
Address 184 Castell
Phone Number 1612
Transcription Service Thesaurus, Cole
News Service AP
President Charles W. Scuggs
V.P., Gen., Comm. Mgr. F. T. Wilson
Pgm., News Dir. Howard Edwards
Chief Engineer Lawrence Krueger
Farm Editor Allen Crenwelge

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By Ector County Bcstg. Co.
Business Address 120 W. 3rd St.
Phone Number 5791-2
Transmitter Location Hwy. 80, 3 Mi. W.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, Standard
Representative Forjoe
Owner, Gen.-Sta. Comm. Mgr.
Pub. Dir. Ben Nedow
Prod., Prg. Director Roy Elsner

T E X A S

Chief Announcer.....Greg Gregory
 News Editor.....Dick Maphet
 Musical Director.....Glenda Huffman
 Chief Engineer.....John Rowlets, Jr.
 Farm Editor.....Tom Rollins
 Consulting Engr.....Lohnes & Culver

K O S A

ODESSA—1947—CBS-SOUTHWEST
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Southwestern Bcstg. Corp.
 Business-Studio Address.....115 W. 6th
 Phone Number.....4301
 Transmitter Location.....Crane Hway.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....Paul Moss
 General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehoffey
 Sales Prom. Mgr.....Ed Costello
 Continuity Director.....John Guffey
 Program Manager.....John Vacca
 Publicity Director.....Virginia Heflin
 Chief Announcer.....Tom Edwards
 Musical Director.....Lory Blalock
 Chief Engineer.....James Simpson
 News Editor.....Ed Costello
 Farm Editor.....Vince Paul
 Consulting Engr.....Ed Talbot

K R I G

**ODESSA—1945—MBS-LIBERTY
 CACTUS**

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By....Oil Center Bcstg. Co., Inc.
 Business-Studio Address.....111 E. Fifth
 Phone Number.....6871
 Transmitter Location....So. of City, Hway. 51
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Hil F. Best
 President.....R. O. Canon
 General Manager.....Jack W. Hawkins
 Promotion Manager.....Floyd Marshall
 Commercial Manager.....Jack Howard
 Station Manager.....Marguerite Larue
 Program Director.....Robert Smith
 Chief Engineer.....Harold Poole

K O G T

ORANGE—1947—LBS—KBS

Frequency: 1600 Kc..Power: 1000 Watts d.. n.
 Owned-Oper. By....Sabine Area Brcstg. Corp.
 Address.....Lucas Bldg.
 Phone Number.....8-4381
 Transmitter Location.....Hiway. 87 No.
 Air Time.....6:00 a.m. to 11:00 p.m.
 News Service.....UP

Transcription Service.....Associated
 Station Repr.....Hill F. Best
 President.....M. L. Jacobs
 Gen., Sta. Manager.....Fred LeMieux
 Comm. Manager.....Rocky Stone
 Sales Promotion Manager....Frank Dusenbury
 Program Director.....Hugh Herrington
 Prod. Director.....Jerry Oppel
 Publicity Director.....Miriam Graham
 Chief Announcer.....Eddie Garcia
 News Director.....Fred LeMieux
 Musical Director.....Jerry Oppel
 Chief Engineer.....Wallace Odom
 Farm Editor.....Mary Alice Lakey
 Consulting Engineer.....Broadcasters Serv. Co.

K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Palestine Bcstg. Corp.
 Business-Studio Address.....Hotel O'Neill
 Phone Number.....8686
 Transmitter Location.....Jacksonville Hway.
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 President.....B. A. Laurie
 Station Manager.....Don Norton
 Prog. Dir.-Chief Ann.....Marvin Crain
 Publicity Director.....LaVeda Norris
 Chief Engineer.....Jimmie Richardson

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By C. H. Harry & Jane Holles
 Hardie
 Address.....212 N. Ballard
 Phone Number.....1100
 Trans. Location...Texas Hway. 60 E. of Town
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NARTB
 General Manager.....Ralph Julliard
 Station Manager.....Coy Palmer
 Pgm., News Dir.....Kay L. Fancher
 Musical Director.....Rudi Marti
 Chief Engineer.....Garth W. Osborn
 Farm Editor.....Robbin Tibbits
 Consulting Engineer.....Sillman & Barclay

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....No. Star Bcstg. Co., Inc.
 Address.....Cor. S. Main & W. Austin
 Phone Number.....1124-5-6
 Transmitter Location.....Hway. 271
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John E. Pearson
 President.....A. Boyd Kelley

Gen., Sta. Manager..... Fred Kincaid
 Commercial Mgr. John Allen
 Program Director Carol Hill
 Chief Engineer..... Paul H. Daniels

KLVL

PASADENA—1950

Frequency: 1480 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... Felix H. Morales
 Address..... Pasadena State Bank Bldg.
 Phone Number 7261
 Owner, Gen. Mgr..... Felix H. Morales
 Commercial Manager... Victor Lara Ortegon
 Promotion Manager... Alejandro Santiesteban
 Secretary-Treasurer... Mrs. Felix Morales
 Pgm., News, Farm Dir..... Daniel Antoon
 Chief Engineer..... Eugene C. McNally

KIUN

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By. Jack Hawkins, Barney Hubbs
 Business-Studio Address..... 306 S. Sedar St.
 Phone Number 999-8
 Transmitter Location..... 1 Mi. N. of Town
 Air Time..... 7 a.m.-11 p.m.
 News Service UP
 Representative Hil F. Best
 Gen.-Sta. Mgr..... Jack Hawkins
 Comm., Prom. Mgr..... David Martin
 Program Director Carl Reeves
 Publicity Dir..... Barney Hubbs
 Chief Announcer James Hurley
 News Director J. V. Davis
 Consulting Chf. Engr... Harry W. Boehemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By..... Great Plains Bcstg. Co.
 Address Perryton
 Transmitter Location..... ½ Mi. W. City
 Air Time..... 6 a.m.-10:30 p.m.
 Transcription Service... Lang-Worth, Capitol
 Membership NARTB
 President..... Carl Ellis
 Gen., Sta., Comml. Mgr..... Irvin R. Buchanan
 Program Director Zeb Williams
 Chief Engineer..... Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By..... KVOP, Inc.
 Business-Studio Address..... Veigle Bldg.
 Phone Number 400
 Transmitter Location..... Wayland College
 Grounds
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Membership NARTB

President W. J. Harpole
 General Manager Kermit Ashby
 Station Manager..... Rial L. Campbell
 Commercial Manager..... Bill Harrell
 Pub. Dir., Sales Prom. Mgr.... Bob Zalleremayer
 Program Director..... Keith Loyd
 Farm Edit. Chief Anncr..... Jimmy Aiken
 News Director Bob Ward
 Chief Engineer..... Clark Norris
 Consulting Engr. Comml. Equip. Co.

KOLE

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.... Power: 250 Watts
 Owned-Oper. By..... Port Arthur Bcstg. Co.
 Business Address..... P. O. Box 1126
 Phone Number 2-9436-7-8
 Studio Address..... Payne Bldg., Fourth at
 Fort Worth Sts.
 Transmitter..... Pt. Arthur-Beaumont Hiway
 Air Time..... 5:55 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Friedenberg
 Membership NARTB
 General-Station Manager..... Socs Vratiss
 Commercial Manager..... Glenn Hewitt
 Promotion Manager..... Marianne Baker
 Ptnr., Pgm. Dir..... Mary Anne Petru
 News Director..... Hal Parkes
 Musical Director..... Jerry Oppel
 Chief Engineer..... Hulan Smith
 Farm Editor..... Katie Pruitt

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Port Arthur College
 Bus.-Studio Address..... 1515 Lakeshore Dr.
 Phone Number 5-7458
 Transmitter Location..... Orange Hwy.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB, BAB
 Sta., Gen. Manager..... Marjorie R. Vickers
 Sales Prom. Mgr..... George Crouchet, Jr.
 Program Director..... Corinne Enos
 Production Director..... Carrol Vines
 Publicity Director..... Mack Newberry
 Chief Announcer..... Joel Swanson
 News Director..... Glenn Earl
 Chief Engineer..... M. Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc.... Power: 1000 Watts d.
 Owned-Oper. By. Ford Bend County Bcstg. Co.
 Business Address..... P. O. Box 832
 Phone Number 980

TEXAS

Transmitter Location..... Extension of Ave. N.
 Air Time..... 8 a.m.-Sunset
 News Service..... UP
 Transcription Service..... Capitol
 President..... Mart Cole
 News, Pub. Dir., Comm.,

Gen. Mgr..... Jim Hairgrove
 Program. Director..... Bess Elder
 Prod., Music Dir., Chf. Ann..... Mark Davis
 Chief Engineer..... Frank Wood
 Farm Editor..... Jim Hairgrove
 Asst. Farm Editor..... Ben Oldag

K G K L

SAN ANGELO—1928—ABC

Frequency: 960 Kc..... Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By..... KGKL, Inc.
 Business-Studio Address..... St. Angelus Hotel
 Phone Number..... 6715
 Transmitter Location..... Robert Lee Rd.
 Air Time..... Unlimited
 News Service..... AP
 Representative..... John E. Pearson
 Membership..... NARTB
 President..... H. C. Ragsdale
 General-Station Manager..... Lewis O. Seibert
 Commercial Manager..... Bill Williamson
 Program Director..... Patty Scott
 Publicity Director..... Jane Bosworth
 Chief Engineer..... William Poteet

K T X L

**SAN ANGELO—1947
 MBS-LONE STAR**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Wes-Tex Bcstg. Co., Inc.
 Bus.-Studio Address..... P. O. Box 1565
 Phone Number..... 7183
 Transmitter Location..... Robert Lee Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Taylor
 Membership..... NARTB
 President..... Armistead D. Rust
 General Manager..... Robert McClellan
 News Dir., Comm. Mgr..... Walton Foster
 Program Director..... Don Phillips
 Chief Engineer..... Robert Benson

K A B C

SAN ANTONIO—ABC

Frequency: 680 Kc..... Power: 50,000 Watts d.;
 10,000 Watts n.

Owned-Oper. By..... Alamo Bcstg. Co., Inc.
 Business-Studio Address..... Milam Bldg.
 Phone Number..... Fannin 3126
 Air Time..... 5 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... John Blair
 Membership..... NARTB, BAB

President..... Gene L. Cagle
 Gen., Sta. Mgr..... Bill Michaels
 Asst. Manager..... Earle Fletcher
 Program Director..... Jim Wiggins
 Musical Director..... Grace Jones
 Chief Engineer..... Joseph B. Haigh

K C O R

SAN ANTONIO—1948

Frequency: 1350 Kc..... Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By..... KCOR, Inc.
 Business-Studio Address..... 310 S. Flores St.
 Phone Number..... Cathedral 1301
 Air Time..... Unlimited
 Representative..... Everett McKinney
 Membership..... NARTB
 President..... Raoul A. Cortez
 Commercial Manager..... William P. Smythe
 Program Director..... Marvin N. Broyles

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Charles W. Balthrope
 Business-Studio Address..... 310 Transit Tower
 Phone Number..... Fannin 0335
 Transmitter Location..... Dartmouth and
 Stephenson Rd.

Air Time..... 5 a.m.-Sunset
 News Service..... AP
 Representative..... IMS
 General Manager..... Charles W. Balthrope
 Commercial Manager..... Alex A. Coe
 Program Director..... Alec Chesser
 News Director..... Glen Krueger
 Chief Engineer..... John Siercovich

K I W W

SAN ANTONIO—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Good Neighbor Bcstg. Co.
 Address..... 518 W. Houston St.
 Phone Number..... Fannin 5255
 Air Time..... Daylight
 Representative..... McGillvra
 General Manager..... Manuel L. Leal
 Program Director..... Perez Del Rio
 Chief Engineer..... L. E. Richards

K M A C

**SAN ANTONIO—1926
 MBS—TSN—LBS**

Frequency: 630 Kc..... Power: 5,000 Watts d., n.
 Owned-Oper. By..... Howard W. Davis
 Address..... 222-24 W. Commerce St.
 Phone Number..... Cathedral 6211
 Transmitter Location..... Hwy. 87, Martinez and
 Converse Road
 Air Time..... 6:00 a.m. to 1:00 p.m.
 Station Representative..... Pearson Co.
 Pres., Gen., Sta. Mgr..... Howard W. Davis

News ServiceUP
 Transcription ServiceLang-Worth
 PresidentAlbert Cooper
 General Manager.....Hal Blymiller
 Chief Engineer.....Acton Tillery

K R R V

SHERMAN DENNISON—1936
MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcastg. Corp.
 Address.....319 S. Fannin (Dennison)
 421 N. Crockett (Sherman)

Phone Number..428 (Dennison); 201 (Sherman)
 RepresentativePearson
 Transcription Service.....Associated, World
 News ServiceUP
 President.....G. H. Wilcox
 General Manager..Tom E. Spellman (Sherman)
 W. E. Wilcox (Dennison)
 Comm. Mgr....Claude Cunningham (Sherman)
 Lynn Williams (Dennison)
 Program Director.....Earl Ellington
 Promotion Manager.....Ken Rowe, Jr.
 Chf. Engineer.....Tom Johns

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcast. Corp.
 Business-Studio Address.....P. O. Box 661
 Phone Number2910
 Transmitter Location..½ Mi. N. of Sherman on
 Hwy. 75

Air TimeDaytime
 RepresentativeHil F. Best
 PresidentE. T. Fant, Jr.
 Gen., Sta., Comm. Prom. Mgr...William A. Jaco
 Prod., Pgm. Director.....Jim Shelton
 Chief AnnouncerM. C. Followell
 Chief EngineerW. Paul Phillips
 Consulting Engr.Merle Saxon

K S N Y

SNYDER—1949—LBS

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....John Blake
 AddressSnyder
 Phone Number1280
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHil F. Best
 OwnerJohn Blake
 General ManagerCharles R. Wolfe
 Chief Engineer.....Don Morris

K D W T

STAMFORD—1946—MBS

Frequency: 1400 Kc.; Power: 250 Watts d., n.
 Owned-Oper. ByDavid W. Ratliff

Phone Number1400 or 866
 Transmitter Location.....Highway 380
 Air Time7 a.m. to 10 p.m.
 MembershipNARTB
 Pres., Gen., Sta. Mgr.David W. Ratliff
 Commercial ManagerLahoma Dickson
 Sales Prom. Mgr., Pgm. News,
 Production DirectorPhil Keener
 Pub. Dir., Chf. Eng.....Opal Davis
 Chief AnnouncerKen Skillern
 Farm EditorKen Skillern
 Consulting EngineerGuy C. Hutcheson

K S T V

STEPHENVILLE—1950

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....John Blake
 Address.....P. O. Box 102
 Phone Number950
 Transcription ServiceStandard
 News ServiceUP
 PresidentJohn Blake
 Gen. Mgr., News Dir.....Thomas Blake
 Program Director.....William Prince
 Chief Engr., Farm Editor.....Roy Johnson

K S S T

SULPHUR SPRINGS—1947

MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Hopkins County Bcastg. Co.
 Bus-Studio Address.....Radio Rd.
 Phone Number1230
 Transmitter Location.....Radio Rd.
 Air Time6 a.m.-10:15 p.m.
 News ServiceAP
 RepresentativeHil Best
 President.....William N. Edwards
 V.-P., Gen. Sta. Mgr.....Bill Bradford
 Commercial Manager.....Clovis Pinion
 Publicity Director, Farm Edit..Bill McDougall
 Pgm. Dir., Chief Anncr.....Tom Brubaker
 News DirectorMargaret Thomas
 Chief Engineer.....William E. Bradford, Jr.

