

PENNSYLVANIA

WHUM

READING—1946—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
 Membership NAB
 Pres., Gen.-Sta. Mgr. Robert G. Magee
 Comm.-Sales Prom. Mgr. Richard G. Fichthorn
 Public Service Dir. Eva L. Sandeffer
 Chief Announcer Alan Lane
 Musical Director A. Raymond Moore
 Chief Engineer Joseph McCormack

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
 Chief Engineer J. E. Mathiot

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Reading Bstg. Co., Inc.
 Business-Studio Address 19 N. Fifth St.

WRYO

ROCHESTER—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Beaver Valley Radio Co.
 Bus.-Studio Address 712 11th St.
 Phone Number 2236
 News Service AP
 Transcription Service World
 President Edward J. Reider
 General Manager Chet Clark
 Program Director William Peters

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

W GAL
Lancaster, Pa.
Established 1922

CBZ AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
 New York • Chicago • San Francisco • Los Angeles

. . . **PENNSYLVANIA** . . .

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 701 N. Blakely St.,
 Dunmore
 Air Time 6:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Pres., Gen.-Sta. Mgr. Martin F. Memolo
 Commercial Mgr. William M. Dawson
 Prog.-Prod.-Musical Dir. Joe Sa'sburg
 Publicity Director Mary Lynott
 Chief Announcer Art Bolin
 Chief Engineer A. W. Oschmann

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Scranton Bestrs., Inc.
 Business-Studio Address 1000 Wyoming Ave.
 Phone Number 6296
 Transmitter Location Drinker Tpk.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President M. E. Megargee
 Gen.-Comm.-Sales Prom. Mgr.,
 Publicity Director George D. Coleman
 Station Manager Robert E. McDowell
 Prog.-Musical Dir. Frank Monaghan
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON—1923

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By The Scranton Times
 Bus.-Studio Address 149 Pennsylvania Ave.
 Phone Number 5151
 News Service AP, UP, INS
 Owners Edward J. & Elizabeth R. Lynett
 Gen. Mgr., Chief Engr. John P. McGoldick
 Program Director Robert R. Flanagan

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 Associated, Lang-Worth
 Representative Wolker
 Membership NAB, BMB
 Pres. Judge Michael J. Eagen
 General Manager Frank S. Blair
 Commercial Manager Joseph W. Dobbs
 Traffic Director Mary Walsh
 Publicity Director Al Roberts
 Chief Announcer Jim Kilian
 Musical Director William Ide
 Chief Engineer Willard Shimski
 Farm Editor Michael Woloson

W I S L

SHAMOKIN—1948—MBS—QUAKER

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Rodio 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, FMA
 President Henry W. Lock
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Announcer Jerry Kreeger
 Chief Engineer Bernard Morshall

W P I C

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 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.
 Commercial Manager J. T. VanSweringen
 Program Director Marc McCulloch
 Production Mgr. Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcst's., Inc.
 Bus.-Studio Address P. O. Box 888,
 Glennland Bldg.
 Phone Number 4959
 Transmitter Location Ferguson Township
 Air Time 7 a.m.-M.

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

News Service AP
 Transcription Service... Lang-Worth, Keystone
 Membership NAB
 President..... R. J. Kennard
 General Mgr..... William K. Ulerich
 Sta.-Comm.-Sales Prom.
 Manager..... Alethea Jones Mattern
 Program Director..... Milton J. Bergstein
 Prod. Dirs..... Milton J. Bergstein, John Pfeil
 Musical Director..... George Kahl
 Chief Engineer..... Douglas Beman
 Farm Editor..... Joseph Shafran

W V P O

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
 Program Director..... Joseph Webster
 Chief Engineer..... George A. Reinhart

W K O K

SUNBURY—1933—QUAKER-PA. NET
 Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter..... 1150 N. Front St.
 Phone Number..... Sunbury 1325-6
 News Service AP
 Transcription Service... Lang-Worth, World
 Representative..... Continental Radio Sales
 Membership NAB
 President..... Harry H. Haddon
 Secretary, Treasurer..... Basse A. Beck
 General Manager..... Homer R. Smith
 Commercial Manager..... W. Robert Trevit
 Program Director..... Michel J. Kane
 Chief Engineer..... John W. Keller

W M B S

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

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By..... Fayette Bcstg. Corp.
 Bus.-Add.ess..... Fayette Title & Trust Bldg.
 Phone Number..... Uniontown 830
 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
 Production Director..... Michael Sands
 Publicity Director..... James Gismondi
 Chief Engineer..... William J. Henzly
 Farm Editor..... Rex Carter

W N A E

WARREN—1946—MBS

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.
 News Service AP
 Transcription Service..... Capitol
 Representative Rural Radio
 Membership NAB
 President, Gen. Mgr..... A. David Potter, Jr.
 Commercial Manager..... Frank Foster
 Sales Prom. Manager..... James Potter
 Program Director..... W. LeRoy Schenck
 Chief Engineer..... Homer Haines

W J P A

WASHINGTON—1942
MBS-QUAKER-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
 News Service UP
 Transcription Service..... Lang-Worth
 Representative..... Joseph Hershey McGillvra
 Membership NAB
 President..... William S. Yard
 General-Station Manager..... C. B. Heller
 Commercial Mgr..... Charles R. DuVall
 Production Mgr..... Elizabeth Baisley
 Publicity Director..... Mary Ann Fletcher
 Music Librarian..... Ruth Bell
 Chief Engineer..... Horace E. Cooper

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
 News Service AP
 Transcription Service..... World
 Membership NAB
 P es., Gen. Mgr..... Louis G. Baltimore
 Sta. Mgr., Pub. Dir..... David M. Baltimore

WBAX

27 YEARS
OF
SUCCESSFUL, EFFECTIVE
BROADCASTING
TO
NORTHEASTERN PENNSYLVANIA



FIRST IN PUBLIC SERVICE
FIRST IN SPORTS
FIRST IN MUSIC
“THE PIONEER VOICE OF
WILKES-BARRE”



WBAX

JOHN H. STENGER, JR., *Licensee-Owner*
MUTUAL BROADCASTING SYSTEM
National Representative: BURN-SMITH CO., INC.

PENNSYLVANIA

Commercial Mgr. A. C. Baltimore
 Program Director Franklin D. Coslett
 Musical Director Louis Savitt
 Chief Engineer Charles Sakoskie, Sr.

