

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50,000 aWts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.

Business Address.....WRS—1619 Walnut St.
 Phone Number.....Rlittenhouse 6-6870
 Station Address.....1619 Walnut St.
 Station Phone Number.....LOcust 7-3760
 Transmitter Location.....Whitemarsh, Pa.
 Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....BMB

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....Gwilym A. Price
 President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Sales Manager.....B. A. McDonald
 Advertising-Sales Promotion

Manager.....W. B. McGill
 Program-Educational Dir.....Gordon Hawkins
 Engineering Manager.....George E. Hagerty
 Technical Field Director.....D. A. Myer

Director of Public Relations....C. M. Meehan
 Manager, Industrial Relations....L. R. Rawlins
 Auditor.....I. C. Ruby
 Washington Representative.....F. P. Nelson

KYW PERSONNEL

President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Station Manager.....Robert E. White
 Sales Manager.....Harvey McCall, Jr.
 Advertising-Sales Promotion
 Manager.....Arthur C. Schofield
 Program Manager.....James P. Begley, Jr.
 Publicity Representative.....John P. Meagher
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....Irvin N. Eney
 Agricultural Director.....Ted Steele

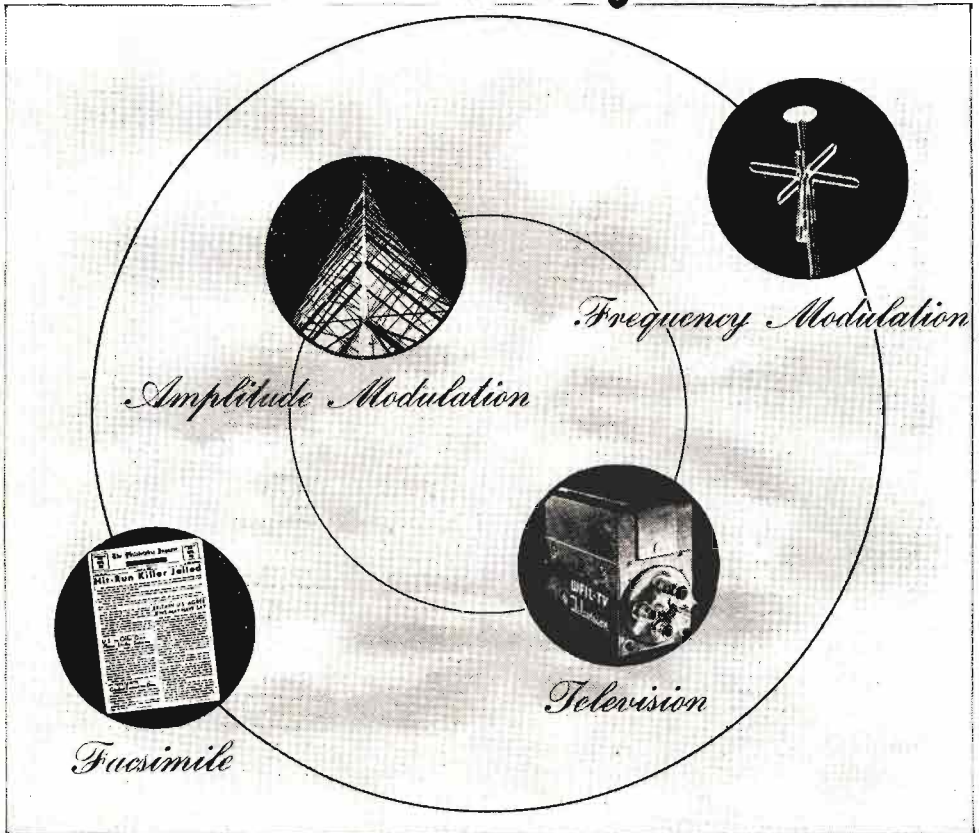
W D A S

PHILADELPHIA—EST. 1922

Frequency: 1400 Kc.....Power 250 Watts
 Owned-Operated By....WDAS Bcstg. Sta., Inc.
 Address.....1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Air Time.....7 a.m.-12 M.
 News Service.....AP

The
 Best Dollar Buy
 in Philadelphia
WDAS

pattern for progress..



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

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

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

**The Philadelphia Inquirer
Station**

WFIL *Philadelphia*
AN ABC AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Transcription Service..... Lang-Worth, World.
SESAC

Representative Forjoe
Membership NAB, BMB
President..... William Goldman
General Manager..... Leslie W. Joy
Program Director..... Michael Deegan
Production Manager..... Gilbert Morris
Chief Engineer..... Frank W. Unterberger

W C A U

PHILADELPHIA—EST. 1922

CBS

Frequency: 1210 Kc..... Power: 50,000 Watts
Owned-Operated By.. Philadelphia Record Co.
Business-Studio Address... 1622 Chestnut St.
Phone Number..... LOcust 7-7700
Transmitter Location..... Moorestown, N. J.
Air Time.. 5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.,
Sun.

News Service..... AP, UP
Transcription Service World
Representative.. Bertha Bannan, Paul Raymer,
Co.

Membership BMB, FMA
General Manager..... Leon Levy
Asst. Gen. Manager..... Joseph L. Tinney
Sales Manager..... Alex Rosenman
Sales Promotion Manager... Robert N. Pryor
Program Director..... Joseph T. Connolly
Publicity Director..... John J. Kelly
Chief Announcer..... Hugh Walton
Musical Director..... Joey Kearns
Chief Engineer..... George Lewis
Farm Editor..... Amos Kirby

(See Page 591)

W F I L

PHILADELPHIA—EST. 1922

ABC

Frequency: 560 Kc..... Power: 5000 Watts
Owned-Operated By.. The Phila. Inquirer Div.
of Triangle Publications, Inc.

Business-Studio Address..... Widener Bldg.
Phone Number..... Rittenhouse 6-6900
Transmitter Location... Whitmarsh Township,
Whitmarsh, Pa.

Air Time.. 5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service..... AP, UP
Transcription Service Associated
Representative..... The Katz Agency
Membership NAB, BMB
General Manager..... Roger W. Clipp
Sales Director..... John E. Surrick
Promotion Director..... James T. Quirk
Program Director..... Jack Steck
Production Director..... Paul M. Frailey
Musical Director..... Norman Black
Chief Engineer..... Louis E. Littlejohn

W H A T

PHILADELPHIA—EST. 1927

Frequency: 1340 Kc..... Power: 100 Watts
(CP 250 Watts)

Owned-Operated By.. Independence Bcstg. Co.
Business-Studio Address... 1505 Walnut St.
Phone Number..... Rittenhouse 6-2058
Transmitter Location... Penn She:aton Hotel,
39th & Chestnut St.

Air Time..... Shares time
News Service AP
Station Representative... Helen Wood Colton
Membership NAB
President, General Commercial
Manager..... William A. Banks
Station Manager, Program: Publicity
Director Dolly Banks
Musical Director..... Annette Oroman

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc..... Power: 10,000 Watts
Owned-Operated By.. Seaboard Radio Bcstg.
Corp.

Business-Studio Address... 1425 Walnut St.
Phone Number..... Rittenhouse 6-2300
Transmitter Location... Conshohocken RFD
Air Time..... 5:30 a.m.-2 a.m.

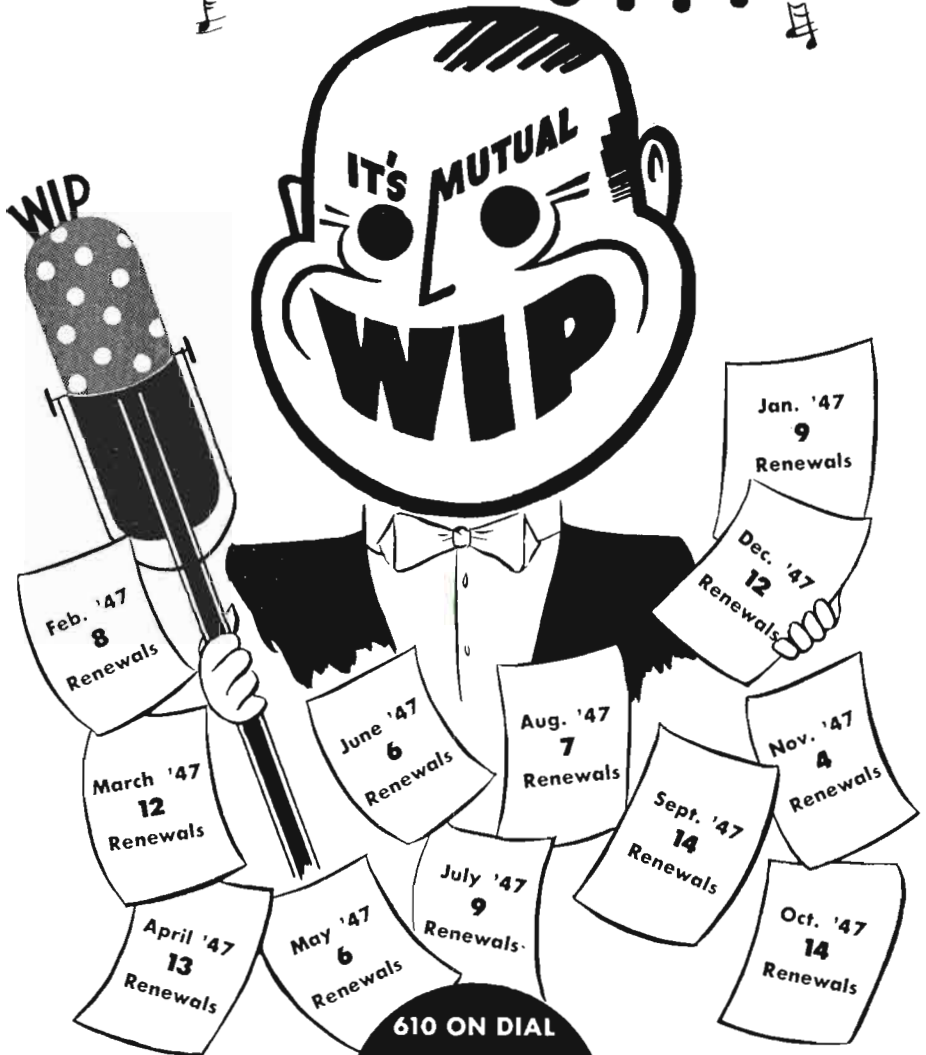
WIBG

WIBG-FM

**SPORTS
NEWS
MUSIC**

I N P H I L A D E L P H I A

**THEY KEEP COMING BACK
LIKE A SONG . . .**



PHILADELPHIA'S



PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

• • • PENNSYLVANIA • • •

News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Adam Young, Joe Lang
 Membership.....BMB
 President.....Paul F. Harron
 General-Station-Commercial
 Manager.....Edward D. Clery
 Sales Promotion-Production Manager,
 Publicity Director.....Rupe Werling
 Program Director.....Doug Arthur
 Musical Director.....Eric Wilkinson
 Chief Engineer.....John H. Henninger
 Farm Editor.....Elwood Stutz

W I P

PHILADELPHIA—EST. 1922
 MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Penn. 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.....NAB, BMB
 President-General Mgr.....Benedict Gimbel, Jr.
 V. P., Asst. Gen. Mgr., Dir. of Sales...Gordon
 R. Gray
 Sales Promotion Mgr.....Ralph H. Minton
 Program Director.....Murray Arnold
 Production Manager.....Varner Paulsen
 Publicity Director.....Samuel S. Elber
 Musical Director.....Milton Starr
 Chief Engineer.....Clifford C. Harris

W J M J

PHILADELPHIA—EST. 1947

Frequency: 1530 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....Patrick J. Stanton
 Business-Studio Address.....St. James Hotel,
 13th & Walnut Sts.
 Phone Number.....Ki. 5-7000
 Transmitter Location.....Pennsauken, N. J.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....SESAC

W T E L

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Foulkrod Radio Engineer-
 ing Co.
 Business-Studio Address...4312-14 N. Broad St.
 Phone Number...GLadstone 5-1310; DAvenport
 4-4310
 Transmitter Location...."H" St. & Wyo. Ave.,
 Rowlandville
 Air Time.....Shares time

For Prestige..

Be able to tell
 listeners that your
 station is a member
 of

AP

Radio members of The AP
 don't buy news! They
 share the news of the largest
 news-gathering organization
 in the world on a *cost* basis.

WPEN *does more than* *"speak your piece" for you*

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company's merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.'s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.

950
WPEN AND WPEN-FM
THE SUN RAY DRUG STATIONS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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

Representative Forjoe
 President, Program
 Director E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Announcer Alan Stewart
 Chief Engineer John Field

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Powe: 5000 Watts
 Owned By Sun Ray Drug Co
 Operated By Wm. Penn Bcstg. Co.
 Business-Studio Address 1528 Walnut St.
 Phone Number Pennypacker 5-9490
 Transmitter Location 72nd & Race Sts.
 Air Time .5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m.,
 Sun.
 News Service AP, UP
 Transcription Service... Thesaurus, Associated
 Representative Headley-Reed Co.
 Membership NAB, BMB
 President Albert J. Sylk
 General Manager Edward C. Obrist
 Comm. Mgr. . Alexander W. Dannenbaum, Jr.
 Sales Promotion Mgr. Wm. B. Caskey
 Program Director John L. McClay
 Production Managers... Allen Grey, Gill Babbitt
 Publicity Director Hank Enders
 Musical Director Billy Marshall
 Chief Engineer Charles W. Burtis

K D K A

PITTSBURGH—EST. 1920

NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Operated By Westinghouse Radio
 Stations Inc.
 Business-Studio Address Grant Bldg.
 Phone Number Grant 4200
 Transmitter Location Allison Park
 Air Time . 5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service AP, INS, UP
 Transcription Service... Associated, Thesaurus
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 Vice President Walter E. Benoit
 General Manager J. B. Conley
 Station Manager Joseph E. Baudino
 Sales Manager George D. Tons
 Advertising & Sales Promotion
 Manager David N. Lewis
 Program Manager Franklin A. Tooke
 Production Manager Edward P. Young
 Publicity Representative Lee Curran
 Musical Director Bernie Armstrong
 Chief Engineer T. C. Kenney
 Agricultural Director Homer H. Martz

K Q V

PITTSBURGH—EST. 1919

MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By... Allegheny Bcstg. Corp.
 Business-Studio Address 800 Chamber of
 Commerce Bldg.
 Phone Number Atlantic 6802
 Transmitter Location... Babcock Blvd., Ross
 Township
 Air Time . 7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.
 News Service UP
 Transcription Service... Standard, Lang-Worth,
 SESAC
 Representative Weed
 Membership NAB
 President Charles T. Campbell
 Station-Commercial Mgr. James F. Murray
 Program Director W. M. Burns, Jr.
 Publicity Director Virginia B. Reed
 Chief Announcer James F. Thompson
 Musical Director John P. Murphy
 Chief Engineer Robert F. Hunt

W C A E

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Business-Studio Address... William Penn Hotel,
 Pittsburgh, Penna.
 Phone Number Atlantic 6900
 Transmitter Location Baldwin Township,
 Allegheny County, Penna.
 Air Time . 5:45 a.m.-1 a.m.; 8:30 a.m.-12 M.,
 Sun.
 News Service AP, INS
 Transcription Service... Thesaurus, Capitol
 Representative Katz
 Membership NAB, BMB
 President Leonard Kapner
 Station Manager R. Clifton Daniel
 Commercial Manager Carl Doze
 Merchandising Manager... William Kelley
 Production Manager John Leban
 Publicity Director John Wilkoff
 Chief Announcer Ralph Fallert
 Musical Director Baron Elliott
 Chief Engineer James Schultz

W J A S

PITTSBURGH—EST. 1921

CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By... Pittsburgh Radio Supply
 House
 Business-Studio Address... 411 Seventh Ave.,
 Chamber of Commerce Bldg.
 Phone Number Grant 4860-1-2-3-4-5
 Transmitter Location 1459 Crane Rd.,
 Greentree
 Air Time 7 a.m.-12:30 a.m.; 8:30 a.m.-
 12:30 a.m., Sun.
 News Service Transradio, UP
 Transcription Service Lang-Worth

Representative.....Wm. G. Rambeau
 Membership.....BMB
 President, General-Station Mgr. H. K. Brennen
 Commercial-Sales Promotion
 Manager.....J. H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....Charles M. Kerns
 Publicity Director.....Marian Caughey
 Chief Announcer.....Hilary Bogden
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

W P G H

PITTSBURGH—EST. 1947
 WESTERN PENNA. NETWORK

Frequency: 1080 Kc....Power: 1000 Watts d.
 Owned-Operated By....Pittsburgh Bcstg. Co.
 Business-Studio Address...220 N. Highland Ave.
 Phone Number.....EMerson 5000
 Transmitter Location.....2500 E. Lane
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....Henry A. Bergstrom
 General Manager.....George L. Young
 Program Director.....Dwight J. Merriam
 Chief Engineer.....James A. McFarland

W P I T

PITTSBURGH—EST. 1947

Frequency: 730 Kc....Power: 1000 Watts d.
 Owned-Operated By.....WPIT, Inc.
 Business-Studio Address...211 Smithfield St.
 Phone Number.....Grant 0794-5-6-7
 Transmitter Location.....Reserve Township,
 Allegheny County, Pa.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service....Standard, Lang-Worth
 Representative....Joseph Hershey McGillvra
 Membership.....NAB
 President.....John J. Laux
 General-Station Manager....John L. Merdian
 Sales Manager.....Charles C. Swaringen
 Sales Promotion Manager....Lee T. Sellars
 Program Director, Production
 Manager.....George Gailey
 Publicity Director.....Walter Lafferty
 Chief Announcer.....William Ewing
 Musical Director.....Stella Grace
 Chief Engineer.....John Berninger

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Business-Studio Address....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....331 Rising Main St.

Air Time.....Unlimited
 News Service.....AP
 Transcription Service....Standard, Associated,
 Lang-Worth, Cole
 Representative.....Forjoe
 Membership.....NAB
 President, General Manager....Pete Schloss
 Commercial Manager.....Thos. B. Price
 Program Director, Production
 Manager.....Fred Joyner
 Publicity Director.....Miss Jimmie Spanos
 Chief Announcer.....Ray Schneider
 Chief Engineer.....Henry R. Kaiser

W M A C (CP)

POTTSTOWN

Frequency: 1370 Kc....Power: 1000 Watts d.
 Owned-Operated By....Radio Anthracite, Inc.

W P A M

POTTSVILLE—EST. 1947

MBS

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By....Miners Bcstg. Service
 Business-Studio Address...106 South Centre St.
 Phone Number.....Pottsville 5050
 Transmitter Location.....Lawton's Hill
 Air Time.....7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Homer Griffith
 Membership.....NAB
 Executive Partners....Joseph L. Maguire &
 James J. Curran
 General-Station-Commercial
 Manager.....Louis H. Murray
 Sales Promotion Mgr....Mrs. Jere H. Holden
 Program Director.....William Dimmerling
 Chief Announcer.....Joe Yorke
 Musical Director.....Horace Richards
 Chief Engineer.....George I. Hatfield

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc....Power: 500 Watts d.
 Owned-Operated By.....Pottsville Bcstg. Co.
 Business-Studio Address....8 S. Second St.
 Phone Number.....Pottsville 4744
 Transmitter Location...Bull's Head, Old Miners-
 ville Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World
 President-Owner, General-Station
 Manager.....A. V. Tidmore
 Commercial-Sales Promotion Mgr., Program
 Director, Production Mgr....John M. Naylor
 Chief Announcer.....Jerry Gaines
 Musical Director.....Llew Edwards
 Chief Engineer.....Julius G. Thiel

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc. Power: 1000 Watts d.
(CP 1000 Watts n.)

Owned-Operated By.....Berks Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number.....7-335
Transmitter Location.....Spring Township
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, SESAC,
Associated

Representative.....George P. Hollingbery
Membership.....NAB
President-Owner.....Hawley Quier
General Manager.....Clifford M. Chafey
Sales Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Engineer.....Harold Schearer

W R A W

READING—EST. 1922

NBC

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Reading Bcstg. Co.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....7173
Transmitter Location.....Sixth & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clai: R. McCollough
Station Manager.....Raymond A. Gaul
National Sales Manager.....J. Robert Gulick
Program Director.....Calvin Jackson
Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 44805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....7 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.

Established 1922

WEST

Easton, Pa.

Established 1936



WRAW

Reading, Pa.

Established 1922

WORK

York, Pa.

Established 1932

W GAL

Lancaster, Pa.

Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

Representative Weed
 Membership NAB
 Vice-Pres., General Station
 Manager Robert G. Magee
 Commercial-Sales Promotion
 Manager Richard G. Fichthorn
 Public Service Dir. Miss Eva Sandeffer
 Chief Announcer Alan Lane
 Musical Director A. Raymond Moore
 Chief Engineer Joseph E. McCormack

W A R M

SCRANTON—EST. 1938

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Bcstg. Co.
 Business-Studio Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location 701 O'Neill Highway,
 Dunmore, Pa.

Air Time 17¼ hrs. daily
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB
 President-General Manager Martin F. Memolo
 Commercial-Sales Promotion

Manager William M. Dawson
 Program Director, Production
 Manager Joe Salsburg
 Publicity Director Mary E. Lynott
 Chief Announcer Art Bolin
 Musical Director George Perry
 Chief Engineer A. W. Oschmann
 Farm Editor Jessie Landenberger

W G B I

SCRANTON—EST. 1925

CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyo. Ave.
 Phone Number Scranton 6296
 Transmitter Location Drinker Turnpike
 Air Time 19 hrs., 5 min. daily
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Frank Megargee
 General-Commercial-Sales Promotion Manager,
 Publicity Director George D. Coleman
 Station Manager R. E. McDowell
 Program-Musical Director Frank Monaghan
 Chief Engineer K. R. Cooke

W Q A N

SCRANTON—EST. 1923

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

Owned-Operated By The Scranton Times
 Air Time Limited

W S C R

SCRANTON—EST. 1947

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Lackawanna Valley
 Bcstg. Co.

Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location 1520 N. Keyser Ave.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Walker
 Membership NAB, BMB
 Station Manager Frank S. Blair
 Sales Manager Joseph W. Dobbs
 Program Director Frank P. Mansuy
 Publicity Director, Chief

Announcer Charles L. Muller
 Musical Directors Margaret Petherick,
 Robert Brooks
 Chief Engineer Malcolm MacMillan
 Farm Editor Charles L. Muller

W I S L

SHAMOKIN

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Anthracite, Inc.
 Business Address Nat'l Dime Bank Bldg.

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Transmitter-Studio Location Pine Hollow Blvd.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol, Associated,
 World, Lang-Worth

Representative Adam J. Young, Jr.
 President, General-Station
 Manager John Fahline, Jr.
 Sales Manager J. T. Van Swearingen
 Program Director W. Paul Gamble
 Production Manager Marc McCulloch
 Publicity Director Evelyn L. Keller
 Chief Announcer Harold Smith
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—EST. 1945

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstr, Inc.
 Address Glennland Bldg.

Phone Number4959
 News Service AP
 Transcription Service Lang-Worth
 Owners R. J. Kennard, W. K. Ule ich
 General Manager Robert L. Wilson
 Commercial Manager Sidney Friedman
 Chief Engineer Douglas I. Beman

W H A B

STROUDSBURG—EST. 1947

Frequency: 840 Kc. Power: 250 Watts
 Owned-Operated By Pocono Bcstg. Co.
 Business-Studio Address 578 Main St.
 Phone Number 1102
 Transmitter Location 1 mi. S. of Stroudsburg
 on Route 90
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant
 General-Station-Commercial
 Manager Harold B. Newman
 Program Director, Chief
 Announcer Joseph Webster
 Chief Engineer George Reinhart

W V P O (CP)

STROUDSBURG

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Pocono Record, Inc.
 Business Address 18 N. 7th St.

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Business-Studio Address 1150 N. Front St.
 Phone Number Sunbury 1325-6-7
 Transmitter Location 1150 N. Front St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Cox & Tanz
 Membership NAB
 President Harry H. Haddon
 Secretary & Treasurer Basse A. Beck
 General Manager Homer R. Smith
 Commercial Manager Michael J. Kane
 Program Director Paul L. Miller
 Chief Engineer John W. Keller

W M B S

UNIONTOWN—EST. 1937

CBS—ATLANTIC NETWORK

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Fayette Bcstg. Corp.
 Business-Studio Address Fayette Title &
 Trust Bldg.

Phone Number800
 Transmitter Location Burgess Field, Fair-
 chance
 Air Time 6:45 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Thesaurus, Standard
 Representative Radio Advertising
 Membership NAB
 President, General-Station
 Manager Joseph C. Burwell
 Commercial-Sales Promotion
 Manager Harry C. Burwell
 Program-Musical Director Sullivan Sages
 Production Manager, Chief
 Announcer Charles Underwood
 Publicity Director Marian L. Johnston
 Chief Engineer William J. Henzly
 Farm Editor Rex Carter

W N A E

WARREN—EST. 1946

MBS

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By Northern Allegheny
 Bcstg. Co.
 Business-Studio Address 310 Second Ave.
 Phone Number 3032-3
 Transmitter Location Kinzua Rd., Warren
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President, General-Station
 Manager A. David Potter, Jr.
 Commercial Manager Frank Foster
 Sales Promotion Manager James W. Potter
 Program-Publicity-Musical Director, Production
 Mgr., Chief Announcer LeRoy Schneck
 Chief Engineer Homer Haines
 Farm Editor Wiles Hallock

W J P A

WASHINGTON—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Washington Bcstg. Co.
 Business-Studio Address George Washington
 Hotel
 Phone Number 4870
 Transmitter Location N. Strabane Township
 Air Time 7 a.m.-12:30 a.m.; 8 a.m.-12:30 a.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 General-Station Manager C. B. Heller
 Commercial Manager Charles R. DuVall
 Program Manager Elizabeth Leon
 Publicity Director Stan Progar
 Chief Engineer Horace E. Cooper

W B A X

WILKES-BARRE—EST. 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..... Edwardsville Borough,
U. S. Route 11
Air Time..... 7 a.m.-12 M.
News Service..... UP
Transcription Service..... Associated
Representative..... Burn-Smith
President-Owner..... John H. Stenger, Jr.
Program Director..... John H. A. Stenger, 3rd
Chief Engineer..... John H. Stenger, Jr.
Farm Editor..... Jim Hutchison

W B R E

WILKES-BARRE—EST. 1924
NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Louis G. Baltimore
Business-Studio Address..... 62 S. Franklin St.
Phone Number..... 3-3101
Transmitter Location..... Kingston, Pa.
Air Time..... 7 a.m.-1 a.m.

News Service..... AP
Transcription Service..... World
Membership..... NAB, BMB
President-Owner, General
Manager..... Louis G. Baltimore
Station-Sales Promotion
Manager..... David M. Baltimore
Sales Manager..... A. C. Baltimore
Program Director, Chief
Announcer..... Franklin D. Coslett
Musical Director..... Louis Savitt
Chief Engineer..... Charles Sakoski

W I L K

WILKES-BARRE—EST. 1946
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Wyo. Valley Bcstg. Co.
Business-Studio Address..... 88 N. Franklin St.
Phone Number..... 3-7165
Transmitter Location..... Bawes Ave., Kingston,
Penn.
Air Time..... 16 hrs., 30 min. daily
News Service..... UP
Transcription Service..... Lang-Worth, Thesaurus
Representative..... Adam J. Young, Jr.
Membership..... NAB, BMB
President..... Dr. I. C. Morgan

W B A X

26 YEARS OF SERVICE

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN

PUBLIC SERVICE

SPORTS and

MUSIC

W B A X

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

General Manager.....Roy E. Morgan
 Station Manager.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Engineer.....Ted French

W R A K
WILLIAMSPORT—EST. 1930
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Business-Studio Address.....244 W. 4th St.
 Phone Number.....2-6116
 Transmitter Location.....1561 W. 4th St.
 Air Time...6:45 a.m.-12 M.; 8:30 a.m.-11:30 P.M., Sun.

News Service.....UP
 Transcription Service.....Standard
 Representative.....J. P. McKinney
 Membership.....NAB. BMB
 President.....E. M. Case
 General Manager.....George E. Joy
 Office Manager.....Jean Farstad
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy Jane Person
 Production Manager.....Irving A. Bendt, Jr.
 Chief Announcer.....Leon Kelly
 Chief Engineer.....Glen Sherman

W N O W (CP)
YORK

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Bcst. Div. Helm Coal Co.
 Business Address.....Sumner St. & WMRR
 Phone Number.....2168
 News Service.....AP
 Partners.....H. J. Williams, M. E. Cousler,
 Lowell W. Williams, Edward C. Hale
 General Manager.....Lowell W. Williams
 Chief Engineer.....Willis M. Weaver

For Prestige...

AP

Membership!

WRAK - WRAK-FM

250 Watts—1400 KC

3.2 KW—100.3 MG

It's the right combination for a REAL selling campaign in the Williamsport market.



AFFILIATE

National Representative:
 J. P. MCKINNEY and SON
 New York—Chicago

WILLIAMSPORT, PENNSYLVANIA

W O R K

YORK—EST. 1932

NBC—MBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....York Bcstg. Co.
 Business-Studio Address...13 South Beaver St.
 Phone Number6629
 Transmitter Location.....W. Manchester
 Township, Pa.

Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeRobert Meeker
 MembershipNAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 National Sales Manager....J. Robert Gulick
 Program Director.....Arthur Weeks
 Chief Engineer.....J. E. Mathiot

W S B A

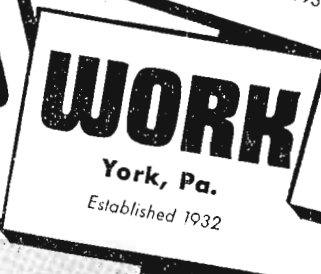
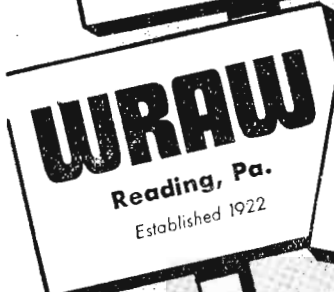
YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By...The Susquehanna Bcstg.
 Co.

Business Address.....P. O. Box 1112
 Phone Number.....York 2676; York 64413
 Transmitter-Studio Location.....R.F.D. No. 5
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription Service.....World, Capitol
 MembershipNAB, BMB
 President.....Louis J. Appell
 Executive Vice Prsident..Walter J. Rothensies
 Station Manager.....Walter J. Rothensies
 Commercial Manager.....Sydney Robbins
 Program Director.....Otis Morse
 Chief Announcer.....Ad Wienert
 Musical Director.....Larry Miller
 Director of Engineering..Woodrow G. Eberhart
 Farm Editor.....Herman Stebbins

5 Markets it pays you to Cover!



Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400
Farms with Radios 3,268—Stations in State 8

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Pawtucket Bcstg. Co.
Business-Studio Addresses: 450 Main St., Pawtucket; Sheaton-Biltmore Hotel, Providence
Phone Number Perry 9540
Transmitter Location Lonsdale, R. I.
Air Time: 5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.
News Service AP
Transcription Service Associated
Representative Katz
Membership NAB, BMB
President-Owner Howard W. Thornley
General-Commercial Mgr.: Wallace A. Walker
Program Director David Brooks
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned By General Tire & Rubber Co.
Operated By The Yankee Network, Inc.
Business-Studio Address Crown Hotel
Phone Number Dexter 1500
Transmitter Location East Providence, R. I.
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.
News Service AP, INS, Reuters
Transcription Service: Associated, SESAC, Standard.
Representative Edward Petry
Membership NAB, BMB
Chairman of the Board John Shepard, 3rd
President-Owner William O'Neil
Station Manager Joseph Lopez
Commercial Manager Malcolm S. Parker
Production Manager Donald W. Morton
Chief Engineer Harry Tilley

W H I M

PROVIDENCE—EST. 1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By Intercity Bcstg. Co.
Business-Studio Address 32 Custom House
Phone Number Union 4211-2-3
Transmitter Location: Eastern Ave., E. Providence, R. I.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Capitol, Standard
Representative: Adam J. Young; Kettell-Carter
Membership NAB

President, General-Station-Sales

Promotion Manager Robert T. Engles
Commercial Manager Brenton G. Meader
Program Director, Production
Manager C. George Taylor
Chief Announcer William Whalen
Musical Director Barbara Barry
Chief Engineer Carroll Philbrook

W J A R

PROVIDENCE—EST. 1922

NBC—NEW ENGLAND REGIONAL

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
Phone Number Gaspee 1071
Transmitter Location: Wampanoag Trail, East Providence, R. I.
Air Time Unlimited
Transcription Service World
Representative Weed
Membership BMB
President Mortimer L. Burbank
General Manager John J. Boyle
Program Director M. Sothern Abbott
Chief Engineer Thomas C. J. Prior

W N A F

PROVIDENCE—EST. 1947

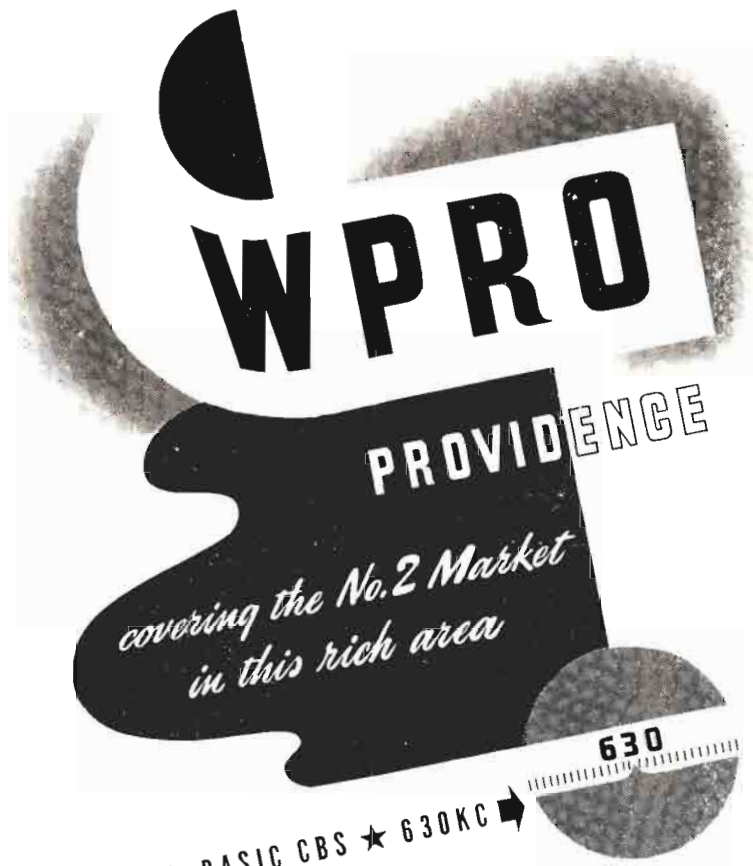
Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Operated By Community Bcstg. Service Co.