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sweetwater Radio, Inc.
 Bus-Studio-Transmitter Address....Box 570,
 Roby Hwy. 70
 Phone Number4655-6
 Air Time6:15 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Standard
 RepresentativeHil F. Best
 President.....J. S. McBeath
 Gen., Sta. Manager.....J. Harley Hubbard
 Comm., Sales Prom. Mgr.....Elwood Fritch
 Prod., Pub., Pgm. Dir., Chf. Ann.....Al Cobb
 Chief Engineer.....J. T. Allen
 Farm EditorTom Porter

K T A E

TAYLOR—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address Box 191
 Phone Number 1260
 Transmitter Location Hway. 95
 Air Time Daytime
 News Service UP
 Transcription Service World
 Pres., Gen., Prom., Sta., Comm. Mgr.,
 Pub. Dir. Graham Gillis Conoley
 Chief Announcer Dick Lewis
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer Gordon W. Rainey
 Farm Editor Bob Mitchell
 Consulting Engr. Guy Hutcheson

K T E M

TEMPLE—1936—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 5252
 Transmitter Location ½ Mi. N. of Temple
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Commercial Manager J. E. Callaway
 Chief Engineer Curtis M. Casey

K T E R

TERRELL—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Walnut & State Sts.
 Phone Number 1710
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr. Frederick I. Massengill, Jr.

K C M C

**TEXARKANA—1932
 ABC-TEX. STATE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By KCMC, Inc.
 Business-Studio Address 317 Pine St.
 Phone Number 3-6151
 Transmitter Location Summerhill Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, Cole
 Representative Taylor
 Membership NARTB
 General Manager Frank O. Myers
 Commercial Manager Thomas Dillahunt
 Program Director Herman Cecil
 News Director Robert Jones
 Chief Engineer Harvey Robertson

K T F S

TEXARKANA—MBS

RAZORBACK-KBS-COTTON BELT

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Texarkana Bcstg. Co.
 Bus.-Studio Address 409½ State Line Ave.
 Phone Number 3-5123
 Transmitter Location Robinson Rd.
 Air Time 5a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. David M. Segal
 Station Manager Dave Chapman
 Commercial Manager Tom Alford
 Chf. Ann., Prod. Dir. Bill Mitchell
 Musical Director Jim City
 Chief Engineer Orvil Johnson

K T L W

TEXAS CITY—1948—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Texas City Bcstg. Service
 Business-Studio Address Showboat Theater
 Bldg.
 Phone Number 5-4418
 Transmitter Location Moses Lake
 Air Time Sunup to Sunset
 News Service UP
 Transcription Service Capitol, Thesaurus
 President J. G. Long
 Prom., Gen. Mgr. Joe Brown
 Station Manager John F. Miller
 News, Pgm. Dir. Randy Evans
 Chief Engineer M. D. Wagner

K G K B

TYLER—1930—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Lucille Buford
 Business-Studio Address P. O. Box 548
 Phone Number 23875
 Transmitter Location N. Church & Carlyle
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Pearson, Grant, Girard
 Membership NARTB
 General Manager Lucille Buford
 Chief Announcer Sam Matthews
 Program Director J. Edwin Smith
 Chief Engineer Hudson C. Collins

K T B B

TYLER—LIBERTY-LONE STAR

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Operated By Blackstone Bcstg. Co.
 Business-Studio Address Blackstone Hotel
 Phone Number 4-7278-9
 Transmitter Location Omen Rd.
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Thesaurus

TEXAS

Representative Taylor Co.
 Membership NARTB, BAB
 Director S. H. Bothwell
 Prom., Comm., Gen., Sta. Mgr., M. E. Dambom
 Pgm. Dir., Chief Annr. Don Tausch
 Production Director Dana W. Adams
 Publicity Director Virginia Morrow
 Chief Engineer Robert A. Wileman
 Farm Editor Sam Whitlow
 Consulting Engr. A. Earl Cullum, Jr.

KVOU

UVALDE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Uvalde Bcstrs., Inc.
 Address 1450 Batesville Rd.
 Phone Number 717
 Air Time 6:15 a.m.-11 p.m.
 News Service UP
 Membership NARTB
 Representative Continental
 Ptnr., Gen. Mgr. Edward J. Harpole
 Partner W. J. Harpole
 Commercial Manager Joe Watson, Jr.
 Program Director Eldon Coward
 Pgm., Prom. Mgr. Burney Jones
 Chief Engineer Bob Hicks
 News, Farm Dir. Les Miller

KVWC

VERNON—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Northwestern Bcstg. Co.
 Business-Studio Address 1813 Wilbager
 Phone Number 1048-9
 Air Time Unlimited
 Representative Clark
 Commercial Manager Ken Kendrick

KNAL

VICTORIA—1949—LBS

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Operated By Victoria Bcstg. Co.
 Address 118 W. Forrest St.
 Phone Number 1410
 Transmitter Location So. of town
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 Pres., Gen. Mgr. Truman Belcher
 Sta., Mgr., Chf. Ann. Jack Allen Shefrin
 Commercial Manager Lynwood Boehm
 Chief Engineer Charles Lewis
 Consulting Engr. Guy C. Hutcheson

KVIC

VICTORIA—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KVIC Bcstg. Co.
 Business Address, Victoria Bank & Trust Bldg.
 Phone Number 1106-7
 Studio-Transmitter Location Cuero Hwy.

Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 President J. G. Long
 Gen., Sta. Mgr., Pub. Dir. Robert Thorp
 Commercial Manager Bill Jackson
 Prom. Mgr., Pgm. Dir. Robert Cutting
 Production Director Patricia Breech
 Chief Annr., News Editor Jim Traber
 Chief Engineer Robert McCown
 Farm Editor Cliff Berkman

KWTX

WACO—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KWTX Bcstg. Co.
 Business-Studio Address 108½ So. 6
 Phone Number 3-7331
 Transmitter Location 35 Mi. S.W. of 12th
 on Pierrard Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative Everett McKinney
 Membership NARTB
 President W. W. Callan
 General Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Program Director C. L. Hinkle
 Production Director Al Mankin
 Chief Announcer Byron Lowrey
 Musical Director Barbara Lowrey
 Chief Engineer L. R. Grubbs

WACO

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Business-Studio Address Amicable Bldg.
 Phone Number 2-8571
 Transmitter Location So. 12th St. Rd.
 Air Time 6a.m.-M.
 News Service AP
 Representative Weed
 Membership NARTB
 President Gene Cagle
 Vice-President Charles B. Jordan
 General Manager R. Lee Glasgow

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Taylor Radio & TV Corp.
 Bus.-Studio-Transmitter Address 201 Border St.
 Phone Number 375
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor Co.
 Membership NARTB
 President O. L. Ted Taylor
 Sta., Gen. Mgr. Byron W. Ogle
 Commercial Manager Aubrey Jackson
 Program Director Jim Cook
 Publicity Director Ted Cressner

Farm Edit., Chf. Anncr. Dick Harwell
 News Director Bob McDonald
 Chief Engineer O. L. Hartwig
 Consulting Engr. A. L. Cullum, Jr.

K F D X

WICHITA FALLS—1947
 ABC-LONE STAR

Frequency: 990 Kc. Power: 10,000 Watts d.
 1,000 Watts n.

Owned-Oper. By Wichtex Radio and Tel. Co.
 Address City Natl. Bldg.
 Phone Number 2-8668
 Transmitter Location Iowa Pk. Rd.
 Air Time 5:30 a.m. to 12 M.
 News Service AP, UP
 Transcription Service World
 Station Representative Taylor Co.
 Membership NARTB, BAB
 President Darrold A. Cannan
 General Manager W. P. Hood
 Commercial Manager Mott M. Johnson
 Local Sales Mgr. John R. White
 Sales Promotion Manager Howard Fry
 Asst. Mgr., Pgm. Prod. Dir. George Craig
 Publicity Director Howard Fry
 Chief Announcer Warren Silver
 Next Director Mike Carpenter
 Musical Director Jay Warren
 Chief Engineer John Adams
 Farm Editor Mike Carpenter
 Consulting Engineer George Davis

K TRN

WICHITA FALLS—1948—MBS-TSN

Frequency: 1290 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Texoma Bcstg. Co.

Address 917½ Scott St.
 Phone Number 2-5214
 Transmitter Loc. City View Lane
 Air Time 6 a.m.-11:59 p.m.
 News Service AP
 Transcription Service Ullman, Capitol
 Membership NARTB
 President James B. Barnett
 General Manager Boyd Kelley
 Commercial Manager Sid Grayson
 Program Director Bill Richie
 News Director Leo Dougherty
 Chief Engineer Bob Harmon
 Farm Editor Glen Shelton

K W F T

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KWFT, Inc.
 Business-Studio Address P. O. Box 420
 Phone Number 4182
 Transmitter Location 3½ Mi. W. of town
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB
 President, General Manager Kenyon Brown
 Station Manager Charles E. Clough
 Comm. Sales Prom. Manager A. L. Pierce
 Program Director Blaine Cornwell
 Production Director Eddie Edwards
 Musical Director Lillie Mae Comiskey
 Publicity Director A. L. Pierce
 News Director Pat Halverson
 Chief Engineer Herbert T. Wiley
 Farm Editor Bill Tipton
 Consulting Engr. A. Earl Cullum, Jr.

UTAH

Population 688,862—Increase + 25.2% (1940-1950)—Radio Homes 173,810
 Families 176,630—Stations in State 18

K B U H

BRIGHAM CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Samuel L. Stephens, Sr.
 Address 948 W. Forest St.
 Phone Number 948
 Air Time Sunrise-sunset
 Representative Continental
 News Service UP
 Membership NARTB
 President Samuel L. Stephens, Sr.
 Comm. Mgr., Pgm. Dir. Wade Ebeling
 News Director Weston Vernon
 Gen. Mgr., Chief Engr. Sam Stephens, Jr.

K S U B

CEDAR CITY—1937—CBS
 INTERMOUNTAIN

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By So. Utah Bcstg. Co.
 Phone Number 398-9
 Transmitter Location 7 Mi. W. of Cedar City
 Air Time Unlimited
 Transcription Service World
 Membership NARTB, BAB
 President Ivor Sharp
 Sta. Mgr. Arthur Higbee
 Chief Engr., Pgm. Dir. Robt. L. Heyborne
 Consulting Engr. Cutler R. Miller

K V N U

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By...Cache Valley Broadg. Co.
 Address1393 N. Main St.
 Phone Number1400
 Air Time6:00 a.m. to 12:00 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Station RepresentativeAvery-Knodel
 PresidentHerschel Bullen
 Gen., Sta. Mgr.....Reed Bullen
 Comm. Mgr.....A. George Raymond
 Pgm., Prod. Dir.....Paul Coburn
 Chief Announcer.....Don Reber
 Chief Engineer.....Delmonte Olesen

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Murray Bcstg. Service
 Address4646 So. State St.
 Phone Number.....Murray 1360
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....Langworth, Capitol
 MembershipNARTB
 Pres.-Gen. Mgr.....Oral J. Wilkinson
 Station Manager.....James Petersen
 Commercial Manager.....Howard Pingree
 Pgm.-Prod. Dir.....Mitzi Patterson
 Chief Engineer.....Fred Weibell

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By...Interstate Bcstg. Corp.
 Address425 25th St. Hotel Ben Lomond
 Phone Number5721
 Transmitter LocationKanesville
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 PresidentEdris Glassmann
 General Manager.....George C. Hatch
 Station Manager.....George B. Morgan
 Comm. Mgr., Prog. Dir.....Collin W. Lowder
 Sales Prom. Manager.....Kay Sevilleir
 Production Director.....Doug Stringfellow
 Publicity DirectorClinton Raymond
 Chief Announcer, Musical Dir...Dean Thueson
 Chief Engineer.....Wayne T. Boothe
 Consulting Engr.....W. D'Orr Cozens

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....KOPP, Inc.