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
 Owner, Gen. Mgr. John H. Stenger, Jr.
 Station Manager August W. Grebe
 Program Director John H. A. Stenger, III
 Publicity Director Edward Kuzma
 Chief Engineer John H. Stenger, Jr.

WILK

**WILKES-BARRE—1946
 ABC-QUAKER**

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

Bus. Studio Address 88 No. Franklin St.
 Phone Number 3-7165
 Transmitter Location Dawes Ave., Kingston
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Adam J. Young, Jr.
 Membership NAB, BMB
 President Dr. I. C. Morgan
 General Manager Roy E. Morgan
 Station Mgr. Thomas P. Shelburne
 Sales Manager Jerry Butler
 Program Director Hal Berg
 Chief Announcer Charles Whittier
 Musical Director Joe Bednarek
 Chief Engineer Theodore French

W R A K

**WILLIAMSPORT—1930
 NBC-QUAKER**

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 Unlimited
 News Service AP
 Transcription Service Associated, Lang-Worth
 Representative J. P. McKinney

WRAK

250 W—1400 Kc

WRAK-FM

3.2 KW—100.3 Mc

National Representative:

J. P. McKINNEY and SON

New York, Chicago, San Francisco



AFFILIATE

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

19 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

PENNSYLVANIA

Membership NAB. BMB
 President E. M. Case
 General Manager George E. Joy
 Office Manager Jean Farstad
 Comm. Mgr., Musical
 Director J. Wright Mackey
 Promotion Mgr. Everett Rubendall
 Program Director Nancy J. Person
 Production Director Irving A. Berndt, Jr.
 Prog. Mgr., Chief Announcer Leon Kelly
 Chief Engineer Glenn Sherman
 Farm Editor Hank Anders

W N O W
YORK—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Bcst. Div. of the 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., Publicity
 Director Murray Goldsborough
 Prog.-Prod. Dir. H. E. Daugherty
 Chief Engineer Willis N. Weaver

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 Harold E. Miller
 Program Director James R. Wilson
 Chief Engineer J. E. Mathiot

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

PENNSYLVANIA—RHODE ISLAND

W S B A

YORK—1942—ABC

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Susquehanna Bcstg. Co.
 Business Address: P. O. Box 1112
 Phone Number: 2676, 6-4413
 Studio-Transmitter Location: R. D. No. 5
 Air Time: Local sunrise-local sunset
 News Service: AP

Transcription Service: World, Capitol
 Membership: NAB, BMB, FMA
 President: Louis J. Appell
 General-Station Mgr.: Walter J. Rothensies
 Commercial Mgr.: Sydney Robbins
 Sales Prom. Mgr.: Phillip K. Eberly
 Program Director: Otis Morse
 Musical Director: Larry Miller
 Chief Engineer: Woodrow G. Eberhart
 Farm Editor: Herman Stebbins

RHODE ISLAND

*Estimated Population 748,000—Increase + 4.8%—Radio Homes 208,100
 Total Families 210,600—Stations in State 9*

W R J M

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Voice of Little Rhody
 Business-Studio Address: 204 Thames St.
 Partners: John E. & Irene A. Malloy

W H I M

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Intercity Bcstg. Co.
 Business-Studio Address: 32 Custom House
 Phone Number: Union 4211
 Transmitter Location: Eastern Ave.,
 E. Providence

W F C I

PAWTUCKET—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By: Pawtucket Bcstg. Co.
 Business-Studio Address: 450 Main St.
 Phone Number: Perry 9540
 Transmitter Location: Lonsdale
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Representative: Avery Knodel
 Membership: NAB, BMB
 President: Howard W. Thornley
 Gen.-Sales P. om. Mgr.: Wallace A. Walker
 Program Director: David Brooks
 Musical Director: Arthur Paquette
 Chief Engineer: Gilbert Johnson

Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Capitol, Standard
 Representative: Adam J. Young, Kettell-Carter
 President, Gen.-Sta. Mgr.: Robert T. Engles
 Commercial Mgr.: Brenton G. Meader
 Program Director: C. George Taylor
 Production Manager: Lou Rosen
 Music Director: Robert Lachance
 Chief Engineer: Carroll Philbrook

W E A N

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Yankee Network, Inc.
 Business-Studio Address: Crown Hotel
 Phone Number: Dexter 1500
 Transmitter Location: E. Providence
 Air Time: 6 a.m.-1 a.m.
 News Service: AP, INS, UP
 Transcription Service: Associated, Standard
 Representative: Edward Petry
 Membership: NAB, BMB, FMA
 President: William O'Neil
 Station-Comm. Manager: Joseph Lopez
 Prog.-Prod.-Pub. Dir.: Donald Morton
 Chief Engineer: Henry Tilley

W J A R

PROVIDENCE—1922—NBC-NERN

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

Air Time: Unlimited
 Transcription Service: World
 Representative: Weed
 Membership: NAB, BMB
 President: Mortimer L. Burbank
 General Manager: John J. Boyle
 Program Director: Sothern Abbott
 Musical Director: Earl Shean
 Chief Engineer: Thomas C. J. Prior

W N A F

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By: Community Bcstg. Serv. Co.

TOP COVERAGE

in New England's 2nd Largest Market



WPRO
PROVIDENCE

The logo for WPRO Providence is displayed in a stylized, metallic font. The letters 'WPRO' are significantly larger and more prominent than the word 'PROVIDENCE' below them. The background behind the text is a dark, textured, circular shape that resembles a spotlight or a shadow.

