

. . . **PENNSYLVANIA** . . .

## W P W A

**CHESTER—1947**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By: Lou Poller  
 Business Address: Chester  
 Phone Number: 3-1641  
 Studio-Transmitter Location: Brookhaven Rd.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: World  
 President: Lou Poller  
 Gen., Sta. Mgr.: M. A. Mandel  
 Sales Promotion Mgr.: Burton Levin  
 Pgm., Prod. Dir.: Bob Johnson  
 Publicity Director: Melvine Levine  
 Chief Announcer: Paul Warren  
 Musical Director: Kal Ross  
 Chief Engineer: Harry Simmington  
 Farm Editor: Wayne Hyde

## W V C H

**CHESTER—1948**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By: James M. Tisdale  
 Bus.-Studio Address: Wolf Bldg., Market Sq.  
 Phone Number: Chester 2-8861  
 Transmitter Location: Bridgewater Rd., RD 1  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Pres., Gen., Comm. Mgr.: James M. Tisdale  
 Program Dir.: Edna Whittington  
 Chief Announcer: Tom Harvey  
 Chief Engineer: James M. Tisdale  
 Farm Editor: Phil Steer

## W C P A

**CLEARFIELD—1947-ASN**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Clearfield Bcstrs., Inc.  
 Business-Studio Address: 215 Church St.  
 Phone Number: 5-5541  
 Transmitter Location: Clearfield R.D.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Thesaurus, Capitol, World  
 Membership: NAB  
 Pres., Gen. Mgr.: W. K. Ulerich  
 Sta. Mgr., Prog.-Pub. Dir.: W. J. Thomas  
 Commercial Mgr.: W. C. Plummer  
 Production Director: Leroy Stauffer  
 Musical Dir.: Joseph Milsop  
 Chief Engineer: Llewellyn Duck  
 Farm Editor: W. O. Mitchell

## W C V I

**CONNELLSVILLE—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Conneltsville Bcstrs., Inc.  
 Bus.-Studio Address: 124 W. Crawford Ave.

Phone Number: Connellsville 2700  
 Transmitter Location: Limestone Hill  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: SESAC, Capitol  
 Membership: NAB  
 Pres., Gen. Mgr.: J. Wylie Driscoll  
 Program Director: John Reynolds  
 Chief Engineer: R. H. Fasulkey  
 Farm Editor: Rex Carter

## W B U X

**DOYLESTOWN—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Charles M. Meredith  
 Business-Studio Address: The Hart Bldg.  
 Phone Number: Quak 713  
 Transmitter Location: Doylestown Township  
 Air Time: 7 a.m.-Sunset  
 News Service: AP  
 Membership: NAB  
 General Mgr.: Charles M. Meredith  
 Station-Comm. Mgr.: William A. Lynch  
 Sales Prom. Mgr., Pub. Dir.: Robert Sheehan  
 Chief Announcer: Charles R. Fairchild  
 Chief Engineer: Paul Fireman  
 Farm Editor: Daniel Knapp

## W C E D

**DUBOIS—1940—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Tri-County Bcstg. Co.  
 Bus.-Studio-Transmitter Address: 80 N. Park Pl.  
 Phone Number: 1700  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: McGillvra  
 Membership: NAB, FMA  
 President: Harold Gray  
 General Mgr.: Jason S. Gray  
 Commercial Manager: George Williams  
 Program Director: Edward Paull  
 Production Director: Lamonte Tupper  
 Publicity Director: Ken Johnston  
 Chief Engineer: Vernon Stahl  
 Farm Editor: Charles Moore

## W E S T

**EASTON—1936—NBC-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Associated Bcstrs., Inc.  
 Bus.-Studio Address: 516 Northampton St.  
 Phone Number: 6131  
 Transmitter Location: Williams Township  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Robert Meeker  
 Membership: NAB  
 Station Executive: Clair R. McCollough

# WHY IS **AP** THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

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## PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh

Vice-President: George Coleman—WGBI, Scranton

Second Vice-President: Ed Obrist—WPEN, Philadelphia

Third Vice-President: Jack Hooper—WHGB, Harrisburg

Secretary: Joseph Snyder—AP Chief of Bureau

Cooperation Committee Chairman: Wm. A. Banks—WHAT, Philadelphia

Continuing Study Committee Chairman: Ed Darlington—WCNR, Bloomsburg.

**PENNSYLVANIA**

Station Manager..... Elwood C. Anderson  
Natl. Sales Manager..... J. Robert Gulick  
Program Director..... Eugene Bethman  
Technical Director..... J. E. Mathiot

**W E R C**

**ERIE—1941—NBC**

Frequency: 1230 Kc. (C.P. 1260 Kc.)  
Power: 250 Watts (C.P. 5000 Watts)  
Owned-Oper. By..... Presque Isle Bcstg. Co.  
Bus.-Studio-Transmitter Address... 121 W. 10 St.  
Phone Number ..... 40-185  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Associated, Lang-Worth  
Representative ..... Weed  
President..... Jacob A. Young  
General Manager..... Charles E. Denny  
Station Manager..... J. J. Young  
Commercial Manager..... Art Ingram  
Program Director..... J. Jacob Young  
Chief Announcer..... John Michael  
Chief Engineer..... Ken Hestor

**W I K K**

**ERIE—1948—ABC**

Frequency: 1330 Kc..... Power: 5000 Watts  
Owned-Oper. By... Community Service Bcstg. Co.  
Bus.-Studio Address..... 1021 State St.  
Phone Number ..... 2-3248-9  
Transmitter Location ..... Waterford  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Taylor-Boroff  
Membership ..... NAB  
President ..... Keith Kiggins  
Gen., Sta. Mgr..... Ted Nelson  
Chief Announcer..... Lou Zero  
Chief Engineer..... Clarence Baker

**W L E U**

**ERIE—1933**

**MBS-QUAKER-WM. PENN**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... WLEU Bcstg. Corp.  
Bus.-Studio-Transmitter Address... 2nd Fl. Commerce Bldg., 12th & State Sts.  
Phone Number..... 23-327, 22-129  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service..... World, Thesaurus  
President..... Leo J. Omelian  
Gen.-Sta. Comm. Mgr..... V. Hamilton Weir  
Secretary ..... Calire Theno  
Musical Director..... Anthony Conti  
Chief Engineer..... George Roland  
Farm Editor..... Paul Crossman

**W H J B**

**GREENSBURG—1934**

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

**W H V R**

**HANOVER—1949**

Frequency: 1280 Kc..... Power: 1000 Watts d.  
Owned-Operated By... Radio Hanover, Inc.  
Address..... Hanover Trust Bldg.  
Phone Number ..... 3831  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
General Manager..... John D. Bare  
Commercial Manager..... H. Vernon Ferster  
Program Director..... Mack Edwards  
Chief Engineer..... Phillip Rohrbaugh

**W H G B**

**HARRISBURG—1945—ABC**

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Harrisburg Bcstg. Co.  
Bus.-Studio-Trans. Address... 112 Market St.  
Phone Number..... 2-3456, 6-2646  
Air Time ..... Unlimited  
News Service ..... AP  
Representative ..... Weed  
Membership ..... NAB  
President..... Herbert Kendrick  
General Manager..... Jack Hooper  
Pgm., Prod. Dir..... Stan Bowman  
Pub.-Musical Dir..... Red McCarthy  
Chief Announcer..... Tony Bekas  
Chief Engineer..... Woody Schlegel

**W H P**

**HARRISBURG—1924—CBS**

Frequency: 580 Kc..... Power: 5000 Watts  
Owned-Operated By..... WHP, Inc.  
Business-Studio Address..... 216 Locust St.  
Phone Number ..... 4-3211  
Transmitter Location... 1½ Mi. W. Summerdale  
Air Time ..... Unlimited  
News Service..... AP, UP  
Transcription Service... Standard, Associated

# "WE'VE GOT IT!!!"

If you want sales from Pennsylvania's  
Eastern Area radio listeners . . . sell through WAZL.

## HERE'S WHY WE'VE GOT IT !!!

- 1. Know-How** Station established in 1932.  
Vic Diehm — 27 years' experience.
- 2. Listeners** 8 out of every 10 radio listeners in WAZL and  
WAZL-FM coverage area listen to WAZL day  
in and day out — week in and week out. Complete  
details on request from our latest Conlan  
survey.
- 3. Programs** WAZL is affiliated with the National Broadcast-  
ing Company — America's Number One net-  
work. . . .

**WAZL** Hazleton, Pennsylvania **WAZL-FM**  
**1490 Kc. Serving Eastern Pennsylvania 97.9 Meg.**  
**for 17 Years**

*National Representatives:*  
Robert Meeker Associates  
521 Fifth Avenue  
New York City, N. Y.

**PENNSYLVANIA**

Representative ..... Bolling  
 Membership ..... NAB, BMB  
 Gen.-Sta.-Comm. Mgr. .... A. K. Redmond  
 Sales Prom. Mgr. .... Beatrice Poteiger  
 Program Director ..... Dick Redmond  
 Production Director ..... Harry Hinkley  
 Publicity Director ..... John Price  
 Musical Director ..... David Shoop  
 Chief Engineer ..... E. Daniel Leibensperger  
 Farm Editor ..... George Wirt

**W K B O**

**HARRISBURG—1922—NBC-MBS**

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

**W A Z L**

**HAZLETON—1932—NBC-MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Hazleton Bcstg. Co.  
 Bus.-Studio Address ..... 708 Hazleton Natl.  
 Bank Bldg.  
 Phone Number ..... 5400-1  
 Transmitter Location ..... 610 E. Berner Ave.  
 Air Time ..... 6:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Robert Meeker  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr. .... Victor C. Diehm  
 Sales Prom. Mgr. .... Thomas Tito  
 Prog. Dir., Chief Announcer ..... Don Murray  
 Publicity Director ..... Kathryn Kahler  
 Musical Director ..... John Stanzola  
 Chief Engineer ..... Elwood Tito  
 Farm Editor ..... Nicky Alberts

**W H O D**

**HOMESTEAD—1948**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Steel City Bcstg. Corp.  
 Bus.-Studio Address ..... 105 E. Eighth Ave.  
 Phone Number ..... HO 1-0172  
 Transmitter Location ..... W. Millfin Borough  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Roy Ferree  
 President ..... Carl Cuda

General-Comm. Mgr. .... Roy Ferree  
 Sta. Mgr., Prog. Dir. .... Raymond Scott  
 Sales Prom. Mgr., Pub. Dir. .... Sid Dickler  
 Production Director ..... Diana Birkenfield  
 Chief Engineer ..... James Herbert

**W H U N**

**HUNTINGDON—1946—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Joseph F. Biddle Publ. Co.  
 Bus.-Studio Address ..... 400 Washington St.  
 Phone Number ..... 1291  
 Transmitter Location ..... 27th & Murray Aves.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... SESAC, Lang-Worth  
 President ..... John H. Biddle  
 General Manager ..... Samuel L. Stroh, Jr.  
 Program Director ..... Richard J. Gill  
 Chief Announcer ..... Donald M. Stuller  
 Chief Engineer ..... Ernest A. Craig

**W D A D**

**INDIANA—1946—CBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Indiana Bcst., Inc.  
 Business Address ..... 637 Philadelphia St.  
 Phone Number ..... 1780  
 Studio Address ..... Indiana Theater Bldg.  
 Transmitter Location ..... East Pike  
 Air Time ..... 7 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... McGillvra  
 Membership ..... NAB  
 President ..... Paul J. Short  
 General Manager ..... John S. Booth  
 Station Manager ..... Thompson K. Cassel  
 Commercial Manager ..... Howard T. White  
 Program Director ..... James E. Pattison  
 Sales Prom. Mgr. .... Bern Senick

**W A R D**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Central Bcstg. Co., Inc.  
 Business-Studio Address ..... Porch Bldg.  
 Phone Number ..... 81-216  
 Transmitter Location ..... Prospect Hill  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... Paul Short  
 General Manager ..... George D. Gartland  
 Station Manager ..... Robert R. Nelson  
 Commercial Mgr. .... Herbert B. Scott  
 Program Director ..... Louis Peneguy  
 Musical Director ..... Robert C. Ebert  
 Chief Engineer ..... Millard J. Coleman  
 Farm Editor ..... H. C. McWilliams

## W C R O

**JOHNSTOWN—1947—ABC-QUAKER  
MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Century Bcstg. Corp.  
 Bus.-Studio Address . . . . . 317-319 Main St.  
 Phone Number . . . . . 9-8539  
 Transmitter Location . . . . . Ihmsen Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Reps  
 Membership . . . . . BMB  
 President . . . . . John J. Keel  
 General Manager . . . . . John F. Hanssen  
 Commercial Manager . . . . . Dennis Gerken  
 Chief Engineer . . . . . Rexford Ackley

## W J A C

**JOHNSTOWN—1925—NBC**

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

## W A C B

**KITTANNING—1948**

Frequency: 1380 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . The Armstrong County  
 Bcstg. Corp.  
 Bus.-Studio Address . . . . . 325 Market St.  
 Phone Number . . . . . 1380-1  
 Transmitter Location . . . . . Bunker Hill  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . L. W. Henry  
 Gen., Sta. Mgr. . . . . Ames L. Harper  
 Comm., Sales Prom. Mgr. . . . . William McKibben  
 Pgm., Prod. Dir. . . . . Charles Cassel, Jr.  
 Musical Director . . . . . Ann Hillard  
 Chief Engineer . . . . . Jim Shoemaker  
 Farm Editor . . . . . Joseph Moore

## W K I N

**KITTANNING—1948—ATLANTIC**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WKIN, Inc.  
 Bus.-Studio Address . . . . . 133 N. Jefferson St.  
 Phone Number . . . . . 1350  
 Transmitter Location . . . . . RD No. 1  
 Air Time . . . . . 7 a.m.-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Membership . . . . . NAB  
 Pres., General Mgr. . . . . Julian L. Liebman  
 Program Dir. . . . . Ernest P. Kline  
 Chief Engineer . . . . . Benjamin Franklin

## W G A L

**LANCASTER—1922—NBC-MBS**

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

## W L A N

**LANCASTER—1946—ABC-QUAKER**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Peoples Bcstg. Co.  
 Bus.-Studio Address . . . . . 252 N. Queen St.  
 Phone Number . . . . . 7261-2  
 Transmitter Location . . . . . Manheim Township  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Headley-Reed  
 Pres., Gen. Mgr. . . . . Frank H. Altdoerffer  
 Sta.-Comm.-Sales Prom. Mgr. . . . . John D. Hymes  
 Pgm., Prod. Dir. . . . . David E. Bigley  
 Chief Anncr., Farm Editor . . . . . Robert C. Harnish  
 Musical Director . . . . . Anthony C. Logus  
 Chief Engineer . . . . . Frank H. Altdoerffer  
 Traffic Director . . . . . Edna K. Hanna

## W L B R

**LEBANON—1946**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Lebanon Bcstg. Co.  
 Bus.-Studio Address . . . . . 8th & Cumberland Sts.  
 Phone Number . . . . . 3900  
 Transmitter Location . . . . . Hill Church  
 Air Time . . . . . 6 a.m.-sunset  
 News Service . . . . . AP

# PENNSYLVANIA

Transcription Service ..... World  
 Representative ..... William G. Rambeau  
 Membership ..... NAB, BMB  
 President ..... H. Raymond Stadiem  
 General Manager ..... Lester P. Etter  
 Station Manager ..... Julian F. Skinnell  
 Commercial Manager ..... Philip J. Reilly  
 Program Director ..... Jared L. Rolston  
 Chief Engineer ..... M. Leonard Savage

## W C M B

**LEMOYNE—1948**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Bus.-Studio Address ..... Lemoyne Theater Bldg.  
 Phone Number ..... Harrisburg 4-3005  
 Transmitter Location ..... Poplar Church Rd.,  
 E. Pennsboro Township  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Donald Cooke  
 President ..... Edgar T. Shepard, Jr.  
 General-Station Manager ..... Ed K. Smith  
 Commercial Manager ..... John T. Burnite  
 Sales Promotion Mgr. .... Robert Cross  
 Pgm., Musical Dir. .... Don Jacobs  
 Production Director ..... Lew Doolittle  
 Chief Engineer ..... Howard Bair

## W K V A

**LEWISTOWN—1949**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Central Pa. Bcstg. Co.  
 Address ..... 7 N. Wayne St.  
 Phone Number ..... 6771  
 Air Time ..... Daylight  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 President ..... Paul J. Newton  
 General Manager ..... Robert L. Wilson  
 Commercial Manager ..... Richard Wetzel  
 Program Director ..... Elwood E. Erdman  
 Promotion Manager ..... Lynn Bloom  
 Chief Engineer ..... John Stormer

## W M R F

**LEWISTOWN—1941—NBC  
QUAKER**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Lewistown Bcstg. Co.  
 Business-Studio Address ..... Monument Square  
 Phone Number ..... 6757  
 Transmitter Location ..... Derry Township  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Vice-President ..... J. S. Woods  
 General Manager ..... T. W. Metzger

Assistant Manager ..... W. F. Sager  
 Commercial Manager ..... Ralph Parker  
 Program Director ..... James Keyes  
 Chief Engineer ..... Bernard H. Bopp  
 Farm Editor ..... Joe Smiley

## W B P Z

**LOCK HAVEN—1947—MBS-SBN**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lock Haven Bcstg. Corp.  
 Bus.-Studio Address ..... 132½ E. Main St.  
 Phone Number ..... 4038  
 Transmitter Location ..... Flemington  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard, SESAC  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President ..... Donald C. Welch  
 General-Station Manager ..... Harris Lipex  
 Sales Prom. Mgr. .... Joseph J. Nevins  
 Pgm. Dir., Chief Anncr. .... Dave King  
 Production Director ..... L. Willard Poff  
 Publicity Director ..... E. D. Foye  
 Musical Director ..... Harry Lee  
 Chief Engineer ..... Kenneth B. Caum  
 Farm Editor ..... John B. McCool

## W E D O

**McKEESPORT—1946**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Tri-City Bcstg. Co.  
 Business-Studio Address ..... 547 Fifth Ave.  
 Phone Number ..... McKeesport 4-7167  
 Transmitter Location ..... Foster Rd.  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, World  
 Pres., Gen. Mgr. .... Edward J. Hirschberg  
 Asst. to Pres. .... Edward J. Patrick  
 Commercial Manager ..... Jack Craddock  
 Program-Production Dir. .... John H. Stewart  
 Publicity Director ..... Bernard Friedman  
 Chief Engineer ..... Wilkes E. Hurley

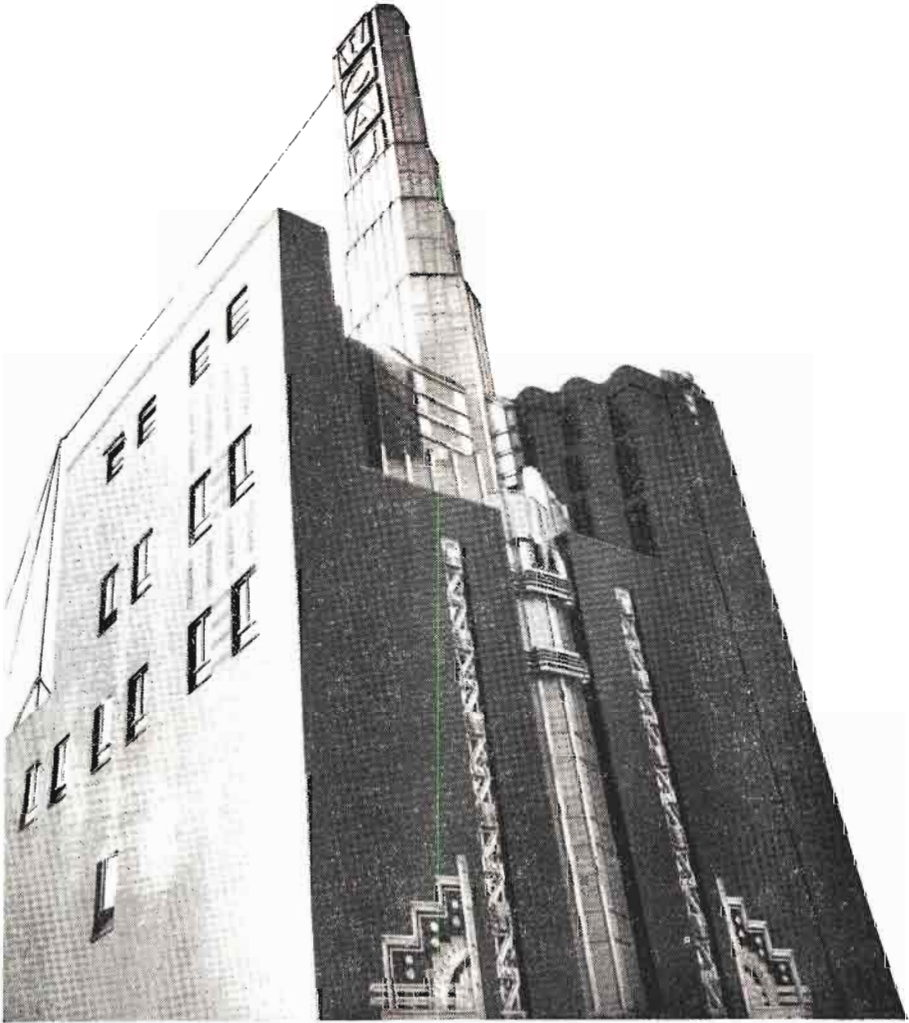
## W M C K

**McKEESPORT—1946—KBS**

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Mon-Yough Bcstg. Co., Inc.  
 Business-Studio Address ..... 516 Market St.  
 Phone Number ..... 4-7193-4-5  
 Transmitter Location ..... Lincoln Twp.  
 Air Time ..... 7 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Standard  
 President ..... George R. Ratkes  
 Exec. V.P. .... Robert M. Cox  
 Prog.-Prod.-Pub. Dir. .... Pat Haley  
 Musical Director ..... Dave Betcher  
 Chief Engineer ..... Charles White  
 Farm Editor ..... Roy Gallagher

# IT'S WCAU

IN RADIO  
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IN PHILADELPHIA



The Philadelphia Bulletin Stations

# WCAU

CBS AFFILIATE

AM  
FM  
TV



## W M G W

**MEADVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Meadville Bcstg. Serv., Inc.  
 Bus.-Studio Address . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 46-723  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. Harry C. Winslow  
 Sta. Mgr., Pgm. Dir. . . . . David Davies  
 Production Dir. . . . . Mark N. Funk, Jr.  
 Publicity Dir. . . . . Zane Knauss  
 Chief Engineer . . . . . Hoyt Stout

## W B U D

**MORRISVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Morrisville Bcstg. Co.  
 Business Address . . . . . P. O. Box 98  
 Phone Number . . . . . 7107  
 Studio Address . . . . . 12 S. Pa. Ave.  
 Transmitter Location . . . . . Morrisville  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 President . . . . . Verna S. Hardin  
 Commercial Manager . . . . . James Stolcz  
 Program Director . . . . . William F. Hildenbrand  
 Production Director . . . . . Fred Walker  
 Chief Engineer . . . . . William A. Brewer

## W H W L

**NANTICOKE—1947**

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

## W K S T

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WKST, Inc.  
 Bus.-Studio Address . . . . . Cathedral Bldg.,  
 E. Lincoln Ave.  
 Phone Number . . . . . 5050  
 Transmitter . . . . . Savannah Center & Old Pgh. Rds.  
 News Service . . . . . UP  
 Transcription Service . . . . . World

Representative . . . . . Katz  
 Membership . . . . . BMB  
 President, General Mgr. . . . . S. W. Townsend  
 Sta., Comm. Mgr. . . . . A. W. Graham  
 Sales Prom. Mgr., Pub. Dir. . . . . William Sommer  
 Pgm., Prod. Dir. . . . . Harry Reith  
 Traffic Manager . . . . . Shirley Kerr  
 Chief Engineer . . . . . Robert Emch

## W K P A

**NEW KENSINGTON—1940**

Frequency: 1150 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address . . . . . 810 Fifth Ave.  
 Phone Number . . . . . 3534  
 Transmitter Location . . . . . E. Deer Township  
 News Service . . . . . UP  
 Transcription . . . . . Lang-Worth, MacGregor, SESAC  
 Representative . . . . . Continental Radio Sales  
 Gen., Comm. Mgr., Pgm. Dir. . . . . Edward J. Kroen  
 Chief Engineer . . . . . W. W. Neely

## W N A R

**NORRISTOWN—1946**

Frequency: 1110 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . Norristown Bcstg. Co.  
 Bus.-Studio Address . . . . . 115 W. Main St.  
 Phone Number . . . . . Norristown 7600  
 Transmitter Location . . . . . Old Arch Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB  
 President . . . . . N. Joe Rahall  
 Executive Director . . . . . Farris E. Rahall  
 Program Director . . . . . Norman K. Brooks  
 Chief Engineer . . . . . Franklin H. Bisbing

## W K R Z

**OIL CITY—1946—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WKRZ, Inc.  
 Business-Studio Address . . . . . 232 Seneca St.  
 Phone Number . . . . . 4-1260, 4-1269  
 Transmitter . . . . . Rich Hill, Cranberry Township  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 President . . . . . Kenneth E. Rennekamp  
 General Manager . . . . . James P. O'Brien  
 Program Director . . . . . Richard E. Thompson  
 Chief Engineer . . . . . Leo Arcoletti

## K Y W

**PHILADELPHIA—1921—NBC**

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

*Coverage*  
**where it COUNTS**  
*Results*  
**that can be COUNTED**

WFIL reaches more than 5,011,000 people in Eastern Pennsylvania, Central and Southern New Jersey and Eastern Delaware alone, heart and hinterland of the teeming Philadelphia market. Engineering surveys prove that no other Philadelphia station reaches as many people in that area.

At the start of this year, more than 150 sponsors were utilizing WFIL's powerful penetration of the Nation's rich third market to sell THEIR products. Of this number, 36 clients have been with WFIL for more than 5 years . . . 18 have been doing repeat business for more than 10 years.

We count these facts a result of WFIL's superior coverage and market position. Our advertisers count a more specific blessing . . . rising and continued sales.

**ABC  
AFFILIATE**

**WFIL**

**REPRESENTED BY  
THE KATZ AGENCY**

**The Philadelphia Inquirer Station**

# PENNSYLVANIA

Business-Studio Address.....1619 Walnut St.  
Phone Number.....LOcust 4-3700  
Transmitter Location.....Whitemarsh  
Air Time.....Unlimited  
News Service.....INS, UP  
Transcription Service.....Associated  
Representative.....Free & Peters  
Membership.....BMB  
President.....Walter Evans  
Vice-President.....Walter E. Benoit  
General Manager.....J. B. Conley  
Station Manager.....Robert E. White  
Sales Manager.....Harvey McCall, Jr.  
Program Manager.....James P. Begley  
Prom., Pub. Mgr.....C. M. Meehan  
Chief Engineer.....I. N. Eney

## WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WCAU, Inc.  
Business-Studio Address.....1622 Chestnut St.  
Phone Number.....LOcust 7-7700  
Transmitter Location.....Moorestown, N. J.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Radio Sales  
Membership.....BMB, FMA  
General Manager.....Donald W. Thornburgh  
Asst. General Mgr.....Joseph L. Tinney  
Sales Manager.....Alex Rosenman  
Prom., Pub. Dir.....Robert N. Pryor  
Program Director.....Joseph T. Connolly  
Chief Announcer.....Hugh Walton  
Musical Director.....David Stephens  
Technical Director.....John G. Leitch  
Chief Engineer.....George Lewis  
News Editor.....Alfred T. Ringler  
Farm Editor.....Amos Kirby

## WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....WDAS Bcstg. Station, Inc.  
Business-Studio Address.....1211 Chestnut St.  
Phone Number.....LOcust 7-7400  
Transmitter Location.....Woodside Pk.  
Air Time.....7 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Forjoe  
Membership.....NAB

President.....William Goldman  
Gen., Sta., Comm. Mgr.....Lambert B. Beeuwkes  
Program Director.....Richard H. Booth  
Chief Engineer.....Frank W. Unterberger

## WFIL

PHILADELPHIA—1922  
ABC-QUAKER

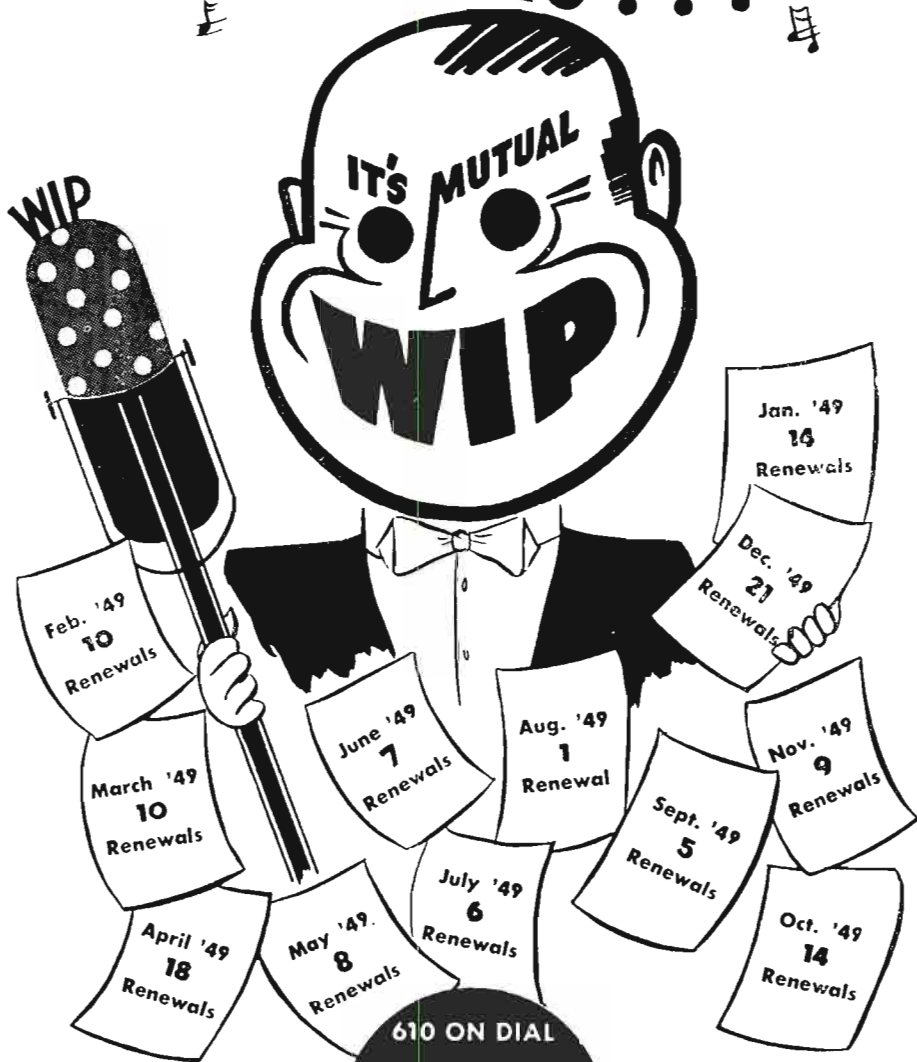
Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Philadelphia Inquirer Div.  
of Triangle Publications, Inc.  
Business-Studio Address.....Widener Bldg.  
Phone Number.....RIttenhouse 6 6900  
Transmitter Location.....Whitemarsh  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Katz  
Membership.....NAB, BMB  
General Manager.....Roger W. Clipp  
Operations Asst. to Gen. Mgr.  
John D. Scheuer, Jr.  
Commercial Manager.....John E. Surrick  
Adver., Prom. Dir.....George A. Koehler  
Program Director.....William A. Farren  
Production Director.....Fred Hayward  
Publicity Director.....Joseph E. Dooley  
Chief Engineer.....Louis E. Littlejohn  
Farm Editor.....Howard Jones

## WHAT

PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Oper. By.....Independence Bcstg. Co.  
Business-Studio Address.....1505 Walnut St.  
Phone Number.....RIttenhouse 6-2058  
Transmitter Location.....Penn Sheraton Hotel,  
39th & Chestnut Sts.  
Air Time.....Unlimited  
News Service.....AP  
Pres., Gen.-Comm.-Sales Prom.  
Manager.....William A. Banks  
Representative.....A. Lewis King  
Station Manager.....Dolly Banks  
Commercial Manager.....Bob Beebe  
Pgm., Pub. Dir.....Annette Oromaner  
Production Director.....Len Stevens  
Chief Announcer.....Bill McCall  
Chief Engineer.....Arnold Goldman

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



**PHILADELPHIA'S**



**PIONEER VOICE**

**BASIC MUTUAL**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

# WIBG

PHILADELPHIA—1925

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

Business-Studio Address . . . . . 1425 Walnut St.  
 Phone Number . . . . . Rittenhouse 6-2300  
 Transmitter Location . . . . . Conshohocken RFD  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam Young  
 President . . . . . Paul F. Harron  
 Gen.-Sta.-Comm. Mgr. . . . . Edward D. Clery  
 Sales Prom.-Prod. Mgr. . . . .

Publicity Director . . . . . Rupe Werling  
 Program Director . . . . . Doug Arthur  
 Chief Engineer . . . . . John H. Henninger

# WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Pennsylvania Bcstg. Co.

Business-Studio Address . . . . . 35 S. 9th St.  
 Phone Number . . . . . WALnut 2-6800  
 Transmitter Location . . . . . Bellmawr, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB

Pres., General Mgr. . . . . Benedict Gimbel, Jr.  
 V.P. & Dir. of Sales . . . . . Gordon R. Gray  
 Local Commercial Mgr. . . . . Samuel Hill  
 Food Mchdse. Dir. . . . . Robert A. McKenna  
 Sales Prom. Dir. . . . . Ralph H. Minton  
 Program Director . . . . . Murray Arnold  
 Production Director . . . . . Varner Paulsen  
 Publicity Director . . . . . Samuel Elber  
 Asst. Program Dir. . . . . Edward Wallis  
 Dir. Education & Spec. Events . . . . . Samuel Serota  
 Chief Engineer . . . . . Reginald K. Harris  
 Technical Director . . . . . Clifford C. Harris

# WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Patrick J. Stanton  
 Business-Studio Address . . . . . St. James Hotel,  
 13 & Walnut Sts.

Phone Number . . . . . Kingsley 5-7000  
 Transmitter . . . . . 7000 River Rd., Delair, N. J.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . McGillvra, Viola  
 Pres., Gen. Mgr. . . . . Patrick J. Stanton  
 Commercial Manager . . . . . Charles Stahl  
 Publicity Director . . . . . Jerome Weiss  
 Prog. Dir., Chief Announcer . . . . . Michael Deegan  
 Production Director . . . . . Jerry Warren  
 Chief Engineer . . . . . Alec Felton Iles

**WIBG**

**WIBG-FM**

SPORTS

NEWS

MUSIC

SALES

IN PHILADELPHIA

# in Philadelphia...

## IT'S LOCAL PROGRAMMING AND THESE PERSONALITIES ON

# WPEN

### THAT SELL MERCHANDISE



**MATT GUOKAS**  
Sports Director  
Popular Athlete  
Turned Radioman



**EDDIE NEWMAN**  
Zaniest Disc-Jockey in  
Creation—Now a Night-  
Club Radio Sensation



**JOE GRADY — ED HURST**  
Conductors of the town's  
No. 1 Afternoon Show,  
"950 Club"



**BOB HORN**  
His "Bandstand" is "Tops  
In Pops" with the Early  
Evening Listeners



**TONI SPAULDING**  
The Nation's Only  
All-Night Girl  
Disc-Jockey



**STU WAYNE**  
Popular early morn-  
ing Personality who  
eases The "Getting-  
Up" Blues



**7** FOR LOWEST COST RADIO IN PHILADELPHIA USE...

**PENNSYLVANIA**

**WPEN**

**PHILADELPHIA—1929—SBN**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By. William Penn Bcstg. Co.  
Business-Studio Address. 1528 Walnut St.  
Phone Number. Kingsley 6-0950  
Transmitter Location. Brookhaven Rd. & 77th St.

Air Time. 6 a.m.-2 a.m.  
News Service. AP, UP  
Transcription Service. Associated  
Representative. William G. Rambeau  
President. Albert J. Sylk  
General Manager. Edward C. Obrist  
Sales Prom. Mgr. William B. Caskey  
Program Director. Jules Rind  
Publicity Director. Sarajane Chersshore  
Chief Engineer. Charles W. Burtis

**WTEL**

**PHILADELPHIA—1926**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Faulkrod Radio Engineering Co.

Business-Studio Address. 4312 N. Broad St.  
Phone Number. Gladstone 5-1310, Davenport 4-4310  
Transmitter Location. Rowlandville  
Pres., Gen. Mgr., Program Dir. E. Douglass Hibbs  
Commercial Manager. Henry N. Cocker  
Production Director. Alan Stewart  
Chief Engineer. John Field

**KDKA**

**PITTSBURGH—1920—NBC**

Frequency: 1020 Kc. Power: 50,000 Watts  
Owned-Oper. By. Westinghouse Radio Stations, Inc.

Business-Studio Address. Grant Bldg.  
Phone Number. Grant 1-4200  
Transmitter Location. Allison Pk.  
Air Time. Unlimited  
News Service. AP, INS, UP  
Transcription Service. Thesaurus  
Representative. Free & Peters  
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  
Promotion Manager. David N. Lewis  
Program Manager. Franklin A. Tooke  
Publicity Manager. Lee Curran  
Chief Engineer. Theodore C. Kenney

**KQV**

**PITTSBURGH—1919—MBS**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Oper. By. Allegheny Bcstg. Corp.

Bus-Studio Address. 800 Chamber of Commerce Bldg.

Phone Number. Atlantic 1-9100  
Air Time. Unlimited  
News Service. UP  
Transcription Service. World, SESAC  
Representative. Weed  
Membership. NAB  
President. Charles T. Campbell  
Gen.-Comm. Manager. J. F. Murray  
Program Director. Walter B. Jones  
Publicity Director. Frank G. Orr  
Chief Engineer. James J. Schultz

**WCAE**

**PITTSBURGH—1922—ABC**

Frequency: 1250 Kc. Power: 5000 Watts  
Owned-Operated By. WCAE, Inc.