AddressRoute 2
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceLang-Worth
 General Manager.....King Harmon

K V O G

OGDEN—1948—ROCKY MTN.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....United Bcstg. Co.
 Business Address.....1538 Gigson Ave.
 Phone Number2-7535
 Studio-Transmitter Location...1538 Gibson Ave.
 RepresentativeBiddick
 Transcription ServiceStandard
 President, General Mgr.....Arch G. Webb
 Commercial Manager.....Joe T. Johnson
 Chief Engineer.....L. Smith
 Promotion Manager.....Paula M. Cune

K O A L

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Eastern Utah Bcstg. Co.
 AddressPrice
 Phone Number.....Price 200
 Transmitter Location.....U. S. Hiway 50
 Air Time6:30 a.m.-11:30 p.m.
 News ServiceUP
 RepresentativeAvery-Knodel
 Pres., Gen.-Sta. Manager.....Jack Richards
 Sls. Prom. Mgr.-Pub. Dir.....Carl P. Wolfrom

K C S U

PROVO—1947—ROCKY MT.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Central Utah Bcstg. Co., Inc.
 AddressP. O. Box 550
 Phone Number2802
 RepresentativeBiddick
 Transcription Service.....Standard, Capitol
 News ServiceUP
 Partner.....Frank A. Van Wagenen
 Ptnr., Pgm. Dir., Prom. Mgr.

Harold E. Van Wagenen

Commercial Manager.....John T. Hyde
 Chief Engineer.....Dallin O. Oaks
 News Director.....Dale Brown
 Farm Editor.....Robert Hough

K N E U

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Lester Taylor
 Address807 So. 17th W.
 Phone Number3426
 PresidentLester Taylor
 General Manager.....Myron May
 Commercial Manager.....Garn Carter
 Program Director.....J. D. Jones
 Promotion Manager.....Larry Steppe
 Chief Engineer.....Kenneth Smith

K O V O

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By.....KOVO Bcstg. Co.
 Business-Studio Address.....108 W. Center St.
 Phone Number.....1680
 Transmitter Location.....651 W. 16th So.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....Clifton A. Tolboe
 General-Station Mgr.....Arch L. Madsen
 Commercial Manager.....L. H. Curtis
 News Director.....Le Grange Young
 Pgm.-Prod. Dir.....James H. Lawrence
 Musical Director.....Byron Jensen
 Chief Engineer.....Henry Keyes

K S V C

RICHFIELD—1947

INTERMOUNTAIN

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Sevier Valley Bcstg. Co.
 Business Address.....Richfield
 Phone Number.....820
 Transmitter Location.....East on 4th South
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Avery Knodel
 Gen., Comm. Mgr.....William L. Warner, Jr.
 Pgm. Dir., Prom. Mgr.....Frank Peacock
 Chief Engineer.....Ralph A. Ross
 News Director.....Bill King
 Farm Editor.....Harvey Dastrap

K A L L

SALT LAKE CITY—1945

MBS-INTERMOUNTAIN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By.....Salt Lake City Bcstg. Co.
 Business-Studio Address.....146 S. Main St.
 Phone Numbers.....4-3561, 4-1843, 5-8951
 Transmitter Location.....334 W. Gregson
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Avery-Knodel, Inc.
 President.....George C. Hatch
 Comm. Mgr.....Thomas H. Anderson
 Sales Promotion Mgr.....Mel Standage
 Pgm., Prod. Dir.....Jack Paige
 Publicity Director.....Jack Goodman
 Chief Announcer.....Vern Bruggeman
 News Director.....Paul Sullivan
 Musical Director.....Earl Donaldson
 Chief Engineer.....W. D'Orr Cozzens
 Farm Editor.....Jean Paul King
 Consltg. Engr.... Haley, McKenna & Wilkinson

K D Y L

SALT LAKE CITY—1922

NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By.....Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address.....143 S. Main
 Phone Number.....5-2991
 Transmitter Location.....33rd So. & 9th W.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Associated, Thesaurus
 Representative.....John Blair
 Pres.-General Mgr.....S. S. Fox
 Commercial Manager.....George A. Provol
 Exec. Vice-Pres.....Easton Woolley
 Program Director.....Emerson Smith
 News, Prom. Dir.....Del Leeson
 Chief Engineer.....John M. Baldwin

K N A K

SALT LAKE CITY—1945

Frequency 1280 Kc. Power: 10000 Watts, d.;
 500 n.
 Owned-Operated By.....Granite District Radio
 Bcstg. Co.
 Business-Studio Address.....1042 So. 6th W.
 Phone Number.....4-3685
 Air Time.....6:30 a.m.-1 a.m.
 Representative.....Forjoe
 President.....Howard D. Johnson
 General Mgr.....Richard F. Connor
 Asst. Mgr., News Dir.....Thomas M. Ivory
 Commercial Manager.....Richard I. Nicholes
 Sis. Prom. Mgr.....Thomas M. Ivory
 Program Director.....Robert P. Crawford
 Farm Editor.....Gloria Whitney
 Promotion Manager.....Robert Rampton
 Chief Engineer.....Lyle Wahlquist

K S L

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Radio Service Corp. of Utah
 Bus.-Studio Address.....10 S. Main St.
 Phone Number.....5-4641
 Transmitter Location.....Saltair
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Associated,
 Lang-Worth
 Representative.....Radio Sales
 Membership.....NARTB
 President.....J. Reuben Clark, Jr.
 General Manager.....C. Richard Evans
 Sales Manager.....Frank B. McLatchy
 Sis. Prom. Mgr.-Pub. Dir.....Sherril Taylor
 Prog.-Prod. Dir.....Edward Kimball
 Chief Engineer.....Vincent Clayton
 Farm Director.....Elvon Orme

K U T A

**SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN**

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By Utah Bcstg. & Telev. Co.
Business-Studio Address 29 S. State St.
Phone Number 3-2737
Transmitter Location No. Salt Lake City
Air Time 6 a.m.-1 M.
News Service AP, UP
Transcription Service World, Standard
Representative Hollingbery
Membership NARTB, BAB
President, General Mgr. Frank C. Carman
Sta. Mgr., Prog. Dir. Ray Fadel
Commercial Manager John Schlie
Sales Prom. Mgr., Pub. Dir. Al Thomas
Production Director Harold Collapriest
Chief Announcer Marshall Small

Musical Director Ed Stoker
News Director John Barlow
Chief Engineer Wendell Bell
Farm Editor Harry Warren
Consulting Engr. McNary & Wrathall

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By James C. Wallentine
Address 120 E. Main St.
Phone Number 494
Air Time Unlimited
News Service UP
Representative W. S. Grant
President James C. Wallentine
Gen.-Sta. Mgr. Lee Walker
Comm.-Sales Prom. Mgr. Grant E. Parry
Program Director Buchanan Fulmore
Chief Engineer Compton C. Mitchell

VERMONT

Population 377,747—Increase + 5.2% (1940-1950)—Radio Homes 92,690
Families 377,747—Stations in State 9

W T S A

**BRATTLEBORO—1950—MBS
YANKEE-GRANITE**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Bolling
Transcription Service SESAC
News Service UP
President W. J. Barkley
General Manager W. F. Rust, Jr.
Program Director James Simmonds
Chief Engineer Joe Rich

W C A X

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 2000
Transmitter Location Colchester
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB
Pres., Gen.-Station Mgr. C. P. Hasbrook
Sta.-Sales Prom. Mgr.-Pub. Dir. J. D. Swan
Commercial Manager T. B. Braine
Prog.-Prod.-Musical Dir. Milton Slater
Chief Engineer James W. Tierney
News Director L. F. Killick
Consulting Engr. S. T. Murtin

W J O Y

BURLINGTON—1946—ABC—UBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number Burlington 5400
Air Time Unlimited
News Service AP
Representative William G. Rambeau
Membership NARTB, BAB
President David W. Howe
Sta. Mgr., Prog. Dir. Alfred E. Spokes
Pub. Dir.-Chief Engineer John C. Quill
Farm Editor Dick Wall

W S K I

MONTPELIER-BARRE—1947—NBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Transmitter Location Country Club Dr.
Air Time 6 a.m.-11p.m.
News Service AP
Transcription Service Lang-Worth
Representatives Kettell-Carter, W. S. Grant
Membership NARTB, BAB
President B. M. Jacobsen
General Manager Paul H. Martin
Publicity Director Olga S. Wackerman
Pgm., News Dir. Robert Bannon
Musical Director Frank Chatterton
Chief Engineer L. C. Davis

• • • **VERMONT** • • •

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts d.
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
News Service AP
Phone Number 3200
Transcription Service Capitol
Pres., Gen. Mgr. Herbert Wilson
Vice-President Vena M. Bates
Treasurer Helen M. Wilson
Program Director Lewis L. Carter, Jr.
Chief Engineer Willard H. Buttles
News Director Robert Herr
Farm Editor Harold Andrews

W S Y B

**RUTLAND—1930—MBS-YANKEE
KBS-UNION**

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Transmitter Location Door Dr.
Air Time Unlimited
Representative Joseph Hershey McGillvra
Station Manager J. H. Weiss

W W S R

ST. ALBANS—1940

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Transmitter Location Twanton Rd.
Air Time daytime
News Service UP
Transcription Service World
Representative Walker, Bertha Bannan

Membership NARTB
President-Gen. Mgr. Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden
Prog.-Prod. Dir. C. Stuart Perry
Chief Engineer Theodore Boisvert
Consulting Engr. Russell P. May

W T W N

**ST. JOHNSBURY—1949
KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Twin State Bcstrs. Inc.
Address Concord Ave.
Phone Number 2344
Air Time Unlimited
News Service UP
Transcription Service SESAC, Lang-Worth
Representative McGillvra
Membership NARTB, BAB
President E. Dean Finney
Co-Mgrs. J. F. McKernan, E. D. Finney
Program Director Robert Webster
News Director George Peterson
Chief Engineer James F. McKernan

W D E V

WATERBURY—1931—MBS

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By Lloyd E. Squier
Business-Studio Address 8 Stowe St.
Phone Number 400-1
Transmitter Location Blush Hill
Air Time Unlimited
News Service UP
Transcription Service World
Representative Walker
Owner, Gen.-Sta.-Comm. Mgr. Lloyd E. Squier
Program Director Thomas L. Dodd, Jr.
Production Director Craig S. Parker
Chief Anncr. John Woods
Chief Engineer Theodore Boisvert

**WHY IS AP
THE BEST?**

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

VIRGINIA

Population 3,318,680—Increase + 23.9% (1940-1950)—Radio Homes 702,450
Families 790,160—Stations in State 55

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Potomac Bcstg. Corp.
Address Virginia Theatre Bldg.
Phone Number Overlook 3000
Transmitter Location 504 Telegraph Rd.
News Service AP
Transcription Service Lang-Worth
Pres., Gen., Comm. Mgr. Carl L. Lindberg
Traffic Manager Dorothy E. Mack
Musical Director Barbara Power
Technical Director Bernard A. Terrien

WARL

ARLINGTON—1947

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By No. Virginia Bcstrs., Inc.
Bus.-Studio Address 3102 10th Road No.
Phone Number OWens 7800
Transmitter Location Nr. Bailey's Crossroads
Air Time Sunrise-sunset
News Service UP
Transcription Service Standard, Capitol
Representative IMS
Membership NARTB
Co-Owners R. Kilbourne Castell,
Frank U. Fletcher
General Manager R. W. Baker
Commercial Manager William W. Jefferay
Prog. Dir. Phil Long
Chief Engineer John E. Strong

WEAM

ARLINGTON—1947—MBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By WEAM, Inc.
Address 2030 N. 16th St.
Phone Number OW 7100
News Service AP
Representative Donald Cooke, Inc.
President Harold H. Thoms
Gen., Sta., Comm. Mgr. Howard Stanley
Prom. Mgr. Pub. Dir. Phoebe Hudson
Pgm., Prod. Dir. Matthew Warren
Chief Announcer Jack Ridge
News Director Matthew Warren
Musical Director Phil Zoppi
Chief Engineer Sammie T. Aed
Farm Editor Jack Ridge

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Oper. By Nottaway Bcstg. Corp.
Phone Number 478

Transmitter Location Community Bldg.
Air Time 6 a.m.-11 p.m.
News Service AP
President H. S. Robertson
General Manager Walter F. Wilkerson
Commercial Manager Edward J. Silverman
Program Director James T. Barker
Chief Engineer Eddie T. Tatum

WCYB

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By Appalachian Bcstg. Corp.
Address Front & Cumberland Sts.
Phone Number North 3560
Transmitter Location Washington County
Air Time Daytime
News Service AP, UP
Transcrip. Service Associated, World, Cole
Representative Bolling
Membership NARTB, BAB
Pres., Gen Mgr. Robert H. Smith
Sales Mgr. J. Fey Rogers
Program Spvr.-Farm Editor W. T. Lane, Jr.
News Editor Ralph Randall

WFHG

BRISTOL—1946—MBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By Bristol Bcstg. Co.
Address Hotel Bristol
Phone Number 3620
News Service UP
Transcription Service Standard
General Manager Willam L. Mininger
Commercial Manager Homer Worley
Program Director Rex Raney
P-om. Mgr., News Dir. Jack Martin
Chief Engineer John Hughlett
Farm Editor Verlin Mays