Top station in share of audience

5000 WATTS

BASIC CBS

630 KC.

AM & FM

RHODE ISLAND—SOUTH CAROLINA

Bus. Studio Address.....86 Weybosset St.
 Phone Number.....Jackson 3314
 News Service.....INS
 Representative.....William G. Rambeau
 Sta., Sales Mgr.....W. C. Franklin

W P R O

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By...Cherry & Webb Bcstg. Co.
 Business-Studio Address.....15 Chestnut St.
 Phone Number.....Plantations 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—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus. Studio Address.....Narragansett Hotel
 Phone Number.....Union 4512

Transmitter Location..Water St., E. Providence
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Associated. SESAC
 Representative.....For Joe
 Membership.....NAB
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Sales Comm. Mgr.....Anthony Petronella
 Prod. Mgr., Pub. Dir.....Fabian Hume
 Chief Announcer, Musical Dir.....Don Rogers
 Chief Engineer.....Richard Buckley

W W O N

WOONSOCKET—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Electronic
 Enterprises, Inc.
 Business-Studio Address.....99 Main St.
 Phone Number.....3900, 1741
 Transmitter Location.....Getchell Ave.
 Air Time.....6a.m.-M.
 News Service.....AP
 Transcription Service.....World, Capitol,
 Standard
 Representative.....McGeehan & O'Mara
 President, Gen. Mgr.....Garo W. Ray
 Station-Comm. Mgr.....Mitchell F. Stanley
 Prog. Musical Dir.....Hope Somerby
 Prod. Dir., Chief Announcer...Gene Rousseau
 Publicity Director.....Frederick A. Cluck, Jr.
 Chief Engineer.....George W. Travis

SOUTH CAROLINA

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000
 Total Families 455,400—Stations in State 34*

W A I M

ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Bus. Studio-Transmitter Address.....Anderson
 Phone Number.....800, 1444, 2239
 Air Time.....5:23 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service...Thesaurus. Lang-Worth,
 Associated. World
 Representative.....Burn-Smith
 Membership.....NAB, BMB, FMA
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Commercial Manager...Charles B. Goodyear
 Sales Prom. Mgr., Prog. Dir...G. Paul Browne
 Chief Announcer.....Jimmy Coggins
 Chief Engineer.....Jack B. Greene

W B S C

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio Address.....212 Broad St.
 Phone Number.....780
 Transmitter Location.....1½ Mi. N.W. of
 Bennettsville on Hwy. No. 9
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Joseph Hershey McGillvra
 President.....John W. Orvin
 Gen. Sta.-Comm. Sales Prom.
 Manager.....Malcolm A. Young
 Prog.-Prod.-Pub. Musical Dir...James C. Putnam
 Chief Announcer.....E. T. Melton, Jr.
 Chief Engineer.....Everett C. Powers

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

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Operated By Camden Bcst. Co.
Business-Studio Address 1417 Broad St.
Phone Number 821-W-3
News Service UP
Transcription Service World
Representative Free & Peters
Pres., General Mgr. John M. Rivers
Commercial Manager Roland Weeks
Program Director Russell Long
Promotion Manager Pearl Baum
Chief Engineer Wilbur Albee

Phone Number 3-1643
Transmitter Location St. Andrew's Parish
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Adam J. Young, Jr.
Membership BMB
President Harry J. O'Neill
Gen. Sta.-Comm.-Sales Prom.
Manager C. Wylie Calder
Prog.-Prod.-Pub. Dir. Vernon M. Bushong
Musical Director Traynor Ferillo
Chief Engineer William P. Birchfield

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned By WCSC, Inc.
Operated By John M. Rivers
Bus.-Studio Address Francis Marion Hotel
Phone Number 7611
Transmitter Location Eagles Nest, St. Andrews
Parish
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service World
Representative Free & Peters
Membership NAB, BMB
Pres., Gen.-Station Mgr. John M. Rivers
Comm.-Sales Prom. Mgr. Roland Weeks
Program-Production Dir. Russell Long
Publicity Director Pearl Baum
Musical Dir., Farm Editor Bob Tamblyn
Chief Engineer Wilbur Albee

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts 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
Air Time 6 a.m.-M.
News Service AP
Transcription Service Associated
Representative George P. Hollingbery
Membership NAB, BMB
President Edward Manigault
Gen.-Station Mgr. Robert E. Bradhom
Comm. Manager Grange S. Cuthbert, Jr.
Prog.-Prod.-Pub. Dir. William N. Abbott
Musical Director Edna E. Richardson
Chief Engineer Douglass M. Bradham
Farm Editor John Roebuck

WFAK

CHARLESTON—1946—MBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Charleston Bcstrs.
Bus.-Studio-Transmitter Address 149 Went-
worth St.
Phone Number 3-6428
Air Time Daytime
News Service UP
Transcription Service Thesaurus
Representative Forjce
Gen. Mgrs. T. K. Vassy, L. P. Moore
Station Mgr., Pub. Dir. T. K. Vassy
Comm. Manager W. S. Turner
Sales Prom. Mgr., Prog.-Prod. Dir. L. P. Moore
Chief Announcer Robert V. Austin
Chief Engineer Carlton J. Modlin

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Southern Bcstg. Co.
Bus.-Studio-Transmitter Address 42 Tenth
Ave.
Phone Number 2-2652
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative Donald Cooke
Membership NAB
President C. Norwood Hastie
Gen.-Sales Prom. Mgr. B. M. Middleton
Comm. Manager J. Drayton Hastie
Program Director Hubert Wilke
Chief Announcer Henry Hoppe
Chief Engineer Walter Nelson

WHAN

CHARLESTON—1946—ABC

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

WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Craig Bcstg. Co.
Bus.-Studio Address Radio-Press Bldg.

SOUTH CAROLINA

Phone Number 1171
 Transmitter Location Harris St.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 General Manager Morgan J. Craig
 Station-Comm. Mgr. Charles E. Bell
 Sales Prom. Mgr. C. Cecil Simmons
 Program Director Arthur Cornwall
 Publicity Director Allein White
 Chief Engineer Morton Green

W C O S COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Transmitter Location Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Borroff
 Membership BMB
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Dixon Harp
 Sales Prom. Mgr. B. George Barber, Jr.
 Pogram-Publicity Director,

Chief Announcer Robert M. Hope
 Production Director John Evans
 Chief Engineer Robert D. Lambert

W I S COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Surety Life Insurance Co.
 Business-Studio Address 1811 Main St.
 Phone Number 2-2135
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Free & Pele's
 Membership NAB, BMB
 President Herman N. Hipp
 General Manager G. Richard Shatto
 Managing Director J. Dudley Saumenig
 Local Sales Mgr. C. Wallace Martin
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Chief Announcer Mackie Quave
 Musical Director Phil Aresta
 Chief Engineer Herbert G. Eidson, Jr.
 Farm Editor Clair H. Shadwell

W K I X COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts d.;
 500 Watts n.