Bus-Studio Address. William Penn Hotel  
Phone Number. Atlantic 1-6900  
Transmitter Location. Baldwin Township  
Air Time. Unlimited  
News Service. AP, INS  
Transcription Service. World  
Representative. Katz  
Membership. NAB, BMB  
Pres., General Manager. Leonard Kapner  
Sta. Mgr., Prog. Dir. R. Clifton Daniel  
Commercial Manager. Carl M. Dozer  
Prom. Mgr., Pub. Dir. William Kelley  
Production Director. John Leban  
Chief Announcer. Ralph Fallert  
Musical Director. Baron Elliott  
Chief Engineer. James Greenwood

**WJAS**

**PITTSBURGH—1921—CBS**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By. Pittsburgh Radio Supply House, Inc.

Bus-Studio Address. 1406 Chamber of Commerce Bldg.  
Phone Number. Grant 1-4860  
Transmitter Location. 1459 Crane Rd., Greentree  
Air Time. Unlimited  
News Service. Transradio, UP  
Transcription Service. Lang-Worth  
Representative. Hollingberry  
Membership. BMB  
Pres., Gen. Mgr. H. K. Brennen  
Comm.-Sales Prom. Mgr. John H. Buchholt  
Program Director. James M. Hughes  
Production Director. Fred R. Davy  
Musical Director. Lee Kelton  
Chief Engineer. Walter W. McCoy

**WPGH**

**PITTSBURGH—1946**

Frequency: 1080 Kc. Power: 1000 Watts d.  
Owned-Operated By. Pittsburgh Bcstg. Co.

. . . **PENNSYLVANIA** . . .

Bus.-Studio Address . . . 220 N. Highland Ave.,  
E. Liberty  
Phone Number . . . . . EMerson 5000  
Transmitter Location . . . . . 2500 E. Lane  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, World  
Representative . . . . . McGillvra  
Membership . . . . . NAB  
President . . . . . H. A. Bergstrom  
General Manager . . . . . J. A. McFarland

## WPIT

**PITTSBURGH—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . WPIT, Inc.  
Bus.-Studio Address . . . . . 211 Smithfield St.  
Phone Number . . . . . GRant 1-0794  
Transmitter Location . . . . . Mt. Troy Rd.  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Representative . . . . . Ra-Tel  
President . . . . . John J. Laux  
General-Station Manager . . . . . John L. Merdian  
Comm., Sales Prom. Mgr. . . . . Don Iosel  
Program Director . . . . . Russell E. Offhaus  
Prod., Pub. Dir. . . . . Bill Ewing  
Chief Announcer . . . . . George Varnum  
Chief Engineer . . . . . John Berninger

## WWSW

**PITTSBURGH—1932**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WWSW, Inc., Post-  
Gazette Publ. Co.  
Bus.-Studio Address . . . . . Sheraton Hotel  
Phone Number . . . . . GRant 1-5200  
Transmitter Location . . . . . West View Rd., Ross  
Township  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Forjoe  
Membership . . . . . NAB, FMA  
President, Gen. Manager . . . . . O. M. Schloss  
Station-Comm. Mgr. . . . . Ben W. Muros  
Sales Promotion Manager,  
Publicity Director . . . . . Harold J. Goldstein  
Program Director . . . . . B. Kendall Crane  
Chief Announcer . . . . . Raymond F. Schneider  
Musical Director . . . . . Marie Wilk  
Chief Engineer . . . . . Henry R. Kaiser

## WPAM

**POTTSVILLE—1947—MBS  
QUAKER-SBN**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Miners Bcstg. Serv., Inc.  
Bus.-Studio Address . . . . . 106 S. Centre St.  
Phone Number . . . . . Pottsville 5050  
Transmitter Location . . . . . Lawton's Hill

Air Time . . . . . 7 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Associated, Standard  
Representative . . . . . Everett-McKinney  
Membership . . . . . NAB, BMB  
President . . . . . Joseph L. Maguire  
Gen., Sta. Mgr. . . . . Louis H. Murray  
Commercial Manager . . . . . Frank L. Tamulonis  
Sales Prom. Mgr. . . . . John Gallagher  
Program Director . . . . . Joel Fleming  
Merchandising Mgr. . . . . John Gallagher  
Prod. Dir., Chief Annrcr. . . . . Ray Mulligan  
Musical Director . . . . . Horace Richards  
Chief Engineer . . . . . Gene Handwerk  
Farm Editor . . . . . Harry Pourbaugh

## WPPA

**POTTSVILLE—1946**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By . . . . . Pottsville Bcstg. Co.  
Bus.-Studio Address . . . . . 8 So. Second St.  
Phone Number . . . . . Pottsville 4744  
Transmitter Location . . . . . Bull's Head  
Air Time . . . . . 6:30 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . A. V. Tidmore  
Commercial Manager . . . . . Ralph L. Price, Jr.  
Program Director . . . . . John M. Naylor  
Musical Director . . . . . Lew Edwards  
Chief Engineer . . . . . Edward Morgan

## WEEU

**READING—1932—ABC-QUAKER**

Frequency: 850 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Reading Eagle-Times  
Operated By . . . . . Hawley Bcstg. Co.  
Business-Studio Address . . . . . 533 Penn St.  
Phone Number . . . . . 7335  
Transmitter Township . . . . . Spring Township  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Associated, SESAC  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB  
President . . . . . Hawley Quier  
Gen.-Station Mgr. . . . . Clifford M. Chafey  
Commercial Manager . . . . . K. Richard Creitz  
Program Director . . . . . E. Lester Hoffmaster  
Chief Announcer . . . . . George Carroll  
Chief Engineer . . . . . Harold Schearer

## WHUM

**READING—1943—CBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Eastern Radio Corp.  
Business-Studio Address . . . . . Berkshire Hotel  
Phone Number . . . . . Reading 4-4805  
Transmitter Location . . . . . Old Wyomissing Rd.



Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... George P. Hollingbery  
 Pres., Gen., Sta. Mgr. .... Humboldt J. Greig  
 Comm.-Sales Prom. Mgr. ... Richard G. Fichthorn  
 Prod., Pub. Dir. .... James D. Lindemuth  
 Pgm. Dir., Chief Anncr. .... Alan Lane  
 Musical Director ..... A. Raymond Moore  
 Chief Engineer ..... Joseph McCormack

**W R A W**  
**READING—1922—NBC-MBS**

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

**W R Y O**  
**ROCHESTER—1949—ALLIED**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Beaver Valley Radio Co.  
 Address ..... Cleveland Ave.  
 Phone Number ..... 4660  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... World, Lang-Worth  
 Membership ..... NAB  
 President ..... Edward Reider  
 Gen., Comm. Mgr. .... Donald J. Grantham  
 Production Director ..... Seymour H. Miller  
 Chief Engineer ..... Andrew Macioce

**W A R M**  
**SCRANTON—1938—ABC-QUAKER**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Union Bcstg. Co.  
 Business-Studio Address. .... Bowman Bldg.  
 Phone Number ..... 4-1148  
 Transmitter Location. ... O'Neill Hiway, Dunmore  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... George P. Hollingbery  
 Pres., Gen.-Sta. Mgr. .... Martin F. Memolo  
 Comm., Sales Prom. Mgr. ... William M. Dawson  
 Prog.-Prod.-Musical Dir. .... Joe Salsburg  
 Publicity Director ..... Mary Lynott  
 Chief Announcer ..... Art Bolin  
 Chief Engineer ..... A. W. Oschmann  
 Farm Editor ..... Jess Landenberger

**W G B I**  
**SCRANTON—1925—CBS**

Frequency: 910 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By ..... Scranton Bcstrs., Inc.  
 Business-Studio Address. ... 1000 Wyoming Ave.  
 Phone Number ..... 8296  
 Transmitter Location ..... Drinker Tpk.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President ..... Mrs. M. E. Megargee  
 Vice-President ..... M. A. Megargee  
 Gen., Comm., Sales Prom. Mgr.  
 George D. Coleman  
 Station Manager ..... Robert E. McDowell  
 Program Director ..... Frank Monaghan  
 Chief Engineer ..... Kenneth R. Cooke

**W Q A N**  
**SCRANTON—1924**

Frequency: 910 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By ..... The Scranton Times  
 Address ..... 149 Pennsylvania Ave.  
 Phone Number ..... 5151  
 News Service ..... AP, UP, INS  
 Transcription Service ..... Associated, SESAC  
 Representative ..... McDevitt  
 Membership ..... NAB, FMA  
 Owners ..... Elizabeth R. Lynett, Edward J. Lynett,  
 Jr.  
 General Manager ..... John P. McGoldrick  
 Commercial Manager ..... Frank S. Blair  
 Program Director ..... Robert R. Flanagan  
 Musical Director ..... Jane O'Hara  
 Chief Engineer ..... John P. McGoldrick  
 Farm Editor ..... Frank Malone

**W S C R**  
**SCRANTON—1947**

Frequency: 1000 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Lackawanna Valley Bcstg.  
 Co.  
 Business-Studio Address. ... 116 Adams Ave.  
 Phone Number ..... 5242  
 Transmitter Location ..... Keyser Ave.  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... BMB  
 Pres. .... Judge Michael J. Eagen  
 Manager ..... Dale Robertson  
 Sta. Mgr., Prod. Dir. .... Jack Guinan  
 Commercial Manager ..... Frank S. Blair  
 Musical Director ..... Joe Brier  
 Chief Engineer ..... Willard Shimaki

**WISL**

**SHAMOKIN—1948—MBS**

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

**WPPO**

**STROUDSBURG—1947**

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

**WPIC**

**SHARON—1938**

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

**WKOK**

**SUNBURY—1933—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter 1150 N. Front St.  
 Phone Number Sunbury 1325-6  
 Air Time 7 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Continental Radio Sales  
 Membership NAB  
 President Harry H. Haddon  
 Gen., Sta. Mgr. Homer R. Smith  
 Comm., Sales Prom. Mgr. W. Robert Trevitt  
 Pgm., Prod. Dir. Michael J. Kane  
 Publicity Director Nelson Futch  
 Chief Announcer Jerry Moore  
 Chief Engineer John W. Keller

**WMAJ**

**STATE COLLEGE—1945—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Centre Bcstrs., Inc.  
 Bus.-Studio Address P. O. Box 888,  
 Glennland Bldg.  
 Phone Number 4959  
 Transmitter Location Ferguson Township  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 Membership NAB  
 General Mgr. William K. Ulerich  
 Station Manager Alethea Jones Mattern  
 Program Director Milton J. Bergstela  
 Commercial Manager Miriam Krebs  
 Chief Engineer Douglas Beman

**WMBS**

**UNIONTOWN—1937**  
**CBS-ATLANTIC SPORTS-**  
**QUAKER-PA. NET**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By Fayette Bcstg. Corp.  
 Bus.-Address Fayette Title & Trust Bldg.  
 Phone Number Uniontown 800  
 Transmitter Location Old Fairchance Rd.,  
 Burgess Field, R.D.  
 News Service UP  
 Transcription Service Thesaurus, Standard  
 Representative Robert Meeker  
 Membership NAB  
 Pres., Gen.-Sta. Mgr. Joseph C. Burwell  
 Commercial Manager Harry C. Burwell  
 Sales Prom. Mgr. Charles Underwood  
 Prog.-Musical Dir. J. Sullivan Sages

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. . . **PENNSYLVANIA** . . .

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Production Director.....Michael Sands  
Publicity Director.....James Gismondi  
Chief Engineer.....William J. Henzly  
Farm Editor.....Rex Carter

**W N A E**

**WARREN—1946—MBS  
ATLANTIC SPTS.**

Frequency: 1310 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Northern Allegheny Bcstg.  
Co.

Bus.Studio Address.....1st Natl. Bank Bldg.  
Phone Number.....3032  
Transmitter Location.....Warren-Kinzua Rd.  
Air Time.....6 a.m.-Sunset  
News Service.....AP  
Transcription Service.....Capitol  
Membership.....NAB  
President, Gen. Mgr.....A. David Potter, Jr.  
Sales Prom. Mgr.....Frank Foster  
Commercial Manager.....James Potter  
Pgm., Prod., Pub. Dir.....W. LeRoy Schenck  
Chief Engineer.....Homer Haines

**W J P A**

**WASHINGTON—1942  
MBS ATLANTIC-VICTORY**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Washington Bcstg. Co.  
Bus. Address.....George Washington Hotel  
Phone Number.....4870  
Transmitter Location.....So. Strabane Township  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....William S. Yard  
Gen., Sta. Mgr.....A. Boyd Siegel  
Commercial Mgr.....Peter Stanton  
Program Director.....Mitchell Gray  
Chief Engineer.....Horace E. Cooper

**W B A X**

**WILKES-BARRE—1922—MBS**

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

News Service.....UP  
Transcription Service.....Standard  
Representative.....Burn-Smith  
General Manager.....John H. Stenger, Jr.  
Station Manager.....August W. Grebe  
Program Director.....John H. Stenger, III  
Production Director.....Robert M. Whitehead  
Publicity Director.....Edward Kuzma  
Chief Announcer.....Vincent D. Carroll  
Chief Engineer.....John H. Stenger, Jr.  
Asst. Chief Engr.....Milan J. Krupa  
Farm Editor.....Jim Hutchison

(See Page 620)

**W B R E**

**WILKES-BARRE—1924—NBC**

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

**W I L K**

**WILKES-BARRE—1946  
ABC-QUAKER**

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

**PIONEER**  
**IN**  
**THE ANTHRACITE AREA**

FOUNDED 1922

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TOPS IN PUBLIC SERVICE

**WBAX**

**WILKES-BARRE, PA.**

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**MBS AFFILIATE**

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

**PENNSYLVANIA**

**W R A K**

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRAK, Inc.  
 Business-Studio Address.....244 W. Fourth St.  
 Phone Number.....Williamsport 2-6116  
 Transmitter Location.....1561 W. Fourth St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Everett-McKinney  
 Membership.....NAB, BMB  
 President.....E. M. Case  
 General Manager.....George E. Joy  
 Treasurer.....W. Van Person  
 Comm. Mgr., Musical  
 Director.....J. Wright Mackey  
 Promotion Mgr.....Everett Rubendall  
 Production Manager.....Irving A. Berndt, Jr.  
 Prog. Mgr., Chief Announcer.....Leon Kelly  
 Chief Engineer.....Glenn Sherman  
 Farm Editor.....Jackson Huling

**W W P A**

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Williamsport Radio Bcstg.  
 Assoc., Inc.

Address.....330 Government Pl.  
 Phone Number.....7119  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 President.....Harry J. W. Kiessling  
 General Manager.....Woodrow W. Ott  
 Commercial Manager.....J. David Fleming  
 Program Director.....Louis C. Cate  
 Chief Engineer.....James D. Martyn

**W N O W**

**YORK—1948**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Helm Coal Co.  
 Business-Studio Address.....25 S. Duke St.  
 Phone Number.....2911, 2952  
 Transmitter Location.....R. D. 5  
 Air Time.....6 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 Gen.-Station Mgr.....Lowell W. Williams  
 Comm. Manager.....John O. Border  
 Sales Prom. Mgr.....Murray Goldsborough  
 Prog.-Prod. Dir.....H. E. Daugherty  
 Chief Engineer.....Willis N. Weaver

**WRAK**

250 W—1400 Kc

**WRAK-FM**

3.2 KW—100.3 Mc

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



AFFILIATE

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

20 YEARS of PUBLIC SERVICE

**WRAK, INC.**

WILLIAMSPORT, PENNSYLVANIA

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

**W O R K**

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By York Bcstg. Co.  
 Business-Studio Address 13 S. Beaver St.  
 Phone Number 6629  
 Transmitter Location W. Manchester  
 Township  
 Air Time 6 a.m.-1 a.m.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Robert Meeker  
 Membership NAB  
 Station Executive Clair R. McCollough  
 Station Manager Leroy K. Strine  
 Natl. Sales Mgr. J. Robert Gulick

Program Director James R. Wilson  
 Technical Director J. E. Mathiot

**W S B A**

**YORK—1942—ABC**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By Susquehanna Bcstg. Co.  
 Business Address P. O. Box 1243  
 Phone Number 2676  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World  
 President Louis J. Appell  
 Exec. V.P. Walter J. Rothensies  
 Comm., Prom. Mgr. Phillip K. Eberly  
 Program Director Otis Morse  
 Chief Engineer Woodrow G. Eberhart

**R H O D E I S L A N D**

**WHY IS AP  
THE BEST?**

**BECAUSE—AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . **RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.**

**NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Rhode Island: Arnold Schoen—WPRO, Providence  
 William Koster—WPJB, Providence

**R H O D E I S L A N D**

# RHODE ISLAND

Estimated Population 743,000—Increase +4.1%—Radio Homes 215,000  
Radio Families 217,000—Stations in State 10

## WRJM

NEWPORT—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . The Aquidneck Bcstg. Corp.  
Business-Studio Address . . . . . 204 Thames St.  
Phone Number . . . . . 4673-4  
Transmitter Location . . . . . Middletown  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . Columbus O'Donnell  
Comm., Sales Prom. Mgr.

Gilbert M. Congdon, Jr.

Pgm., Prod., Pub. Dir. . . . . Robert A. Brennan  
Musical Director . . . . . Clark McDermott  
Chief Engineer . . . . . Joseph Britto

## WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . Narragansett Bay Bcstg. Co.  
Business-Studio Address . . . . . Blue Cross Bldg.  
Phone Number . . . . . Jackson 1-6565  
Transmitter Location . . . . . Bold Point, E.  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
President . . . . . Louis A. R. Pieri  
Gen., Comm. Mgr. . . . . Irving M. Kipnes  
Office Manager . . . . . Mary A. Rock  
Sales Prom. Mgr. . . . . Louis I. Levin  
Program Director . . . . . Walter Neiman  
Musical Director . . . . . William R. Willse  
Chief Engineer . . . . . F. E. A. Sheehan

## WEAN

PROVIDENCE—1922—MBS-YANKEE

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

## WHIM

PROVIDENCE—1947

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

## WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Pawtucket Bcstg. Co.  
Bus.-Studio Address . . . . . 459 Main St., Pawtucket  
Phone Number . . . . . PL 1-6565  
Providence; PA 2-9500-1  
Transmitter Location . . . . . Lonsdale  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Howard W. Thornley  
Gen., Comm. Mgr. . . . . Wallace A. Walker  
Program Director . . . . . David Brooks  
Musical Director . . . . . Arthur Paquette  
Chief Engineer . . . . . Gilbert Johnson

## WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . The Outlet Co.  
Business-Studio Address . . . . . 176 Weybosset St.  
Phone Number . . . . . Gaspee 1-1071  
Transmitter Location . . . . . Wampanoag Trail,  
E. Providence  
Air Time . . . . . 6 a.m.-M.  
Transcription Service . . . . . World  
Representative . . . . . Weed, Bertha Bannon  
Membership . . . . . NAB, BMB  
President . . . . . Mortimer L. Burbank  
Gen., Sta., Comm. Mgr. . . . . John J. Boyle  
Program Director . . . . . Sothern Abbott  
Musical Director . . . . . Earl Shean  
Chief Engineer . . . . . Thomas C. J. Prior



***now, let's sum it up . . .***

In New England's rich, second largest market  
 radio's largest, most active audience  
 listens . . . week after week, month after month  
 season after season . . . to

**WPRO**  
 BASIC . . . **CBS** PROVIDENCE  
 630KC • 5000 WATTS  
 Represented by Raymer





## W P R O

**PROVIDENCE—1924—CBS-NEMM**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Cherry & Webb Bcstg. Co.  
 Business-Studio Address . . . . . 15 Chestnut St.  
 Phone Number . . . . . Plantations 1-9776  
 Transmitter Location . . . . . E. Providence  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB  
 President . . . . . William S. Cherry, Jr.  
 General-Comm Mgr. . . . . Arnold F. Schoen, Jr.  
 Program Director . . . . . John A. Owen  
 Chief Engineer . . . . . John V. Ferri

## W R I B

**PROVIDENCE—1949**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . R. I. Bcstg. Co.  
 Bus. Studio Address . . . . . Narrangansett Hotel  
 Phone Number . . . . . Union 1-4512  
 Transmitter Location . . . . . Water St., E. Providence  
 Air Time . . . . . 7 a.m.-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Frank Rao  
 General Manager . . . . . Nicholas Ruggieri  
 Commercial Manager . . . . . Anthony Petronella  
 Production Director . . . . . Fabian Hume

Pgm. Dir., Chief Anncr. . . . . Don Rogers  
 Chief Engineer . . . . . Richard Buckley

## W E R I

**WESTERLY—1949**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. Paul Oury  
 Address . . . . . 34 Main St.  
 Phone Number . . . . . 2263  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Mgr. . . . . W. Paul Oury  
 Sta., Prom. Mgr. . . . . Phil Rubln  
 Program Director . . . . . Harry Nelson  
 Chief Engineer . . . . . James F. Nugro

## W W O N

**WOONSOCKET—1946**

**MBS-YANKEE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Associated Electronic  
 Enterprises, Inc.  
 Business-Studio Address . . . . . 99 Main St.  
 Phone Number . . . . . 3900  
 Transmitter Location . . . . . Getchell Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 President, Treasurer . . . . . Garo W. Ray  
 Station-Comm. Mgr. . . . . Mitchell F. Stanley  
 Production Director . . . . . Gene Rousseau  
 Chief Engineer . . . . . George W. Travis

# SOUTH CAROLINA

*Estimated Population 2,001,000—Increase +5.3%—Radio Homes 480,000  
 Radio Families 498,000—Stations in State 43*

## W N C A

**AIKEN—1949**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Aiken-Augusta Bcstg. Co.,  
 Inc.  
 Address . . . . . Greenwood Bank Bldg.  
 Phone Number . . . . . 332  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 President . . . . . J. D. Meehan  
 Manager . . . . . Rutledge Anderson  
 Advtg. Manager . . . . . Sam Steiner  
 Program Director . . . . . Jane Kennedy  
 Chief Engineer . . . . . Louis Howard

## W A I M

**ANDERSON—1935—CBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Wilton E. Hall  
 Address . . . . . 1 Martin St.  
 Phone Number . . . . . 800, 3206, 2239  
 Air Time . . . . . 5:28 a.m.-12:05 a.m.  
 News Service . . . . . INS  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . Burn-Smith, Dora Dodson  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Wilton E. Hall  
 General Manager . . . . . Glenn P. Warnock  
 Commercial Manager . . . . . Charles B. Goodyear  
 Program Director . . . . . Bette Warnock  
 Chief Announcer . . . . . Jack O'Conner  
 Chief Engineer . . . . . H. B. Greene

## W A N S

**ANDERSON—1949**

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Carolina Bcstrs.  
 Address . . . . . Box 211  
 Phone Number . . . . . 3262  
 News Service . . . . . AP  
 Pres., Gen. Mgr. . . . . J. J. Powell  
 Comm. Mgr., Pgm. Dir. . . . . Alfred Robinson  
 Chief Engineer . . . . . Charles Mewborn

## W B S C

**BENNETTSVILLE—1947—MBS**

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

## W A C A

**CAMDEN—1948—KBS**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Camden Bcst. Co.  
 Address . . . . . Camden  
 Phone Number . . . . . 80  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGillvra  
 President . . . . . Haygood S. Bowden  
 Gen., Sta. Mgr. . . . . Paul F. Myhan  
 Commercial Manager . . . . . Tom Richards  
 Sales Mgr., Pgm. Dir. . . . . John L. McWhorter  
 Publicity Director . . . . . Kenneth Baldwin, Jr.  
 Chief Engineer . . . . . M. E. Morris

## W C S C

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WCSC, Inc.  
 Bus.-Studio Address . . . . . Francis Marion Hotel  
 Phone Number . . . . . 7611  
 Transmitter . . . . . Eagles Nest, St. Andrews Parish  
 News Service . . . . . UP  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Station Mgr. . . . . John M. Rivers  
 Commercial Manager . . . . . Roland Weeks  
 Program Director . . . . . Russell Long  
 Publicity Director . . . . . Pearl Baum  
 Chief Engineer . . . . . Wilbur Albee

## W H A N

**CHARLESTON—1946—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business-Studio Address . . . . . 152 Market St.  
 Phone Number . . . . . 3-1643  
 Transmitter Location . . . . . St. Andrew's Parish  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 Membership . . . . . BMB  
 President . . . . . S. Lewis Johnson  
 Gen., Sta., Comm. Mgr. . . . . C. Wylie Calder  
 Program Director . . . . . Vernon M. Bushong  
 Publicity Director . . . . . Harry Gianaris  
 Production Director . . . . . Traynor Ferillo  
 Chief Engineer . . . . . William P. Birchfield

## W P A L

**CHARLESTON—1946**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Palmetto Bcstrs.  
 Business-Studio Address . . . . . 149 Wentworth St.  
 Phone Number . . . . . 3-6428-9  
 Transmitter Location . . . . . Windemere  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Independent, Dora Dodson  
 Gen., Sta. Mgr. . . . . Laurens P. Moore  
 Comm., Sales Prom. Mgr. . . . . Robert T. Chrystie  
 Program Director . . . . . Bob Austin  
 Prod. Musical Dir. . . . . James Reynolds  
 Publicity Director . . . . . Sandra Lyon  
 Chief Engineer . . . . . Carlton J. Modlin

## W T M A

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
 Business Address . . . . . P. O. Box 297  
 Phone Number . . . . . 2-2961  
 Studio Address . . . . . 133 Church St.  
 Transmitter Location . . . . . St. Andrew's Parish  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . George P. Hollinbery  
 Membership . . . . . NAB, BMB  
 President . . . . . Edward Manigault  
 Gen.-Station Mgr. . . . . Robert E. Bradham  
 Comm. Manager . . . . . Grange S. Cuthbert, Jr.  
 Sales Prom., Pgm., Pub. Dir. . . . . W. N. Abbott  
 Production Director . . . . . Robert Yeager  
 Musical Director . . . . . Edna E. Richardson  
 Chief Engr., Asst. Mgr. . . . . Douglass M. Bradham

## W U S N

**CHARLESTON—1948—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southern Bcstg. Co.  
 Bus.-Studio-Trans. Address . . . . . 42 Tenth St.

# SOUTH CAROLINA

Phone Number ..... 2-2652  
News Service ..... AP  
Transcription Service ..... Associated  
Representative ..... Donald Cooke  
Membership ..... NAB  
President ..... C. Norwood Hastie  
Gen., Sta., Comm. Mgr. .... J. Dayton Hastie  
Program Director ..... Henry Hoppe  
Chief Engineer ..... Walter Nelson

## WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Craig Bcstg. Co.  
Bus. Studio ..... 128 Main St., Radio-Press Bldg.  
Phone Number ..... 1171  
Transmitter Location ..... Harris St.  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... McGillvra  
Membership ..... NAB  
Pres., Gen., Comm. Mgr. .... Morgan J. Craig  
Sales Prom. Mgr., Publ. Dir. .... James Kennedy  
Program Director ..... Arthur Cornwall  
Production Director ..... John Greene  
Chief Engineer ..... Morton E. Green

## WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Columbia  
Business-Studio Address ..... 1202 Main St.  
Phone Number ..... 2-5601  
Transmitter Location ..... Edgewood Rd.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Taylor-Borhoff  
Membership ..... BMB  
President ..... E. D. Black  
General-Station Manager ..... James W. Hicks  
Commercial Manager ..... Dixon Harp  
Sales Prom. Mgr. .... Winston La Porte  
Program-Publicity Director ..... Stewart Spencer  
Production Director ..... John Evans  
Chief Engineer ..... Robert D. Lambert

## WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Surety Life Insurance Co.  
Business-Studio Address ..... 1111 Main St.  
Phone Number ..... 2-2135  
Transmitter Location ..... Bluff Rd.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Free & Peters  
Membership ..... NAB, BMB  
President ..... Herman N. Hipp  
General Manager ..... G. Richard Shafto  
Managing Director ..... J. Dudley Saumenig  
Local Sales Mgr. .... C. Wallace Martin

Prom.-Pub. Manager ..... Steve Libby  
Program Director ..... Frank Harden  
Chief Engineer ..... Herbert G. Eidson, Jr.

## WKIX

COLUMBIA—1945—CBS

Frequency: 1320 Kc. .... Power: 1000 d., 500 n.  
Owned-Oper. By ..... Inter-City Adv. Co., Inc.  
Business-Studio Address ..... 1127 Lady St.  
Phone Number ..... 2-8659  
Transmitter Location ..... Lexington County  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Avery-Knodel  
Membership ..... BMB  
President ..... George W. Dowdy  
Gen., Comm. Mgr. .... W. C. Bochman  
Prod., Pgm. Dir. .... Richard Fennel  
Chief Engineer ..... Gene Hampton

## WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Palmetto Radio Corp.  
Address ..... Hotel Jefferson  
Phone Number ..... 2-1518  
News Service ..... AP  
Representative ..... Forjoe  
Membership ..... NAB  
General Manager ..... Moody McElveen  
Chief Engineer ..... Donald E. Willoughby

## WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Coastal Bcstg. Co.  
Business-Studio Address ..... 12th Ave.  
Phone Number ..... 340  
Transmitter Location ..... U. S. Hwy. 701, 1 1/4  
Mi. N.W. Center of City  
News Service ..... AP  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB  
President, General Mgr. .... L. M. Hawley  
V.P., Chief Engineer ..... H. L. Hanks  
Pub.-Musical Dir., Chief Anncr. .... Mike Jordan

## WDSC

DILLON—1946—MBS

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Border Bcstg. Co., Inc.  
Business-Studio Address ..... Box 231  
Phone Number ..... 470-1  
Transmitter Location ..... U. S. Hwy. 301, 3 1/2  
Mi. S. of Dillon  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB, BMB

**SOUTH CAROLINA**

President.....E. H. Brown  
 Gen., Sales Prom. Mgr.....Joseph Martin  
 Asst. Mgr., Prod., Pgm. Dir.....Bill Bunn  
 Commercial Manager.....R. B. Marshall  
 Chief Announcer.....Jim Murff  
 Chief Engineer.....M. J. Herring  
 Farm Editor.....Jim Adams

**W J M X**

**FLORENCE—1947**

Frequency: 970 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1211  
 Phone Number.....2494-5  
 Studio-Transmitter Location.....3 Mi. N.W.  
 Florence, U. S. 52

Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....World, Capitol,  
 Associated  
 Representative.....Walker  
 Membership.....NAB, BMB  
 President.....Eugene E. Stone  
 Gen., Sta. Mgr.....Paul H. Benson, Jr.  
 Comm. Manager.....H. A. Smith, Jr.  
 Program Director.....Sam I. Latimer  
 Chief Announcer.....Bob Forbes  
 Chief Engineer.....Frank Jenne

**SOUTH CAROLINA**

**WHY IS AP  
 THE BEST?**

**BECAUSE—AP** members, the  
 greatest body of news  
 collectors in the world  
 today, provide their  
 news to their AP.

**SOUTH CAROLINA ASSOCIATED  
 PRESS BROADCASTERS'  
 ASSOCIATION**

President: James Hicks—WCOS, Columbia  
 Vice-President: Scott Russell—WESC,  
 Greenville

Secretary: Paul Benson—WJMX, Florence  
 Directors: Robert Bradham — WTMA,  
 Charleston; Frank Best — WRNO,  
 Orangeburg

Continuing Study Committee Chairman:  
 Gene Sink—WMRA, Myrtle Beach

**SOUTH CAROLINA**

**W O L S**

**FLORENCE—1937—ABC**

Owned-Oper. By.....Florence Bcstg. Co., Inc.  
 Business-Studio Address.....129 S. Dargan St.  
 Phone Number.....Studio: 354-5  
 Transmitter Location.....1 Mi. NE City  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB, BMB  
 Pres., Gen.-Station Mgr.....Melvin Purvis  
 Comm., Sales Prom. Mgr.....A. P. Skinner  
 Pgm., Prod., Pub. Dir.....Jim Putnam  
 Chief Engineer.....W. A. Pritchett

**W F G N**

**GAFFNEY—1948—KBS**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Cherokee Radio Co., Inc.  
 Business Address.....P. O. Box 297  
 Phone Number.....1570  
 Studio-Transmitter Location...Lead Mine Rd.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....A. Ray Godshall  
 Gen. Mgr., Chief Engr.....Louis M. Neale  
 Commercial Mgr.....David C. McSwain  
 Production Director.....Norman Lassitter  
 Chief Announcer.....Jim Brazzell  
 Farm Editor.....Virginia Gertz

**W G T N**

**GEORGETOWN—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Georgetown Bcstg. Co.  
 Address.....216 Fraser St.  
 Phone Number.....621-629  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Gen., Sta., Sales Prom. Mgr.....H. Tom Morris  
 Sports Dir., Comm. Mgr.....Allen Wester  
 Continuity Director.....Joe Maurice  
 Chief Announcer.....Roger Clark  
 Program Director.....Mamie Delzell

**W E S C**

**GREENVILLE—1947—MBS**

Frequency: 660 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Greenville Bcstg. Co.  
 Business-Studio Address.....1 College St.  
 Phone Number.....2-8241

# SOUTH CAROLINA

Transmitter Location.....Farr's Bridge Rd.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, Associated  
Representative.....Walker  
Membership.....BMB  
President, General Mgr.....Scott Russell  
Commercial Manager.....Cliff W. Bowers  
Program Director.....Arthur H. Roberts  
Chief Engineer.....Lewis W. Elias, Jr.  
Farm Editor.....L. Wayne Davis

## WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Greenville News Piedmont  
Co.  
Business-Studio Address.....Poinsett Hotel  
Phone Number.....2-7616  
Transmitter Location.....Ghantt  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Avery-Knode  
Membership.....NAB, BMB  
President.....B. H. Peace, Jr.  
General-Station Mgr.....B. T. Whitmire  
Commercial Mgr.....R. Q. Glass, Jr.  
Sales Prom. Manager.....P. H. Chapman  
Program Director.....Newton S. Smyth  
Chief Announcer.....Norvin Duncan  
Publicity Director.....N. P. Mitchell  
Musical Director.....Jim Collins  
Chief Engineer.....William Garrison  
Farm Editor.....Robert Martin

## WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned-Operated By.....Textile Bcstg. Co.  
Bus.-Studio Address.....Box 1499, Prevost Bldg.  
Phone Number.....3-2751  
Transmitter Location.....White Horse Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World, SESAC  
Representative.....Burn-Smith  
Membership.....NAB  
President.....R. A. Jolley, Sr.  
General Manager.....Guy Zwahlen  
Commercial Manager.....C. B. Denison  
Sales Prom. Manager.....Frank Cope  
Program Dir.....William T. Arrington  
Chief Announcer.....James D. Simpson, Jr.  
Chief Engineer.....George D. Tate  
Farm Editor.....Paul Fisher

## WMUU

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Bob Jones U.

Address.....Greenville  
Air Time.....Daytime  
News Service.....INS  
Transcription Service.....Associated  
President.....Dr. Bob Jones, Jr.  
General Manager.....R. K. Johnson  
Station Manager.....Robert Pratt  
Program Director.....Julia Boyajian  
Chief Engineer.....Don C. Smith

## WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Grenco, Inc.  
Business Address.....216 Textile Bldg.  
Phone Number.....4300  
Studio-Transmitter Location.....Willson St.  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....Douglas Featherstone  
Manager.....Dan Crosland  
Commercial Manager.....Ralph Norman  
Program Director.....Randy Davidson  
Chief Engineer.....Charlie Sparks

## WEAB

GREER—1949

Frequency: 800 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. A. Burch & W. R. Frier  
Address.....Greer  
Phone Number.....1057  
Air Time.....Daylight  
News Service.....UP  
Transcription Service.....Lang-Worth  
Co-Owners.....E. A. Burch, W. R. Frier  
Gen., Comm., Prom. Mgr.....Sam H. Hutchins  
Chief Engineer.....Robert D. Webb

## WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Hartsville Bcstg. Co., Inc.  
Business-Studio Address.....1306 College Ave.  
Phone Number.....654  
Transmitter Location.....1 Mi. S. of Hartsville on  
Hwy. 15-A  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol  
President.....Charles H. Campbell  
Gen.-Sta. Mgr., Prod. Dir.....Raymond Caddell  
Pgm. Dir., Chief Anncr.....Earl Caton  
Publicity Director.....Frances Bass Tyner  
Chief Engineer.....Donald A. Brienen  
Farm Editor, Musical Dir.....Lamar Caldwell

## W D K D

**KINGSTREE—1949**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Palmetto Bcstg. Co.  
 Address . . . . . Kingstree  
 Phone Number . . . . . 6761  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth  
 Partners . . . . . M. L. Few, E. G. Robinson, Jr.  
 Gen., Comm. Mgr. . . . . George C. Blackwell  
 Chief Engineer . . . . . Thomas B. Williams, Jr.