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Radio Station WCHV
Bus.-Studio-Transmitter Address Rose Hill St.
Phone Number 2-5121
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service World
Representative Joseph Hershey McGillvra
Pres., Gen. Mgr. Charles Barham, Jr.
Commercial Manager Robert C. Walker
Program Director R. G. Sketchley, Jr.
Promotion Manager Charles Smith
Chief Engineer Walter W. Gray
News Editor Bill Gentry

WINA
CHARLOTTESVILLE—1949
LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By. Charlottesville Bcstg. Corp.
 Address. 4th & Main Sts.
 Phone Number 2-6177
 Air Time Daytime
 News Service UP
 Transcription Service Standard, Capitol
 Pres., Gen., Comm. Mgr. Thos. W. Carruthers
 Pgm. Dir.-Oper. Mgr. Charles W. Freeman
 Chief Engineer Lawrence Kennedy
 Chief Annr., News Dir. Edward Desmond
 Film Editor Norman Kelsey

WCFV
CLIFTON FORGE—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Clifton Forge Bcstg. Corp.
 Address P. O. Box 214
 Phone Number 1230
 Transcription Service Standard
 News Service AP
 President Dr. G. R. Stevens
 Gen. Mgr., Pgm. Dir. E. A. Schellhaus
 Commercial Manager Nancy Johnson
 Chief Engineer John H. Wilson

WKEY
COVINGTON—1941—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Earl M. Key
 Business Address Main St. at Bridge
 Phone Number 8351
 Transmitter Location Fairlawn
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Representative DeVrey
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. Earl M. Key
 Commercial Mgr. Kenneth L. Bryant
 Program Director John Lee Davis
 Promotion Manager Willis Shawver
 Chief Engineer John H. Wilson

WSVS
CREWE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. So. Virginia Bcstg. Corp.
 Business Address 117 Carter St.
 Phone Number Crewe 5000
 Transmitter Location RFD, Crewe
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 President Calvin S. Willis
 General Manager John E. Sadler
 Ass't Manager Freeman H. Stewart
 Commercial Manager Brown Hoffler
 Pgm., Pub. Dir. Bob Dickson

Music., Prod. Director George Phillips
 Chief Announcer Tubby Walthall
 Chief Engineer Everett Wilson

WCVA
CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Culpeper Bcstg. Co.
 Address P. O. Box 672
 Phone Number 8338
 Transmitter Location Hendricks Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 President Ira C. Hopkins
 Gen., Comm. Mgr. Anthony C. Thornton
 Program Director Woody Powell

WBTM
DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By. Piedmont Bcstg. Corp.
 Bus.-Studio Address Hotel Danville Bldg.
 Phone Number 2350
 Transmitter Location Mt. Cross Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Work
 Representative George P. Hollingbery
 Membership NARTB
 President L. N. Dibrell
 General Mgr. R. Sanford Guyer
 Prod. Dir., Asst. Mgr. Edward G. Gardner
 Comm. Mgr. E. M. Hurd
 Program Director Betty Allen
 Farm Ed., Pub. Dir. Charles Holmes
 Chief Announcer Wally Ausley
 News Director William Howard
 Musical Director Harry W. Spencer
 Chief Engineer Lyle C. Motley

WDVA
DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Va.-Carolina Bcstg. Corp.
 Address American Natl. Bank Bldg.
 Phone Number 5300
 Transmitter Location Martinsville Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith; Dora Didson
 Membership NARTB, BAB
 President J. D. Pruitt
 General Manager Emerson J. Pryor
 Commercial Mgr. Stover Morris, Jr.
 Prog.-Prod. Director Richard Campbell
 Publicity Director Herbert F. Hodge
 Musical Director Harold Stephens
 News Dir. Charles Craig
 Chief Engineer Rush Sawyers
 Farm Editor Frank Raymond

VIRGINIA

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Lamar A. Newcomb
Address: Box L
Phone Number: FA-0900
Transmitter Location: Seven Corners
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
Pres., Gen. Mgr.: Lamar A. Newcomb
Commercial Manager: Jeane Russell
Program Director: Genevieve Newcomb
Chief Engineer: Emmett Murphy

WFLO

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Colonial Bcstg. Co.
Business Address: P. O. Box 238
Phone Number: 870
Transmitter Location: Cumberland Rd.
News Service: UP
Transcription Service: Capitol, Associated
Representative: Clark
General Manager: Carla B. Keys
Manager: Charles R. Maillet
Program Director: Danny Shaver
Chief Engineer: Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Fredericksburg Bcstg. Corp.
Business Address: P. O. Box 269
Phone Number: 1261
Studio-Transmitter Location: King's Hwy.
Transcription Service: Lang-Worth
Representative: Burn-Smith
Exec. V.P., Gen. Mgr.: Richard F. Lewis, Jr.
Manager: Walter F. Harris, Jr.
Chief Engineer: William S. Candler

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By: Sky Park Bcstg. Corp.
Address: P. O. Box 192
Phone Number: 750
Transcription Library: Thesaurus
News Service: UP
President: Thomas J. Owens
Gen., Comm. Mgr.: Kenneth Gordon
Pgm. Dir., Farm Editor: Tom Gibson
Chief Engineer: Charles N. Joliffe
News Director: Claude Jones

WBOB

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Carroll-Grayson Bcstg. Corp.

Address: Poplar Knob Rd.
Phone Number: 300
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Membership: NARTB
President: Robert V. Morris
Gen., Comm. Manager: Joseph P. Crockett
Program Director: Muriel Bell
Prod. Dir.: Jewell Cullop
Chief Announcer: Dick Perry
Musical Director: Alice Spear
Chief Engineer, Farm Editor: W. Edward Boyer
Pub., News Dir.: Herman Reavis
Consulting Engr.: George Davis

WVEC

HAMPTON—1948—KBS LIBERTY

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Peninsula Bcstg. Co.
Business Address: P. O. Box 481
Phone Number: 6332
Studio-Trans. Address: Hampton Ave.
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB
President: Thomas P. Chisman
Gen., Sta. Mgr.: Harrol A. Brauer, Jr.
Comm. Manager: Charles L. Coker, Jr.
Sales Promotion Mgr.: George B. Field, Jr.
Program Director: Peter Edman
Production Director: William L. Erickson
Publicity Director: Beverly Hillery Kolcum
Chief Anncr., News Dir.: Duff Kliewer
Musical Director: Gene Andrews
Chief Engineer: James E. Swafford
Farm Editor: John Oxman

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
Owner-Oper.: Shenandoah Valley Bcstg. Corp.
Business-Studio Address: Rawley Pike
Phone Numbers: 550, 875
Air Time: 6 a.m.-M.
News Service: UP
Representative: Devney & Co.
Membership: NARTB, BAB
President: Frederick L. Allman
Sta., Comm. Mgr.: Robert B. Harrington
Sales Promotion Manager: Lee Dechert
Program Director: Richard H. Johnson
Chief Anncr., Prod. Dir.: Alvin Mullinax
Publicity Director: Lee Dechert
News, Music Dir.: R. H. Johnson
Chief Engineer: Warren L. Braun
Farm Editor: Homer Quann

WHAP

HOPEWELL—1949—PBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Hopewell Bcstg. Co.

VIRGINIA

Business Address.....City Point Rd.
 Phone Number.....801
 Studio-Trans. Location..City Point & River Rds.
 Air Time.....7 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald S. Cook
 President.....Augustus Robbins, Jr.
 Gen., Sta. Mgr.....Charles M. Mark
 Pgm. Dir., Chief Anncr.....Johnny Mercer
 Chief Engineer.....Robert E. Anthony, Jr.

WREL

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Rockbridge Bcstg. Co.
 Business-Studio Address.....22 S. Main St.
 Phone Number.....Lexington 6000
 Transmitter Location..Rt. 11, One Mi. No. City
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....AP
 Representative.....Donald Cooke
 Transcription Service.....Capitol
 Membership.....NARTB, BAB
 President.....Marshall L. Wilmer
 Gen.-Sta.-Comm. Mgr.....Philip B. Hirsch
 News Dir.....Bob Rauch
 Prog.-Prod. Dir.....Andrew Petersen
 Musical Director.....Wayne Scott
 Chief Engineer.....Lindley H. Leggett

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lynchburg Bcstg. Corp.
 Address.....925 Church St.
 Phone Number.....2-1242
 Transmitter Location.....Boonesboro
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Edward A. Allen
 General Manager.....Philip P. Allen
 Commercial Manager.....Joseph F. Wright, Jr.
 Prog.-Prom. Dir.....William H. Loren
 Chief Anncr., News Dir.....Wayne Tyler
 Chief Engineer.....John T. Orth
 Form Editor.....Eric Lund
 Consulting Engr.....George Bailey

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Old Dominion Bcstg. Corp.
 Address.....First Natl. Bank Bldg.
 Phone Number.....2-3441
 Transmitter Location.....Boonsboro Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NARTB, BAB

President.....David Hugh Dillard
 V.P.-General Manager.....Jack Weldon
 Commercial Manager.....Norman T. Simpson
 Prog.-Pub. Director.....Jay Seibel
 Prod.-Musical Dir.....Don Jarvis
 Chief Engineer.....Forest J. Pinkerton
 Consulting Engr.....Goutney & Roy

WMEV

MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Mountain Empire Ecstg. Corp.
 Address.....Park Boulevard
 Phone Number.....9001
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Cooke
 Membership.....NARTB, BAB
 President.....Robert Lane Anderson
 Gen.-Comm. Mgr.....Robert C. Wolfenden
 Pgm., Prod. Dir.....Mrs. R. C. Wolfenden
 Chief Anncr.....Lee Reynolds
 Chief Engineer.....Edward Surface
 Farm Ed., News Dir.....Fran Russell
 Consulting Engr.....Phil Hedrick

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..Martinsville Bcstg. Co., Inc.
 Address.....Box 831
 Phone Number.....Virginia 2152
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Membership.....NARTB
 President.....William C. Barnes
 General-Station Manager.....John W. Shultz
 Comm.-Sls. Prom. Mgr.....Charles F. Adams
 Program Director.....Barbara Harding
 Chief Anncr.....Tom Stewart
 News Director.....Maynard Dillaber
 Musical Director.....Paul E. Zimmerman
 Chief Engineer.....Dewey W. Muse
 Consulting Engr.....George Davis

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By..Hampton Roads Bcstg. Corp.
 Bus.-Studio Address.....500 Portlock Bldg.,
 Phone Number.....Norfolk-2-7031
 Transmitter Location.....Military Hiway
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Raymond B. Bottom
 V.P., Gen.-Sta. Manager.....Edward E. Bishop
 Comm. Mgr.....Edward E. Edgar
 Prog. Director.....Jay Caldwell
 Publicity Director.....Bill Rhyne
 News Dir.....G. Edward Travis
 Chief Engineer.....Lou Braun

VIRGINIA

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By Eastern Bcstg. Corp.
Business-Studio Address 114 W. 24th St.
Phone Number 3-1632
Trans. Loca. Respass Beach, Churchland
Air Time daytime
News Service UP
Transcription Service Capitol
Representative Devney
President, General Mgr. John Doley
Sta. Mgr. Frederic F. Clair
Program Dir. Tom Bradshaw, Jr.
Technical Dir. Maurice Charles

WCAV

NORFOLK—1947

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By Cavalier Bcstg. Corp.
Bus.-Studio Address Helena Bldg.
Phone Number 2-3266
Transmitter Location W. Norfolk
News Service UP
Transcription Service Long-Worth
Representative Bolling Co.
Membership NARTB
President Joseph Light
President Joseph Light
Gen., Sta. Mgr. H. A. Seville
Sales Prom., Comm. Mgr. A. F. Hammer
Program, Music Director Earl Caton
Production Director Bob Lee
Chf. Anncr., News Dir. Ray Penner
Chief Engineer W. M. Manrov

WLOW

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By Commonwealth Bcstg. Corp.
Bus.-Studio Addr. 105 Brooke Ave.
Phone Number 4-5678
Transmitter Location Columbus Circle,
Portsmouth
Air Time 24 hrs. daily
News Service UP
Transcription Service Capitol
Representative Forjoe
V-P. Gen. Mgr. Robert E. Wasdon
Station Manager William M. Carpenter
Commercial Manager James W. Campbell
Business Manager Joseph B. Matthews
Program Director Del Frank
Production Director Robert Drepperd
Technical Director Jack Siegel
Chief Engineer Preston Spegr

WNOR

NORFOLK—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Norfolk Bcstg. Co.
Address 1019 Boissevain Ave.