Owned-Oper. By Inter-City Adv. Co., Inc.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President George W. Dowdy
 General Manager Walter H. Goan
 Station-Comm. Mgr. J. Norman Young
 Prog. Dir., Chief Announcer Johnny Ropp
 Prod.-Pub. Dir. Paul Rodgers
 Musical Director George Stanely
 Chief Engineer Gene Hampton
 Farm Editor Ed Tacy

W N O K

COLUMBIA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Business-Studio Address 941 Harden St.
 Phone Number 2-1518
 Transmitter Location 921 Huger St.
 Air Time 6 a.m.-M.
 News Service AP
 Representative Forjoe
 Membership NAB
 General-Station Manager R. T. Allen
 Program Dir. H. Moody McElveen, Jr.
 Chief Announcer Jack Cook
 Chief Engineer T. B. Williams

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Bcstg. Co.
 Operated By L. M. Hawley, H. L. Hanks
 Business-Studio Address 12th Ave.
 Phone Number 340
 Transmitter Location U. S. Hway. 701, 1/4
 Mi. N.W. Center of City
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General Mgr. L. M. Hawley
 V.P., Chief Engineer H. L. Hanks
 Chief Announcer Mike Jordan
 Farm Editor Guy Williams

W D S C

DILLON—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address Box 231
 Phone Number 470-1

SOUTH CAROLINA

Transmitter Location... U. S. Hway, 301, 3½
Mi. S. of Dillon
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President.....E. H. Brown
Gen.-Sta.-Sales P. om. Mgr....Henry E. Sullivan
Commercial Manager.....Joseph Martin
Program Director.....William Joseph Bunn
Chief Engineer.....Marvin Seals

W J M X

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 406
Phone Number.....2494-5
Transmitter Location...3 Mi. N.W. Florence,
U. S. 52
News Service.....AP
Transcription Service.....World, Capitol,
Associated
Representative.....Pierce, Cook
Membership.....NAB, BMB
President.....Eugene E. Stone
Gen. Mgr., Pub. Dir.....Paul H. Benson, Jr.
Comm. Manager.....H. A. Smith, Jr.
Program Director.....James C. Piayer
Chief Announcer, Farm Editor....Bob Forbes
Chief Engineer.....Frank Jenne

W O L S

FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Florence Bcstg. Co., Inc.
Operated By.....Melvin Purvis
Business-Studio Address...129 S. Dargan St.
Phone Number...Studio: 354-5; Transmitter:
1913
Air Time.....Unlimited
News Service.....UP
Transcription Service..Standard, Lang-Worth,
Keystone
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
Pres., Gen.-Station Mgr.....Melvin Purvis
Commercial Manager.....A. P. Skinner
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.....793
Studio-Transmitter Location...Lead Mine Rd.
Air Time.....Daytime

News Service.....UP
Transcription Service..Lang-Worth, Thesaurus,
Keystone
President.....A. Ray Godshall
Gen.-Station Mgr., Prog. Dir....Bob Liverance
Commercial Mgr.....David C. McSwain
Production Director.....Louis M. Neale
Pub. Dir., Farm Editor.....Sara V. Liverance
Chief Announcer.....Jim Turner
Chief Engineer.....Charles R. Bickford

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

W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont
Co.
Business-Studio Address.....Poinsett Hotel
Phone Number.....2-7616
Transmitter Location.....Ghantt
Air Time.....5 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
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.....Byron Jenkins
Prod. Dir., Chief Announcer....Norvin Duncan
Publicity Director.....N. P. Mitchell
Musical Director.....Alice Wyman
Chief Engineer.....William Garrison
Farm Editor.....Robert Martin

W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Business-Studio Address.....Prevost Bldg.
Phone Number.....3-2751

SOUTH CAROLINA

Transmitter Location..... White Horse Rd.
 Air Time..... 5 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... World, SESAC
 Representative..... Burn-Smith
 Membership..... NAB
 President..... R. A. Jolley, S.
 General-Station Mgr..... W. Ennis Bray
 Commercial Manager..... C. B. Denison
 Sales Prom. Manager..... Frank Cope
 Program-Production Dir..... William T. Arrington
 Publicity Director.....
 Chief Announcer..... James D. Simpson, Jr.
 Musical Director..... Larry Merck
 Chief Engineer..... George D. Tate
 Farm Editor..... Paul Fisher

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.-12:05 a.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..... Newton S. Smyth
 Chief Engineer..... Charlie Sparks

WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Hartsville Bcstg. Co., Inc.
 Operated By..... Rado Station WHSC
 Business-Studio Address..... College Ave.
 Phone Number..... 654
 Transmitter Location..... 1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 President..... Charles H. Campbell
 Gen.-Sta. Mgr., Prod. Dir..... Raymond Caddell
 Commercial Manager..... Richard Ward
 Prog. Dir., Chief Announcer..... Joe Fuller
 Publicity Director..... Frances Bass
 Musical Director..... Don Graham
 Chief Engineer..... Donald A. Brien
 Farm Editor..... Lamar Caldwell

WLBG

LAURENS—1948—KBS

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

Business-Studio Address..... Laurens
 Phone Number..... 2-2331
 News Service..... UP
 Transcription Service..... World, KBS
 President..... James C. Todd
 Gen.-Comm. Mgr..... John F. Arrington
 Program Director..... Len Ledford
 Promotion Manager..... Colleen Willard
 Chief Engineer..... Clyde C. McClure

WMRA

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Myrtle Beach Bcstg. Co.
 Bus.-Studio Address..... Ocean Forest Hotel
 Phone Number..... 2100
 Transcription Service..... Keystone
 Representative..... Joseph Hershey McGillvra
 President..... Joe C. Ivery
 Manager..... William D. Huff

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Newberry Bcstg. Co., Inc.
 Business Address..... 1223 College St.,
 P. O. Box 211
 Phone Number..... 246, Ext. 13
 Studio-Transmitter Location..... 11 Radio Dr.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, KBS
 Membership..... NAB
 President..... John F. Clarkson
 General Manager..... Fred V. Lester
 Sta. Mgr., Farm Editor..... Charles E. Bowers
 Comm. Manager..... Earl Caton, Jr.
 Program Director..... Annie Lou Fleniken
 Musical Director..... Hans Jacobsen
 Chief Engineer..... George N. Martin