## W L B G

**LAURENS—1948—KBS**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . WLBG, Inc.  
 Business Address . . . . . Box 642, Laurens  
 Phone Number . . . . . 2-2331  
 Studio-Transmitter Location . . . . . Greenville Rd.,  
 Church St. Ext.  
 Air Time . . . . . 7 a.m.-7 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . John W. Todd  
 Gen., Sta., Comm. Mgr. . . . . John F. Arrington  
 Program Director . . . . . Len Ledford  
 Promotion Manager . . . . . Colleen Willard  
 Chief Announcer . . . . . George Haskell  
 Chief Engineer . . . . . Clyde C. McClure

## W J A Y

**MULLINS—1949**

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mullins & Marion Bcstg. Co.  
 Address . . . . . P. O. Box 41  
 Phone Number . . . . . 3901  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . W. H. Daniel, Jr.  
 Commercial Manager . . . . . W. G. Smith  
 General Manager . . . . . W. L. Harrelson  
 Program Director . . . . . James O. Atkins  
 Chief Engineer . . . . . Jack Ikner

## W M R A

**MYRTLE BEACH—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Myrtle Beach Bcstg. Co.  
 Business Address . . . . . c-o WMRA Myrtle Beach  
 Phone Number . . . . . 137  
 Studio Address . . . . . Ocean Forrest Hotel  
 Transmitter Location . . . . . 28th St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 President . . . . . P. T. Watson  
 Gen., Sales Prom. Mgr., Prod. Dir. . . . . Gene Sink

Program Manager . . . . . Otis Humpheries  
 Commercial Manager . . . . . S. W. Monroe  
 Program Director . . . . . Faye Marble  
 Chief Engineer . . . . . Larry Martin

## W K D K

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Newberry Bcstg. Co., Inc.  
 Address . . . . . 11 Radio Dr., Box 211  
 Phone Number . . . . . 249  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, KBS  
 President . . . . . John F. Clarkson  
 Gen., Sta., Comm. Mgr. . . . . James F. Coggins  
 Pgm., Prod., Publ. Dir. . . . . Jim Brownell  
 Chief Engineer . . . . . Ray Gilliam  
 Farm Editor . . . . . Charles E. Bowers

## W R N O

**ORANGEBURG—1946—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRNO, Inc.  
 Business Address . . . . . Box 662  
 Phone Number . . . . . 1420  
 Studio-Transmitter Location . . . . . Ext. Whitman St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcriptoin Service . . . . . Capitol  
 President . . . . . Charles S. Henery  
 Gen., Sta., Comm. Mgr. . . . . Frank B. Best, Jr.  
 Program Director . . . . . James N. Armistead, Jr.  
 Chief Anncr., Musical Dir. . . . . W. Hampton Smith  
 Chief Engineer . . . . . Gus Browning  
 Farm Editor . . . . . Glenn French

## W T N D

**ORANGEBURG—1948**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Sims Publishing Co.  
 Business-Studio Address . . . . . Radio Center,  
 Phone Number . . . . . 1600-1  
 Transmitter Location . . . . . 2 Mi. N. City, Hiway 56  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Membership . . . . . NAB  
 President . . . . . J. I. Sims  
 General Manager . . . . . G. L. Sims  
 Sta., Comm. Mgr. . . . . Frank R. Knutti  
 Prod. Dir., Farm Editor . . . . . Richard R. Rhame  
 Publicity Director . . . . . Ella Rogers  
 Chief Announcer . . . . . Vance Morris  
 Chief Engineer . . . . . Larry W. Styles

## W R H I

**ROCK HILL—1944—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . York County Bcstg. Co.  
 Bus.-Studio Add. . . . . Rock Hill Natl. Bank Bldg.

## SOUTH CAROLINA

Phone Number ..... 2085  
 Transmitter Location ..... E. Black St.  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB  
 Gen. Mgr., Chief Engineer James S. Beatty, Jr.  
 Sta. Mgr., Prog. Dir. .... William C. Beatty  
 Comm.-Sales Prom. Mgr., Pub.  
 Director ..... Harper S. Gualt  
 Production Director ..... Cuyler P. Fields

### WTYC ROCK HILL—1948

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Bus.-Studio Address .... Robert Marshall Hotel  
 Phone Number ..... 3175  
 Transmitter ..... Hway. 21 near Charlotte Hway.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President ..... W. G. Reid  
 Secretary-Treasurer ..... O. Frank Thornton  
 Gen., Sta. Mgr. .... G. P. Cobb  
 Commercial Mgr. .... Clay Watts  
 Program Director ..... Edgar Talbert  
 Chief Engineer ..... Tom L. Byrd

### WSNW SENECA—1949

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By Blue Ridge Bcstg. Co., Inc.  
 Address ..... Seneca  
 Phone Number ..... 8234  
 News Service ..... UP  
 Transcription Service .... Lang-Worth, SESAC  
 Pres., Gen., Comm. Mgr. .... J. A. Gallimore  
 Program Director ..... Thomas J. Whittaker  
 Promotion Manager ..... Chet Munson  
 Chief Engineer ..... Robert W. Mahoney

### WORD SPARTANBURG—1940—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By The Spartan Radiocstg. Co.  
 Business-Studio Address .... 291 E. Main St.  
 Phone Number ..... 6000  
 Transmitter Location ..... Vanderbilt Rd.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor-Boroff  
 Membership ..... NAB, BMB  
 President, Gen. Mgr. .... Walter J. Brown  
 Station Manager ..... John C. Carrington  
 Sales Prom. Mgr. .... Charles W. Newcomb  
 Pgm., Prod. Dir. .... Al Willis  
 Chief Engineer ..... Clyde J. Burdette

### WSPA SPARTANBURG—1930—CBS

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Surety Bcstg. Co.

Business-Studio Address ..... 224 E. Main St.  
 Phone Number ..... 2900  
 Transmitter Location ..... Route 7, Sigsbee  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... John Blair  
 Membership ..... NAB, BMB, FMA  
 President ..... Francis Hipp  
 General Manager ..... G. Richard Shaffo  
 Managing Director ..... Roger A. Shaffer  
 Commercial Manager ..... Guy Vaughan, Jr.  
 Program Director ..... Ed McGrath  
 Promotion Manager ..... Tom Fleming  
 Chief Engineer ..... H. R. Beckholt

### WFIG SUMTER—1940—MBS

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

### WBCU UNION—1949—MBS

Frequency: 1460 Kc. .... Power: 1000 Watts  
 Owned-Oper. By Union Carolina Bcstg. Co.  
 Phone Number ..... 1200  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 President ..... E. H. Hughes  
 General Manager ..... Milton D. Scarboro  
 Commercial Manager ..... Howard Talbert  
 Program Director ..... Marylin Scruggs  
 Promotion Manager ..... Bill Stribling  
 Chief Engineer ..... Thomas W. Weathers

### WALD WALTERBORO—1947—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By Walterboro Bcstg. Co.  
 Bus.-Studio-Transmitter Address .... Ft. Benson St.  
 Phone Number ..... 3861  
 News Service ..... AP  
 President ..... Hon. R. M. Jefferies  
 Gen., Sta. Mgr. .... Charles A. Thoman  
 Commercial Manager ..... Beulah Glover  
 Sales Prom. Mgr. Pub. Dir. .... William Harbeson  
 Pgm., Prod. Dir. .... Hugh Ward, Jr.  
 Chief Engineer ..... Robert Rivers



# SOUTH DAKOTA

Estimated Population 649,000—Increase +0.9%—Radio Homes 169,000  
Radio Families 173,000—Stations in State 12

## KSDN

**ABERDEEN—1948—MBS-SO. DAK.**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By...Aberdeen News Co. Radio  
Station KSDN  
Bus.-Studio Address...12 Third Ave. S.E.  
Phone Number...4573-4  
Transmitter Location...3 Mi. S. of town  
Air Time...Unlimited  
News Service...AP  
Transcription Service...World, Capitol  
Representative...Weed  
President...Henry J. Schmitt  
General Manager...Byron McElligott  
Commercial Manager...Russa Osborne  
Program Director...E. C. Pieplow  
Chief Engineer...George Crocker

## KDSJ

**DEADWOOD—1946**

Frequency: 1450 Kc. Power: 250 Watts  
Business-Studio Address...City Hall  
Owned-Operated By...Eli & Harry Daniels  
Phone Number...789 LM, 186  
Transmitter Location...Boulder Canyon Road  
Air Time...6:30 a.m.-10:05 p.m.  
News Service...UP  
Transcription Service...World, SESAC  
Representative...Thomas F. Clark  
General Manager...Eli Daniels  
Station Manager...Harry Daniels  
Commercial Manager...Claude Lavier  
Program Director...Bill Lynn  
Musical Director...Jim Tyne  
Chief Engineer...Roy Hicks

## KIJV

**HURON—1947—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...James Valley Bcstg. Co., Inc.  
Bus.-Studio Address...24 Second St. S.E.  
Phone Number...765  
Transmitter Location...18th St. & Idaho  
Air Time...Unlimited  
News Service...UP  
Transcription Service...Thesaurus  
Membership...NAB  
President, General Mgr...Max F. Staley  
Commercial Manager...Rex King  
Program Director...Morrison Parker  
Chief Engineer...Roland H. Marty

## KORN

**MITCHELL—1947—MBS-SO. DAK.**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By...Mitchell Bcstg. Assn.

Bus.-Studio Address...217-219 N. Main  
Phone Number...621  
Transmitter Location...½ Mi. E. of city on  
Hwy. U. S. 16  
Air Time...6 a.m.-M.  
News Service...UP  
Transcription Service...Lang-Worth  
Membership...NAB  
General-Station Mgr...Raymond V. Eppel  
Comm., Sales Prom. Mgr...B. Harland Ohde  
Prog.-Musical Dir...Raymond Eppel  
Chief Announcer...Marvin Nelles  
Chief Engineer...Robert Taylor

## KGFX

**PIERRE—1916—KBS**

Frequency: 630 Kc. Power: 200 Watts d.  
Owned By...Estate of Dana McNeil  
Operated By...Ida A. McNeil  
Bus.-Studio-Transmitter Address...203 W.  
Summit Ave.  
Phone Number...2351  
Air Time...9:30 a.m.-sunset  
News Service...UP  
Representative...Continental  
Pres., Gen., Sta. Mgr...Ida A. McNeil  
Chief Engineer...Charles W. Hobbs

## KOTA

**RAPID CITY—1936—CBS**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By...Black Hills Bcst. Co. of  
Rapid City  
Business Address...523 Sixth St.  
Phone Number...2000-1-2  
Studio Address...Alex, Johnson Hotel  
Transmitter Location...5 Mi. S. of Rapid City  
on Hwy. 79  
Air Time...6 a.m.-M.  
News Service...UP  
Transcription Service...Standard, Associated,  
Capitol, World  
Membership...NAB, BMB  
President, Gen.-Sta. Mgr...Robert J. Dean  
Commercial Manager...George C. Lindsay  
Pgm., Prod. Dir...Abner H. George  
Sales Manager...Stanley Lieberman  
Chief Announcer...Harlan Horton  
Musical Director...John Simpson  
Chief Engineer...A. E. Griffiths  
Farm Editor...Ed Denslow

## KELO

**SIOUX FALLS—1937—NBC**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By...Midcontinent Bcstg. Co.



**SOUTH DAKOTA**

Bus.-Studio Address... Kelo Bldg., Phillips at Eighth  
 Phone Number ..... 6363  
 Transmitter Location..... S.E. of Sioux Falls  
 Air Time..... 5:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB  
 President, Gen.-Sta. Mgr..... S. Fantle, Jr.  
 Commercial Manager..... Evans Nord  
 Sales Prom. Mgr., Pub. Dir.... Darlene Nesby  
 Pgm., Prod. Dir..... Jack Douglas  
 Chief Announcer..... Dean Montgomery  
 Musical Director..... Hal Sorenson  
 Chief Engineer..... Lester Froke  
 Farm Editor..... Les Harding

**KIHO**

**SIoux FALLS—1948—MBS**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Big Sioux Bcstg. Co., Inc.  
 Business-Studio Address... 218 So. Main Ave.  
 Phone Number ..... 912  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... Paul H. Raymer  
 Co-Mgrs.... James E. Sweet, David J. Kempkes  
 Commercial Manager..... Fred Davis, Jr.  
 Program Director..... Fred Schweikher

**KISD**

**SIoux FALLS—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... KISD, Inc.  
 Bus.-Studio Address..... 311 S. Phillips Ave.  
 Phone Number ..... 1300  
 Transmitter Location..... Hwy. 16 W. of city  
 Air Time..... 6:45 a.m.-M.  
 News Service ..... AP  
 Transcription Service... Lang-Worth, MacGregor  
 President..... H. R. Alton  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Program Director..... Verl Thomson  
 Commercial Manager..... Fred Davis, Jr.  
 Chief Announcer..... John Doyle  
 Musical Director..... Robert Helgeson  
 Chief Engineer..... Bruce Brodie

**KSOO**

**SIoux FALLS—1927**

Frequency: 1140 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By... Sioux Falls Bcst. Assoc., Inc.  
 Bus.-Studio Address..... 317 S. Phillips Ave.  
 Phone Number ..... 757  
 Transmitter Location..... W. 12th St.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service... Thesaurus, Standard  
 Representative ..... Avery-Knodel

Membership ..... NAB, BMB  
 President..... Morton H. Henkin  
 V.P., Gen. Mgr..... George R. Hahn  
 Sales Manager..... Rollie R. Williams  
 Sales Prom. Mgr., Pub. Dir.... George Bill Rohn  
 Pgm., Musical Dir..... Ray Loftness  
 Chief Engineer..... Max Pierce  
 Farm Editor..... Eider "Red" Stangland

**KWAT**

**WATERTOWN—1926**

Frequency: 950 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Midland Natl. Life Ins. Co.  
 Address ..... Watertown  
 Phone Number ..... 777  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service..... SESAC, World  
 Representative ..... Orville Lawson  
 Membership ..... NAB  
 President ..... Frank Bramble  
 General Manager..... Thomas L. Young  
 Commercial Manager..... Morris Wisott  
 Sales Prom. Mgr..... Ross E. Case  
 Pgm., Musical Dir..... Mildred L. Swenson  
 Production Director..... Doris Daye  
 Chief Announcer..... Bob Carroll  
 Chief Engineer..... Francis Alwin  
 Farm Editor..... Doug Marlow

—SOUTH DAKOTA—

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THE BEST?**

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

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**SOUTH DAKOTA ASSOCIATED PRESS  
RADIO ASSOCIATION**

Chairman: Morton Henkin—KSOO, Sioux  
Falls

—SOUTH DAKOTA—

# W N A X

**YANKTON—1926—ABC**

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

Transcription Service . . . . . Standard, Cole  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President . . . . . Gardner Cowles  
 V.P., Gen. Mgr. . . . . Robert R. Tincher  
 Commercial Manager . . . . . Donald D. Sullivan  
 Promotion Mgr. . . . . Richard T. Harris  
 Program Director . . . . . Herb Howard  
 Publicity Director . . . . . Guy DeVaney  
 Musical Director . . . . . Rex Hays  
 Chief Engineer . . . . . Clifton M. Todd

# TENNESSEE

*Estimated Population 3,234,000—Increase +10.9%—Radio Homes 766,000  
 Radio Families 846,000—Stations in State 53*

# W L A R

**ATHENS—1946—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Athens Bcstg. Co.  
 Business-Studio Address . . . . . N. Jackson St.  
 Phone Number . . . . . 891  
 Transmitter Location . . . . . Decatur Hwy.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Lowell F. Arterburn  
 General Manager . . . . . Otis Parker  
 Program Director . . . . . Bill Tracy  
 Commercial Manager . . . . . Max Robinette  
 Pgm. Dir., Chief Anncr. . . . . Jim O'Donnell  
 Chief Engineer . . . . . T. W. Turner  
 Farm Editor . . . . . Buell Charles

Business-Studio Address . . . . . Hotel Patten  
 Phone Number . . . . . 7-1128  
 Transmitter Location . . . . . Rossville Blvd.  
 Air Time . . . . . 5:30 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . William G. Rameba  
 General Manager . . . . . Vann Campbell  
 Comm. Manager . . . . . H. D. Parker  
 Traffic Director . . . . . June Lewis  
 Chief Announcer . . . . . Herschel Nation  
 Musical Director . . . . . Helen Richardson  
 Chief Engineer . . . . . Charles Stokely

# W A P O

**CHATTANOOGA—1936—NBC**

Frequency: 1150 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . WAPO Bcstg. Service  
 Business-Studio Address . . . . . Read House  
 Phone Number . . . . . 8-6141  
 Transmitter Location . . . . . Pineville Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . R. G. Patterson  
 Comm. Mgr., Pub. Dir. . . . . Helen Patterson  
 Program Director . . . . . Frances Harley  
 Chief Engineer . . . . . B. B. Barnes  
 Farm Editor . . . . . J. D. Cliett

# W O P I

**BRISTOL—1929—NBC-SBN**

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

# W D E F

**CHATTANOOGA—1941—ABC**

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

# W A G C

**CHATTANOOGA—1945—MBS**

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

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**T E N N E S S E E**

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Transcription Service ..... Capitol  
Representative ..... Branham  
President ..... Joe W. Engel  
Gen., Sta., Comm. Mgr. .... Ken Flenniken  
Program Director ..... Morrie Quave  
Chief Announcer ..... Luther Masengill  
Chief Engineer ..... B. C. Baker

Transcription Service ..... Capitol, World, KBS  
Membership ..... NAB, BMB  
Pres., Gen.-Sta. Mgr. .... E. T. Campbell  
Comm., Sales Prom. Mgr. .... Joseph R. Fife  
Program-Production Dir. .... Clay Cline, Jr.  
Chief Engineer ..... John H. Bailey

**W D O D**

**CHATTANOOGA—1925—CBS**

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

**W B A C**

**CLEVELAND—1945—MBS**

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

**W D X B**

**CHATTANOOGA—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Joe V. Williams, Jr.  
Business-Studio Address ..... 539 Vines St.  
Phone Number ..... 6-1114, 6-4916  
Transmitter Location ..... 1003 Riverside Dr.  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... INS  
Transcription Service ..... World  
Representative ..... Forjoe  
Membership ..... NAB  
President ..... J. V. Williams, Jr.  
Gen.-Sta.-Comm. Mgr. .... Charles H. Gullickson  
Program Director ..... Frank Beck  
Chief Announcer ..... Luther Williams  
Musical Director ..... William Palmer  
Chief Engineer ..... Byron E. Fincher

**W K R M**

**COLUMBIA—1946—MBS-KBS-TV**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... The Middle Tennessee  
Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address .. P. O. Box 71  
Phone Number ..... 1340-1  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Capitol  
Membership ..... NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr. .... R. M. McKay, Jr.  
Pgm., Prod., Pub. Dir. .... Albert Knott  
Chief Announcer ..... Wally Beecham  
Chief Engineer ..... Revis Hobbs  
Farm Editor ..... C. R. Baker

**W J Z M**

**CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Campbell & Sheftall  
Operated By ..... E. T. Campbell  
Business-Studio Address ..... 411 Madison St.  
Phone Number ..... 2295-6  
Transmitter Location ..... Martin St.  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... AP

**W H U B**

**COOKEVILLE—1940—CBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WHUB, Inc.  
Bus.-Studio Address ..... 315 E. Spring St.  
Phone Number ..... 200  
Transmitter Location ..... 807 Hickory St.  
Air Time ..... 6 a.m.-11:05 p.m.  
News Service ..... UP  
Representative ..... Continental Radio Sales  
Membership ..... NAB, BMB  
Pres., Gen.-Comm. Mgr. .... M. L. Medley  
Sta. Mgr., Prog. Dir. .... Joe Mabry  
Sales Prom. Mgr., Pub. Dir. .... Stacy Mott  
Musical Director ..... Thomas W. Harris  
Chief Engineer ..... George W. Daughtery

## W D S G

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

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... State Gazette Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address... Box 58  
Phone Number... 77  
Air Time... 6 a.m.-11 p.m.  
News Service... AP  
President... Russel M. D. Bruce  
General Manager... Frank Armstrong  
Commercial Manager... Charles R. Bowen  
Program Director... Leo Anderson  
Chief Announcer... Gene Ayres  
Chief Engineer... C. W. Morrow

## W B E J

**ELIZABETHTON—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Elizabethton Bcstg. Co.  
(R. W. Rounsaville & Geo. M. Clark)  
Business-Studio Address... Elk Ave.  
Phone Number... 1241  
Transmitter Location... State Line Rd.  
Air Time... 6:30 a.m.-10:30 p.m.  
News Service... UP  
Senior Partner... R. W. Rounsaville  
General Manager... Thad F. Fitch  
Station Manager... William R. Wagner  
Comptroller... S. A. Wade  
Sales Prom. Mgr... James Cox  
Program Director... Bill Stone  
Chief Engineer... Martin Condon Bowers, Jr.  
Technical Supervisors... H. G. Price

## W E K R

**FAYETTEVILLE—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Elk River Bcstrs., Inc.  
Business-Studio Address... Box 625  
Phone Number... 1240  
Transmitter... 1 Mi. W. of City, Hiway 64  
Air Time... 6 a.m.-10 p.m.  
News Service... UP  
Pres., Gen. Mgr... A. D. Smith, Jr.  
Sta., Comm., Sales Prom. Mgr... Hollis Carlton  
Pgm., Prod., Pub. Dir... Edward K. Chapman  
Chief Announcer... Ralph Mann  
Chief Engineer... Ernest Tucker

## W H I N

**GALLATIN—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Sumner County Bcstg. Co.  
Address... Box 28  
Phone Number... 1010  
Air Time... Local sunrise-sunset  
News Service... UP

Transcription Service... Capitol  
President... A. B. Perkins  
Gen., Comm. Mgr... Charles W. Brewer  
Program Director... Weston Britt  
Chief Engineer... Howard Woodard

## W G R V

**GREENEVILLE—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Greeneville, Inc.  
Address... Radio Center, Depor St.  
Phone Number... 797  
Air Time... Unlimited  
News Service... UP  
Pres., Gen. Mgr... Paul Metcalfe  
Comm., Prom. Mgr... Hugh Pickel  
Program Director... Tom Lyons  
Chief Engineer... Laile Hampton

## W H B T

**HARRIMAN—1946—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... The Harriman Bcstg. Co., Inc.  
Bus.-Studio Address... Crescent & Devon  
Phone Number... 850  
Transmitter Location... Margrave St.  
Air Time... 6 a.m.-11:15 p.m.  
News Service... UP  
Transcription Service... SESAC  
Representative... Continental  
Membership... NAB  
Pres., Gen., Sta. Mgr... F. L. Crowder  
Sales Prom. Mgr., Pgm., Prod. Dir.

John Fielder  
Musical Director... Burrel Henry  
Chief Engineer... Kenneth Hargis

## W I R J

**HUMBOLDT—1949—MID-SOUTH**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By... Gibson County Bcstg. Co., Inc.  
Address... 210 N. 22nd Ave.  
Phone Number... 740  
Air Time... Daytime  
News Service... UP  
Transcription Service... Standard  
Partners... J. F. Warmath, T. N. Hobbs  
Commercial Manager... Guy Powell  
Gen. Mgr., Pgm. Dir... Howard E. Byrum  
Chief Engineer... Charles Brown

## W D X I

**JACKSON—1948—DIXIE-MBS**

Frequency: 1310 Kc. Power: 5000 Watts d.,  
1000 n.  
Owned-Operated By... Dixie Bcstg. Co.  
Business-Studio Address... Williams Bldg.

• • • **T E N N E S S E E** • • •

Phone Number ..... 7-9611  
 Transmitter Location..... 2 Mi. N. Hiway 45  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... World, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Pres., Gen. Mgr..... Aaron B. Robinson  
 Station Manager..... Bill Winsett  
 Commercial Manager..... Jack M. Cecil  
 Sales Prom. Mgr..... Jack Murphy  
 Program Director..... James W. Hoppers  
 Production Director..... Bob Dettmer  
 Publicity Director..... Dave Banks  
 Musical Director..... Douglas Biggs  
 Chief Engineer..... James S. Thomas  
 Farm Editor..... Tom J. Williams

**W P L I**

**JACKSON—1949**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By... George Arthur Smith  
 Address..... First Natl. Bank Bldg.  
 Phone Number ..... 7-8541  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service Associated, Lang-Worth  
 Representative ..... McGillvra  
 Gen., Prom. Mgr..... W. E. Williams

**W T J S**

**JACKSON—1931—ABC-MID-SOUTH**

Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... The Sun Publishing Co.  
 Bus.-Studio Address.. 104-106 W. Baltimore St.  
 Phone Number ..... 7-3316  
 Transmitter Location..... Bemis Hwy.  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership..... NAB, BMB, FMA  
 General Manager..... Albert A. Stone  
 Station Manager..... Frank S. Proctor  
 Asst. Manager..... Leslie R. Brooks, Jr.  
 Studio Director..... Sam D. Lollar  
 Musical Director..... James Allen  
 Chief Engineer..... Robert M. Gordon

**W E T B**

**JOHNSON CITY—1947—LIBERTY**

Frequency: 790 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... E. Tennessee Bcstg. Co.  
 Business Address..... Press Bldg.  
 Phone Number ..... 2993  
 Studio-Transmitter Location..... Erwin Hiway  
 Air Time ..... Sunrise-sunset

**T E N N E S S E E**

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** is more experienced than any other news  
 service . . . more than 100 years collecting and  
 distributing news.

**TENNESSEE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Harry Stone—WSM, Nashville

Vice-Presidents: Leslie R. Brooks—WTJS, Jackson  
 Cliff Goodman—WETB, Johnson City

**T E N N E S S E E**

• • • **T E N N E S S E E** • • •

News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB, BMB  
President ..... Carl A. Jones, Jr.  
Station Manager ..... Cliff Goodman  
Program Director ..... Berney Burleson  
Chief Engineer ..... E. B. Jones

**W J H L**

**JOHNSON CITY—1938—ABC**

Frequency: 910 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By ..... WJHL, Inc.  
Business-Studio Address ..... 143 W. Main St.  
Phone Number ..... 2780  
Transmitter ..... Bristol-Kingsport Hwy.  
Air Time ..... 6 a.m.-M.  
News Service ..... AP, UP  
Transcription Service ..... Lang-Worth  
Representative ..... John E. Pearson  
Membership ..... NAB, BMB  
President ..... W. H. Lancaster  
Sta., Comm. Mgr. .... Ray D. Williams  
Sales Prom. Mgr., Pub. Dir. .... Ken Matthews  
Pgm., Prod., Musical Dir. .... Walter Heeb  
Chief Announcer ..... Ed Cowell  
Chief Engineer ..... O. K. Garland  
Farm Editor ..... Raymond Rosson

**W K P T**

**KINGSPORT—1940—NBC**

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

**W B I R**

**KNOXVILLE—1941—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Station WBIR, Inc.  
Business-Studio Address ..... 618 S. Gay St.  
Phone Number ..... 4-3321  
Transmitter Location ..... Painter & Concord Sts.  
Air Time ..... 5 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Bolling  
Membership ..... NAB, BMB  
President ..... Gilmore N. Nunn

Gen.-Sta.-Sales Prom. Mgr. .... John P. Hart  
Commercial Manager ..... James A. Dick  
Prog.-Prod.-Pub. Dir., Chief  
Announcer ..... Tys Terwey  
Musical Director ..... W. R. Johnston, Jr.  
Chief Engineer ..... J. Rex Horton

**W I B K**

**KNOXVILLE—1947—KBS**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Independent Bcstg. Co., Inc.  
Business-Studio Address ..... 406 W. Church St.  
Phone Number ..... 4-9866  
Transmitter Location ..... Rouse Hill  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Donald Cooke  
Membership ..... NAB  
President ..... J. Harold Smith  
General-Station Mgr. .... Marvin I. Thompson  
Program Director ..... Walter Martin  
Chief Engineer ..... T. E. Hooper

**W K G N**

**KNOXVILLE—1947—MBS**

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

**W N O X**

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc. .... Power: 10,000 Watts  
Owned-Oper. By ..... Scripps-Howard Radio, Inc.  
Business-Studio Address ..... 110-112 S. Gay St.  
Phone Number ..... 3-3171  
Transmitter Location ..... Anderson Rd. nr. Beverly  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Branham  
President ..... Jack R. Howard

# TENNESSEE

Gen.-Station Mgr. . . . . R. B. Westergaard  
Comm.-Sales Prom. Mgr. . . . . O. L. Smith  
Program-Production Dir. . . . . C. A. McMahon  
Publicity Director . . . . . Para Lee Brock  
Chief Announcer . . . . . Lowell Blanchard  
Musical Director . . . . . Jerry Collins  
Chief Engineer . . . . . Ray Evans  
Farm Editor . . . . . Cliff Allen

## W R O L

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Stuart Bcstg. Co.  
Business-Studio Address . . . . . 531 S. Gay St.  
Phone Number . . . . . 2-7111  
Transmitter Location . . . . . Holston Hills  
Air Time . . . . . 5a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Avery-Knodel, Cummins  
Gen., Sta. Mgr. . . . . S. E. Adcock  
Comm., Sales Prom. Mgr. . . . . W. H. Linebaugh  
Pgm., Prod. Pub. Dir. . . . . J. H. Reese  
Chief Announcer . . . . . Allen Stout  
Musical Director . . . . . Harry Nides  
Chief Engineer . . . . . Fred Andrews

## W C O R

**LEBANON—1949**

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Lebanon Bcstg. Co., Inc.  
Address . . . . . 106½ Cumberland St.  
Phone Number . . . . . 1540  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Pres., Gen. Mgr. . . . . Warren G. Gilpin  
Commercial Manager . . . . . Roy E. Wood, Jr.  
Program Director . . . . . Roy C. Crocker

## W J J M

**LEWISBURG—1947—ABS**

Frequency: 1490 Kc. . . . . Power: 2500 Watts  
Owned-Oper. By . . . . . Estate of James J. Murray  
Address . . . . . East Hill  
Phone Number . . . . . 780  
Air Time . . . . . Unlimited  
Representative . . . . . Continental  
Membership . . . . . NAB, BMB  
Owners . . . . . Martha, Ida, Lillie Murray  
General Manager . . . . . Lewis D. Lingner  
Commercial Manager . . . . . Harold Twitty  
Program Director . . . . . Allen D. Walker  
Chief Engineer . . . . . J. E. Sowell

## W G A P

**MARYVILLE—1947—KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . V. H. McLean,  
George R. Dempster  
Operated By . . . . . F. H. Corbett  
Bus.-Studio Address . . . . . 503 Blount Natl. Bank  
Bldg.  
Phone Number . . . . . 2490-1  
Transmitter Location . . . . . Louisville Pike  
Air Time . . . . . 5 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Keystone  
Gen. Mgr., Prog. Dir. . . . . F. H. Corbett  
Sales Prom. Manager . . . . . Tom Beam  
Chief Engineer . . . . . Curtis Lamarr  
Farm Editor . . . . . David Lynn

## W D I A

**MEMPHIS—1947**

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

## W H B Q

**MEMPHIS—1925—MBS**

Frequency: 560 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . . . Harding College,  
Searcy, Ark.  
Bus.-Studio Address . . . . . Hotel Gayoso  
Phone Number . . . . . 8-6868  
Transmitter Location . . . . . Circle Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Weed & Co.  
Membership . . . . . NAB, BMB  
Pres. (Harding College) . . . . . Dr. George Benson  
Gen., Sta. Mgr. . . . . John Cleghorn  
Comm., Sales Prom. Mgr. . . . . Bill Grumbles  
Pgm., Prod. Dir. . . . . Gordon Lawhead  
Publicity Director . . . . . Betty Faquin  
Chief Announcer . . . . . Lee McEachern  
Chief Engineer . . . . . Welton Roy



THE  

**SPOT** IN MEMPHIS

WHERE  
 YOUR  
 SPOTS  
 ARE  
 SPOT-  
 LIGHTED

**W H H M**

INDEPENDENT . . .

But Not Aloof

Memphis, Tennessee

Patt McDonald, Mgr.



Representatives:  
 INDEPENDENT METROPOLITAN  
 SALES

• • • TENNESSEE • • •

**W H H M**

MEMPHIS—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid-South Bcstg. Corp.  
 Business-Studio Address . . . . . Sterick Bldg.  
 Phone Number . . . . . 37-4422  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . IMS  
 Membership . . . . . NAB  
 President . . . . . P. E. Furlow  
 Gen., Sta. Mgr. . . . . Patt McDonald  
 Commercial Manager . . . . . Don J. Lynch  
 Sales Promotion Mgr. . . . . Norton Rosengarten  
 Pgm., Prod., Pub. Dir. . . . . Allan Avery  
 Chief Announcer . . . . . Kenny Sargent  
 Musical Director . . . . . John Swinney  
 Chief Engineer . . . . . William Marsh

**W M C**

MEMPHIS—1923—NBC  
 SOUTHCENTRAL QUALITY

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Memphis Publishing Co.  
 Bus.-Studio Address . . . . . Goodwyn Institute Bldg.  
 Phone Number . . . . . 8-7464  
 Transmitter Location . . . . . Memphis  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, SESAC,  
 Lang-Worth  
 Representative . . . . . Branham  
 Membership . . . . . NAB, BMB  
 President . . . . . Enoch Brown  
 Gen., Sta. Mgr. . . . . H. W. Slavick  
 Commercial Mgr. . . . . J. C. Eggleston  
 Program Director . . . . . Wilson Mount  
 Production Director . . . . . W. R. Brazzil  
 Publicity Director . . . . . Walter E. Frase  
 Chief Announcer . . . . . Charles B. Sullivan  
 Musical Director . . . . . Robert Horsley  
 Chief Engineer . . . . . E. C. Frase, Jr.  
 Farm Editor . . . . . Walter Durham

**W M P S**

MEMPHIS—1925—ABC

Frequency: 680 Kc. . . . . Power: 10,000 Watts d.:  
 5000 Watts n.  
 Owned-Operated By . . . . . WMPS, Inc.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 5-2663  
 Transmitter Location . . . . . N, Benjestown Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, Cole,  
 Lang-Worth  
 Representative . . . . . Radio Representatives  
 Membership . . . . . NAB, BMB  
 V.P., Gen. Mgr. . . . . Harold R. Krelstein  
 Commercial Manager . . . . . Harold F. Walker  
 Sales Prom. Manager . . . . . W. B. Rudner



• • • **T E N N E S S E E** • • •

Program Director.....George Faulder  
 Production Director.....Bob Neal  
 Musical Director.....Fred Christensen  
 Chief Engineer.....J. E. Deaderick

**W R E C**  
**MEMPHIS—1922—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business-Studio Address.....Hotel Peabody  
 Phone Number.....5-1313  
 Air Time.....Unlimited  
 Representative.....Katz  
 Membership.....NAB, BMB  
 Owner, General Manager... Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten

**W M M T**

**McMINNVILLE—1947—MBS-TV  
 KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....McMinnville Bcstg. Co., Inc.  
 Address.....P. O. Box 409  
 Phone Number.....401  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....Dr. Sam J. Albritton  
 General Manager.....Royce Richards  
 Commercial Manager.....Roy E. Wood  
 Commercial Manager.....Winston Clark  
 Program Director.....Ernest Richards  
 Promotion Manager.....Henry Trent  
 Chief Engineer.....Walter A. Duke

**W C R K**

**MORRISTOWN—1947—MBS**

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

**W G N S**

**MURFREESBORO—1947—MBS-TV**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGNS, Inc.  
 Business-Studio Address.....N. Church  
 Phone Number.....1450  
 Transmitter Location.....S. Church  
 Air Time.....Unlimited

News Service.....UP  
 Transcription Service.....World  
 Representative.....Hal Holman  
 Membership.....NAB  
 Pres., General Mgr.....C. N. Elrod, Jr.  
 Commercial Manager.....Neil Lancaster  
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy  
 Program Director.....Jim Tate  
 Prod., Musical Dir.....Martha Tribble  
 Chief Announcer.....John Hood  
 Chief Engineer.....Charlie Freeman  
 Farm Editor.....Pete Callis

**W K D A**

**NASHVILLE—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Bus.-Studio Address.....American Natl. Bank  
 Bldg.  
 Phone Number.....4-0511  
 Transmitter Location...2nd Ave. & Peabody St.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol, Lang-Worth  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 Owners:.....T. B. Baker, Jr. & A. G. Beaman  
 General Manager.....T. B. Baker, Jr.  
 Commercial Manager.....Robert E. Cooper  
 Program Director.....James E. McKinney  
 Chief Engineer.....Oscar C. Griffin, Jr.