W R I B

PROVIDENCE—EST. 1947

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Rhode Island Bcstg. Co.
Business-Studio Address Narragansett Hotel
Phone Number Union 4512
Transmitter Location: Water St., E. Providence, R. I.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated, SESAC
Representative Forjoe & Co.
Membership NAB
President Frank Rao
General Manager Nicholas Ruggieri
Sales, Commercial Mgr.: Anthony Petronella
Sales Promotion Manager Noel C. Breault
Production Manager, Publicity
Director Fabian Hume
Chief Announcer, Musical Director: Don Rogers
Chief Engineer James Drake

... and in New England, too, it's CBS



WPRO

PROVIDENCE

*covering the No. 2 Market
in this rich area*

630

5000 WATTS ★ BASIC CBS ★ 630KC ➡

W P R O

PROVIDENCE

CBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Cherry & Webb Bcstg. Co
 Business-Studio Address 15 Chestnut St.
 Phone Number Plantations 9776
 Transmitter Location East Providence, R. I.
 Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.

News Service AP, UP
 Transcription Service Thesaurus, Lang-Worth
 Representative Paul H. Raymer Co.
 Membership NAB, BMB
 President William S. Cherry, Jr.
 General-Commercial
 Manager Arnold F. Schoen, Jr.
 Program Director John A. Owen
 Chief Engineer John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Associated Electronics
 Enterprises, Inc.
 Business-Studio Address 99 Main St.
 Phone Number 3900
 Transmitter Location Getchell Ave.
 Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m.,
 Sun.

News Service AP
 Transcription Service: World, Capitol, Standard
 Representative William G. Rambeau
 President, General Manager Garo W. Ray
 Station, Sales Promotion
 Manager Mitchell F. Stanley
 Commercial Manager Jean Bergeron
 Program Director, Chief
 Announcer Bill Metcalf
 Chief Engineer George W. Travis

SOUTH CAROLINA

*Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498
 Farms with Radios 67,853—Stations in State 33*

W A I M

ANDERSON—EST. 1935

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Business-Studio Address Anderson College
 Phone Numbers 800, 2239 and 1444
 Transmitter Location Anderson College
 Air Time 4:55 a.m.-12:15 a.m.

News Service AP, INS
 Transcription Service: NBC, Lang-Worth, World,
 Associated.
 Representative Burn Smith Co.
 Membership NAB, BMB
 President-Owner, Chief
 Executive Wilton E. Hall
 General-Station Manager Glenn P. Warnock
 Sales or Commercial Manager C. B. Goodyear
 Program Director James Coggins
 Publicity Director John Davenport
 Musical Director John Townsend
 Chief Engineer S. A. Azar

W B S C

BENNETTSVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Loys Marsden Hawley

W F A K

CHARLESTON—EST. 1947

MUTUAL BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 1000 Watts
 Owned-Operated By Charleston Bcstrs.
 Business-Studio Address 149 Wentworth St.
 Phone Numbers 3-6428-9
 Transmitter Location Windermere, S. C.
 Air Time Local sunrise-local sunset
 News Service Local sunrise-local sunset
 UP
 Transcription Service Capitol
 Representative For Joe
 President-Owner J. B. Fuqua
 General, Commercial Mgr. Tom Means
 Sales Promotion Manager, Publicity
 Director Fred Bernstein

Program Director, Production
 Manager James A. Klosky
 Chief Announcer Tom Hennesy
 Chief Engineer Carlton Modlin
 Farm Editor Wilbur Crutchley

W V S C (CP)

BARNWELL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Edisto Bcstg. Co.
 Business Address Bank of Barnwell Bldg.

W H A N

CHARLESTON—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
ABC

Owned-Operated By: Charleston Bcstg. Co.
Business-Studio Address: 152 Market St.
Phone Number: 3-1643
Transmitter Location: Saint Andrew's Parish
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: Harry J. O'Neil
General-Station-Commercial

Manager: C. Wylie Calder
Sales Promotion Manager: M. Anthony Young
Program Director, Production

Manager: Vernon M. Bushong
Publicity Director: Traynor Ferillo
Chief Announcer: Bill Mims
Musical Director: Hubert Peale
Chief Engineer: William Birchfield
Farm Editor: Harry Giana is

W C S C

CHARLESTON—EST. 1930

COLUMBIA Bcstg. SYSTEM, INC.

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: John M. Rivers

Business-Studio Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles' Nest, St. Andrews Parish.

Air Time: 18 hrs, 5 min. daily
Transcription Service: World, M. M. Cole
Representative: Free and Peters
Membership: NAB, BMB
President-Owner, General-Station

Manager: John M. Rivers
Commercial-Sales Promotion
Manager: Roland Weeks
Program Director, Production

Manager: Russell D. Long
Publicity Director: Annie L. Quarterman
Musical Director: Mrs. Pearl Baum
Chief Engineer: Wilbur R. Albee
Farm Editor: Chuck Simpson

W T M A

CHARLESTON—EST. 1939

NBC

Frequency: 1250 Kc.
Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By: Atlantic Coast Bcstg. Co.
Business Address: P. O. Box 297
Phone Number: 2-2961
Studio Address: 133 Church Street
Transmitter Location: St. Andrews Parish
Air Time: Unlimited
News Service: AP
Transcription Service: Associated



W C S C

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station*

*Hooper Survey

Represented Nationally by Free & Peters, Inc.

. . . SOUTH CAROLINA . . .

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....Edward Manigault
 General-Station Manager: Robert E. Bradham
 Sales Promotion Manager: A. Franz Witte, Jr.
 Program, Musical Director, Production
 Manager.....William N. Abbott
 Publicity Director.....Robert E. Bradham
 Chief Engineer.....Douglass M. Bradham

WUSN (CP)
CHARLESTON

Frequency: 1450 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Southern Bcstg. Co.
 Chief Owner.....C. Norwood Hastie
 Part-Owner-Mgr.....B. M. Middleton
 Part-Owner-Comm. Mgr.....J. D. Hastie

WCOS
COLUMBIA—EST. 1939
 ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Columbia
 Business-Studio Address.....1202 Main St.
 Phone Number.....25601
 Transmitter Location.....200 Senate St.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....E. D. Black
 General-Station Manager.....W. C. Bochman
 Commercial Manager.....Dixon Harp
 Program Director.....H. M. McElveen Jr.
 Production Manager.....Richard Goode
 Chief Announcer.....Bernard Moses
 Chief Engineer.....R. D. Lambert Jr.
 Farm Editor.....Byron Parker

WIS
COLUMBIA—EST. 1930
 NBC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By: The Surety Life Insurance
 Co.
 Business-Studio Address.....1811 Main St.
 Phone Number.....2-2135
 Transmitter Location.....Bluff Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Herman N. Hipp
 General Manager.....G. Richard Shafto
 Managing Director, Commercial
 Manager.....J. Dudley Saumenig

Promotion Manager.....Steve Libby
 Program Director.....Frank Harden
 Chief Announcer.....Mackie Quave
 Publicity Director.....Steve Libby
 Musical Director.....Jane Pate
 Chief Engineer.....Herbert Eidson, Jr.
 Farm Editor.....Clair Shadwell

WKIX
COLUMBIA—EST. 1945
 CBS

Frequency.....1490 (1320 CP) Kc.
 Power...250 W. (CP—1000 W. d.; 500 W. n.)
 Owned-Operated By: Inter-City Advertising Co
 Business-Studio Address.....1127 Lady St.
 Phone Number.....28659
 Transmitter Location.....Two Notch Rd.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 General Manager.....C. Durham Moore
 Commercial Manager...Charles W. Burdsal
 Sales Promotion Manager: Thomas C. Chandler
 Program Director.....Michael C. Turner
 Chief Announcer.....Wally Smith
 Chief Engineer.....E. E. Hampton

WNOK
COLUMBIA—EST. 1947
 MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Palmetto Radio Corp.
 Business Address.....921 Huger St.
 News Service.....AP
 Transcription Service.....Cole
 President.....Samuel Litman

WLAT
CONWAY—EST. 1945
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Coastal Bcstg. Co.
 Operated By.....L. M. Hawley & H. M. Hanks
 Business Address.....Box 497
 Phone Number.....340
 Studio-Transmitter Location.....12th Ave.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service. Standard & M. M. Cole
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President.....L. M. Hawley
 Vice-President.....H. L. Hanks
 General-Station Manager,
 Program Director.....Edward Browning, Jr.
 Chief Engineer.....H. L. Hanks
 Farm Editor.....V. M. Johnson

Ride the
WFBC

Buy



ways

It's the **STELLAR SELLER** in
Greater

GREENVILLE

South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
AVERY-KNODEL, INC.

W D S C

DILLON—EST. 1946
MUTUAL BROADCASTING
SYSTEM, INC.

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: The Border Bcstg. Co., Inc.
Business-Studio Address Dillon, S. C.
Phone Numbers 470-1
Transmitter Location U. S. Highway 301
Air Time 13½ hrs. daily
News Service UP
Transcription Service: Standard, Capitol, M. M. Cole.

Representative: Joseph Hershey McGillvra, Inc.
Membership NAB, BMB
President E. H. Brown
General Manager Henry E. Sullivan
Commercial Manager Joseph Martin
Farm Editor W. J. Bunn

W J M X

FLORENCE—EST. 1947

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By Atlantic Bcstg. Co.
Business Address P. O. Box 406
Phone Number 2494-5
Transmitter-Studio Location . Highway 52, 3 mi. N. of Florence

Air Time 6 a.m.-local sunset
News Service AP
Transcription Service Capitol, World, Associated

Membership NAB, BMB
President, General Mgr. Eugene E. Stone
Station-Commercial Manager . Paul H. Benson
Sales Promotion-Production Manager,

Program Director Jack Gainey
Publicity Director Richard D. Ward
Chief Announcer Jim Player
Musical Director Lillian Brunson
Chief Engineer Frank A. Jenne
Farm Editor Bob Forbes

W O L S

FLORENCE—EST. 1937

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Florence Bcstg. Co.
Business-Studio Address 129 S. Dargan St., P. O. Box 789

Phone Number Offices: 354-5; Transmitter: 1913

Transmitter Location Charleston Hi-way
Air Time 6:30 a.m.-12 M.
News Service UP
Transcription Service Standard, Lang-Worth
Membership NAB, BMB
President, General-Station

Manager Melvin Purvis
Commercial Manager A. P. Skinner

Program Director Bruce Buchanan
Chief Engineer W. A. Pritchett

W F G N (CP)

GAFFNEY

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Cherokee Radio Co.
Business Address P. O. Box 66 (Temp.)
News Service UP
President A. Ray Godshall
General Manager Bob Liverance
Chief Engineer Bob Liverance

W E S C

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5000 Watts d.
Owned-Operated By Greenville Bcstg. Co.
Business-Studio Address 1 College St.
Phone Number 8200
Transmitter Location 5 mi. N.W. of Greenville
Air Time Local sunrise-local sunset
News Service AP

Transcription Service Associated, Standard, Lang-Worth

Representative McGillvra
Membership NAB, BMB
President, General-Station
Manager Scott Russell

Commercial-Sales Promotion
Manager Cliff W. Bowers
Program Director Ken Keese
Chief Announcer Art Roberts
Chief Engineer L. W. Elias

W F B C

GREENVILLE—EST. 1933

NBC

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News-Piedmont Co.

Business Address 305 S. Main St.
Phone Number 362-3
Studio Address Poinsett Hotel
Transmitter Location Gantt Station
Air Time 5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.

News Service UP
Transcription Service TheSaurus
Representative Avery-Knodel
Membership NAB, BMB
President Roger C. Peace

General Manager Bevo Whitmire
Commercial Manager Robert Q. Glass, Jr.
Sales Promotion Manager, Publicity
Director N. P. Mitchell
Program Director, Production

Manager L. Byron Jenkins
Chief Announcer Norvin C. Duncan
Musical Director Alice Wyman
Chief Engineer William E. Garrison
Farm Editor R. H. Martin

W M R C

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Bcstg. Co., Inc.
 Business-Studio Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service World, SESAC
 Representative Burn-Smith
 Membership NAB, BMB
 President Robert A. Jolley
 General-Station Mgr. W. Ennis Bray
 Commercial-Sales Promotion Manager,
 Publicity Director C. B. Denison
 Program Director, Production
 Manager Bill Arrington
 Musical Director Jimmy Simpson
 Chief Engineer George D. Tate
 Farm Editor Paul L. Fisher

W C R S

GREENWOOD—EST. 1941

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Business Address 216 Textile Bldg.
 Phone Number 4300
 Transmitter-Studio Location Wilson St.
 Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President Douglas Featherstone
 General-Station Mgr. Dan Crosland
 Commercial-Sales Promotion
 Manager Ralph Norman
 Musical-Program Director, Production
 Manager Randy Davidson
 Publicity Director Miss Martha Wolford
 Chief Engineer Charles M. Sparks

W H S C

HARTSVILLE—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Hartsville Bcstg. Co., Inc.
 Operated By Radio Station WHSC
 Business-Studio Address College Ave.
 Phone Number 654
 Transmitter Location 1 mi. S. of Hartsville on
 Highway 15-A
 Air Time 6:5 a.m.-11:15 p.m.; 8:30 a.m.-
 11:15 p.m., Sun.
 News Service AP

Transcription Service Thesaurus
 President C. H. Campbell
 General-Station-Sales Promotion Manager,
 Musical Director Raymond Caddell
 Sales Manager Jack Frierson
 Program Director, Chief
 Announcer Jimmy Brazzell
 Publicity Director Eleanor Flowers
 Chief Engineer Donald A. Brien

W L B G (CP)

LAWRENS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By WLBG, Inc.

W K D K

NEWBERRY—EST. 1946

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Newberry Bcstg. Co.
 Business-Studio Address 11 Radio Dr.
 Phone Number 143
 Transmitter Location 11 Radio Dr.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NAB
 President, Treasurer, General
 Manager C. A. Kaufmann
 Secretary John F. Clarkson
 Station-Commercial-Sales Promotion Manager,
 Publicity Director, Farm Editor . . Charles Bowers
 Program Director Ann Fleniken
 Production Manager, Chief
 Announcer Jack Gifford
 Musical Director Hank Jacobsen
 Chief Engineer Geo. N. Martin

W F R N (CP)

ORANGEBURG

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By Orangeburg Radio Co.
 Business Address 63 Ellis Ave.
 Partners Frank B. Best, Frank B. Best Jr.

W R N O

ORANGEBURG—1946

MBS—DIXIE BCSTG. SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WRNO, Inc.
 Business Address Box 662
 Phone Number 1420
 Studio-Transmitter Location Extension Whit-
 man St.
 Air Time 6:30 a.m.-12 M.
 News Service AP

• • • **SOUTH CAROLINA** • • •

Transcription Service Cole
 Membership NAB
 Secretary R. L. Easley
 Vice President G. Paul Browne
 Commercial Manager Willard R. Hasbrook
 Program Director, Chief
 Announcer Harry Carroll
 Publicity Director Bernado Hildebrand
 Musical Director Barbara Nichols
 Chief Engineer Billy Gunter

W V R A (CP)

ORANGEBURG

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Sims Publishing Co.

CALL LETTERS TO BE ASSIGNED (CP)

ROCK HILL

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-County Bcstg. Co.

W R H I

ROCK HILL—EST. 1944

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By York County Bcstg. Co.
 Partners Ernest H. Carroll, Virginia B.
 Carroll, James S. Beaty, Jr., Wm. C. Beaty.

W O R D

SPARTANBURG—EST. 1940

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Spartan Radiocast-
 ing Co.

Business-Studio Address 291 E. Main St.
 Phone Number 6000
 Transmitter Location 3½ mi. N.E. of
 Spartanburg

Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President, General Manager Walter J. Brown
 Station Manager J. W. Kirkpatrick
 Commercial Manager John C. Carrington
 Sales Promotion-Production Manager, Publicity-
 Program Director Sterling W. Wright
 Musical Director Charles Spears
 Chief Engineer Clyde J. Burdette
 Farm Editor Cecil D. Ross

W S P A

SPARTANBURG—EST. 1929

CBS

Frequency: 950 Kc. Power: 5000 Watts

Owned By Surety Bcstg. Co.
 Operated By Spartanburg Advertising Co.
 Business-Studio Address Box 1717, 224 East
 Main St.

Phone Number 2900
 Transmitter Location 3½ mi. N.W. of City
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 Vice President & General

Manager G. Richard Shafto
 Managing Director Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer Grover Golightly, Jr.
 Musical Director Hal Moore
 Chief Engineer Harold R. Beckholt
 Farm Editor Cliff D. Gray

W A L D

WALTERBORO—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Waterboro Bcstg. Co.
 Phone Number 3861
 News Service AP
 Transcription Service Associated
 President R. M. Jefferies
 General Manager Charles A. Thoman
 Commercial Manager Beulah Glouer
 Promotion Manager Roger A. Clark
 Program Director Peter Edman
 Chief Engineer Louis Neale

W F I G

SUMTER—EST. 1940

MBS—SOUTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WFIG, Inc.
 Business-Studio Address Radio Center Bldg.
 Phone Number 1340
 Transmitter Location 1 mi. E. of Sumter on
 Highway 76

Air Time 18 hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 President Hubert D. Osteen
 General-Station Mgr. T. Doug Youngblood
 Commercial-Sales Promotion

Manager Charles H. Pointel, Jr.
 Program Director Robert R. Hannah
 Production Manager Paul Reidy
 Publicity Director M. E. Pointel
 Chief Announcer Bob Hannah
 Musical Director William Moore
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

SOUTH DAKOTA

Estimated Population 564,000—% Increase —12.3—Radio Homes 132,515
Farms with Radios 57,691—Stations in State 13

K A B R

ABERDEEN—EST. 1934

MBS

GREAT NORTHERN BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Bcstg. Co., Inc.
Business-Studio Address 117½ S. Main St.
Phone Number 4626
Transmitter Location Wylie Park, Northwest
of Aberdeen, S. Dak.
Air Time 7 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative Walker
Membership NAB-BMB
President H. C. Jewett, Jr.
General-Station Manager, Pub. Dir. R. A. Fahy
Sales-Promotion Mgr. Fred C. Stellner
Program Director E. C. Pieplow
Chief Announcer Edward L. Weeks
Chief Engineer Delbert T. Hunt
Farm Editor Russell V. Kaber

K I J V

HURON—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By James Valley Bcstg. Co.
Business-Studio Address 34 - 2nd St., S. E.
Phone Number 765
Transmitter Location Lot 6, Prospect Addition
Air Time 6 a.m.-12 M.; 7 a.m.-11 a.m. Sun.
News Service UP
Transcription Service Thesaurus
Representative Universal
Membership NAB
President, Gen. Sta. Mgr. G. W. Chitty
Commercial Manager Bob Brandt
Program Director Dale Larson
Production Manager Margery King
Chief Announcer Leo Borin
Chief Engineer Donald Volkman

K S D N

ABERDEEN

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Aberdeen News Co.
News Service AP
Transcription Service Capitol
President Henry J. Schmitt
General Manager Byron McElligott
Comm.-Prom. Mgr. Byron McElligott

K D S J

DEADWOOD—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Heart of The Black Hills
Broadcasting Co.
Business-Studio Address Franklin Hotel
Phone Number 186
Transmitter Location Boulder Canyon Rd.
Aire Time Unlimited
News Service UP
Transcription Service Thesaurus, Keystone
Representative Thomas Clark
Supervisor of Operation John Daniels
Station-Commercial-Sales Promotion Mgr.,
Publicity Dir-Chief Announcer. Truman H.
Walrod
Production Mgr.-Musical Director.
Farm Editor Melvin Rochester
Chief Engineer Eli Daniels

K M H K

MITCHELL—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Mitchell Bcstg. Assn.
Business-Studio Address 117-119 N. Main St.
Phone Number 621
Transmitter Location ½ mile E. of city on
highway U. S. 16
Air Time 18 hrs. daily
News Service UP
Transcription Service Capitol
Membership NAB
President, General-Station-Program-Production
Mgr., Musical Director Raymond V. Eppel
Commercial Director B. Harland Ohde
Chief Announcer Ken Bryant
Chief Engineer Donald Dah!

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc. Power: 200 Watts
Owned By Estate of Dana McNeil
Operated By Ida A. McNeil
Business-Studio Address Box 16, 203 Summit
Ave., W.
Phone Number 351
Air Time 9:30 a.m.-local sunset
News Service UP
Transcription Service KBS
Membership BMB
Director Ida A. McNeil
Chief Engineer Charles Hobbs

KOTA

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By. . . Black Hills Bcstg. Co.
 of Rapid City
 Business Address. . . Alex Johnson Hotel, 6th &
 St. Joseph St.
 Phone Number 2000
 Studio Address. 10th floor, Alex Johnson
 Hotel
 Transmitter Location. 5 miles S. of Rapid
 City on State Highway No. 79
 Air Time. 6 a.m.-12 M.; 7 a.m. to 12 M. Sun.
 News Service UP
 Transcription Service. Standard, Capitol,
 Lang-Worth
 Representative Hal Holman
 Membership NAB, BMB
 President-Owner, General Station
 Manager. Robert J. Dean
 Commercial-Sales Promotion
 Manager Stanley Lieberman
 Program Director. Abner H. George
 Production Manager. Ellen Crilly
 Publicity Director. Don Therkelsen
 Chief Announcer. Harry S. Petersen
 Musical Director. John Simpson
 Chief Engineer. A. E. Griffiths

WCAT

RAPID CITY—EST. 1922

Frequency: 1230 Kc. Power: 100 Watts d.
 Owned-Operated By. . . South Dakota School
 of Mines & Technology

KELO

SIOUX FALLS—EST. 1937

NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By. . . Midcontinent Bcstg. Co.
 Business-Studio Address. Phillips Ave. at
 Eighth St.
 Phone Number 6363
 Transmitter Location. 8 mi. S.E. of city
 Air Time. 19 hrs. daily
 News Service UP
 Transcription Service. Standard, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., General-Station Mgr. Sam Fantle, Jr.
 Commercial Manager. Ted Matthews
 Sales Promotion-Production Manager, Publicity
 Director Tony Moe
 Program Director, Chief
 Announcer Evans Nord
 Musical Director. Jack Douglas
 Chief Engineer. Lester C. Froke
 Farm Editor. Don Morse

KISD

SIOUX FALLS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. KDAK, Inc.
 Business Address. 355 Boyce Bldg.

KSOO

SIOUX FALLS—EST. 1927

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By. Sioux Falls Bcstg.
 Association, Inc.
 Business-Studio Address. 317 South Phillips
 Phone Number 757
 News Service. AP
 Transcription Service. Thesaurus, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President. Morton H. Henkin
 General Manager. George R. Hahn
 Sales Promotion Manager. George Rohn
 Chief Engineer. Maxwell F. Staley
 Farm Editor. Ralph D. Wennblom

KWAT

WATERTOWN—EST. 1940

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Midland Nat'l Life
 Address. Kemp & Broadway
 News Service UP
 Transcription Service. Cole
 President. F. L. Bramble
 Comm.-Prom. Mgr. M. W. Plowman
 Program Director. Bernice Dowling
 Chief Engineer. Francis Alwin

WNAX

YANKTON—EST. 1927

ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By. Cowles Bcstg. Co.
 Business-Studio Address. 2nd & Capital Sts.
 Phone Number 442-3
 Transmitter Location. Yankton, South Dakota
 (5 mi. E. of city)
 Air Time. 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service. Standard, Cole
 Representative Katz
 Membership NAB, BMB
 President Gardner Cowles
 General Manager. Robert R. Tincher
 Commercial Manager. Don E. Inman
 Program Director. Herb Howard
 Production Manager. Fred D. Greenlee
 Publicity Director. Muriel Titus
 Musical Director. Rex D. Hayes
 Chief Engineer. Clifton M. Todd
 Farm Service Director. Chris Mack

TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686
Farms with Radios 157,983—Stations in State 53

W L A R

ATHENS—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Athens Bcstg Co.
Business Studio Address Hitch Bldg.
Phone Number 891 (or 893 transmitter)
Transmitter Location Decatur Rd.
Time on the Air 5:45 A. M.-12 M.
Pres.-Owner-Gen.Mgr. Lowell F. Arterburn
Commercial Manager Virgil Lindnere, Jr.
Program Director Otis Parker
Chief Engineer R. R. Magill

W C Y B

BRISTOL

(See Listing Bristol, Va.)

W O P I

BRISTOL—EST. 1929

NBC—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Radiophone Bcstg.
Station WOPI, Inc.
Business-Studio Address 310 State St.
Phone Number WOPI-AM or 3730
Transmitter Location Old Abingdon Pike,
Northeast of Bristol.
Air Time 6 a.m.-12:05 a.m.
Transcription Service L'gworth, World-Capitol
Representative Burn-Smith
Membership NAB, BMB
President-General-Station-Sales Promotion
Manager W. A. Wilson
Commercial Manager Ray L. Russell
Chief Announcer Stuart O'dell
Chief Engineer R. V. Robinson

W A G C

CHATTANOOGA—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Tennessee Valley
Brcstg. Co.
Business-Studio Address Hotel Patten
Phone Number 7-1128
Transmitter Location Rossville Blvd.
Air Time 5:55 a.m.-11:30 p.m.
News Service AP
Transcription Service Lang-Worth
Representative William G. Rambeau
General Manager A. B. Campbell
Program Director June Thurman

Musical Director Robert Morrison
Chief Engineer Charles Stokely

W A P O

CHATTANOOGA—EST. 1936

NBC

Frequency: 1150 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By WAPO Bcstg. Service
Business-Studio Address Read House
Phone Number 6-6141
Transmitter Location Pineville Rd.
Air Time 5:30 a.m.-12 m.
News Service AP
Transcription Service NBC Associated
Representative Headley-Reed
Membership NAB, BMB
Chief Executives Ramon G. Patterson,
Louise P. Pursley
General Station Manager R. G. Patterson
Sales Promotion Helen Patterson
Program Director Frances Harley
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By WDEF Bcstg. Co.
Business-Studio Address Volunteer Bldg.
Transmitter Location Moccasin Bend
Air Time 5:30 a.m.-12 m.
News Service UP
Transcription Service Capitol & Cole
Station Representative Weed
President-Owner or Chief Exec. Joe W. Engel
General-Commercial Manager Ken Flenniken
Program Director Charles Gullickson
Publicity Director Walter H. Stamper, Jr.
Chief Engineer B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

CBS

Frequency: 1310 Kc. Power: 5,000 Watts
Owned-Operated By WDOD Bcstg Corp.
Business Studio Hamilton National Bank Bldg.
Transmitter Location Baylor School Rd.
Air Time 5:30 a.m.-12:05 p.m.
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB
President Norman A. Thomas

Vice-President.....Earl W. Winger
 General-Commercial Mgr.....Ralph H. Patt, Jr.
 Sales Promotion Mgr.....Elmer D. Kammer
 Program Dir.-Prod. Mgr....Gaylord McPherson
 Publicity Director.....Sue Johnson
 Chief Engineer.....Roy Owens

W J V W

CHATTANOOGA*

Frequency 1490 Kc.....Power: 250 Watts
 Applicant.....Joe V. Williams, Jr.
 Address.....1011 Hamilton Natl. Bank Bldg.

W J Z M

CLARKESVILLE—EST. 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.....2295-2296
 Transmitter Location.....Martin St.
 Air Time.....6 a.m.-12 m., 8 a.m.-10 p.m. Sun.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 General Sta. Mgr.-part Owner..E. T. Campbell
 Commercial Manager.....Clay Cline, Jr.
 Sports Editor.....Bill Snyder
 Chief Engineer.....John H. Bailey
 Farm Program Director.....Roy Smith

W B A C

CLEVELAND—EST. 1945

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Robert W. Rounsaville
 Business-Studio Address.....Radio Center,
 P. O. Box 677
 Phone Number.....62-3
 Transmitter Location...Chattanooga Highway
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres.-Owner-Gen. Mgr. Robert W. Rounsaville
 Station-Commercial Mgr.....A. D. Smith Jr.
 Sales Promotion Mgr.-Pub. Dir....Sam Davis
 Program Dir.-Production Mgr.....Art Selley
 Chief Announcer-Farm Editor...Dan McNew
 Musical Director.....Larry Carrothers
 Chief Engineer.....Jim Byerly

W K R M

COLUMBIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...The Middle Tennessee
 Bcstg Co., Inc.

Business-Studio Address.....P. O. Box 71
 Phone Number.....1340
 Transmitter Location.....One mile from
 Columbia on U. S. Highway 43

Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....NBC
 Membership.....NAB, BMB
 Pres.-Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
 Sales Promotion Mgr.-Program Dir...Chesley J.
 Smith

Chief Announcer.....Charles W. Brewer
 Musical Director.....Clydene Barnett
 Chief Engineer.....Revis V. Hobbs
 Farm Editor.....Melvin Dugger

W H U B

COOKEVILLE—EST. 1940

CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Business Address.....Cookeville, Tenn.
 Phone Number.....200
 Studio Address.....523 Spring St.
 Transmitter Location.....Hickory St.
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres.-Gen.-Commercial Mgr...M. L. Medley
 Station Director.....Joe Mabry

W D S G

DYERSBURG—EST. 1946

MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By. State Gazette Bcstg. Co.
 Business-Studio Address.....Box 58
 Phone Number.....77
 Transmitter Location.....Highway 51 North
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 General Manager.....Frank Armstrong
 Comm.-Sales Promotion Mgr...Chas. R. Bowen
 Program Dir.-Production Mgr....Norb Beckers
 Publicity Director.....Ray Brown
 Chief Engineer.....C. W. Morrow
 Farm Editor.....Frank Armstrong

W B E J

ELIZABETHTON-JOHNSON CITY—

EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Elizabethton Bcstg. Co.
 Operated By.....Robert W. Rounsaville
 Business-Studio Address.....Elk Ave., P. O.
 Box 829

Phone Number.....Call WBEJ
 Transmitter Location.....State Line Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Thesaurus
 President-Partner-General Mgr.....Robert W.
 Rounsaville
 Station-Commercial Mgr.....Thad Fitch
 Sales Promotion Mgr.-Pub. Dir.....Bill Wagner
 Program Dir.-Production Mgr.....Bill Edgar
 Chief Announcer.....Les Lamb
 Chief Engineer.....Condon Bowers
 Farm Editor.....Bill Hale

W E K R (CP) FAYETTEVILLE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Elk River Bcstrs.
 Partners.....R. M. McKay, Sr.,
 R. M. McKay, Jr., James M. McGrew, Revis V.
 Hobbs, R. A. Largen

W H I N (CP) GALLATIN

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Summer County Bcstg. Co.

W G R V GREENEVILLE—EST. 1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Radio Greeneville Inc.
 Operated By.....Robert W. Rounsaville
 Business-Studio Address.....Radio Bldg.,
 P. O. Box 234
 Phone Number.....Call WGRV
 Transmitter Location.....Arnold Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Capitol
 Pres.-Gen. Mgr.....Robert W. Rounsaville
 Station-Commercial Mgr.....Paul Metcalfe
 Sales Promotion Mgr.-Pub.-Dir.....Hugh Pickle
 Program Director.....Ed Daniels
 Production Mgr.-Farm Editor.....Bill Lowery
 Chief Announcer.....Bob Corley
 Chief Engineer.....Laile Hampton

W H B T HARRIMAN—ES. 1946 MBS-KBS

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....The Harriman
 Bcstg. Co., Inc.
 Business-Studio Address.....Crescent and Devonia
 Phone Number.....870 & 850
 Transmitter Location.....Margrave
 Air Time.....6 a.m.-12 m.

News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Station Representative.....Cox & Tanz
 Membership.....NAB
 President.....Jere B. Brewer
 Sec.-Treas.....Neil L. Shields
 Vice Pres-Gen. Mgr.....F. L. Crowder
 Sta.-Operations Mgr.....W. Lawrence Hedgpeth
 Promotion-Traffic Mgr.....Montarie P. Hedgpeth
 Publicity Director.....W. Lawrence Hedgpeth
 Sports Director.....John Fielder
 Chief Engineer.....Kenneth Hargis
 Farm Editor.....Bill Lawrence

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 Baltimore St.
 Phone Number.....7-3316
 Air Time.....7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....World
 Representative.....The Branham Company
 President and Gen. Mgr.....A. A. Stone
 Manager.....Frank S. Proctor
 Asst. Manager.....Leslie R. Brooks
 Studio Director.....Sam D. Lollar
 Promotion Manager.....Glenn E. Johnson
 Chief Engineer.....Robert M. Gordon

W E T B

JOHNSON CITY—EST. 1947

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....East Tenn. Bcstg. Co.
 Business Address. (Temp.) Press-Chronicle Bldg.
 Phone Number.....2281
 Trans-Studio Address.....1½ miles from
 downtown Johnson City on Highways US
 19 and 23 to Erwin, Tenn. and Ashville, N. C.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Helen Wood & Colton
 Membership.....NAB, BMB
 Pres-General Mgr.....Carl A. Jones, Jr.
 Commercial Manager.....Chas. W. Powe's
 Program Director.....Arthur Borgesen
 Chief Engineer.....E. B. Jones

W J H L

JOHNSON CITY—EST. 1938 ABC

Frequency: 910 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WJHL, Inc.
 Business-Studio Address.....143 W. Main St.
 Phone Number.....2780

Transmitter Location . . . Johnson City-Kingsport
 Highway
 Air Time 6 a.m.-12 m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President W. Hanes Lancaster
 Gen.-Comm. Mgr. Ken Marsh
 Sales Promotion Mgr. Harry Hudson
 Program-Publicity Dir. Berney Burselon
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland

W T V N (CP)
JOHNSON CITY

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Washington County
 Bcstg. Corp.
 Business Address John Sevier Hotel

W K P T

KINGSPORT—EST. 1940
 NATIONAL BROADCASTING CO.
 TENNESSEE VALLEY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co., Inc.
 Address Box 870
 Phone Number 2870
 Studio Address 107 W. Market
 Transmitter Location Johnson City Hwy
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth:
 Standard, Thesaurus.
 Representative Burn-Smith Co.;
 Harry Cummings
 Membership NAB, BMB
 President C. P. Edwards, Jr.
 General Manager A. F. Martin
 Commercial Manager Phil J. Weaver
 Program Director Paul L. Overbay
 Chief Engineer Thomas Phillips, Jr.