WRNO

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
 Transcription Service..... Capitol
 President..... Charles S. Henery
 Mgr., Program Dir..... Frank B. Best
 Chief Engineer..... Gus Browning

WTND

ORANGEBURG—1948

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

SOUTH CAROLINA

Business-Studio Address.....Radio Center,
Memorial Plaza
Phone Number.....1600
Transmitter Location.....Orangeburg
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NAB
President.....J. I. Sims
General Manager.....G. L. Sims
Commercial Manager.....Tom McCaffrey
Program Director.....Eric Fields
Chief Announcer.....Earl Thomas
Musical Dir., Farm Editor.....Vance Morris
Chief Engineer.....I. P. Herrington

Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number.....6000
Transmitter Location.....Vanderbilt Rd.
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Taylor-Borloff
Membership.....NAB, BMB
President, Gen. Mgr.....Walter J. Brown
Station Manager.....J. W. Kirkpatrick
Commercial Manager.....John C. Carrington
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Chief Announcer.....Al Willis
Musical Dir., Farm Editor.....Frank Lokey, Jr.
Chief Engineer.....Clyde J. Burdette

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York County Bcstg. Co.
Bus.-Studio Address.....Rock Hill Natl. Bank
Bldg.
Phone Number.....294
Transmitter Location.....E. Black St.
Air Time.....7 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, Keystone
Membership.....NAB
Gen. Mgr., Chief Engineer, James S. Beatty, Jr.
Sta. Mgr., Prog. Dir.....William C. Beaty
Comm.-Sales Prom. Mgr., Pub.
Director.....George P. Cobb
Prod. Dir., Chief Announcer, Musical Dir.,
Farm Editor.....Cuyler P. Fields

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Business Address.....P. O. Box 1091
Phone Number.....1127-1
Studio Address.....Robert Marshall Hotel
Transmitter Location.....Hwy. 21 near Rock Hill
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Friedenberg
Membership.....NAB
President.....W. G. Reid
Secretary-Treasurer.....O. Frank Thornton
Gen. Station Mgr.....Kenneth N. McClure
Comm.-Sales Prom. Mgr., George C. Blackwell
Prog. Dir., Chief Announcer.....James C. Clark
Chief Engineer.....Richard Philbrick

WORD

SPARTANBURG—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Spartanburg Adv. Co.
Business-Studio Address.....224 E. Main St.
Phone Number.....2900
Transmitter Location.....Route 7, Sigsbee
Air Time.....5 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Associated
Representative.....John Blair,
Harry E. Cummings
Membership.....NAB, BMB, FMA
President.....Francis Hipp
General Manager.....G. Richard Shatto
Managing Director.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golightly
Musical Director.....Hal Moore
Chief Engineer.....H. R. Beckholt
Farm Editor.....Cliff Gray

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WFIG, Inc.
Bus.-Studio Address.....Radio Center Bldg.,
P. O. Drawer 30
Phone Number.....1340
Transmitter Location.....1 Mi. E. of Sumter on
Hwy. 76
Air Time.....Unlimited
News Service.....AP
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.....Robert Raymond
Prog. Dir., Chief Announcer.....Paul Reidy
Production Director.....John Sherman
Publicity Director.....Harry Fowler

SOUTH CAROLINA—SOUTH DAKOTA

Musical Director.....Wee Evans
Chief Engineer.....James L. Williams
Farm Editor.....T. O. Bowen

WALD

WALTERBORO—1947—MBS

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

Bus.-Studio-Transmitter Address..Fl. Benson St.
Phone Number3861
Air TimeUnlimited
News ServiceAP
Transcription ServiceAssociated
President.....R. M. Jefferies
General Manager.....Charles A. Thoman
Commercial Manager.....Beulah Glover
Program Director.....Allen Wester
Publicity Director.....Roger Clark
Chief Engineer.....C. A. Thoman

SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600
Total Families 150,100—Stations in State 13*

KABR

ABERDEEN—1934
MBS-GREAT NORTHERN

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By.....Aberdeen Bcst. Co., Inc.
Business-Studio Address.....117½ S. Main St.
Phone Number4626
Transmitter Location.....Wylie Pk., 3 Mi.
N.W. of Aberdeen
Air Time.....6 a.m.-M.
News ServiceAP
Transcription ServiceStandard
RepresentativeWalker
MembershipNAB, BMB
President.....H. C. Jewett, Jr.
General-Station Mgr.....A. A. Fahy
Comm.-Sales Prom. Mgr.....Fred Stellner
Program Director.....E. C. Pieplow
Publicity Director.....R. A. Fahy
Chief Announcer.....Eddie Weeks
Chief Engineer.....Delbert T. Hunt
Farm Editor.....Russell V. Kaber

Chief Announcer.....Bob Storey
Musical Director.....Kay McKenna
Chief Engineer.....George Crocker
Farm Editor.....Lyle Weishaar

KDSJ

DEADWOOD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Heart of The Black Hills
Bcstg. Co.
Business-Studio Address.....Franklin Hotel
Phone Number186
Transmitter Location.....Boulder Canyon Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service.....World. Keystone
RepresentativeThomas Clark
Supervisor of Operation.....John Daniels
Music, Dir., Prod. Mgr.....Joe Ramay
Farm Editor.....Melvin Rochester
Chief Engineer.....Eli Daniels

KSDN

ABERDEEN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co. Radio
Station KSDN
Bus.-Studio Address.....12 Third Ave. S.E.
Phone Number4573-4
Transmitter Location.....3 Mi. S. of town
Air TimeUnlimited
News ServiceAP
Transcription Service.....World, Capitol
RepresentativeSears & Ayer
President.....Henry J. Schmitt
Gen.-Station Mgr.....Byron McElligott
Commercial Manager.....Russa Osborne
Sales Prom. Mgr.....Neil Dewhirst
Program-Production Dir.....Bob Runyon

KIJV

HURON—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....James Valley Bcst. Co., Inc.
Operated By.....Max F. Staley
Bus.-Studio Address.....24 Second St. S.E.
Phone Number765
Transmitter Location.....18th St. & Idaho
Air TimeUnlimited
News ServiceUP
Transcription ServiceThesaurus
RepresentativeWalker
MembershipNAB
President. Station Mgr.....Max F. Staley
Sales Manager.....Robert S. Brandt
Program Director.....Rex King
Chief Announcer.....Dale Lorson
Chief Engineer.....Roland H. Marty