**W L A C**

**NASHVILLE—1926—CBS**

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

**W M A K**

**NASHVILLE—1948—MBS-LIBERTY**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By... Volunteer State Bcstg. Co.,  
 Inc.  
 Address.....Maxwell House  
 Phone Number.....4-3411  
 Air Time.....Unlimited

# T E N N E S S E E

News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Weed  
 President..... Frank W. Mayborn  
 Vice-President..... Frank M. Farris  
 Sta., Comm. Mgr..... Walter P. Speight, Jr.  
 Promotion Manager..... Ed Jones  
 Pgm. Dir., Chief Engr..... Shelton Weaver

## W S I X

**NASHVILLE—1927—ABC**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WSIX Bcstg. Sta.  
 Address.....Nashville Trust Bldg.  
 Phone Number.....5-5431  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Katz  
 Membership.....NAB, BMB, FMA  
 Co-Owners.....Jack M., Louis R. Draughon  
 General Manager.....Jack M. Draughon  
 Commercial Director.....E. S. Tanner  
 Program Director.....Otis Roush  
 Promotion Manager.....Hillard Brown  
 Chief Engineer.....Charles R. Duke

## W S M

**NASHVILLE—1925—NBC**

Frequency: 650 Kc.....Power: 50,000 Watts  
 Owned By.....Natl. Life & Accident Ins. Co.  
 Operated By.....WSM, Inc.  
 Bus.-Studio Address.....301 7th Ave. N.  
 Phone Number.....6-7181  
 Transmitter Location.....12 Mi. in the country  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....AMP, Thesaurus  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President.....John H. DeWitt, Jr.  
 V.P., Gen.-Station Mgr.....Harry Stone  
 Commercial Manager.....Irving C. Waugh  
 Sales Prom. Mgr., Pub. Dir.....Tom Stewart  
 Program-Production Director.....Jack Stapp  
 Chief Announcer.....Otis Devine  
 Musical Diracs...Beasley Smith, Owen Bradley  
 Chief Engineer.....George A. Reynolds  
 Farm Editor.....John McDonald

## W A T O

**OAK RIDGE—1948—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WATO, Inc.  
 Address.....Municipal Market Bldg.  
 Phone Number.....Oak Ridge 5-3535  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Burn-Smith  
 Membership.....NAB  
 Gen., Sta. Mgr.....Marshall H. Pengra

Comm., Sales Prom. Mgr....Harry C. Weaver  
 Pgm. Dir., Chief Anncr..... Arthur J. Metzler  
 Chief Engineer.....Marvin L. Paul

## W T P R

**PARIS—1947—TENN. VOLUNTEER  
 KBS-MID-SOUTH-DIXIE**

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Kentucky Lake Bcstg.  
 System, Inc.  
 Bus.-Studio Address.....100½ N. Market St.  
 Phone Number.....1700-1  
 Transmitter Location.....Clifty Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Hal Holman  
 Membership.....NAB  
 President.....Dr. Elroy Scruggs  
 Gen., Sta., Comm. Mgr., Parkman R. Freezer  
 Pgm., Prod., Pub. Dir.....Lorenzo M. Smith  
 Chief Anncr., Musical Dir.....Kenneth M. Klyce  
 Chief Engineer.....Charles W. Jones  
 Farm Editor.....Pete Linton

## W K S R

**PULASKI—1946—MBS  
 ALA.-TENN. TOBACCO**

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pulaski Bcstg. Co.  
 Business-Studio Address.....Radio Center  
 Phone Number.....1066-7  
 Transmitter Location.....Hiway 46-W  
 Air Time.....Daytime  
 News Service.....UP  
 Membership.....NAB  
 Senior Partner.....John R. Crowder  
 Gen. Mgr. & Jr. Partner.....W. E. (Bill) Williams  
 Comm., Sales Prom. Mgr.....Carl Tatum  
 Program Director.....Corky Hoover  
 Chief Engineer.....Richard Spruill  
 Farm Editor.....Bill Williams

## W H A L

**SHELBYVILLE—1946—MBS  
 VOLUNTEER**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Shelbyville Bcstg. Co., Inc.  
 Business Address.....Box 241  
 Phone Number.....1400  
 Studio Address.....Public Square  
 Transmitter Location.....Lewisburg Pike  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 President.....Harvard Smith  
 General-Station Mgr.....Charles Christian  
 Pgm., Prod. Pub. Dir.....Jean Carroll  
 Musical Director.....Teddy Barnes  
 Chief Engineer.....Tim Marsh  
 Farm Editor.....Sam B. Stanfill

**WJIG**

**TULLAHOMA—1947—TVN-KBS**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By Tri-Cities Bcstg. Co.  
 Business Address Box 1417  
 Phone Number 2607-8  
 Studio-Transmitter Location West End Dr.  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Lang-Worth, Capitol  
 Pres., Gen. Mgr. Raymond L. Prescott, Jr.  
 Station Manager David Welborn  
 Comm., Sales Prom. Mgr. C. Roy Morris  
 Prod., Pgm. Dir. Roy Morris  
 Chief Engineer Carl Spraggins  
 Musical Dir., Farm Editor Lee Malone

**WENK**

**UNION CITY—1946—MBS-DIXIE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Union City Bcstg. Co.  
 Bus.-Studio Address First & Washington Sts.  
 Phone Number 1240-1  
 Transmitter Location Edge of city limits.  
 Hway. 51  
 Air Time 6 a.m.-M.

News Service UP  
 Transcription Service World  
 Representative Burn-Smith  
 Membership NAB  
 Pres., General Mgr. Aaron B. Robinson  
 Station Manager Louis C. Wrather  
 Commercial Manager David J. Capps  
 Sales Prom. Mgr. E. A. Kallenberg  
 Prod. Dir., Chief Annr. Jack A. Dill  
 Program Director Lee Burnette  
 Musical Director Hoyt White  
 Chief Engineer James Thomas  
 Farm Editor Tom Garth

**WC DT**

**WINCHESTER—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Arthur D. Smith, Jr.  
 Address P. O. Box 1103  
 Phone Number 2201  
 Air Time Unlimited  
 News Service UP  
 Transcription Service SESAC  
 Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.  
 Program Director Joe Donaldson  
 Commercial Manager Joe Brewer  
 Chief Engineer Frank Spencer

**TEXAS**

*Estimated Population 7,532,000—Increase +17.4%—Radio Homes 2,032,000  
 Radio Families 2,154,000—Stations in State 170*

**K R B C**

**ABILENE—1936—ABC**

Frequency: 1470 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By Reporter Bcstg. Co.  
 Business Address Box 178  
 Phone Number 6255, 2-1608  
 Studio Address Windsor Hotel  
 Transmitter Location Old Anson Rd.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Capitol  
 Representative John E. Pearson  
 Membership BMB, FMA  
 President Mrs. Eva M. Hawks  
 General-Station Mgr. Howard Barrett  
 Comm. Mgrs. Bro Mingus (Local); Forest Lane  
 (National)  
 Sales Prom. Manager Forest Lane  
 Chief Engineer J. B. Casey  
 Farm Editor Ray Sundy

Bus.-Studio Address 25th & Butternut Sts.  
 Phone Number 7287  
 Air Time Unlimited  
 News Service AP, UP  
 Transcription Service World  
 Representative Taylor-Borrorff  
 President W. P. Wright  
 General-Commercial Manager A. C. Etter  
 Program Director Leonard Johnson  
 Promotion Manager Duane Ramsey  
 Chief Engineer Lewis Fisher

**K B K I**

**ALICE—1946**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Operated By Alice Bcstg. Co.  
 Business Address Box 731  
 Phone Number 2070  
 Studio Address 65 Johnson St.  
 Transmitter Location Hiway 281  
 News Service AP  
 Transcription Service Capitol  
 Representative Donald Cook  
 President E. G. Lloyd, Jr.  
 Gen., Sta. Mgr. A. C. Lloyd, Jr.  
 Commercial Manager D. C. Houston  
 Sales Prom. Mgr. Nat Watson

**K W K C**

**ABILENE—1948—MBS-LONE STAR**

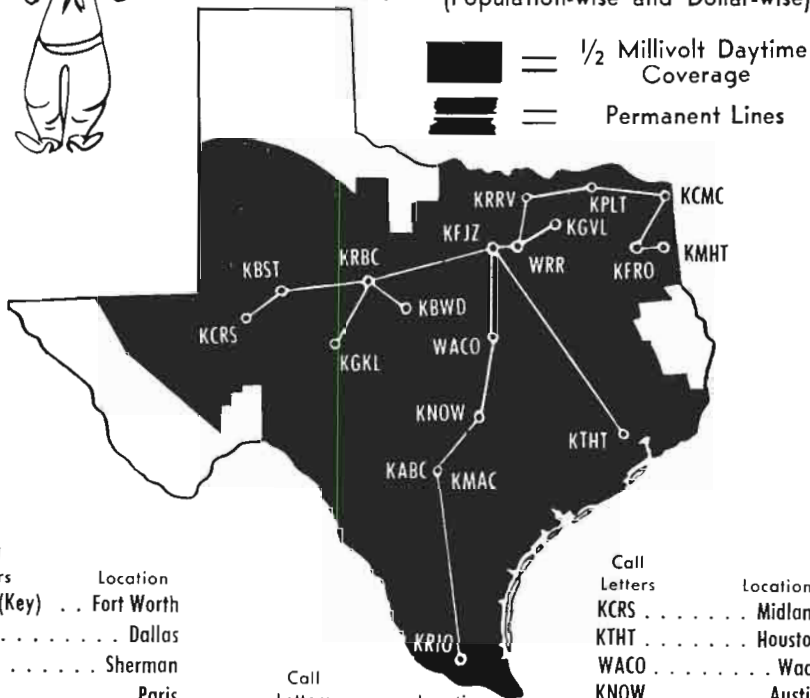
Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Citizens Bcstg. Co.



# We're Sorry!

## All We Can Deliver Is

# 90% of Texas

(Population-wise and Dollar-wise)



 = 1/2 Millivolt Daytime Coverage  
 = Permanent Lines

Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

\*Only one San Antonio Station to be used.

# TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY  
 New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

**TEXAS**

Pgm., Prod. Dir. . . . . J. Allen Frye  
 Chief Announcer . . . . . Bill Peak  
 Chief Engineer . . . . . Leon Smith  
 Farm Editor . . . . . Cliff DuBose

**KVLF**

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

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Big Bend Bcstrs.  
 Business Address . . . . . P. O. Box 779  
 Phone Number . . . . . 37  
 Studio-Transmitter . . . . . Kokernot Field  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor Borroff  
 Membership . . . . . NAB  
 President . . . . . Barney H. Hubbs  
 General Manager . . . . . Jack Hawkins  
 Station Manager . . . . . Charles Van Grundy  
 Commercial Mgr. . . . . Gene Hendryx  
 Program Director . . . . . Elaine Parker  
 Chief Engineer . . . . . Steve Horvath

**KAMQ**

**AMARILLO—1947—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Top of Texas Bcstg. Co.  
 Business-Studio Address . . . . . 1301 Polk St.  
 Phone Number . . . . . 2-6543  
 Transmitter Location . . . . . E. on Hwy. 287  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Forjoe  
 Membership . . . . . BM<sup>3</sup>  
 President . . . . . Walter G. Russell  
 Gen., Sta. Mgr. . . . . Robert D. Houck  
 Comm., Sales Prom. Mgr. . . . . J. L. Adams  
 Chief Announcer, Farm Editor . . . . . Ken Duke  
 Chief Anncr., Pgm., Musical Dir. . . . . Tom Hipps  
 Chief Engineer . . . . . Stewart Parson  
 Farm Editor . . . . . Wayne Johnston

**KFDA**

**AMARILLO—1939—ABC**

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By . . . . . Amarillo Bcstg. Corp., Inc.  
 Business-Studio Address . . . . . 109 E. 5th St.  
 Phone Number . . . . . 5343  
 Transmitter Location . . . . . Belaire Pk.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BMB  
 President . . . . . Gilmore Nunn  
 General Manager . . . . . Howard Roberson  
 Commercial Manager . . . . . Bill Fairley

Program Director . . . . . Ray Whitworth  
 Publicity Director . . . . . Joe Bob Cable  
 Musical Director . . . . . Ralph Newton  
 Chief Engineer . . . . . Noel Luddy  
 Farm Editor . . . . . Pat Flynn

**KGNC**

**AMARILLO—1935  
 NBC-LONE STAR**

Frequency: 710 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Plains Radio Bcstg. Co.  
 Bus.-Studio Address . . . . . Radio Bldg., 8th &  
 Harrison  
 Phone Number . . . . . 4242  
 Transmitter Location . . . . . Wilton-Switch  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Cole, Lang-Worth  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Gene Howe  
 Exec. Gen. Mgr. . . . . O. L. Ted Taylo  
 General Manager . . . . . Aubrey Jackson  
 Local Sales Director . . . . . Tom Kritse  
 Prom., Pgm. Dir. . . . . Bob Watson  
 Business Manager . . . . . Calvin Handy  
 Musical Director . . . . . Bernie Howell  
 Chief Engineer . . . . . William H. Torrey  
 Farm Editor . . . . . J. B. Linn

**KLYN**

**AMARILLO—1947—CBS**

Frequency: 940 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Plains Empire Bcstg. Co.  
 Address . . . . . 1014 W. 7th Ave.  
 Phone Number . . . . . 2-6773  
 Air Time . . . . . Unlimited  
 Representative . . . . . Blair  
 General Manager . . . . . Carl Benefiel  
 Commercial Manager . . . . . Lee Biggs

**KBUD**

**ATHENS—1948**

Frequency: 1410 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Henderson County Bcstg. Co.  
 Business Address . . . . . Box 309  
 Phone Number . . . . . 650  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Mgr., Chief Engr. . . . . J. B. McNutt, Jr.

**KNOW**

**AUSTIN—1926—ABC-TSN**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Pioneer Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 520 Capital Natl. Bank  
 Bldg.  
 Phone Number . . . . . 2-6213  
 Transmitter Location . . . . . First & Tillery Sts.

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Pearson  
 Membership . . . . . NAB  
 President . . . . . Wendell W. Mayes  
 Station Manager . . . . . Louis R. Cook  
 Program Director . . . . . Warren M. Beaman  
 Chief Engineer . . . . . James E. Lewis

## K T B C

### AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Texas Bcstg. Corp.  
 Bus.-Studio Address . . . . . Brown Bldg.  
 (P. O. Box 717)  
 Phone Number . . . . . 2-2424  
 Transmitter Location . . . . . Manchaca Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Borhoff  
 President . . . . . Claudia T. Johnson  
 V.P., Gen.-Comm. Mgr. . . . . J. C. Kellam  
 Sales Manager . . . . . Sam Plyler  
 Program Director . . . . . Richard S. Pryor  
 Publicity Director . . . . . Harvey O. Payne  
 Musical Director . . . . . Jane Holt Thomas  
 Chief Engineer . . . . . A. B. Hearn  
 Farm Editor . . . . . Reece Turner

## K T X N

### AUSTIN—1948

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio KTXN, Inc.  
 Address . . . . . 309 W. 21st St.  
 Phone Number . . . . . 7-4476  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NAB  
 Pres., Gen., Comm. Mgr. . . . . Thomas G. Harris  
 Chief Engineer . . . . . Kerns H. Powers

## K V E T

### AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Austin Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 113 W. Eighth St.  
 Phone Number . . . . . 8-8521  
 Transmitter Location . . . . . Bull Creek Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Forjoe, Paul Girard  
 President . . . . . John B. Connally  
 General-Station Mgr. . . . . Willard Deason  
 Commercial Manager . . . . . Charles Howell  
 Pgm., Prod. Dir. . . . . Dave Smith  
 Chief Engineer . . . . . Alfred W. Scharath

## K R U N

### BALLINGER—1947—MBS-KBS

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

## K I O X

### BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Bay City Bcstg. Co.  
 Business Address . . . . . P. O. Box 1391  
 Phone Number . . . . . 642-3  
 Studio-Transmitter Location . . . . . State Hiway 3E  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Paul Girard  
 General Manager . . . . . J. G. Long  
 Comm., Sales Prom. Mgr. . . . . John Miller  
 Prod. Dir., Chief Anncr. . . . . Hal Ewing  
 Program Director . . . . . LaVerne Ewing  
 Chief Engineer . . . . . Glenn R. Ellis

## K R C T

### BAYTOWN—1947—KBS

Frequency: 650 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Bay Bcstg. Co.  
 Address . . . . . Box 629  
 Phone Number . . . . . 1650  
 News Service . . . . . AP  
 President . . . . . C. Q. Alexander  
 Vice President . . . . . O. J. Howell  
 General Manager . . . . . E. H. Keown  
 Commercial Mgrs. . . . . Sylvia McKinstry,  
 Bill Lyons  
 Chief Engineer . . . . . Emilio Rodriguez, Jr.

## K R E L

### BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Tri-Cities Bcstg. Co.  
 Business Address . . . . . P. O. Box 419  
 Phone Number . . . . . 1360  
 Studio-Transmitter Location . . . . . Decker Dr.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 President . . . . . Robert Matherne  
 Gen., Sta. Mgr. . . . . William M. Lightfoot  
 Program Director . . . . . Robert T. Nolan  
 Production Director . . . . . Norma Ruth Metz  
 Chief Engineer . . . . . Marvin Daugherty

**K F D M**  
**BEAUMONT—1924**  
**ABC-LONE STAR**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Beaumont Bcstg. Corp.  
 Business-Studio Address 1420 Calder Ave.  
 Phone Number 2-7758  
 Transmitter Location 2 Mi. N. of Bridge City  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth, Standard  
 Representative Free & Peters  
 Membership NAB, BMB  
 President D. A. Cannan  
 Gen., Sta., Comm. Mgr. C. B. Locke  
 Sales Prom. Mgr. Helen Caldwell  
 Program Director Dave Russell  
 Prod.-Musical Dir. Conrad Bering, Jr.  
 Publicity Director Ralph Ramos  
 Chief Engineer S. Harold Jones

**K P B X**  
**BEAUMONT—1947—LIBERTY**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By KPBX Bcstg. Co., Inc.  
 Operated By D. K. Maxted  
 Bus.-Studio Address New Crosby Hotel  
 Phone Number 2-0201  
 Transmitter Location 4945 Fannett Rd.  
 Air Time 5 a.m.-Sunset  
 News Service AP  
 Transcription Service Standard  
 Representative Forjoe  
 Membership NAB  
 President F. L. Benckenstein  
 Gen., Sta., Sales Prom. Mgr. D. K. Maxted  
 Commercial Manager Pat Martin  
 Program Director Hugh Herrington  
 Production Director William Hammond  
 Chief Anncr., Musical Dir. Gordon Clark  
 Chief Engineer Lawrence Sanders  
 Farm Editor Glenn Earl  
 Continuity Director Lilyan Wilkinson  
 Traffic Director Helen Simmons

**K R I C**  
**BEAUMONT—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By The Enterprise Co.  
 Bus.-Studio-Transmitter Address 130 Wall St.  
 Phone Number 4-9421  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Capitol, Thesaurus,  
 Associated  
 Representative Branham  
 President O. Eugene Davis  
 Vice-Pres., Gen. Mgr. E. C. Davis  
 Station Manager Les Ryder  
 Commercial Manager John Edwin Henry  
 Sales Prom. Mgr. Revis Taylor  
 Program Director Mrs. Virginia Ryder

Musical Director Mrs. Garvis Taylor  
 Chief Engineer Marvin J. Easterwood  
 Farm Editor Robert Tucker

**K T R M**  
**BEAUMONT—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By KTRM, Inc.  
 Business-Studio Address 230 Orleans St.  
 Phone Number 2-8478  
 Transmitter Location Crow & Odom Sts.  
 Air Time 6 a.m.-12:05 a.m.  
 News Service INS  
 Transcription Service World  
 Pres., Gen.-Sta. Mgr. Jack Neil  
 Commercial Manager Bill McRae  
 Sales Prom. Mgr. Barclay Herring  
 Pgm., Prod., Pub. Dir. Joseph S. Trum  
 Chief Anncr., Musical Dir. Roy Dixon  
 Chief Engineer Ben F. Hughes  
 Farm Editor Charles Schmucker

**K I B L**  
**BEEVILLE—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Bee Bcstg. Co.  
 Address Box 948  
 Phone Number 1490  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Capitol  
 Gen., Comm. Mgr. John D. Rossi  
 Partners J. D., V. L. Rossi  
 Pgm., Sta. Mgr. Joe W. Caldwell  
 Chief Engineer Harry W. Wardwell

**K B S T**  
**BIG SPRING—1936—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Big Spring Bcstg. Co.  
 Bus.-Studio Address 702 Johnson St.  
 Phone Number 1500  
 Transmitter Location 1½ Mi. N.E. of city  
 Air Time 6 a.m.-M.  
 News Service AP  
 Representative John E. Pearson  
 Membership NAB, BMB  
 Pres., Gen., Sta. Mgr. William J. Wallace  
 Comm.-Sales Prom. Mgr. William L. Cox  
 Prog.-Prod.-Pub. Dir. Robert Lindley  
 Chief Engineer Andrew M. Jones

**K T X C**  
**BIG SPRING—1949**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned-Operated By Leonard R. Lyon  
 Address Big Spring City Park  
 Phone Number 3300  
 Air Time Unlimited  
 News Service UP



• • • TEXAS • • •

Pres., Gen. Mgr. Leonard R. Lyon  
Comm., Asst. Mgr. Wayne Robison  
Program Director Vance Kimble  
Promotion Manager Sid Camble  
Chief Engineer Al Thompson

**KFYN**

**BONHAM—1948**

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

**KHUZ**

**BORGER—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By R. G. Hughes  
Business Address Box 110  
Phone Number 1600  
Studio-Transmitter Location 1431 Clayton St.  
Air Time 6:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Lang-Worth  
Representative Paul Girard  
Membership NAB  
President R. G. Hughes  
General-Station Mgr. Wayne Phelps  
Commercial Manager Harry Chilton  
Pgm., Prod. Director Jack Roberts  
Publicity Director Bill Clark  
Chief Anncr., Musical Dir. Raymond Baxter  
Chief Engineer Herman Kreiger

**KNEL**

**BRADY—1945—KBS**

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

**KSTB**

**BRECKENRIDGE—1947**

Frequency: 1430 Kc. Power: 1000 Watts d  
Owned-Oper. By Stephens County Bcstg. Co.  
Business-Studio Address Miller Bldg.  
Phone Number 1430  
Transmitter Location 1½ Mi. W. of city  
Air Time 6 a.m.-local sunset  
News Service AP  
Transcription Service Lang-Worth  
Membership NAB  
General-Station Mgr. R. W. Chapman

Commercial Manager Gilbert Webb  
Chief Announcer T. Drakley  
Chief Engineer R. E. Smith  
Farm Editor W. R. Lacey

**KWHI**

**BRENHAM—1937—KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By Tom S. Whitehead  
Business Address Brenham  
Phone Number 655, 611  
Studio Address Main St.  
Transmitter Location 2 Mi. N. on Hwy. 36  
Air Time 6 a.m.-sunset  
News Service UP  
Transcription Service Lang-Worth, SESAC  
General Manager Tom S. Whitehead  
Commercial Manager J. C. Price  
Program Director Bill Sloan  
Chief Engineer H. B. Balch  
Farm Editor J. W. Stufflebeme

**KTFY**

**BROWNFIELD—1949**

Frequency: 1050 Kc. Power: 250 Watts d  
Owned-Oper. By Terry County Bcstg. Co  
Address Box 1032  
Air Time Daytime  
News Service UP  
Transcription Service Standard  
Gen., Comm. Mgr. Conrad Vernon, Jr.  
Promotion Manager R. C. Norris

**KBOR**

**BROWNVILLE—1949**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By Brownsville Bcstg. Co  
Address Box 472  
Phone Number 2-5677  
Air Time Daylight'  
News Service AP  
Transcription Service Thesaurus  
Pres., Gen. Mgr., Pgm. Dir. M. J. Wilson  
Commercial Manager Vance C. Wilson  
Chief Engineer Willis A. Wilson

**KVAL**

**BROWNSVILLE—1945—ABC  
TEX. QUAL.**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By KVAL Bcstg. Co.  
Address P. O. Box 1792  
Phone Number 2-6452  
Air Time Unlimited  
News Service AP  
Representative Free & Peters  
President T. Frank Smith  
Gen., Comm. Mgr. T. Frank Smith, Jr.  
Pgm. Dir., Prom. Mgr. Tom Martin  
Chief Engineer Ed Frazier



**K B W D**  
**BROWNWOOD—1941**  
**MBS-TEXAS STATE**

Frequency: 1380 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By. . . . . Brown County Bcstg. Co.  
 Business-Studio Address. . . . . 800 Hawkins St.  
 Phone Number . . . . . 2401-2  
 Transmitter Location. . . . . Williams Ranch Rd.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 President, General Mgr. . . . . Wendell Mayes  
 Commercial Manager. . . . . F. T. Wilson  
 Program Director. . . . . Wendell Mayes, Jr.  
 Sales Prom. Mgr. . . . . Pat Brinkley  
 Chief Announcer. . . . . A. D. Whisenant  
 Farm Editor . . . . . Joel Chapman  
 Chief Engineer. . . . . A. W. Stewart

**K O R A**

**BRYAN—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Bryan Bcstg. Co.  
 Bus.-Studio Address. . . . . 305 W. 26th St.  
 Phone Number . . . . . 2-1451  
 Transmitter Location. . . . . Villa Maria Rd.  
 Air Time. . . . . 6 a.m.-M.  
 Pres., Owner, Gen. Mgr. . . . . David C. Jones, Jr.  
 Station Manager. . . . . Frank J. Sosolik  
 Commercial Manager. . . . . Euell G. Byers  
 Chief Engineer. . . . . James R. Smith  
 Pgm., Farm Dir. . . . . William J. Zak, Jr.

**K D E T**

**CENTER—1949**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By. . . . . Center Bcstg. Co., Inc.  
 Address. . . . . 205 Austin St.  
 Phone Number . . . . . 1199  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President. . . . . Tom E. Foster  
 Gen., Comm. Mgr. . . . . Jack Bell  
 Promotion Manager. . . . . Tolbert Foster  
 Chief Engineer. . . . . T. McLachian

**K C T X**

**CHILDRESS—1947—MBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Oper. By. . . . . Golden West Bcstg. Co., Inc.  
 Bus.-Studio. Address. . . . . 217½ N. Main  
 Phone Number . . . . . 1085  
 Transmitter Location. . . . . 1 Mi. W. of Childress  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard

Membership . . . . . NAB  
 President. . . . . R. Malone Hagan  
 General Manager. . . . . George D. Cowan  
 Commercial Manager. . . . . Malone Hagan  
 Program Director. . . . . LeRoy Carter  
 Publicity Director. . . . . Mildred Sikes  
 Chief Announcer. . . . . Bob Pace  
 Chief Engineer. . . . . Brooks Braffett

**K C L E**

**CLEBURNE—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Operated By. . . . . Marti, Inc.  
 Business-Studio Address. . . . . 919 N. Main  
 Phone Number . . . . . 1025  
 Transmitter Location. . . . . Route 3  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
 Manager. . . . . George W. Marti  
 Pgm., Prod. Dir. . . . . D'Voe Lee  
 Chief Announcer. . . . . Frank H. Hardgrove  
 Chief Engineer. . . . . Lloyd E. Rodgers  
 Farm Editor. . . . . C. A. Munsch

**K S T A**

**COLEMAN—1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By. . . . . Coleman County Bcstg. Co.,  
 Inc.  
 Business Address. . . . . Box 432  
 Phone Number . . . . . 8406  
 Studio-Transmitter Address. . . . . Abilene Hway.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NAB  
 President. . . . . H. H. Jackson  
 Gen., Sta., Comm. Mgr. . . . . Floyd Shelton  
 Sales Prom. Mgr., Farm Editor. . . . . Jack Nesbitt  
 Program Director. . . . . Jean Larson  
 Prod. Dir., Chief Anncr. . . . . Bill Fox  
 Publicity Director. . . . . Mrs. Billy B. Beach  
 Chief Engineer. . . . . Brownie Seals

**W T A W**

**COLLEGE STATION—1922**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. . . . . The Agricultural &  
 Mechanical College of Texas  
 Bus.-Studio Address. . . . . Administration Bldg.  
 Phone Number . . . . . 4-6724  
 Transmitter Location. . . . . Bet. Bryan & College Sta.  
 Air Time . . . . . 6 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 General Manager. . . . . R. Henderson Shuffler

Sta., Comm. Mgr. .... Richard L. Webb  
 Sales Prom. Mgr. .... Mrs. Elsie Patranella  
 Pgm. Dir., Chief Annr. .... John Scogin  
 Chief Engineer .... Richard L. Webb  
 Farm Editor .... Jack Timmons

Address ..... Box 4286  
 Air Time ..... Unlimited  
 Transcription Service ..... Capitol  
 President ..... Leslie C. Smith  
 Gen. Mgr., Chief Engr. .... J. H. Mayberry

## KEYS

### CORPUS CHRISTI—1940 CBS-LONE STAR

Frequency: 1440 Ks. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By ..... Nueces Bcstg. Co.  
 Business Address ..... P. O. Box 1460  
 Phone Number ..... 2-7411  
 Studio Address ..... Center Theater Bldg.  
 Transmitter Location ..... Shell Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Taylor-Borroff  
 Membership ..... NAB, BMB  
 Owners ..... Charles Rossi, Earl C. Dunn,  
 H. B. Lockhart, E. C. Hughes  
 General Manager ..... E. C. Hughes  
 Station Manager ..... Kelly Wofford  
 Commercial Manager ..... Tom Gibson  
 Program Director ..... Ben Blackman  
 Chief Engineer ..... Harold Griffith

## KRIS

**CORPUS CHRISTI—1935—NBC-TQN**  
 Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Gulf Coast Bcstg. Co.  
 Address ..... P. O. Box 840  
 Phone Number ..... 6354  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr. .... T. Frank Smith  
 Commercial Manager ..... William Eikner  
 Pgm. Dir., Prom. Mgr. .... Charles Nethery  
 Chief Engineer ..... Elmer Atkinson

## KSIX

### CORPUS CHRISTI—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Corpus Christi Bcstg. Co.,  
 Inc.  
 Address ..... Showroom Bldg.  
 Phone Number ..... 2-9242  
 Representative ..... Forjoe  
 General Manager ..... Vana M. Kennedy

## KUNO

### CORPUS CHRISTI—1949

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

## KWBU

### CORPUS CHRISTI—1943—LIBERTY

Frequency: 1030 Kc. .... Power: 50,000 Watts d.  
 Owned By ..... Baylor Univ. of Waco  
 Business Address ..... P. O. Box 898  
 Phone Number ..... 5258-9  
 Studio Address ..... White Plaza Hotel  
 Transmitter Location ..... Gregory  
 Air Time ..... Daytime  
 News Service ..... AP  
 Representative ..... Branham  
 General Manager ..... Roy R. Kay  
 Exec. Secretary ..... V. M. Kulhane  
 Traffic & Continuity ..... Rose Belik  
 Musical Directors ..... Irene Hill & Billy Gregory  
 Chief Engineer ..... Nestor Cuesta, Jr.

## KAND

### CORSICANA—1937—LIBERTY

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Alto, Inc.  
 Bus.-Studio Address ..... State Natl. Bank Bldg.  
 Phone Number ..... 2486  
 Transmitter Location ..... Hwy. 75  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership ..... NAB, BMB  
 President ..... J. C. West  
 General Manager ..... Walter S. Kline  
 Chief Engineer ..... Donnell D. Dickson, Jr.

## KCFH

### CUERO—1949

Frequency: 1600 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... A. M. Respondek  
 Address ..... Cuero  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... A. M. Respondek  
 Commercial Manager ..... Milton Binz  
 Program Director ..... Edson Foster  
 Chief Engineer ..... E. F. Meyer

## KXIT

### DALHART—1948—LIBERTY

Frequency: 1410 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Dalrad Associates  
 Address ..... 402½ Denrock  
 Phone Number ..... 740  
 Air Time ..... Daytime  
 News Service ..... UP

Transcription Service .....Lang-Worth  
 Membership .....NAB  
 General Manager .....Kenneth B. Bishop  
 Chief Engineer.....Bill Smith

## K I X L

**DALLAS—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  
 Transmitter Location.....5500 Parkdale Dr.  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service.....Standard, World,  
 MacGregor  
 Representative .....Forjoe  
 Membership .....NAB  
 President, General Manager.....Lee Segall  
 Asst. Manager.....Tom W. Massey  
 Commercial Manager.....T. H. Strauss  
 Program Director.....Charles F. Payne  
 Production Manager.....John D. Wilson  
 Chief Engineer.....Bob E. Tripp

## K L I F

**DALLAS—1947—LIBERTY**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Business-Studio Address.....Cliff Towers Hotel  
 Business-Studio Address.....Cliff Towers  
 Phone Number.....Winfield 0328  
 Transmitter Location.....Scyene Rd.  
 Air Time .....6 a.m.-6 p.m.  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative.....Adam J. Young  
 Membership .....NAB  
 President.....Barton R. McLendon  
 Gen., Sta. Mgr.....Gordon McLendon  
 Commercial Manager.....Bruce Collier  
 Asst. Sales Prom. Mgr., Pgm. Dir., Bill Weaver  
 Musical Director.....Johnny Murray  
 Chief Engineer.....Glenn Callison

## K R L D

**DALLAS—1926—CBS-TEXAS**

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KRLD Radio Corp.  
 Address .....Herald Square  
 Phone Number.....Central 6811  
 Air Time .....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....Standard, Capitol  
 Representative .....Branham  
 Membership .....NAB, BMB  
 President.....John W. Runyon  
 General Manager.....Clyde W. Rembert  
 Commercial Mgr.....William A. Roberts  
 Program Director.....Roy George  
 Promotion Manager.....J. W. Crocker  
 Chief Engineer.....Roy M. Flynn

## K S K Y

**DALLAS—1941**

Frequency: 660 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....SKY Bcstg. Service  
 Business-Studio Address.....Hotel Stoneleigh  
 Phone Number.....Central 6193-4, LD800  
 Transmitter Location.....Bruton Rd.  
 Air Time .....Sunrise-sunset  
 News Service .....AP  
 Membership .....NAB  
 Partner, Gen. Mgr.....A. L. Chilton  
 Station Manager.....R. G. Terrill  
 Commercial Manager.....R. L. Kanatzar  
 Program Director.....Leonard Holland  
 Chief Announcer.....Richard F. Parker  
 Musical Director.....James L. Hughes  
 Chief Engineer.....Morris M. Ming

## W F A A

**DALLAS—1922**

**NBC-ABC-TEXAS QUALITY**

Frequency: 820 Kc.....Power: 50,000 Watts  
 Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Dallas Morning News  
 Business-Studio Address.....1122 Jackson St.  
 Phone Number.....Riverside 9631  
 Transmitter Location.....WFAA-820, Grapevine;  
 WFAA-570, Arlington  
 Air Time .....Unlimited  
 News Service .....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....Edward M. Petry  
 Membership .....NAB, BMB  
 President.....E. M. Dealey  
 General Manager.....Martin B. Campbell  
 Asst. Sales Manager.....Ralph W. Nimmons  
 Regional Sales Mgr.....Alex Keese  
 Sales Prom. Manager.....Robert E. Summers  
 Program Director.....Kelly Maddox  
 Production Director.....Bert Mitchell  
 Publicity Director.....Louis A. Breault, Jr.  
 Musical Director.....Billy Mayo  
 Chief Engineer.....J. Raymond Collins  
 Farm Editor.....Murray E. Cox  
 Asst. to Farm Editor.....Kitty R. Johnson

## W R R

**DALLAS—1920—MBS-TEXAS STATE**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Municipal Radio Bldg.,  
 State Fair Grounds  
 Phone Number .....T3-6101  
 Transmitter Location.....White Rock Lake  
 Air Time .....Unlimited  
 News Service .....AP  
 Representative .....John Blair  
 Membership .....NAB  
 Chairman.....E. O. Cartwright  
 Managing Director.....Dale Drake

Program Director.....Pete Teddlie  
 Publicity Director.....Ruth Jones  
 Musical Director.....Alta Faye  
 Chief Engineer.....D. J. Tucker  
 Farm Editor.....Al Jones

(See Page 654)

## KDLK

**DEL RIO—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Rio Bcstg. Co.  
 Business Address.....P. O. Box 1162  
 Phone Number.....1234  
 Studio-Transmitter Location.....Cypress &  
 E. Second Sts.  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....Hal Harlan  
 President.....James A. Clements  
 Gen., Sta. Mgr.....Hal Harlan  
 Com., Sales Prom. Mgr.....Don Howard  
 Program Director.....Hal Smith  
 Prod., Publ. Dir.....Bob Pro  
 Chief Anncr., Chief Engr.....Stan Benson  
 Musical Director.....Benny Johnson

## KDSX

**DENISON—1948—LIBERTY**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Grayson Bcstg. Co.  
 Address.....P. O. Box 263  
 Phone Number.....3-400  
 Studio Address.....Hotel Denison  
 Transmitter Location.....2 Mi. N. City, Hiway 75  
 Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....Standard  
 President, Gen. Mgr.....B. V. Hammond, Jr.  
 Comm., Sales Prom. Mgr.....George Myers  
 Prod., Pub. Dir.....William H. Burkett  
 Chief Announcer.....Allan Hundley  
 Chief Engineer.....Fred Weaver

## KDNT

**DENTON—1938**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harwell V. Shepard  
 Address.....Radio Center  
 Phone Number.....276  
 Air Time.....Unlimited  
 Representative.....Best  
 General Manager.....Harwell V. Shepard

## KDDD

**DUMAS—1947**

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....North Plains Bcstg. Corp.  
 Bus. Studio-Transmitter Address.....Hwy. 287,  
 No. edge of Dumas

Phone Number.....2-411  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Standard, Capitol  
 President.....Lucian M. Spencer  
 Gen., Sta., Comm. Mgr.....Ken Duke  
 Pgm., Prod., Pub. Dir.....Ray Trent  
 Chief Announcer.....Bill Lask  
 Musical Director.....Katherine Vitz  
 Chief Engineer.....T. D. Atkins  
 Farm Editor.....J. B. Wade

## KURV

**EDINBURG—1947**

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....J. C. Looney  
 Address.....Edinburg  
 Phone Number.....710-1  
 Studio-Transmitter Location.....2 Mi. N. State Hy.  
 Air Time.....6 a.m.-6 p.m.  
 News Service.....UP  
 Representative.....Forjoe  
 Membership.....NAB, BMB, FMA  
 President.....James Cullen Looney  
 Gen.-Sta.-Comm. Mgr.....Allan Dale  
 Sales Prom. Mgr.....Joe Payne  
 Chief Engineer.....Warren Chase

## KULP

**EL CAMPO—1948—LIBERTY**

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wharton County Bcstg. Co.  
 Business Address.....P. O. Box 1390  
 Phone Number.....1390  
 Studio Address.....505 E. Jackson  
 Air Time.....5 a.m.-5:30 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hil F. Best  
 Membership.....NAB, BMB  
 President.....Culp Krueger  
 General Manager.....J. T. Senter  
 Office Manager.....Robt. Hathaway  
 Commercial Manager.....Melbadean Wells  
 Program Director.....Wesley Jones  
 Chief Engineer.....Joe Miller  
 Farm Editor.....V. L. Sandlin  
 Traffic Manager.....Jane Beatty

## KELT

**ELECTRA—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Oil City Bcstg. Co.  
 Address.....Box 112  
 Phone Number.....1051  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 General Manager.....W. M. H. Smith  
 Program Director.....Jack Womack  
 Chief Engineer.....Bill F. Lindsay

## KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned By Paso Bcstg. Co.  
 Business-Studio Address 106 Texas St.  
 Phone Number 3-3658  
 Transmitter Location Ascarate  
 Air Time 6 a.m.-sunset  
 News Service UP  
 Transcription Service Capitol. Keystone  
 Representative John E. Pearson  
 Membership NAB, BMB  
 President Lewis O. Seibert  
 Gen., Sta., Comm. Mgr. John L. Thompson  
 Sales Prom. Mgr. Bob Rowland  
 Pgm., Pub. Dir. Margaret Mosen  
 Production Director Ted Quillen  
 Chief Announcer Pat Wilkins  
 Musical Director June Barbour  
 Chief Engineer Milton Cockrell  
 Farm Editor Paul Stevenson

## KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts  
 Owned-Operated By KEPO, Inc.  
 Business-Studio Address 2419 N. Piedras St.  
 Phone Number 5-2731  
 Transmitter Location Hwy. 54, 10 Mi. N.E.  
 of El Paso  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Standard  
 Representative John Blair  
 Membership NAB, BMB  
 Exec. Vice Pres. Kenyon Brown  
 General Manager Willard L. Kline  
 Commercial Manager Howard W. Baldwin  
 Program Director Gene Procter  
 Chief Engineer E. L. Gemoets

## KROD

EL PASO—1940  
 CBS-SOUTHWEST

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By Roderick Bcstg. Corp.  
 Business-Studio Address 2201 Wyoming St.  
 Phone Number 2-6551  
 Transmitter Location 3½ Mi. N., Newman Rd.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Standard  
 Representative Taylor-Borroff  
 Membership NAB, BMB  
 President Dorrance D. Roderick  
 V.P., Gen., Sta. Mgr. Val Lawrence  
 Commercial Manager Robert C. Hughes  
 Program Director Ted Hunt  
 Sales Prom. Mgr., Pub. Dir. Bob Canavan  
 Chief Announcer Richard Weaver  
 Chief Engineer Edward P. Talbot

## KSET

EL PASO—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Sunland Bcstg. Co.  
 Address 2223 Montana St.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 Membership NAB  
 General Manager Vincent W. McConn  
 Station Manager G. C. Hoffmann  
 Commercial Manager O. J. Kaspá  
 Program Director C. H. Hall  
 Chief Engineer W. V. Rockefeller

## KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address 801 N. Oregon St.  
 Phone Number 2-5423  
 Transmitter Location First St., Ascarate  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Thesaurus, World  
 Representative George P. Hollingbery  
 Membership NAB, BMB  
 Pres., Sta. Mgr. Karl O. Wyle  
 Commercial Manager Roy T. Chapman  
 Program Director Jack Chapman  
 Prod. Dir., Chief Anncr. Jack Rye  
 Publicity Director Murray Yeager  
 Chief Engineer Kenneth J. Walton  
 Farm Editor Conrey Bryson

## KCNC

FORT WORTH—1946

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address 705½ Main St.  
 Phone Number 7175  
 Transmitter Location 4000 Lawnwood St.  
 News Service AP  
 Air Time Sunrise-Sunset  
 Pres., Gen., Sta. Mgr. J. H. Speck  
 Commercial Manager Luthie Adkins  
 Program Director Jerry Hahn  
 Chief Engineer Jack Hopkins

## KCUL

FORT WORTH—1949

Frequency: 1540 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By East-West Bcstg. Co.  
 Address 3607 Camp Bowie  
 Phone Number 7-2161  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Associated  
 Pres., Gen. Mgr. W. B. Chambers, Jr.  
 Chief Engineer Nestor Cuesta, Jr.