Phone Number 56761
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Walker
President Louis H. Peterson
General Manager Earl Harper
Commercial Manager Bob Rodgers
Sales Promotion Mgr. Don Gordon
Pgm., Prod. Dir. Milton Green
News Director Milton Green
Musical Director Bill King
Chief Engineer Howard Sheets
Consulting Engr. Craven, Lohnes & Culver

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By WTAR Radio Corp.
Bus.-Studio Address 720-724 Boush St.
Phone Number 56711
Transmitter Location Glen Rock
Air Time Unlimited
News Service AP, UP
Transcription Service Standard
Representative Edward Pety
Membership NARTB, BAB
Pres., Gen.-Sta. Mgr. Campbell Arnoux
Comm.-Sales Prom. Mgr. John W. New
Sales Prom., Pub. Dir. Fred Lowe
Program Director Joel Carlson
Chief Announcer Blair Eubanks
News Director Emilleigh Maxwell
Chief Engineer Dick Lindell
Consulting Engr. Jansky & Bailey

WNVA

NORTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Blaufox Radio Co., Inc.
Bus.-Studio Address Coalfield Progress Bldg.
Phone Number 700-1, Transmitter: 565
Transmitter Location Josephine
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Lang-Worth, Keystone
Membership NARTB
President Richard B. Helms
General Manager Jack T. Helms
Comm.-Sls. Prom. Mgr.-Pub. Dir. Bill Holland
Chf. Anncr., Music Dir. Bill Stallard
Chief Engineer Gene Tommerdahl
Farm Editor Ray Sidga

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By James Madison Bcstg. Corp.
Address Orange
Phone Number 7263
Air Time Unlimited
News Service UP
Transcription Service SESAC

VIRGINIA

President.....W. A. Sherman, Jr.
Gen.-Comm. Mgr.....A. C. Livick, Jr.
Asst. Manager.....Joseph Quinn
Program Director.....Lee Tulley
Chief Engineer.....Arthur Snowberger
Farm Editor.....Joseph Trivette
Consulting Engr.....Warren Braun

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Southside Virginia Bcstg.
Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number.....3881-2
Transmitter Location.....Lieutenant Run
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Capitol
Membership.....NARTB
President.....Louis H. Peterson
Gen.-Sta. Mgr.....Ray L. Moss
Comm. Mgr. & Pub. Dir.....J. E. Lowell
Sls. Prom. Mgr.....N. W. Andrews
Pgm.-Prod. Dir.....Paul Hennings
Chief Announcer.....Joe B. Smith
Chief Engineer.....Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address.....205 Professional Bldg.
Phone Number.....7-3488
Transmitter Location.....Crane Island
Air Time.....6:00 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Ra-Tel
Membership.....NARTB
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....Jack Norfleet
Pgm.-Prod. Dir.....David Nelson
Chief Engineer.....Charles R. Sledge
Consulting Engr.....George Davis

WPUV

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address.....Dora Highway
Phone Number.....3-3931
Air Time.....6 a.m.-11:15 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NARTB
President.....Howard R. Imboden
General-Station Mgr.....William R. Murray
Program Director.....Alfred Lee Mills
Chief Engineer.....Charles E. Fauson
Farm Editor.....E. C. Grigsby

WRAD

RADFORD—1950—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number.....2461
Representative.....Devney
Transcription Service.....Thesaurus
News Service.....AP
President.....John W. Rollins
Vice-Pres., Gen. Bgr.....O. Wayne Rollins
Comm. Mgr., News Dir.....Wendell H. Siler
Pgm. Dir., Farm Editor.....Richard R. Morgan
Promotion Manager.....James T. Rutherford, Jr.
Chief Engineer.....Fitzgerald McDaniel

WBBL

RICHMOND—1924

Frequency: 1480 Kc.....Power 5000 Watts
Owned-Operated By.....Grace Covenant
Presbyterian Church
Address.....1627 Monument Ave.
Phone Number.....842465
Air Time.....Specified Hours
Representative.....Witcher
General Manager.....C. H. Liesfield
Chief Engineer.....R. W. Raabe

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address.....Broad-Grace Arcade
Phone Number.....3-6741
Transmitter Location.....Colorado Ave. &
Sumpter St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Forjoe
President.....Thomas G. Tinsley, Jr.
Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
News Director.....Lud Sterling
Musical Director.....Stephen Paul
Chief Engineer.....George W. McGuigan, Jr.
Consulting Engr.....Chambers & Garrison

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
P. O. Box 5229
Phone Number.....5-8811
Transmitter Location.....Staples Mill Rd.
Air Time.....Unlimited
News Service.....Transradio
Transcription Service.....Lang-Worth
Representative.....John Blatr
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Comm.-Sales Prom. Mgr.....Waiter A. Bowry, Jr.
Prog.-Prod. Dir.....Allan J. Phaup, Jr.

VIRGINIA

Chief Announcer.....John V. Shand
Musical Director.....J. H. Kellogg
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By.....Richmond Newspapers, Inc.
Business-Studio Address.....107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NARTB
President.....D. Tennant Bryan
Gen. Sta.-Commercial Mgr.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number.....3-6833
Transmitter Location.....Edgeworth, Henrico
County
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Sales Manager.....James D. Clark
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number.....7-4684
Transmitter Location.....German School Rd.,
Chesterfield County
Air Time.....6 a.m.-Sunset
News Service.....AP
Representative.....Indep. Met. Sales
President.....Ralph A. Elmore
General Manager.....Graeme Zimmer
Commercial Manager.....Morris T. Longo
Program Director.....John Sinclair
Production Director.....Joe Guidi
Chief Announcer.....Harry Curran
Chief Engineer.....Kay Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Transmitter Location.....Colonial Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free and Peters, Inc.
Membership.....NAB, BAB
President.....J. P. Fishburn
President of Times-World Corporation
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Publicity Director.....Benton B. Boggs
News Director.....John W. Eure
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address.....600 Mountain Trust Bldg.
Phone Number.....3-4444
Transmitter Location.....Cleveland Ave., S.W.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Membership.....NAB, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Asst. Mgr.-Prog.-Prod. Dir.....Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcastg. Corp.
Business-Studio Address.....Shenandoah Bldg.
Phone Number.....9227
Transmitter Location.....2 Mi. N. of Salem &
6.5 Mi. N.W. of Roanoke
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, Associated
Representative.....Weed
Membership.....NARTB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. & Sta. Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chief Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell
Prom. & Pub. Mgr.....Bill Ashworth

WHLF

SOUTH BOSTON—1947—KBS—ABC
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Halifax Bcstg. Co.
 Address: P. O. Box 490, Webster St.
 Phone Number: 2-9988
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Gen.-Sta.-Comm. Mgr.: John L. Cole, Jr.
 Sales Prom. Manager: Warren C. Parkinson
 Pgm. & Prod. Dir.: Ella L. Poindexter
 Chief Announcer: Preston Young
 Musical Director: Ella L. Poindexter
 Chief Engineer: John Doherty

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 5-5555
 Transmitter Location: U. S. Route 250
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Membership: NARTB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Charles E. Seebeck
 Prog.-Prod. Dir.-Chief Anncr.: Fulton A. King
 News Director: Robert Sterrett
 Chief Engineer: Rex C. Houser

WLPM

SUFFOLK—1940—ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Bcstg. Corp.
 Business-Studio Address: P. O. Box 626
 Phone Number: 2394
 Transmitter Location: Richmond Hiway
 Air Time: 6:30 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer
 Pres., Gen.-Sta. Manager: Fred L. Hart
 Pgm. & News Dir.: Earl Hundley
 Production Director: Helen Buffkin
 Publicity Director: Lee Williams
 Chief Announcer: Bill Walker
 Musical Director: San Ronald
 Chief Engineer: Veryl W. Rupp
 Farm Editor: L. E. Pettyjohn

WNNT

WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
 Owned-Oper. By: No. Neck & Tidewater
 Bcstg. Co.
 Address: Warsaw
 Phone Number: 690
 News Service: UP

Representative: Devney
 Transcription Service: Standard
 Pres.-Gen. Mgr.: Grayson Headley
 Commercial Manager: William Redd
 Pgr. Dir.-Sta. Mgr.: Charles E. Springer
 Chief Engineer: Lawrence Bitner
 Consulting Engr.: Dixie McKay

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Waynesboro Bcstg. Corp.
 Address: 526 Main St.
 Phone Number: 6066
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NARTB
 Representative: Cooke
 President: Judson T. Phillips
 Gen. Mgr.: N. Wilbur Kidd
 Program Director: Richard A. Rhodes
 Chief Engineer: Edward R. Goodwin

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Richard Field Lewis, Jr.
 Business Address: Box 605
 Phone Number: 4855
 Studio-Transmitter Location: 514 Kerr St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Pres.:
 Gen. Mgr.: Richard Field Lewis, Jr. (Licensee)
 Comm. Mgr.-Prog. Dir.: John Carl Morgan
 Sales Prom. Mgr.: Winslow Porter
 Chief Engineer: Phil Whitney

WYVE

WYTHEVILLE—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wythe County Bcstg. Co.
 Address: P. O. Box 452
 Phone Number: 840
 Air Time: Daylight
 News Service: UP
 Membership: NARTB, BAB
 Transcription Service: Lang-Worth
 Owner: A. M. Gates
 General Manager: A. M. Gates, Jr.
 Commercial Manager: Sidney Tear
 Program Director: Charles Carter
 Chief Engineer: Luther Norris

WHY IS AP THE BEST?

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

WASHINGTON

Population 2,378,963—Increase + 37.0% (1940-1950)—Radio Homes 727,080
Families 743,430—Stations in State 52

KBKW

ABERDEEN—1949—LBS

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.

Owned-Oper. By KBWK, Inc.
Address 701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Transmitter Location 701 E. Heron St.
Air Time 6:15 a.m.-11 p.m.
News Service AP
Trans. Serv. Associated, World
Representative Art Moore
Membership NARTB, BAB
President Ben K. Weatherwax
Gen., Sta. Comm. Mgr. James H. Lawson
Sales Promotion Manager Sam Whitacre
Program Director George Edgar
Production Director Ralph Peyton
News Director Ben K. Weatherwax
Chief Engineer Dick Pooley

KXRO

ABERDEEN—1927—MBS—DON LEE
KBS

Frequency: 1320 Kc. Power: 1000 Watts d.,
1000 Watts n.

Owned-Oper. By KXRO, Inc.
Address 207½ E. Market St.
Phone Number Aberdeen 4098
Transmitter Location 1308 Coolidge Rd.
Air Time 6:45 a.m.-11 p.m.
News Service UP
Representative W. S. Grant Co.
Membership NARTB, BAB
Pres., Gen. Mgr. Harry R. Spence
Sta., Comm. Mgr. Fred G. Goddard
Sales Promotion Mgr. Roy Johnson
Pgm., Prod. Dir. Stanley Craft
Publicity Director Paul R. Spechko
Chief Announcer Ronald O. Forsell
News Director Stanley Craft
Musical Director Lois Johnson
Chief Engineer Philip True
Farm Editor Floyd Svinth
Consulting Engineer J. B. Hatfield

KPUG

BELLINGHAM—1948—MBS

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By KPUG, Inc.
Business Address P. O. Box 655
Telephone 6200
Studio-Transmitter Address 2340 E. Sunset Dr.
Air Time 6 a.m.-M.
News Service AP
Representative Cooke
President Jessica L. Longston
Station Manager Robert E. Pollack

Program Director Jerome G. Smith
Publicity Director Catherine Lick
News Director John Dimeo
Chief Engineer Donald E. Pinney
Farm Editor Ken Jackson

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By KVOS, Inc.
Bus.-Studio Address 1321 Commercial St.
Phone Number Bellingham 790
Transmitter Location Yew St.
News Service UP
Transcription Service MacGregor, World
Representative McGillvra, Keating
President, General Mgr. Rogan Jones
Sta., Comm., Prom. Dir. Jack Clarke
Pub., Pgm. Dir. Jim Goodrich
Prod., Musical Dir. Tom Haveman
Sports Director Haines Fay
Chief Engineer Ernest Harper
News Director Bert Jackson
Farm Editor Hal Reeves

KBRO

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bruce Bartley
Address 205 Washington St.
Phone Number 3-5095
Transmitter Location 205 Washington Ave.
News Service AP
Transcription Service World
Representative John Keating
General Manager Jack H. Rogers
Program Director Bob Gleason
Chief Engineer Bert Hallberg

KGIB

BREMERTON—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By Kitsap G.I. Bcstrs., Inc.
Address 124 N. Callow St.
Phone Number 7-3757
Transcription Service Standard
News Service UP
President G. A. Weyland
General Manager James Munro
Comm., Prom. Mgr., News Dir. Mel Keely
Program Director Don Edlund
Chief Engineer Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS
KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Central Bcstg. Corp.

WASHINGTON

Business Address . . . P. O. Box 720, Centralia;
P. O. Box 827, Chehalis
Phone Numbers Centralia 6-3321,
Chehalis 8-3321
Studio Address . . . On Hway. 99 midway bet.
Centralia & Chehalis
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John Keating, W. S. Grant
Membership NARTB, BAB
President J. Elroy McCaw
Sec.-Treas. Mabel A. McGwinn
Gen., Comm. Mgr. Joe Chytil
Prod., Pgm. Dir. Eugene Miller
Publicity Director Schuyler C. Hill
Chief Announcer Duane White
News Dir., Farm Editor Robert Cleland
Musical Director Eugene Miller
Chief Engineer John L. Kelley

KCLX

COLFAX—1950—KBS INTERSTATE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Interstate Radio, Inc.
Address P. O. Box 710
Phone Number 780
Representative Biddick
Transcription Service Cole, SESAC
News Service AP
President T. R. Farrier
Gen. Mgr., Pgm., News Dir. Bert McAllister
Commercial Manager W. L. Hopkins
Chief Engineer H. D. Young

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By . . . Central Washington Bcstrs.
Bus. Add. Trans. Loc. Rte 2, Box 600
Phone Number 1440
Studio-Transmitter Location Route 1
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Walker, Tracy-Moore
Membership NARTB
President Goodwin Chase, Jr.
Station Manager Joe Kendall
Commercial Manager Darrel Burns
Program Director Don Bevilacqua
News Dir., Farm Editor Joe Jaeger
Chief Engineer Darrel Burns

KULE

EPHRATE—1950

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By . . . Columbia Basin Bcstg. Co.
Phone Number 730
News Service UP
Manager M. P. Monson
Chief Engineer Wm. Edward Smith

KRKO

EVERETT—1922—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By . . . The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address . . . KRKO Bldg.
Phone Number Cedar 1144
Air Time 6 a.m.-M.
News Service UP
Transcription Service World, SESAC
Representative Joseph Hershey McGillvra
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. William R. Taft
Program Director Earl Gerdon
Chief Engineer Dave Foley

KFDR

GRAND COULEE—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Carl F. Knierim

KELS

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By . . . N.W. Public Services, Inc.
Address P. O. Box 90
Phone Number 4900
Trans. Loca. Kelso Elks Golf Course
News Service UP
Trans. Serv. Capitol, Standard
President Roscoe A. Day, Jr.
General Manager Claire O. Banks
Comm., Prod. Dir. Lowell Gibson
Sales Promotion Manager James Miller
Production Director Art Kulman
Pub., Music Dir. Edward Warmoth
Chief Announcer Bill Fanning
Chief Engineer John Holmes
Farm Editor Lacey Peoples

KWIE

KENNEWICK—1949

Frequency: 610 Power: 1070 Watts
Owned-Oper. By KWIE, Inc.
Address 11 S. Cascade St.
Phone Number 6961
Transmitter Location Perkins Rd.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World, Associated
Representative Art Moore
Pres., Gen., Sta. Mgr. Harold A. Clark
Commercial Manager Allen B. Cooke
Program Director Marvin E. Johnston
News Director Ken Waddell
Chief Engineer C. J. McCredie
Farm Editor Marvin E. Johnston

KRKL

KIRKLAND—1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By Eastside Pdcstg. Co.