K M H K

MITCHELL—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Mitchell Bcstg. Corp.
 Bus.-Studio Address. 217-219 N. Main
 Phone Number 621
 Transmitter Location. ½ Mi. E. of city on
 Hway. U. S. 16
 Air Time. 18 Hrs.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General-Station Mgr. Raymond V. Eppel
 Commercial Manager. B. Harland Ohde
 Prog.-Musical Dir. Raymond Eppel
 Chief Announcer. Marvin Nelles
 Chief Engineer. Robert Taylor

K G F X

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
 Transcription Service Keystone
 Dir., Sta. Mgr., Prog.-Musical
 Director. Ida A. McNeil
 Chief Engineer. Charles W. Hobbs

K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By. Black Hills Bcst. Co. of
 Rapid City
 Bus.-Studio Address. Alex Johnson Hotel,
 6th & St. Joseph Sts.
 Phone Number 2000-1-2
 Transmitter Location. 5 Mi. S. of Rapid City
 on Hway. 79
 Air Time Unlimited
 News Service UP
 Transcription Service. Standard, Associated,
 Capitol, Lang-Worth
 Representative Donald Cooke
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. Robert J. Dean
 Asst. Manager. Abner H. George
 Sales Prom. Mgr. Stanley Lieberman
 Production-Publicity Dir. Ellen Crilly
 Musical Director. John Simpson
 Chief Engineer. A. E. Griffiths
 Farm Editor. Ed Denslow

K E L O

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Midcontinent Bcstg. Co.
 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. Standard, Capitol
 Representative. John E. Pearson
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. Fantle, Jr.
 Commercial Manager. Ted Matthews
 Sales Prom. Mgr., Pub. Dir. Richard Harris
 Program-Production Dir. Evans Nord
 Chief Announcer. Dean Montgomery
 Musical Director. Clayton Lorenzen
 Chief Engineer. Lester Froke
 Farm Editor. Les Harding

K I H O

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. Larry LaBie
 Program Director. Fred Schweikher
 Asst. Manager. Ray Hamilton

K I S D

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. Hway. 16 W. of city
 Air Time. 8:45 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. Bud Doss
 Chief Announcer. John Doyle
 Musical Director. Robert Helgeson
 Chief Engineer. Bruce Brodie

K S O O

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.

SOUTH DAKOTA—TENNESSEE

Phone Number757
 Transmitter Location.....W. 12th St.
 Air TimeDaytime
 News ServiceAP
 Transcription Service.....Thesaurus, Standard
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....Morton H. Henkin
 V.P., Gen.-Prom. Mgr., Publicity
 Director.....George J. Rohn
 Gen. Sales Mgr.....Rollie R. Williams
 Prod.-Musical Dir.....Ray Loltesness
 Editor-Dir. News Dept.....Orrin Melton
 Chief Engineer.....Max F. Staley
 Farm Editor.....Ralph Wennblom

KWAT

WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Midland Nail, Life
 Address.....Kemp & Broadway
 News ServiceUP
 Transcription Service.....World, SESAC, KBS
 President.....F. L. Bramble

Comm.-Prom. Mgr.....Thomas L. Young
 Program Director.....Charles A. Swenson
 Chief Engineer.....Francis Alwin

WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus.-Studio Address.....2nd & Capitol Sts.
 Phone Number442
 Transmitter LocationYankton
 Air Time.....5:30 a.m.-M.
 News ServiceAP, UP
 Transcription Service.....Standard, Cole
 RepresentativeKatz
 MembershipNAB, BMB
 President.....Gardner Cowles
 V.P., Gen. Mgr.....Robert R. Tincher
 Commercial Manager.....Donald D. Sullivan
 Promotion Mgr.....Robert B. Donovan
 Program Director.....Herb Howard
 Publicity Director.....John Aldern
 Musical Director.....Rex Hays
 Chief Engineer.....Clifton M. Todd

TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500
 Total Families 793,200—Stations in State 50*

WLAR

ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Athens Bcstg. Co.
 Operated By.....Lowell F. Arterburn
 Business-Studio Address.....N. Jackson St.
 Phone Number891
 Transmitter Location.....Decatur Hwy.
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Standard, Keystone
 President.....Lowell F. Arterburn
 General Manager.....Otis Parker
 Program Director.....Bill Tracy
 Chief Announcer.....Max Robinette
 Chief Engineer.....T. W. Turner
 Farm Editor.....Bill Tracy

Transcription Service.....Lang-Worth, Capitol,
 World, Keystone
 RepresentativeBurn-Smith
 President, General Mgr.....W. A. Wilson
 Commercial Mgr.....James C. Wilson
 Program Director.....Syd Tear
 Promotion Manager.....Mike Cady
 Chief Engineer.....Russell V. Robinson

WAGC

CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tennessee Valley Bcstg. Co.
 Business-Studio Address.....Hotel Patten
 Phone Number7-1128
 Transmitter Location.....Rossville Blvd.
 Air Time.....5:55 a.m.-11:30 p.m.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 General Manager.....Vann Campbell
 Comm. Manager.....H. D. Parker
 Traffic Director.....June Lewis
 Chief Announcer.....Harry Thornton
 Musical Director.....Helen Richardson
 Chief Engineer.....Charles Stokely

WOPI

BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WOPI, Inc.
 Business-Studio Address.....310 State St.
 Phone Number3730
 News ServiceUP

T E N N E S S E E

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By: WAPO Bcstg. Service
Business-Studio Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Representative: Headley-Reed
Membership: NAB, BMB
General Manager: R. G. Patterson
Comm. Mgr., Pub. Dir.: Helen Patterson
Program Director: Frances Harley
Chief Announcer: Bill Bailey
Chief Engineer: B. B. Barnes

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: WDXB Bcstg. Co.
Business-Studio Address: 539 Vine St.
Phone Number: 6-1114
Transmitter Location: 1003 Riverside Dr.
Air Time: 17 Hrs.
News Service: INS
Transcription Service: World
Representative: Forjoe
Membership: NAB
President: J. V. Williams, Jr.
Gen.-Sta.-Comm.-Sales Promotion
Manager: Charles H. Gullickson
Prog.-Prod.-Pub. Dir.: Walter H. Stamper, Jr.
Musical Director: Willom Palmer
Chief Engineer: Byron E. Fincher
Farm Editor: Walter H. Stamper, Jr.