*Why You Buy*

# WRR-KFJZ

*For Dallas-Fort Worth:*

## ★ **Cost-Per-Listener Ratio**

WRR-KFJZ Combination has the lowest actual rate and lowest Cost-Per-Listener rating, based on Hooper, of all the major station set-ups in the twin-city area. For 1 minute open, day-time: WRR-KFJZ, 11.40; (ABC), 18.00; (CBS), 30.00; (NBC), 50.00. For 1 minute open, night-time: WRR-KFJZ, 21.00; (ABC), 36.00; (CBS), 60.00; (NBC), 66.00. Yet five-month average Hoopering (furnished on request) converted into Cost-Per-Listener ranks WRR-KFJZ Combination FIRST for Sunday afternoons, SECOND for weekday mornings, FIRST for Weekday afternoons, and SECOND at night, against the same competition.

## ★ **Station Popularity**

Both WRR and KFJZ are tops in popularity in their respective cities because of being the primary news-and-sports stations. WRR in Dallas carries Dallas Eagle baseball broadcast, World Series each year, Southwest Conference and highschool football, basketball, golf, tennis, and Dallas Texans ice hockey. KFJZ in Ft. Worth carries World Series, and full coverage of same sports as WRR. Texans are sports mad; their dials stay tuned to the news-and-sports stations.

## ★ **Audience Loyalty**

WRR-KFJZ Combination delivers real audience loyalty. No fly-by nights. WRR was established in 1920, is world's oldest municipal station; was first station in Dallas; KFJZ was established in 1922, was second station in Ft. Worth, is present Roy station of Texas State Network. A whole generation has grown up and started a new one, listening to these two stations.

## ★ **Concentrated Coverage**

WRR-KFJZ is a combination of two 5,000 Watt stations located 30 miles apart. Each is excellent in readability in both cities. WRR covers Dallas-Ft. Worth and the area North and East; KFJZ covers Dallas-Ft. Worth and the area West; overlap of CONCENTRATED coverage is approximately 60%, completely including the million people of the Dallas-Ft. Worth market.

## ★ **Convenience to Advertiser**

WRR-KFJZ Combination means convenience to the advertiser. One order, one price, one billing; two stations for double coverage; choice of simultaneous or separate scheduling.

THE BILLION DOLLAR AUDIENCE

KFJZ—FORT WORTH

WRR—DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

## K F J Z

FORT WORTH—1922  
MBS-TEXAS STATE

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

## K W B C

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By Worth Bcstg. Co.  
Bus.-Studio Address 1003½ Houston  
Phone Number 2-9231  
Transmitter Location Old Denton Rd.  
Air Time Daytime  
News Service AP  
Transcription Service Standard  
Representative William G. Rambeau  
President P. W. Seward  
General Manager Lewis Love  
Commercial Manager Conrad Dupree  
Sales Prom. Mgr. Tom Allen  
Program Director Ed Hogan  
Production Director Harvey Boyd  
Publicity Director Dean McLean  
Musical Director Charles Hobbie  
Chief Engineer Melvin Parsons

## K X O L

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By Fort Worth Bcstg. Co., Inc.  
Bus.-Studio Address 1216 Pennsylvania Ave.  
Phone Number 3-1448-9, 3-1440  
Transmitter Location Cor. Piper Lane &  
Galloway Rd.  
Air Time 6 a.m.-M.  
News Service AP  
Representative John E. Pearson  
President F. M. Skinner  
Gen., Sta. Mgr. Russ N. Lamb  
Commercial Mgr. Herman C. Clark  
Program Director Phil Vogel  
Chief Announcer Bill Hightower  
Chief Engineer John R. Crouse

## W B A P

FORT WORTH—1922  
NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts  
Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By Carter Publications, Inc.  
Business Address 3900 Barnett St.  
Phone Number Ft. Worth, LO-1981; Dallas,  
TR-7-9757

Transmitter Location WBAP-820, Grapevine;  
WBAP-570, Arlington

Air Time Unlimited  
News Service AP  
Transcription Service Associated, Cole  
Representative Free & Peters  
Membership NAB, BMB  
President Amon Carter  
Director Harold Hough  
Station Manager George Cranston  
Commercial Manager Roy Bacus  
Program Director Ed Lally  
Production Director A. M. Woodford  
Prom., Mcdse., Pub. Dir. Jack Rogers  
Chief Announcer Frank Mills  
Musical Director Gene Baugh  
Chief Engineer R. C. Stinson  
Farm Editor Layne Beaty

(See Page 656)

## K N A F

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Gillespie Bcstg. Co., Inc.  
Business-Studio Address Security State Bank  
Bldg.

Phone Number 311, 369  
Transmitter Location U. S. Hwy. 87  
Air Time 6:30 a.m.-10:15 p.m.  
News Service AP  
Transcription Service SESAC  
Representative Hil F. Best  
President Walter T. McKay  
Vice-President Arthur Stehling  
Gen., Sta. Mgr. Gregg Winters  
Comm., Sales Prom. Mgr. W. J. Thomas  
Chief Engineer Norbert Fritz  
Farm Editor Walter Herbolt

## K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By Gainesville Bcstg. Co.  
Address Training School Rd.  
Phone Number 248, 1600  
News Service AP  
Transcription Service Standard  
President Joe M. Leonard, Sr.  
General Manager Joe M. Leonard, Jr.  
Commercial Manager Earl Leonard  
Program Director Louis C. Pitchford, Jr.  
Chief Engineer Cordell Martin



# The South's Richest Market

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

## THE FORT WORTH-DALLAS AREA

	Population*	Retail Sales*	Radio Homes*
WBAP - 570 (ABC)	4,528,200	\$3,722,862,000	1,123,538
WBAP - 820 (NBC)	5,435,500	4,329,307,000	1,253,162
WBAP - TV (ABC, NBC)	1,035,571	1,788,703,550	TV Count Monthly

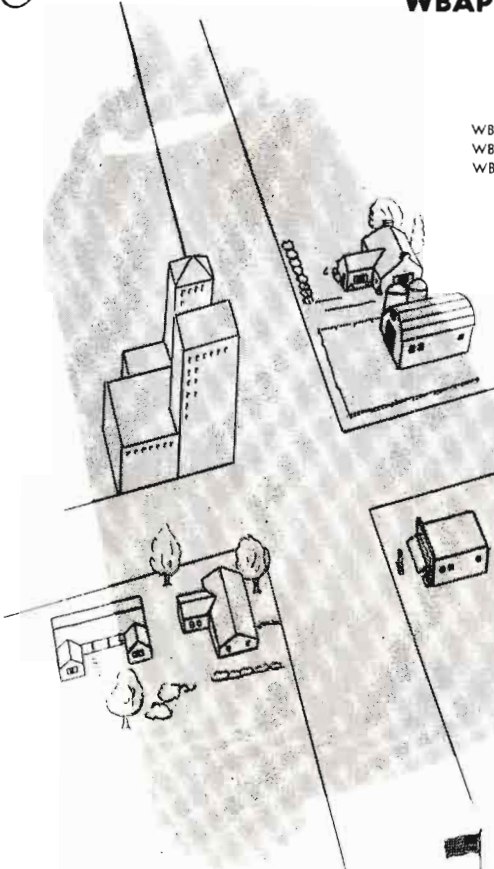
Delivering the South's richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

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

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

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

\*Source: Sales Management, 1958, and Consumer Markets, 1958-59.



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

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



**FREE & PETERS, INC.** Exclusive National Representatives

Fort Worth    Detroit    Atlanta    San Francisco    Chicago    New York    Hollywood



**K G B C**  
**GALVESTON—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.  
250 n.  
Owned-Oper. By... The Galveston Bcstg. Co.  
Business-Studio Address... Commerce Bldg.  
Phone Number... 4329  
Transmitter Location... E. end Galveston Island  
Air Time... 6:30 a.m.-11:30 p.m.  
News Service... AP  
Transcription Service... Standard  
Gen., Sta. Mgr., Pub. Dir... James W. Bradner, Jr.  
Comm., Sales Prom. Mgr... Floyd Smith  
Pgm., Prod. Dir... Jim McConne'l  
Musical Director... Mary Jean Duncan  
Chief Engineer... Jesse Simms

**K L U F**

**GALVESTON—1922—MBS-LIBERTY**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... The KLUF Bcstg. Co.  
Business-Studio Address... 300 Haden Bldg.  
Phone Number... 6676  
Air Time... Unlimited  
News Service... UP  
Transcription Service... World  
Representative... William G. Rambeau  
President... George Roy Clough  
Gen., Comm. Mgr., Chief Engr... L. D. Clough

**K S I J**

**GLADWATER—1949**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gladwater Bcstg. Co.  
Address... 303 Cotton St.  
Phone Number... 516  
Air Time... Unlimited  
News Service... UP  
Transcription Service... Standard  
Representative... Hil F. Best  
Partners... Carl Everett, Jr., B. H. Broiles,  
J. B. Sheppard  
General Manager... Ken Bennett  
Commercial Manager... Bob Bennett  
Program Director... Tom Perryman  
Promotion Manager... Clyde Moore  
Chief Engineer... Lloyd Johnson

**K C T I**

**GONZALES—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Gonzales Bcstg. Co.  
Business Address... 425 St. George St.  
Phone Number... 770  
Transmitter Location... 2½ Mi. E. City, Hiway  
200  
Air Time... 6 a.m.-10 p.m.  
News Service... AP

Transcription Service... Capitol  
Representative... Gene Grant, Cooke  
Gen.-Commercial Mgr... Lawrence M. Walshak  
Pgm. Dir., Chief Engr... Frank Wilson, Jr.  
Farm Editor... Thomas W. Wilson

**K S W A**

**GRAHAM—1948**

Frequency: 1330 Kc. Power: 500 Watts d.  
Owned-Oper. By... Graham Bcstg. Co.  
Address... Box 748  
Phone Number... 1200  
Studio-Transmitter Location... Hiway 24  
News Service... UP  
Air Time... 6:30 a.m.-Sunset  
Transcription Service... Capitol, SESAC  
Membership... NAB  
Pres., Gen., Sta. Mgr... Clay Thompson, Jr.  
Commercial Manager... W. J. Duncan  
Chief Engineer... Vance Newsom

**K G V L**

**GREENVILLE—1946**  
**MBS-TEXAS STATE-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Truett Kimzey  
Business-Studio Address... Graham-Fagg Bldg.  
Phone Number... 2066  
Transmitter Location... Wolfe City Hwy.  
Air Time... 6 a.m.-M.  
News Service... AP  
Membership... NAB  
General Manager... Truett Kimzey  
Station Manager... Leo Hackney  
Asst. Manager... Paul D. Robinson  
Program Director... James D. Jones  
Chief Announcer... Bill Rust  
Musical Director... Dean Baker  
Chief Engineer... Tom Clyce

**K C L W**

**HAMILTON—1947—LIBERTY**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By... Hamilton Bcstg. Co.  
Bus.-Studio Address... 111 E. Leslie St.  
Phone Number... 500  
Transmitter Location... 2 Mi. Comanche Hiway  
News Service... UP  
Transcription Service... Capitol  
Air Time... Daytime  
Membership... NAB  
Pres., Gen. Mgr... Clyde Weatherby  
Station Manager... J. Monroe Coston  
Chief Engineer... Carl Knella

**K G B S**

**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Harbenito Bcstg. Co.

Business Address..... P. O. Box 711  
 Phone Number.....2200  
 Studio-Transmitter Address...U. S. Hw.ay. 83.  
 bet. Harlingen & San Benito  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service... Associated, Standard  
 Representative.....Ra-Tel  
 Membership.....BMB  
 President.....McHenry Tichenor  
 General-Station Mgr.....Troy McDaniel  
 Commercial Manager.....Dave Bennett  
 Program Director.....John Harrison  
 Publicity Director.....Ve n Harlson  
 Chief Engineer.....Al Beck

## K G R I

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co.  
 Business-Studio Address.....Box 809  
 Phone Number.....1128  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 President.....Roy B. Cannon  
 Gen., Comm., Prom. Mgr.....W. C. Crawford  
 Program Director.....Frank Ledbetter  
 Chief Engineer.....Lynn J. Roy

## K P A N

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.  
 Address.....Box 868  
 Phone Number.....860  
 Studio-Transmitter Location...16 Mi. W. City.  
 Hiway 60  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB  
 General Manager.....John Blake  
 Sales Prom. Mgr.....Hal W. Bly Miller  
 Chief Anncr., Engr.....John Ball  
 Musical Director.....Jim Pilaut

## K H B R

HILLSBORO—1947

Frequency: 1560 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hill County Bcstg. Co.  
 Business-Studio Address...204 E. Franklin St.  
 Phone Number.....594  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Station Manager.....James O. Taylor  
 Program Director.....Rober Greable  
 Chief Engineer.....Norman A. Niesen

## K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Texas Bcstrs., Inc.  
 Business-Studio Address.....412 Main St.  
 Phone Number.....Preston 3108  
 Transmitter Location.....Post Oak Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Lang-Worth, SESAC  
 Representative.....IMS  
 Membership.....NAB  
 President.....William Harry Talbot  
 V.P., Gen. Mgr.....King Howard Robinson  
 Commercial Manager.....William C. Burks  
 Pub. Dir., Sales Prom. Mgr.....Charles Dyer  
 Program Director.....John Edwards  
 Production Director.....Robert Matthes  
 Chief Announcer.....Sidney Gervaise  
 Chief Engineer.....Edward Martin  
 Fa m Editor.....Bill Bauerkempe

## K C O H

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Call of Houston, Inc.  
 Business-Studio Address.....1 Main St.  
 Phone Number.....Charter 4-1888  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, Associated,  
 MacGregor  
 General Manager.....Robe t C. Meeker

## K L E E

HOUSTON—1948

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

## K N U Z

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Veterans Bcstg. Co.  
 Business-Studio Address...905 Scanlan Bldg.  
 Phone Number.....Central 8801

• • • **TEXAS** • • •

Transmitter Location.....315 N. Ennis  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Capitol  
Representative.....Forjoe  
Membership.....NAB  
President.....Max H. Jacobs  
Gen. Sta. Mgr.....Dave Morris  
Commercial Manager.....Douglas W. Blair  
Program Director.....Walter Colvin  
Production Director.....Johnnie Goodman  
Chief Engineer.....O. C. Crossland

**K P R C**

**HOUSTON—1925**  
**NBC-TEXAS QUALITY**

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Houston Post Co.  
Business-Studio Address.....Lamar Hotel  
Phone Number.....Fairfax 7101  
Transmitter Location.....Deepwater  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, Standard  
Representative.....Edward Pety  
Membership.....NAB  
President, Owner.....W. P. Hobby  
General Manager.....Jack Harris  
Asst. Gen. Mgr.....Jack McGrew

Sales Prom. Manager.....Carol Bennett  
Production Manager.....Brooke Carroll  
Publicity Director.....Robert Carpenter  
Chief Engineer.....Harvey Wheeler  
News Editor.....Pat Flaherty

**K T H T**

**HOUSTON—1944—MBS**

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Texas Star Bcstg. Co.  
Business-Studio Address.....4000 S. Main St.  
Phone Number.....Keystone 5535  
Transmitter Location.....Nr. San Jacinto  
Battlegrounds  
Air Time.....Unlimited  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....BMB, FMA  
President.....Roy N. Hofheinz  
Gen. Sta. Comm. Mgr.....Bill Bennett  
Sales Prom. Mgr., Pub. Dir.....Lauri Schutt  
Prod., Pgm. Dir.....Ted Nabors  
Chief Engineer.....O. B. Johnson

**K T R H**

**HOUSTON—1930—CBS-TEXAS**

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....KTRH Bcstg. Co.

**TEXAS**

**WHY IS AP  
THE BEST?**

**BECAUSE—AP** members, the greatest body of news collectors in the world today, provide their news to their AP.

**TEXAS ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Charles B. Jordan—KFJZ, Fort Worth  
Vice-President: Pat Flaherty—KPRC, Houston  
Secretary-Treasurer: Jim Alderman—WRR, Dallas

**TEXAS**

# T E X A S

Address .....Rice Hotel  
 Phone Number .....Preston 4361  
 Air Time ..... Unlimited  
 News Service ..... AP, INS  
 Transcription Service..... World  
 Representative ..... John Blair  
 Pres., Gen. Mgr..... B. F. Orr  
 Assistant Manager..... Ray Herndon  
 Natl. Sales Manager..... Ray Bright  
 Program Director..... Ted Nabors  
 Promotion Manager..... Monte Kleban  
 Engineers ..... Tom Hiner, Lester Mullan

Phone Number ..... 2211-2  
 Air Time ..... 6:55 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, SESAC  
 Membership ..... NAB  
 Owner, Gen.-Station Mgr..... Bill A. Laurie  
 Commercial Manager..... J. G. Johnson  
 Sales Prom. Mgr., Pub. Dir..... Mrs. Emo Laurie  
 Prog.-Prod. Dir., Chief  
     Announcer ..... Gary Smitherman  
 Musical Director..... Bill Laurie  
 Chief Engineer..... William M. McCreary, Jr.

## K X Y Z

### HOUSTON—1930 ABC-LONE STAR

Frequency: 1320 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Shamrock Bcstg. Co.  
 Business-Studio Address..... Gulf Bldg.  
 Phone Number ..... Capitol 6151  
 Transmitter Location..... Deepwater  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service... Standard, Lang-Worth  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB, FMA  
 President..... Glenn H. McCarthy  
 Exec. V.P., Gen. Mgr..... Fred Nahas  
 V.P., Comm. Mgr..... Terry Lee  
 Prod., Musical Dir..... Art Finger  
 Program Director..... Tom Franklin  
 Publicity Director..... Lee Hogg  
 Musical Director..... Ed Badeaux  
 Chief Announcer..... Frank Babcock  
 Chief Engineer..... Gerald R. Chinski  
 Farm Editor..... Roland Baker

## K S A M

### HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... J. G. Long  
 Address..... P. O. Box 312  
 Phone Number ..... 666  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB  
 President..... J. G. Long  
 General Manager..... Bryan Powell  
 Res. Manager..... Harvard C. Bailes  
 Program Director..... Don Gulihur  
 Comm., Prom. Manager..... J. C. Dorrell  
 Chief Engineer..... John Neathery, Jr.

## K E B E

### JACKSONVILLE—1946

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bill A. Laurie  
 Bus.-Studio-Transmitter Address..... Box 1071,  
 Pierce Lane & Lake St.

## K T X J

### JASPER—1948

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Jasper Bcstg. Co.  
 Business-Studio Address..... Texas Theater Bldg.  
 Phone Number ..... 580  
 News Service ..... UP  
 Transcription Service..... Capitol, SESAC  
 President..... Joe J. Fisher  
 General Manager..... Ray Sherman  
 Comm., Prom. Mgr..... Bill Tompkins  
 Chief Engineer..... Eddie Lamb

## K E V T

### KERRVILLE—1948—LIBERTY

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

## K O C A

### KILGORE—1936—KBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Oil Capitol Bcstg. Assn.  
 Address..... 102½ E. North St.  
 Phone Number ..... 1300  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Membership ..... BMB  
 President..... Roy G. Terry  
 General Manager..... H. A. Degner  
 Commercial Manager..... Lewis W. Christie  
 Program Director..... Walton Stewart  
 Chief Engineer..... Karem O. Soule

## K I N E

### KINGSVILLE—1948

Frequency: 1240 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Estate of Jack Henry Kidd, Jr.  
 Address..... 205 E. King

Phone Number..... 1317  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Hil F. Best  
 President..... Josephine Pate Kidd  
 General Manager..... Ben A. Glusing  
 Comm. Sta. Mgr..... Eston R. Pace  
 Program Director..... Robert R. Freimuth  
 Chief Engineer..... R. T. Whitaker

## **K P E T**

**LAMESA—1947—KBS**

Frequency: 690 Kc..... Power: 250 Watts d.  
 Operated By..... Lamesa Bcstg. Co.  
 Business Address..... P. O. Box 30  
 Phone Number..... 690  
 Studio Trans. Location..... 1½ Mi. S.E. Lamesa  
 Air Time..... Local sunrise-sunset  
 News Service..... AP  
 Membership..... NAB  
 Gen. Sta. Comm. Mgr..... Kermit Ashby  
 Sales Prom. Mgr..... Clayton Barkhurst  
 Prog. Prod. Dir..... Mrs. O. K. Connor  
 Chief Announcer..... Johnnie Thurman, Jr.  
 Chief Engineer..... Eugene Cornelius  
 Farm Editor..... Hugh Smith

## **K H I T**

**LAMPASAS—1948—LIBERTY**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lampasas Bcstg. Co.  
 Business Address..... P. O. Box 228  
 Phone Number..... 721  
 Studio-Trans. Address..... Hiway 281  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Hil F. Best  
 Presidents..... Sylvester Lewis,  
 Robert O. Easton  
 Gen. Comm. Mgr., Pgm. Dir., Harry Van Slycke  
 Chief Engineer..... Don Peak

## **K P A B**

**LAREDO—1938—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Laredo Bcstg. Co.  
 Address..... Hamilton Hotel  
 Phone Number..... 2124-5  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Capitol  
 Representative..... John E. Pearson  
 Membership..... NAB, BMB  
 President..... Mark Perkins  
 General Manager..... Joe Allison  
 Commercial Manager..... Barry Stratton  
 Program Director..... Dick Smith  
 Chief Engineer..... Hulon Smith

## **K L V T**

**LEVELLAND—1949**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Herald Bcstg. Co.  
 Address..... P. O. Box 866  
 Phone Number..... 1030  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Standard  
 Owner..... Forrest Weimhold  
 General Manager..... Bill Spiller  
 Comm. Prom. Mgr..... Jack Lee  
 Program Director..... Fred Collins  
 Chief Engineer..... W. Thomas Davis, Jr.

## **K V O W**

**LITTLEFIELD—1947**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southwestern Bcstrs.  
 Business Address..... Box 192  
 Phone Number..... 400  
 Studio-Transmitter Location..... Clovis Hwy.  
 Air Time..... 6:30 a.m.-10 p.m.  
 News Service..... AP  
 Transcription Service..... MacGregor  
 President..... J. C. Rothwell  
 Gen. Sta., Comm. Mgr..... J. B. McShan  
 Program Director..... Othell W. Witson  
 Chief Announcer..... Johnny Richardson  
 Chief Engineer..... James Zackery

## **K F R O**

**LONGVIEW—1934  
 ABC-KBS-TEX. STATE**

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

## **K L T I**

**LONGVIEW—1948—LIBERTY**

Frequency: 1280 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... LeTourneau Radio Corp.  
 Address..... P. O. Box 1866  
 Phone Number..... 4331  
 Studio-Trans. Address..... Mobberly Ave.  
 Air Time..... 6 a.m.-Sunset  
 News Service..... UP  
 Transcription Service..... Associated  
 Membership..... NAB  
 President..... R. G. LeTourneau

Station Manager.....Lloyd Hawkins  
 Commercial Manager.....Art Green  
 Program Director.....Lawrence Birdsong  
 Chief Engineer.....Ken Maxwell

Gen. Sta. Mgr.....David P. Pinkston  
 Program Director.....S. A. Harral  
 Chief Engineer.....Roger V. Hively

## K C B D

**LUBBOCK—1946—MBS**

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

## K F Y O

**LUBBOCK—1927—ABC-LONE STAR**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address.....914 Ave. J  
 Phone Number.....5567  
 Transmitter Location.....2312 Fifth St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....Gene A. Howe  
 General Manager.....O. L. Ted Taylor  
 Commercial Manager.....Leete Jackson  
 Sta., Sales Prom. Mgr.....Gordon Thompson  
 Program Director.....Bill Morgan  
 Production Director.....Alene Tierney  
 Chief Engineer.....W. S. Bledsoe  
 Farm Director.....Jack Creel

## K S E L

**LUBBOCK—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.....1412½ Texas Ave.  
 Transmitter Location.....¼ Mi. E. of Lubbock  
 city limits  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Hal Holman  
 President.....Walter G. Russell

## K R B A

**LUFKIN—1938—KBS**

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

## K T R E

**LUFKIN—1947**

**MBS-LONE STAR-LIBERTY**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Forest Capital Bcstg. Co.,  
 Inc.  
 Business Address.....Box 701  
 Phone Number.....1420  
 Studio Address.....114½ N. First St.  
 Transmitter Location.....Hwy. 103  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....R. W. Wortham, Jr.  
 Gen. Sta. Manager.....Richman G. Lewin  
 Sales Promotion Manager...Murphy Martin  
 Program Director.....Royce Christenson  
 Production Director.....Roger Sizoo  
 Publicity Dir., Chief Ann....Hampton Keathly  
 Musical Director.....Marilyn Walker  
 Chief Engineer.....Fred Hill

## K M H T

**MARSHALL—1947**

**MBS-TEX. STATE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Marshall Bcstg. Co.  
 Business-Studio Address.....109 W. Rusk St.  
 Phone Number.....7826  
 Transmitter Location.....Old Jefferson Hwy.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....J. P. Duncan  
 Station Manager.....Myrl Stein  
 Commercial Manager.....Robert Martin  
 Program Director.....Katie Hylton  
 Chief Announcer.....Bill Merrill  
 Chief Engineer.....R. L. Clay

## K R I O

**McALLEN—1947—ABC**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Frontier Bcstg. Co., Inc.  
 Business Address. . . . . P. O. Box 1551  
 Phone Number. . . . . 1700-1, 1440  
 Studio Address. . . . . Hwy. 83, 1½ Mi. E. of city  
 Transmitter Location. . . . . 3 Mi. W. of Edinburg  
 Air Time. . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President. . . . . Gene L. Cagle  
 General Manager. . . . . Ingham S. Roberts  
 Commercial Manager. . . . . R. B. Brust  
 Program Director. . . . . Wm. J. Crable  
 Publicity Director. . . . . W. J. Dickson  
 Chief Announcer. . . . . Stewart Graymount  
 Chief Engineer. . . . . Wm. Meiners  
 Farm Editor. . . . . Cliff Brown

## K M A E

**McKINNEY—1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . McKinney Air Enterprises,  
 Inc.  
 Bus.-Studio Address. . . . . 218 E. Virginia St.  
 Phone Number . . . . . 183-4  
 Transmitter Location. . . . . 1½ Mi. W. of McKinney  
 Air Time. . . . . 6 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . George W. Smith, Jr.  
 Commercial Manager. . . . . Melvin Belew  
 Ass't-Gen. Mgr., Pgm. Dir. . . . . Denise Adkins  
 Chief Announcer. . . . . C. W. Rampy  
 Chief Engineer. . . . . G. W. Smith, Jr.  
 Farm Editor. . . . . Page Johnson

## K C R S

**MIDLAND—1935—ABC**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. . . . . Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address. . . . . 112 W. Missouri St.  
 Phone Number . . . . . 1080  
 Transmitter Location. . . . . ½ Mi. W. Hiway 80  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative. . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 General Station Manager. . . . . J. M. McDonald  
 Comm., Sl. Prom. Mgr. . . . . G. L. McDonald  
 Program Director. . . . . Wayne Harrell

Production Director. . . . . Tom Brown  
 Chief Announcer. . . . . Keith Ward  
 Chief Engineer. . . . . Tom Yates

## K O R C

**MINERAL WELLS—1946—KBS  
 LIBERTY**

Frequency: 1140 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . Raymond River  
 Business-Studio Address. . . . . Community Center  
 Phone Number. . . . . 319, 203  
 Transmitter Location. . . . . South End of Town  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . Hil F. Best  
 Commercial Manager. . . . . Jim Roth  
 Program Director. . . . . Ada Pearson  
 Publicity Director. . . . . Bill George  
 Chief Announcer. . . . . Kenneth Tucker  
 Musical Director. . . . . Olie Carriker  
 Chief Engineer. . . . . Raymond Blocker

## K V K M

**MONAHANS—1946  
 MBS-CACTUS-SOUTHWEST**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Monahans Bcstrs., Inc.  
 Address . . . . . Radio Center  
 Phone Number . . . . . 438-9  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . Charles W. Stuckey  
 Comm. Mgr. . . . . Larry Fischer  
 Program Director. . . . . Jacqui Tipton  
 Chief Engineer. . . . . John A. Straight

## K I M P

**MOUNT PLEASANT—1948**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Mt. Pleasant Bcstg. Co.  
 Business Address. . . . . Box 990  
 Phone Number . . . . . 915  
 Studio Trans. Location. . . . . W. on Dallas Hiway  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President, General Manager. . . . . Winton O. Ward  
 Sales Promotion Manager. . . . . Jessie Pate  
 Program Director. . . . . Bob Lawrence  
 Chief Engineer. . . . . Henry N. Fones



# KOSF

**NACOGDOCHES—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Kelly Bell  
 Address: Lufkin Hwy., 1115  
 Phone Number: 1115  
 Transmitter Location: 1½ Mi. S. on Hiway 59  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, KBS  
 Membership: BMB  
 President: Kelly Bell  
 Gen., Comm. Mgr.: J. C. Stallings  
 Chief Engineer: Frank Murray

# KSFA

**NACOGDOCHES—1947—LIBERTY**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Nacogdoches Bcstg. Co., Inc.  
 Bus-Studio Address: 1509 North St.,  
 P. O. Box 56, N. St. Station  
 Phone Number: 860  
 Transmitter Location: Pruitt Hill  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Paul Girard  
 Membership: NAB  
 Pres., Gen.-Sta. Mgr.: Wilbur Courtland Fouts  
 Commercial Manager: Dick Kelly  
 Pgm., Prod. Dir.: Brunel Harvey  
 Chief Announcer: A. D. Brown  
 Musical Director: Ann Simcn  
 Chief Engineer: George Middlebrook

# KECK

**ODESSA—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Ector County Bcstg. Co.  
 Business Address: P. O. Box 1369  
 Phone Number: 5791  
 Studio Address: 120 W. Third  
 Transmitter Location: Hwy. 80, 3 Mi. W.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Paul Girard  
 Owner, Gen.-Sta. Mgr.: Ben Nedow  
 Comm. Sales Prom. Mgr.: Chuck Wilson  
 Program Director: Roy Elsner  
 Production Director: Maude Wilson  
 Publicity Directors: Ben Nedow, Chuck Wilson  
 Chief Announcer: Greg Gregory  
 Musical Director: Helen Smith  
 Chief Engineer: John Rowlets  
 Farm Editor: Frank Allan

# KOSA

**ODESSA—1947—CBS-SOUTHWEST**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Southwestern Bcstg. Corp.  
 Business-Studio Address: 115 W. 6th  
 Phone Number: 4301  
 Transmitter Location: Crane Hwy.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Taylor-Borhoff  
 Membership: NAB  
 President: Paul Moss  
 General-Station Manager: Cecil L. Trigg  
 Comm. Mgr.: Robert Montgomery  
 Sales Prom. Mgr.: Jay Mehauffey  
 Production Director: John Guffey  
 Program Manager: John Vacca  
 Publicity Director: Virginia Heflin  
 Chief Announcer: Al Taylor  
 Musical Director: Lory Blalock  
 Chief Engineer: James Simpson  
 News Editor: Ed Costello

# KRIG

**ODESSA—1945—MBS-LIBERTY  
 CACTUS**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By: Oil Center Bcstg. Co., Inc.  
 Business-Studio Address: 111 E. Fifth  
 Phone Number: 6871  
 Transmitter Location: So. of City, Hwy. 51  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: World  
 Representative: Hil F. Best  
 President: R. O. Canon  
 General Manager: Jack W. Hawkins  
 Station Comm. Manager: Marguerite LaRue  
 Program Production Director: Clarence Garmes  
 Publicity Director: Flo Cox  
 Chief Announcer: Gene Connors  
 Chief Engineer: David Soule

# KOGT

**ORANGE—1947**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By: Sabine Area Bcstg. Corp.  
 Business-Studio Address: 407 10th St.,  
 P. O. Box 551  
 Phone Number: 4381-2  
 Transmitter Location: 3 Mi. N. of Orange on  
 Hwy. 87  
 Air Time: 6 a.m.-10 p.m.  
 News Service: UP  
 Transcription Service: Associated, Capitol  
 Representative: Hil F. Best



President ..... J. Jacobs  
 Gen. Sta. Comm. Mgr. .... Phillip Dusenbury  
 Program Director ..... Mrs. Miriam Graham  
 Chief Engineer ..... Richard Suggs  
 Farm Editor ..... Rocky Stone

## K N E T

**PALESTINE—1936—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. .... Jacksonville Hwy.  
 Air Time ..... 6:30 a.m.-10 p.m.  
 News Service ..... UP  
 Representative ..... Ra-Tel  
 President ..... B. A. Laurie  
 General Station Manager. .... Eddie Evans  
 Commercial Manager. .... Don Norton  
 Prog. Dir.-Chief Ann. .... Marvin Crain  
 Publicity Director ..... LaVeda Norris  
 Chief Engineer ..... Jimmie Richardson

## K P D N

**PAMPA—1936—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... C. H. Hoiles, Harry  
 Hoiles, Jane Hoiles Hardie  
 Address ..... 212 N. Ballard  
 Phone Number ..... 1100-1  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Sears & Ayer  
 Membership ..... NAB, BMB  
 Partners ..... C. H. Harry, Jane Hoiles  
 General Manager ..... Ken Palmer  
 Promotion Manager ..... Jean Peters  
 Comm. Mgrs. .... Tom Capps, Elton Lathrop  
 Program Director ..... Danny Sullivan  
 Chief Engineer ..... Garth W. Osborne

## K P L T

**PARIS—1935—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... No. Star Bcstg. Co., Inc.  
 Address ..... Cor. S. Main & W. Austin  
 Phone Number ..... 1124-5-6  
 Transmitter Location. .... Hwy. 271  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President. .... A. Boyd Kelley  
 General Manager. .... Julian L. Hill  
 Asst. Manager. .... Ann Nipp  
 Program Director. .... Ina Sheppard  
 Musical Director. .... John Allen  
 Chief Engineer. .... Paul H. Daniels

## K I U N

**PECOS—1935**

**MBS-KBS-SOUTHWEST-CACTUS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Jack Hawkins, Barney Hubbs  
 Business-Studio Address. .... 316 S. Cedar St.  
 Phone Number ..... 21  
 Transmitter Location. .... 1 Mi. N. of Town  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... UP  
 Gen.-Sta. Mgr. .... Jack Hawkins  
 Comm. Mgr. .... Don Brooks  
 Program Director. .... W. D. Martin, Jr.  
 Chief Engineer. .... Harry W. Boehnemann

## K E Y E

**PERRYTOWN—1948—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Great Plains Bcstg. Co.  
 Address ..... Perryton  
 Phone Number ..... 377  
 Transmitter Location. .... ½ Mi. W. City  
 Air Time ..... 6 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service. .... Lang-Worth, Capitol  
 President ..... Carl Ellis  
 Gen., Sta., Comml. Mgr. .... Irvin R. Buchanan  
 Sales Prom. Mgr. .... Leo Wilmeth  
 Program Director. .... Zeb Williams  
 Publicity Director. .... Gus Henshaw  
 Chief Announcer. .... Harry McFarling  
 Chief Engineer. .... Coy Thompson

## K V O P

**PLAINVIEW—1944—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... W. J. Harpole  
 Business-Studio Address. .... Veigle Bldg.  
 Phone Number ..... 1400  
 Transmitter Location. .... Wayland College  
 Grounds  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB, BMB  
 Pres., General Mgr. .... W. J. Harpole  
 Station Manager. .... Rial L. Campbell  
 Commercial Manager. .... Bill Harrell  
 Sales Prom. Mgr. .... Bob Zallermayer  
 Program Director. .... Keith Loyd  
 Chief Announcer. .... Norman Lord  
 Musical Director. .... Billie Joe Ogletree  
 Chief Engineer. .... Clark Norris

## K O L E

**PORT ARTHUR—1947—LIBERTY**

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

• • • **TEXAS** • • •

Phone Number ..... 2-9436-7-8  
 Studio Address ..... Payne Bldg., Fourth at  
 Fort Worth Sts.  
 Transmitter ..... Pt. Arthur-Beaumont Hiway  
 Air Time ..... 5:55 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Friedenber  
 Membership ..... NAB  
 General-Station Manager ..... Socs Vratiss  
 Commercial Manager ..... Glenn Hewitt  
 Sales Promotion Mgr. .... Mary Ann Baker  
 Program Director ..... Mary Anne Petru  
 Prod. Dir., Chief Ann. .... Gene O'Bannon  
 Publicity Director ..... Sig Mathiessen  
 Musical Director ..... Jerry Oppel  
 Chief Engineer ..... Jerry Dorminy

**K P A C**

**PORT ARTHUR—1934—MBS**

Frequency: 1250 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By ..... Port Arthur College  
 Bus.-Studio Address ..... 1515 Lakeshore Dr.  
 Phone Number ..... 7458  
 Transmitter Location ..... Orange Hwy.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Standard, World  
 Membership ..... NAB  
 President, Gen. Manager ..... W. D. Mauldin  
 Station-Comm. Manager ..... Marjorie R. Vickers  
 Sales Prom. Mgr. .... George Crouchet, Jr.  
 Program Director ..... Corinne Enos  
 Prod. Pub. Director ..... Mack Newberry  
 Chief Announcer ..... Joel Swanson  
 Chief Engineer ..... Glenn Boatright

**K F R D**

**ROSENBERG—1948**

Frequency: 980 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Ford Bend County Bcstg. Co.  
 Business Address ..... P. O. Box 832  
 Phone Number ..... 980  
 Studio Address ..... 3440 Ave. H  
 Transmitter Location ..... Extension of Ave. N.  
 Air Time ..... 6 a.m.-Sunset  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Hill F. Best  
 President ..... Mart Cole, Sr.  
 General, Commercial Manager ..... Jim Hairgrove  
 Pgm., Prod., Musical Dir. .... Bob Cutting  
 Chief Engineer ..... Frank Wood

**K G K L**

**SAN ANGELO—1928—ABC**

Frequency: 960 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By ..... KGKL, Inc.