W B I R

KNOXVILLE—EST. 1941
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Radio Station WBIR, Inc.
 Operated By The Nunn Stations
 Business-Studio Address 406 W. Church
 Phone Number 4-3321
 Transmitter Location Concord & Painter Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Capitol
 Representative John E. Pearson
 Membership NAB, BMB

President Gillmore N. Nunn
 Gen.-Sta.-Comm. Sales Promotion Mgr.
 John P. Hart
 Program-Pub. Dir.-Prod. Mgr. Tys Terwey
 Musical Director James T. Pitts, Jr.
 Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By Independent Bcstg. Co.
 Business-Studio Address 908 S. Gay St.
 Phone Number 4-9866
 Transmitter Location W. Knoxville
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service C. P. MacGregor
 Representative Donald Cooke
 Membership NAB
 Pres.-Gen.-Sta. Mgr. Marvin I. Thompson
 Commercial Manager Kenneth N. McClure

W K G N

KNOXVILLE—EST. 1947
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By WKGN Bcstg. Co.
 Operated By Clarence Beaman, Jr.
 Business-Studio Address Park Natl. Bank Bldg.
 Phone Number 40766
 Transmitter Location Ailor Ave.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Clarence Beaman, Jr.
 Station Director Charles T. DeVois
 Chief Engineer Claude Bass

W N O X

KNOXVILLE—EST. 1921
 CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Business-Studio Address 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location Anderson Rd., near
 Beverly
 Air Time 5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.
 News Service UP
 Transcription Service Standard
 Representative The Branham Co.
 President Jack R. Howard
 Gen. Sta. Mgr. R. B. Westergaard
 Commercial Manager O. L. Smith
 Program Dir.-Farm Editor Charles McMahon
 Publicity Director Sarah Booth
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans

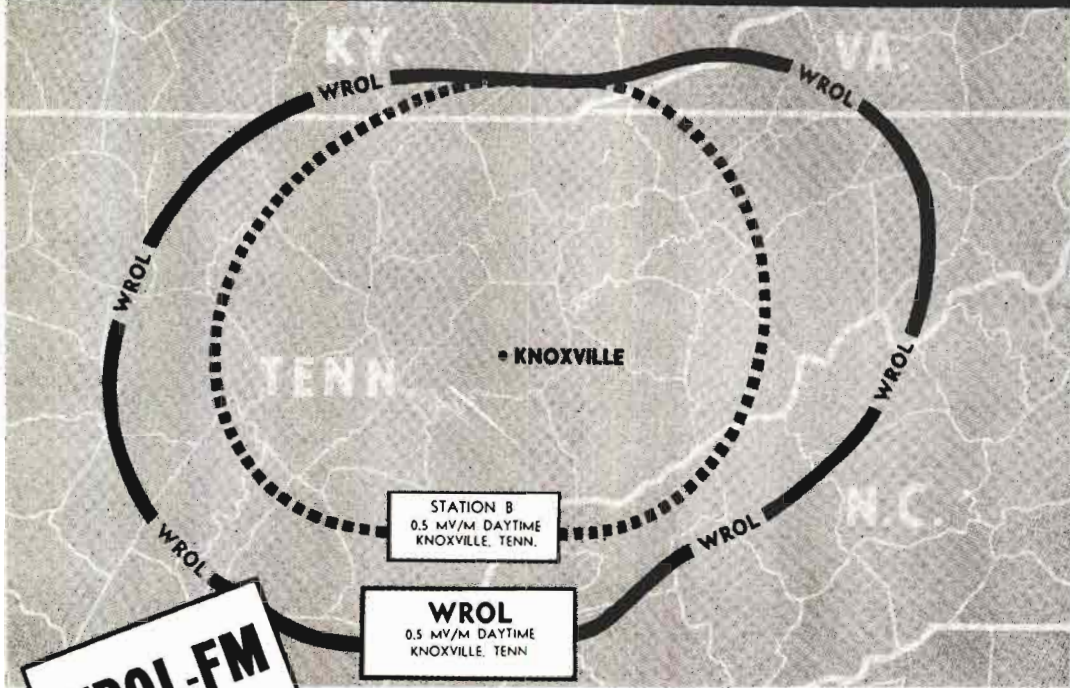
WROL

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT

620 K C S

KNOXVILLE, NBC FOR EAST TENNESSEE



WROL-FM
97.3 MG.
CHANNEL
247

JOHN BLAIR & COMPANY • HARRY CUMMINGS, Jacksonville, Fla.
National Advertising Rep. Southeastern Advertising Rep.

W R O L

KNOXVILLE—EST. 1927

NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By S. E. Adcock
 Business-Studio Address 531 S. Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 5 a.m.-12 m.
 News Service AP
 Transcription Service NBC, World
 Representative John Blair
 Membership NAB, BMB
 Pres.-Gen.-Sta. Mgr. S. E. Adcock
 Comm.-Sales Promotion Mgr. C. H. Frazier
 Program Dir.-Production Mgr. John Reese
 Chief Announcer Allen Stout
 Musical Director Harry Nides
 Chief Engineer Fred M. Andrews

W J J M

LEWISBURG—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Estate of James J. Murray
 Operated By Louis D. Lingner
 Business Address Box 20
 Phone Number 780
 Studio-Transmitter Location East Hill
 Air Time 5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General Manager Louis D. Lingner
 Program Director Daryl L. Laub
 Publicity Director Nikki Beach
 Chief Announcer-Mus. Dir. Allen D. Walker
 Chief Engineer J. E. Sowell

W M M T

McMINNVILLE—EST. 1947

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McMinnville Bcstg.
 Co., Inc.
 Business Address P. O. Box 241
 Phone Number 401
 Studio Address Cumberland Amusement
 Co. Bldg.
 Transmitter Location N. Chancery St.
 Air Time 6 a.m.-12 p.m.
 News Service UP
 Transcription Service World
 Membership NAB
 Gen.-Sta. Mgr. Royce Richards
 Comm.-Sales Promotion Mgr. Roy Wood Jr.
 Program-Musical Dir. Ernie Richards
 Publicity Director Sue Downs
 Chief Announcer Roy Crocker
 Chief Engineer Claude Haston
 Farm Editor E. V. Massey

W G A P

MARYVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gateway Bcstg. Co.
 Business-Studio Address 503 Blount
 Phone Number 2490
 Transmitter Location Louisville Pike
 Air Time 5 a.m.-12 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang Worth
 Membership NAB
 Partners George R. Dempster, V. H. McLean
 Gen.-Sta.-Production Mgr.-Program Pub. Dir.
 Robert M. Claffin
 Comm.-Sales Promotion Mgr. John F. Main
 Chief Engineer Curtis S. Lamarr

W D I A

MEMPHIS—EST. 1947

CARDINAL FOOTBALL NET

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By Bert Ferguson, John R. Pepper
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Local Sunrise-Local Sunset
 News Service INS, UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB, BMB
 Chief Execs. John R. Pepper, Bert Ferguson
 General Manager Bert Ferguson
 Sales or Commercial Mgr. Lou Zlotky
 Program Dir.-Production Mgr. Gene Allan Carr
 Publicity Director Christine Cooper
 Chief Announcer-Musical Dir. Al Beck
 Chief Engineer Frank T. Edwards

W H B Q

MEMPHIS—EST. 1925

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Harding College,
 Searcy, Arkansas
 Business-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Air Time 6 a.m.-12 m.
 News Service AP
 Transcription Service Capitol
 Representative The Walker Co.
 Membership NAB, BMB
 Gen.-Sta.-Sales Promotion Mgr. E. A. Alburty
 Commercial Manager E. Pournelle
 Program Dir.-Production Mgr. Lude T. Conlee

**— MORE LISTENERS
PER DOLLAR...
IN MEMPHIS**

*(If we used a full page of solid type—
We Couldn't Say More!)*

— WHHM

**INDEPENDENT—BUT NOT ALOOF
MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FOR JOE & CO., REPRESENTATIVES

• • • **T E N N E S S E E** • • •

Publicity Director.....Emily Wilson
Musical Director.....Anita Grilli
Chief Engineer.....W. M. Roy

W H H M
MEMPHIS—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number.....37-4422
Transmitter Location.....Somerville St.
Air Time.....Unlimited
News Service.....AP
Transcription Service..Standard, Lang Worth
Representative.....Forjoe
Membership.....NAB
President.....P. E. Furlow
Gen.-Sta.-Commercial Mgr.....Patt McDonald
Sales Promotion Mgr.-Program Dir.-Farm Editor,
Alan Avery
Production Manager.....Elmore Richmond
Publicity Director.....J. Wilson
Chief Announcer.....Al Martin
Musical Director.....Bill Gordon
Chief Engineer.....Wm. Marsh

W M C
MEMPHIS—EST. 1922
NBC

Frequency: 790 Kc.....Power 5000 Watts
Owned-Operated By..Memphis Publishing Co.
Business-Studio Address..Goodwyn Inst. Bldg.
Phone Number.....8-7464
Transmitter Location.....Five Points
Air Time.....18½ hrs. daily, 17 hrs. Sun.
News Service.....UP
Transcription Service.....Thesaurus, SESAC,
Lang-Worth
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....John H. Sorrells
General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Local Sales Manager.....Earl Moreland
Program Manager.....Wilson Mount
Production Manager.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

W M P S
MEMPHIS—EST. 1925
ABC

Frequency: 680 Kc.....Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....62 N. Main St.

Phone Number.....5-2721
Transmitter Location.....N. Benjestown Rd.
Air Time...5 a.m.-1 a.m., 6 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Taylor-Howe-Snowden
Membership.....NAB
Gen. Mgr.-Vice Pres.....H. R. Krelstein
Merchandising Dir.....W. B. Rudner
Program Director.....Robert Neal Hobgood
Publicity Director.....Matty Brescia
Chief Announcer.....Fred G. Christensen
Musical Director.....Berl Olszwanger
Chief Engineer.....J. G. Deaderick

W R E C
MEMPHIS—EST. 1922
CBS

Frequency: 600 Kc.....Power: 5,000 Watts
Owned-Operated By....WREC Bcstg. Service
Business-Studio Address..Hotel Peabody Bldg.
Phone Number.....5-1313
Transmitter Location.....Radio Center
Air Time.....5 a.m.-12:05 p.m.
News Service.....UP
Transcription Service.....World, Lang-Worth,
McGregor
Representative.....Katz
Membership.....NAB, BMB
Pres-Owner-Gen. Mgr.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Dir.-Production Mgr.....Roy Wooten
Publicity Director.....Mildred Hughes Allen
Chief Engineer.....S. D. Wooten, Jr.

W C R K
MORRISTOWN—EST. 1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cherokee Bcstg. Corp.
Phone Number.....1450
News Service.....AP
Transcription Service.....World
President.....H. S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Promotion Manager.....Bill Cooper
Program Director.....Bob Tambllyn
Chief Engineer.....Larry Martin

W G N S
MURFREESBORO—EST. 1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Murfreesboro Bcstg.
Business-Studio Address.....118 N. Church St.
Phone Number.....1450
Air Time.....6 a.m.-11 p.m.

News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Hal Holman
 Membership.....NAB
 Pres.-Gen.-Sta. Mgr.....Cecil H. Elrod
 Commercial Sales Promotion Mgr.....Harold
 Huffines
 Program Dir.-Chief Announcer..Howard Byrum
 Prod. Mgr.-Farm Editor.....Heyward Moore
 Publicity Director.....Mary Nell Morris
 Chief Engineer.....Glenn Snoddy

W K D A
NASHVILLE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Broadcasting
 Company
 Business-Studio Address...American National
 Bank Bldg.
 Phone Number.....4-0511
 Transmitter Location.....2nd Ave. S. &
 Peabody St.
 Air Time...5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
 News Service.....AP
 Transcription Service...Capitol, Lang-Worth
 Membership.....NAB
 Partners...T. B. Baker, Jr. & A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Musical Director.....Roland Felts
 Chief Engineer.....O. C. Griffin, Jr.

W L A C

NASHVILLE—EST. 1926
 CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Operated By.....J. T. Ward
 Business-Studio Address..Third National Bank
 Bldg.
 Phone Number.....6-0161
 Transmitter Location.....Dickerson Rd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President-Owner.....J. T. Ward
 General-Station-Commercial
 Manager.....F. C. Sowell
 Promotion Manager, Publicity
 Director.....W. H. Shaw
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—EST. 1948
 MBS

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By..Volunteer State Bcstg.
 Co., Inc.

Business Address.....Maxwell House
 News Service.....UP
 President.....Frank W. Mayborn
 General Manager.....Edward M. Kirby
 Chief Engineer.....Shelton Weaver

W S I X

NASHVILLE—EST. 1927
 ABC

Frequency: 980 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Jack M. Draughon &
 Louis R. Draughon
 Business-Studio Address.....Nashville Trust
 Bldg.
 Phone Number.....5-5431
 Transmitter Location...McGavoc Pike, RFD.
 Air Time...6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB
 Partners.....Jack M. Draughon & Louis R.
 Draughon
 General Manager.....Jack M. Draughon
 Sales Manager.....Eugene S. Tanner
 Program Director.....Otis Roush
 Production Manager.....R. L. Chaudoin
 Chief Engineer.....Dr. Fred Schumann

W S M

NASHVILLE—EST. 1925
 NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address.....National Life Bldg.
 Phone Number.....6-7181
 Transmitter Location.....Franklin, Tenn.
 Air Time.....Unlimited
 News Service.....AP; INS
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB
 President.....John H. DeWitt, Jr.
 General Manager.....Harry Stone
 Program Director.....Jack Stapp
 Promotion Director.....Bill Graham
 Chief Engineer.....George Reynolds

W A T O

OAK RIDGE—EST. 1948
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Pellegrin & French
 Business-Studio Address...Municipal Market
 Bldg.
 Phone Number.....Oak Ridge 5-3535
 Transmitter Location...Municipal Market Bldg.
 Air Time...6 a.m.-12 M.; Sun. 8 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson

Membership NAB
 General Manager Marshall H. Pengra
 Sales-Commercial Mgr. Harry C. Weaver
 Program Dir.-Chief Announcer. Arthur J. Metzler
 Musical Director James Scott
 Chief Engineer John Fleet

W O N D (CP)

OAK RIDGE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Highlands Bcstrs., Inc.

W P T N (CP)

PARIS

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By .. Broadcasters Associates
 Partners... James H. McKee, Odes E. Robinson

W T P R

PARIS—EST. 1946

KBS

Frequency: 710 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Lake Bcstg.
 System, Inc.

Business Address Box 240
 Phone Number 1700-1701
 Studio Address 100½ Market St.
 Transmitter Location ... Clifty Rd., off High-
 way 69

Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Thomas F. Clark
 President, General-Station

Manager E. Weeks Smith
 Commercial-Sales Promotion Manager,
 Publicity Director Parkman R. Feezor
 Program Director Bettye Baggett
 Production Manager,

Chief Announcer Joseph A. Brandt
 Musical Director James A. Brice
 Chief Engineer Carlos Steele
 Farm Editor Ernest Greer

W K S R

PULASKI—EST. 1947

MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned By Pulaski Broadcasting Co.
 Operated By .. Robert W. Rounsaville, Partner
 Business-Studio Address .. Radio Bldg., P. O.
 Box 1050

Phone Number 661 & 634
 Transmitter Location .. Lawrenceburg Highway
 Air Time Local Sunrise-Local Sunset
 News Service UP
 President-Partner, General

Manager Robert W. Rounsaville

Station-Commercial Mgr. Virgil Trimm
 Sales Promotion Manager, Publicity
 Director Hugh Brewer
 Program Director, Production
 Manager Bill Schoocraft
 Chief Announcer, Farm Editor Joe Price
 Chief Engineer Elton Chick

W H A L

SHELBYVILLE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Shelbyville Bcstg. Co.
 Business Address 112½ East Side Square
 Partners J. O. Fly, Sr.,
 Geo. F. Fly, Harvard P. Smith

W J I G (CP)

TULLAHOMA

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Tri-Cities Bcstg. Co.
 Business Address Box 411
 Partners Raymond L. Prescott, Jr. and
 Henry L. Wilson

W E N K

UNION CITY—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Union City Bcstg. Co.
 Business-Studio Address .. First & Washington
 St.

Phone Number 1240
 Transmitter Location U. S. Highway No.
 45, 1½ miles N. E. of City

Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President, Station Mgr. B. Cary Brummel
 General Manager A. B. Robinson
 Commercial Manager David Capps
 Program Director James Blaine
 Production Manager Lou Wrathner
 Publicity Director Charles Black
 Chief Announcer Jack Dill
 Musical Director John Roach
 Chief Engineer James Thomas
 Farm Editor Hank Huggins

W C D T (CP)

WINCHESTER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Arthur D. Smith, Jr.
 Owner Arthur D. Smith

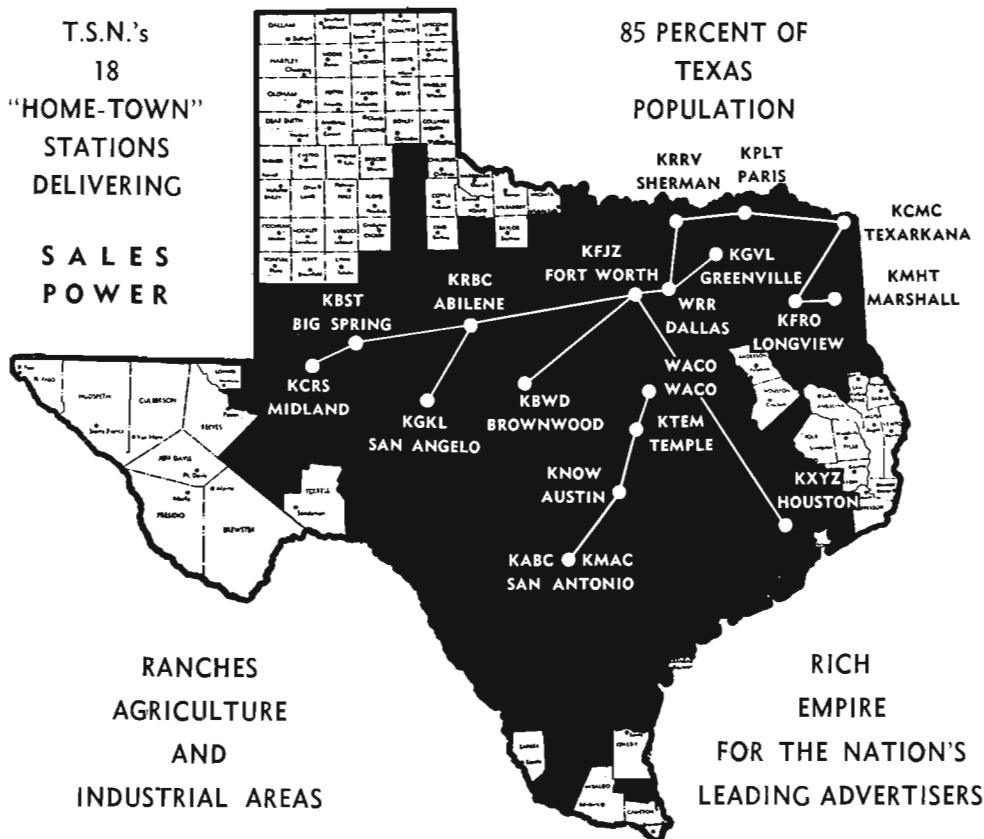
TEXAS' 4 MAJOR MARKETS . . .

COVERED BY T.S.N.

T.S.N.'s
18
"HOME-TOWN"
STATIONS
DELIVERING

SALES
POWER

85 PERCENT OF
TEXAS
POPULATION



RANCHES
AGRICULTURE
AND
INDUSTRIAL AREAS

RICH
EMPIRE
FOR THE NATION'S
LEADING ADVERTISERS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T
MARKETS OF TEXAS
HERE IS THE MARKET DATA!

Population	5,814,500
Families	1,608,500
Retail Sales	\$3,559,325,000
Food Store Sales	839,761,000
Gen. Mdse. Store Sales	562,729,000
Drug Store Sales	159,322,000
Effective Buying Income	5,284,363,000
Gross Farm Dollars	932,995,000

Source: Sales Management's Survey of Buying Power,
May 10, 1947.

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

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

TEXAS

Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168
Farms with Radios 267,440—Stations in State 131

K R B C

ABILENE—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Bcstg. Co.
Business Address.....Abilene, Texas
Phone Number.....6255
Studio Address.....Windsor Hotel
Transmitter Location.....341 Ambler Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....M. B. Hanks
Vice President, Station Mgr....Howard Barrett
Commercial Manager.....Forest Lane
Program Director.....Bro Mingus
Production Manager.....Dorothy Estep
Publicity Director.....Charles Manes
Chief Engineer.....J. B. Casey

K B K I

ALICE—EST. 1947

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....P. O. Box 731
Phone Number.....1360-8
Studio Address.....Alice Hotel
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Donald Cooke, Gene Grant
Membership.....NAB
President.....E. G. Lloyd, Jr.
General-Station Manager.....Leon Lloyd
Program Director.....Jaye Allyn Frye
Chief Engineer.....John H. Mayberry

K V L F

ALPINE—EST. 1947

MBS—SOUTHWEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number.....37
Studio Address.....Holland Hotel
Air Time.....15 hrs. daily
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Katz Agency
Membership.....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....George H. Peters, Jr.
Commercial Manager.....George Peters
Chief Engineer.....Jack Cecil

K A M Q

AMARILLO—EST. 1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Top of Texas Bcstg. Co.
Business Address.....1301 Polk St.
Phone Number.....2-6543
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Griffith
President.....Walter G. Russell
General Manager.....W. J. Dickerson
Commercial Manager.....Jack Petrie
Promotion Manager.....W. J. Dickerson
Program Director.....Ray Whitworth
Chief Engineer.....Stewart Parsons

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Amarillo Bcstg. Corp.
Operated By.....Gilmore Nunn, J. Lindsay Nunn
Business-Studio Address.....109 E. 5th St.
Phone Number.....5343
Transmitter Location.....109 E. 5th St.
Air Time.....6 a.m.-12 p.m.; 7 a.m.-12 p.m., Sun.
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore Nunn
General-Commercial Mgr.....H. P. Roberson
Program Director.....Bill Fairley
Publicity Director.....Bill Kelley
Chief Announcer.....Noel Luddy

K G N C

AMARILLO—EST. 1922

NBC—LONE STAR CHAIN

Frequency: 710 Kc.....Power: 10000 Watts d.,
1000 n.
Owned-Operated By.....Plains Radio
Broadcasting Co.
Address.....Radio Building, 8th & Harrison
Phone Number.....4242
Transmitter Location.....Bellaire Park
Air Time.....18 hours per day
News Service.....AP & UP
Transcription Service.....Lang-Worth, Standard,
M. M. Cole
Representative.....Taylor Howe Snowden, Radio
Sales
Membership.....NAB, BMB
President.....Gene A. Howe
Exec. General Mgr.....O. L. Taylor
General Manager.....Aubrey Jackson
Program Director.....Bob Watson
Chief Engineer.....William H. Torrey

KVAI

AMARILLO—EST. 1947
MBS

Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By.. Plains Empire Bcstg. Co.
Business Address.....1014 W. 7th St.
Phone Number.....2-6773
News Service.....UP
President-General Mgr.....Lonnie J. Preston
Commercial Manager.....Jim Rennie
Chief Engineer.....George McBride

KBUD (CP)

ATHENS

Frequency: 1410 Kc. Power: 250 Watts d.
Owned-Operated By..The Henderson County
Bcstg. Co.
Business Address.....3524 S. Henderson St.,
Fort Worth
Partners.....J. B. McNutt, Jr., Merl Saxon

KNOW

AUSTIN—EST. 1926
TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..Frontier Bcstg. Co., Inc.
Business-Studio Address..520 Capital National
Bank Bldg.
Phone Number.....2-6213
Transmitter Location.....First & Tillery Sts.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Weed
Membership.....NAB, BMB
President.....Gene L. Cagle
Station Manager.....Louis R. Cook
Commercial Manager.....M. H. Coleman
Program-Publicity Director...Conrad Vernon
Musical Director.....Marjorie Doggett
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—EST. 1939
CBS

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Texas Bcstg. Corp.
Business-Studio Address.....Brown Bldg.
P. O. Box 717
Phone Number.....2-2424
Transmitter Location.....Manchaca Rd.
Air Time.....18½ hrs. daily; 18 hrs. Sun.
News Service.....UP
Transcription Service.....World
Membership.....Taylor-Howe-Snowden
Membership.....NAB
President.....Claudia T. Johnson

Vice President, General-Station

Manager.....J. C. Kellam
Sales Manager.....Willard Deason
Publicity Director.....Harvey O. Payne
Chief Announcer.....Jack Gwyn
Musical Director.....Christine Tinsley
Chief Engineer.....Frank W. Yeagley
Farm Editor.....K. D. Willingham

KTXN (CP)

AUSTIN

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By.....Thomas G. Harris
General Manager.....Thomas G. Harris

KVET

AUSTIN—EST. 1946
MBS

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By.....Austin Bcstg. Co., Inc.
Business-Studio Address.....113 West 8th St.,
Box 116
Phone Number.....88521
Transmitter Location.....Old Burnet Rd.
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Forjoe
Membership.....NAB
President, General-Station
Manager.....John B. Connolly
Commercial-Sales Promotion Mgr...J. J. Pickle
Program-Publicity Director, Production
Manager.....Fred M. Caldwell
Musical Director.....Carl F. Mann
Chief Engineer.....Frank Yeagley

KRUN

BALINGER—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..Runnels County Bcstg.
Co.
News Service.....AP
Transcription Service.....Standard
President-General Manager.....R. E. Bruce
Program Director.....J. M. Isaacs
Chief Engineer.....J. O. Braden

KIOX

BAY CITY—EST. 1947
MBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned By.....Bay City Bcstg. Co.
Operated By.....J. G. Long
Business Address.....Box 1391
Phone Number.....642-3
Studio-Transmitter Location..State Highway 35,
2 mi. from Bay City city limits, E.
Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President, Managing Director J. G. Long
 General Manager Verne V. Trembley
 Station Manager Royce A. Collier
 Commercial Manager George S. Lanham
 Program Director Mrs. Olgie Premont
 Production Manager Joseph Zimmerman
 Publicity Directors Verne Trembley,
 Royce Collier
 Chief Announcer Bob Premont
 Musical Director Roy Nichols
 Chief Engineer Frank Woods

K F D M

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By Beaumont Bcstg. Corp.
 Business Address P. O. Box 2950
 Phone Number 2-7758
 Studio Address Edson Hotel, Cor. Liberty &
 Pearl Sts.
 Transmitter Location Cor. Doucette &
 Grove Sts.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Free & Peters
 Membership NAB, BMB
 President D. A. Cannan
 General-Station Manager C. B. Locke
 Commercial Manager Ed. E. Carroll
 Sales Promotion Manager Helen Caldwell
 Program Director Dave Russell
 Production Manager Conrad Bering
 Publicity Director Ralph Ramos
 Chief Announcer Jim Griffith
 Chief Engineer Lawrence Sanders

K P B X

BEAUMONT—EST. 1947

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By KPXB Bcstg. Co.
 Business-Studio Address New Crosby Hotel
 Phone Number Studios: 2-0201; Transmitter:
 715
 Transmitter Location 4945 Fannett Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, MacGregor,
 SESAC
 Representative Forjoe
 Membership NAB
 President, General-Station-Commercial
 Manager Wm. Paul Beville
 Program-Musical Director James Simmons
 Chief Engineer R. H. Murdock

K R I C

BEAUMONT—EST. 1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 News Service AP
 Transcription Service Thesaurus,
 Capitol. Associated
 Membership NAB, BMB
 President-Owner E. C. Davis
 General Manager Phillip E. Dusenbury
 Chief Engineer M. J. Easterwood, Jr.

K T R M

BEAUMONT—EST. 1947

KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By KTRM, Inc.
 Business Address 230 Orleans St.
 Phone Number 2-8478
 News Service AP, INS
 Transcription Service World
 President-General Manager Jack Neil
 Commercial Manager G. L. Kirk
 Chief Engineer Ben F. Hughes



A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!



560 Kc. 1000 WATTS

REPRESENTED
BY
FREE & PETERS, Inc.

AFFILIATED WITH
AMERICAN BROADCASTING CO. INC.

K B S T

BIG SPRING—EST. 1936
ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Big Spring Herald
Bcstg. Co., Inc.
Business-Studio Address.....702 Johnson St.
Phone Number1500
Transmitter Location...1 mi. N.E. of Big Spring
Air Time.....6 a.m.-12 M.
News ServiceAP
Transcription ServiceThesaurus
Representative.....John E. Pearson
MembershipNAB, BMB
General-Station Manager.....Jack Wallace
Commercial-Sales Promotion Mgr....Bill Cox
Program-Publicity Director.....Lloyd Hawkins
Chief Engineer.....Andrew Jones

K F Y N (CP)

BONHAM

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Frank Svoboda

K H U Z

BORGER—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Hughes
Business Address.....Highway 117
Phone Number1600
Studio-Transmitter Location...Off Highway 117,
Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News ServiceAP
Transcription Service.....Lang-Worth, World
SESAC
MembershipNAB
President-Owner.....R. G. Hughes
General Manager.....Wayne Phelps
Sales Manager.....Les Helmes
Program Director.....Hal Moon
Chief Engineer.....Herman Kreiger

K N E L

BRADY—EST. 1935

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....G. L. Burns
Business Address.....Brady, Texas
Phone Number77
Studio Address.....Brady, Texas
Transmitter Location.....1 mi. E. of Brady
Air TimeUnlimited
News ServiceAP
General Station Manager.....G. L. Burns
Commercial-Sales Promotion Mgr....C. D. Reed
Program Director.....Gene Burns
Chief Engineer.....Cecil Nelin

K S T B

BRECKENRIDGE—EST. 1947

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Stephens County Bcstg.
Co.
Business Address.....Miller Bldg.
Partners.....Robert W. Chapman,
Manning L. Trammell

K W H I

BRENHAM—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Thomas S. Whitehead
News Service.....UP
Transcription Service.....Lang-Worth
President-General Mgr.....Tom S. Whitehead
Chief Engineer.....H. B. Balch

K V A L

BROWNSVILLE—EST. 1946

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KEEW, Ltd.
Address.....2701 San Benito Highway
Phone Number.....1273
Transmitter Location.....2701 San Benito
Highway
Air Time.....6 a.m. to Midnight
News Service.....AP
Representative.....Free & Peters
Membership.....NAB, BMB
President.....T. Frank Smith
General Manager.....Byron Winstead
Commercial Manager.....Dick Smith
Promotion Manager.....Duane McCoy
Program Director.....Fred McCall
Chief Engineer.....Leonard Dutton

K B W D

BROWNWOOD—EST. 1941

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned By.....Brown County Bcstg. Co.
Operated By.....Wendell Mayes
Business-Studio Address.....800 Hawkins St.
Phone Number2401-2
Transmitter Location.....Williams Ranch Rd.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News ServiceUP
Transcription ServiceLang-Worth
Representative.....Walker
MembershipNAB
President, General-Station
Manager.....Wendell Mayes
Commercial Manager.....F. T. Wilson
Program Director.....Howard Edwards
Chief Announcer.....William T. Field
Chief Engineer.....A. W. Stewart

KORA

BRYAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Bryan Bcstg. Co.
 Business Address: 305 W. 26th St.
 Phone Number: 2-1451
 News Service: AP
 Transcription Service: Thesaurus
 Owner-General Manager: David C. Jones, Jr.
 Commercial Manager: Maxine Saunders
 Promotion Mgr.-Program Dir.: Cecil Beardon
 Asst. Mgr. & Chief Engineer: Robert M. Shuffler

KCTX

CHILDRESS—EST. 1947

MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Golden West Bcstg.
 Business-Studio Address: 217½ North Main
 Phone Number: 1086
 Transmitter Location: ½ mi. S.W. of Childress
 Air Time: Local sunrise-local sunset
 News Service: AP
 Membership: NAB
 President, Commercial Mgr.: Richard M. Hagan
 General-Station Manager: George D. Cowan
 Program Director: James D. Abbott
 Publicity Director: Peggy Bellah
 Chief Engineer: Hal S. Christensen

KCLE

CLEBURNE—EST. 1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Operated By: Marti, Inc.
 Business-Studio Address: 919 North Main
 Phone Number: 1025-6; Transmitter 181
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Capitol
 Membership: NAB
 General Mgr., Chief Engineer: George W. Marti
 Station Manager: Jo C. Marti
 Commercial Manager: John Marti
 Program Director: Billie D. Moorman
 Farm Editor: C. A. Munch

KSTA

COLEMAN—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Operated By: Coleman County Bcstg. Co.
 Business Address: Box 827
 Phone Number: 8406
 News Service: UP
 Transcription Service: Capitol
 General Manager: Jack South
 Chief Engineer: A. W. Stewart

WTAW

COLLEGE STATION—EST. 1921

ABC

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By: A. & M. College of Texas
 Business Address: College Station
 Phone Number: 4-6724
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: World
 Representative: Homer Griffith
 Membership: NAB, BMB
 Station-Commercial Manager: W. R. Pierre
 Sales Promotion Manager: B. J. Cook
 Publicity Director: Mary Jo Trimble
 Chief Engineer: Frank J. Sosolik
 Farm Editor: Andy Adam

KEYS

CORPUS CHRISTI—EST. 1941

CBS

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: Nueces Bcstg. Co.
 Business-Studio Address: Centre Theatre Bldg.
 Phone Number: 2-7411
 Transmitter Location: Cantwell Lane
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 General Manager: Bill Hughes
 Station-Commercial Manager: Kelly Wofford
 Program Director: Bill McRae
 Production Manager: Mary Ann Adams
 Publicity Director: Roamsay Minnick
 Chief Announcer, Musical Dir.: Ralph Davis
 Chief Engineer: Harold Griffith

KRIS

CORPUS CHRISTI—EST. 1937

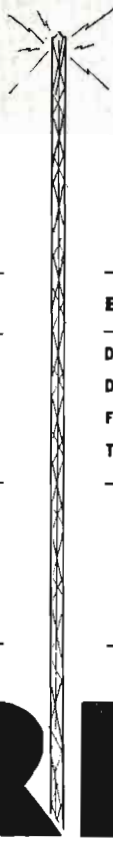
NBC—TEXAS QUALITY NETWORK

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By: Gulf Coast Bcstg. Co.
 Business-Studio Address: P. O. Box 840
 Phone Number: 6354
 Transmitter Location: Shore Drive
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Standard
 Representative: Free & Peters
 Membership: NAB, BMB
 President, General-Station Mgr.: T. Frank Smith
 Commercial Manager: W. M. Eikner
 Promotion Manager: Jack Lozier
 Program Director, Production
 Manager: Charles Nethery
 Chief Engineer: Ted Gilliland

KRLD

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

Area!