WASHINGTON

Address Trans. Loca. Civic Center
 Phone Number 22-1201
 Air Time Daylight Hours
 Trans. Serv. Capitol, Eells, Maryfair
 Membership NARTB, BAB
 Presidents . . . L. N. Ostrander, W. A. Chamness
 Gen., Sta. Mgr. Bob Davies
 Comm., Sales Prom. Mgr. . . . Bert Demers
 Pgm., Prod. Mgr., Chief Anncr. . . J. McCumber
 Chief, Consulting Engr. . . Sherwin Goodwin

K W L K

**LONGVIEW—1938—MBS—DON LEE
KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Corp.
 Business-Studio Address 14th & Hudson
 Phone Number Longview 1500
 Transmitter Location Ocean View Hwy.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated, World
 Representative W. S. Grant, John Keating
 Membership NARTB, BAB
 President, Gen.-Sta. Mgr. C. O. Chatterton
 Commercial Manager Austin Ragle
 Program Director Ellen Hammond
 Production Director Bob Moran
 Publicity Director F. Chatterton
 Chief Engineer Ralph Brown

K S E M

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Address Box 276
 Phone Number 234
 Transmitter Location Capistrano Park
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Pres., Gen. Mgr. Jessica L. Langston
 Sta., Comm., Prom. Mgr. Don G. Bennett
 Program Director Mrs. R. L. Seymour
 Chief Announcer James Tellen
 News Director Ray Robinson
 Musical Director Ann Brerton
 Chief Engineer Ro'and Kiasler
 Farm Editor Ralph Walton

K B R C

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Beckley Radio Co.
 Bus.-Studio Add.-Trans. Loca. . . P. O. Box 240
 Phone Number 8995
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative John Keating
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Leo H. Beckley

Commercial Manager Fred Grant
 Chief Anncr., Pgm., Dir. Alan Miller
 News Director Marilyn Anderson
 Musical Director Julie Yearsley
 Chief Engineer Orris Vanerstrom
 Farm Editor Alan Miller
 Consulting Engineer J. B. Hatfield

K G Y

**OLYMPIA—1922—MBS—DON LEE
KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Tom Olsen
 Address Trans. Loca. Rockway Leland Bldg.
 Phone Number 6636
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representatives Grant, Keating
 Membership NARTB, BAB
 Owner, Pres., Gen. Mgr. Tom Olsen
 Sta., Comm. Mgr. Elmer J. Holmberg
 Sales Promotion Manager Sam Crawford
 Pgm., Prod., Pub. Dir. Joseph Hiley
 Chief Announcer Charles A. Roark
 News Director William Fox
 Chief Engineer Charles A. Roark

K O M W

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By KOMW, Inc.
 Business-Studio Address Box 151
 Phone Number 00
 Transmitter Location Omak
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative John Keating
 Membership NARTB, BAB
 President R. L. McNett
 General Manager Dean Nichols
 Commercial Manager Grover D. Allen
 Program Director Nola Malone
 News Director Nick Cain
 Chief Engineer Kirk W. Springer

K P K W

PASCO—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Trans. Loca. Pasco
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Keating
 Membership NARTB
 Pres., Gen. Mgr. V. B. Kenworthy
 Sta., Comm. Mgr. A. G. Sanborn
 Sales Promotion Manager Ken Buda
 Program Director Bruce Maille
 Chief Engineer Joseph Muench

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Radio Pacific, Inc.
 Bus-Studio-Transmitter Address: 313 W. First St.
 Phone Number: 4200
 Air Time: 6:45 a.m.-10:30 p.m.
 News Service: UP
 Transcription Service: World
 Representative: John Keating
 General Mgr.: C. N. Webster
 Station Manager: Keith Patterson
 Chief Engineer: Bevin Roth

KBKH

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Bayton & Hicks
 Address: P. O. Box 356
 Phone Number: 1-5251
 Transcription Service: Lang-Worth
 News Service: UP
 Partners: J. Ronald Bayton, Maynard Hicks
 General Manager: J. Ronald Bayton
 Commercial Manager: Frank Saraceno
 Pgm. Dir., Farm Editor: Robert Concil
 Promotion Manager: B. J. Bayton
 Chief Engineer: David Graham
 News Director: Mel Strom

KAPA

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Pacific Bcstg. Corp.

KXRN

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By: Interlake Bdcstg. Corp.
 Address Trans. Loca.: 7th Ave. & N. Pk.
 Phone Number: Renton 5-3424
 Air Time: 7 a.m.-5:15 p.m.
 News Service: UP
 Transcription Service: Cola
 Membership: NARTB
 Pres., Gen. Mgr.: R. S. McCaw
 Sta., Prom. Mgr.: C. H. Williams
 Commercial Manager: O. W. Simpson
 Pgm., Mus. Dir., Farm Editor: F. J. Jensen
 Production Director: D. L. Moberly
 Publicity Director: V. L. Hase
 Chief Anncr., Engr.: F. C. Cook
 News Director: V. L. Hase
 Consulting Engineer: Wm. Foss

KALE

RICHLAND—1950—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Yakima Bcstg. Corp.
 Address: P. O. Box 367
 Phone Number: Pasco 5579

Representative: Grant
 Transcription Service: Cole
 News Service: UP
 President: Robert S. McCaw
 Gen., Comm., Prom. Mgr.: Lawrence G. Dix
 Pgm. Dir., Chief Engr.: Dave K. Darris
 Traffic Manager: Edythe Roiko
 News Director: Ben T. Weaver

KING

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Oper. By: KING Bcstg. Co.
 Address: 2111 Smith Tower
 Phone Number: Mutual 1090
 Representative: Blair
 Transcription Service: Associated
 News Service: AP
 President: Henry B. Owen
 Co-Owners: Mrs. A. S. Bullitt
 General Manager: Hugh M. Feltis
 National Sales Manager: Roger D. Rice
 Program Director: Grant Merrill
 Chief Engineer: Arthur A. Schultz
 Operations Director: Hal Moon

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By: Queen City Bcstg. Co.
 Business-Studio Address: 66 Cobb Bldg.
 Phone Number: Seneca 1500
 Transmitter Location: Burton
 Air Time: 18 Hrs.
 News Service: UP
 Transcription Service: Standard
 Representative: Free & Peters
 President: Saul Haas
 General Manager: Loren B. Stone
 Commercial Manager: William F. Tucker
 Program Director: Kenneth Yeend
 News Director: Maury Rider
 Publicity Director: Antia Busek
 Chief Engineer: James Hatfield

KJR

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By: Totem Bcstrs., Inc.
 Business-Studio Address: Skinner Bldg.
 Phone Number: Elliot 5890
 Transmitter Location: 2600 26th Ave., S.W.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: Marshall Field, III
 General-Station Mgr.: J. Archie Morton
 Sales Manager: Arthur Gerbel, Jr.
 Program Director: Roland Bradley
 Publicity Director: Don Reed
 Chief Engineer: L. S. Bookwalter
 Farm Editor: Bill Moshier

WASHINGTON

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By: Seattle Bcstg. Co.
Bus. Studio Address: Northern Life Tower
Phone Number: MA. 2312
Transmitter Location: 1110 W. Florida
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Capitol. World
Representative: Headley-Reed
President: Archie Taft
Sta., Comm. Mgr.: Archie Taft, Jr.
Prom. Mgr., Pgm. Dir.: Frank Anderson
Publicity Director: Pat Wilkinson
Chief Announcer: Wheeler Smith
News Director: Ed Scott
Musical Director: Frances Smith
Chief Engineer: Perry Lind
Consulting Engineer: A. G. Sparling

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
Owned-Oper. By: Fisher's Blend Station, Inc.
Bus. Studio Address: 100 4th Ave. No.
Phone Number: SENeca 6000
Transmitter Location: Vashon Island
Air Time: Unlimited
News Service: UP
Transcription Serv.: Associated, Lang-Worth
Representative: Edward Petry
Membership: NARTB
President, General Mgr.: O. W. Fisher
Commercial Manager: Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr.: Richard E. Green
Program Manager: W. W. Warren
Publicity Director: Margaret Frey
Production Mgr.: Frederick J. Patterson
Chief Engineer: F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Radio Sales Corp.
Add., Trans. Loca.: 2939 Fourth Ave. So.
Phone Number: ELiot 2480
Air Time: 6 a.m.-3 a.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
President: J. Elroy McCaw
Gen., Sta. Mgr.: H. E. Riddalls
Comm., Prom. Mgr.: William L. Simpson
News, Pgm. Dir.: Ted Bell
Chief Engineer: Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: The First Presbyterian
Church of Seattle, Wash.

Add. Trans. Loca.: 7th Ave. & Spring St.
Phone Number: Mutual 1250
Air Time: Unlimited
President: W. T. Whitney
Sta., Gen. Mgr.: Don Bevilacqua
Consulting, Chf. Engineer: James S. Ross
Pgm., Prod. Dir.: A. G. Atworth, Jr.
Chief Announcer: William Lehnhoff

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By: Puget Sound Bcstg. Co., Inc.
Business Address: Camlin Hotel
Phone Number: SENeca 4848
Transmitter Location: Vashon Island
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: George P. Hollingbery
Membership: NARTB, BAB
Pres., Gen.-Sta. Mgr.: Vernice Irwin
Vice President: Laura M. Doernbecher
Comm.-Sales Prom. Mgr.: Earl T. Irwin
News, Pgm. Dir., Chief Anncr.: Harry Long
Chief Engineer: D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By: KXA, Inc.
Bus. Studio Address: 312 Bigelow Bldg.
Phone Number: SENeca 1000
Transmitter Location: 2nd & Union
Air Time: Unlimited
News Service: AP
Representative: Rambeau
Membership: NARTB, BAB
President: Wesley I. Dumm
General Manager: Lincoln W. Miller
Program Director: Patti O'Day
News Director: Bob Ackerley
Chief Engineer: John Dubuque

KSPQ

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Louis Wasmer
Address, Trans. Loca.: 526 Riverside Ave.
Phone Number: Riverside 8033
News Service: UP
Transcription Service: Thesaurus, Capitol
Representative: Headley Reed Co.
President: Louis Wasmer
Gen., Sta. Mgr.: R. G. McBroom
Pgm. Mgr., Prod. Dir.: Darrel Hold
Production Director: Dave Gordon
Chief Engineer: E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By: Corp. of Gonzaga U.

WASHINGTON

Bus.-Studio Address..... Radio Central Bldg.
Phone Number..... **MAIn 5383**
Transmitter Location..... Moran Prairie, Rt. 3
Air Time..... 6 a.m.-12 M.
News Service..... **UP**
Transcription Service..... Standard
Representative..... Edward Petry
President..... Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr...... Harvey Wixson
Pgm., Prod., Pub. Dir...... Hub Warner
Chief Announcer..... H. Hartley Sater
News Director..... John Fahey
Musical Librarian..... Marilyn Stanton
Chief Engineer..... A. G. Sparling
Farm Editor..... Del Cody

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc..... **Power:** 5000 Watts
Owned-Operated By..... KHQ, Inc.
Bus.-Studio Address..... Radio Central Bldg.
Phone Number..... **MAIn 5131**
Transmitter Location..... 4102 So. Regal
Air Time..... Unlimited
News Service..... **AP**
Transcription Service..... Capitol, Associated
Representative..... Katz
Membership..... **NARTB**
Pres., Gen.-Sta. Mgr...... Richard O. Dunning
Comm. Sales Prom. Mgr...... Robert H. Wesson
Production Director..... Herb Hess
Chief Announcer..... Richard Godon
Chief Engineer..... John Walker
Farm Editor..... Glenn C. Lorang

K N E W

SPOKANE—1947—MBS-DON LEE

Frequency: 790 Kc..... **Power:** 5000 Watts
Owned-Oper. By..... Coeur d'Alene Bcastg. Co.
Bus.-Studio Address..... Sprague & Wall
Phone Number..... Riverside 8035
Air Time..... Unlimited
News Service..... **AP**
Transcription Service..... World
Representative..... George P. Hollingsbery
Membership..... **NARTB**
Pres., Gen. Mgr...... Burl C. Hagadone
Station Manager..... C. E. Rodell
Sales Manager..... W. C. Rhodes
Program Director..... Paul Crain
Chief Engineer..... C. W. Evans

K R E M

SPOKANE—1947

Frequency: 970 Kc..... **Power:** 1000 Watts
Owned-Operated By..... Cole E. Wylie
Address..... 215 Realty Bldg.
Phone Number..... **MAIn 3333**
Transmitter Location..... Moran Prairie
News Service..... **AP**
Transcription Service..... Lang-Worth, Cole
Representative..... Forjoe & Co.