Business-Studio Address ..... St. Angelus Hotel  
 Phone Number ..... 6715  
 Transmitter Location ..... Robert Lee Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 Membership ..... NAB, BMB  
 President ..... H. C. Ragsdale  
 General-Station Manager ..... Lewis O. Seibert  
 Commercial Manager ..... Robert Bradbury  
 Program Director ..... Jeanne Rau  
 Publicity Director ..... Jane Bosworth  
 Chief Engineer ..... William Poteet

**K T X L**

**SAN ANGELO—1947  
MBS-LONE STAR**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Wes-Tex Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 1901 W. Beauregard  
 Phone Number ..... 7183  
 Transmitter Location ..... Robert Lee Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Taylor-Borroff  
 Membership ..... NAB  
 President ..... Armistead D. Rust  
 Station Manager ..... Robert M. Baird  
 Commercial Manager ..... D. J. Hostetter  
 Publicity Director ..... Robert McClellan  
 Traffic Director ..... Mrs. Jocelle Harlow  
 Program Director ..... Don Phillips  
 Chief Engineer ..... Robert Benson  
 Farm Editor ..... W. D. Reese

**K A B C**

**SAN ANTONIO—1926  
ABC-TEX. STATE**

Frequency: 680 Kc. .... Power: 50,000 Watts d.:  
 10,000 Watts n.  
 Owned-Oper. By ..... Alamo Bcstg. Co., Inc.  
 Business-Studio Address ..... Milam Bldg.  
 Phone Number ..... Fannin 3126  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President ..... Gene L. Cagle  
 Station Manager ..... Bill Michaels  
 Promotion Manager ..... L. Jerry Spengler  
 Commercial Manager ..... E. L. Colbourn  
 Chief Engineer ..... Joseph B. Haigh

**K C O R**

**SAN ANTONIO—1948**

Frequency: 1350 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By ..... KCOR, Inc.

• • • **T E X A S** • • •

Business-Studio Address.....214 Broadway  
Phone Number.....Cathedral 1301  
Air Time.....Unlimited  
Representative.....Everett McKinney  
Membership.....NAB  
President.....Raoul A. Cortez  
Manager.....Charles F. Harris  
Commercial Manager.....William P. Smythe

## K I T E

**SAN ANTONIO—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
Owned-Operated By....Charles W. Balthrope  
Business-Studio Address....315 Transit Tower  
Phone Number.....Fannin 0335  
Transmitter Location.....Dartmouth at  
Stephenson Rd.  
Air Time.....5 a.m.-Sunset  
News Service.....AP  
Representative.....IMS  
General-Station Mgr.....Charles W. Balthrope  
Commercial Manager.....Alex A. Coe  
Program, Music Director.....Alec Chesser  
Chief Engineer.....John Siercovich

## K I W W

**SAN ANTONIO—1948**

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

## K M A C

**SAN ANTONIO—1926**  
**MBS-TEX. STATE**

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Walmac Co.  
Bus.-Studio Address. 222-224 W. Commerce St.  
Phone Number.....Cathedral 6211  
Transmitter Location....Hwy. 87, Martinez-  
Converse Rd.  
Air Time.....5 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth, Cole  
Representative.....John E. Pearson  
Owner, Gen.-Station Mgr.....Howard W. Davis  
Prog.-Prod. Director.....Tony Bessan  
Publicity Director.....Betty Nunley  
Chief Engineer.....Charles L. Brady  
Farm Editor.....Harry O'Connor

## K O N O

**SAN ANTONIO—1927**

Frequency: 1400 Kc (CP 860).Power: 250 Watts  
(CP. 5000 d., 1000 n.)

Owned-Operated By.....Eugene J. Roth  
Address.....Box 2338, 317 Arden Grove  
Phone Number.....Fannin 5171  
Air Time.....Unlimited  
News Service.....AP  
Representative.....Forjoe  
Membership.....NAB, BMB  
Owner.....Eugene J. Roth  
General Manager.....Jack L. Pink  
Asst., Sta. Mgr.....Bob Roth  
Commercial Manager.....James M. Brown  
Program-Production Dir.....Robert F. Jenkins  
Chief Announcer.....Ray Hunt  
Chief Engineer.....George Ing

## K T S A

**SAN ANTONIO—1922—CBS**  
**LONE STAR**

Frequency: 550 Kc.....Power: 5000 Watts  
Owned-Operated By.....Sunshine Bcstg. Co.  
Business-Studio Address....Ave. E. & 3rd St.  
Phone Number.....Garfield 1251, 3131  
Transmitter Location.....Eisenhower Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service. Associated, MacGregor  
Representative.....Free & Peters  
President.....Frank G. Huntress, Jr.  
Genl. Station, Comm. Mgr.....Charles D. Lutz  
Program Director.....N. E. Thompson  
Chief Engineer.....W. G. Egerton

## W O A I

**SAN ANTONIO—1922—NBC**

Frequency: 1200 Kc.....Power: 50,000 Watts  
Owned-Oper. By....Southland Industries, Inc.  
Business-Studio Address....1031 Navarro St.,  
P. O. Box 2641  
Phone Number.....Garfield 4221  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Standard, Capitol  
Representative.....Edward Petry  
Membership.....BMB  
Chairman of Board.....G. A. C. Half  
General Manager.....Hugh A. L. Half  
Commercial Manager.....Jack Keasler  
Program Director.....Jerome Lee  
Promotion Manager.....Dailas Wyant  
Chief Engineer.....Charles L. Jeffers

## K C N Y

**SAN MARCOS—1948—LIBERTY**

Frequency: 1470 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Central Bcstg. Co.  
Address.....Box 32  
Phone Number.....888  
Studio Trans. Location.....1105 McKie St.  
Air Time.....6 a.m.-Sunset  
News Service.....UP

Transcription Service.....Capitol  
 Pres., Genl. Sta. Mgr.....Frank H. Stewart  
 Comm., Sales Prom. Mgr.....Dub Thomas  
 Prog. Dir., Farm Editor.....Jim Bell  
 Chief Engineer.....Merl Saxon

**K W E D**  
**SEGUIN—1948**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Weldon Lawson  
 Business-Studio Address.....200 S. Camp St.  
 Phone Number.....1580, 1438  
 Transmitter.....½ Mi. N. on McQueeney Rd.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 Gen., Station Mgr.....Garfield Kiel  
 Comm., Sales Prom. Mgr.....Ed Moore  
 Prog. Dir., Chief Announcer.....Henry Lehnhoff  
 Chief Engineer.....Richard Zuehl  
 Farm Editor.....Ed Moore

**K E V A**  
**SHAMROCK—1949**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Shamrock Texas Bcstg. Co.  
 Address.....P. O. Box 20  
 Phone Number.....620  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Albert Cooper  
 General Manager.....John Kennedy  
 Commercial Manager.....Charles Cooper  
 Pgm. Dir., Chief Engr.....Acton Tillery

**K R R V**  
**SHERMAN-DENISON—1936**  
**MBS-TEX. STATE**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Red River Valley Bcstg.  
 Corp.  
 Business Address.....421 N. Crockett St.  
 Phone Number.....201  
 Studio Address.....421 N. Crockett, Sherman;  
 Cor. Fannin & Owing Sts., Denison  
 Transmitter Location.....Hwy. 75 bet. Sherman  
 & Denison  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, MacGregor  
 Representative.....John E. Pearson  
 President.....G. H. Wilcox  
 General Manager.....L. L. Hendrick  
 Mgr. Denison Studio.....W. E. Wilcox  
 Program Director.....Tom E. Spellman  
 Chief Announcer.....Norman Phillips  
 Chief Engineer.....Tom John

**K T A N**

**SHERMAN—1947—KBS**

Frequency: 1500 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Sherman Bcst. Corp.  
 Business-Studio Address.....P. O. Box 661  
 Phone Number.....2910  
 Transmitter Location.....½ Mi. N. of Sherman on  
 Hwy. 75  
 Air Time.....Daytime  
 News Service.....AP  
 General-Station Manager.....E. T. Fant, Jr.  
 Program Director.....Bill Jaco  
 Production Director.....Mary Claycomb  
 Chief Announcer.....Jim Shelton  
 Chief Engineer.....Paul Phillips

**K S N Y**  
**SNYDER—1949**

Frequency: 1280 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Blake-Formby Bcstg. Co.  
 Address.....Snyder  
 Phone Number.....810  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Owners.....John Blake, Marshall Formby  
 General Manager.....Marshall Formby  
 Comm. Mgr., Pgm. Dir.....Clint Formby  
 Chief Engineer.....Roy Johnson

**K D W T**

**STAMFORD—1947—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....David W. Ratliff  
 Business Address.....Stamford  
 Phone Number.....840, 866  
 Studio-Transmitter Location.....Hwy. 380  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone  
 General-Station Manager.....David W. Ratliff  
 Comm., Sales Prom. Mgr.....James Calhoun  
 Program, Production Director.....Lahoma Dickson  
 Publicity Director.....Earl Williams  
 Chief Engineer.....O. P. Davis  
 Farm Editor.....Sydney Porter

**K S T V**

**STEPHENVILLE—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Stephenville Bcstg. Co.  
 Business Address.....Box 34  
 Phone Number.....950  
 Studio Address.....140½ S. Belknap  
 Transmitter Location.....Dublin Hwy.  
 Air Time.....7 a.m.-5:30 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone, Standard  
 Membership.....NAB

Gen., Station. Comm. Mgr. . . . . Frank E. Elkins  
 Sales Prom. Mgr., Pgm., Prod. Dir. . . . . Al Kane  
 Chief Announcer . . . . . Pat Narry  
 Musical Director . . . . . Bobbie Grant  
 Chief Engineer . . . . . Walter C. Lacy  
 Farm Editor . . . . . Bob Smith

## K S S T

**SULPHUR SPRINGS—1947**  
**MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkins County Bcstg. Co.  
 Bus.-Studio Address . . . . . Pully Bldg.  
 Phone Number . . . . . 1230  
 Transmitter Location . . . . . Radio Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 President . . . . . William N. Edwards  
 Gen.-Sta. Mgr. . . . . Bill Bradford  
 Commercial Manager . . . . . Clovis Pinion  
 Pgm. Dir., Chief Anncr. . . . . Tom Brubaker  
 Chief Engineer . . . . . William E. Bradford, Jr.

## K X O X

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Sweetwater Radio, Inc.  
 Operated By . . . . . J. S. McBeath, J. Harley Hubbard  
 Bus.-Studio-Transmitter Address . . . . . Box 570,  
 Roby Hwy.  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, KBS  
 Representative . . . . . Hil F. Best  
 President . . . . . J. S. McBeath  
 Gen.-Station Comm. Mgr. . . . . J. Harley Hubbard  
 Sales Prom. Manager . . . . . Elwood Fritch  
 Program Director . . . . . Jack Funk  
 Chief Announcer . . . . . Jack Logan  
 Chief Engineer . . . . . J. T. Allen

## K T A E

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KTAE, Inc.  
 Business Address . . . . . Box 191  
 Phone Number . . . . . 1260  
 Studio Address . . . . . 121½ E. 2nd St.  
 Transmitter Location . . . . . Hway. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen., Comm. Mgr. . . . . Graham Gillis  
 Conoley  
 Pgm. Dir., Chf. Anncr. . . . . R. S. Heller  
 Chief Engineer . . . . . Gordon W. Rainey

## K T E M

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bell Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 S. Third St.  
 Phone Number . . . . . 5252-3  
 Transmitter Location . . . . . ½ Mi. N. of Temple  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . Burton Bishop  
 Commercial Manager . . . . . J. E. Callaway  
 Chief Engineer . . . . . Curtis Casey

## K C M C

**TEXARKANA—1932**  
**ABC-TEX. STATE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KCMC, Inc.  
 Business-Studio Address . . . . . 317 Pine St.  
 Phone Number . . . . . 3-6151  
 Transmitter Location . . . . . Summerhill Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 President . . . . . C. E. Palmer  
 General Manager . . . . . Frank O. Myers  
 Commercial Manager . . . . . Thomas Dillahunty  
 Program Director . . . . . Herman Cecil  
 Production Director . . . . . Don Myers  
 Chief Engineer . . . . . Harvey Robertson

## K T F S

**TEXARKANA—1946**  
**MBS-RAZORBACK-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Texarkana Bcstg. Co.  
 Bus.-Studio Address . . . . . 409½ State Line Ave.  
 Phone Number . . . . . 35-123-4  
 Transmitter Location . . . . . S. Robison Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . David M. Segal  
 Studio Director . . . . . Les Eugene  
 Local Commercial Manager . . . . . Martin O. Enger  
 Production Director . . . . . Frank Thomas  
 Musical Director . . . . . Wally Hoy  
 Chief Announcer . . . . . Norman Bale  
 Chief Engineer . . . . . David Wommack

**KTLW**

TEXAS CITY—1948

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By Texas City Bcstg. Service  
Business-Studio Address Showboat Theater  
Bldg.

Phone Number 2240  
Transmitter Location Moses Lake  
Air Time Sunup to Sunset  
News Service UP  
Transcription Service Capitol, Thesaurus  
President J. G. Long  
General Manager Joe Brown  
Station Manager Wally Pierre  
Program Director Carl Kayser  
Chief Announcer Charles Harrison  
Chief Engineer M. D. Wagner

**KGKB**

TYLER—1930—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By E. Texas Bcstg. Co.  
Business-Studio Address 115 S. College  
Phone Number 23875  
Transmitter Location State Park Hiway  
Air Time 5:30 a.m.-M.  
News Service UP  
Transcription Service World  
Representative John E. Pearson, Gene Grant  
Membership NAB, BMB  
President, General Manager James G. Ulmer  
Station Manager Mort Silverman  
Sales Prom. Mgr. Joe Campbell  
Commercial Manager W. E. Moore  
Program Director J. Edwin Smith  
Chief Engineer Hudson C. Collins

**KTBB**

TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc. Power: 500 Watts d.  
Owned-Operated By Blackstone Bcstg. Co.  
Business-Studio Address Blackstone Hotel  
Phone Number 4-7278  
Transmitter Location Morningside Dr.  
Air Time 6 a.m.-sunset  
News Service UP  
Transcription Service Thesaurus  
Representative Taylor-Boroff  
Membership NAB, BMB  
Director S. H. Bothwell  
General-Station Manager M. E. Danbom  
Asst. Mgr., Pub. Dir. David Bothwell  
Pgm. Dir., Chief Anncr. Don Tausch  
Production Director Jack Reavley  
Chief Engineer Robert A. Wileman  
Farm Editor Sam Whitlow

**KVOU**

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Uvalde Bcstrs., Inc.

Address 1450 Batesville Rd.  
Phone Number 717  
Air Time 6:15 a.m.-11 p.m.  
News Service UP  
Membership NAB  
President-General Mgr. Edward J. Harpole  
Station Manager Burney Jones  
Commercial Manager Joe Watson, Jr.  
Program Director Eldon Coward  
Publicity Director Stan Benson  
Chief Engineer Bob Hicks

**KVWC**

VERNON—1939—MBS-KBS

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

**KNAL**

VICTORIA—1949

Frequency: 1410 Kc. Power: 500 Watts d.  
Owned-Operated By Victoria Bcstg. Co.  
Address Box 1410  
Phone Number 1410  
Air Time Daytime  
News Service UP  
Transcription Service World  
Representative Hil F. Best  
President Truman Belcher  
Commercial Manager Pat Reed  
Pgm. Dir., Prom. Mgr. Carruth Palmer  
Chief Engineer Russell C. Walters

**KVIC**

VICTORIA—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By KVIC Bcstg. Co.  
Business Address Victoria Bank & Trust Bldg.  
Phone Number 1106-7  
Studio-Transmitter Location Cuero Hwy.  
Air Time 5 a.m.-M.  
News Service AP  
Transcription Service Capitol  
Membership BMB  
President J. G. Long  
Gen. Sta. Mgr. Robert Tharp  
Comm.-Sales Prom. Mgr. Jim Trueheart  
Program Director Robert Cutting  
Production Director Patricia Breech  
Chief Anncr., Farm Editor Jim Traber  
Chief Engineer Robert McCown

**KWTX**

WACO—1946—MBS

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

Business-Studio Address.....108½ So. 6  
 Phone Number .....3-7331  
 Transmitter Location.....35 Mi. S.W. of 12th  
 on Pierrard Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Everett McKinney  
 Membership.....NAB  
 President.....Gov. Beauford Jester  
 Gen.-Sta. Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Prom. Manager.....Rex Bodoin  
 Prog. Dir., Farm Editor.....Gerry Lansing  
 Program Director.....C. L. Hinkle  
 Production Director.....Al Mankin  
 Publicity Director.....Bobby Martin  
 Chief Announcer.....Byron Lowrey  
 Musical Director.....Lucille Novich  
 Chief Engineer.....L. R. Grubbs  
 Farm Editor.....Johnny Watkins

**W A C O**  
 WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Amicable Bldg.  
 Phone Number.....9315  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NAB  
 President.....Gene Cagle  
 General Manager.....R. Lee Glasgow  
 Commercial Manager.....Stanley E. Wilson  
 Program Director.....Bob H. Walker  
 Chief Engineer.....Jesse Dove

**K R G V**

**WESLACO—1927—NBC-LONE STAR**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Taylor Radio & TV Corp.  
 Bus.-Studio-Transmitter Address.....201 Border St.  
 Phone Number.....375  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....O. L. Ted Taylor  
 General Manager.....Byron W. Ogle  
 Asst. Manager.....Dick Watkins  
 Commercial Manager.....Sallye E. Jones  
 Sales Prom. Manager.....Ted Cressner  
 Program Director.....Jim Cook  
 Publicity Director.....Thelma Pearce  
 Chief Announcer.....Dick Harwell  
 Chief Engineer.....O. L. Hartwig

**K F D X**

**WICHITA FALLS—1947  
 ABC-LONE STAR**

Frequency: 990 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Wichtex Radio & TV Co.  
 Bus.-Studio Address.....City National Bank  
 Bldg., P. O. Box 2331  
 Phone Number.....2-8668  
 Transmitter Location.....Iowa Park Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....Darrold A. Cannan  
 Gen., Sta. Mgr.....W. P. Hood  
 Commercial Manager.....Sid Grayson  
 Sales Prom. Manager.....John Edwards  
 Program-Production Director.....George Craig  
 Publicity Director.....Mike Carpenter  
 Chief Engineer.....John Adams

**K T R N**

**WICHITA FALLS—1948—MBS-LBS**

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Texoma Bcstg. Co.  
 Address.....917½ Scott St.  
 Phone Number.....2-5214  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Pearson  
 President.....James B. Barnett  
 Gen., Comm. Mgr.....Boyd Kelley  
 Pgm. Dir., Prom. Mgr.....Bill Richie  
 Chief Engineer.....Bob Harmon

**K W F T**

**WICHITA FALLS—1939—CBS**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KWFT, Inc.  
 Business-Studio Address.....Kemp Hotel  
 Phone Number.....4182  
 Transmitter Location.....½ Mi. W.N.E. of  
 Resettlement Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Manager.....Kenyon Brown  
 Station Manager.....Charles E. Clough  
 Comm. Sales Prom. Manager.....A. L. Pierce  
 Program, Production Director.....Blaine Cornwell  
 Musical Director.....Lillie Mae Comiskey  
 Chief Engineer.....Herbert T. Wiley  
 Farm Editor.....Burnis Arnold

# UTAH

Estimated Population 682,000—Increase +24.0%—Radio Homes 176,000  
Radio Families 179,000—Stations in State 18

## K B U H

BRIGHAM CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Samuel L. Stephens, Sr.  
Address 948 W. Forest St.  
Phone Number 948-9  
Air Time Sunrise-sunset  
News Service UP  
Membership NAB  
General Manager Samuel L. Stephens, Sr.  
Comm.-Sales Prom. Manager Wade Ebeling  
Pgm.-Prod.-Pub. Dir. J. D. Stewart  
Sta. Mgr.-Chf. Engr. Sam Stephens, Jr.

## K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By So. Utah Bcstg. Co.  
Bus.-Studio Address El Escalante Hotel  
Phone Number 398-9  
Transmitter Location 7 Mi. W. of Cedar City  
Air Time Unlimited  
Transcription Service World  
Membership NAB  
President Ivor Sharp  
Gen. Mgr. Roscoe A. Grover  
Comm.-Sls. Prom. Mgr.-Pgm. Dir. Arthur Higbee  
Musical Director Roy Halverson  
Chief Engineer Hurschell Urie  
Farm Editor Roscoe A. Grover

## K V N U

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By Cache Valley Bcstg. Co.  
Address Box 264, 1393 N. Main St.  
Phone Number 1400-1  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service World  
Membership NAB  
President Herschel Bullen  
Gen.-Sta.-Comm.-Sales Prom. Mgr.  
Publicity Director Reed Bullen  
Prog.-Prod.-Musical Dir., Chief  
Announcer Don Reber  
Chief Engineer Delmont Olesen  
Farm Editor Reed Bullen

## K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Murray Bcstg. Service

Address 4646 So. State St.  
Phone Number Murray 1360  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service Langworth, Capitol  
Membership NAB  
Pres.-Gen. Mgr. Oral J. Wilkenson  
Station Manager James Petersen  
Commercial Manager Howard Pingree  
Pgm.-Prod. Dir. Gil Henry  
Musical Director Lennie Hesterman  
Chief Engineer Fred Weibell  
Farm Editor George Balding-Jack Spencer

## K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By Interstate Bcstg. Corp.  
Bus.-Studio Address 425 25th St., Hotel Ben  
Lomond  
Phone Number 5721  
Transmitter Location Kanesville  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service World  
Representative Avery-Knodel  
Membership NAB  
President Edris Glassmann  
General Manager George C. Hatch  
Station Manager George B. Morgan  
Comm. Mgr., Prog. Dir. Collin W. Lowder  
Sales Prom. Manager Clinton Raymond  
Production Director Doug Stringfellow  
Publicity Director Al Weeks  
Chief Announcer, Musical Dir. Dean Thueson  
Chief Engineer Wayne T. Boothe

## K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By James B. Littlejohn  
Address Route 2  
Air Time Daytime  
News Service AP  
Transcription Service Lang-Worth, Associated  
Representative Friedenbergh  
General Manager James B. Littlejohn  
Assistant Manager F. J. Winerter

## K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By United Bcstg. Co.  
Business Address P. O. Box 325  
Phone Number 2-7535



Studio-Transmitter Location. 1538 Gibson Ave.  
 News Service ..... UP  
 Transcription Service ..... World, Standard  
 President, General Mgr. .... Arch G. Webb  
 Commercial Manager ..... Joe T. Johnson  
 Chief Engineer ..... Gerald W. Peterson

**KOAL**

PRICE—1936  
 MBS-INTERMOUNTAIN

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Eastern Utah Bcstg. Co.  
 Address ..... Price  
 Phone Number ..... Price 200  
 Air Time ..... 6:30 a.m.-11:30 p.m.  
 News Service ..... UP  
 Pres., Gen.-Sta. Manager ..... Jack Richards  
 Sls. Prom. Mgr.-Pub. Dir. .... Carl P. Wolfrom  
 Chief Engineer ..... Leo E. Reid

**KCSU**

PROVO—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... The Central Utah Bcstg. Co.  
 Business Address ..... P. O. Box 550  
 Phone Number ..... 2802-3  
 Studio-Transmitter Location ..... 12th South &  
 University Ave.  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard, Capitol  
 Representative ..... Biddick  
 President ..... Frank A. Van Wagenen  
 Gen.-Sta. Mgr. .... Harold E. Van Wagenen  
 Pgm. Dir.-Chf. Anncr. .... ElDean Bennett  
 Comm.-Sls. Prom. Mgr. .... John T. Hyde  
 Acting Chief Engineer ..... Merlin North

**KNEU**

PROVO—1949

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Lester R. Taylor  
 Address ..... Provo

**KOVO**

PROVO—1939  
 MBS-INTERMOUNTAIN

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... KOVO Bcstg. Co.  
 Business-Studio Address. .... 108 W. Center St.  
 Phone Number ..... 1680  
 Transmitter Location ..... 651 W. 16th So.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 President ..... Clifton A. Tolboe  
 General-Station Mgr. .... Arch L. Madsen  
 Commercial Manager ..... L. H. Curtis

Sls. Prom. Manager ..... Dewain Silvester  
 Pgm.-Prod. Dir. .... James H. Lawrence  
 Publicity Director ..... Chris Sanders  
 Chief Engineer ..... Henry Keyes

**KSVC**

RICHFIELD—1947  
 INTERMOUNTAIN

Frequency: 690 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Sevier Valley Bcstg. Co.  
 Business Address ..... Richfield  
 Phone Number ..... 690  
 Transmitter Location ..... East on 4th South  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 President ..... William L. Warner  
 Representative ..... Avery Knodel  
 Gen. Sta.-Comm. Mgr. .... William L. Warner, Jr.  
 Pgm.-Prod.-Pub. Dir. .... Frank Peacock  
 Chief Engineer ..... David I. Hansen

**KALL**

SALT LAKE CITY—1945  
 MBS-INTERMOUNTAIN

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Salt Lake City Bcstg. Co.  
 Business-Studio Address. .... 146 S. Main St.  
 Phone Numbers ..... 4-3561, 4-1843, 5-6951  
 Transmitter Location ..... 334 W. Gregson  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Representative ..... Avery-Knodel, Inc.  
 President ..... George C. Hatch  
 Exec. Vice-Pres.-Mgr. .... Alvin G. Pack  
 Nat'l Sales Mgr. .... Lynn L. Meyer  
 Sales Manager ..... Thomas H. Anderson  
 Sales Promotion Mgr. .... Craig Rogers  
 Program Director ..... Jack Paige  
 Publicity Director ..... Jack Goodman  
 Director of Engineering ..... W. D'Orr Cozzons

UTAH

WHY IS AP THE BEST?

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

ROCKY MOUNTAIN ASSOCIATED  
 PRESS BROADCASTERS

Director for Colorado and Wyoming:  
 Douglas Kahle—KCOL, Fort Collins, Colo.  
 Director for Montana: Franz Robischon—  
 KBY, Billings, Mont.  
 Continuing Study Committeeman for Utah:  
 Ivor Sharp—KSL, Salt Lake City

# K D Y L

SALT LAKE CITY—1922  
NBC

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

# K N A K

SALT LAKE CITY—1945

Frequency 1280 Kc. Power: 10000 Watts, d.: 500 n.  
Owned-Operated By Granite District Radio Bcstg. Co.

**KDYL**  
**RADIO AND TELEVISION**

*Outstanding for Showmanship*

*Outstanding for Results*

**KDYL**  
UTAH'S NBC STATION  
AM-FM-TELEVISION  
SALT LAKE CITY, UTAH

JOHN BLAIR & CO.  
NATIONAL REPRESENTATIVE

Business-Studio Address 219 Continental Bank Bldg.  
Phone Number 4-3685  
Transmitter Location 1016 S. 6th St. W.  
Air Time 6:30 a.m.-1 a.m.  
News Service AP  
Representative IMS  
President Howard D. Johnson  
General Mgr. Richard F. Connor  
Station Manager Thomas M. Ivory  
Commercial Manager Richard I. Nicholes  
Sls. Prom. Mgr. Thomas M. Ivory  
Program Director Robert P. Crawford  
Publicity Director-Musical  
Director Gloria Whitney  
Chief Announcer Bruce Vanderhoof  
Chief Engineer Michael May  
Farm Editor Theron Johnson

# K S L

SALT LAKE CITY—1924—CBS

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

# K U T A

SALT LAKE CITY—1938  
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By Utah Bcstg. & Telev. Co.  
Business-Studio Address 29 S. State St.  
Phone Number 3-2737  
Transmitter Location No. Salt Lake City  
Air Time 6 a.m.-1 a.m.  
News Service AP, UP  
Transcription Service World, Standard  
Representative Hollingbery  
Membership NAB, BMB  
President, General Mgr. Frank C. Carman  
Sta. Mgr., Prog. Dir. Ray Fadel  
Commercial Manager John Schile  
Sales Prom. Mgr., Pub. Dir. Al Thomas  
Production Director George Ross  
Chief Announcer Marshall Small  
Musical Director Ed Stoker  
Chief Engineer Wendell Bell  
Farm Editor Harry Warren

**UTAH-VERMONT**

**K J A M**

**VERNAL—1947—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Uintah Bcstg. Co.  
 Bus.-Studio-Transmitter Address. Hotel Vernal  
 Phone Number . . . . . 494  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . UP

Transcription Service . . . . . World, Keystone  
 Representative . . . . . W. S. Grant  
 President . . . . . James C. Wallentine  
 Gen.-Sta. Mgr., Chief Announcer . . . Lee Walker  
 Comm.-Sales Prom. Mgr. . . . . Grant E. Parry  
 Prog.-Musical Dir., Chief  
 Engineer . . . . . E. W. Boelter  
 Prod. Dir., Farm Editor . . . . . J. D. Jones  
 Publicity Director . . . . . G. M. Bosworth

**VERMONT**

*Estimated Population 369,000—Increase + 2.6%—Radio Homes 102,000  
 Radio Families 104,000—Stations in State 8*

**W T S A**

**BRATTLEBORO—1949—GRANITE**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Granite State Bcstg. Co.  
 Address . . . . . Brattleboro  
 Air Time . . . . . Unlimited  
 Representative . . . . . Bolling  
 President . . . . . William J. Barkley  
 General Manager . . . . . W. F. Rust, Jr.  
 Commercial Manager . . . . . Ralph Gottlieb

**W C A X**

**BURLINGTON—1931—CBS**

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

**W J O Y**

**BURLINGTON—1946—ABC—UBS**

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

**W S K I**

**MONTPELIER-BARRE—1947—NBS**

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

**VERMONT**

**WHY IS AP  
 THE BEST?**

**BECAUSE—AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

**NEW ENGLAND AP ASSOCIATION**

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston  
 Director for Vermont: A. E. Spokes—WJOY, Burlington

**VERMONT**

• • • VERMONT-VIRGINIA • • •

**W S Y B**

**RUTLAND—1930—MBS-YANKEE**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Philip Weiss Music Co.  
Bus.-Studio Address 35 Washington St.  
Phone Number 1247  
Transmitter Location Door Dr.  
Air Time Unlimited  
News Service UP  
Transcription Service Thesaurus  
Representative Joseph Hershey McGillvra,  
Bertha Bannon  
Pres., Comm. Mgr. Philip Weiss  
Station Manager J. H. Weiss  
Chief Engineer Norval K. Ramson, Jr.

**W W S R**

**ST. ALBANS—1942—GREEN MT.**

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Vermont Radio Corp.  
Business-Studio Address 75 N. Main St.  
Phone Number 1390  
Transmitter Location St. Albans  
Air Time 6:30 a.m.-Sunset  
News Service UP  
Transcription Service World  
Representative Walker, Bertha Bannan  
Membership NAB, BMB  
President-Gen. Mgr. Lloyd Squier  
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden  
Prog.-Prod. Dir. C. Stuart Perry  
Chief Engineer Theodore Boisvert

**W T W N**

**ST. JOHNSBURY—1949**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Twin State Bcstrs. Inc.  
Address Box 336  
Phone Number 2344  
Air Time Unlimited  
News Service UP  
Transcription Service SESAC, Lang-Worth  
Representative McGillvra  
President E. Dean Finney  
Co-Mgrs. J. F. McKernan, E. D. Finney  
Program Director Gordon James Platt  
Chief Engineer James F. McKernan

**W D E V**

**WATERBURY—1931—MBS**

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

**VIRGINIA**

*Estimated Population 3,102,000—Increase + 15.9%—Radio Homes 716,000  
Radio Families 786,000—Stations in State 53*

**W P I K**

**ALEXANDRIA—1945**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By Potomac Bcstg. Corp.  
Business-Studio Address 523 First St.  
Phone Number Overlook 3000  
Transmitter Location 504 Telegraph Rd.  
Air Time Daytime  
News Service AP  
Transcription Service World, Lang-Worth  
Pres.-Gen.-Comm. Mgr. Howard B. Hayes  
Pgm.-Prod. Dir.-Cl. Engr. Carl L. Lindberg  
Chief Announcer Tony Howard  
Musical Director Barbara Power

**W A R L**

**ARLINGTON—1946**

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By No. Virginia Bcstrs., Inc.

Bus.-Studio Address 3102 10th Road No.  
Phone Number OWens 7800  
Transmitter Location Nr. Bailey's Crossroads  
Air Time Sunrise-sunset  
News Service UP  
Transcription Service Standard, Capitol  
Representative IMS  
Membership NAB  
Co-Owners R. Kilbourne Castell,  
Frank U. Fletcher  
General Manager R. W. Baker  
Commercial Manager William W. Jefferay  
Prog. Dir. Phil Long  
Chief Engineer John E. Strong  
Farm Editor Connie B. Gay

**W E A M**

**ARLINGTON—1947**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By Harold H. & Meredith Thoms

# VIRGINIA

Business-Studio Address..... 2030 N. 16th St.  
Phone Number..... OWens 7100  
Transmitter Location..Minor Hill, Falls Church  
Air Time..... Unlimited  
News Service..... AP, Transradio  
Transcription Service..... Lang-Worth  
Representative..... Bolling  
President..... Harold H. Thoms  
Sta.-Gen.-Comm. Mgr..... Howard Stanley  
Pgm. Dir., Chief Anncr..... Matthew Warren  
Production Director..... Bob Jones  
Publicity Director..... Gloria Brandt  
Musical Director..... Dorothy Miller  
Chief Engineer..... Sam Aed  
Farm Editor..... Bill Jenkins

## W K L V

**BLACKSTONE—1947—MBS—VA.**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Nottoway Bcstg. Co., Inc.  
Business-Studio Address..... Community Bldg.  
Phone Number..... 478  
News Service..... AP  
Air Time..... Unlimited  
President..... H. S. Robertson  
General Manager..... Alexander Hudgins  
Commercial Manager..... Edward J. Silverman  
Program Director..... Arthur A. Moran, Jr.  
Chief Engineer..... Charles M. McCraw

## W C Y B

**BRISTOL—1946**

Frequency: 690 Kc..... Power: 10,000 Watts d.  
Owned-Oper. By..... Appalachian Bcstg. Corp.  
Business-Studio Address..... Hotel Gen. Shelby  
Phone Number..... North 3560  
Transmitter Location..... Washington County  
Air Time..... Daytime  
News Service..... AP, UP  
Transcription  
Service..... Associated, Thesaurus, World, Cole  
Representative..... Bolling  
Membership..... NAB, BMB  
Gen. Mgr..... Robert H. Smith  
Sales Mgr..... J. Fey Rogers  
Program Spvr.-Farm Editor..... W. T. Lane, Jr.  
News Editor..... Tom Wade  
Transmitter Spvr..... Bob Daugherty

## W F H G

**BRISTOL—1949—MBS**

Frequency: 860 Kc..... Power: 1000 Watts  
Owned By..... Bristol Bcstg. Co., Inc.  
Business-Studio Address..... Hotel Bristol  
Phone Number..... 3620  
Transmitter Location..... Shell Plant Road  
News Service..... UP  
Transcription Service..... Standard  
Membership..... NAB  
General-Station Manager..... M. B. Burnette  
Commercial Sales Prom. Mgr..... W. L. Ninniger

Program Dir.-Publicity Dir..... W. F. Raney  
Musical Director-Farm Editor..... Verlin Mays  
Chief Engineer..... John Hughlett

## W C H V

**CHARLOTTEVILLE—1933—ABC**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Radio Station WCHV  
Bus.-Studio-Transmitter Address..... Rose Hill St.  
Phone Number..... 2-5121  
Air Time..... 6 a.m.-1 a.m.  
News Service..... AP  
Transcription Service..... World  
Representative..... Joseph Hershey McGillvra  
Membership..... BMB  
Owner..... Charles Barham, Jr.  
Mgr.-Sls, Prom. Mgr..... Randolph Bean  
Local Sales Manager..... Robert C. Walker  
Program Director..... R. G. Sketchley, Jr.  
Musical Director..... Richard Morrisette  
Chief Engineer..... Walter W. Gray  
Farm Editor..... Herb DeBell

## W I N A

**CHARLOTTEVILLE—1949**

Frequency: 1280 Kc..... Power: 1000 Watts, d.  
Owned-Oper. By..... Charlottesville Bcstg. Corp.  
Address..... 4th & Main Sts.  
Phone Number..... 3377  
Air Time..... Daytime  
News Service..... UP  
Transcription Service..... Standard, Capitol  
President..... Frank T. Parker, Jr.  
Commercial Manager..... Joe Porter  
Pgm. Dir.-Oper. Mgr..... B. C. Hargreaves  
Chief Engineer..... Lawrence Kennedy

## W K E Y

**COVINGTON—1941—ABC**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Earl M. Key  
Business Address..... Box 710  
Phone Number..... 8351  
Studio Address..... Main St.  
Transmitter Location..... Fairlawn  
Air Time..... 7 a.m.-11:15 p.m.  
News Service..... UP  
Transcription Service..... World, Keystone  
Membership..... NAB  
Pres., Gen.-Sta. Mgr..... Earl M. Key  
Commercial Mgr..... Kenneth L. Bryant  
Prog.-Pub. Director..... John Lee Davis  
Musical Director..... Willis Shawver  
Chief Engineer..... John H. Wilson

## W S V S

**CREWE—1946—KBS—VA. SPTS.**

Frequency: 800 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... So. Virginia Bcstg. Corp.