BMB DATA — NIGHTTIME

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

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 71%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1 Radio Station

KRLD

Number 1 Radio Market South

The Times Herald Station

Represented by the Branham Company

KSIX
CORPUS CHRISTI—EST. 1947
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Corpus Christi Bcstg. Co. Inc.
Business-Studio Address: 533 Upper N. Broadway
Phone Number: 2-9242
Transmitter Location: Whelan Dr.
Air Time: 6 a.m.-12 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NAB
President, General-Station Manager: Vann M. Kennedy
Commercial Manager: Charles R. Manning
Sales Promotion Manager: Ray Lewis
Program-Musical Director, Production Manager, Chief Announcer: Jack Foster
Publicity Director: Mary Tompkins
Chief Engineer: Troy Whitiker

KWBU
CORPUS CHRISTI—EST. 1943

Frequency: 1030 Kc. Power: 50,000 Watts d.
Owned By: Baylor University of Waco, Texas
Operated By: Radio Station WKBJ (Department of Baylor University)
Business Address: P. O. Box 898
Phone Number: 5258
Studio Address: White Plaza Hotel
Transmitter Location: Gregory, Texas
Air Time: Daytime license
News Service: AP
Representative: Branham
General Manager: Carr P. Collins
Station Manager: Homer Hogan
Program Director, Farm Editor: Bob McBride
Chief Announcer: Martin Lucas
Musical Director: Rose Belek
Chief Engineer: Nestor Cuesta

KAND
CORSICANA—EST. 1937
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Alto, Inc.
Business-Studio Address: State National Bank Bldg.
Phone Number: 2486-7-8
Transmitter Location: U. S. Highway 75
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard, Thesaurus, Cole
Representative: Branham
Membership: NAB, BMB
Vice President: J. C. West
General Manager: Ernest T. Jones
Chief Engineer: E. R. Hellums

KIXL
DALLAS—EST. 1947

Frequency: 1040 Kc. Power: 1000 Watts d.
Owned-Operated By: Variety Bcstg. Co., Inc.
Business-Studio Address: 1401 S. Akard St.
Phone Number: Riverside 4521
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Standard
Representative: William G. Rambeau
Membership: NAB
President, General Manager: Lee Segall
Station Manager: Tom Massey
Program Director: Charles Payne
Production Manager: John Wilson
Chief Engineer: Bob Tripp

KLIF
DALLAS—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Trinity Bcstg. Corp.
Business-Studio Address: Cliff Towers Hotel,
Phone Number: W-0328
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Associated
Representative: Burke, Kuipers & Mahoney
Membership: NAB
President: Barton R. McLendon
Executive Director: Gordon B. McLendon
Station-Commercial Mgr.: Aubrey H. Escoe
Promotion Director: David A. Ward
News Director, Farm Editor: Loren Watson
Publicity Director: David A. Ward
Chief Engineer: Glenn Callison

KRLD
DALLAS—EST. 1926
CBS

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By: KRLD Radio Corp.
Business-Studio Address: Hotel Adolphus
Phone Number: Central 6811
Transmitter Location: Garland, Texas
Air Time: 5:30 a.m.-2 a.m.
News Service: AP, INS
Transcription Service: Standard, Capitol
SESAC
Representative: Branham
Membership: NAB, BMB
Chairman of Board: Tom C. Gooch
President: John W. Runyon
Managing Director: Clyde W. Rembert
Commercial Manager: Wm. A. Roberts
Sales Promotion-Asst. Manager, Publicity Director: J. W. Crocker
Program Director: Roy George
Production Manager: John Hicks
Chief Announcer: Ves R. Box
Musical Director: Hugh Fowler
Chief Engineer: Roy M. Flynn



It's as simple as

1 • 2 • 3

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

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

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

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

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

Represented Nationally

EDWARD PETRY and COMPANY

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By... Sky Bcstg. Service
Business-Studio Address... Hotel Stoneleigh,
2927 Maple Ave.

Phone Number... Central 6193-4
Transmitter Location... Bruton Rd., Dallas
County

Air Time... 6 a.m.-local sunset
News Service... AP

Transcription Service... Associated
Membership... NAB

President... A. L. Chilton
Station-Commercial-Sales Promotion

Manager... R. G. Terrill
Program Director... Leonard Holland
Chief Announcer, Farm

Editor... Richard F. Parker
Musical Director... John A. Hitt
Chief Engineer... Morris M. Ming

WFAA

DALLAS—EST. 1922

NBC—ABC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50,000 Watts
(570 Kc.)... (5000 Watts)

Owned-Operated By... A. H. Belo Corp.
Business Address... 815 Commerce St.

Phone Number... Central 2451
Studio Address... 1122 Jackson St.

Transmitter Location... Grapevine, Texas;
Arlington, Texas
Air Time... 18 hrs. daily (dividing time on 820
and 570 Kc. with Fort Worth)

News Service... AP, UP
Transcription Service... Lang-Worth, Thesaurus

Representative... Edward Petry
Membership... NAB, BMB

President... E. M. Dealey
General Manager... Martin B. Campbell

Commercial Manager... Ralph W. Nimmons
Sales Promotion Manager... Robert E. Summers

Program Director... Ralph K. Maddox
Production Manager... Elliott Robertson

Publicity Director... Louis Breault
Chief Announcer... Hal Thompson

Chief Engineer... Raymond Collins
Farm Editor... Murray Cox

WRR

DALLAS—EST. 1920

MBS—TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Operated By... City of Dallas, Texas

Business-Studio Address... Municipal Radio
Bldg., State Fair Grounds

Phone Number... Tenison 3-6101
Transmitter Location... White Rock Lake

Air Time... 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service... AP

Representative... Weed
Membership... NAB, BMB

Chairman... E. O. Cartwright
General-Station Mgr... Charles B. Jordan

Commercial Manager... Dale Drake
Program Director... Pete Teddlie

Production Manager... Roy I. Newman
Publicity Director... Pete Teddlie

Musical Director... James Thornhill
Chief Engineer... Durward J. Tucker

Farm Editor... Al Jones

KDLK

DEL RIO—EST. 1947

MBS

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

Phone Number... 1150
Representative... Griffith

President-General Mgr... James A. Clements
Promotion Manager... Gonzalo G. Moyo

Program Director... John Harris
Chief Engineer... Norman Lassetter

KDNT

DENTON—EST. 1938

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Harwell V. Shepard

Address... Radio Center
Phone Number... 276

Transmitter Location... Highway No. 24
Air Time... 7 a.m. to 10 p.m.

News Service... UP
Transcription Service... Thesaurus

Membership... BMB
Owner-Gen. Manager... Harwell V. Shepard

KURV

EDINBURG—EST. 1947

Frequency: 710 Kc. Power: 250 Watts d.
(CP 1000 d. & n.)

Owned-Operated By... James Cullen Looney
Business-Studio Address... San Antonio Highway

Phone Number... 710
Transmitter Location... 2 mi. N. of Edinburg

Air Time... Local sunrise-local sunset
News Service... UP

Transcription Service... World
Representative... Forjoe

Membership... NAB, BMB
President-Owner... James Cullen Looney

General-Commercial Mgr... Louis Aiken, Jr.
Station-Sales Promotion Mgr... Jane Trimner

Program Director... Stuart Graymount
Production Manager... Allan Dale
Chief Engineer... Warren Chase

QUIZ QUICKIES

(FOR SHREWD TIME-BUYERS)

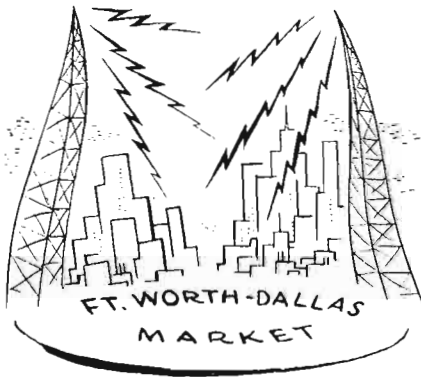
1. Why do we use a double-barrel shotgun?

To get the bird! Two shots *double* your chances of getting the big ones.



KFJZ

WRR



2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a *double shot* at this rich market.

Fort Worth-Dallas Area

Population	1,900,000
Buying Income	\$2,000,000,000
Radio Homes	410,033



NATIONAL REPRESENTATIVE
WEED & COMPANY

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

KELP

EL PASO—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By... Paso Bcstg. Co., Inc.
 Business-Studio Address... 106 Texas St.,
 P. O. Box 1348
 Phone Number 3-3658
 Transmitter Location... 1 mi. E. of El Paso on
 Highway 80
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol
 Representative..... John E. Pearson
 Membership BMB
 President..... Ed V. Mead
 General Manager, Sec.-Treas. Tim Carroll
 Commercial Manager..... J. I. Walden, Jr.
 Chief Engineer..... Jesse M. Neil, Jr.

KEPO

EL PASO—EST. 1947

ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By... H. J. Griffith
 Business Address... 2419 N. Piedras St., Dallas
 Phone Number 5-2731
 News Service UP
 Transcription Service Standard
 Representative Raymer
 President..... H. J. Griffith
 General Manager..... Willard L. Kline
 Commercial Manager..... Larry Clair
 Program Director..... John Hicks
 Chief Engineer..... E. L. Gernoetz

KROD

EL PASO—EST. 1940

CBS—SOUTHWEST

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n. (CP 5000 d. & n.)
 Owned-Operated By... Roderick Bcstg. Corp.
 Business Address... P. O. Box 1799
 Phone Number 2-6551
 Studio Address... 2201 Wyoming St.
 Transmitter Location... Hammett Blvd.
 Air Time Unlimited
 News Service..... AP, INS
 Transcription Service... Associated, Standard,
 Cole
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President..... Dorrance D. Roderick
 General Manager..... Val Lawrence
 Sales Promotion Manager..... Frank Junell
 Program Director..... Ted Hunt
 Production Manager..... Dick Weaver
 Publicity Director..... Tom Wisheart
 Chief Engineer..... Edward P. Talbott
 Farm Editor..... Robert Canavan

KSET

EL PASO—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Sunland Bcstg. Co.
 Business Address... 307 Mills St.
 Phone Number..... 3-2693
 News Service..... AP
 Transcription Service... World, Long-Worth
 President..... Edward D. Hodge
 General Manager..... Vincent W. McConn
 Commercial Manager..... William H. Gerlach
 Program Director..... David E. Bigley
 Chief Engineer..... Lloyd W. Hilburn

KTSM

EL PASO—EST. 1929

NBC

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By... Tri-State Bcstg. Co., Inc.
 Business-Studio Address... 801 N. Oregon St.
 Phone Number..... Main 3122
 Transmitter Location... First Ave., Lower Valley,
 El Paso, Texas
 Air Time... 6 a.m.-11:30 p.m. except Sat.-12 p.m.
 News Service UP
 Transcription Service... Thesaurus, Lang-Worth
 Representative..... George P. Hollingbery
 Membership NAB, BMB
 President..... Mrs. Frances Walz Bredberg
 General-Station Manager..... Karl O. Wyler
 Commercial-Sales Promotion Manager, Publicity
 Director Roy T. Chapman
 Program Director, Production Mgr. Jack R. Rye
 Chief Announcer..... Allan Johnston
 Musical Director..... Jack B. Chapman
 Chief Engineer..... Kenneth J. Walton

KFJZ

FORT WORTH—EST. 1922

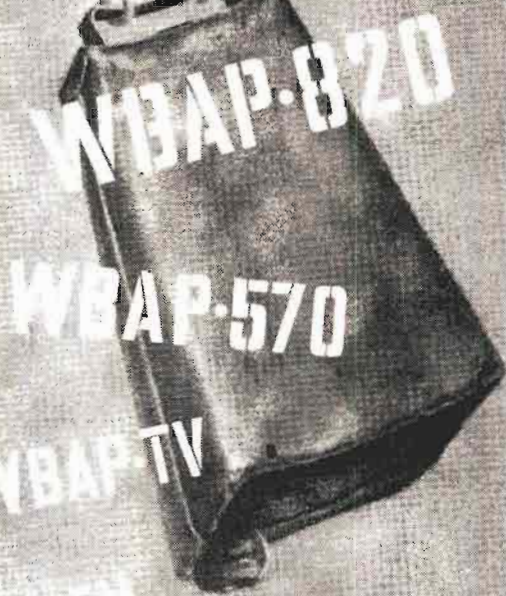
MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Tarrant Bcstg. Co.
 Business-Studio Address... 1201 W. Lancaster
 Ave.
 Phone Number 3-3474
 Transmitter Location... Birdville, Texas
 Air Time..... 5 a.m.-1 a.m.
 News Service AP
 Representative Weed
 Membership NAB
 President, General-Station Mgr. Gene L. Cagle
 Commercial-Sales Promotion Manager, Publicity
 Director..... Clyde D. Pemberton
 Program Director, Chief
 Announcer..... Walton K. Blanton
 Chief Engineer..... Truett Kimzey

RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



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

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

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

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

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

ABC
370 Kc.
5,000 watts

NBC
820 Kc.
50,000 watts

WBAP
THE STAR-TELEGRAM STATION

SINCE 1922

Loop Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.
Harold Haugh, Dir.

George Cranston, Mgr.
Keith Baldwin, Com. Mgr., AM

Roy Backus, Cont., Mgr., TV

FREE & PETERS, INC. - National Representatives

Ft. Worth
Star-Telegram Bldg.
3-1234

Ogden
2463 Populous Rider
Cottrell 6355

San Antonio
58 Sutter
Lutter #213

Atlanta
222 Palmer Bldg.
Main 3441

New York
444 Madison Ave.
Plaza 6-6130

Chicago
180 N. Michigan
Franklin 6273

Hollywood
1321 Hollywood Blvd.
Hollywood 7151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Worth Bcstg. Co.
 Business-Studio Address Houston & 9th
 Phone Number 2-9231
 Transmitter Location Old Denton Rd. in
 Tarrant County
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, McGregor
 Representative Rambeau
 Membership NAB
 President P. W. Seward
 General-Station Manager Forrest Wallace
 Program Director, Production
 Manager Ralph Widman
 Chief Engineer Melvin Parsons
 Farm Editor Lewis Love

KCNC

FORT WORTH—EST. 1946

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By Blue Bonnet Bcstg. Corp.
 Business Address 705½ Main St.
 Phone Number 2-7175
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Walker
 President-General Mgr. J. H. Speck
 Vice President A. Earl Cullum, Jr.
 Secy.-Treas. Elliott Wilkinson
 Asst. Mgr.-Tech. Dir. Jack Hopkins
 Program Director Jim Bradley
 Chief Engineer Chester Grubbs

KXOL

FORT WORTH—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Fort Worth Bcstg. Co.
 Business-Studio Address 1216 Pennsylvania
 Ave.
 Phone Number 31448
 Transmitter Location Corner Piper Lane &
 Calloway Rd.
 Air Time 18 hrs. daily
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President F. M. Skinner
 Secretary, General-Station-Commercial
 Manager Russ N. Lamb
 Program Director, Production Manager,
 Chief Announcer Bill Herring
 Publicity Director Bob Mayberry
 Vice President, Chief Engineer John R. Crouse

WBAP

FORT WORTH—EST. 1922

NBC-ABC-LSC-TEXAS QUALITY NETWORK
 Frequency: 820 (570) Kc. Power: 50,000 Watts
 (5000 Watts)
 Owned-Operated By Carter Publications, Inc.
 Business-Studio Address Medical Arts Bldg.
 Phone Number 3-1234
 Transmitter Location Grapevine, Texas &
 Arlington, Texas
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service Cole, World
 Representative Free & Peters
 Membership NAB, BMB
 President Amon G. Carter
 Radio Director Harold V. Hough
 Station Manager George Cranston
 Natl. Sales Director Keith Baldwin
 Commercial Manager Roy I. Bacus
 Sales Promotion Manager Jack Rogers
 Program Director Ed Lally
 Production Manager A. M. Woodford
 Publicity Director Jack Rogers
 Chief Announcer Frank Mills
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinson
 Farm Editor Layne Beatty

KNAF

FREDERICKSBURG—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gillespie Bcstg. Co.
 Business-Studio Address Security State Bank
 Bldg.
 Phone Number 311
 Transmitter Location N.W. of Town
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General-Commercial Manager Jerry Fisher
 Program Director Betty Grobe
 Chief Engineer T. L. Kidd
 Farm Editor Mike Davis

KGAF

GAINESVILLE—EST. 1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Gainesville Bcstg. Co.,
 Business Address Training School Road
 Phone Number 1600
 News Service AP
 Representative Thesaurus, Standard
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Commercial Mgr. Louis C. Pitchford, Jr.
 Chief Engineer William R. Johnson

KGBC

GALVESTON—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By James W. Bradner
Business Address Commerce Bldg.
Phone Number 4329
News Service AP
Transcription Service Capitol
President-General Mgr. James W. Bradner, Jr.
Commercial Manager Floyd Smith
Program Director Dean Turner
Chief Engineer Jesse Simms

KLUF

GALVESTON—EST. 1928

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The KLUF Broad-
casting Co.
President Geo. Roy Clough

KCTI

GONZALES—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By Gonzales Bcstg. Co.
Business Address 425 St. George St. (Temp.)
Phone Number 692
News Service AP
Transcription Service Capitol
Representative Gene Grant, Cooke
Chief Owner Lawrence M. Walshak,
Frank Wilson, Jr.
Gen.-Commercial Mgr. Lawrence M. Walshak
Promotion Manager Frank Wilson, Jr.
Program Director Rosemary Hermann
Chief Engineer Frank Wilson, Jr.

KRCT

GOOSE CREEK—EST. 1947

KBS

Frequency: 650 Kc. Power: 250 Watts d.
Owned-Operated By Bay Broadcasting Co.
Business Address Box 622

KREL

GOOSE CREEK—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By Tri-Cities Bcastg. Co.
Business Address P. O. Box 419
Phone Number 1360
News Service UP
Transcription Service Lang-Worth, Associated
President Robert Matherne
General Manager Virgil G. Evans
Commercial Manager Isabelle McConnell
Promotion Manager Virgil G. Evans
Program Director Harold Orton
Chief Engineer Harold Rench

KGVL

GREENVILLE—EST. 1946

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Truett Kimzey
Business-Studio Address Graham-Fagg Bldg.
Phone Number 2066
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP
Membership NAB
President-Owner Truett Kimzey
General-Station Manager Earle Fletcher
Program Director Jimmy Jones
Chief Engineer Tom E. Clyde

KGBS

HARLINGEN—EST. 1941

CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Harbenito Bcstg. Co., Inc.
Business Address Box 711
Phone Number 2200
Air Time 5:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated, Standard,
Capitol
Representative Burke, Kuipers & Mahoney
Membership NAB, BMB
President McHenry Tichenor
General Manager Troy R. McDaniel
Commercial Manager Dave Bennett
Program Director Frank Parker
Chief Engineer W. O. Porter

KGRI

HENDERSON—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Operated By Henderson Bcstg. Co.

KATL

HOUSTON—EST. 1947

TEXAS STATE NETWORK

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Texas Bcstrs.
Business-Studio Address State National Bldg.
Phone Number Preston 3108-9-10
Transmitter Location Post Oak Rd.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
Representative Weed
Membership NAB
President William Harry Talbot
General-Station Mgr. King Howard Robinson
Commercial Manager William C. Burks
Sales Promotion Manager Geneva Bond
Program Director William S. Newkirk
Production Manager Larry Blieden
Chief Engineer John O. Webb

KLEE

HOUSTON

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: W. Albert Lee
 Business Address: Milby Hotel
 Phone Number: Preston 1161
 Transcription Service: World
 Representative: Raymer
 President: W. Albert Lee
 General Manager: Ray E. Bright
 Program Director: Winthrop C. Sherman
 Chief Engineer: Paul Huhndorff

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: The Houston Post Co.
 Business-Studio Address: Lamar Hotel
 Phone Number: Fairfax 7101
 Transmitter Location: Deepwater, Texas
 Air Time: 5:30 a.m.-12 M.; 6 a.m.-12 M., Sun.
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President-Owner: W. P. Hobby
 General Manager: Jack Harris
 Commercial Manager: Jack McGrew
 Sales Promotion Manager: Chas. C. Dyer, Jr.
 Production Manager: William Sprague
 Publicity Director: Barbara Liggett
 Chief Engineer: Harvey Wheeler
 News Editor: Pat Flaherty

KTHT

HOUSTON—EST. 1944

MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Texas Star Bcstg. System
 Business-Studio Address: 4000 S. Main St.
 Phone Number: Capitol 6246
 Transmitter Location: La Porte Highway at San Jacinto Monument
 Air Time: 6 a.m.-2 a.m.
 News Service: UP
 Transcription Service: Associated, Capitol
 Representative: Walker
 Membership: NAB, BMB
 President: Roy M. Hofheinz
 Attorney-Executive Asst.: John Erle Stephen
 General-Station-Commercial-Sales Promotion Manager: Ted Hills
 Program Director, Production Manager: Jack Edmonds
 Public Relations: John Erle Stephen
 Musical Director: Glenn Miller
 Chief Engineer: Louis Jelly

KTRH

HOUSTON—EST. 1930

CBS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By: KTRH Bcstg. Co.
 Business-Studio Address: Rice Hotel
 Phone Number: Preston 4361
 Air Time: 5:30 a.m.-12:30 a.m.
 News Service: UP
 Transcription Service: World
 Representative: John Blair
 Membership: NAB, BMB
 Station Manager: B. F. Orr
 Commercial Manager: Ray Herndon
 Program Director: Ted Nabors
 Production Manager: Edward Fritsch
 Publicity Director: George McCormack
 Chief Engineers: Lester Mullan, Tom Hiner
 Farm Editor: George Roesner

KXYZ

HOUSTON—EST. 1930

ABC

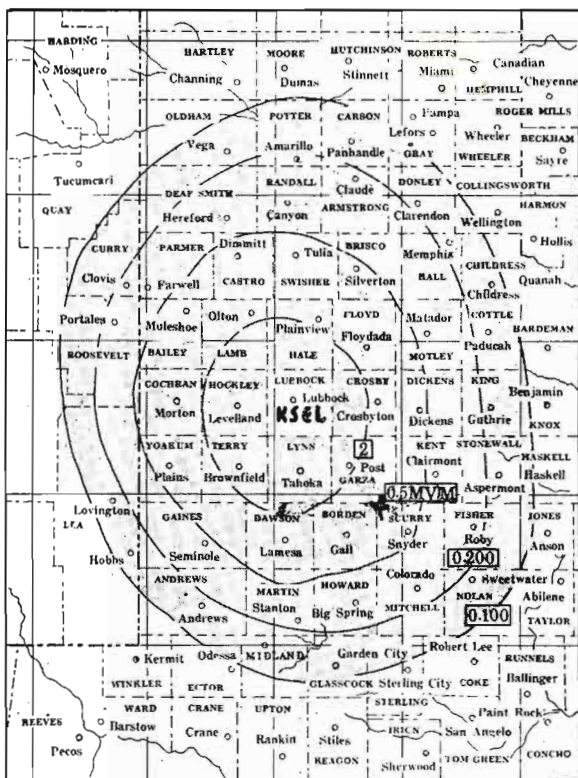
Frequency: 1320 Kc. Power: 5000 Watts
 Owned By: Harris County Bcst. Co.
 Business-Studio Address: Fifth Floor Gulf Bldg.
 Phone Number: Capitol 6151
 Air Time: 20 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Free & Peters
 Membership: NAB, BMB
 President-Owner: M. Tilford Jones
 Station Manager: R. H. Reinecker
 Sales & Commercial Mgr.: Wm. F. Bennett
 Sales Promotion Manager: Arthur I. Finger
 Production Manager: Bob Blase
 Publicity Director: Audrey Jones Beck
 Chief Engineer: Gerald R. Chinski

KSAM

HUNTSVILLE—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: J. G. Long, et al
 Business Address: P. O. Box 312
 Phone Number: 666
 Studio-Transmitter Location: Highway 75S
 Air Time: 7 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Homer Griffith
 Membership: BMB
 President-Owner: J. G. Long
 General Manager: Verne Trembley
 Station-Commercial Mgr.: Harvard C. Bales
 Program Director: James C. Dorrell
 Chief Engineer: John W. Neathery
 Farm Editor: Don L. Gulihur



Speaking of SURVEYS

...AND WHO ISN'T?

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

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE KSEL'S CASH REGISTER-ABILITY



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

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

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

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

NATIONAL REPRESENTATIVE, HAL HOLMAN CO.

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

LUBBOCK, TEXAS

K E B E

JACKSONVILLE—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Bill A. Laurie
 Business Address..... P. O. Box 1312
 Phone Number..... 2211-2
 Studio Address..... Pierce Lane & Lake St.
 Transmitter Location..... Keebie Hill
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Lang-Worth, SESAC
 Membership..... NAB, BMB
 President-Owner, General Mgr. Bill Laurie
 Station Manager, Publicity..... Emo Laurie
 Commercial Manager..... Bob Stoner
 Program Director..... Tommy Perryman
 Chief Engineer..... Wm. M. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Oil Capitol Bcstg. Assn.
 Business Address..... P. O. Box 989
 Phone Number..... 897-8
 Studio Address..... Radio Bldg.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Membership..... BMB
 President, General Manager..... Roy G. Terry
 Station-Commercial Manager..... H. A. Degner
 Sales Promotion-Production Mgr. R. J. Audrey
 Program Director..... H. W. Haygood
 Publicity Director..... Bette Chapman Balch
 Chief Engineer..... Karem O. Soule

K P E T

LAMESA—EST. 1947

KBS

Frequency: 690 Kc. Power: 250 Watts
 Owned-Operated By..... Lamesa Bcstg. Co.
 Business-Studio Address..... 408 North Second.
 P. O. Box 30
 Phone Number..... 690
 Transmitter Location..... W. of Lamesa Country
 Club
 Air Time..... Daytime
 News Service..... UP
 Membership..... NAB
 Partners..... R. O. Parker, Ross A. Woodson,
 Kermit S. Ashby
 General-Station Manager..... Kermit Ashby
 Sales Promotion Mgr., Director..... Clayton Jay
 Program Director..... Mrs. O. K. Connor
 Production Manager..... J. D. Fulcher
 Chief Engineer..... Eugene R. Cornelius

K P A B

LAREDO—EST. 1938

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Laredo Bcstg. Co.
 Business-Studio Address..... Hamilton Hotel
 Phone Number..... 2124-5
 Air Time..... 7 a.m.-12 M.
 Representative..... John E. Pearson
 Membership..... NAB
 President..... Howard W. Davis
 General Station Manager..... Mrs. Doane Chapman
 Program Director..... Geneva Chambers
 Chief Engineer..... K. Hulan Smith

K V O W

LITTLEFIELD—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... J. C. Rothwell
 Business-Studio Address..... Highway 84 W.,
 P. O. Box 192
 Phone Number..... 400
 Transmitter Location..... Highway 84 W.
 Air Time..... 6 a.m.-11 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President-Owner, General Mgr. J. C. Rothwell
 Station-Commercial Manager..... J. B. McShan
 Program Director..... M. K. Jones
 Chief Engineer..... J. D. Zachary

K F R O

LONGVIEW—EST. 1934

ABC—TEXAS STATE NETWORK—KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By..... Voice of Longview
 Business-Studio Address..... Curtis Building,
 P. O. Box 792
 Phone Number..... 411
 Transmitter Location..... U. S. Highway 80
 Air Time..... 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NAB, BMB
 President..... James R. Curtis

K S E L

LUBBOCK—EST. 1946

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Lubbock Bcstg. Co.
 Business Address..... Box 1524
 Phone Number..... 6376
 Studio Address..... 203 Ferguson Bldg.
 Transmitter Location..... Half mile E. of Lubbock
 Air Time..... 6 a.m.-1 a.m.; 7 a.m.-M. Sun.

News Service AP
 Transcription Service...Lang-Worth, Thesaurus,
 Cole
 Representative Hal Holman
 Membership NAB
 President..... Walter G. Russell
 General-Station Manager.... Clyde H. Smith
 Commercial Manager... Sloan Fortenberry, Jr.
 Program Director, Chief
 Announcer..... R. D. Preusch
 Chief Engineer..... Roger V. Hively

K C B D

LUBBOCK—EST. 1946

MBS

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By..... Caprock Bcstg. Co.
 Business-Studio Address.....1803 Broadway
 Phone Number 6348
 Transmitter Location..... Slaton Highway
 Air Time..... 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NAB
 President, General Manager... Joe H. Bryant
 Asst. Manager, Program
 Director..... Robert L. Snyder
 Commercial Manager..... George T. Dale
 Sales Promotion Manager, Publicity
 Director..... Leroy Land
 Chief Engineer..... Frank Lee

K F Y O

LUBBOCK—EST. 1927

ABC—TEXAS QUALITY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By..... Plains Radio Bcstg. Co.
 Operated By Licensee
 Business-Studio Address..... 914 Ave. J
 Transmitter Location..... 2512 Fifth St.
 Air Time..... 6 a.m.-M.
 Transcription Service Capitol
 Representative Taylor-Howe-Snowden
 President..... Gene A. Howe
 Executive General Manager... O. L. Ted Taylor
 Station Manager..... DeWitt Landis
 Commercial-Sales Promotion
 Manager Gordon Thompson
 Program Director, Production Mgr. Leon Harris
 Chief Announcer, Musical
 Director..... John Kennedy
 Chief Engineer..... W. S. Bledsoe
 Farm Editor..... Jack Creel

K R B A

LUFKIN—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Valley Bcstg. Assn., Inc.
 Darrell E. Yates

Business-Studio Address...110 Cotton Square,
 Box 755
 Phone Number..... 272 & 234
 Transmitter Location...Nacogdoches Highway
 Air Time..... 6 a.m.-12 M.
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative..... Cox & Tanz
 Membership NAB
 President-Owner, General-Station- Sales
 Promotion Manager..... Darrell E. Yates
 Commercial Manager..... Dave Runnells
 Program Director, Production
 Manager..... Allen Earl Vinson
 Publicity Director..... Helen Campbell
 Chief Announcer..... Royce Christenson
 Chief Engineer..... Ambrose Maxdm

K T R E

LUFKIN

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By... Forest Capitol Bcstg. Co.
 Business Address..... 114½ N. First St.
 Phone Number..... 1420
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative Taylor-Howe-Snowden
 President..... E. L. Kurth
 General Mgr.-Commercial Mgr. Richman Lewin
 Promotion Manager..... Ray Gordon
 Program Director..... Ed Henry
 Chief Engineer..... Fred Hill

K R I O

McALLEN—EST. 1947

TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By... Valley Bcstg. Associa-
 tion, Inc.
 Business Address..... Valley Mercantile Bldg.
 Phone Number..... McAllen 1440, 1700, 6047
 Studio Address..... Betty Rose Subdivision
 Transmitter Location... 7 Miles N. 10th St.
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... Standard, SESAC
 Representative Homer Griffith
 Membership NAB
 President..... Bryce Ferguson
 General-Station Manager... Ingham S. Roberts
 Sales Promotion Manager, Special Events
 Director, Farm Editor..... Wm. J. Dickson
 Chief Engineer..... Sherman L. Spencer

K M A E

McKINNEY—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Operated By... McKinney Air Enterprises
 Business Address..... 218 E. Virginia St.

K M H T

MARSHALL—EST. 1947

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Marshall Bcstg. Co.
 Business-Studio Address: 109 West Rusk St.
 Phone Number: 826
 Transmitter Location: Jefferson Rd.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Membership: NAB
 President: J. P. Duncan
 General Manager: Myrl Stein
 Commercial Manager: James B. Jack
 Program Director: John Scogin
 Publicity Director: Mary Dorothy Womack
 Chief Announcer: Hal McWilliams
 Musical Director: Katie Hylton
 Chief Engineer: Wm. Lindsay

K C R S

MIDLAND—EST. 1935

KBS—TEXAS STATE NETWORK

Frequency: 550 Kc. Power: 5000 Watts, d.:
 1000 Watts n.
 Owned By: Clarence Scharbauer, Jr. &
 Mrs. Ruth Scharbauer
 Operated By: Clarence Scharbauer Estate
 Business Address: Midland, Texas
 Phone Number: 1080
 Transmitter Location: West Highway 80
 Air Time: 15 hrs., 45 min. daily
 News Service: AP
 Transcription Service: Standard, Thesaurus
 Membership: NAB, BMB
 President: Clarence Scharbauer, Jr.
 Co-owner, Mrs. Ruth Scharbauer
 General-Station Manager: J. M. McDonald
 Commercial-Sales Promotion
 Manager: Gladys L. McDonald
 Program Director: Wayne M. Harrell
 Chief Announcer, Musical
 Director: David H. Cole
 Chief Engineer: Milton H. Sparks

K O R C

MINERAL WELLS

KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By: Alfred Achilles Carcanges
 Business Address: Box 31
 Phone Number: 319
 News Service: AP
 Transcription Service: Standard
 Owner-General Mgr.: Achilles Carcanges
 Asst. Manager: Jeri Brown
 Commercial-Promotion Mgr.: William H. Guy
 Program Director: Don Wilson, Jr.
 Asst. Commercial Manager: Raymond W. Crowl
 Chief Engineer: W. D. Pickett, Jr.