Pres., Gen., Sta. Mgr...... Cole E. Wylie
Commercial Manager..... Robert H. Temple
Program Director..... Erwin W. Thomas
Chief Engineer..... Cole E. Wylie

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc..... **Power:** 5,000 Watts
Owned-Operated By..... Symons Bcastg. Co.
Address..... Television Center
Phone Number..... **MAIn 1218**
Transmitter Location..... So. Regal St.
Air Time..... Unlimited
News Service..... **UP**
Transcription Service..... Lang-Worth, MacGregor
Representative..... Walker, PNB
Pres., Sta., Gen. Mgr...... E. B. Craney
Commercial Manager..... B. E. Woolston
Natl. Sales Manager..... John Funk
Program Director..... George McGowan
Musical Director..... Del Yandon
Chief Engineer..... George Langford
Farm Editor..... Ernie Jorgenson

K R E W

SUNNYSIDE—1950

Frequency: 1050 Kc..... **Power:** 250 Watts d.
 (C.P.: 1230 Kc..... **Power:** 250 Watts)
Owned-Oper. By..... Cole E. Wylie
Address..... Outlook Rd.
Phone Number..... 2277
Transcription Service..... Standard
News Service..... **AP**
Representative..... Forjoe
President..... Cole E. Wylie
General Manager..... C. Nat Harris
Commercial Manager..... Sam Churchill
Program Director..... Louise Barton
Chief Engineer..... Donald R. Manning

K M O

TACOMA—1922

Frequency: 1360 Kc..... **Power:** 5000 Watts
Owned-Oper. By..... Carl E. Haymond
Bus.-Studio Address..... 914½ Broadway
Phone Number..... **MAIn 4144**
Transmitter Location..... Colonial Garden Area
Air Time..... 6 a.m.-12 p.m.
News Service..... **UP**
Transcription Service..... Capitol, Standard
Representative..... McGillvra, Scott
Membership..... **NARTB**
Pres., Gen. Mgr...... Carl E. Haymond
Station Manager..... Jerry Geehan
Comm.-Sales Prom. Mgr...... Ray T. McKenzie
Prog.-Prod. Dir...... Ted Knightlinger
Chief Announcer..... Vern Sawyer
News Director..... Dan Seymour
Musical Engineer..... Andiene Lewis
Chief Engineer..... John Boor
Farm Editor..... Claude Doran

KTBI

TACOMA—1941

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tacoma Bcstrs., Inc.
 Address 2715 Center St.
 Phone Number Broadway 2241
 Air Time Daytime
 News Service UP
 Transcription Service Cole, World
 Representative IMS, Grant
 Membership NARTB
 President Harold J. Quilliam
 General Manager Ed Lovelace
 Commercial Manager A. B. Van Arsdale

KVAN

VANCOUVER—1939

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Vancouver Radio Corp.
 Phone 3-4717, Twin Oaks 7323
 Studio Address 707½ Main St.
 Transmitter Location Smith Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Standard
 Representative Keating, Western Radio Sales
 President Sheldon F. Sackett
 General-Station Mgr. Fred F. Chitty
 Commercial Manager Mark F. DeLaunay
 Sales Prom. Mgr. George F. Conner
 Program Director Rickey Bras
 Prod., Pub., News Dir. George F. Conner
 Musical Director Ann Gilronan
 Chief Engineer Edgar Means
 Farm Editor Jess Mason
 Consulting Engineer Paul Leake

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By KUJ, Inc.
 Business-Studio Address 55 E. Main St.
 Phone Number 1230
 Transmitter Location U. S. Hwy 410 &
 Sudbury Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant, John Keating
 Membership NARTB
 Pres., Gen. Mgr. H. E. Studebaker
 Comm. Mgr. (National) Don Wike,
 (Local) Norval Armes
 Pgm. Dir., Chief Anncr. Howard Rhoads
 Musical Director Don Keith Van Velzer
 Chief Engineer M. L. MacLafferty
 Farm Editor LaVerne Russell

KWWB

WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By Walla Walla Bdcstg. Co.
 Address 1st & Main
 Phone Number 4103
 Transmitter Location 2nd & Cordiner
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representatives McHugh, Moore
 Membership NARTB
 President John W. Kendall
 General Manager Elliot B. Behrens
 Sales Promotion Manager Don Harris
 Program Director Don Parks
 Chief Announcer Carl Hebenstreit
 News Director Tom Decker
 Chief Engineer Ty McFadden
 Consulting Engineer Harold Singleton

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Wescoast Bcstg. Co., Inc.
 Bus.-Studio Address 2nd & Columbia Sts.
 Phone Number 2757
 Transmitter Location Wenatchee & Columbia
 Rivers Junct.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole, World
 Representative Joseph Hershey McGillvra,
 John Keating
 Membership NARTB, BAB
 President Rogan Jones
 V. P., Gen. Mgr. James W. Wallace
 Prom., Comm. Mgr. Pat O'Halloran
 Program Director Emerson Elder
 Traffic Manager Dorothy Lee
 Publicity Director Charlotte Tochterman
 Chief Engineer George Freese
 Chief Announcer Gerry Alfred
 News Dir., Farm Editor Stuart Maus

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Appleland Bdcsters, Inc.
 Address P. O. Box 1510
 Phone Number 2468-2469
 Trans. Loca. 1119 No. Wenatchee Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Walter Biddick
 Membership NARTB
 President James B. Hatfield
 Gen. Mgr., News Dir. James W. Thain
 Sales Prom. Mgr. Ronald D. Satterwhite
 Pgm., Prod. Pub. Dir. Virginia Thompson
 Chief Anncr., Mus. Dir. Donald D. Brown
 Chief Engineer William R. McCoy
 Consulting Engineer James Hatfield

K I M A

YAKIMA—1944

CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Cascade Bdcstg. Co.
Address 210 Ward Bldg.
Phone Number 6197
Transmitter Location Terrace Hgts. Rd.
Air Time 5 a.m.-12M.
News Service AP
Trans. Serv. Lang-Worth, SESAC
Representative Weed & Co.
President A. W. Talbot
Gen., Sales Prom. Mgr. R. Lee Black
Sta. Opera., Pgm. Dir. Tom C. Bostic
Commercial Manager Ted Morrow
Production Director Joe Ryan
Publicity Director Helen Traub
Chief Announcer Dick Stokke
News Director Bob Amick
Musical Director M. D. Lambert
Chief Engineer J. Barry Watkinson
Farm Editor John Haigh
Consulting Engineer Jim Hatfield

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. Power: 5000 Watts

Own.-Oper. By Valley Bcstrs, C. E. Haymond
Business-Studio Address. 414 E. Yakima Ave.
Phone Number 8115
Transmitter Location Washington Ave.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative McGillvra, Hollingsberry
President Carl E. Haymond
Comm., Gen., Sta. Mgr. James A. Murphy
Sales Prom. Mgr., Pub. Dir. William Moody
Chief Anncr., Pgm., Prod. Dir. Jas. W. Nolan
News Director Peder Wick
Musical Director Harrison A. Miller
Chief Engineer H. B. Murphy
Farm Editor Pete Wick
Consulting Engineer Chambers & Garrison

K Y A K

YAKIMA—1947—MBS

Owned-Oper. By Yakima Bcstg. Co.
Address P. O. Box 172
Phone Number 2-7143
Transcription World
News Service UP
President Robert S. McCaw
Gen., Comm. Mgr. H. G. Fearnhead
Program Director Gerald Webb
Chief Engineer Donald E. Gardner
Farm Editor Dick Passage
News Director Tony Maucione

WEST VIRGINIA

Population 2,005,552—Increase + 5.4% (1940-1950)—Radio Homes 428,160
Families 466,410—Stations in State 38

W C F C

BECKLEY—1950—KBS

Owned-Oper. By Beckley Newspapers
Bcstg. Service
Address 305 Reservoir Rd.
Phone Number 8361
Transcription Service Associated
News Service AP
President Charles Hodel
General Manager E. J. Hodel
Commercial Manager George W. Yazell
Program Director Arnauld Fleming
Chief Engineer Angelo Gonzalez

W J L S

BECKLEY—1939

CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Bldg., Main &
Kanawha St.
Phone Number 7311
Transmitter Location Routes 19-21

Air Time Unlimited
News Service UP
Transcription Service Cole
Representative Weed
Membership NARTB
President Joe L. Smith, Jr.
General-Station Mgr. Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Pgm., Prod. Dir. R. C. Brown
Chief Announcer Jack Pevora
Musical Director Bob Rush
Chief Engineer Al J. Ginkel
Farm Editor William R. Barrett

W W N R

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number 9309
Transmitter Williams Farm
Air Time 6a.m.-12:30 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Walker

WEST VIRGINIA

President.....N. Joe Rahall
Gen., Sta., Comm. Mgr.....Tom Douds
Production Director.....Don Hays
Chief Announcer.....Gene Moorehouse
Chief Engineer.....Estil Wills
Traffic Director.....William G. Francks
Consulting Engineer.....E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By...Daily Telegraph Prtg. Co.
Business-Studio Address...623 Commerce St.
Phone Number.....7114
Transmitter Location.....Harry Heights
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Cole
Representative.....Katz
General Manager.....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter
Prod.-Musical Dir.....Barnes Nash
Chief Announcer.....O. C. Young
Chief Engineer.....P. T. Flanagan
Consulting Engineer.....Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number.....7405
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Representative.....Devney & Co.
Transcription Service.....Associated
Pres., Gen. Mgr.....J. Lindsey Alley
Program Director.....E. E. Ebersole
Chief Announcer.....C. H. Gentry
Chief Engineer.....Roy Yost

WCAW

CHARLESTON—1947—SBN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
Studio-Transmitter Location.....16th St. &
MacCorkle Ave., S.E.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....McGillvra
President.....Garland F. Wilkinson
General Manager.....John S. Phillips
Commercial Manager.....Selma Pierson
Program Director.....Al Walker
News Director.....Michael Blancard
Chief Engineer.....William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Tierney Co.
Address.....1016 Lee Street

Phone Number.....28-131
Transmitter.....So, Charleston
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Branham
Membership.....NARTB
President.....Lewis C. Tierney
Gen., Sta., Comm. Mgr.....John T. Gelder, Jr.
Pub. Dir., Prom. Mgr.....Harry M. Brawley
Production Director.....Frank Annand
Program Director.....Morton S. Cohn
News Director.....Ross Edwards
Chief Engineer.....William E. Dixon
Farm Editor.....Frank Welling
Musical Director.....Dorothy Gay
Consulting Engineer.....Dixie B. McKey

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By.....The Kanawha Valley
Bdcstg. Co.
Address.....210 Dickinson St.
Phone Number.....3-7541
Transmitter Location.....Coal Branch Hgts.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Robert Meeker Assos., Inc.
President.....R. M. Venable
Gen., Sta. Mgr.....Henry V. Diefenbach
Sales Prom. Mgr., Mus. Dir.....Charles Coleman
Pgm., Prod., News Dir.....C. P. Vogel, Jr.
Publicity Director.....Col. Ben W. Venable
Chief Announcer.....Wm. R. Schillings
Chief Engineer.....George Whiteman
Consulting Engineer.....George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 950 Kc.....Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number.....39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Representative.....Weed
Pres., Gen. Mgr.....Joe L. Smith, Jr.
Station Manager.....George J. Gray
Commercial Manager.....C. Alden Baker
Program Director.....Robert Provence
Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number.....23-136
Transmitter Location.....Stricker Rd.
Air Time.....6 a.m.-1 a.m.