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts
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
Transcription Service: Capitol
Representative: Branham
President: Joe W. Engel
Gen.-Station Mgr.: Ken Flenniken
Program Director: Tom Nobles
Chief Announcer: Luther Masengill
Chief Engineer: B. C. Baker

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Campbell & Shellall
Operated By: E. T. Campbell
Business-Studio Address: 411 Madison St.
Phone Number: 2295-6
Transmitter Location: Martin St.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol, World, KBS
Membership: NAB, BMB
Pres., Gen.-Sta. Mgr.: E. T. Campbell
Comm.-Sales Promotion
Manager: Clarence L. Waggoner
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: WDOD 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
Membership: NAB, BMB
President: Norman A. Thomas
V.P., Sec., Treas.: Earl W. Winger
Gen.-Sta.-Comm. Mgr.: Ralph H. Patt, Jr.
Sales Prom. Mgr.: Jack C. Fiedler
Program Director: Gene A. Carr
Publicity Director: Bill Osovsky
Chief Announcer: Gaylord McPherson
Chief Engineer: Roy Owen
Farm Editor: Bill Wilson

W B A C

CLEVELAND—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Robert W. Rounsaville
Business-Studio Address: Radio Center
Phone Number: 62
Transmitter Location: Chattanooga Hwy.
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Membership: NAB
Owner, Gen. Mgr.: R. W. Rounsaville
Station Manager: Sam Davis
Commercial Manager: Bill Wilson
Program Director: Art Selley
Chief Engineer: Bill Stuart

W K R M

COLUMBIA—1946—MBS-KBS-TV

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

T E N N E S S E E

Bus.-Studio-Transmitter Address..P. O. Box 71
 Phone Number 1340-1
 Air Time 5:55 a.m.-12:05 a.m.
 News Service UP
 Transcription Service.....Capitol, Keystone
 Membership NAB, BMB
 Pres., Gen.Sta.-Comm. Mgr., R. M. McKay, Jr.
 Program Director.....Mary Hill McKay
 Musical Director.....Charles Baker
 Chief Engineer.....Revis Hobbs
 Farm Editor.....C. R. Baker

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
 Transcription Service...Lang-Worth, Keystone
 Representative.....Continental Radio Sales
 Membership NAB, BMB
 Pres., Gen.-Comm. Mgr.....M. L. Medley
 Sta. Mgr., Prog. Dir.....Joe Mabry
 Musical Director.....Thomas W. Harris
 Chief Engineer.....George W. Daughtery

W D S G

**DYERSBURG—1946
 MBS-KBS-LION OIL**

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
 Transcription Service.....World, Keystone
 Membership NAB
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong
 Commercial Manager.....Charles R. Bowen
 Prog.-Pub. Dir.....Nonb Beckun
 Chief Engineer.....C. W. Nounow
 Farm Editor.....Frank Armstrong

W B E J

**ELIZABETHTON-JOHNSON
 CITY—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Elizabethton Bcstg. Co.
 Operated By.....R. W. Rounsaville
 Business-Studio Address.....Radio Center
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Senior Partner, Gen. Mgr., R. W. Rounsaville
 Commercial Manager.....Bill Wagner

Program Director.....Bill Edgar
 Chief Engineer.....Condon Bowers

W E K R

FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk River Bcstrs., Inc.
 Bus.-Studio-Transmitter Address...Fayetteville
 Phone Number 1240
 Air Time Unlimited
 News Service UP
 General Manager.....A. D. Smith, Jr.
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director.....Edward H. Morgan
 Prog.-Prod.-Musical Dir.....Frank Huber
 Chief Announcer.....Mike Freeland
 Chief Engineer.....Elton Chick
 Farm Editor.....Noel Clifford

W H I N

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned By.....Sumner County Bcstg. Co.
 Operated By.....Charles B. Cage
 Business Address.....Box 28
 Phone Number 1010
 Studio-Transmitter Location.....Portland Rd.,
 Hwy. 109
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Pres., Gen.-Comm. Mgr.....Charles B. Cage
 Sta. Mgr., Prog.-Prod. Dir.....Weston E. Britt
 Sales Prom. Manager.....Lee Blum
 Chief Announcer.....Bill Allen
 Chief Engineer.....Harold Woodward
 Farm Editor.....Bill Gallivan

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Radio Greeneville, Inc.
 Operated By.....R. W. Rounsaville
 Bus.-Studio Address...Radio Center, Depor St.
 Transmitter Location.....Arnold Rd.
 Air Time Unlimited
 News Service UP
 Pres., Gen. Mgr.....R. W. Rounsaville
 Station Manager.....Paul Melcalfe
 Commercial Manager.....Hugh Pickel
 Program Director.....Max Killian
 Chief Announcer.....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.

T E N N E S S E E

Bus. Studio Address Crescent & Devonia
Phone Number 850, 870
Transmitter Location Margrave St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, KBS
Representative Cox & Tanz
Membership NAB, TAB
President F. L. Crowder
Vice President J. M. Hickman
Sec. Treas. Neil L. Shields
Promotion-Traffic Mgr. Vivien Russell
General Manager F. L. Crowder
Sports-Program Dir. John Fielder
Chief Engineer Kenneth Hargis

WDXI

JACKSON—1948—DIXIE

Frequency: 1310 Kc. Power: 1000 Watts d.
(C.P. Full Time)
Owned By Dixie Bcstg. Co.
Operated By Aaron B. Robinson
Business Address P. O. Box 309
Phone Number 7-5681, 505
Studio Address Williams Bldg.
Transmitter Location Humboldt Hwy.
Air Time Daytime
News Service UP
Transcription Service World, Capitol
Representative Burn-Smith
Membership NAB
Owner, Gen. Mgr. Aaron B. Robinson
Station Manager Bill Winsell
Comm.-Sales Prom. Mgr. Jack M. Cecil
Program Director James W. Hoppers
Production Director Charles L. Wingale
Publicity Director Doris Freeman
Chief Announcer Dave O'Brien
Musical Director Douglas Biggs
Chief Engineer James S. Thomas
Farm Editor Tom J. Williams