K V K M

MONAHANS—EST. 1947

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Monahans Bcstrs.
 Business Address: Box 297
 Phone Number: 438-439
 Studio Address: 317 St. Hoxie
 Transmitter Location: 1 mile W. on H'way 82
 Air Time: 7 a.m.-10:30 p.m.
 News Service: UP
 Transcription Service: Capitol
 Representative: Taylor-Howe Snowden
 Membership: NAB
 President, General Station
 Manager: Charles W. Stuckey
 Commercial-Sales Promotion
 Manager: James E. Stanton
 Program Director: William Cook
 Publicity Director: Miss Jackie Tipton
 Musical Director: Wayne Atkinson
 Chief Engineer: Forrest W. Tipton

K O S F

NACOGDOCHES—EST. 1947

KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Kelly Bell
 Business Address: P. O. Box 242
 Phone Number: 1230
 Studio Address: Lufkin Rd.
 Transmitter Location: Lufkin Highway, 1½
 miles S. of court house
 Air Time: 16 hrs. daily
 News Service: UP
 Transcription Service: Lang-Worsh
 Membership: NAB
 Owner, General Manager: Kelly Bell
 Station-Commercial Manager: Everett Johnston
 Chief Engineer: Tom Kenneson

K S F A

NACOGDOCHES—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By: Nacogdoches Bcstg. Co.
 Business Address: 1509 N St.
 News Service: AP
 Transcription Service: Standard
 President: Wilbur C. Fouts
 Commercial Manager: Morris M. McKnight
 Promotion Manager: Wilbur C. Fouts
 Program Director: Robert M. White

K E C K

ODESSA—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts, d.
 Owned-Operated By: Ector County Bcstg. Co.
 Business Address: Box 672
 Phone Number: 791

Studio Address 120 W. 3rd
 Transmitter Location W. Highway 80
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Standard, Associated.
 Lang-Worth, MacGregor
 Representative Donald Cooke
 Membership NAB, BMB
 President Ben Nedow
 General-Station Manager Jan King
 Commercial Manager Tom Magowan
 Sales Promotion Manager Virginia Hellin
 Program Director Bill Chambers
 Production Manager Glenn Hill
 Publicity Director Roy Elsner
 Chief Announcer John Vacca
 Musical Director Glenda Huffman
 Chief Engineer Jim Kimbrell
 Farm Editor John Howlette

K O S A

ODESSA—EST. 1947

CBS—SOUTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southwestern Bcstg. Co.
 Business-Studio Address 115 West Sixth St.
 Phone Number 4301
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol, SESAC
 Representative Taylor-Howe-Snowden
 President Paul Moss
 General-Station Manager Cecil L. Trigg
 Commercial Manager Robert Montgomery
 Sales Promotion Manager, Publicity
 Director Bruce McLaughlin
 Program Director John Guffey
 Production Manager, Chief
 Announcer Ed Costello
 Musical Director Charles Clary
 Chief Engineer James A. Simpson
 Oil News Editor John Braue

K R I G

ODESSA—EST. 1946

MBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Oil Center Bcstg. Co.
 Business-Studio Address 111 E. Fifth
 Phone Number 871-2
 Transmitter Location 8/10th miles S. of City
 limits on Crane Highway
 Air Time 18½ hrs. daily-16 hrs. Sun.
 News Service UP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB
 President R. O. Canon
 General-Commercial Manager A. C. Etter
 Chief Announcer, Musical Director Bob Evans
 Chief Engineer Paul E. Farmer

K O G T

ORANGE

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Sabine Area Bcstg. Corp.
 Business Address 407 Tenth St.
 Phone Number 4381
 News Service UP
 Transcription Service Associated, Capitol
 President J. Jacobs
 V. P. & General Mgr. Arthur P. Kay, Jr.
 Commercial Manager Floyd Murray
 Promotion Mgr.-Program Dir. Sam Leavitt
 Chief Engineer Arthur P. Kay, Jr.

K N E T

PALESTINE—EST. 1937

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Palestine Bcstg. Corp.
 Business-Studio Address 219 Municipal Bldg.
 Phone Number 8686
 Transmitter Location Jackson Hi-way
 Air Time 6 a.m.-12 N.
 News Service UP
 Transcription Service Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President Gordon B. McLendon
 General-Station Manager J. J. Brown
 Commercial Manager Dennis Sullivan
 Sales Promotion Manager LaVeda Wilbanks
 Program Director Marvin Crain
 Chief Engineer Melvin Wagner
 Farm Editor Art Mentor

K P D N

PAMPA—EST. 1936

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By C. H. Hoiles, Harry
 Hoiles and Jane Hailes Hardis
 Business Address Box 901
 Phone Number 1100-1
 Transmitter Location East of city limits
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Station Manager John Michel
 Program Director Ken Palmer
 Chief Engineer D. E. Smith

K P L T

PARIS—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Bcstg. Co.
 Business Address Corner S. Main W. Kaufman

Phone Number.....1124
 Studio Address.....Gibraltar Hotel
 Air Time...6 a.m. to 12 M. (125 hrs. weekly)
 News Service.....AP
 Membership.....NAB
 President.....A. G. Pat Mayse
 General Station Manager.....Boyd Kelley
 Commercial Manager.....Aubrey T. Harris
 Program-Production Manager, Publicity
 Director, Chief Announcer.....Bill Richie
 Chief Engineer.....Robert Harmon

KIUN

PECOS—EST. 1935

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney Hubbs
 Business-Studio Address.....316 S. Cedar St.
 Phone Number.....21
 Transmitter Location.....1.1 miles N. city, Old
 Carlsbad Road
 Air Time.....7 a.m.-10:15 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President-Partner.....Jack W. Hawkins
 Program Director, Production
 Manager.....W. D. Martin, Jr.
 Publicity Director.....Barney Hubbs
 Chief Engineer.....Harry Boehnemann

KVOP

PLAINVIEW—EST. 1943

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 Business-Studio Address.....Viegel Bldg.
 Phone Number.....1490
 Transmitter Location.....Wayland College
 Grounds, W. of Plainview
 Air Time.....6 a.m.-12-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Membership.....NAB, BMB
 President-Owner.....W. J. Harpole
 General Manager.....William T. Kemp
 Commercial Manager.....Rial L. Campbell
 Chief Engineer.....Carl Cook
 Farm Editor.....Larry Darley

KOLE

PORT ARTHUR—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126

Phone Number.....2-9436
 Studio Address.....Payne Bldg., 400 Fourth St.
 Transmitter Location.....New Beaumont High-
 way at 27th St.
 Air Time.....5:55 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Lang-Worth
 Membership.....NAB, BMB
 Chief Executives.....Socs Vraits, Mary Anne
 Petru
 General-Station Manager.....Socs Vraits
 Commercial Manager.....Gray Harrower
 Sales Promotion Manager.....Bob Wass
 Program-Publicity Director.....Hal Parikes
 Production Manager.....Mary Anne Petru
 Chief Announcer.....Harry Norman
 Chief Engineer.....Joe Miller

KPAC

PORT ARTHUR—EST. 1934

MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Port Arthur College
 Business-Studio Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Transmitter Location.....4 miles Southeast of
 Port Arthur
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Cole, Standard
 Membership.....NAB
 President, General Manager.....W. D. Mauldin
 Station Manager.....Marge Vickers
 Commercial Manager.....George Crouchet, Jr.
 Sales Promotion Manager.....Ruby Broyles
 Program Director.....Corinne Enos
 Production Manager.....Carrol Vines
 Publicity Director.....Anna Lee Barras
 Chief Engineer.....Morris Glenn Boatright

KGKL

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 960 Kc.....Powers: 5000 Watts, d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....2 miles Northwest of
 San Angelo
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....H. C. Ragsdale
 General-Station Manager.....Lewis O. Seibert
 Commercial Manager.....Robert Bradbury
 Program Director.....Evelyn Nettleton
 Chief Engineer.....Frank Jones

KTXL

SAN ANGELO—EST. 1945

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Westex Bcstg.
 Business Address P. O. Box 1565
 Phone Number 7183
 News Service AP
 Transcription Service Capitol
 General Manager Ingram S. Roberts
 Commercial Manager Mike Shapiro
 Program Director Jack Stelling
 Chief Engineer Jack Proctor

KABC

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By Alamo Bcstg. Co., Inc.
 Business-Studio Address Milam Bldg.
 Phone Number F-3126
 Transmitter Location Leon Valley
 Air Time 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Gene L. Cagle
 Station-Commercial Manager Bill Michaels
 Sales Promotion Manager, Publicity
 Director L. Jerry Spengler
 Program-Production Manager Harold Carr
 Chief Announcer James O. Wiggins
 Musical Director Miss Sybil Chastang
 Chief Engineer Joseph B. Faigh
 Farm Editor Barclay Russell

KCOR

SAN ANTONIO—EST. 1946

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Raoul A. Cortez
 Business-Studio Address 214 Broadway
 Phone Number Cathedral 1301
 Transmitter Location 314 Alta Cita St.
 Air Time 6 a.m.-Local Sunset
 News Service AP, UP
 Membership NAB
 President Raoul A. Cortez
 General-Station Manager Chas. F. Harris
 Commercial-Sales Promotion
 Manager Wm. P. Smythe
 Program Director Leonardo A. Astol
 (Spanish); Marvin F. Broyles (English)
 Chief Engineer Kenneth R. Hyman
 Farm Editor Jimmy Farmer

KITE

SAN ANTONIO—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Charles W. Belthrope
 Business Address Transit Tower
 Phone Number Fanning 0335
 News Service AP
 Representative Rambeau
 President-General Mgr. Charles W. Belthrope
 Program Director Alec Chesser, Jr.
 Chief Engineer L. E. Richards

KMAC

SAN ANTONIO—EST. 1926

MBS—THE TEXAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The Walmac Co.
 Business-Studio Address 222-224 W. Com-
 merce St.
 Phone Number Cathedral 6211
 Transmitter Location 319 Ave. A
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Cole,
 W. E. Long
 Representative John E. Pearson
 Membership NAB
 President, General-Station
 Manager Howard W. Davis
 Commercial Manager Earl J. Hawthorne
 Sales Promotion Manager, Publicity
 Director Shirley A. Minor
 Program Director, Production
 Manager A. S. Bessan
 Chief Announcer Bud Whaley
 Chief Engineer Charles L. Brady

KONO

SAN ANTONIO—EST. 1927

Frequency 1400 Kc. Power: 250 Watts
 Owned By Mission Bcstg. Co.
 Operated By Eugene J. Roth
 Business-Studio Address 317 Arden Grove
 Phone Number Fanning 5171
 Transmitter Location 317 Arden Grove
 Air Time 5 a.m.-12 M.; 6 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner Eugene J. Roth
 General Manager Jack L. Pink
 Assistant Station Manager Bob A. Roth
 Commercial Manager James M. Brown, Jr.
 Program Director Albert F. LaCoste
 Production Manager Robert F. Jenkins
 Publicity Director Jack Shoemaker
 Chief Announcer Raymond J. Hunt
 Musical Director Lewis C. Fay
 Chief Engineer George W. Ing

K T S A
SAN ANTONIO—EST. 1922
 CBS

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Sunshine Bcstg. Co.
 Business-Studio Address... Gunter Hotel
 Phone Number... Garfield 1251
 Transmitter Location... St. Hedwig Rd.
 Air Time... 6 a.m.-12 M.
 News Service... AP, UP
 Transcription Service... Lang-Worth, SESAC,
 Thesaurus
 Representative... Taylor-Howe-Snowden
 Membership... NAB, BMB
 President... Gene A. Howe
 General-Station Manager... George W. Johnson
 Commercial Manager... Rex Preis
 Sales Promotion Manager, Publicity
 Director... Bill Lamar
 Program Director... Merrill Myers
 Chief Announcer... Pat White
 Chief Engineer... W. G. Egerton

W O A I

SAN ANTONIO—EST. 1922
 NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power 50000 Watts
 Owned-Operated By... Southland Industries,
 Inc.
 Address... 1031 Navarro Street
 Phone Number... Garfield 4221
 Transmitter Location... Selma, Texas
 Air Time... 5:45 to 12 midnight
 News Service... AP, INS, UP
 Transcription Service... Standard, Capitol
 Membership... NAB, BMB
 Chairman of Board... G. A. C. Hallf
 Pres. and Gen. Mgr... Hugh A. L. Hallf
 Asst. Gen.-Commercial Mgr... Jack Keasler
 Program Director... Monte Kleban
 Promotion Manager... Arthur L. Forrest
 Tech. Director... Charles Jeffers

K R R V

SHERMAN-DENISON—EST. 1936
 MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By... Red River Valley Bcstg.
 Corp.
 Business Address... 421 N. Crockett St. (Sher-
 man)—Fannin & Owing (Denison)
 Phone Number... Sherman 201; Dennison 423
 Studio Address... Sherman, Tax. & Denison,
 Tex.
 Transmitter Location... Highway 75, between
 Sherman & Denison
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... World, Thesaurus

Representative... John E. Pearson
 Membership... NAB, BMB
 President... G. H. Wilcox
 Manager... Sherman Studio, L. L. Hendrick
 Manager... Denison Studio, B. V. Hammond, Jr.
 Program Director... W. E. Wilcox
 Chief Engineer... T. E. Spellman

K T A N

SHERMAN—SET. 1947

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Operated By... Denison Bcstg. Corp.
 Business Address... Sherman, Tex.
 Phone Number... 2910
 News Service... AP
 Owners... E. S. Scarborough,
 Joel Carro
 Commercial-Promotion Mgr... Otis McKinzie
 Program Director... E. S. Scarborough
 Chief Engineer... Stafford Davis

K D W T

STAMFORD—EST. 1947
 MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... David W. Ratliff
 Business Address... Stamford, Texas
 Phone Number... 840
 Studio-Transmitter Location... Highway 380
 Air Time... 7 a.m.-10 p.m.
 News Service... AP
 Transcription Service... Keystone
 Representative... Cox & Tanz
 President, General Mgr... David W. Ratliff
 Program-Publicity Director,
 Production Manager... Richard Embody
 Farm Editor... J. D. Fulcher

K S T V

STEPHENVILLE—EST. 1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By... Doyle E. Collup
 Business Address... Box 34
 Phone Number... 950
 News Service... UP
 Transcription Service... Lang-Worth
 Owner-General Manager
 Chief Engineer... Doyle E. Collup
 Commercial Manager... Maidee McNamara
 Program Director... Marilyn Rocquemore

K S S T

SULPHUR SPRINGS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hopkins County Bcstg.
 Co.
 Business Address... Pulley Bldg.

KXOX

SWEETWATER—EST. 1939

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Sweetwater Radio, Inc.
 Operated By: J. Harley Hubbard
 Business-Studio Address: P. O. Box 570
 Phone Number: 2341
 Transmitter Location: Roby Highway 70
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, Cole
 President-Owner: J. S. McBeath
 General-Station Manager: J. Harley Hubbard
 Commercial Manager: Elwood Fritsch
 Program Director: Zeb Williams
 Chief Announcer: Doyce Elliott
 Chief Engineer: J. T. Allen

KTEM

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bell Bcstg. Co., Inc.
 Business-Studio Address: Kyle Hotel
 Phone Number: 5252
 Transmitter Location: 1/2 mile north Temple
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NAB, BMB
 President: Frank W. Mayborn
 General Manager: Burton Bishop
 Station Manager: C. F. Whitesides, Jr.
 Commercial Manager: J. E. Callaway
 Sales Promotion Manager: Keith Tye
 Program Director: Jim Hairgrove
 Publicity Director: Arne Eckstrom
 Chief Engineer: Homer H. Cook

KCMC

TEXARKANA—EST. 1932

ABC—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KCMC, Inc.
 Address: Gazette News Bldg.
 Phone Number: 832
 Air Time: 6 a.m. to 12 p.m.
 News Service: AP
 Transcription Service: Thesaurus, SESAC
 Representative: Taylor-Howe Snowden
 Membership: NAB, BMB
 General Manager: Frank O. Myers
 Commercial Manager: Thomas Dillahunty
 Promotion Manager: Donald H. Myers
 Program Director: Herman Cecil
 Chief Engineer: Harvey Robertson

KTFS

TEXARKANA—EST. 1946

MBS—RAZORBACK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Texarkana Bcstg. Co.
 Business-Studio Address: 409 1/2 Stateline Ave.
 Phone Number: 867-8
 Transmitter Location: S. Robinson Rd.
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: World
 Membership: NAB
 General-Commercial Mgr.: David M. Segal
 Sales Promotion Manager: Kurt Leichter
 Program Director: Les Eugene
 Production Manager: Norman Bale
 Chief Engineer: Henry N. Fones

KGKB

TYLER—EST. 1930

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: East Texas Bcstg. Co.
 Business-Studio Address: 115 S. College
 Phone Number: 1106-7
 Air Time: 5:30 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard, Lang-Worth, Cole
 Representative: Gene Grant, John E. Pearson
 Membership: NAB, BMB
 President, General-Station Mgr.: Jas. G. Ulmer
 Sales Promotion Manager: James G. Ulmer, Jr.
 Production Manager: John W. Reavley
 Program Director, Farm Editor: J. Edwin Smith
 Production Manager: John W. Reavley
 Publicity Director: Martha Hancock
 Chief Engineer: John B. Sheppard

KRST

TYLER—EST. 1947

Frequency: 1530 Kc. Power: 1000 Watts d.
 Owned-Operated By: Rose Capital Bcstg. Co.
 Business Address: 118 W. Dabbs

KTBB

TYLER—EST. 1947

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Operated By: Blackstone Bcstg. Co.
 Business Address: Blackstone Hotel
 Phone Number: 7010
 News Service: AP
 Transcription Service: Thesaurus
 Director: S. H. Bathwell
 General-Commercial Mgr.: M. E. Danbom
 Program Director: Lawrence Birdsong, Jr.
 Asst. Manager: David Bothwell
 Chief Engineer: R. A. Wieman

KVOU

UVALDE—EST. 1947

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Uvalde Bcstrs.
 Operated By Edward J. Harpole
 Business-Studio Address 1490 Batesville Rd.
 Phone Number 717
 Air Time 6:45 a.m.-10 p.m.
 Transcription Service Keystone
 Representative Homer Griffith
 Membership NAB
 President-General Mgr. Edward J. Harpole
 Station Manager Needham Cain
 Commercial Manager William T. Kemp
 Program Director Joe Watson, Jr.
 Publicity Director Needham Cain
 Chief Engineer Sam Barker

KVWC

VERNON

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Bcstg. Co.
 Business Address 1813 Wilbarger St.
 Phone Number 1048
 Transmitter Location One mile due E. of
 courthouse on highway
 Air Time Unlimited
 News Service AP
 Transcription Service Keystone
 President R. H. Nichols
 General Manager W. D. Dixon
 Commercial Manager Howard Kelly
 Program Director Bob Hardison
 Production Manager Ted Stafford
 Chief Engineer Herman Ridgway

KVIC

VICTORIA—EST. 1939

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Radio Enterprises, Inc.
 Operated By J. G. Long
 Business-Studio Address Box 725
 Phone Number 1106-1107
 Transmitter Location 2 miles out on the Cue-o
 Highway
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President-Owner J. G. Long
 General Manager Verne Trembley
 Station Manager Robt. Tharp
 Commercial Manager R. E. Norton
 Program Director Jim Trueheart
 Musical Director, Chief Engineer Bob McCown
 Farm Editor Sam Taylor

KWTX

WACO—EST. 1941

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated KWTX Bcstg. Co., Inc.
 Business-Studio Address 108½ S. 6th St.
 Phone Number 5770
 News Service AP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB
 President Gov. Beauford H. Jester
 General Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Sales Promotion Manager Nat Tannenbaum
 Program Director Gerry Lansing
 Production Manager Robert Charles
 Publicity Director Rex Bowden
 Chief Engineer Leo Burch

WACO

WACO—EST. 1922

ABC—TEXAS STATE NETWORK

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Frontie Bcstg. Co.
 Business-Studio Address Amicable Bldg.
 Phone Number 9315
 Air Time 18 hrs. daily
 News Service AP
 Representative Hayes & Hayes, Weed
 Membership NAB, BMB
 General-Station Manager R. E. Lee Glasgow
 Commercial Manager Stanley Wilson
 Program-Musical Director Bob Walker
 Publicity Director Mike Rinehart
 Chief Engineer Jesse H. Dove

KRGV

WESLACO—EST. 1927

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Business-Studio Address 201 Border St.
 Phone Number 375-6
 Transmitter Location 201 Border St.
 Air Time 5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Executive General Manager O. L. Taylor
 General Manager Byron W. Ogle
 Assistant Manager Dick Watkins
 Commercial Manager Phil Dixon
 Sales Promotion Manager Ted Cressner
 Program Director Dick Howell
 Publicity Director Thelma Pearce
 Chief Engineer O. L. Hartwig

KWFT

WICHITA FALLS—EST. 1939

CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KWFT, Inc.
 Business Address Box 420
 Phone Number 4182-3
 Studio Address Kemp Hotel
 Transmitter Location 3½ miles W. of City
 Air Time 5:43 a.m.-11:10 p.m.
 News Service UP
 Transcription Service Standard, Thesaurus, Cole
 Representative Paul H. Raymer
 Membership NAB, BMB
 President, General-Station
 Manager Kenyon Brown
 Commercial Manager Sherrill Edwards
 Assistant Manager A. L. Pierce
 Program Director Mott Johnson

Musical Director Lillie Mae Comiskey
 Chief Engineer Herbert T. Wiley
 Farm Editor Carter McGregor

KFDX

WICHITA FALLS—EST. 1947

Frequency: 990 Kc. Power: 5000 Watts d.; 1000 n.
 Owned-Operated By Darrold A. Cannan
 Business Address City Nat'l Bank Bldg.
 Phone Number 2-8668
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 President Darrold A. Cannan
 General Manager Charles E. Clough
 Commercial-Promotion Mgr. Arthur Busbey, Jr.
 Program Director Syd Grayson
 Chief Engineer John Adams

UTAH

*Estimated Population 637,000—% Increase +15.8—Radio Homes 154,654
 Farms with Radios 20,173—Stations in State 17*

KBUH

BRIGHAM—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By S. L. Stephens, Sr.
 Business Address Forest St.
 News Service UP
 Transcription Service Capitol
 Chief Owner S. L. Stephens
 General Manager Ken Housman
 Promotion Manager Sam Stephens, Jr.
 Program Director Kenneth King

KVNU

LOGAN—EST. 1938

MBS—INTERMOUNTAIN NETWORK—KBS
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cache Valley Bcstg. Co.
 Business-Studio Address 1393 N. Main St.
 Phone Number 1400
 Transmitter Location P. O. Box 264
 Air Time 6 a.m.-12 p.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BMB
 President Herschel Bullen
 General-Station-Commercial Sales Promotion
 Manager, Publicity Director, Farm
 Editor Reed Bullen
 Program Director Arthur Higbee
 Production Manager Richard Barber
 Chief Announcer Thomas Wayman
 Chief Engineer Carrell Secrist

KSUB

CEDAR CITY—EST. 1937

CBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Southern Utah Bcstg. Co.
 Business-Studio Address Hotel El Escalante,
 189 North Main St.
 Phone Number 398-9
 Transmitter Location 591 West 2 South
 Air Time 7 a.m.-10 p.m.
 Transcription Service KBS
 Membership NAB, BMB
 President-Owner Ivor Sharp
 General Manager Lennox Murdoch
 Resident Manager Roscoe A. Grover
 Program Director, Farm
 Editor Richard B. Pratt
 Musical Director Roy L. Halvorsen
 Chief Engineer Hurschell G. Urie

KLO

OGDEN—EST. 1929

MBS—INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned-Operated By Interstate Bcstg. Corp.
 Business-Studio Address Ben Lomond Hotel
 Phone Number 5721
 Transmitter Location Kaneshville
 Air Time 6 a.m.-12 M

News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership BMB
 President, General Mgr. A. L. Glasmann
 Station Manager George B. Morgan
 Commercial-Sales Promotion
 Manager Art M. Mortensen
 Program Director, Production
 Manager Collin W. Lowder
 Publicity Director James E. Muse
 Chief Announcer Charles Rashall
 Musical Director Mel Standage
 Chief Engineer Wayne T. Boothe

KOPP

OGDEN—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts
 Owned-Operated By James B. Littlejohn
 Business-Studio Address W. 12th St.
 Phone Number 4223 & 5822
 Air Time Local Sunrise Local Sunset
 News Service AP
 Transcription Service Associated
 Representative Homer Griffith
 Membership NAB
 President-Owner, General-Station
 Manager James B. Littlejohn
 Commercial-Sales Eddie Denkema
 Production Manager,
 Chief Announcer Cliff Owen
 Publicity Director Gil Henry
 Musical Director Forrest Kyle
 Chief Engineer Robert Sevy

KVGG (CP)

OGDEN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By United Bcstg. Co.
 Business Address P. O. Box 325
 President-General Mgr. Arch G. Webb

KOAL

PRICE—EST. 1936

MBS—INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Eastern Utah Bcstg. Co.
 Business-Studio Address P. O. Box 591
 Phone Number Price 200
 Transmitter Location P. O. Box 591
 Air Time 6:30-11 p.m.
 News Service UP
 Representative Avery-Knodel
 Membership NAB
 President, General-Station-Sales Promotion
 Manager, Program Director Jack Richards
 Asst. Mgr.-Prod. Mgr. Carl P. Wolfrom
 Chief Engineer Leo. E. Reid

KCSU

PROVO—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Central Utah
 Broadcasting Co.
 Business Address P. O. Box 627
 Phone Number 2802
 Transmitter Studio University Ave. at 12th So.
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 President-Co-owner-Commercial
 Manager Frank A. Van Wagenen
 General Manager-Co-owner,
 Station Manager Harold E. Van Wagenen
 Program Director Lawson S. C. Davies
 Chief Engineer Dowden Salisbury

KNEU (CP)

PROVO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lester R. Taylor
 Business Address 109 N. 4th West

KOVO

PROVO—EST. 1938

MBS—INTERMOUNTAIN NETWORK

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680-1
 Transmitter Location 17th S. & Seventh W.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President, General-Station
 Manager Clifton A. Tolboe
 Commercial Manager S. Garn Carter
 Sales Promotion Mgr. Mack B. Cunningham
 Program Director LaThair H. Curtis
 Chief Engineer Henry Keyes

KSVC

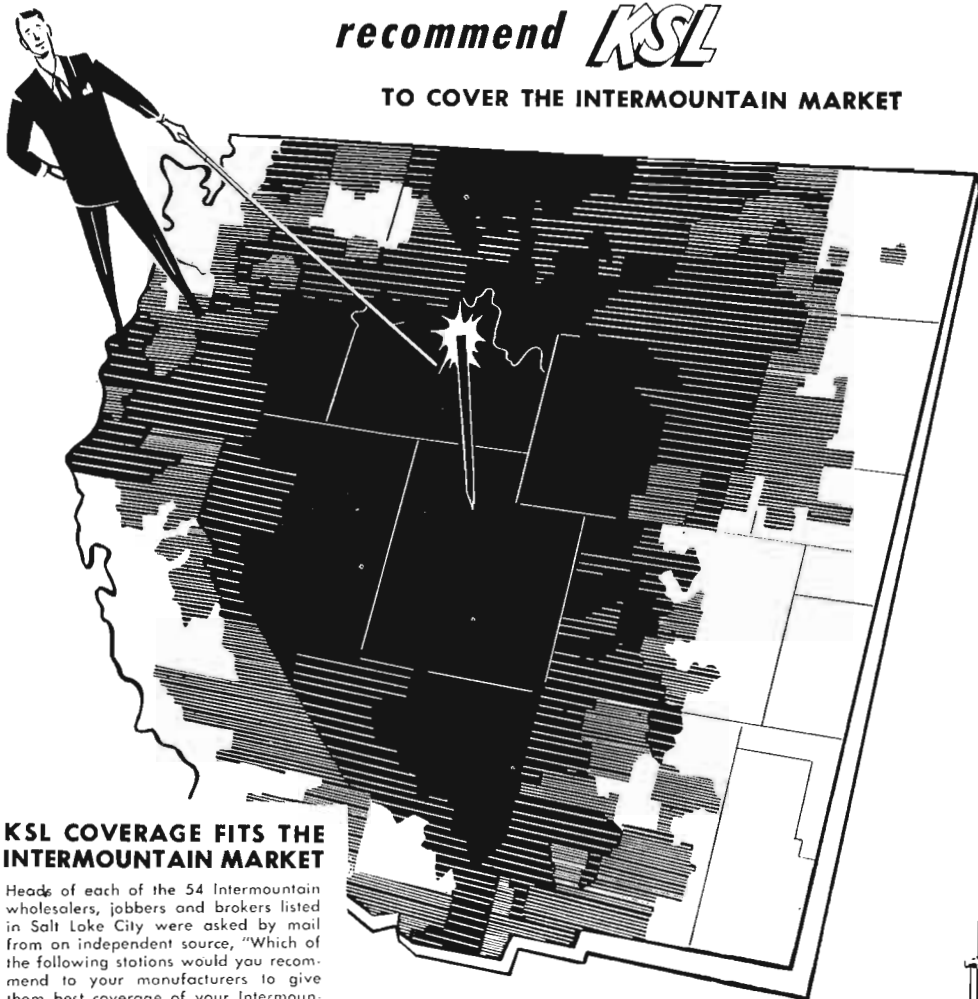
RICHFIELD—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address Richfield, Utah
 Phone Number 690
 News Service UP
 Transcription Service World
 President William L. Warner
 Gen.-Commercial Mgr. William L. Warner, Jr.
 Promotion Mgr.-Program Dir. Art Tucker
 Chief Engineer David I. Hansen

4 out of 5 Salt Lake Wholesalers

recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET



KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY



REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS

KALL

SALT LAKE CITY—EST. 1945

MBS—INTERMOUNTAIN NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Salt Lake City Bcstg.
Co., Inc.

Business-Studio Address... 248 S. Main St.
Phone Number 4-1843
Transmitter Location... 386 West Gregson Ave.
Air Time 6 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Associated, Mac-
Gregor, Cole

Representative Avery-Knodel
Membership BMB
President George C. Hatch
Executive Vice-President,

Manager Alvin G. Pack
Commercial Manager Thomas H. Anderson
Sales Promotion Manager John H. Hinckley
Program Director Craig Rogers
Production Manager, Chief

Announcer Vern Bruggeman
Publicity Director Jack Goodman
Musical Director Earl Donaldson
Chief Engineer Stanley Benson
Farm Editor Stanley C. Farnsworth

KDYL

SALT LAKE CITY—EST. 1922

NBC—UTAH-IDAHO NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By... Intermountain Bcstg.
Corp.

Business-Studio Address... Tribune-Telegram
Bldg. & KDYL Playhouse, 68 Regent St.

Phone Number 5-2991
Transmitter Location 10th W. & 33rd S.
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service World, Thesaurus
Representative John Blair
Membership NAB, BMB
President, General-Station Mgr. S. S. Fox
Commercial Manager George A. Provol
Sales Promotion Manager Emerson Smith
Program Director, Chief

Announcer K. W. Richins
Production Manager Dan Rainger
Publicity Director Del Leeson
Musical Director Eugene Jelesnik
Chief Engineer John M. Baldwin
Farm Editor Will Wright

KNAK

SALT LAKE CITY—EST. 1945

Frequency 1400 Kc. (CP-1280 Kc)

Power 250 Watts (CP 500 Watts)
Owned-Operated By Granite District Radio
Broadcasting Co.

Business-Studio Address 29 Continental Bank
Bldg.

Phone Number 58113 & 59125
Transmitter Location 1016 W. 8th S.
Air Time 6:30 a.m.-2 a.m.
News Service AP
Transcription Service Lang-Worth
Representative W. S. Grant Co.
President Howard D. Johnson
General-Station Mgr. Richard F. Connor
Commercial Manager Ray Noll
Sales Promotion Mgr. Howard M. Buchman
Program Director Edward G. Black
Production Manager Albert R. Collins
Publicity Director-Musical

Director Charlotte R. Kapsa
Chief Announcer R. E. O'Brien
Chief Engineer Myron E. May

KSL

SALT LAKE CITY—EST. 1924

CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By Radio Service Corp. of
Utah

Business-Studio Address 10 S. Main St.
Phone Number 5-4641
Transmitter Location Saltair, Utah
Air Time 20 hrs. daily
News Service AP, UP
Transcription Service Capitol, Associated
Representative Radio Sales
Membership NAB, BMB
President J. Reuben Clark, Jr.
Vice-President-General Mgr. Ivor Sharp
Ex. Asst. Ralph W. Hardy, Public Affairs;
C. Richard Evans

Commercial Manager F. B. McLatchy
Sales Promotion Manager, Publicity
Director Ray Bergman
Program Director, Production

Manager Eugene Halliday
Chief Announcer Paul Royall
Musical Director Lowell Durham
Chief Engineer C. Richard Evans
Farm Editor El Von Orme

KUTA

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN BCSTG. SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Utah Bcstg. & Television
Co.