WEST VIRGINIA

News ServiceUP
RepresentativeForjoe
MembershipNARTB, BAB
PresidentGus Zaharis
Gen., Sta., Comm. Mgr.Berton Sonis
Program DirectorJoseph J. Herget
Publicity DirectorBob Bower
Chief EngineerPaul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.Power: 250 Watts
Owned-Oper. ByNews Publishing Co. of
Wheeling
Phone Number4-7571-2
Transmitter LocationPinnickinnick Hill
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeBramham
PresidentAustin Wood
General ManagerGeorge H. Clinton
Station-Comm. Mgr.Fred Zimmerman
Promotion DirectorRichard Duncan
Program DirectorRussell Bonasso
Musical DirectorDean Boyer
Chief EngineerHarry S. Brown

W H A R

**CLARKSBURG—1946—MBS-KBS
ABC**

Frequency: 1340 Kc.Power: 250 Watts
Owned-Oper. ByMountain State Bcstg. Co.
Address Trans. Loca.Radio Plaza
Phone Number4-5525-6
News ServiceUP
RepresentativeJoseph Hershey McGillvra
MembershipNARTB
Pres., Gen., Sta. Mgr.Glacus G. Merrill
Commercial ManagerF. T. Gregg
Sales Promotion ManagerRobert Edge
Program DirectorJames Harper
Publicity DirectorSybil Cochrane
Chief AnnouncerRobert Too'hman
News DirectorRoger Harte
Chief EngineerRa'ph MacCormack

W P D X

CLARKSBURG—1947

Frequency: 750 Kc.Power: 1000 Watts d.
Owned-Oper. ByClarksburg Bcstg. Corp.
Business-Studio Address339 W. Main St.
Phone Number4-6425
Transmitter Location3½ Mi. S. of
Clarksburg on Weston Rd.
News ServiceUP
Transcription ServiceWorld, Capitol
PresidentO. L. Billingsley
Gen., Sta. Mgr.R. C. Warden
Comm., Sales Prom. Mgr.Joe M. Larosa
Prog. Dir., Farm EditorDewitt Wyatt
Production DirectorJohn Peters
Musical DirectorNancy Wheeler
Chief EngineerR. D. Hough

W D N E

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.Power: 250 Watts d.,
250 Watts n.
Owned-Oper. ByW. Va. Radio Corp.
AddressP. O. Box 867, Morgantown
Phone Number1300
Trans. Loca.Washington & Davis Sts.
Air Time6:30 a.m.-11:15 p.m.
News ServiceUP
Transcription ServiceWorld
PresidentMrs. H. C. Greer
Gen., Sta., Comm. Mgr.G. C. Blackwell
Sales Promotion ManagerBill Wilson
Chief EngineerClarence Rulong

W M M N

FAIRMONT—1927—CBS

Frequency: 920 Kc.Power: 5,000 Watts d.,
5,000 Watts n.
Owned-Oper. ByThe Fort Industry Co.
Address208 Adams Street
Phone Number3100
Transmitter LocationMonongah
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth, Cole
RepresentativeKatz Agency
PresidentGeorge B. Storer
General ManagerLee B. Wailes
V. P., Sta. Mgr.Allen L. Haid
Commercial ManagerCharles E. Smith
Sales Prom. Mgr., News Dir. ..Wm. W. Powell
Program DirectorFrank Lee
Publicity DirectorE. Yvonne Richards
Chief AnnouncerRobert B. Frazier
Chief EngineerJoseph C. Strelauski
Farm EditorFrancis T. Lauzau
Consulting EngineerJansky & Bailey

W V V W

**FAIRMONT—1947—MBS
ABC-SBN-ATLANTIC**

Frequency: 1490 Kc.Power: 250 Watts
Owned-Oper. ByFairmont Bcstg. Co., Inc.
Bus-Studio Address119 Fairmont Ave.
Phone Number5000-1-2
Transmitter LocationRadio Pw.
Air Time6:55 a.m.-1:05 a.m.
News ServiceAP
Transcription ServiceWorld
RepresentativeDonald Cooke
PresidentJ. Patrick Beacom
Gen., Sta. Mgr.Numa Fabre, Jr.
Commercial ManagerRobert Drummond
Chief EngineerJune Drummond

W H T N

HUNTINGTON—1947—LBS

Frequency: 800 Kc.Power: 1000 Watts d.
Owned-Oper.Greater Huntington Radio Corp.
Business-Studio Address1112½ Fourth Ave.

WEST VIRGINIA

Phone Number 3-3453
 Transmitter Location Harveytown Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Ind. Met. Sales
 President A. B. Hyman
 Gen., Comm. Mgr. Lan Singer
 Program Director R. Dean Sturm
 Chief Engineer Harold F. Sturm
 Consulting Engineer Jansky & Bailey

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone Number 3-3421
 Transmitter Location 1050 McCoy Road
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Translt Radio, Walker
 Membership NARTB
 Pres., Gen., Sta. Mgr. F. J. Evans
 Program Director Charles T. Snowdon
 Commercial Manager Ralph S. Hatcher
 News Director Bill Austin
 Chief Engineer Robert L. Nixon
 Consulting Engr. Craven, Lohnes & Culver

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.
 Business-Studio Address 912½ Third Ave.
 Phone Number 38-401
 Transmitter Location 28th St. & Park at
 C. & O. R. R.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NARTB, BAB
 President Col. J. H. Long
 Gen., Sta. Mgr. Marshall Rosene
 Commercial Manager Tom Garten
 Sales Prom. Mgr., Pub. Dir. Jack Gary
 Prod. Dir., Chief Anncr. Bert Shimp
 News Director Ron Miller
 Pgm., Music, Dir., Farm Edit. Ted Eiland
 Chief Engineer Leroy Kilpatrick
 Consulting Engineer Odes Robinson

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address Logan
 Phone Number 540
 Air Time Unlimited
 News Service UP
 Transcription Service World

WPEM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Transmitter Location Red Hill
 Air Time 6:28 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Co-Partners C. M. Zinn, C. Leslie Golliday
 Gen., Sta. Mgr. C. Leslie Golliday
 Comm., Sales Prom. Mgr. A. Leslie
 Pgm. Dir., Chief Anncr. Charles Rand
 Production Director Robert Brown
 News Director Oscar Luria
 Chief Engineer Sterling Heil
 Consulting Engineer A. D. Ring

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Fayette Associates, Inc.
 Address Box 750, 1028 1st Ave.
 Phone Number 620
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 President Arnold M. Vickers
 Comm.-Sales Prom. Mgr., Publicity
 Director Andrew W. Vickers
 Pgm., Prod. Dir. Ted Nelson
 Chief Announcer Jack Moran
 News Director John Evans
 Chief Engineer Campbell J. Craver
 Musical Director Betty Kitchen
 Consulting Engineer Odes E. Robinson

WAJR

MORGANTOWN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By West Virginia Radio Corp.
 Business-Studio Address 446 Spruce St.
 Phone Number 9488
 Transmitter Location 100 Charleston Ave.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Agnes J. Reeves Greer
 General Manager Ford Billings
 Commercial Manager John W. Johns
 Program Director Bos Johnson
 Chief Announcer Nick Basso
 Chief Engineer Clarence Rulong

WMOD

MOUNDSVILLE—1950

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By James D. Sinyard
 Address P. O. Box 308

WEST VIRGINIA

Phone Number 1730
News Service UP
Pres., Gen., Comm. Mgr. James D. Sinyard
Program Director Bob Clark
Promotion Manager Helen Sandy
Chief Engineer Jerry Boles
Technical Supervisor Andrew H. Kovlan
News Director Bill Hawley

WOAY OAK HILL—1947

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By Robert R. Thomas, Jr.
Business Address Oak Hill
Phone Number 651
Studio-Transmitter Location 1 Mi. So. of
Oak Hill on Hwy. 21

News Service AP
Transcription Service Capitol
Membership NARTB, BAB
Pres., Sta., Gen. Mgr., Chief Engineer
Robert R. Thomas, Jr.
News Director Curt Blair
Consulting Engineer Odis Robinson

WCOM

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Parkersburg Bcstg. Co.
Business-Studio Address 317 Ninth St.
Phone Number 7-4991-2
Transmitter Location New York Ave.
Air Time 6 a.m.-1:30 a.m.
News Service UP
Transcription Service World
Representative Joseph Hershey McGillvra
President Joseph M. Handlan
General Mgr. Richard S. Cottenman
Commercial Manager A. N. Archer
Chief Engineer Buford Barickman

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Ohio Valley Bcstg. Corp.
Business-Studio Address 211½ 5th St.
Phone Number 75-475
Transmitter Location Route 2
News Service AP
Transcription Service Thesaurus
Representative Branham
Membership NARTB
President Austin V. Wood
Gen., Sta., Comm. Mgr. George H. Clinton
Sales Prom. Mgr. Lawrence V. Murphy
News, Pgm. Dir. Sherman Grimm
Publicity Director Joyce S. Burdette
Musical Director Frank Hains, Jr.
Chief Engineer V. G. Brooks

WWYO PINEVILLE

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Wyoming Bdcstg. Co., Inc.

Address P. O. Box 184
Phone Number 2711
Air Time Local Sunup-Sunset
News Service UP
Transcription Service MacGregor, Cole
Representative McGillvra, Inc.
President R. D. Bailey
Gen., Sta., Comm., Prom., Pub. Dir.
Erle G. Howery
Program Director Theodore W. Wolfe
Chief Announcer Van Darby
Chief Engineer William Stone

WLOH

PRINCETON—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Mountain Bcstg. Service,
Inc.

Phone Number 2151-2
Studio-Trans. Loca. Lilly Grove Addition
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
President Harold P. Hunnicutt
Gen., Sta. Mgr., News Dir. Melvin F. Barnett
Comm., Sales Prom. Mgr. James M. Angel
Prod., Pub., Pgm. Dir. James H. Mayes, Jr.
Chief Announcer Al Rich
Chief Engineer Earl H. Graham
Farm Editor James H. Mayes
Consulting Engineer Bevins-Caldwell

WRON

RONCEVERTE—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By William E. Blake
Address Ronceverte
Phone Number 300
Air Time Unlimited
News Service AP
Transcription Service SESAC
Representative Joseph Hershey McGillvra
Membership NARTB
Pres., Gen. Mgr. William E. Blake
Commercial Manager Carl E. Lipps
Program Director John Morrissey
Chief Engineer Herbert S. Jackson

WEIR

WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By Tri-State Bcstg. Co.
Address 234 No. 4th St., Steubenville
Phone Number Steubenville 2-9721
Transcription Service Associated, Thesaurus
News Service AP
President Thomas E. Millsop
General Manager Paul G. White
Commercial Manager Charles H. McFarland
Pgm. Dir., Prom. Mgr. James M. Flenniken
Chief Engineer Frank W. Schaefer, Jr.
News Director Paul Harris

W B R W

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... McDowell Service Co.
 Address... 10 Riverside Drive
 Phone Number... 818
 News Service... AP
 Transcription Service... Standard
 Membership... NARTB, BAB
 President... J. G. Hunt
 Sta., Gen., Comm. Mgr. ... Ellis Landreth
 Pgm., News Dir. ... John J. Villani
 Chief Engineer... Dallas P. Boyd

W E L C

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Pocahontas Bcstg. Co.
 Address... King Coal Bldg.
 Phone Number... 1150
 Representative... McGillvra
 Transcription Service... Capitol
 News Service... UP
 Pres., Chief Engr... Howard R. King
 Vice-President... Sammy Sidote
 General Manager... Tom Hicks
 Commercial Manager... Luther G. Bassett
 Program Director... Jim Runyon
 Secy.-Treas... D. C. Bradberry

W H A W

WESTON—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Lewis Service Corp.
 Address... Main Avenue
 Phone Number... 1555
 News Service... AP
 Transcription Service... World, Associated
 Representative... Donald Cooke, Inc.
 Pres., Gen. Mgr. ... Harold McWhorter
 Sta., Comm. Mgr. ... Carl Loose
 Sales Promotion Manager... Glenn Short
 Program Director... Louis B. Homel
 Production Director... Dolores R. Homel
 Chief Announcer... Fred Pell
 Chief Engineer... George W. Waggoner

W H L L

WHEELING—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By... Wheeling Bcstg. Co.
 Address... Box 989
 Phone Number... 6700
 News Service... UP
 Transcription Service... Capitol
 Owners... K. H. Forney, G. A. Forney,
 E. L. Freeman
 Gen. Mgr., Chf. Engr... K. H. Forney
 Program Director... Edward G. Trisler

AP SELLS

For Stations and Sponsors —

For instance . . . WSAZ

“The S. S. Lawrence drug store has sponsored more than 2,500 consecutive AP newscasts over WSAZ—seven each week since 1943.

“Associated Press news is a very important factor in WSAZ’s revenue. It gives us easy-to-sell programming—programming that helps listener-wise and dollar-wise. We carry 59 AP newscasts every week.”

MARSHALL ROSENE,
 General Manager,
 WSAZ, Huntington, W. Va.

W K W K

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Community Bcstg., Inc.
 Trans. Add. . . Pythian Bldg. 16th & Market Sts.
 Phone Number 5320
 Air Time Unlimited
 News Service UP
 Station Representative Weed
 President Joe L. Smith
 General Manager John B. Reynolds
 Commercial Manager Alfred C. Ihlenfeld
 Program Director Nancy A. Hilmes
 News Director Dale Schussler
 Chief Announcer Ray Vingi
 Chief Engineer Fred A. Baker

W W V A

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By... The Fort Industry Co.
 Address Hawley Bldg.
 Phone Number Wheeling 5383
 Transmitter Location St. Clairsville, Ohio
 Air Time Unlimited

News Service AP
 Transcription Service Lang-Worth, Cole
 Representative Petry
 Membership NARTB
 President George B. Storer
 V.-P., Managing Director Wm. E. Rine
 Sales Promotion Mgr. Howard W. Meagle
 Ass't Mgr.-Dir. Paul J. Miller
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim

W B T H

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241-2
 Studio-Transmitter Location 5½ E. Second Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NARTB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullio

WISCONSIN

Population 3,434,575—Increase + 9.5% (1940-1950)—Radio Homes 882,140
 Families 903,840—Stations in State 48

W A T K

ANTIGO—1947

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By... Antigo Bcstg. Co.
 Business-Studio Address Antigo
 Transcription Service Standard
 President Artemas F. Burner
 Manager G. McElrone
 Commercial Manager Ted Homerding
 Program Director R. Stake
 Chief Engineer Harry Wardwell

W H B Y

APPLETON—1924—MBS

WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... WHBY, Inc.
 Bus.-Studio Address 600 So. Lawe St.
 Phone Number 3-6639
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 Membership NARTB
 Comm., Gen., Sta. Mgr. Earl H. Huth
 Sales Promotion Manager Richard Moore
 Program Director Robert Petrie

Production Director Anne Rohowetz
 Publicity Director Lewis Process
 Chief Announcer Harry Krane
 News Director Ann Fleweger
 Music Director Ray Brock
 Chief Engineer George Merkl
 Farm Editor Ed Pepan

W A T W

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By . . . Upper Michigan-Wisconsin
 Broadcasting System, Inc.
 Address 321 2nd Street W.
 Phone Number 1680
 Transmitter Location South Ellis Ave.
 Air Time 6:55 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB
 President William L. Johnson
 Sta., Comm., News Dir. Todd Hogan
 Sales Prom. Mgr., Prod. Dir. Arnold Peterson
 Pgm., Pub., Music. Dir. Mary Jean Anno
 Chief Announcer Clyde Johnson
 Chief Engineer Otto Link
 Farm Editor Paul Ruse