# VIRGINIA

Business Address . . . . . Crewe  
 Phone Number . . . . . Crewe 5000  
 Studio Addresses . 117 Carter St., Crewe, Main  
 St., Blackstone, Herald Bldg., Farmville  
 Transmitter Location . . . . . RFD, Crewe  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Rural Radio  
 Membership . . . . . NAB  
 President . . . . . C. S. Willis  
 General-Station Mgr. . . . . Maxey E. Stone  
 Comm. Mgr. . . . . Harry Umstead  
 Pub. Dir. . . . . Bob Maynard  
 Chief Engineer . . . . . C. E. Wilson

## WCVA

**CULPEPER—1949—KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Culpeper Bcstg. Co.  
 Address . . . . . Radio Bldg.  
 Phone Number . . . . . 8338  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 President . . . . . Ira C. Hopkins  
 Gen.-Prom. Mgr. . . . . George A. Flowers  
 Commercial Manager . . . . . Mike Moscarello  
 Program Director . . . . . Homer Quann  
 Chief Engineer . . . . . Benny L. Jones

## WBTM

**DANVILLE—1930—ABC**

Frequency: 1330 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . Piedmont Bcstg. Corp.  
 Bus.-Studio Address . . . . . Hotel Danville Bldg.  
 Phone Number . . . . . 2350  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingsbery  
 Membership . . . . . NAB  
 President . . . . . L. N. Dibrell  
 General Mgr. . . . . R. Sanford Guyer  
 Asst. Manager . . . . . Edward G. Gardner  
 Comm. Mgr. . . . . P. W. Kaufman  
 Program Director . . . . . Betty Allen  
 Promotion Manager . . . . . Herbert Hodge  
 Chief Engineer . . . . . Lyle C. Motley

## WDVA

**DANVILLE—1947—MBS**

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Virginia Carolina Bcstg.  
 Corp.  
 Bus.-Studio Address . . . . . American Natl. Bank  
 Bldg.  
 Phone Number . . . . . 5300  
 Transmitter Location . . . . . Martinsville Rd.

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGillvra  
 Membership . . . . . NAB, BMB  
 President . . . . . J. D. Pruitt  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager . . . . . Emerson J. Pryor  
 Prog.-Prod. Director . . . . . Richard Campbell  
 Publicity Director . . . . . William J. Ashworth  
 Musical Director . . . . . Harold Stephens  
 Chief Engineer . . . . . Rush Sawyers  
 Farm Editor . . . . . Frank Raymond

## WFAX

**FALLS CHURCH—1948**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Lamar A. Newcomb  
 Address . . . . . Box L  
 Phone Number . . . . . 0900  
 Transmitter Location . . . . . Seven Corners  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NAB  
 Gen.-Sta. Mgr. . . . . Lamar A. Newcomb  
 Comm.-Sls. Prom. Mgr. . . . . James E. Hollins  
 Pgm.-Prod. Dir. . . . . Genevieve Newcomb  
 Publicity Director . . . . . Ed Case  
 Chief Announcer . . . . . Dusty Rhoads  
 Chief Engineer . . . . . Emmett Murphy

## WFLO

**FARMVILLE—1947**

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Colonial Bcstg. Co.  
 Business Address . . . . . P. O. Box 238  
 Phone Number . . . . . 600  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Associated  
 Representative . . . . . Clark  
 General Manager . . . . . Carla B. Keys  
 Manager . . . . . Charles R. Maillet  
 Program Director . . . . . D. M. Shaver  
 Chief Engineer . . . . . Charles K. Chrismon

## WFVA

**FREDERICKSBURG—1939—ABC-KBS**

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

**W F T R**

**FRONT ROYAL—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Sky-Park Bcstg. Corp.  
 Address... John Marshall Hiway  
 Phone Number... 750  
 Air Time... Unlimited  
 News Service... UP, Transradio  
 Transcription Service... Thesaurus  
 Pres.-Gen. Mgr... Earl C. Pace  
 Commercial Manager... Ken Gorden  
 Program Director... Vernon Carter  
 Promotion Manager... Augustine Kloc  
 Chief Engineer... Owen Voigt

**W B O B**

**GALAX—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By... Carroll-Grayson Bcstg. Corp.  
 Address... Poplar Knob Rd.  
 Phone Number... 300  
 Air Time... 6 a.m.-11:30 p.m.  
 News Service... AP  
 Membership... NAB  
 President... Robert V. Morris  
 General Manager... Carl E. Duckett  
 Comm. Manager... Joseph P. Crockett  
 Program Director... Muriel Bell  
 Chief Announcer... Frank Burr  
 Musical Director... Alice Spear  
 Chief Engineer, Farm Editor... Carl E. Duckett

**W V E C**

**HAMPTON—1948—KBS**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By... Peninsula Bcstg. Co.  
 Business Address... P. O. Box 481  
 Phone Number... 6332  
 Studio-Trans. Address... Hampton Ave.  
 Air Time... Sunrise-Sunset  
 News Service... AP  
 Transcription Service... Standard, Associated  
 Membership... NAB  
 Pres.-Gen. Sta. Mgr... Thomas P. Chisman  
 Commercial Manager... Harrol A. Brauer, Jr.  
 Sales Promotion Mgr... Charles L. Coker, Jr.  
 Program Director... Peter Edman  
 Production Director... William L. Erickson  
 Publicity Director... Beverly W. Hillery  
 Chief Announcer... Duff Kliever  
 Musical Director-Farm Editor... Gordon E. Walsh  
 Chief Engineer... James E. Swafford

**W S V A**

**HARRISONBURG—1935—NBC**

Frequency: 550 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Shenandoah Valley Bcstg.  
 Corp.  
 Business-Studio Address... Newman Bldg.  
 Phone Numbers... 550, 875

Transmitter Location... RFD 1  
 Air Time... 6 a.m.-local sunset  
 News Service... UP  
 Representative... R. B. Harrington  
 Membership... NAB, BMB, FMA  
 President... Frederick L. Allman  
 Business Manager... H. A. Wright  
 Comm.-Sales Prom. Mgr., Pub.  
 Director... R. B. Harrington  
 Prog.-Prod.-Musical Dir... R. H. Johnson  
 Chief Engineer... W. L. Braun

**W H A P**

**HOPEWELL—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... The Hopewell Bcstg. Co.  
 Business Address... Box 621  
 Phone Number... 801  
 Studio-Trans. Location... City Point & River Rds.  
 Air Time... 5:58 a.m.-11:07 p.m.  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 President... Augustus Robbins, Jr.  
 Gen.-Sta. Mgr... Hugh Carlyle  
 Commercial Manager... George W. Thomason  
 Program Director... Barbara Rich  
 Chief Announcer... Johnny Mercer  
 Chief Engineer... Edward L. Burwell

**W R E L**

**LEXINGTON—1948—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Rockbridge Bcstg. Co.  
 Business-Studio Address... 130 S. Main St.  
 Phone Number... Lexington 6000  
 Transmitter Location... Rt. 11, One Mi. No. City  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Capitol  
 Membership... NAB  
 President... Marshall L. Wilmer  
 Gen.-Sta.-Comm. Mgr... Philip B. Hirsch  
 Office Manager... Milton B. Henson  
 Prog.-Prod. Dir... Andrew Petersen  
 Musical Director... Wayne Scott  
 Chief Engineer... Lindley H. Leggett

**W L V A**

**LYNCHBURG—1930—ABC**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By... Lynchburg Bcstg. Corp.  
 Address... Allied Arts Bldg.  
 Phone Number... 2-1242  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth, Associated  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 President... Edward A. Allen  
 General Manager... Philip P. Allen



# VIRGINIA

Commercial Manager..... Joseph F. Wright, Jr.  
Prog.-Prom. Dir..... William H. Loren  
Chief Engineer..... John T. Orth

## W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Old Dominion Bcstg. Corp.  
Business Address..... P. O. Box 918  
Phone Number..... 2-3441  
Studio Address..... 10th & Main Sts.  
Transmitter Location..... Boonsboro Rd.  
Air Time..... Unlimited  
News Service..... AP, UP  
Transcription Service..... World  
Representative..... Walker  
Membership..... NAB, BMB  
President..... David Hugh Dillard  
V.P.-General Manager..... Jack Weldon  
Commercial Manager..... Norman T. Simpson  
Prog.-Pub. Director..... Jay Seibel  
Prod.-Musical Dir..... Don Jarvis  
Chief Engineer..... Forest J. Pinkerton

## W M E V

MARION—1948—LIBERTY

Frequency: 1010 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Mountain Empire Bcstg. Corp.  
Address..... P. O. Box 470  
Phone Number..... 9001  
Air Time..... Daytime  
News Service..... AP  
Transcription Service..... World, Associated  
Representative..... Cooke  
President..... Robert Lane Anderson  
Gen.-Comm. Mgr..... Robert C. Wolfenden  
Program Director..... Mrs. R. C. Wolfenden  
Chief Engineer..... William P. Grether

## W M V A

MARTINSVILLE—1941—NBC-KBS

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

## W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Hampton Roads Bcstg. Corp.

Bus.-Studio Address..... 500 Portlock Bldg.,  
Norfolk, Warwick Hotel, Newport News  
Phone Number..... 2-7031  
Transmitter Location..... Military Hiway  
Air Time..... 6 a.m.-12:45 a.m.  
News Service..... AP  
Transcription Service..... Associated  
Representative..... Free & Peters  
Membership..... NAB, BMB  
President..... Raymond B. Bottom  
V.P., Gen.-Sta. Manager..... Edward E. Bishop  
Comm. Mgr..... Edward E. Edgar  
Prog. Director..... John A. Black  
Publicity Director..... Bill Rhyne  
Chief Engineer..... Charles A. Runyon

## W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Eastern Bcstg. Corp.  
Business-Studio Address..... 114 W. 24th St.  
Phone Number..... 7-1604  
Transmitter Location..... Respass Beach,  
Churchland  
Air Time..... 6 a.m.-sunset  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Friedenberg  
President, General Mgr..... John Doley  
Sta. Mgr., Prog. Tech. Dir..... Frederic F. Clair

## W C A V

NORFOLK—1947

Frequency: 860 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Cavalier Bcstg. Corp.  
Bus.-Studio Address..... Plume & Granby Sts.  
Phone Number..... 2-3266  
Transmitter Location..... W. Norfolk  
Air Time..... Daytime  
News Service..... UP  
Transcription Service..... Associated, Standard  
Representative..... Burn-Smith  
Membership..... NAB  
President..... Joseph Light  
Gen. Mgr..... Joe Brown  
Sta.-Asst. Gen. Mgr..... William M. Manrov  
Program Director..... Frank Facenda  
Technical Dir..... William M. Manrov

## W L O W

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Commonwealth Bcstg. Corp.  
Bus.-Studio Add..... Granby & Brooke Aves.  
Phone Number..... 4-5678  
Transmitter Location..... W. Norfolk  
Air Time..... 6:30 a.m.-Sunset  
News Service..... UP  
Representative..... Forjoe  
President..... E. L. Scott



• • • **VIRGINIA** • • •

General Manager..... Robert E. Wasdon  
 Station Manager..... W. M. Carpenter  
 Commercial Manager..... James Campbell  
 Program Director..... Ray Penner  
 Prod. Dir..... Samuel S. Siegal  
 Sls.-Prom. Mgr..... Dick Gould  
 Pgm.-Pub. Dir..... Bob Drepperd  
 Chief Announcer..... Anton L. Lively  
 Musical Director..... Lee Lively  
 Chief Engineer..... Preston Spears  
 Farm Editor..... Ralph Wasdon

**W N O R**

**NORFOLK—1949**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Norfolk Bcstg. Co.  
 Address..... 1019 Boissevain Ave.  
 Phone Number..... 56761  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Lang-Worth  
 Representative..... IMS  
 President..... Louis H. Peterson  
 General Manager..... Earl Harper  
 Commercial Manager..... Bob Rodgers  
 Chief Engineer..... A. Lee Mills

**W T A R**

**NORFOLK—1923—NBC**

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WTAR Radio Corp.  
 Bus.-Studio Address..... 720-724 Boush St.  
 Phone Number..... 56711  
 Transmitter Location..... Glen Rock  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Transcription Service..... Standard  
 Representative..... Edward Petry  
 Membership..... NAB, BMB  
 Pres., Gen.-Sta. Mgr..... Campbell Arnoux  
 Comm.-Sales Prom. Mgr..... John W. New  
 Program Director..... Joel Carlson  
 Chief Announcer..... Blair Eubanks  
 Chief Engineer..... John C. Pepper

**W N V A**

**NORTON—1946—MBS**

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

**W J M A**

**ORANGE—1949—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... James Madison Bcstg. Corp.  
 Address..... Orange  
 Phone Number..... 7263  
 Air Time..... Unlimited  
 News Service..... UP  
 President..... W. A. Sherman, Jr.  
 Gen.-Comm. Mgr..... A. C. Livick, Jr.  
 Program Director..... Charles McGinley  
 Chief Engineer..... Talmadge England

**W S S V**

**PETERSBURG—1945—MBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southside Virginia Bcstg. Corp.  
 Business-Studio Address..... 112 W. Tabb St.  
 Phone Number..... 3881-2  
 Transmitter Location..... Lieutenant Run  
 Air Time..... 6:30 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Capitol  
 Representative..... Burn-Smith  
 President..... Louis H. Peterson  
 Gen.-Sta.-Comm. Mgr..... Ray L. Moss

**VIRGINIA**

**WHY IS AP  
 THE BEST?**

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

**VIRGINIA AP BROADCASTERS**

President: Jack Weldon—WWOD, Lynchburg  
 Vice-President: Fred Hart—WLPM, Suffolk  
 Directors: Campbell Arnoux—WTAR, Norfolk; Ray P. Jordan—WDBJ, Roanoke; Carl Duckett—WBOB, Galax; E. E. Bishop—WGY, Newport News; Charles Blackley—WTON, Staunton  
 Continuing Study Committee Chairman: John Eure—WDBJ, Roanoke  
 Sports Committee Chairman: Bill Diehl—WGH, Newport News—Norfolk  
 Awards Committee Chairman: Charles Blackley—WTON, Staunton  
 Membership Cooperation Committee Chairman: Maxey Stone—WSVS, Crewe

**VIRGINIA**

# VIRGINIA

Sls. Prom. Mgr. . . . . N. W. Andrews  
Pgm.-Prod. Dir. . . . . Paul Hennings  
Chief Announcer . . . . . John C. Laffin  
Pub. Director . . . . . James Lowell  
Chief Engineer . . . . . Edward F. Schwarz

## W S A P

PORTSMOUTH—1943—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Portsmouth Radio Corp.  
Bus.-Studio Address . . . . . 205 Professional Bldg.  
Phone Number . . . . . 7-3488  
Transmitter Location . . . . . 1318 Spratley St.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, World  
Representative . . . . . Ra-Tel  
Membership . . . . . NAB  
President . . . . . Tom E. Gilman  
Gen.-Sta.-Comm. Mgr. . . . . B. Walter Huffington  
Pgm.-Prod. Dir. . . . . David Nelson  
Musical Director . . . . . Richard Harvey  
Chief Engineer . . . . . Charles R. Sledge

## W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Southwest Bcstg. Corp.  
Address . . . . . Cool Springs  
Phone Numbers . . . . . 3-3931, 3-3941  
Air Time . . . . . 6 a.m.-11:15 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Sears & Ayer  
Membership . . . . . NAB, BMB  
President . . . . . Howard R. Imboden  
General-Station Mgr. . . . . William R. Murray  
Commercial Manager . . . . . Allan S. Aden  
Publicity Director . . . . . Eleanor Imboden  
Chief Announcer . . . . . Joe Grant  
Chief Engineer . . . . . Fitzgerald McDaniel  
Farm Editor . . . . . E. C. Grigsby

## W B B L

RICHMOND—1924

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Grace Covenant  
Presbyterian Church  
Address . . . . . 1627 Monument Ave.  
Phone Number . . . . . 8-4246  
Air Time . . . . . Specified Hours  
General Manager . . . . . C. H. Liesfield  
Chief Engineer . . . . . R. W. Raabe

## W L E E

RICHMOND—1945—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Lee Bcstg. Corp.  
Bus.-Studio Address . . . . . Broad-Grace Arcade  
Phone Number . . . . . 3-6741  
Transmitter Location . . . . . Colorado Ave. &  
Sumpter St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Forjoe  
President . . . . . Thomas G. Tinsley, Jr.  
Gen.-Comm. Mgr. . . . . Irvin G. Abeloff  
Program Director . . . . . Harvey Hudson  
Musical Director . . . . . Gilbert A. Spector  
Chief Engineer . . . . . George W. McGuigan, Jr.

## W M B G

RICHMOND—1926—NBC

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Havens & Martin, Inc.  
Bus.-Studio Address . . . . . 3301 W. Broad St.,  
P. O. Box 5229  
Phone Number . . . . . 5-8611  
Transmitter Location . . . . . Staples Mill Rd. off  
W. Broad St.  
Air Time . . . . . 6:30 a.m.-1 a.m.  
News Service . . . . . Transradio  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John Blair  
Membership . . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . Wilbur M. Havens  
Comm.-Sales Prom. Mgr. . . . . Walter A. Bowry, Jr.  
Prog.-Prod. Dir. . . . . Allan J. Phaup, Jr.  
Chief Announcer . . . . . John V. Shand  
Musical Director . . . . . Conrad Rianhard  
Chief Engineer . . . . . James Kyle

## W R N L

RICHMOND—1937—ABC

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

**WRVA**

**RICHMOND—1925—CBS**

Frequency: 1140 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 Phone Number.....3-6633  
 Studio Addresses..Hotel Richmond, Richmond:  
 2712-14 Colley Ave., Norfolk  
 Transmitter Location.....Edgeworth, Henrico  
 County  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Radio Sales  
 Membership.....NAB, BMB  
 General Manager.....C. T. Lucy  
 Commercial Manager.....Barron Howard  
 Promotion Manager.....Jack Stone  
 Program Service Mgr.....Samuel S. Carey  
 Production Manager.....John B. Tansey  
 Public Relation Dir.....Walter R. Bishop  
 Musical Director.....Burt T. Repine  
 Chief Engineer.....David C. Woods  
 Farm Editor.....Alden Acroe

**WXGI**

**RICHMOND—1947**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone Number.....7-4684  
 Transmitter Location.....German School Rd.,  
 Chesterfield County  
 Air Time.....6 a.m.-Sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 General Manager.....Robert E. Mitchell  
 Program Director.....Bob Jenkins  
 Production Director.....John Sinclair  
 Chief Announcer.....Frank Soden  
 Chief Engineer.....Kaye Redd

**WDBJ**

**ROANOKE—1924—CBS**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Business-Studio Address...124 W. Kirk Ave.  
 Phone Number.....8131  
 Transmitter Location.....Colonial Ave.,  
 Colonial Heights  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Free & Peters

Membership.....NAB, BMB, FMA  
 President.....J. P. Fishburn  
 General Manager.....R. P. Jordan  
 Commercial Manager....John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Studio Director.....Irving Sharp  
 Publicity Director.....Benton B. Boggs  
 Musical Director.....Evelyn Nininger  
 Chief Engineer.....J. Edward Newman  
 News Editor.....John W. Eure

**WROV**

**ROANOKE—1946—MBS**

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

**WSLS**

**ROANOKE—1940—ABC**

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

**WHLF**

**SOUTH BOSTON—1947—KBS—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.

# VIRGINIA

Address.....P. O. Box 490, Webster St.  
Phone Number.....2-9988  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World  
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.  
Sales Prom. Mgr.-Pgm.-Prod.-Pub. Dir.

Charles B. Davis  
Chief Announcer.....Preston Young  
Chief Engineer.....David O. Guthrie

## WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Charles P. Blackley  
Business-Studio Address.....Morrison Bldg.  
Phone Number.....5-5555  
Transmitter Location.....Waynesboro Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB  
General-Station Mgr.....Charles P. Blackley  
Comm.-Sales Prom. Mgr.,

Publicity Director.....Charles E. Seebeck  
Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King  
Chief Engineer.....Rex C. Houser

## WLPM

SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Suffolk Bcstg. Corp.  
Business-Studio Address.....105 Bank St.  
Phone Number.....2394  
Transmitter Location.....Richmond Hiway  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Sears & Ayer  
Membership.....NAB  
Pres., Gen.-Sta. Manager.....Fred L. Hart  
Prog. Dir.....William W. Kitchen  
Chf. Anncr.-Pub. Dir.....Earl Hundley  
Production Director.....Fran Joyner  
Chief Engineer.....Veryl W. Rupp  
Farm Editor.....L. E. Pettyjohn

## WNNT

WARSAW—1949

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

Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
Pres.-Gen. Mgr.....Grayson Headley  
Commercial Manager.....William Redd  
Pgm. Dir.-Sta. Mgr.....T. F. Craver  
Chief Engineer.....Lawrence Bittner

## WAYB

WAYNESBORO—1947—MBS-KBS

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

## WINC

WINCHESTER—1941—ABC-KBS

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

## WYVE

WYTHEVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wythe County Bcstg. Co.  
Address.....P. O. Box 452  
Phone Number.....840  
Air Time.....Daylight  
News Service.....UP  
Transcription Service.....Lang-Worth  
Owners.....A. M. Gates, R. H. Epperson  
General Manager.....A. M. Gates, Jr.  
Commercial Manager.....Erle Howerly  
Program Director.....Zane Leeper  
Chief Engineer.....Robert Hennis Epperson

# WASHINGTON

Estimated Population 2,582,000—Increase + 48.7%—Radio Homes 748,000  
Radio Families 760,000—Stations in State 45

## KBKW

ABERDEEN—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Ben K. Weatherwax  
Address 701 E. Heron St.  
Phone Number 1015  
Air Time Unlimited  
News Service AP  
Transcription Service Associated  
Pres., Gen. Mgr. Ben K. Weatherwax  
Commercial Manager Dick Cromble  
Program Director Lowell Gibson  
Promotion Manager San Whitacre  
Chief Engineer Dick Pooley

## KXRO

ABERDEEN—1927  
MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 1000 Watts  
Owned-Operated By KXRO, Inc.  
Bus.-Studio Address 207½ E. Market St.  
Phone Number Aberdeen 4098  
Transmitter Location 1308 Coolidge Rd.  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Representative W. S. Grant  
Membership NAB  
President, General Mgr. Harry R. Spence  
Sta.-Comm. Mgr. Fred G. Goddard  
Sales Prom. Manager Roy Johnson  
Prog.-Prod. Dir., Chief Announcer A. W. Lindsay  
Publicity Director John Duane Johnson  
Musical Director James L. Andrews  
Chief Engineer P. S. True  
Farm Editor Floyd Svinth

## KPUG

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts  
Owned-Operated By KPUG, Inc.  
Business Address P. O. Box 655  
Studio-Transmitter Address 2340 E. Sunset Dr.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Associated  
General Manager Robert E. Pollack  
Commercial Manager K. Clark  
Program Director Jeanne Kruzer

## KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By KVOS, Inc.

Bus.-Studio Address 1321 Commercial St.  
Phone Number Bellingham 790  
Transmitter Location Yew St.  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service Long-Worth, MacGregor  
Representative McGillvra, Keating  
Membership BMB  
President, General Mgr. Rogan Jones  
Research Director Jack Clarke  
Sales Prom. Mgr., Pub. Dir. Jack Clarke  
Pgm. Dir., Chief Anncr. Alan Miller  
Prod., Musical Dir. Jack Fearey  
Chief Engineer Ernest Harper  
Farm Editor Hal Reeves

## KBRO

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Bruce Bartley  
Address 205 Washington St.  
Phone Number 1970  
Air Time Unlimited  
News Service AP  
Transcription Service World  
Representative John Keating  
Membership NAB  
President Bruce Bartley  
General Manager Jack Gwyer  
Commercial Manager Tom Westbrook  
Promotion Manager Lincoln Perry  
Program Director Bob Gleason  
Chief Engineer Bert Hallberg

## KELA

CENTRALIA-CHEHALIS—1937  
MBS-KBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By Central Bcstg. Corp.  
Business Address P. O. Box 720, Centralia;  
P. O. Box 827, Chehalis  
Phone Numbers Centralia 6-3321,  
Chehalis 721  
Studio Address On Hway. 99 midway bet.  
Centralia & Chehalis  
Air Time 6 a.m.-M.  
News Service UP  
Representative John Keating, W. S. Grant  
Membership NAB  
President J. Elroy McCaw  
Sec.-Treas. Mabel A. McGwinn  
Gen.-Station Manager Joe Chytil  
Sales Prom. Mgr. Robert Finley  
Pgm., Pub. Dir. Schuyler C. Hill  
Production Director Carlos Rivas  
Chief Announcer Gary Clune  
Chief Engineer John L. Kelley

## KXLE

ELLENSBURG—1946—PNB

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Central Washington Bcstrs.  
 Business Address Box 600  
 Phone Number 2-1240  
 Studio-Transmitter Location Route 1  
 Air Time 6:30 a.m.-10 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Walker, Tracy-Moore  
 President Goodwin Chase, Jr.  
 Station Manager Joe Kendall  
 Commercial Manager Darrel Burns  
 Program Director Don Revelacqua  
 Chief Announcer, Farm Editor Joe Jaeger  
 Chief Engineer Jack Hemingway

## KRKO

EVERETT—1922—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By The Everett Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address KRKO Bldg.  
 Phone Number Cedar 1144  
 Air Time 6 a.m.-M.  
 News Service UP  
 Representative Joseph Hershey McGillvra,  
 John Keating  
 Membership NAB, BMB  
 Pres., Gen.-Sta.-Comm. Mgr. William R. Taft  
 Program Director Earl Gerdon  
 Chief Engineer Dave Foley

## KELS

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Northwest Public Services  
 Address P. O. Box 90  
 Phone Number 4900  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol, Standard  
 President Roscoe A. Day, Jr.  
 General Manager Claire O. Banks  
 Commercial Manager Johnny Carlson  
 Program Director Norman A. Wallace  
 Promotion Manager Russell L. Conrad  
 Chief Engineer John E. Holmes

## KWIE

KENNEWICK—1949

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Mid-Columbia Bcstrs.  
 Address P. O. Box 437  
 Phone Number 6961  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World, Associated  
 Representative McHugh

Manager, Partner Hal A. Clark  
 Partner, Comm. Mgr. D. E. Seeley  
 Pgm., Dir., Partner M. E. Johnston  
 Promotion Manager Ken Waddell  
 Chief Engr., Partner C. J. McCredie

## KRKL

KIRKLAND—1947

Frequency: 1050 Kc. Power: 250 Watts. D.  
 Owned-Operated By East Side Bcstg. Co.  
 Business-Studio Address Civic Center  
 Air Time Daytime  
 General Manager F. L. Thornhill

## KWLK

LONGVIEW—1938—MBS-DON LEE

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

## KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KSEM, Inc.  
 Address Capistrano Park  
 Phone Number 234  
 Air Time 7 a.m.-10 p.m.  
 News Service UP  
 Transcription Service World, Keystone  
 Representative W. S. Grant  
 President Jessica L. Langston  
 Gen., Comm. Mgr. Don G. Bennett  
 Publicity Director John Hardy  
 Program Director Janet Adriance  
 Chief Annr., Musical Dir. Don Maas  
 Chief Engineer Roland Kissler  
 Farm Editor Ralph Walton

## KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By Beckley Radio Co.  
 Business-Studio Address P. O. Box 240  
 Phone Number 8955  
 Transmitter Location ½ Mi. W. of city  
 Air Time 6 a.m.-sunset

# WASHINGTON

News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... John Keating  
Membership ..... NAB  
General-Station Mgr. .... Leo H. Beckley  
Commercial Manager ..... Fred Grant  
Prog. Dir., Chief Announcer ..... Bud Clark  
Chief Engineer ..... Orris Vanerstrom  
Farm Editor ..... Marilyn Anderson

## K G Y

**OLYMPIA—1923—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... KGY  
Bus.-Studio-Transmitter Address ..... Rockway-  
Leland Bldg.  
Phone Number ..... 6636  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World, Keystone  
Representative ..... W. S. Grant  
Membership ..... NAB, BMB  
Gen., Sta. Mgr. .... Tom Olsen  
Commercial Manager ..... J. Harris Dorr  
Program Director ..... Elmer J. Holmberg  
Chief Engr., Chief Anncr. .... C. A. Roark

## K O M W

**OMAK—1946**

Frequency: 680 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... KOMW, Inc.  
Business-Studio Address ..... Box 151  
Phone Number ..... 00  
Transmitter Location ..... Omak  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Lang-Worth, Capitol  
Representative ..... John Keating  
Membership ..... NAB, BMB  
President ..... R. L. McNett  
Station Manager ..... Dean Nichols  
Commercial Manager ..... Nat Harris  
Program Director ..... Gene Leslie  
Chief Engr., Anncr. .... Kirk W. Springer

## K P K W

**PASCO—1945**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Western Radio Corp.  
Address ..... Pasco  
Air Time ..... Unlimited  
Representative ..... Keating  
Manager ..... A. G. Sanborn

## K O N P

**PORT ANGELES—1945—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Pacific, Inc.  
Bus.-Studio-Transmitter Address ..... 313 W. First  
St.

Phone Number ..... 4437  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John Keating  
Membership ..... NAB  
General Mgr. .... C. N. Webster

## K X R N

**RENTON—1947**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Interlake Bcstg. Corp.  
Business Address ..... P. O. Box 567  
Phone Number ..... Renton 5-3424  
Studio-Transmitter Location ..... 7th Ave. at  
N. Park  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Transcription Service ..... World  
President, General Mgr. .... Robert S. McCaw  
Program Director ..... Freddie Jensen  
Commercial Manager ..... O. W. Simpson  
Chief Engineer ..... F. C. Cook

## K A L E

**RICHLAND—1949**

Frequency: 900 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Yakima Bcstg. Corp.  
Address ..... P. O. Box 367  
Air Time ..... Sunrise-Sunset  
News Service ..... UP  
Station Representative ..... W. S. Grant Co.  
Membership ..... NAB  
President ..... Robert S. McCaw  
Gen., Sta., Comm. Mgr. .... Lawrence Dix  
Pgm., Prod., Pub. Dir., Chief Engr. .... Dave Dorris  
Farm Editor ..... Dick Passage

## K I N G

**SEATTLE—1927**

Frequency: 1090 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... KING Bcstg. Co.  
Business-Studio Address ..... Smith Tower  
Phone Number ..... Main 1090  
Transmitter Location ..... Vashon-Maury Island  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Associated  
Representative ..... John Blair  
Membership ..... NAB  
Principal Owner ..... Mrs. A. Scott Bullitt  
President ..... Henry B. Owen  
Program Director ..... Dave Crockett  
Chief Engineer ..... Arthur Shultz

## K I R O

**SEATTLE—1930—CBS**

Frequency: 710 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Queen City Bcstg. Co.