Business-Studio Address.....29 S. State St.
 Phone Number.....3-2737
 Transmitter Location.....N. Salt Lake
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard, Lang-Worth,
 World
 Representative.....Katz
 Membership.....NAB, BMB
 President, General-Commercial
 Manager.....Frank C. Carman
 Station Manager, Program Director,
 Production Manager.....Ray Fadel
 Sales Promotion Manager,
 Publicity Director.....Al Thomas
 Chief Announcer.....Marshall Small
 Musical Director.....Ed Stoker, Jr.
 Chief Engineer.....C. Wendell Bell
 Farm Editor.....Eugene Miller

K J A M

VERNAL—EST. 1946

FRONTIER BCSTG. SYSTEM—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Utah Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Vernal
 Phone Number.....494 & 495
 Transmitter Location.....Hotel Vernal
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....W. S. Grant
 President.....James C. Wallentine
 General Manager.....Howard D. Johnson
 Station Manager, Program
 Director.....Leland E. Walker
 Commercial Manager.....Grant E. Parry
 Chief Engineer.....Erwin W. Boeller

VERMONT

*Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584
 Farms with Radios 21,305—Stations in State 7*

W C A X

BURLINGTON—EST. 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.....6 a.m.-12:05 a.m.; 8 a.m.-11:30
 p.m. Sun.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB
 President, General-Station
 Manager.....C. P. Hasbrook
 Commercial-Sales Promotion
 Manager.....John D. Swan
 Publicity Director, Farm
 Editor.....Lawrence F. Killick
 Chief Engineer.....James W. Tierney

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Vermont Bcstg. Corp.
 Business-Studio Address.....633 Main St.
 Phone Number.....5400-5401
 Transmitter Location.....633 Main St.
 Air Time.....17 hrs. daily
 News Service.....AP

Transcription Service.....NBC, Thesaurus
 Representative.....Joseph Hershey McGillvra;
 Bertha Bannan
 Membership.....NAB
 Station Manager.....A. E. Spokes
 Commercial Manager.....T. R. Morrow
 Program Director.....Val Carter
 Production Manager.....He-b Davis
 Musical Director.....Frank House
 Chief Engineer.....John C. Quill
 Farm Editor.....Bill Brennan

W S K I

MONTPELIER-BARRE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor-Jacobs
 Business Address.....Union Mutual Bldg.
 Phone Number.....1740
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter
 Business Manager.....Carl R. Taylor
 Commercial Manager.....B. M. Jacobson
 Promotion Manager.....E. Dean Finney
 Program Director.....Robert Bamnon
 Chief Engineer.....James F. McKernan

W H L W (CP)

RUTLAND

Frequency: 1000 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Herbert L. Wilson

W S Y B

RUTLAND—EST. 1930

MBS—YANKEE NETWORK—KBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Operated By: Philip Weiss Music Co.
 Business-Studio Address: 80 West St.
 Phone Number: 1247
 Transmitter Location: Creek Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Joseph Hershey McGillivra
 Membership: NAB, BMB
 President, General-Station- Commercial
 Manager: Philip Weiss

W W S R

ST. ALBANS—EST. 1931

KBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Operated Bq: Vermont Radio Corp.
 Address: 32 N. Main St.
 Phone Number: 1390
 Transmitter Location: Swanton Road
 Air Time: Local sunrise-local sunset

Transcription Service: World
 Representative: Walker
 News Service: UP
 President: Lloyd Squier
 General Manager: Warren Marsden
 Program Director: Stuart Perry
 Chief Engineer: Theodore Boisvert

W D E V

WATERBURY—EST. 1931

MBS—YANKEE NETWORK—KBS

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: L. 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
 Membership: NAB, BMB
 President-Owner, General-Station
 Manager: L. E. Squier
 Commercial Manager, Program Director,
 Chief Announcer: Thomas L. Dodd, Jr.
 Production Manager: Craig S. Parker
 Chief Engineer, Farm Editor: Harold M. Grout

VIRGINIA

*Estimated Population 3,019,000—% Increase +12.7—Radio Homes 575,518
 Farms with Radios 104,762—Stations in State 41*

W P I K

ALEXANDRIA—EST. 1945

Owned-Operated By: Potomac Bcstg. Corp.
 Business Address: P. O. Box 298
 Phone Number: Overlook 3000
 Studio Address: Hotel George Mason
 Transmitter Location: Telegraph Rd., Fairfax
 County, Va.
 Air Time: Local Sunrise-Local Sunset
 Transcription Service: Lang-Worth, World
 Representative: Friedenber
 President, General-Station Manager,
 Program Director: Howard B. Hayes
 Commercial-Sales Promotion
 Manager: Henry Z. Ungar
 Production Manager, Musical
 Director: Herbert Deberry
 Chief Announcer: Tony Howard
 Vice-President, Chief
 Engineer: Carl L. Lindberg

Owned-Operated By: Northern Virginia Bcstg.,
 Inc.
 Business Address: Box 391, Arlington, Va.
 Phone Number: Owens 7800
 Studio Address: 3102 - 10th Rd. N.
 Transmitter Location: Baileys Crossroads, Va.
 Air Time: Local Sunrise-Local Sunset
 News Service: UP
 Transcription Service: Capitol, Standard
 Representative: Burn-Smith
 Membership: NAB
 President: R. Kilbourne Castell
 Sec.-General Counsel: Frank U. Fletcher
 Station Manager: Raymond W. Baker
 Commercial Manager: William W. Jefferay
 Traffic Manager: Mary Coury
 Musical Director: Millicent Thomas
 Chief Engineer: Earl Merryman
 Farm Editor: Connie B. Gay
 Frequency: 730 Kc. Power: 1000 Watts

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc. Power: 1000 Watts

W E A M

ARLINGTON—EST. 1947

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Arlington-Fairfax Bcstg.
 Co., Inc.

Business-Studio Address..... Radio Building
 Phone Number..... OWens 7100
 Transmitter Location..... 19th and Frederick
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Washington City News Service
 Transcription Service.. Associated, Lang-Worth
 Representative..... Adam J. Young
 Membership..... NAB, BMB
 President..... J. Maynard Magruder
 General-Commercial Mgr.. Raymond Brown, Jr.
 Station-Sales Promotion Manager.
 Publicity Director..... Howard Stanley
 Program Director, Production Manager,
 Chief Announcer..... Matthew Warren
 Musical Director..... David Hill
 Chief Engineer..... Richard Washington
 Farm Editor..... Jerry Strong

W K L V

BLACKSTONE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Frank H. Wagner

W C Y B

BRISTOL—EST. 1946

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By..... Appalachian Bcstg.
 Corp.
 Business-Studio Address.. Cumberland & Front
 St.
 Phone Number 3560
 Transmitter Location.. Bristol, Va., Wallace Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Transcription Service.. Associated, Thesaurus
 Membership..... NAB
 General Manager, Chief
 Engineer..... R. H. Smith
 Sales Manager..... J. Fey Rogers
 Program Director..... Warren Wright
 Chief Announcer..... Tom Dunn
 Musical Director..... Ralph Randall

W F H G

BRISTOL—EST. 1947

MUTUAL NETWORK

Frequency: 860 Kc.....Power: 1000 Watts
 Owned By..... Blanfox Radio Co., Inc.
 Operated By..... R. B. Helms
 Business Address..... Radio Station WFHG,
 Hotel Bristol
 Phone Number 3620
 Studio Address.. Hotel Bristol, Corner Cumber-
 land and Moore Sts.
 Transmitter Location..... Shell Plant Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Transcription Service Standard

Membership NAB
 President..... R. B. Helms
 General-Station Manager.. William J. Thomas
 Commercial Sales Promotion
 Manager..... J. L. Boling
 Program Director, Production Manager,
 Publicity Director..... Eva Moore
 Chief Announcer..... Sidney Tear
 Musical Director Lee Goeller
 Chief Engineer..... John Hughlett
 Farm Editor..... Herm Rose

W C H V

CHARLOTTESVILLE—EST. 1934

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Barham & Barham
 Business-Studio Address.. 4th & E. Market Sts.
 Phone Number..... Charlottesville 2500
 Transmitter Location.. Richmond Rd. (Route 250
 E.)
 Air Time..... 6:30 a.m.-M.; 7:55 a.m. Sun.
 News Service..... AP
 Transcription Service..... NBC, Thesaurus
 Representative..... Cox & Tans
 Membership..... NAB, BMB
 President..... Charles Barham, Jr.
 Commercial-Sales Promotion Manager,
 Program Director..... Randolph Bean
 Chief Announcer..... Carl S. Goodwin
 Musical Director..... Fred A. Dabney, Jr.
 Chief Engineer..... Walter W. Gray
 Farm Editor..... Norman Kelsey

W KEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Earl M. Key
 Business-Studio Address..... 219 W. Main St.
 Phone Number 840
 Transmitter Location..... Clifton Forge Rd.
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service World
 Membership..... NAB, BMB
 Owner, General-Station Mgr..... Earl M. Key
 Commercial Manager..... William P. Mitchell
 Sales Promotion Manager,
 Publicity Director..... Kenneth L. Bryant
 Chief Announcer, Musical Dir.. John Lee Davis
 Program Director..... T. Carroll Harrison
 Chief Engineer..... Lawrence L. Kennedy

W S V S

CREWE—EST. 1947

KBS

Frequency: 60 Kc.....Power: 1000 Watts
 Owned-Operated By..... Southern Va. Bcstg.
 Corp.

Business-Studio Address.....117 Carter St.,
 Crewe; Herald Bldg., Farmville; 121 N. Main
 St., Blackstone
 Phone Number3192
 News Service.....AP
 Transcription Service.....World, Keystone
 MembershipNAB
 President.....C. S. Willis
 General Manager.....Maxey E. Stone
 Program Director.....Robert W. Hutchison
 Chief Engineer.....C. E. Wilson

W B T M
 DANVILLE—EST. 1930
 ABC

Frequency: 1330 Kc. Power: 500 W., 1000 w.n.
 Owned-Operated By...Piedmont Bcstg. Corp.
 Business-Studio Address.....Hotel Danville
 Phone Number2350
 Transmitter Location.....Sandy Creek
 Air Time.....6a.m.-12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth, NBC
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....L. N. Dibrell
 General-Station Mgr.....R. Sanford Guyer
 Commercial Manager.....E. G. Gardner
 Sales Promotion Manager.....A. C. Evans
 Program Director.....Milton Adams
 Production Manager.....Ray Schreiner
 Chief Engineer.....Lyle Motley

W D V A
 DANVILLE—EST. 1947
 MBS

Frequency: 1250 Kc. Power: 5000 Watts, d.;
 1000 Watts, n.
 Owned-Operated By...Virginia-Carolina Bcstg.
 Corp.
 Business-Studio Address..American National
 Bank Building
 Phone Number5300
 Transmitter Location..Route 6, Martinsville Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Walker Co.
 Membership.....NAB, FMA
 President.....J. D. Pruitt
 General Manager.....Walter M. Windsor
 Commercial-Assistant General
 Manager.....William P. Hefferman
 Program Director.....Charles J. Holmes
 Continuity Director.....Virginia Murphy
 Musical Director.....Clark McClellan
 Chief Engineer.....Albert H. Carr
 Farm Editor.....Frank B. Raymond

W F L O

FARMVILLE—EST. 1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Colonial Bcstg. Corp.
 Business Address.....P. O. Box 242
 Phone Number600
 News Service.....UP
 Transcription Service...NBC, Cole, Associated
 President.....Carla B. Keys
 Gen.-Comm. Mgr.....James C. Wilson
 Program Director.....Louis E. Hubbard Jr.
 Chief Engineer.....Charles K. Chrismon

W F V A

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Fredericksburg Bcstg.
 Corp.
 Business Address.....P. O. Drawer 269
 Phone Number1261
 Studio Address.....528 Wolfe St.
 Transmitter Location.....King's Highway
 Air Time.....Unlimited
 Transcription Service.....Lang-Worth
 V-Pres. & Gen'l Mgr.....Richard F. Lewis, Jr.
 Station & Com'l Mgr.....Walter F. Harris, Jr.
 Chief Engineer.....W. S. Candler

W F T R

FRONT ROYAL—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Sky Park Bcstg. Corp.
 Business Address.....Front Royal
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....H. F. Minter
 Gen. Mgr.-Chief Engineer.....Warren S. Bell

W B O B

GALAX—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Carroll-Grayson Bcstg.
 Corp.
 Business-Studio Address.....Poplar Knob Rd.
 Phone Number300
 Transmitter Location.....Poplar Knob
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Membership.....NAB
 President.....Robert V. Morris
 General-Station Manager, Chief
 Engineer.....Carl E. Duckett
 Commercial Manager.....Joseph P. Crockett
 Program Director.....Muriel M. Bell
 Production Manager.....J. W. White, Jr.
 Publicity Director.....W. Edward Boyer

W S V A

HARRISONBURG—EST. 1935

NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Shenandoah Valley
 Bcstg. Corp.
 Business-Studio Address: Newman Bldg.
 Phone Number: Harrisonburg 550 & 875
 Air Time: 6 a.m. to Local Sunset
 News Service: UP
 Transcription Service: NBC, Thesaurus
 Representative: R. B. Harrington
 Membership: NAB, BMB
 President, Gen. Mgr.: Frederick L. Allman
 Commercial Manager: Robert B. Harrington
 Program Director: Richard H. Johnson
 Chief Engineer: Warren L. Braun

W L V A

LYNCHBURG—EST. 1930

ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By: Lynchburg Bcstg. Corp.
 Business-Studio Address: Allied Arts Bldg.
 Transmitter Location: West of Lynchburg
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, BML, Lang-
 Worth
 Membership: NAB, BMB
 President: Edward A. Allen
 General-Station Manager: Philip P. Allen
 Commercial Manager: Joseph F. Wright, Jr.
 Chief Announcer: Wayne Tyler
 Musical Director: Jimmy McNeely
 Chief Engineer: John T. Orth
 Farm Editor: Joseph B. Roberts

W W O D

LYNCHBURG—EST. 1947

MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Old Dominion Bcstg.
 Corp.
 Business Address: P. O. Box 918
 Phone Number: 7000
 Studio Address: 10th & Main Sts.
 Transmitter Location: Boonsboro Rd.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: David H. Dillard
 General-Station Manager: Jack Weldon
 Commercial-Sales Promotion
 Manager: Everette Weaver
 Program-Publicity Director: Jay Seibel
 Production Manager: Norman Simpson
 Musical Director: Walter Stamm
 Chief Engineer: Forest Pinkerton

W M V A

MARTINSVILLE—EST. 1941

NBC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Martinsville Bcstg. Co.,
 Inc.
 Business Address: Martinsville, Va.
 Phone Number: 2152
 Studio-Transmitter Location: Figsboro Rd.
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Membership: NAB
 President: William C. Barnes
 General-Station Manager: John W. Shultz
 Commercial-Sales Promotion Manager,
 Publicity Director: Charles F. Adams
 Program Director: Barbara Harding
 Musical Director: Paul E. Zimmerman
 Chief Engineer: Dewey W. Muse

W G H

NEWPORT NEWS—EST. 1928

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Hampton Roads Bcstg.
 Corp.
 Business-Studio Address: Portlock Bldg., Nor-
 folk, Va. Warwick Hotel, Newport News, Va.
 Phone Number: Norfolk 2-7031; Newport
 News 7-1312
 Transmitter Location: Boat Harbor, End Jeffer-
 son Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Raymond B. Bottom
 General Manager, Vice-Pres., General-
 Station Manager: Edward E. Bishop
 Commercial Manager: Edward E. Edgar
 Sales Promotion Manager: Joe Brown
 Program Director: Jack A. Black
 Chief Engineer: Charles A. Runyan

W H Y U

NEWPORT NEWS—EST. 1947

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By: Eastern Bcstg. Corp.
 Business Studio Address: 114-24th St.
 Phone Number: 31632
 Transmitter Location: Newport News, Va.
 Air Time: Local Sunrise-Local Sunset
 News Service: UP
 Transcription Service: Lang-Worth, SESAC
 President: Dr. J. A. Gill
 General-Station Manager: Ed Harris
 Commercial Manager: F. A. McMahon
 Sales Promotion Manager: E. M. Hutton
 Program Director: A. Boyd Harrier, Jr.
 Chief Engineer: Orville K. Gibboney

WCAV

NORFOLK—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By... Cavalier Bcstg. Corp.
 Business Address... Helena Bldg.
 Phone Number... 23266
 News Service... UP
 Transcription Service... Associated, Standard
 President... Joseph Light
 Secy-Gen. Mgr... Irving M. Kipnes
 Dir. of Sales... Don Kelly
 Program Director... Hugh E. Whiteside
 Prom.-Adv. Dir... Ray E. Daniels
 Chief Engineer... William M. Manrov

WNVA

NORTON—EST. 1945

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co., Inc.
 Address... Cury Bldg.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... R. B. Helms
 General Manager... Jack T. Helms
 Commercial Manager... Bill Halland
 Program Dir.-Prom. Mgr... Bill Benesch
 Chief Engineer... Gene Tommerdahl

WLOW

NORFOLK—EST. 1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By... Commonwealth Bcstg. Corp.
 Business Address... 105 Brooke Ave.
 Phone Number... 45678
 Studio Address... 219 Granby St.
 Transmitter Location... Western Branch
 Air Time... Local Sunrise-Local Sunset
 News Service... UP
 Transcription Service... Associated
 Representative... Farjoe
 Membership... NAB
 President... E. L. Scott
 General Manager, Farm Editor... Ralph Wasdon
 Station Manager... W. M. Carpenter
 Commercial Manager... James D. Cherry
 Program Director... Ray Penne
 Publicity Director... F. Gene Abrams
 Chief Engineer... Jack Siegel

WSSV

PETERSBURG—EST. 1945

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Southside Va. Bcstg. Corp.
 Business-Studio Address... 112 West Tabb St.
 Phone Number... 3881
 Transmitter Location... Lt. Run
 Air Time... 6:30 a.m.-12 M.
 News Service... AP
 Transcription Service... Standard
 Representative... Burns-Smith
 President, General-Station
 Manager... Louis H. Peterson
 Commercial Manager... Arthur H. Beckwith
 Program Director... Stuart M. Gates
 Production Manager... Lillian C. Treaster
 Publicity Director... Nellie W. Andrews
 Chief Announcer... Lyle C. Bradley
 Musical Director... Robert E. Wagner
 Chief Engineer... Edward F. Schwarz
 Farm Editor... James J. McMillen

WTAR

NORFOLK—EST. 1923

NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned By... Norfolk Newspaper, Inc.
 Operated By... WTAR Radio Corp.
 Business-Studio Address... National Bank of Commerce Bldg. Anne County, Va.
 Phone Number... 25671
 Transmitter Location... Glen Rock, Princess
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, UP, PA
 Transcription Service... Standard, Lang-Worth
 Representative... Edward Petry
 Membership... NAB, BMB
 General Manager... Campbell Arnoux
 Commercial Manager... John W. New
 Program Director... Henry Cowles Whitehead
 Production Manager... Clyde Moser
 Chief Announcer... Blair Eubanks
 Chief Engineer... John Peffer

WSAP

PORTSMOUTH—EST. 1943

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Portsmouth Radio Corp.
 Business-Studio Address... 205 Professional Bldg.
 Transmitter Location... 1318 Spratley St.
 Phone Number... 6383-4
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World, Thesaurus
 Representative... Joseph Hershhey McGillvra
 Membership... NAB
 President... Tom Gilman
 Gen. Mgr... J. L. Norfleet
 Prog. Dir... George Branly
 Chief Eng... Chas. R. Sledge

W P U V

PULASKI—EST. 1946

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcast. Co.
 Address: P. O. Box 351, Cool Springs, Va.
 Phone Number: 3-3931
 Transmitter Location: Cool Springs
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer, Inc.
 Membership: NAB
 President: Howard R. Imboden
 General Manager: William R. Murray
 Commercial Manager: Allen S. Aden
 Program Director: James H. Mayes
 Chief Engineer: Fitzgerald McDaniel

W B B L

RICHMOND—EST. 1924

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Grace Covenant
 Presbyterian Church

W L E E

RICHMOND—EST. 1945

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lee Bcast. Corp.
 Business-Studio Address: Broad-Grace Arcade
 Phone Number: 3-6741
 Transmitter Location: Colorado Ave. & Sumpter
 Air Time: 6 a.m.-1 a.m.; 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: Headley-Reed
 President: Thomas G. Tinsley, Jr.
 General-Commercial Mgr.: Irvin G. Abeloff
 Program-Publicity Director: Harvey Hudson
 Musical Director: Miss Roberta Morris
 Chief Engineer: George W. McGuigan, Jr.

W M B G

RICHMOND—EST. 1926

NBC

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Havens & Martin, Inc.
 Business-Studio Address: 3301 W. Broad St.
 P. O. Box 5229
 Phone Number: 5-8611
 Transmitter Location: Staples Mill Rd. at
 Broad St.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: Transradio
 Transcription Service: NBC, Lang-Worth
 Representative: John Blair
 Membership: NAB, BMB

President, General-Station

Manager: Wilbur M. Havens
 Local Commercial Manager: Wm. J. Filer
 National Commercial Mgr.: Ralph Wallerstein
 Sales Promotion Manager, Publicity
 Director: Walter A. Bowry, Jr.
 Program Director, Production
 Manager: Allan J. Phaup, Jr.
 Chief Engineer: Wilfred H. Wood

W R N L

RICHMOND—EST. 1937

ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned By: Richmond Newspapers, Inc.
 Operated By: Richmond Radio Corp.
 Business-Studio Address: 323 East Grace 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, Capitol
 Representative: Edward Petry
 Membership: NAB, BMB
 President: D. Tenant Bryan
 Gen.-Sta.-Commercial Mgr.: E. S. Whitlock
 Production Manager: Richard A. Velz
 Chief Engineer: Vincent Wolstenholme

SPOTLIGHT
 on the
 great
 Southern
 Market

WRNL

5,000
 WATTS
 RICHMOND
 VIRGINIA

EDWARD PETRY & CO., Inc.
 National
 Representatives

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50,000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business-Studio Address: Hotel Richmond
 Phone Number: 3-6633
 Transmitter Location: Edgeworth,
 Henrico County, Va.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Radio Sales
 General Manager: C. T. Lucy
 Commercial Manager: Barron Howard
 Promotion Manager: Jack Stone
 Program Director: Samuel S. Carey
 Production Manager: John B. Tansey
 Public Relations Director: Walter R. Bishop
 Chief Engineer: D. C. Woods

WXGI

RICHMOND—EST. 1947

Frequency: 740 Kc. Power: 1,000 Watts d.
 Owned-Operated By: Radio Virginia, Inc.
 Business-Studio Address: 100 W. Franklin St.
 Phone Number: 7-4684-6
 Transmitter Location: German School Rd.
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: Associated, Lang-Worth
 Representative: Lorenzen & Thompson
 Membership: NAB
 Pres.-Gen. Mgr.: Douglas H. Robertson
 Station Manager: Lew Kent
 Sales or Commercial Mgr.: Charles L. Kessler
 Publicity Director: Douglas H. Robertson
 Chief Announcer: Nelson Griggs

WDBJ

ROANOKE—EST. 1924

CBS

Frequency: 960 Kc. Power: 5,000 Watts
 Owned-Operated By: Times-World Corp.
 Business-Studio Address: 124 W. Kirk Ave.
 Phone Number: 8131
 Transmitter Location: Colonial Avenue,
 Colonial Heights
 Air Time: 18 hrs., daily; 16 hrs., Sun.
 News Service: AP, UP
 Transcription Service: World, Lang-Worth
 Representative: Free & Peters
 Membership: NAB, BMB
 President-Owner or Chief Exec.: J. P. Fishburn
 General Manager: Ray P. Jordan
 Sales or Commercial Mgr.: John W. Harkrader
 Program Director: Paul E. Reynolds
 Production Manager: Irving Sharp
 Director of Promotion: Clifford B. Huffman
 Chief Engineer: J. Edw. Newman

WROV

ROANOKE—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Radio Roanoke, Inc.
 Business-Studio Address: 600 Mt. Trust
 Bank Bldg.
 Phone Number: 3-4444
 Transmitter Location: Cleveland Ave. at 15th St.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 Representative: Burn-Smith
 Membership: NAB
 General, Station, Commercial, Sales Promotion
 Manager: Frank E. Koehler
 President: Leo F. Henebry
 Production Manager: Gordon R. Phillips
 Engineer in Chg.: Frank Hall

WSLS

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Roanoke Bcstg. Corp.
 Business-Studio Address: Shenandoah Life Bldg.
 Phone Number: 9227
 Transmitter Location: Shenandoah Life Bldg.
 Air Time: 5:30 a.m.-12:02 a.m.
 News Service: AP
 Transcription Service: SESAC, Lang-Worth,
 Thesaurus, Associated
 Representative: Weed
 Membership: NAB, BMB
 President: Paul C. Buford
 Exec. Vice-Pres., Sta. Mgr.: James H. Moore
 Business, Commercial Mgr.: Horace Fitzpatrick
 Program Director: Robert W. Menefee
 Production Manager: Francis Ballard
 Publicity Director: Doris Irvin
 Chief Engineer: J. P. Briggs

WTON

STAUNTON—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 1400
 Transmitter Location: Waynesboro Rd.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Membership: NAB
 Owner, Gen. Mgr.: Charles P. Blackley
 Commercial Manager: Charles E. Seebeck
 Program Director: Fulton A. King
 Chief Announcer: Fulton A. King
 Chief Engineer: Rex C. Houser

W L P M
SUFFOLK—EST. 1940
ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Suffolk Bcstg. Corp.
Business-Studio Address 105 Bank Street
Phone Number 1420
Transmitter Location Rt. 460, one mile
N. W. of Suffolk
Air Time 6:30 a.m.—12 M.
News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayer
Membership NAB
President, General, Station, Commercial,
Sales Promotion Manager Fred L. Hart
Program Director Allen B. Jones
Production Manager Earl Hundley
Publicity Director John McNamara
Chief Announcer Allen Jones
Musical Director Ida Barrett
Chief Engineer V. W. Rupp
Farm Editor L. E. Pettyjohn

WAY B
WAYNESBORO—EST. 1947
MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By The Waynesboro
Broadcasting Corp.
Business Address P. O. Box 938

Phone Numbers: Studios 999 Transmitter 998
Studio Address 526 W. Main St.
Transmitter Location Hermitage Rd.,
Waynesboro, Va.
Air Time 6 a.m.—11:05 p.m.
News Service UP
Transcription Service Lang-Worth, World.
Features, Keystone
Membership NAB
Pres.-Gen. Mgr. Earl M. Key
Sta. Mgr.-Prog. Dir. Paul Marlowe
Commercial Manager Edward F. Libby
Prod. Mgr.-Musical Dir. Paul M. Shue
Chief Engineer Edward R. Goodwin

WINC
WINCHESTER—EST. 1941
ABC—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Richard Field Lewis Jr.
Business Address Box 605 Winchester, Va.
Phone Number 4855
Studio-Transmitter Location 514 Kerr St.
News Service UP
Air Time 17 hrs., daily
Transcription Service Lang-Worth
Membership NAB, BMB
President-Owner, General Station Manager
Richard Field Lewis Jr.
Commercial, Program Manager, Farm Editor
John Carl Morgan
Chief Engineer Philip B. Whitney

WASHINGTON

*Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015
Farms with Radios 73,397—Stations in State 38*

K X R O
ABERDEEN—EST. 1927
MBS—DON LEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KXRO Inc.
Business-Studio Address 207½ E. Market St.
Phone Number 4098
Transmitter Location 1308 Coolidge Rd.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Homer Griffith Co.
Membership NAB, BMB
President Harry R. Spence
General Station Mgr. Fred G. Goddard
Commercial Manager Bertha G. Ruby
Sales Promotion Manager John Duane Johnson
Program Director Stan Spiegle
Chief Engineer Billy G. Cunningham

K V O S
BELLINGHAM—EST. 1927
ABC—KBS

Frequency: 790 Kc. Power: 1,000 Watts
Owned-Operated By KVOS, Inc.
Business-Studio Address 1321 Commercial St.
Phone Number 790
Transmitter Location 2074 Yew St.
Air Time 6 a.m.—12 M.; 7 a.m.—12 M. Sun.
News Service UP
Transcription Service World, C. P. MacGregor
Representative Homer Griffith
Membership BMB
President Rogan Jones
General, Station, Sales Promotion Manager
Ralph Miller
Commercial Manager Fred Elsethagen
Program Director Dave Gordon
Chief Engineer Ernest Harper

KBRO

BREMERTON—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bremerton Bcstg. Co.
 Business-Studio Address 205 Washington Ave.
 Phone Number 1970
 Transmitter Location 205 Washington Ave.
 Air Time 18 hrs., daily
 News Service AP
 Transcription Service World
 Representative John Keating
 Membership NAB
 President Bruce Bartley
 General Manager Dick Brombie
 Commercial Manager Hal C. Moan
 Program Director William L. Fox
 Chief Engineer Andrew K. Jordan

KELA

CENTRALIA AND CHEHALIS

MBS—DON LEE—KBS

Frequency: 1470 Kc. Power: 1,000 Watts
 Owned-Operated By Central Bcstg. Corp.
 Business Address P. O. Box 720 Central,
 P. O. Box 827, Chehalis.
 Phone Number Centralia 6-3321; Chehalis 7-2-1
 Studio, Transmitter Location Midway
 between Centralia and Chehalis on High-
 way 99
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative John Keating
 Membership NAB
 Owner J. Elroy McCaw, Mrs. Mabel A. Gwinn
 General, Station Manager Joe Chytil
 Sales or Commercial Mgr. Robert S. Brister
 Program Director Glasco Branson
 Production Manager, Farm Editor
 Dudley Gaylord, Jr.
 Publicity Director Schuyler Hill
 Chief Announcer Les Keiter
 Chief Engineer Ellwood W. Lippincott

KXLE

ELLENSBURG—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Central Washington
 Bcstrs, Inc.
 Business-Studio Address Rt. 2, Box 689
 Phone Number 2-4406
 Transmitter Location Rt. 2
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative Walker Co., Tracy Moore
 President Goodwin Chase Jr.
 Station Manager Joe Kendall
 Commercial Mgr. Chief Engineer Bob Vaughan
 Musical Director Wendall Kinney
 Farm Editor Martin Koschmann

KRKO

EVERETT—EST. 1922

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Everett Bcstg.
 Co., Inc.
 Business-Studio Address KRKO Bldg.
 Transmitter Location KRKO Bldg.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Sesac
 Representative John Keating, Homer Griffin
 Membership NAB, BMB
 President, General, Station, Commercial
 Manager William R. Taft
 Production Manager, Publicity, Program
 Director Marlin E. Smythe
 Musical Director Merlin Matheny
 Chief Engineer Earl E. Gerdon

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Twin City Bcstg. Corp.
 Business-Studio Address 14th & Hudson
 Transmitter Location Ocean Beach Highway
 Air Time 6 a.m.-12 M.
 News Service UP
 Representatives Homer Griffith, John Keating
 Membership NAB
 President C. O. Chatterton
 Publicity Director Marwayne Borg
 Chief Announcer Forrest Bishop
 Chief Engineer Marvin Johnston
 Farm Editor Don Bailey

KSEM

MOSES LAKE—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Jessica L. Longston,
 C. V. Zaser, L. Bernice Brownlow
 Business-Studio Address Moses Lake, Ephrata
 Transmitter Location Moses Lake, Wash.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World, KBS
 President Jessica L. Longston
 General Manager Vicki Zaser
 Station Manager Don G. Bennett
 Program Director Catherine Lick
 Production Manager Ken Jackson
 Publicity Director Ken Goddard
 Chief Announcer Gordon Milspaw
 Musical Engineer John H. Thatcher

KBRC

MOUNT VERNON—EST. 1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned By: Beckley Radio Co.
 Operated By: Leo H. Beckley
 Business Address: P. O. Box 240
 Phone Number: 8955
 Studio-Transmitter Location: Anacortes
 Memorial Highway
 Air Time: 6 a.m.-Local Sunset
 News Service: UP
 Transcription Service: Standard, Cole
 Representatives: John Keating, Pacific Coast
 Membership: NAB
 Pres., General, Station Mgr.: Leo H. Beckley
 Commercial, Sales Promotion Mgr.: Bud Clark
 Program Dir., Chief Announcer: Paul Herbold
 Production Manager: Gwendolyn Rucker
 Publicity Director, Farm Editor:
 Marolin Anderson
 Chief Engineer: Walter Stewart

KGY

OLYMPIA—EST. 1921

MBS—DON LEE—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Tom Olsen
 Business-Studio Address: Rockway Leland Bldg.
 Phone Number: 6636
 Transmitter Location: Rockway Leland Bldg.
 Air Time: 17½ hrs.
 News Service: UP
 Transcription Service: World
 Membership: NAB
 Pres., General, Station Manager: Tom Olsen
 Commercial Manager: J. Harris Dorr
 Sales Promotion Manager: Elmer Holmberg
 Program Director: Eve Knutsen
 Chief Announcer, Chief Engineer: C. A. Roark

KOMW

OMAK—EST. 1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By: Miller Publishing Co.
 Business Address: Box 151
 Phone Number: Omak 00
 News Service: UP
 Transcription Service: Lang-Worth
 President: Don T. Miller
 General Manager: Erin W. Thomas
 Commercial Manager: C. Nat Harris
 Program Director: Nancy Reeves
 Chief Engineer: William Weiss

KPKW

PASCO—EST. 1945

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Western Radio Corp.

KONP

PORT ANGELES—EST. 1945

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Radio Pacific, Inc.
 Business Address: Port Angeles, Wash.
 News Service: UP
 Phone Number: 1700
 Representative: Keating
 Membership: NAB, BMB
 Pres.-Treas.: Berth Webster
 General Manager: C. N. Webster
 Station Manager: Frank Adams

KXRN

RENTON—EST. 1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By: Interlake Bcstg. Corp.
 Business Address: N. Park St. & 7th Ave.
 Phone Number: 6262
 Transcription Service: Capitol
 Pres.-Gen. Mgr.: Robert S. McCaw
 Comm.-Prom. Mgr.: Dudley K. Randal
 Program Director: Wm. Shela

KING

SEATTLE—EST. 1927

Frequency: 1090 Kc. Power: 10,000 Watts
 Owned-Operated By: King Bcstg. Co.
 Business-Studio Address: 2101 Smith Tower
 Phone Number: MAin 1090
 Air Time: 18 hrs., daily
 News Service: AP, UP
 Transcription Service: Lang-Worth, Associated
 Representative: Weed
 Membership: NAB
 President: Mrs. A. Scott Bullitt
 General Manager: Henry B. Owen
 Commercial Manager: John H. Eichhorn
 Production Manager: Curt Roberts

KIRO

SEATTLE—EST. 1927

CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Operated By: Queen City Bcstg. Co.
 Business-Studio Address: 66 Cobb Bldg., and
 Olympic Hotel
 Phone Number: Seneca 1500
 Air Time: 18 hrs.
 News Service: AP
 Transcription Service: Standard, Associated
 Representatives: Free, Peters
 Membership: NAB, BMB
 President: Saul Haas
 Vice Pres.-Manager: Loren B. Stone
 Commercial Manager: William F. Tucker
 Sales Promotion Manager: C. A. Bond
 Production Manager: William R. Corcoran

KJR

SEATTLE—EST. 1923

ABC

Frequency: 950 Kc. Power: 5,000 Watts
 Owned-Operated By: Totem Bcstrs. Inc.
 Business-Studio Address: Skinner Bldg.
 Phone Number: Elliott 5890
 Transmitter Location: 2600—26th Ave., S. W.
 Air Time: 18 hrs., daily; 17 hrs., Sun.
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NAB, BMB
 Pres.-Owner, Chief Exec.: Marshall Field, 3rd
 General, Station Manager: J. Archie Morton
 Sales Manager: Arthur Gerbel, Jr.
 Sales Promotion Manager: Maitland Jordan
 Program Director: Roland Bradley

KOL

SEATTLE—EST. 1922

Frequency: 1300 Kc. Power: 5,000 Watts
 Owned-Operated By: Seattle Bcstg. Co.
 Business-Studio Address: Northern Life Tower
 Phone Number: MA 2312
 Transmitter Location: Harbor Island
 Air Time: 6 a.m.—12 p.m.
 News Service: AP, UP
 Representative: Headley-Reed Co.
 Membership: BMB
 President, General Mgr.: Archie Taft, Jr.
 Station Manager: O. A. Runchey
 Program Dir., Production Mgr.: Johnie Forrest
 Publicity Director: Sharon Kane
 Chief Engineer: Perry Lind

KOMO

SEATTLE—EST. 1926

NBC

Frequency: 1,000 Kc. Power: 5,000 Watts,
 CP 50,000 Watts
 Owned-Operated By: Fisher's Blend
 Station, Inc.
 Business-Studio Address: 100—4th Ave., N.
 Phone Number: MAIn 1401
 Transmitter Location: Vashon Island, Wash.
 Air Time: 18 hrs., daily
 News Service: AP, UP
 Transcription Service: Lang-Worth, Associated,
 Capitol
 Representative: Edward Petry
 Membership: NAB, BMB
 President, General Manager: O. W. Fisher
 Vice President: R. D. McCornack
 Commercial Manager: Ray Baker
 Manager, National Sales and Sales Service,
 Merchandising and Promotion Manager:
 Richard E. Green
 Program Manager: W. W. Warren
 Production Manager: Frederick J. Patterson
 Chief Engineers: F. J. Brott, S. D. Bennett

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Operated By: Radio Sales Corp.
 Business-Studio Address: 2939 4th South
 Phone Number: Elliott 2480
 Air Time: 6 a.m.—2 a.m.
 News Service: AP
 Transcription Service: Associated, Cole
 Representative: W. S. Grant
 Membership: NAB
 President: P. K. Leberman
 General, Station Mgr.: Robt. E. Priebe
 Commercial Manager: Romig C. Fuller
 Publicity Director: Lyle Burt
 Chief Engineer: George A. Freeman

KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By: First Presbyterian Church
 Business Address: 7th Ave. & Spring St.
 Phone Number: Main 2056
 President: Dr. F. Paul McConkey
 General Manager: James S. Ross
 Comm. Mgr.-Prog. Dir.: Don Bevilacqua
 Chief Engineer: James S. Ross

KXA

SEATTLE—EST. 1924

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Operated By: KXA, Inc.
 Address: 312 Bigelow Bldg.
 Phone Number: Seneca 1000
 Air Time: Limited—Local Sunup-Local Sundown
 News Service: AP, UP
 Transcription Service: Standard
 Representative: Bolling
 Membership: NAB, BMB
 President: W. I. Dumm
 General Manager: Rodney G. McArdle
 Commercial Manager: Robert A. Kilpatrick
 Promotion Manager: James D. Neidigh Jr.
 Chief Engineer: John DuBuque

KFIO

SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Spokane Bcstg. Corp.
 Address: 526 Riverside Ave.
 Phone Number: Riverside 8033
 Transmitter Location: 526 Riverside Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Cole
 Representative: Joseph Hershey McGillvra
 Membership: NAB
 President: Arthur L. Smith
 General Manager: R. G. McBroom

KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By: Louis Wasmer
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5383
 Transmitter Location: 4102 S. Regal
 Air Time: 18 hrs. daily, 17 hrs Sun.
 News Service: UP
 Transcription Service: Capitol, Associated
 Representative: Edward Petry
 Membership: NAB
 President: Louis Wasmer
 General Station Manager: Harvey Wixson
 Program Director: Robert E. Plummer
 Chief Engineer: A. G. Sparling

KHQ

SPOKANE—EST. 1923

NBC

Frequency: 590 Kc. Power: 5,000 Watts
 Owned-Operated By: KHQ, Inc.
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5131
 Transmitter Location: 4102 S. Regal St.
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service: AP
 Transcription Service: Associated, Sesac
 Membership: NAB, BMB
 President, Gen., Sta. Mgr.: Richard O. Dunning
 Sales Promotion Manager: Robert Wesson
 Program Director: R. W. Brazeal
 Chief Engineer: John Walker
 Farm Editor: Glenn Lorang

KNEW

SPOKANE—EST. 1947

MBS

DON LEE

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned By: Coeur d'Alene Bcstg. Co.
 Operated By: Radio Station KNEW
 Business-Studio Address: Sprague & Wall
 Phone Number: Riverside 8035
 Transmitter Location: Old Palouse Highway,
 Spokane, Wash.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Representative: Gilman, Micoll & Ruthman
 Membership: NAB
 President: Burl C. Hagadone
 General Station Manager: Harry Lantry
 Commercial Manager: Wm. C. Rhodes
 Program Director: Paul Crain
 Musical Director: Anthony Pinski
 Chief Engineer: C. W. Evans

KREM

SPOKANE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Cole E. Wylie
 Business-Studio Address: 242 Riverside Ave.
 Phone Number: MAin 3333
 Transmitter Location: 242 Riverside Ave.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: W. S. Grant
 President-Owner, General Station Manager:
 Cole E. Wylie
 Commercial Manager: Robert H. Temple

KXLY

SPOKANE—EST. 1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By: Symons Bcstg Co.
 Business-Studio Address: Symons Bldg.
 Phone Number: MAin 1218
 Transmitter Location: Rt. 3, Spokane Wash.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, MacGregor
 Representative: Walker, Tracy Moore
 Membership: NAB
 President: E. B. Craney
 General Manager: R. B. Wheeler
 Commercial Manager: B. W. Woolston
 Sales Promotion Manager: John Funk
 Program Director: George McGowan
 Chief Engineer: George Langford

KMO

TACOMA—EST. 1926

Frequency: 1360 Kc. Power: 5,000 Watts
 Owned-Operated By: Carl E. Haymond
 Business-Studio Address: 914½ Broadway
 Phone Number: MAin 4144
 Transmitter Location: Highway 99, Colonial
 Garden area
 Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
 News Service: UP
 Transcription Service: Standard, Capitol
 Representatives: John Keating,
 Duncan Scott, Joseph Hershey McGillvra
 Membership: NAB
 President-Owner: Carl E. Haymond
 Dir. of Operations: James Murphy
 Station Manager: Jerry Geehan
 Sales Promotion Manager, Publicity Director:
 Raymond McKenzie
 Program Director: Ted Knightlinger
 Musical Director: Janet Ferris
 Chief Engineer: Max Bice

KTBI

TACOMA—EST. 1941

KBS

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Operated By Tacoma Bcstrs., Inc.
Address 2715 Center St.
Phone Number BRoadway 2241
Air Time 7 a.m.-12 M.
Transcription Service Associated, World
Membership NAB, BMB
President Harold J. Quilliam
Gen. Mgr.-Prog. Dir. Burke Ormsby
Commercial Manager King Mitchell
Chief Engineer Harold Dillon

KVI

TACOMA—EST. 1927

MBS—DON LEE

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Puget Sound Bcstg. Inc.
Business Address Rust Bldg.
Phone Number BRoadway 4211
Studio Addresses Camlin Hotel, Seattle;
Rust Bldg., Tacoma
Transmitter Location Point Heyer, Vashon
Island, Wash.
Air Time 5:30 a.m.-M.; 7 a.m.-12 M. Sun.
News Service AP
Transcription Service Associated, Lang-Worth
Representative George P. Hollingbery Co.
Membership NAB
Pres.-Gen.-Sta. Mgr. Vernice Irwin
Commercial Manager Earl T. Irwin
Sales Promotion Manager Robert Hayward
Program Director Dorothy D. Butler
Chief Engineer D. M. MacDonough

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 1,000 Watts
Owned-Operated By Vancouver Radio Corp.
Business-Studio Address 707½ Main St.
Phone Numbers Vancouver 150, Portland,
Ore. Becon 4927
Transmitter Location Shore Smith Lake,
Portland, Oregon
Air Time 6 a.m.-1 a.m.; 7 a.m.-12 p.m. Sun.
News Service UP
Transcription Service World, Standard
Representative John Keating
Membership NAB
President Sheldon F. Sackett
General Manager Fred F. Chitty
Asst. Manager, Commercial Manager
Marcus F. DeLaunay
Sales Promotion Manager Alan Torbett
Program Director, Production Mgr. Robert Deihl
Publicity Director, Farm Editor George Conner
Chief Engineer Edgar Means

KUJ

WALLA WALLA—EST. 1931

MBS—DON LEE

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. Highway 410— 3
mi. West Walla Walla City Center
Air Time Unlimited
News Service UP
Transcription Service Langworth
Representatives Gilman, Nicoll,
John Keating
Membership NAB, BMB
President-Gen. Sta. Mgr. H. E. Studebaker
National Sales Manager Don Wike
Local Sales Manager Norval Armes
Program Director Howard Rhoads
Public Relations Don Keith Van Velzer
Chief Engineer Milton MacLafferty

KWWB

WALA WALA—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Wala Wala Bcstg. Co.
Address Book Nook Bldg.
Phone Number 4103
Transcription Service Thesaurus, Standard
News Service AP
Representative Grant
President John W. Kendall
V.P.-Gen. Mgr. Arthur W. Lindsay
Commercial Manager Kenneth K. Williams
Program Director Orville Claire Banks
Promotion Manager Adaline Bussard
Chief Engineer John L. Kelley

KPQ

WENATCHEE—EST. 1929

ABC

Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By Wescoast Bcstg Co. Inc.
Business-Studio Address 2nd & Columbia
Phone Number 2757
Transmitter Location Junction of Wenatchee
& Columbia Rivers
Air Time 6:00 a.m. to 12:05 p.m.
News Service UP
Transcription Service World, MM COLE
Representative J. H. McGillvra, Keating Co.
Membership NAB, BMB
President-Owner R. Jones
General Sales Manager J. W. Wallace
Commercial Sales Promotion Mgr. Pat O'Hallo
Commercial Sales Promotion Manager
Pat O'Halloran
Production Manager W. M. Green
Publicity Director Dorothy B. Maus
Chief Engineer Geo. Frese

KIMA

YAKIMA—EST. 1945

CBS

Frequency: 1460 Kc. Power: 500 Watts
 Owned-Operated By: Cascade Bcstg. Co., Inc.
 Business-Studio Address: Terrace Heights Rd.
 Phone Number: 6104
 Transmitter Location: Terrace Heights Rd.
 Air Time: 5:00 a.m. to Midnight
 News Service: AP
 Transcription Service: Thesaurus, Lang-Worth, Associated, SESAC
 Representative: Weed
 Membership: NAB, BMB
 President-Owner: A. W. Talbot
 General Manager-Vice-President, General Station Manager: R. Lee Black
 Commercial Manager: Doris Zietzke
 Sales Promotion Manager-Publicity Director: Hershel Cary
 Chief Announcer: Thomas C. Bostic
 Musical Director: Ben Weaver
 Chief Engineer: J. Barry Watkinson
 Farm Editor: Dick Landis

KIT

YAKIMA—EST. 1929

ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned By: Valley Broadcasters
 Operated By: Carl E. Haymond
 Business-Studio Address: 414 E. Yakima Ave.

Phone Number: 8115
 Transmitter Location: Wash. Ave.
 Air Time: 6 a.m.-12 M 7 a.m.-12 M Sun.
 News Service: AP, UP
 Transcription Service: Capitol, Standard, Lang-Worth, SESAC, Cole
 Representatives: Joseph Hershey McGillvra
 Duncan A. Scott & Company, John Keating
 President: Carl E. Haymond
 Director: James A. Murphy
 Station Manager: John K. Clarke
 Commercial Manager: Harrison A. Miller
 Sales Promotion Manager-Publicity Director: William B. Hansen
 Program Dir.-Production Mgr.: James W. Nolan
 Chief Announcer: Don White
 Musical Director: Gene Hess
 Chief Engineer: H. B. Murphy
 Farm Editor: John Roberts

KYAK

YAKIMA—EST. 1947

MBS—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Yakima Bcstg. Corp.
 Business Address: Fair Ave. & Mead St.
 Phone Number: 2-7143
 News Service: AP
 Pres.-Gen. Mgr.: Robert S. McCaw
 Vice-President: J. Elroy McCaw
 Commercial Manager: Seymour Spring
 Promotion Manager: Robert B. Dyal
 Prog. Dir.-Chief Engr.: Gordon Allen

WEST VIRGINIA

Estimated Population 1,849,000—% Increase —2.8—Radio Homes 370,664
 Farms with Radios 66,201—Stations in State 31.

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. Power: 1000 Watts D., 500 Watts N.
 Owned-Operated By: Joe L. Smith, Jr.
 Business-Studio Address: WJLS Building
 Phone Number: Beckley 7311
 Transmitter Location: 1 mile SE Beckley
 Air Time: 6 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Burn Smith
 Membership: NAB, BMB
 President: Joe L. Smith, Jr.
 General-Station Manager: Virginia N. Cooper
 Commercial Manager: Robert Burns
 Sales Promotion Mgr.: Penton B. Boggs, Jr.
 Program Director: George A. Hartrick
 Chief Engineer: A. J. Ginkel

WWNR

BECKLEY—EST. 1946

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Rahall Bcstg Co.
 Business-Studio Address: 1565 Harper Road
 Phone Number: 9300-9309
 Transmitter Location: 1565 Harper Road
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President-General Manager: N. Joe Rahal
 Station Manager: C. Alden Baker
 Commercial Manager: Charles R. French
 Program Director: Don Hays
 Chief Engineer: James Bucy

WHIS

BLUEFIELD—EST. 1929

NBC

Frequency: 1440 Kc. 1000 Watts D., 500
Watts N. (CP 5000 Watts)
Owned-Operated By . . . Daily Telegraph Ptg. Co.
Business-Studio Address . . . 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Air Time 5 a.m.-12:30 a.m.
News Service AP
Transcription Service World
Representative Katz
President-Owner H. I. Shott
General Mgr., Chief Engr. P. T. Flanagan
Commercial Manager C. H. Murphey
Program Director Melvin Barnett

WCAW

CHARLESTON—EST. 1946

Frequency: 1400 Kc. 250 Watts
Owned-Operated By Capitol Bcst Corp.
Business Address 1600 McCorkle Ave., SE
Phone Number Capitol 37-503
Transmitter Location 1600 McCorkle Ave., SE
Air Time Unlimited
News Service AP
Transcription Service Langworth; Capitol
Representatives Gilman, Nicoll & Ruthman
Membership NAB
President Garland F. Wilkinson
General-Station Manager Joseph J. Herget
Commercial Manager Robert E. Bell
Program Director James M. Flenniken
Publicity Director Robert E. Bell
Chief Engineer William D. Stone

WCHS

CHARLESTON—EST. 1927

CBS—W. VA. NETWORK

Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By Charleston Bcst. Co.
Business-Studio Address 1016 Lee St.
Phone Number 28-131
Transmitter Location Kanawha Country Club
Rd.
Air Time 5:30 a.m.-1 a.m.
News Service AP, UP
Transcription Service Standard
Representative Branham
Membership NAB, BMB, FMA
President John A. Kennedy
General Station Commercial
Manager Howard L. Chernoff
Sales Promotion Manager Jack Herman
Program Director Berton Sonis
Chief Engineer Odes E. Robinson

WGKV

CHARLESTON—EST. 1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kanawha Valley
Bcstg. Co., Inc.
Business-Studio Address 208 Dickinson St.
Phone Number 37-541
Transmitter Location Coal Branch Heights
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB
President Richard M. Venable
General-Station Manager John S. Phillips
Promotion Manager Raymond R. Rebhann
Program Director C. P. Vogel, Jr.
Publicity Director Raymond R. Rebhann
Chief Engineer George Whiteman

WKNA

CHARLESTON—EST. 1946

ABC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Joe L. Smith, Jr.
Business-Studio Address 804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location Tyler Mountain Rd.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative Weed
Membership BMB
President Joe L. Smith, Jr.
General Station- Commercial
Manager John T. Gelder
Sales Promotion Manager, Program
Director Frank E. Shaffer
Chief Engineer Taylor Marcum
Farm Editor Bill Gentry

WTIP

CHARLESTON—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By Chemical City Bcstg. Co.
Operated By Gus Zaharis
Business-Studio Address Capitol & Fife
Phone Number 20-136
Transmitter Location Oakwood Road
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative For Joe
Membership NAB
President-General Manager Gus Zaharis
Station Manager, Program-Publicity-
Director Richard Glaser
Commercial Manager Ernie Thomas

WBLK

CLARKSBURG—EST. 1937

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By News Publishing Co.
 Business Address Wheeling, W. Va.
 Studio Address 114½ Pike St.
 Transmitter Location Glen Elk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth. SESAC
 Membership NAB
 President Austin Wood
 General Manager George Clinton
 Station, Commercial Sales
 Promotion Manager Fred Zimmerman
 Publicity Director Kathryn Vennari
 Chief Engineer Joseph Wright

WHAR

CLARKSBURG—EST. 1946

MBS—ABC—KBS

Frequency: 1340 Power: 250 Watts
 Owned-Operated By
 Mountain State Broadcasting Co., Inc.
 Business-Studio Address 1200 East Pike St.
 Phone Number 5775, 6174
 Transmitter Location 1200 East Pike St.
 Air Time 7 a.m.-12 M
 News Service UP
 Transcription Service McGregor-SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President-Principal Owner, General-
 Station Manager Glacus G. Merrill
 Commercial Manager Jimmie Darnall
 Sales Promotion Manager Joseph Fawley
 Program Director Ruth Parsons
 Production Manager Tom Brooks
 Chief Engineer Andrew Kovlan

WPD X

CLARKSBURG—EST. 1946

Frequency: 750 Kc. Power: 1000-W
 Owned-Operated By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 8060
 Transmitter Location Country Club Road
 Air Time Local Sunrise-Local Sunset
 News Service UP
 Transcription Service World & Capitol
 President O. L. Billingsley
 General-Station Manager R. C. Warden
 Commercial-Sales Promotion
 Manager Joseph Larosa
 Program Director Dewitt Wyatt
 Production Manager Bob Walsh
 Publicity Director Ruth Lawson
 Chief Engineer Robert D. Hough

WDNE

ELKINS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By West Va. Radio Corp.
 Business Address Box 967
 News Service AP
 Transcription Service Standard
 President H. C. Greer

WMMN

FAIRMONT—EST. 1926

CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned By Fort Industry Co.
 Operated By Monongahela Valley Bcstg. Co.
 Business-Studio Address 208 Adams St.
 Phone Number 3100
 Air Time 5 a.m.-Midnight
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Membership NAB, BMB
 President George B. Storer
 General Manager Lee B. Wailes
 Station Manager Allen L. Haid
 Commercial Manager Charles E. Smith
 Program Director Frank Lee
 Publicity Director Charles McGrath
 Chief Engineer Joseph Strelauski

WVW W

FAIRMONT—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fairmont Bcstg. Co. Inc.
 Business Address WVW Radio Park
 Phone Number 5000
 News Service AP
 Transcription Service World, Associated
 General Manager J. Patrick Beacom
 Vice-President J. Harvey McCoy
 Commercial Manager John F. Watkins
 Chief Engineer J. Harvey McCoy

WHTN

HUNTINGTON—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Greater Huntington
 Radio Corporation
 Business Address P. O. Box 2165.
 Phone Number 33453-4
 Studio Address 1112½ 4th Ave.
 Air Time Local Sunrise-Local Sundown
 News Service UP
 Transcription Service Associated, MacGregor
 Representative Friedenber Agency
 Membership NAB
 President-Owner A. B. Hyman
 Vice-President, General Mgr. Myer Layman
 Commercial Manager John Roy Wolfe, Jr.
 Chief Engineer Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Huntington Bcstg. Corp.
 Business-Studio Address: 1105 Fourth Ave.
 Phone Number: 33421
 Transmitter Location: 16th St. & Jackson Ave.
 Air Time: 17½ hrs. daily—16 hrs. Sun.
 News Service: AP
 Transcription Service: Capitol & Standard Radio
 Representative: Joseph Hershey McGillvra
 Membership: NAB
 President-General Manager: F. J. Evans
 Commercial Manager: Bernard Sammons
 Sales Promotion Manager: Lillian P. Swann
 Program Director: Jay Caldwell
 Publicity Director: Lucille Theen
 Chief Engineer: William H. Hansher, Jr.

WSAZ

HUNTINGTON—EST. 1926

ABC—W. VA. NETWORK

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: WSAZ, Inc.
 Business-Studio Address: 912½ Third Ave.
 Phone Number: 4106
 Transmitter Location: 28th St. W. & C. &
 O. R. R.
 Air Time: 6 a.m.—1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Branham
 Membership: NAB, BMB
 President: John A. Kennedy
 General Manager: Howard L. Chernoff
 Station-Commercial Manager: Marshall Rosene
 Sales Promotion Manager:
 Publicity Director: Lawrence Rogers
 Program Director-Farm Editor: Ted Eiland
 Production Manager-Chief Announcer:
 Musical Director: Bert Shimp
 Chief Engineer: Leroy Kilpatrick

WLOG

LOGAN—EST. 1940

KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Clarence H. Frey &
 Robert O. Greever
 Business Address: Box 720 (mail) 433
 Stratton St.
 Studio-Transmitter Location: Kanada St.
 Air Time: 14 hrs. daily
 News Service: UP
 Membership: NAB, BMB

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Martinsburg Bcstg. Co.
 Business-Studio Address: W. King St., P. O.
 Box 874
 Phone Number: 1146
 Transmitter Location: W. King St.
 Air Time: 16½ hrs. daily
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 Partnership: C. M. Zinn & C. Leslie Golliday
 General Manager: C. Leslie Golliday
 Commercial Manager: E. W. Dockeney
 Program Director: Amos Harper
 Publicity Director: Ruby Ware
 Chief Engineer: James Coale

WMON

MONTGOMERY—EST. 1946

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Fayette Associates, Inc.
 Business-Studio Address: 1028 First Ave.
 Phone Number: 620-621
 Transmitter Location: 1028 First Ave.
 Air Time: 6 a.m.—12 M
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President, Commercial-Sales
 Promotion Manager: Andrew W. Vickers
 Program Director: James M. Holmes
 Production Manager: Sydney Henry
 Chief Announcer: Paul Rhone
 Musical Director: Jack Clement
 Chief Engineer: Campbell Craver

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: W. Va. Radio Corp.
 Business-Studio Address: 446 Spruce St.
 Phone Number: 9488-9489
 Transmitter Location: 100 Charleston Ave.
 Air Time: 7 a.m.—12 M
 News Service: AP
 Transcription Service: World
 Representative: Homer Griffith Co.
 Membership: NAB
 President: H. C. Greer
 General Manager: Numa Fabre, Jr.
 Commercial Manager: John W. Johns
 Sales Promotion Manager: F. G. Raese
 Program Director: George Kapel
 Publicity Director: Rosemary Pearson
 Musical Director: Eleanor Negri
 Chief Engineer: Ray Spence

WOAY

OAK HILL—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By... Robert R. Thomas, Jr.
 Business-Studio Address... Oak Hill, W. Va.
 Phone Number... 651
 Transmitter Location... Oak Hill, W. Va.
 Air Time... Local sunrise-sunset
 News Service... AP
 Transcription Service... Capitol
 Representative... Harry Friedenber
 Membership... NAB, BMB
 President-Owner, General Manager,
 Chief Engineer... Robert R. Thomas, Jr.
 Station-Sales Promotion Manager, Program-
 Publicity Director... Harold B. Shaw
 Chief Announcer... Dennis Hollandsworth
 Musical Director... Vincent W. Moon, Jr.
 Farm Editor... Hugh McPherson

WCOM

PARKERSBURG—EST. 1947

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Parkersburg Bcstg. Co.
 Business-Studio Address... 317 Ninth St.
 Phone Number... 6800-1
 Transmitter Location... 2801 New York Ave.
 Air Time... 6:55 a.m.—12:05 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Donald Cooke
 Membership... NAB
 General Manager... Carl L. Loose
 Ass't. Manager, Program
 Director... Paula M. Carr
 Commercial Manager... Laurence V. Murphy
 Publicity Director... Mrs. Margaret Stern
 Chief Announcer... Michael Olds
 Chief Engineer... Buford P. Barickman
 Farm Editor... Dorothy Chadwick Rapp

WPAR

PARKERSBURG—EST. 1935

CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Ohio Valley Bcstg. Corp.
 Business-Studio Address... 211 5th St.
 Phone Number... 2530
 Transmitter Location... Route 2, Parkersburg,
 W. Va., Box 109
 Air Time... 6:30 a.m.—1:05 a.m.
 Transcription Service... Standard, SESAC
 Representative... Branham
 President... Austin V. Wood
 Ex Vice-President, General
 Manager... Geo. H. Clinton
 Educational Director, Sales
 Promotion Manager... John W. Evans
 Program Director... Sherman Grimm
 Chief Engineer... Vilah Brooks

WLOH

PRINCETON

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Mountain Bcstg.
 Business Address... Princeton
 Phone Number... 567
 News Service... UP
 Transcription Service... Thesaurus
 President... Frank G. McKenzie
 Gen.-Comm.-Prom. Mgr... Robert C. Wolfenden

WRON

RONCEVERTE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... William E. Blake
 Business Address... Ronceverte, W. Va.
 Phone Number... 300
 Studio Address... Shanklin Building
 Transmitter Location... Charlotte Heights
 Air Time... 5 a.m.—12 p.m.—8 a.m.—12 p.m., Sun.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President, General-Station
 Manager... William E. Blake
 Commercial Manager... Clyde Porterfield
 Program Director... Arch Holsten
 Publicity Director, Chief Announcer... Art Kellar
 Chief Engineer... S. Herbert Jackson
 Farm Editor... Arch Holsten

WBRW

WELCH—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... MacDowell Service Co.
 Business-Studio Address... Riverside Drive
 Phone Number... 818
 Transmitter Location... Riverside Drive
 Air Time... 6 a.m.—12 M
 News Service... AP
 Transcription Service... Standard
 Representative... Forjoe & Co.
 Membership... NAB, BMB
 President... J. G. Hunt
 General Manager... John P. Sinclair
 Program Director... John J. Villani
 Chief Engineer... Howard R. King

WHAW (CP)

WESTON

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Lewis Service Corp.
 Business Address... 238 Main St.

WKWK
WHEELING—EST. 1941

ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned By..... Community Bcstg., Inc.
Operated By..... Radio Station WKWK
Business-Studio Address..... Pythian Building,
16th & Market Sts.
Phone Number..... 5320
Transmitter Location..... Pythian Building,
16th & Market Sts.
Air Time..... 18 hours
News Service..... UP
Transcription Service..... Standard
Station Representative..... Weed
Membership..... NAB, BMB
President..... Joe L. Smith, Jr.
General-Station-Commercial
Manager..... John B. Reynolds
Program Director, Production
Manager..... Albert H. Stewart
Publicity Director..... Nancy A. Hilmes
Chief Announcer..... Ray Vingi
Chief Engineer..... Fred A. Baker

WWVA
WHEELING—EST. 1926

CBS
Frequency: 1170 Kc. Power: 50000 Watts
Owned-Operated By..... West Va. Bcstg. Co.
Address..... Hawley Bldg.

Phone Number..... Wheeling 5383
Transmitter Location..... St. Clairsville, Ohio
Air Time..... 4:30 a.m.-1 a.m.:
7 a.m.-1 a.m. Sun.
News Service..... AP
Transcription Service..... Lang-Worth, Cole
Representative..... Petry
Membership..... NAB, BMB
President..... George B. Storer
V.P. in chg. of Operations..... 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

WBTH
WILLIAMSON—EST. 1939

MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Williamson Bcstg. Corp.
Business Address..... 2nd Ave. at Court St.
Phone Number..... 1241-2
Transmitter Location..... 2nd Ave. at Court St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... World Bcstg. System
Membership..... NAB, BMB
President..... Mrs. Lewis C. Tierney
General-Station-Commercial
Manager..... Alice Shein
Sales Promotion-Production Manager,
Program Director..... Robert E. Spiros
Chief Engineer..... Robert W. Bullio

WISCONSIN

*Estimated Population 3,283,000—% Increase +4.6—Radio Homes 829,246
Farms with Radios 156,442—Stations in State 41*

WHBY
APPLETON—EST. 1925

MBS—KBS
WISCONSIN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... WHBY, Inc.
Address..... 600 S. Lawe St.
Phone Number..... 1161
Transmitter Location..... 600 S. Lawe St.
Air Time..... 6 a.m.-11 p.m.
News Service..... AP
Representative..... Griffith
Transcription Service..... Lang-Worth
Membership..... NAB, BMB
General Manager..... Earl H. Huth
Commercial Manager..... W. O. Porsov
Program Dir.-Prod. Mgr..... Rodger Murrler
Promotion Manager..... F. Douglas Chingo
Chief Engineer..... George Merkl

WATW
ASHLAND—EST. 1940

MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Upper Mich.-Wisc.
Bcstg. Co., Inc.
Business-Studio Address..... Northern State Bank
Phone Number..... 1420
Transmitter Location..... Ellis Ave.
Air Time..... 6:25 a.m.-11 p.m.
News Service..... UP
Transcription Service..... Standard
Representative..... The Walker Co.
Membership..... BMB
President..... William L. Johnson
General Manager & Vice-President..... J. W. Huss
Assistant Station Manager..... T. G. Hogan
Commercial Manager..... J. A. Marta
Program-Musical Director..... Mary Jean Anno
Production Manager..... Arnold Peterson
Chief Engineer..... Otto Link

WBIZ

EAU CLAIRE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WBIZ, Inc.
 Business Address: 609 Cameron
 Phone Number: 2-1969
 News Service: UP
 Transcription Service: World
 Pres.-Gen. Mgr.: James J. Conroy
 Commercial Manager: Ray L. Watton
 Program Director: Fred Riddell
 Traffic Manager: Alvina Britz
 Chief Engineer: Claude Thomas

WEAU

EAU CLAIRE—EST. 1937
NBC—ARROWHEAD—NORTHWEST NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Central Bcstg. Co.
 Address: 203 S. Barstow St.
 Phone Number: 6149
 Transmitter Location: Seymour Road
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Thesaurus
 Representative: George P. Hollingbery
 Membership: NAB, BMB
 Pres.-Gen. Mgr.: Walter C. Bridges
 Commercial Manager: James Clyde Riddle
 Program Director: Jack Kelly
 Chief Engineer: Thorwald O. Jorgenson

WRFW

EAU CLAIRE—EST. 1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Chippewa Valley
 Radio & Television Corp.
 Business-Studio Address: 21 1/2 S. Barstow St.
 Phone Number: 4170
 Air Time: Local sunrise-local sunset
 President: T. K. Werner
 Station Manager: Jack Kelly

KFIZ

FOND-DU-LAC—EST. 1922
MBS—WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KFIZ Bcstg. Co.
 Address: 18 W. First St.
 Phone Number: 356
 Transmitter Location: 18 W. First St.
 Air Time: Unlimited
 News Service: UP
 Membership: NAB, BMB
 Exec. V.P.-Prom. Mgr.: Emery W. Martin
 Gen.-Comm. Mgr.: Lynn N. Fairbanks
 Commercial Director: Emery W. Martin
 Program Director: Lucille A. Fairbanks
 Chief Engineer: Wendall Meyers

WDUZ

GREEN BAY—EST. 1947
ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Green Bay Bcstg. Co.
 Business Address: Nicolet Bldg.
 Phone Number: Howard 6300
 News Service: UP
 Transcription Service: SESAC, Lang-Worth
 Representative: Taylor-Howe-Enowden
 Pres.-Gen. Mgr.: Ben A. Laird
 Commercial Manager: F. M. Cooper
 Program Director: Robert C. Nelson
 Chief Engineer: Paul C. Tyrrel

WJPG

GREEN BAY—EST. 1947
WISCONSIN NETWORK

Frequency: 810 Kc. Power: 1 Kw.
 Owned-Operated By: Green Bay Newspaper
 Company
 Business Address: Green Bay, Wisc.
 Phone Number: Howard 6400
 Studio Address: 428 Cherry St.
 Transmitter Location: Bellevue Rd., S. of
 Green Bay, Wisc.
 Air Time: Local sunrise-Local sunset
 News Service: AP
 Transcription Service: Thesaurus & Standard
 Representative: McGeehan & O'Mara
 Membership: NAB, FMA
 General Manager: A. B. Turnbull
 Station Manager: John M. Walter
 Commercial Manager: Glen Holznecht
 Program Director: Russell Widoe
 Production Manager: Bob Smith
 Chief Engineer: Elmo W. Reed

WTAQ

GREEN BAY—EST. 1922
CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: WHBY Inc.
 Business-Studio Address: Bellin Building
 Phone Number: Adams 1
 Transmitter Location: West De Pere, Wisc.
 Air Time: 24 hours daily
 News Service: AP
 Transcription Service: World, SESAC
 Representative: Weed & Co.
 Membership: BMB
 Managing-Director: Rev. M. J. Beemster
 General-Station Manager: Haydn R. Evans
 Commercial Manager: Al Michel
 Sales Promotion Manager, Publicity
 Director: Lee Stinson
 Program Director: Clair Stone
 Chief Announcer: Don Arthur
 Musical Director: Clarence Edges
 Chief Engineer: Wallace E. Stangel
 Farm Editor: Eddy Jason

WCLO

JANESVILLE—EST. 1930

MBS—WISC. NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Southern Wisconsin Radio, Inc.

Business-Studio Address: 200 E. Milwaukee St.
Phone Number: 2550
Transmitter Location: 1436 Oakhill Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth & Thesaurus
Representative: Rambeau
Membership: NAB, BMB
Chief Executive: Sidney H. Bliss
General-Commercial
Manager: Vern W. Williams
Promotion Manager: Joseph G. Urban
Chief Engineer: Wayne Clay
Farm Editor: Grant H. Ritter

WLIP

KENOSHA—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts
Owned By: Kenosha Bcstg. Co.
Operated By: Wm. L. Lipman
Business-Studio Address: 625 - 57th St.
Phone Number: 6162
Transmitter Location: 625 - 57th St.
Air Time: Day
News Service: UP
Transcription Service: Lang-Worth
Representative: J. P. McKinney & Son
Membership: NAB
Chief Executive, General-Station
Manager: Wm. L. Lipman
Commercial Manager: John Livingston
Program-Publicity Director: Richard V. Driscoll
Chief Engineer: Willard L. Thiel
Farm Editor: Lee Edwards

WKBH

LA CROSSE—EST. 1923

NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: WKBH Incorporated
Business-Studio Address: 409 Main St.
Phone Number: 450
Transmitter Location: Gillette St. near Highway 16, La Crosse
Air Time: 6 a.m.-12 p.m.
News Service: AP
Transcription Service: Lang-Worth & World
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
General Manager: Howard Dahl
Program Director: Berneice Callaway
Production Manager: Ray Plamadore
Musical Director: Beverly Dittman
Chief Engineer: Alvin Leeman

WKTY (CP)

LA CROSSE

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Le Crosse Bcstg. Co.
Business Address: 515 State Bank Bldg.