## WASHINGTON

Business-Studio Address.....66 Cobb Bldg.  
Phone Number.....Seneca 1500  
Transmitter Location.....Burton  
Air Time.....18 Hrs.  
News Service.....AP  
Transcription Service.....SESAC, Standard  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Saul Haas  
General Manager.....Loren B. Stone  
Commercial Manager.....William F. Tucker  
Sales Prom. Mgr.....Peter Mertens  
Program Director.....Kenneth Yeend  
Publicity Director.....Janet Ballantyne  
Chief Announcer.....Maury Rider  
Chief Engineer.....James Hatfield

### K J R

SEATTLE—1923—ABC

Owned-Oper. By.....Totem Bcstrs., Inc.  
Business-Studio Address.....Skinner Bldg.  
Phone Number.....Elliot 5890  
Transmitter Location.....2600 26th Ave., S.W.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....Marshall Field, III

General-Station Mgr.....J. Archie Morton  
Sales Manager.....Arthur Gerbel, Jr.  
Natl. Sales Mgr.....Maitland Jordan  
Operations Manager.....Homer Pope  
Publicity Director.....Don Reed  
Chief Engineer.....L. S. Bookwalter  
Farm Editor.....Bill Moshier

### K O L

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Seattle Bcstg. Co.  
Bus.-Studio Address.....Northern Life Tower  
Phone Number.....MA. 2312  
Transmitter Location.....1110 W. Florida  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....Capitol, World,  
Standard  
Representative.....Headley-Reed  
President.....Archie Taft  
Commercial Manager.....Archie Taft, Jr.  
Sta., Sales Prom. Mgr.....Oliver A. Runchey  
Program Director.....John Forrest  
Publicity Director.....Ruth Yohe  
Chief Announcer.....Wheeler Smith  
Musical Director.....Frances Smith  
Chief Engineer.....Perry Lind

## WASHINGTON

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WASHINGTON ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: Patrick J. Cullen—KHQ, Spokane

Secretary: Murlin Spencer—AP Chief of Bureau

## WASHINGTON



**K O M O**

**SEATTLE—1926—NBC**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Fisher's Blend Station, Inc.  
 Bus.-Studio Address... 100 4th Ave. No.  
 Phone Number... SEneca 6000  
 Transmitter Location... Vashon Island  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Associated, Capitol  
 Representative... Edward Pety  
 Membership... NAB, BMB  
 President, General Mgr... O. W. Fisher  
 Asst. to President... R. D. McCornack  
 Commercial Manager... Ray Baker  
 Mgr., Natl. Sales & Sales Serv., Merch.,  
 Prom. Mgr. & Pub. Dir... Richard E. Green  
 Program Manager... W. W. Warren  
 Production Mgr... Frederick J. Patterson  
 Chief Engineer... F. J. Brott

**K R S C**

**SEATTLE—1926**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By... Radio Sales Corp.  
 Address... 2939 Fourth Ave. So.  
 Phone Number... ELiot 2480  
 Air Time... 6 a.m.-3 a.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Adam J. Young, Jr.  
 Membership... NAB  
 President... P. K. Leberman  
 Gen., Sta., Comm. Mgr... J. D. Neidigh, Jr.  
 Program Director... Ted Bell  
 Chief Engineer... Paul S. Morris

**K T W**

**SEATTLE—1920**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By... The First Presbyterian  
 Church of Seattle, Wash.  
 Address... Seventh Ave. & Spring St.  
 Phone Number... Mutual 1250  
 Air Time... Unlimited  
 President... W. T. Whitney  
 General Mgr... Dr. F. Paul McConkey  
 Sta. Mgr., Chief Engineer... James S. Ross  
 Comm., Sales Prom. Mgr... Don Bevilacqua  
 Pgm., Prod., Pub. Dir... R. S. Vogt  
 Chief Announcer... William Lehnhoff  
 Musical Director... Harriet Hendrick

**K V I**

**SEATTLE—1928—MBS-DON LEE**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.  
 Business Address... Camlin Hotel

Phone Number... SEneca 4848, Seattle;  
 BRoway 4211, Tacoma  
 Studio Address... Camlin Hotel, Seattle;  
 Winthrop Hotel, Tacoma  
 Transmitter Location... Ellisport, Vashon Island  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth, Thesaurus  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 Pres., Gen.-Sta. Mgr... Vernice Irwin  
 Comm.-Sales Prom. Mgr... Earl T. Irwin  
 Pgm. Dir., Chief Anncr... Harry Long  
 Chief Engineer... D. M. McDonough

**K X A**

**SEATTLE—1926**

Frequency: 770 Kc. Power: 1000 Watts  
 Owned-Operated By... KXA, Inc.  
 Bus.-Studio Address... 312 Bigelow Bldg.,  
 4th & Pike  
 Phone Number... SEneca 1000  
 Transmitter Location... Rhodes Dept. Store,  
 2nd & Union  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... Standard  
 Representative... Forjee  
 Membership... NAB  
 President... Wesley I. Dumm  
 Exec. Vice-President... Lincoln W. Miller  
 Commercial Managers... R. G. McArdle,  
 R. A. Kilpatrick  
 Program Director... Ben Harkins  
 Chief Engineer... John Dubuque

**K F I O**

**SPOKANE—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Spokane Bcstg. Corp.  
 Address... 526 Riverside Ave.  
 Phone Number... Riverside 8033  
 Air Time... 6:45 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 President... Arthur L. Smith  
 Gen., Comm. Mgr... R. G. McBroom  
 Production Director... Dave Gordon  
 Chief Announcer... Ron Pozzi  
 Musical Director... Rex King

**K G A**

**SPOKANE—1933—ABC**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Operated By... Corp. of Gonzaga U.  
 Bus.-Studio Address... Radio Central Bldg.  
 Phone Number... MAin 5383  
 Transmitter Location... Moran Prairie, Rt. 3  
 Air Time... Unlimited  
 News Service... UP

Transcription Service . . . . . Standard  
 Representative . . . . . Edward Petry  
 President . . . . . Francis E. Corkery, S. J.  
 Gen., Sta., Comm. Mgr. . . . . Harvey Wixson  
 Pgm., Prod., Pub. Dir. . . . . Robert E. Plummer  
 Chief Announcer . . . . . Hartley Sater  
 Musical Librarian . . . . . Shirley Curtis  
 Chief Engineer . . . . . A. G. Sparling  
 Farm Editor . . . . . Kenneth Hutcheson

**K H Q**

**SPOKANE—1922—NBC**

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

**K N E W**

**SPOKANE—1947—MBS-DON LEE**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Coeur d'Alene Bcstg. Co.  
 Bus. Studio Address . . . . . Sprague & Wall  
 Phone Number . . . . . Riverside 8035  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 President . . . . . Burl C. Hagadone  
 General Manager . . . . . C. E. Rodell  
 Comm.-Sales Prom. Mgr. . . . . W. C. Rhodes  
 Pgm., Prom. Dir. . . . . Paul Crain  
 Chief Engineer . . . . . C. W. Evans

**K R E M**

**SPOKANE—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cole E. Wylie  
 Address . . . . . 215 Realty Bldg.  
 Phone Number . . . . . MAin 3333  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Cole  
 Representative . . . . . Forjoe & Co.  
 Pres., Gen. Sta. Mgr. . . . . Cole E. Wylie  
 Commercial Manager . . . . . Robert H. Temple  
 Program Director . . . . . Erwin W. Thomas

**K X L Y**

**SPOKANE—1922—CBS-PNB**

Frequency: 920 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . Symons Bcstg. Co.  
 Address . . . . . Symons Bldg.  
 Phone Number . . . . . MAin 1218  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, MacGregor  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 President, General Manager . . . . . E. B. Cramey  
 Commercial Manager . . . . . B. E. Woolston  
 Natl. Sales Manager . . . . . John Funk  
 Program Director . . . . . George McGowan  
 Chief Engineer . . . . . George Langford

**K M O**

**TACOMA—1922**

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Carl E. Haymond  
 Bus. Studio Address . . . . . 914½ Broadway  
 Phone Number . . . . . MAin 4144  
 Transmitter Location . . . . . Colonial Garden Area  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Representative . . . . . McGillvra, Scott  
 Membership . . . . . NAB  
 Owner, Gen. Mgr. . . . . Carl E. Haymond  
 Station Manager . . . . . Jerry Geehan  
 Comm.-Sales Prom. Mgr. . . . . Ray T. McKenzie  
 Prog.-Prod. Dir. . . . . Ted Knightlinger  
 Chief Announcer . . . . . Don Hopkins  
 Musical Director . . . . . Andriene Hovde  
 Chief Engineer . . . . . John Boor  
 Farm Editor . . . . . Claude Doran

**K T B I**

**TACOMA—1941**

Frequency: 810 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Tacoma Bcstrs., Inc.  
 Address . . . . . 2715 Center St.  
 Phone Number . . . . . BRoadway 2241  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole, World  
 Representative . . . . . IMS  
 Membership . . . . . NAB  
 President . . . . . Harold J. Quilliam  
 General Manager . . . . . Ed Lovelace  
 Commercial Manager . . . . . King Mitchell  
 Program Director . . . . . Anne Rademaker  
 Chief Engineer . . . . . Dick Velo

**K V A N**

**VANCOUVER—1939**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Vancouver Radio Corp.

## WASHINGTON

Business Address . . . . . Box 610  
 Phone Number . . . . . Vancouver 150  
 Studio Address . . . . . 707½ Main St.  
 Transmitter Location . . . . . Smith Lake, Portland,  
 Ore.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . John Keating  
 Membership . . . . . NAB  
 President . . . . . Sheldon F. Sackett  
 General-Station Mgr. . . . . Fred F. Chitty  
 Comm. Manager . . . . . Mark F. DeLaunay  
 Prog.-Prod.-Musical Dir. . . . . Rickey Bras  
 Pub. Dir., Farm Editor . . . . . George Conner  
 Chief Engineer . . . . . Edgar Means

Transmitter Location . . . . . Wenatchee & Columbia  
 Rivers Junct.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World,  
 Cole  
 Representative . . . . . Joseph Hershey McGillvra,  
 John Keating  
 Membership . . . . . NAB, BMB  
 President . . . . . Rogan Jones  
 Gen., Sta. Mgr. . . . . James W. Wallace  
 Commercial Mgr. . . . . Pat O'Halloran  
 Sales Prom. Mgr., Pgm. Mgr. . . . . Bill Green  
 Production Director . . . . . Emerson Elder  
 Traffic Manager . . . . . Dorothy Lee  
 Chief Engineer . . . . . George Frese  
 News, Farm Editor . . . . . Bill Hoard

### K U J

#### WALLA WALLA—1928—MBS

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

### K W W B

#### WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Walla Walla Bcstg. Co.  
 Bus.-Studio Address . . . . . First & Main Sts.  
 Phone Number . . . . . 4103  
 Transmitter Location . . . . . Second & Cordiner  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . John W. Kendall  
 Gen.-Sta.-Comm. Mgr. . . . . Kenneth K. Williams  
 Promotion Mgr. . . . . Adaline Bussard  
 Chief Announcer . . . . . John Munroe  
 Chief Engineer . . . . . Tyrus T. MacFadden

### K P Q

#### WENATCHEE—1929—ABC

Frequency: 560 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Westcoast Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 2nd & Columbia Sts.  
 Phone Number . . . . . 2757

### K W N W

#### WENATCHEE—1948—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Apple-Land Bcstrs., Inc.  
 Bus.-Studio-Transmitter Address . . . . . 1119 N.  
 Wenatchee Ave., P. O. Box 1510  
 Phone Number . . . . . 2468  
 Air Time . . . . . 6a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Walter Biddick  
 Membership . . . . . NAB  
 President . . . . . James B. Hatfield  
 General Manager . . . . . James H. "Tex" Lawson  
 Comm., Sales Prom. Mgr. . . . . Jim Thain  
 Program Director . . . . . William C. Yeomans  
 Production Director . . . . . William Endicott  
 Publicity Director . . . . . Stuart De Laney  
 Chief Announcer . . . . . Louis F. Wolf  
 Chief Engineer . . . . . William McCoy  
 Farm Editor . . . . . Bill Yeomans

### K I M A

#### YAKIMA—1944

#### CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Cascade Bcstg. Co., Inc.  
 Address . . . . . Arcade Bldg.  
 Phone Number . . . . . 6197  
 Studio-Transmitter Location . . . . . Terrace Heights  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Associated  
 Representative . . . . . Weed  
 Membership . . . . . BMB  
 President . . . . . A. W. Talbot  
 Gen., Sta., Sales Prom. Mgr. . . . . R. Lee Black  
 Program Director . . . . . Tom Bostic  
 Production Director . . . . . Wesley R. Roberts  
 Publicity Director . . . . . Jane Mogren  
 Chief Announcer . . . . . Dick Stokke  
 Chief Engineer . . . . . J. Barry Watkinson  
 News Editor . . . . . Ed Morrissey

WASHINGTON-WEST VIRGINIA

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts
Owned By: Valley Bcstrs.
Operated By: Carl E. Haymond
Business-Studio Address: 414 E. Yakima Ave.
Phone Number: 8115
Transmitter Location: Washington Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Joseph Hershey McGillvra.
John Keating, McGillvra
Pres., General Mgr.: Carl E. Haymond
Gen. Sta. Mgr.: James A. Murphy
Comm. Mgr., Pub. Dir.: Lincoln Kirk
Sales Prom. Mgr., Pub. Dir.: William Moody
Prog.-Prod. Director: James W. Nolan
Chief Announcer: Don White
Musical Director: Harrison A. Miller
Chief Engineer: H. B. Murphy
Farm Editor: Pete Wick

KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Yakima Bcstg. Corp.
Business Address: P. O. Box 172
Phone Number: 2-7143
Studio-Transmitter Location: Mead & Fair Aves.
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB
Pres., Gen. Mgr.: Robert S. McCaw
Comm.-Sales Prom. Mgr., Chief Engr.: Gordon Allen
Publicity Director: Anthony Maucione
Musical Director: Orey Willert
Farm Editor: Dick Passage

WEST VIRGINIA

Estimated Population 1,941,000—Increase + 2.1%—Radio Homes 452,000
Radio Families 481,000—Stations in State 34

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.: 500 Watts n.
Owned-Oper. By: Joe L. Smith, Jr., Inc.
Bus.-Studio Address: WJLS Bldg., Main & Kanawha St.
Phone Number: 7311
Transmitter Location: Routes 19-21, 0.5 Mi. S.E. Beckley
Air Time: Unlimited
News Service: UP
Transcription Service: Cole
Representative: Weed
Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station Mgr.: Virginia N. Cooper
Commercial Manager: George J. Gray
Sales Prom. Mgr., Pub. Dir.: W. R. Barrett
Pgm., Prod. Dir.: R. C. Brown
Chief Announcer: Jack Pevora
Musical Director: Mervyn Amols
Chief Engineer: Al J. Ginkel
Farm Editor: William R. Barrett

Business-Studio Address: 1565 Harper Rd.
Phone Number: 9309
Transmitter: Willis Farm, 1565 Harper Rd.
Air Time: 6a.m.-12:30 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra
President: N. Joe Rahall
Gen. Sta., Comm. Mgr.: Tom Douds
Program Director: Don Hays
Production Dir.: Dennis Hollandsworth
Publicity Director: Gene Moorehouse
Chief Engineer: Estil Wills

WHIS

BLUEFIELD—1928—NBC

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

WWR

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Rahall Bcstg. Co.

## W K O Y

### BLUEFIELD—1948—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Bluefield Co.  
 Address . . . . . West Virginian Hotel  
 Phone Number . . . . . 7405  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Capitol  
 Pres., Gen. Mgr. . . . . J. Lindsey Alley  
 Vice-President . . . . . Odes E. Robinson  
 Secty.-Treas. . . . . E. Bernard Jarrett  
 Program Director . . . . . E. E. Ebersole  
 Chief Engineer . . . . . Max Blakemore

## W C A W

### CHARLESTON—1946—SBN

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Capitol Bcstg. Corp.  
 Business Address . . . . . P. O. Box 2791  
 Phone Number . . . . . 37-503  
 Studio-Transmitter Location . . . . . 16th St. &  
 MacCorkle Ave., S.E.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . McGillvra  
 Membership . . . . . NAB  
 President . . . . . Garland F. Wilkinson  
 Gen., Sta., Comm. Mgr. . . . . John S. Phillips  
 Program Director . . . . . Al Walker  
 Production Director . . . . . George Oleson  
 Chief Announcer . . . . . Chet Townsend  
 Chief Engineer . . . . . William Stone

## W C H S

### CHARLESTON—1927—CBS-W. VA.

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Address . . . . . WCHS Auditorium  
 Phone Number . . . . . 28-131  
 Transmitter . . . . . So. Charleston  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Branham  
 Membership . . . . . NAB, BMB  
 President . . . . . Lewis C. Tierney  
 Gen., Comm. Mgr. . . . . John T. Gelder, Jr.  
 Promotion Manager . . . . . Harry M. Brawley  
 Production Director . . . . . Frank Anuano  
 Program Director . . . . . Morton S. Cohn  
 Chief Engineer . . . . . Odes E. Robinson  
 Farm Editor . . . . . Frank Welling

## W G K V

### CHARLESTON—1939—NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kanawha Valley  
 Bcstg. Co., Inc.

Business-Studio Address . . . . . Empire Bldg.  
 Phone Number . . . . . 37-541  
 Transmitter Location . . . . . Coal Branch Heights  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker Assoc., Inc.  
 Membership . . . . . NAB  
 President . . . . . Richard M. Venable  
 Gen., Sta. Mgr. . . . . H. V. Diefenbach  
 Promotion Mgr.-Pub. Dir. . . . . Juanita Barker  
 Program Director . . . . . C. P. Vogel, Jr.  
 Production Director . . . . . Charles Coleman  
 Chief Announcer . . . . . Bill Richards  
 Chief Engineer . . . . . George Whiteman

## W K N A

### CHARLESTON—1946—ABC PERSONALITY

Frequency: 950 Kc. . . . . Power: 5000 d., 1000 n.  
 Owned-Oper. By . . . . . Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address . . . . . 804 Kanawha Blvd.  
 Phone Number . . . . . 39-971  
 Transmitter Location . . . . . Tyler Mountain Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . BMB  
 President . . . . . Joe L. Smith, Jr.  
 Gen.-Sta.-Comm. Mgr. . . . . James T. Quirk  
 Sales Prom. Mgr. . . . . Jack Satterfield  
 Pgm., Prod. Dir. . . . . Robert N. Provence  
 Musical Director . . . . . Arlene Johnson  
 Chief Engineer . . . . . Taylor Marcum

## W T I P

### CHARLESTON—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Chemical City Bcstg. Co.  
 Bus.-Studio Address . . . . . Capitol & Fife  
 Phone Number . . . . . 23-136  
 Transmitter Location . . . . . Stricker Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Gus Zaharis  
 Gen., Sta., Comm. Mgr. . . . . Berton Sonis  
 Program Director . . . . . Bob Bower  
 Chief Engineer . . . . . Paul Sullivan

## W B L K

### CLARKSBURG—1937—NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . News Publishing Co. of  
 Wheeling  
 Bus.-Studio Address . . . . . 444½ W. Pike St.  
 Phone Number . . . . . 4-7571  
 Transmitter Location . . . . . Pinnickinnick Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP

Transcription Service . . . Lang-Worth, SESAC  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President . . . . . Austin Wood  
 General Manager . . . . . George H. Clinton  
 Station-Comm. Mgr. . . . . Fred Zimmerman  
 Publicity Director . . . . . Richard Duncan  
 Program Director . . . . . Donald McWhorter  
 Musical Director . . . . . Russell Bonasso  
 Chief Engineer . . . . . Harry S. Brown

## W H A R

**CLARKSBURG—1946—MBS-KBS  
 ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Mountain State Bcstg. Co.  
 Address . . . . . 1200 E. Pike St.  
 Phone Number . . . . . 4-5525-6  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Representative . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 Pres., Gen., Sta. Mgr. . . . . Glacus G. Merrill  
 Commercial Manager . . . . . F. T. Gregg  
 Sales Prom. Mgr., Pub. Dir. . . . . Robert Edge  
 Program Director . . . . . Janice Williams  
 Production Director . . . . . Ruth E. Hern  
 Chief Announcer . . . . . Frank Berry  
 Chief Engineer . . . . . Andrew H. Kovlan

## W P D X

**CLARKSBURG—1947**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Clarksburg Bcstg. Corp.  
 Business-Studio Address . . . . . 339 W. Main St.  
 Phone Number . . . . . 4-6425  
 Transmitter Location . . . . . 3½ Mi. S. of  
 Clarksburg on Weston Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 President . . . . . O. L. Billingsley  
 Gen., Sta. Mgr. . . . . R. C. Warden  
 Comm., Sales Prom. Mgr. . . . . Joe M. Larosa  
 Prog. Dir., Farm Editor . . . . . Dewitt Wyatt  
 Production Director . . . . . John Peters  
 Musical Director . . . . . Ann Van Sickle  
 Chief Engineer . . . . . R. D. Hough

## W D N E

**ELKINS—1948—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . West Virginia Radio Corp.  
 Address . . . . . Washington & Davis Sts.  
 P. O. Box 967  
 Phone Number . . . . . 1300-1  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Membership . . . . . NAB  
 Station Manager . . . . . Roger W. Conway

Sales Prom. Mgr. . . . . Ambrose F. White  
 Program Director . . . . . Robert L. Bragg  
 Publicity Director . . . . . Ann Steever  
 Chief Engineer . . . . . Edmund Sepe

## W M M N

**FAIRMONT—1927—CBS**

Frequency: 920 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Fort Industry Co.  
 Business-Studio Address . . . . . 208 Adams St.  
 Phone Number . . . . . 3100  
 Transmitter Location . . . . . Monongah  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole, Lang-Worth  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President . . . . . George B. Storer  
 V.P., Gen. Mgr. . . . . Allen L. Hald  
 Commercial Manager . . . . . Charles E. Smith  
 Program Director . . . . . Frank Lee  
 Promotion Manager . . . . . William W. Powell  
 Chief Engineer . . . . . Joseph C. Strelauski

## W V V W

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

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fairmont Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Radio Park  
 Phone Number . . . . . 5000-1  
 Transmitter Location . . . . . Palatine Knob, Radio Pk.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB, FMA  
 President . . . . . J. Patrick Beacom  
 Gen., Sta. Mgr. . . . . Numa Fabre, Jr.  
 Comm., Sales Prom. Mgr. . . . . John F. Watkins  
 Prog. Dir., Chief Announcer . . . . . Harry A. Riley  
 Production Director . . . . . Nancy Wheeler  
 Chief Engineer . . . . . Charles Hinkle

## W H T N

**HUNTINGTON—1947**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. . . . . Greater Huntington Radio Corp.  
 Business-Studio Address . . . . . 1112½ Fourth Ave.  
 Phone Number . . . . . 3-3453  
 Transmitter Location . . . . . Zilman Farm, Overby Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Friedenberg  
 President . . . . . A. B. Hyman  
 Gen., Sta. Mgr. . . . . George Brengel  
 Commercial Manager . . . . . Arnold Silvert  
 Program Director . . . . . Dean Storm  
 Production Director . . . . . Lan Singer  
 Chief Engineer . . . . . Harold F. Sturm



# WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Huntington Bcstg. Corp.  
 Business-Studio Address.....1105 Fourth Ave.  
 Phone Number.....3-3421  
 Transmitter Location...16th St., W. & Jackson Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Transit Radio  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....Flem J. Evans  
 Program Director.....Joseph J. Herget  
 Commercial Manager.....Bernard Sammons  
 Sales Prom. Mgr.....Lillian Swann  
 Chief Engineer.....William R. Haldane

# WSAZ

HUNTINGTON—1923  
 ABC-WEST VIRGINIA

Frequency: 930 Kc. Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....WSAZ, Inc.  
 Business-Studio Address.....912½ Third Ave.  
 Phone Number.....38-401  
 Transmitter Location.....28th St. & Park at C. & O. R. R.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth. SESAC  
 Representative.....Branham  
 Membership.....NAB, BMB  
 President.....Col. J. H. Long  
 Gen., Sta. Mgr.....Marshall Rosene  
 Commercial Manager.....Tom Garten  
 Sales Prom. Mgr., Pub. Dir.....Wm. Tracey  
 Prod. Dir., Chief Annr.....Bert Shimp  
 Pgm., Musical Dir.....Ted Eiland  
 Chief Engineer.....Leroy Kilpatrick

# WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Clarence H. Frey & Robert O. Greever  
 Address.....Logan  
 Phone Number.....540  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World

# WPEM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Martinsburg Bcstg. Co.  
 Business Address.....P. O. Box 874  
 Phone Number.....1146  
 Studio Address.....People's Trust Co. Bldg.

Transmitter Location.....Red Hill  
 Air Time.....6:58 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB  
 Co-Partners.....C. M. Zinn, C. Leslie Golliday  
 Gen., Sta. Mgr.....C. Leslie Golliday  
 Comm., Sales Prom. Mgr. Edward W. Dockeney  
 Pgm. Dir., Chief Annr.....Charles Rand  
 Production Director.....Robert Brown  
 Chief Engineer.....Sterling Heil  
 Farm Editor.....Edward W. Dockeney

# WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Fayette Associates, Inc.  
 Address.....Box 750, 1028 1st Ave.  
 Phone Number.....620  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President.....Arnold M. Vickers  
 Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers  
 Prog.-Prod. Dir.....James G. Holmes  
 Chief Engineer.....Campbell J. Craver

## WEST VIRGINIA

### WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

### W. VA. AP RADIO ASSN.

President: George A. Clinton—WPAR, Parkersburg  
 Vice-Presidents: John V. Gelder—WCHS, Charleston; Pat Flanagan—WHIS, Bluefield; J. Patrick Beacom—WVWV, Fairmont  
 Treasurer: Joe L. Smith, Jr.—WKNA, Charleston  
 Executive Board: John A. Phillips—WCAW, Charleston; Fred Zimmerman—WBLK, Clarksburg; William Rine—WWVA, Wheeling  
 News Committee Chairman: Flem Evans—WPLH, Huntington  
 Cooperation Committee Chairman: Phil Vogel—WGKV, Charleston

## WEST VIRGINIA

**W A J R**

**MORGANTOWN—1941—MBS-KBS  
MOUNTAINEER**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... West Virginia Radio Corp.  
Business-Studio Address... 446 Spruce St.  
Phone Number... 9488  
Transmitter Location... 100 Charleston Ave.  
Air Time... 6:30 a.m.-M.  
News Service... UP  
Transcription Service... World  
Membership... NAB  
President... Mrs. H. C. Greer  
General Manager... Ferd Browning, Jr.  
Sales Manager... John J. Johns  
Program Director... Bos Johnson  
Publicity Director... Marjorie C. Myers  
Chief Announcer... Nick Basso  
Chief Engineer... Clarence Rulong

**W O A Y**

**OAK HILL—1946**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Robert R. Thomas, Jr.  
Business Address... Oak Hill  
Phone Number... 651  
Studio-Transmitter Location... 1 Mi. So. of  
Oak Hill on Hway. 21  
Air Time... Daytime  
News Service... AP  
Transcription Service... Capitol  
Membership... NAB, BMB  
Owner, Gen. Mgr., Musical Dir.,  
Chief Engineer... Robert R. Thomas, Jr.  
Commercial Manager... W. Thompson  
Production Director... Myrtle McPherson  
Pgm. Dir., Chief Anncr., Farm Editor... Hugh  
McPherson

**W C O M**

**PARKERSBURG—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Parkersburg Bcstg. Co.  
Business-Studio Address... 317 Ninth St.  
Phone Number... 7-4991-2  
Transmitter Location... New York Ave.  
Air Time... 7 a.m.-1:15 a.m.  
News Service... UP  
Transcription Service... World  
Representative... Joseph Hershey M-Gillvra  
President... Joseph M. Handlan  
General Mgr... Richard S. Cotterman  
Program Director... Joan Yoke  
Chief Engineer... Buford Barickman

**W P A R**

**PARKERSBURG—1935—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Ohio Valley Bcstg. Corp.

Business-Studio Address... 211 5th St.  
Phone Number... 75-475  
Transmitter Location... Route 2  
Air Time... 6:30 a.m.-1:05 a.m.  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Branham  
Membership... NAB  
President... Austin V. Wood  
Gen., Sta., Comm. Mgr... George H. Clinton  
Sales Prom. Mgr... Lawrence V. Murphy  
Program Director... Shermin Grimm  
Publicity Director... Barbara O'Brien  
Chief Engineer... V. G. Brooks

**W W Y O**

**PINEVILLE—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Wyoming Bcstg. Co., Inc.  
Address... Pineville  
Phone Number... 2711  
Air Time... Daytime  
News Service... UP  
Transcription Service... Cole, MacGregor  
President... R. D. Bailey  
Exec. Vice-Pres... Jack K. Shipman  
Commercial Manager... James J. Goode  
Program Director... Charles M. Erhard, Jr.  
Chief Engineer... William D. Stone

**W L O H**

**PRINCETON—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Mountain Bcstg. Service,  
Inc.  
Business Address... P. O. Box 549  
Phone Number... 567, 1018  
Studio-Transmitter Location... Lilly Grove  
Air Time... 6 a.m.-11 p.m.  
News Service... UP  
Transcription Service... Lang-Worth  
Membership... NAB  
President... Harold P. Hunnicutt  
Gen., Station Mgr... Melvin F. Barnett, Sr.  
Comm., Sales Prom. Mgr... James M. Angel  
Program Director... James H. Mayes, Jr.  
Prod. Dir., Chief Ann... John Duke Bowman  
Publicity Director... Margie Huddleston  
Musical Director... Mrs. Nancy Crotty  
Chief Engineer... Earl H. Graham  
Farm Editor... James H. Mayes, Jr.

**W R O N**

**RONCEVERTE—1947—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... William E. Blake



# WEST VIRGINIA

Address . . . . . Ronceverte  
Phone Number . . . . . 300  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . SESAC  
Representative . . . . . Joseph Hershey McGillvra  
Membership . . . . . NAB, BMB  
Pres., Gen. Mgr. . . . . William E. Blake  
Commercial Manager . . . . . Carl E. Lipps  
Program Director . . . . . John Morrissey  
Chief Engineer . . . . . Herbert S. Jackson

## W B R W

WELCH—1940—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . McDowell Service Co.  
Address . . . . . 10 Riverside Drive  
Phone Number . . . . . 818  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Membership . . . . . NAB, BMB  
President . . . . . J. G. Hunt  
Gen. Comm. Mgr. . . . . Ellis Landreth  
Program Director . . . . . John J. Villani  
Chief Engineer . . . . . Howard R. King

## W H A W

WESTON—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Lewis Service Corp.  
Business-Studio Address . . . . . Main Ave.  
Phone Number . . . . . 1555  
Transmitter Location . . . . . East Weston Hill  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World, Associated  
Representative . . . . . Donald Cooke  
President . . . . . Harold McWhorter  
Gen.-Comm. Mgr. . . . . Carl Loose  
Sales Promotion Manager . . . . . Edward Whikehart  
Chief Announcer . . . . . Robert Hall  
Musical Director . . . . . Bud Dieckman  
Chief Engineer . . . . . Roscoe Bailey

## W H L L

WHEELING—1949

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Wheeling Bcstg. Co.  
Address . . . . . Box 989  
Phone Number . . . . . 6700  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Capitol

Owners . . . . . K. H. Forney, G. A. Forney,  
E. L. Freeman  
Gen. Mgr., Chf. Engr. . . . . K. H. Forney  
Program Director . . . . . Edward G. Trisler

## W K W K

WHEELING—1941—ABC

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

## W W V A

WHEELING—1926—CBS

Frequency: 1170 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . The Fort Industry Co.  
Address . . . . . Hawley Bldg.  
Phone Number . . . . . Wheeling 5383  
Transmitter Location . . . . . St. Clairsville, Ohio  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Cole  
Representative . . . . . Petry  
Membership . . . . . NAB, BMB  
President . . . . . George B. Storer  
V.-P., Managing Director . . . . . Wm. E. Rine  
Sales Promotion Mgr. . . . . Howard W. Meagle  
Ass't Mgr.-Dir. . . . . Paul J. Miller  
Program Director . . . . . Paul A. Myers  
Chief Engineer . . . . . Edwin L. Keim

## W B T H

WILLIAMSON—1939—MBS

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

# WISCONSIN

Estimated Population 3,355,000—Increase +6.9%—Radio Homes 941,000  
Radio Families 954,000—Stations in State 48

## WATK ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.  
Owned-Operated By Antigo Bcstg. Co.  
Address Antigo-Journal Bldg.  
Phone Number 900  
Air Time Daytime  
President Artemas F. Buner

## WHBY APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By WHBY, Inc.  
Bus. Studio-Transmitter Address 600 So.  
Lawe St.  
Phone Number 3-6639  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Lang-Worth  
Representative Everett-McKinney  
Membership NAB, BMB  
General Station Manager Earl H. Huth  
Commercial Manager W. C. Porsow  
Sales Prom. Mgr. F. Douglas Chingo  
Program Director Robert Petrie  
Production Director Harold Zahorik  
Publicity Director Milton Boehm  
Chief Announcer Harry Krane  
Music Director Cay Brook  
Chief Engineer George Merkl  
Farm Editor Wallace MacBriar

## WATW ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan-Wisconsin  
Bcstg. Co., Inc.  
Business-Studio Address Northern State Bank  
Bldg.  
Phone Number 1608  
Transmitter Location Ashland  
Air Time 6:25 a.m.-M.  
News Service UP  
Transcription Service World  
Representative Walker  
Membership NAB  
President William L. Johnson  
Vice Pres., Gen. Mgr. J. W. Huss  
Station Manager T. G. Hogan  
Sales Promotion Manager Arnold Peterson  
Program Director Mary Jean Anno  
Chief Announcer Clyde Johnson  
Chief Engineer Otto Link

## WBEL BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By Beloit Bcstrs., Inc.  
Business-Studio Address 335 E. Grand Ave.  
Phone Number Col. 1380  
Transmitter Location 900 E. Elmwood Ave.  
Air Time Daytime  
News Service AP  
President Lloyd Burlingham  
Gen., Sta., Comm. Mgr. L. O. Fitzgibbons  
Program Director John Rhodes  
Chief Announcer Bob Scholz  
Musical Director Dusty Lee  
Chief Engineer Leo Wilson

## WGEZ BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Oper. By Beloit Bcstg. Co.  
Business-Studio Address Hotel Hilton  
Phone Number College 6024  
Transmitter Location Dearborn Ave.  
Air Time 6:00 a.m.-M.  
News Service AP  
Transcription Service Capitol, RCA Thesaurus  
Representative William G. Rambeau  
President Sidney H. Bliss  
General Manager Vern W. Williams  
Commercial Manager Bill Bessire  
Chief Engineer Harold Winkenwerder

## WBIZ EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By WBIZ, Inc.  
Bus. Studio-Transmitter Address 609 Cameron  
St.  
Phone Number 5111-2  
Air Time Unlimited  
News Service UP  
Transcription Service World  
President, General Mgr. James J. Conroy  
Station Manager Alvina Britz  
Prod.-Prog. Dir.-Chf. Anncr. Williard S. Jackson  
Chief Engineer Claude V. Thomas

## WEAU EAU CLAIRE—1937 NBC-ARROWHEAD

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By Central Bcstg. Co.  
Business-Studio Address 203 S. Barstow St.  
Phone Number 6149  
Transmitter Location Seymour Rd.  
Air Time 5:30 a.m.-M.

# WISCONSIN

News Service ..... UP  
Transcription Service..... Associated, Lang-Worth  
Representative ..... George P. Hollingbery  
Membership ..... NAB, BMB  
President ..... Morgan Murphy  
General Manager ..... W. C. Bridges  
Station-Comm. Mgr. .... Harry S. Hyett  
Sales Prom. Mgr., Prog. Dir. .... Robert E. Nelson  
Publicity Director ..... Dick Vogel  
Chief Engineer ..... T. O. Jorgenson  
Farm Editor ..... Carl Johnson

## W R F W EAU CLAIRE—1948

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Chippewa Valley Radio &  
Telev. Corp.  
Bus. Studio-Transmitter Address ... Rudolph Rd.  
Phone Number ..... 2-1629  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... ForJoe  
President ..... Thomas K. Werner  
Gen. Mgr., Pub. Dir. .... John E. Kelly  
Program Director ..... Robert Froemming  
Comm., Sales Prom. Mgr. .... Richard Werner  
Production Director ..... W. Hill  
Chief Engineer ..... Oscar Sielaff

## K F I Z FOND DU LAC—1922 MBS-WISCONSIN

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... KFIZ Bcstg. Co.  
Bus. Studio-Transmitter Address ... 18 W. First St.  
Phone Number ..... 356  
Air Time ..... 7 a.m.-10:00 p.m.  
News Service ..... UP  
Membership ..... NAB  
President ..... A. H. Lange  
Exec. Vice Pres. .... Emery W. Martin  
General Manager ..... Lynn N. Fairbanks  
Program Director ..... Lucille Fairbanks  
Chief Engineer ..... Wendell S. Meyers

## W B A Y GREEN BAY—1922—CBS

Frequency: 1360 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... WHBY, Inc.  
Business-Studio Address ..... Bellin Bldg.  
Phone Number ..... Adams 1  
Transmitter Location ..... W. De Pere  
Air Time ..... 5 a.m.-12:05 a.m.  
News Service ..... AP  
Representative ..... Weed  
General-Station Mgr. .... Haydn R. Evans  
Sales Prom. Manager ..... Lee Stinson  
Program Director ..... Clair Stone  
Production Director ..... Roger Muller  
Promotion Director ..... Karl Gorsche  
Chief Engineer ..... Wallace Stangel

## W D U Z

### GREEN BAY—1947—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Green Bay Bcstg. Co.  
Business-Studio Address ..... Nicolet Bldg.  
Phone Number ..... Howard 6300  
Transmitter Location ..... Cass St., Town of Preble  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Taylor-Boroff  
Membership ..... NAB, BMB  
Pres., Sta. Mgr. .... Ben A. Laird  
General Manager ..... Robert G. Nelson  
Commercial Manager ..... Forster M. Cooper  
Prog.-Prod. Director ..... Don Arthur  
Pub. Dir., Chief Announcer. John R. Kessenich  
Musical Director ..... Roy Hessler  
Chief Engineer ..... Paul C. Tyrrell

## W J P G

### GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Green Bay Newspaper Co.  
Business Address ..... Green Bay  
Phone Number ..... Howard 6400  
Studio Address ..... Box 175  
Transmitter Location ..... Bellevue  
Air Time ..... 6 a.m.-local sunset  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Rambeau  
Membership ..... NAB, FMA  
President! ..... V. I. Minahan  
General Manager ..... A. B. Turnbull  
Business Manager ..... Joseph Horner  
Station Manager ..... John M. Walter  
Commercial Manager ..... Glen R. Holznecht  
Program Director ..... Russ Wildoe  
Publicity Director ..... Ann Weizenegger  
Musical Director ..... Vi Govin  
Chief Engineer ..... Elmo Reed  
Farm Editor ..... Les Sturmer

## W C L O

### JANESVILLE—1930 MBS-WISCONSIN

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Southern Wisconsin Radio,  
Inc.  
Business-Studio Address ... 200 E. Milwaukee St.  
Phone Number ..... 3311  
Transmitter Location ..... 1436 So. Oakhill Ave.  
Air Time ..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service ..... World, SESAC,  
Lang-Worth  
Representative ..... William G. Rambeau  
Membership ..... NAB, BMB  
President ..... Sidney H. Bliss  
General Manager ..... Vern W. Williams

Asst. Manager..... Joseph G. Urban  
 Commercial Manager..... Charles W. Bessire  
 Chief Announcer..... Don Boyd  
 Musical Director..... Bea Harris  
 Chief Engineer..... Wayne Clay  
 Farm Editor..... Grant A. Ritter

**WLIP**

**KENOSHA—1947**

Frequency: 1050 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Kenosha Bcstg. Co.  
 Bus.-Studio-Transmitter Address..... 625 57th St.  
 Phone Number..... 6162  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Everett-McKinney  
 Membership..... NAB  
 Owner, Gen. Mgr..... William L. Lipman  
 Sta., Comm. Mgr..... Hugh Gately  
 Program Director..... Jerome Golden  
 Chief Engineer..... Casimir Lubinsky  
 Chief Announcer..... Leo Porwaniacki  
 Farm Editor..... Joseph Pyne

**WKBH**

**LA CROSSE—1923—NBC**

Frequency: 1410 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WKBH, Inc.  
 Business-Studio Address..... 409 Main St.  
 Phone Number..... 450  
 Transmitter Location..... Gillette St. nr.  
 Hwy. 16  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Taylor-Borroff  
 Membership..... NAB, BMB  
 President, Station Mgr..... Howard Dahl  
 Program Director..... Berneice Callaway  
 Publicity Director..... Paul Ziemer  
 Chief Engineer..... Al Leeman

**WKTY**

**LA CROSSE—1948—MBS**

Frequency: 580 Kc..... Power: 1000 Watts  
 Owned-Operated By..... La Crosse Bcstg. Co.  
 Business-Studio Address..... 112 N. 4th St.  
 Phone Number..... 790  
 Transmitter Location..... On Stoddard Rd. Hwy.  
 53, 4 Mi. So. of La Crosse  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... MacGregor  
 Representative..... Weed  
 Membership..... BMB  
 Vice-Pres., Gen. Mgr..... Verl Bratton  
 Asst. Mgr., Prog. Dir..... John Bondeson  
 Chief Engineer..... J. Harold White

**WLCX**

**LA CROSSE—1947—ABC**

Frequency: 1490 Kc..... Power 250 Watts  
 Owned-Operated By..... Bermac Radio, Inc.  
 Business-Studio Address..... State Bank Bldg.  
 Phone Number..... 4379-671  
 Transmitter Location..... Lang Drive  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Standard  
 Membership..... BMB  
 President..... James J. Conroy  
 General, Station Manager..... Milo Knutson  
 Commercial Manager..... Robert Gaumer  
 Sales Promotion Mgr..... Newton G. Thompson  
 Prog. Dir.-Production Mgr..... S. O. Torgerson  
 Publicity Director..... Rosemary Castor  
 Chief Announcer..... Bill Green  
 Music Director..... Glenn Champlin  
 Chief Engineer..... Elphin G. Rinn  
 Farm Editor..... Clifford Lue

**WLDY**

**LADYSMITH—1948—KBS**

**WISCONSIN**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Flambeau Bcstg. Co.  
 Bus.-Studio-Transmitter Address..... Westlake Ave.  
 Phone Number..... 584  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... UP  
 Transcription Service..... World, Keystone  
 Representative..... Thomas Clark  
 Membership..... NAB, BMB  
 President..... O. J. Falge  
 Gen., Sta. Mgr..... A. T. Shields  
 Commercial Manager..... R. I. Foreman  
 Sales Prom. Mgr., Pub. Dir..... Corinne Kopp  
 Prog., Prod. Dir..... Joseph Dahlvig  
 Chief Announcer..... Jeff Evans  
 Chief Engineer..... Darrel Holbrook  
 Farm Editor..... Orrin Garwood

**WIBA**

**MADISON—1925—NBC**

Frequency: 1310 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Badger Bcstg. Co.  
 Business-Studio Address..... 3800 Regent St.  
 Phone Number..... 3-5311  
 Transmitter Location..... Fitchburg  
 Air Time..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... Thesaurus  
 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  
 Chief Engineer..... Norman Hahn  
 Farm Editor..... Frank Mayfield