WLCX

LA CROSSE—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Bermac Radio, Inc.
Business-Studio Address: State Bank Bldg.
Phone Number: 4379
Transmitter Location: Lang Drive
Air Time: 6 a.m.-12 M & 8 a.m.-12 M, Sun.
News Service: UP
Transcription Service: Standard
President: Margaret B. Mac Lennan
General-Station Manager: E. W. Berg
Commercial Manager: Millard Berg
Sales Promotion Manager: Robert A. Gaumer
Program Director, Production
Manager: Joe N. Snyder
Chief Announcer: Carlton Beaudette
Chief Engineer: Albert I. Rauscher

WLDY (CP)

LADYSMITH

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: O. J. Falge
Business Address: Highway 8
News Service: UP
President: O. J. Falge
Gen.-Comm.-Prom. Mgr.-Prog. Dir.: Loren F. Bridges
Chief Engineer: Darrell H. Holbrook

WIBA

MADISON—EST. 1925

NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: Badger Bcstg. Co.
Business-Studio Address: 110 E. Main St.
Phone Number: Fairchild 8800
Transmitter Location: Town of Fitchburg, Dane County, Wisc.
Air Time: 6 a.m.-12M
News Service: AP, UP
Transcription Service: Standard
Representative: Avery-Knodel
Membership: NAB, BMB
President: William T. Evjue
General Manager: Kenneth F. Schmitt
Business Manager: Howard A. Johnson
Program Director: Robert N. Dick
Publicity Director: Peg Bolger
Musical Director: Virginia Hodell
Chief Engineer: Norman Hahn
Farm Editor: Chuck Mittlestadt

WKOW

MADISON—EST. 1945

MBS

Frequency: 1070 Kc. Power: 10,000 Watts d.
5000 Watts n.

Owned-Operated By: Monona Bcstg. Co.
Business-Studio Address: 215 W. Washington Ave.

Phone Number: Gifford 7100

Transmitter Location: McFarland, Wisc.

Air Time: 18½ hrs. daily

News Service: UP

Representative: Headley-Reed Co.

Membership: NAB

President: Stewart Watson

Gen.-Comm.-Sales Prom. Mgr.-Pub. Director

Harry H. Packard

Prog. Supervisor-Prod. Mgr.-Musical Director

Kenneth W. Dillon

Chief Announcer: R. B. Streeter

Chief Engineer: V. A. Vanderheiden

Farm Editor: Buck Leverton

Owned-Operated By: Francis M. Kadow

Business-Studio Address: Radio Building

Phone Number: 5015-6015-7015-8015

Transmitter Location: Mikadow Theater Bldg.

Air Time: 6:57 a.m.-M

News Service: UP

Transcription Service: World

Representative: McGeehan & O'Mara

Membership: NAB

President, General-Station-Commercial

Manager, Publicity

Director: Francis M. Kadow

Sales Promotion Manager: Robert Churchill

Program Director, Production

Manager: George H. Erdman

Chief Announcer: Jack Leon

Musical Director: El. Roy

Chief Engineer: W. F. Duben

Farm Editor: A. E. Reedy

WMAM

MARINETTE—EST. 1939

NBC

Frequency: 570 Kc. Power: 250 Watts d.;
100 Watts n.

Owned-Operated By: M & M Bcstg. Co.

Business-Studio Address: Radio Park, foot

of Wells St.

Phone Number: 570

WOMT

MANITOWOC—EST. 1926

MBS—WISCONSIN—KBS

Frequency: 1240 Kc. Power: 250 Watts

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION

WKOW
AFFILIATED M. B. S.

MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY

10,000
Watts
1070
on your
dial

Transmitter Location.....Radio Park
 Air Time.....6:30 a.m.-12 p.m.
 News Service.....UP
 Representative.....Radio Adv. Co.
 Membership.....BMB
 President.....W. E. Walker
 General-Station Manager.....J. D. Mackin
 Commercial Manager.....H. L. Emich
 Sales Promotion Manager.....Mary Kay
 Program Director, Production
 Manager.....Patrick Kehoe
 Chief Engineer.....A. L. Stewart
 Farm Editor.....John Bell

WDLB
 MARSHFIELD—EST. 1947
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address..1710 N. Central Ave.
 Phone Number.....1212
 Transmitter Location.....1710 N. Central Ave.
 Air Time.....6:30 a.m.-10 p.m.; 7 a.m.-10 p.m.,
 Sun.
 News Service.....UP
 Transcription Service...World-SESAC-Keystone
 Representative.....Homer Griffith
 President.....Lloyd L. Felker
 General-Station Manager....George F. Myer
 Commercial-Sales Promotion
 Manager.....Robert W. Behling
 Program Director.....Roy LaMere
 Chief Engineer.....Gerald J. Boos

WIGM
 MEDFORD—EST. 1941
 KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address.....Medford
 Phone Number.....5147
 Transmitter Location.....Highway 13
 Air Time.....7:30 a.m.-10 p.m., 8-6, Sun.
 News Service.....UP
 Transcription Service.....SESAC
 President.....Lloyd L. Felker
 General-Station Manager....George F. Meyer
 Commercial-Sales Promotion Manager,
 Program Director.....Irma Meyer
 Chief Announcer.....Dick Johnson
 Chief Engineer.....Raymond Bohnert
 Farm Editor.....Homer Porter

WEMP
 MILWAUKEE—EST. 1935
 ABC

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

Business-Studio Address.....710 N. Plankinton
 Ave.
 Phone Number.....Marquette 772.
 Transmitter Location..5335 W. McKinley Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Capitol Library
 Representative.....Avery-Knodel
 President.....Robert M. LaFollette
 General-Station Manager...Hugh K. Boice, Jr.
 Commercial Manager.....John Gagliano
 Sales Promotion Manager, Publicity
 Director.....Karl Gierhahn
 Program Director, Production
 Manager.....Bert Mulroy
 Chief Announcer.....Tom Shanahan
 Musical Director.....Elmer Ihre
 Chief Engineer.....Rolland Paske

WEXT
 MILWAUKEE—EST. 1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WEXT, Inc.
 Business Address.....Century Bldg.
 Phone Number.....Marquette 6542
 News Service.....INS, UP
 Transcription Service.....SESAC, Capitol
 Representative.....Young
 President.....Gerald A. Bartell
 Gen.-Comm. Mgr.....John M. Printup
 Station Manager.....Albert B. Gale
 Promotion Manager.....Lee K. Beznor
 Program Director.....Rosa B. Evans
 Chief Engineer.....Ralph E. Evans

WFOX
 MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By..Wisc. Bcstg. System, Inc.
 Business-Studio Address..739 North Broadway
 Phone Number.....Broadway 1272-3-4
 Transmitter Location.....208 East Wisconsin
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative....Joseph Hershey McGillvra
 President, General-Station
 Manager.....Charles J. Lanphier
 Program Director, Production
 Manager.....Carl Zimmermann
 Publicity Director.....Grace Landre
 Chief Announcer.....Paul Bartell
 Musical Director.....Walter Behl
 Chief Engineer.....George A. Dodge
 Farm Editor.....John Van Osch

WISN
 MILWAUKEE—EST. 1922
 CBS

Frequency: 1150 Kc.....Power: 500 Watts
 Owned-Operated By.....Hearst Radio, Inc.

Address 123 W. Michigan St.
 Phone Number Daly 6474
 Transmitter Location Town of Greenfield
 Air Time 6 a.m.-M.
 News Service UP, INS
 Transcription Service World, Standard
 Representative The Katz Agency
 Membership NAB, BMB
 General Manager G. W. Grignon
 Local Commercial Mgr. R. E. Shireman
 Program Director Jack Raymond
 Promotion Manager Ellis Saxton
 Chief Engineer Donald A. Weller

W M A W

MILWAUKEE—EST. 1948

Frequency: 1250 Kc. Power: 5000 Watts
 Owned By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number Daly 2154
 Transmitter Location S 118th & West Grange,
 Hales Corners, Wisconsin
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Free & Peters
 V. P., Gen. Mgr. George E. Inghram
 Asst. General Manager Woods O. Dreyfus
 Commercial Mgr. James G. Sandison
 Program Director Charles G. Chan
 Production Manager Hal Walker
 Promotion Mgr. Paul Miles
 Chief Engineer R. H. Host

W M L O

MILWAUKEE—EST. 1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By Cream City Bcstg. Co.
 Business-Studio Address 2625 W. Wisc. Ave.
 Phone Number West 1290
 Transmitter Location Whitefish Bay
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Cole, Lang-Worth
 Representative Forjoe & Co.
 Membership NAB
 Chief Exec., V. P., Gen. Mgr. Jerome Sill
 Commercial Manager Dale F. Darr
 Sales Promotion Manager Richard E. White
 Program Director Lan Singer
 Chief Engineer Paul Mueller

W T M J

MILWAUKEE—EST. 1927

NBC
 Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Journal Co.
 Business Address 333 W. State St.
 Phone Number Marquette 6000
 Studio Address 720 E. Capitol Dr.

Transmitter Location Route 5, Box 817,
 Waukesha, Wisconsin
 Air Time 5:30 a.m.-12:30 a.m.; 7 a.m.-12:30
 a.m., Sun.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Edward Petry
 Membership NAB, BMB
 General Manager W. J. Damm
 Asst. General Manager L. W. Herzog
 Station-Commercial Mgr. R. G. Winnie
 Promotion Manager, Publicity
 Director R. B. Wallace
 Program Director E. J. Robertson
 Chief Announcer Robert Heiss
 Musical Director Maurice Kipen
 Chief Engineer Wm. Hebal

W N A M

NEENAH—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Neenah-Menasha
 Bcstg. Co.
 Business-Studio Address 101 East Wisc. Ave.
 Phone Number 4615
 Transmitter Location Rt. 1, Neenah
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service World
 Representative Rambeau
 Membership NAB, BMB
 V. P., Gen. Mgr. Don C. Wirth
 Commercial-Sales Promotion
 Manager Karl Gorsche
 Program-Publicity Director, Firm
 Editor Howard Hanson
 Production Manager, Chief
 Announcer Don Cavitt
 Musical Director Marion Maves
 Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—EST. 1941

ABC
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Oshkosh Bcstg. Co.
 Business-Studio Address 151½ Main St.
 Phone Number Stanley 4580
 Transmitter Location County Trunk A, Bowen
 St. Rd.
 Air Time 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB, BMB
 Senior Partner & Executive
 Director Myles H. Johns
 General Manager George Greeley
 Commercial Manager Allen Embury
 Program Director Sherwood Lorenz
 Chief Engineer Glen Wheeler

W O B T

PELICAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: The Oneida Bcstg. Co.
 Business Address: 29 Frederick St.,
 Rhinelander, Wisc.

W I B U

POYNETTE—EST. 1925

MBS—WISC. NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Wm. C. Forrest
 Business Address: RFD No. 2, Poynette
 Phone Number: 97 R 5.
 Transmitter Location: RFD No. 2, Poynette
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Burn-Smith
 President, General Station Manager, Farm
 Editor: Wm. C. Forrest
 Commercial-Sales Promotion-Production Mgr.,
 Publicity Director: Ralph O'Connor
 Program Director: Sarah Forrest
 Chief Announcer: Lee Wesner
 Musical Director: George Gross
 Chief Engineer: L. Stanley Sadler

W R J N

RACINE—EST. 1928

ABC—WISCONSIN NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Racine Bcstg. Corp.
 Business Address: 441 Main St.
 Phone Number: Jackson 290-121
 Transmitter Location: Mt. Pleasant
 Air Time: 6:15 a.m.-10:15 p.m.
 News Service: AP
 Representative: Walker Co.
 Membership: NAB, BMB, FMA
 President: Frank R. Starbuck
 General Manager: Harry R. LePoidevin
 Station-Commercial Mgr.: Harold J. Newcomb
 Program Director: Lyman Merens
 Publicity Director: Amelia A. French
 Chief Engineer: Francis Lee Dechant

W O B T

RHINELANDER—EST. 1947

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Oneida Bcstg. Co.
 Business-Studio Address: Route 8 East
 Phone Number: 1240
 Transmitter Location: Route 8 East
 Air Time: 6:45 a.m.-11 p.m.
 News Service: UP

Transcription Service: Lang-Worth
 Membership: NAB
 President: John R. Tomek
 General Manager: Geo. A. Richards
 Sales Promotion Manager: Gregory McElrone
 Program Director: Clyde D. Lake
 Chief Engineer: Chas. Bresette

W J M C

RICE LAKE—EST. 1939

MBS—ARROWHEAD NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WJMC, Inc.
 Business-Studio Address: 1615 S. Main St.
 Phone Number: 550
 Air Time: 6:25 a.m.-11 p.m.
 Transcription Service: Associated
 Representative: Geo. P. Hollingberry
 Membership: BMB
 President: Walter C. Bridges
 Station Manager: Greg Rouleau
 Program Director, Farm Editor: Harry Wills
 Publicity Director: Betty Gregory
 Chief Engineer: Robert Kolsky

W H B L

SHEBOYGAN—EST. 1924

ABC—WISC.

Frequency: 1330 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By: WHBL, Inc.
 Business-Studio Address: Press Bldg.
 Phone Number: 4844
 Air Time: 7 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 President: A. Matt Werner
 General-Commercial Mgr.: G. P. Richards
 Program Director: Glen James
 Publicity Director: Doris Donnie
 Chief Engineer: Herbert J. Mayer

W D S M

SUPERIOR—EST. 1937

ABC—NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Ridson, Inc.
 Business-Studio Address: Nation Bldg.
 Phone Number: 4451
 Air Time: 6:25 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Free & Peters
 Membership: NAB
 President: Robert Ridder
 General-Station Mgr.: Carl Bloomquist
 Commercial Manager: Clifford Lue
 Program Director: Lewis Martin
 Chief Engineer: Melvin Lasky

WSBR

SUPERIOR—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSBR, Inc.
 Address: 1st & Baker Ave.
 Phone Number: Melrose 4794
 News Service: AP
 Transcription Service: Standard
 President: Ford S. Campbell
 General Manager: James J. Conroy
 Comm. Mgr.-Prog. Dir.: Arthur C. Robinson
 Promotion Manager: Laurie E. Carlson
 Chief Engineer: Olaf N. Gabrielson

WAUX

WAUKESHA—EST. 1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Waukesha Bcstg. Co.
 Business Address: 319 W. Main St.
 Phone Number: 6619
 Transmitter Location: Highway 18
 Air Time: 6:30 a.m.-sunset
 Transcription Service: Cole
 News Service: AP
 President: Carl Taylor
 Vice President: Lloyd Berlingham
 Secy.-Treas.: Russ Salter
 General Manager: Mig Fiqi
 Program Director: Ralph Andrews
 Chief Engineer: Charles Kaetel

WFHR

WISCONSIN RAPIDS—EST. 1940

MBS—WISC. NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: William F. Huffman
 Business Address: 141 W. Grand Ave.
 Phone Number: 1340
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Membership: NAB, BMB
 President: William F. Huffman
 General Mgr.: Geo. T. Frechette
 Commercial Manager: Bruce G. Beichl
 Production Manager: Arnie Strope
 Chief Engineer: Victor W. Nickel

WSAU

WAUSAU—EST. 1937

CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Journal Co.
 Business-Studio Address: 125 3rd Street
 Phone Number: 6521
 Air Time: 6:30 a.m.-11:05 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Edward Petry
 V. P., Gen. Mgr.: Walter J. Damm
 Station Manager: Ben F. Hovel
 Commercial Manager: J. W. Killeen
 Chief Engineer: R. W. Richardt

WYOMING

*Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626
 Farms with Radios 11,332—Stations in State 9*

KDFN

CASPER—EST. 1930

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By: Donald L. Hathaway
 Business-Studio Address: Box 930
 Phone Number: 407
 Transmitter Location: Box 930
 Air Time: 6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m., Sun.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer; Avery-Knodel
 Membership: NAB, BMB
 Owner, General Mgr.: Donald L. Hathaway
 Commercial Manager: Frederic Hufsmith
 Program Director: Marcus R. Nichols
 Production Manager: William Shutts
 Publicity Director: John Morehead
 Chief Engineer: Donald L. Hathaway

KVOC

CASPER—EST. 1946

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KVOC Bcstg. Co.
 Business Address: 1540 So. Wolcott St., P. O. Box 2090
 Phone Number: 130
 Transmitter Location: 1540 So. Wolcott St., P. O. Box 2090
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard
 Membership: NAB, BMB
 President: E. E. Hanway
 Gen.-Sta. Mgr.: John R. Bailey, Jr.
 Comm.-Sales Prom. Mgr.: D. R. Christopher
 Program Director: E. L. Rock
 Publicity Director: Kathryn L. Warner
 Chief Engineer: G. L. Schmehl

K F B C

CHEYENNE—EST. 1940

ABC—PURPLE SAGE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number4461
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNAB, BMB
 President.....Tracy S. McCracken
 Treasurer, General-Station Mgr....Wm. C. Grove
 Commercial Manager.....Frank Flynn
 Sales Promotion Manager.....Robert True
 Program Director.....Dale Sunderland
 Production Manager.....Chuck Maxwell
 Chief Engineer.....Harold Roberts

K O D I

CODY—EST. 1947

MBS—WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Absaroka Bcstg. Co.
 Business-Studio Address.....Cody
 Phone Number444
 Transmitter Location...½ mi. S. of Cody, Wyo.
 Air Time6:30 a.m.-10 p.m.
 News ServiceAP
 Transcription Service.....World, Cole
 MembershipNAB
 President, General Mgr.....Breck Moran
 Program Director.....Louise G. Metz
 Chief Engineer.....Phillip H. Barnhart

K P O W

POWELL—EST. 1941

MBS—INTERMOUNTAIN—KBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By.....Albert J. Meyer
 Business Address.....243 E. 2nd St.
 Phone Number222
 Transmitter-Studio Location...2 mi. S. of Powell
 Air Time6 a.m.-10 p.m.
 News ServiceUP
 Transcription Service.....Cole, SESAC
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President, General Mgr.....A. J. Meyer
 Commercial Manager.....Del Brandt
 Chief Engineer.....Del Brandt

K R A L

RAWLINS—EST. 1947

ABC—PURPLE SAGE NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned By.....Rawlins Bcstg. Co.
 Business-Studio AddressRawlins
 Phone Number1015
 Air Time6:30 a.m.-10:30 p.m.
 Transcription ServiceThesaurus
 President.....Tracy S. McCracken
 General-Station Mgr.....Max M. Young
 Program Director.....Clark Grove
 Chief Engineer.....Clark Grove

K V R S

ROCK SPRINGS—EST. 1938

MBS—INTERMOUNTAIN—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Wyo. Bcstg. Co.
 Business-Studio Address.....1307 Wyo. St.
 Phone Number93-4
 Air Time17 hrs. daily
 News ServiceAP
 Transcription ServiceStandard
 MembershipNAB, BMB
 Pres., Program Dir....Marjorie L. McCracken
 General-Commercial Mgr.....H. L. McCracken
 Production Manager.....Michael Reid
 Chief Engineer.....Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Big Horn Bcstg. Co., Inc.
 Business Address.....Box 727
 Phone Number601-2
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....R. E. Carroll
 General-Station Manager.....J. W. Carroll
 Commercial Manager.....R. C. Epperson
 Program Director.....Nova Spracklen
 Chief Engineer.....Robert Crosshwaite

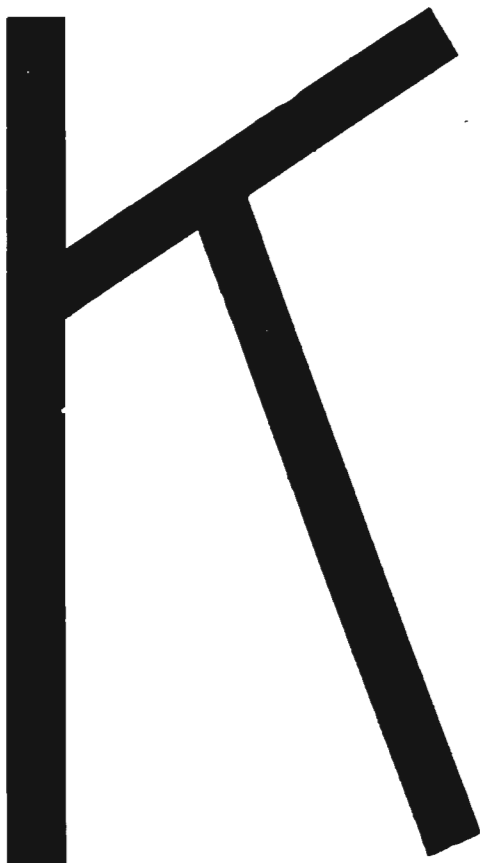
K W O R

WORLAND—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Joseph P. Ernst
 AddressBox 92
 Phone Number308
 News ServiceAP
 Air Time7 a.m.-11 p.m.
 Owner-General Manager....Joseph P. Ernst
 Commercial Manager.....Mildred V. Ernst
 Chief Engineer.....Joseph P. Ernst

ALASKA'S TWO GREAT STATIONS

A large, bold, black graphic of the letters 'K' and 'E' is positioned on the left side of the advertisement. The 'K' is on the left, and the 'E' is on the right, partially overlapping the 'K'. The letters are thick and blocky, with a slight slant to the right.

FAR-

FAIRBANKS, ALASKA

10,000 Watts—660 Kc.

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Mantanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's **BOOMING** civilian population.

ANCHORAGE, ALASKA

5,000 Watts — 550 Kc.

ENI-

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager

GILBERT A. WELLINGTON

1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

K B Y R (CP)

ANCHORAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Keith Capper
Business Address: Box 1296

K E N I*

ANCHORAGE—EST. 1948

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: 4th Ave. Bldg.
Transmitter Location: Chester Creek
Air Time: 6:30 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Manager: Alvin O. Bramstedt
Program Director: Allan B. Walker
Chief Engineer: Jack M. Walden

* Scheduled to go on air May 1, 1948

K F Q D

ANCHORAGE—EST. 1924

ALASKA BROADCASTING SYSTEM—KBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Announcer: Tom Durrant
Chief Engineer: Robert Nichols

K F A R

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc. Power: 10,000 Watts

Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: Lathrop Bldg.
Phone Number: East 380-A
Transmitter Location: Farmer's Loop Rd.
Air Time: 7 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert A. Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Mgr.: Alvin O. Bramstedt
Program Director: Allan B. Walker
Production Manager, Chief
Announcer: Arvid Erickson
Musical Director: Jean Stevens
Chief Engineer: August G. Hiebert
Farm Editor: Loren T. Oldroyd

K F R B

FAIRBANKS—EST. 1924

ALASKA BCSTG. SYSTEM—KBS

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Engineer: Robert Nichols

K I N Y

JUNEAU—EST. 1936

ALASKA BROADCASTING SYSTEM—KBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Box 1040, Anchorage
Phone Number: Main 143
Studio Address: Decker Bldg, Juneau
Transmitter Location: Rock Fill, South Juneau
Air Time: 8 a.m.-10:17 p.m.
News Service: AP
Transcription Service: Keystone
Representative: Pan American
Membership: NAB
Owner: William J. Wagner
Station Mgr., Pgm. Dir.: Richard Peter
Chief Announcer: John Quillico
Chief Engineer: O. A. Thorgaard

Alaska

K T K N

KETCHIKAN—EST. 1942

CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Wm. J. Wagner
 Manager: Jim Fletcher
 Program Director: Jim Kemp
 Chief Engineer: Al Frazee

K I B H (CP)

SEWARD

Frequency: 1340 Kc. Power: 250 Watts
 Business Address: Box 1040, 412 4th Ave.,
 Anchorage, Alaska
 Owned-Operated By: Wm. J. Wagner
 Owner: Wm. J. Wagner

Hawaii

K H B C

HILO—EST. 1936

CBS—HAWAIIAN BCSTG. SYSTEM, LTD.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Hawaiian Bcstg. System,
 Ltd.
 Business Address: P. O. Box 1476
 Phone Number: 3877; 2216
 Transmitter-Studio Location: 1283 Kalanianaʻōle
 Ave.
 Air Time: 6 a.m.-11 p.m.; 6:30 a.m.-11 p.m.,
 Sun.
 News Service: AP, INS
 Transcription Service: Standard, World
 Representative: Free & Peters
 President, General Mgr.: J. H. Worrall
 Station Manager: C. T. Thrumston
 Commercial Manager: Rex Wills, II
 Program Director: Marion Stutes
 Chief Engineer: Charles Lynn Rhoads

K I P A

HILO—EST. 1947

MBS—DON LEE

Frequency: 1110 Kc. Power: 1000 Watts

Owned-Operated By: Big Island Bcstg. Co.,
 Ltd.

Business-Studio Address: 140 Haili St., P. O.
 Box 1602

Phone Number: 2177-8; 3858

Transmitter Location: 4.5 mi. W. of Hilo

Air Time: 6 a.m.-11:05 p.m.

News Service: UP

Transcription Service: Thesaurus, Lang-Worth

Representative: John Blair

General-Station Manager: A. H. Green

Commercial-Sales Promotion
 Manager: R. B. Groesbeck

Program-Musical Director: Ethyl Green

Publicity Director: Tom O'Brien

Chief Engineer: H. L. Marques

K G M B

HONOLULU—EST. 1936

CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Hawaiian Bcstg. System,
 Ltd.

Business-Studio Address: 1534 Kapiolani Blvd.

Phone Number: Honolulu 2323

Transmitter Location: 1534 Kapiolani Blvd.

Air Time: 5:45 a.m.-12:30 a.m.

News Service: UP

Transcription Service: Standard, AMP, World

Representative: Free & Peters

President, General-Station-Commercial
 Manager: J. Howard Worrall

Sales Promotion Manager, Program
 Director: E. Fitz Donnell, Jr.

Production Manager: Joe Lawrence Worthy

Publicity Director: Louis T. Dwyer

Chief Announcer: Leo Rumsey

Chief Engineer: Ernest G. Lindemann

K G U

HONOLULU—EST. 1922

NBC

Frequency: 760 Kc. Power: 2500 Watts

Owned-Operated By: Marion A. Mulrony

Address: P. O. Box 3110

Phone Number: 2311

News Service: UP

Transcription Service: Thesaurus

Air Time: 6 a.m.-11 p.m.

Representative: The Katz Agency

Pres.-Exec.-Gen. Mgr.: Lorrin P. Thurston

Comm.-Ass't Mgr.: George T. Plummer

Program Director: Linton Latimer

Sales & Prom. Mgr.: Bernard E. Cooney

Station Manager-Chief Engr.: M. A. Mulrony

KHON

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Aloha Bcstg. Co., Ltd.
 Business Address: P. O. Box 1380
 Phone Number: 95295
 Transmitter-Studio Location: 1810 Makano
 Lane

Air Time: 6 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, Capitol,
 Standard, MacGregor

Representative: John Blair
 Membership: NAB
 President: R. M. Fitkin
 Station Manager: Webley Edwards
 Commercial Manager: L. Roy Turner
 Program Director: Alexa Cogswell
 Chief Announcer: Kenneth McCoy
 Chief Engineer: Ira G. Mercer

KPOA

HONOLULU—EST. 1946

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Island Bcstg. Co.
 Business-Studio Address: 1330 Beratania St.,
 P. O. Box 3499

Phone Number: 95281
 Transmitter Location: Kapolani & Date Sts.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Ed. Petry
 Membership: NAB

President, General-Station Mgr.: John Keating
 Commercial Manager: Richard Downie
 Sales Promotion Manager: R. J. McCollum
 Program-Publicity Director: Don Klein
 Production Manager: Hal Lewis
 Chief Announcer: Larry Grant
 Musical Director: Wm. Silva
 Chief Engineer: Robt. Bird

KULA

HONOLULU—EST. 1947

ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Frontier Bcstg.
 Co., Ltd.

Business Address: P. O. Box 1479
 Phone Number: 90926
 Studio Address: 1585 Kapiolani Blvd.

Transmitter Location: 4617 Kalaniana'ole
 Highway
 Air Time: 5 a.m.-12 M.
 News Service: UP
 Transcription Service: Capitol
 Representative: Avery-Knodel
 Membership: NAB
 President, Board of Directors: Harold T. Kay
 General-Station Manager: Frank V. Webb, Jr.
 Program Director: Robert F. Shield
 Musical Librarian: Patricia Rivas

KTOH

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCSTG. SYSTEM
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Garden Island Publish-
 ing Co.

Business-Studio Address: Box 1748
 Phone Number: 261, 361
 Transmitter Location: 1 mi. N.E. of Lihue,
 Kauai

Air Time: 16¼ hrs. daily
 News Service: UP
 Transcription Service: Standard, Capitol
 Representative: John Blair
 Membership: NAB
 General Manager: Charles J. Fern
 Commercial Manager: Dwight Mossman
 Program Director: Raymond K. Sasaki
 Chief Engineer: Katashi Nose

KMVI

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Maui Publishing Co.,
 Ltd.

Business Address: P. O. Box 374
 Phone Number: 996
 Transmitter-Studio Location: Waahumanu Ave.
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, MacGregor,
 Lang-Worth, Cole

Representative: John Blair
 Membership: NAB
 President: J. Walter Cameron
 General Manager: Ezra J. Crane
 Commercial Manager: Charles C. Young
 Program Director: Richard E. Mawson
 Chief Announcer: Martin Sebastian
 Musical Director: Robert Cooke
 Chief Engineer: Robert Jones

The Link of the Americas

W N E L

SAN JUAN, PUERTO RICO

5000 Watts

—

Full Time

—

860 Kc

DIRECTIONAL ANTENNA

N.B.C. AFFILIATE

W N E L

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

Puerto Rico

W C M N

ARECIBO—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Caribbean Bcstg. Co.
 Business Address Box 755
 Phone Number 589
 Pres.-Gen.-Comm. Mgr. Byron Mitchell Jr.
 Program Director Grimaldi Grau
 Chief Engineer Jose Soler

W K V M

ARECIBO—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned By American Colonial Bcstg. Co.

W R I A

CAGUAS—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Inter-American Radio
 Business Address Aguilera & Corchado Sts.
 Phone Number 678
 Pres.-Gen. Mgr. Eduardo Biascochea
 Commercial Manager Jorge L. Arzuaga
 Prom. Mgr.-Prog. Dir. Fermin F. Bonnin
 Chief Engineer Eduardo Biascochea

W M D D

FAJARDO—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Madrazo & Diaz Atilas
 Business Address Bunoz Rivera esq. Barcelo
 Phone Number 132
 Transcription Service SESAC
 Owners Madrazo Atilas, Diaz Atilas
 Gen.-Comm. Mgr. Agustin R. Camunas
 Program Director Ruben Diaz Atilas
 Chief Engineer George Schellhas

W E C W

MAYAGUEZ—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Electronics Corp. of P.R.
 Business Address P. O. Box 791
 Phone Number 990
 Studio Address Post & Palmer Sts.
 Transmitter Location Guanajibo Rd.
 Air Time 6:30 a.m.-10:30 p.m.
 Membership P. R. Assn. of Broadcasters
 President, General Mgr. Santiago E. Caino
 Program Director Osvaldo Domenech
 Chief Announcer Anibal Irizarry
 Musical Director Harold Rivera
 Chief Engineer Jesús M. Avilés

W K J B

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Jose' Bechara Jr.
 Business Address Box 1293
 Phone Number 983
 Studio Address Minerva St. No. 8
 Transmitter Location Guanajibo Ave.
 Air Time 16¼ hrs. daily
 Pres.-Gen. Mgr. Jose' Bechara Jr.
 Sta.-Comm.-Sales Prom Mgr. Rafael Izquierdo
 Prog.-Musical Director Arturo Cortes
 Production Manager Dieguita Rivera
 Publ. Dir. Chief Announcer Gilbert Mamary
 Chief Engineer Henry Fishbach

W O R A

MAYAGUEZ—EST. 1944

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Americas Corp.
 Business Address Box 43
 Phone Number 1150
 News Service AP
 President Maj. Alfred R. de Arellano Jr.
 General Manager David Brown
 Commercial Manager Plinio Gonzalez
 Promotion Manager Reinaldo M. Dupont
 Program Director Juan Llibre
 Chief Engineer Rafael Perez

W P B P

MAYAGUEZ—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Paradise Bcstg. Co.
 Phone Number 24
 Partners Jose M. Sepulveda, Jose M.
 Rodriguez Quinones

W P R A

MAYAGUEZ—EST. 1937

BBC

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Porto Rico Adv. Co.
 Business Address P. O. Box 869
 Phone Number 269, 869
 Studio Address Rio Street corner of
 Mackinley St.
 Transmitter Location Barrio Sabanetas
 Air Time 16½ hrs. daily
 Representative Cox & Tanz
 Membership NAB
 President, General Manager Andres Camara
 Station Manager Luis E. Freyre
 Commercial Manager Virginia Di Cristina
 Program Director Esteban Rosado Baez
 Production Manager Natividad Lopez
 Chief Engineer Luis E. Freyre

**2,000,000
AMERICAN CITIZENS
IN
PUERTO RICO**



THEIR YEARLY PURCHASES FROM THE UNITED STATES AMOUNT TO THE IMPRESSIVE FIGURES OF \$225,000,000. AND MORE IMPRESSIVE IS THE FACT THAT THEIR PREFERRED DIAL IS WIAC.

HERE INDEED IS A MARKET THAT SHOULD NOT BE OVERLOOKED. WIAC OFFERS YOU FULL COVERAGE OF PUERTO RICO, THE VIRGIN ISLANDS AS WELL AS PARTIAL COVERAGE OF ALL THE WEST INDIES.

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WRITE FOR FURTHER DETAILS
RADIO STATION WIAC, INC.

P. O. Box 4504

SAN JUAN, PUERTO RICO