WTJS

JACKSON—1931—ABC

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, Cole
Representative Branham
Membership NAB, BMB, FMA
V.P., General Mgr. 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

WETB

JOHNSON CITY—1947—KBS

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By E. Tennessee Bcstg. Co.
Business Address Press Bldg.
Phone Number 2993
Studio-Transmitter Location RFD, Johnson City
Air Time Sunrise-sunset
News Service AP
Transcription Service Capitol, World,
Keystone
Representative Helen Wood & Colton
Membership NAB, BMB
President, Gen. Mgr. Carl A. Jones, Jr.
Program Director Berney Burleson
Chief Engineer E. B. Jones

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned By WJHL, Inc.
Operated By W. H. Lancaster
Business-Studio Address 143 W. Main St.
Phone Number 2780
Transmitter Location Johnson City-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
Gen.-Sta.-Comm. Mgr. Ray D. Williams
Sales Prom. Mgr., Pub. Dir. Ken Matthews
Program Director Walter Heeb
Chief Engineer O. K. Garland
Farm Editor Raymond Rosson

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Kingsport Bcstg. Co., Inc.
Business-Studio Address 222 Commerce St.
Phone Number 2870
News Service AP
Transcription Service Standard, Lang-Worth
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

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WBIR, Inc.

T E N N E S S E E

Business-Studio Address.....406 W. Church
 Phone Number4-3321
 Transmitter Location....Pointer & Concord Sts.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....John E. Pearson
 MembershipNAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Sta.-Sales P. om. Mgr.....John P. Hart
 Comm. Manager.....David Kavanagh
 Prog.-Prod.-Pub. Dir., Chief
 Announcer.....Tys Terwey
 Musical Director.....W. R. Johnston, Jr.
 Chief Engineer.....J. Rex Horton

Business-Studio Address....110-112 S. Gay St.
 Phone Number3-3171
 Transmitter Location..Anderson Rd. nr. Beverly
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....Branham
 President.....Jack R. Howard
 Gen.-Station Mgr.....R. B. Westergaard
 Comm.-Sales Prom. Mgr.....O. L. Smith
 Program-Production Dir.....C. A. McMahon
 Publicity Director.....Para Lee Brock
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....Ray Evans
 Farm Editor.....Cliff Allen

W I B K

KNOXVILLE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Independent Bcstg. Co., Inc.
 Business-Studio Address.....908 S. Gay St.
 Phone Number4-9866
 Transmitter Location.....Rouse Hill
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceMacGregor
 Representative.....Donald Cooke
 MembershipNAB
 President.....J. Harold Smith
 General-Station Mgr.....Marvin I. Thompson
 Chief Engineer.....T. E. Hooper

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned By.....Stuart Bcstg. Co.
 Operated By.....S. E. Adcock
 Business Address.....Hamilton Bank Bldg.
 Phone Number2-7111
 Transmitter Location.....Holston Hills
 Air Time.....Sa.m.-M.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....John Blair
 Owner.....S. E. Adcock
 General Manager.....C. T. DeVois
 Commercial Manager.....W. H. Linebaugh
 Program Director.....J. H. Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Fred Andrews

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....WKGN Bcstg. Co.
 Operated By.....Clarence Beaman, Jr.
 Bus.-Studio Address.....Atop the Park Natl.
 Bank Bldg.
 Phone Number4-0766
 Transmitter Location.....2166 Ailor Ave. at
 L. & N. R. R.
 Air Time.....5 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Forjoe
 MembershipNAB
 Pres., Gen.-Sta.-Comm.
 Manager.....Clarence Beaman, Jr.
 Public Serv. Prog.....Joe Wheeler
 Traffic-Production Dir.....Walter D. Corning
 Publicity Director.....Pan Dodd
 Chief Engineer.....Joseph E. Boyles

W J J M

LEWISBURG—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Estate of James J. Murray
 Operated By.....Lewis D. Lingner
 Business Address.....Box 20
 Phone Number780
 Studio-Transmitter Location.....E. Hill
 Air Time.....Unlimited
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB, BMB
 General Manager.....Lewis D. Lingner
 Manager.....Harold Twitty
 Program Director.....Allen D. Walker
 Chief Engineer.....J. E. Sowell

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Oper. By..Scripps-Howard Radio, Inc.

W G A P

MARYVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....V. H. McLean,
 George R. Dempster

So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

Big in the affection in which it is held by its alert, active audience.

Big in the confidence placed in it by advertisers who keep on renewing spots and programs.

Big in the estimation of time buyers who have seen W H H M pay off at the cash register.

Big in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

Big judged by the fact that

**W H H M DELIVERS MORE LISTENERS
PER DOLLAR IN MEMPHIS**

WHHM

Music, News and Sports
24 Hours Daily

MEMPHIS, TENNESSEE

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of
Association
of Independent
Metropolitan Stations

T E N N E S S E E

Operated By..... F. H. Corbett
 Bus.-Studio Address..... 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location..... Louisville Pike
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service..... Lang-Worth, Keystone
 Membership NAB
 Gen. Mgr., Prog. Dir..... F. H. Corbett
 Sales Prom. Manager..... Tcm 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.
 Oper. 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
 Transcription Service Standard
 Representative..... John E. Pearson
 Membership NAB, BMB
 Partner..... John R. Pepper
 General Manager..... Bert Ferguson
 Chief Engineer..... Ed Lacey

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..... Benjestown Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Membership NAB, BMB
 Gen.-Sta. Manager..... E. Pournelle
 Program Director..... Bill Grumbles
 Publicity Director..... Bob Stevens
 Chief Engineer..... W. M. Roy

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
 Transmitter Location..... Sommerville St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB

President..... P. E. Furlow
 Gen.-Sta.-Comm. Mgr..... Pat McDonald
 Sales Promotion Mgr.,
 Publicity Director..... Norton Rosengarten
 Program-Production Dir..... Allan Avery
 Chief Announcer..... Bill Gordon
 Musical Director..... John Swinney
 Chief Engineer..... William Marsh

W M C

MEMPHIS—1923

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
 General Manager..... H. W. Slavick
 Commercial Mgr..... J. C. Eggleston
 Program Director..... Wilson Mount
 Production Director..... W. R. Brazil
 Publicity Director..... Walter E. Frase
 Chief Announcer..... Charles B. Sullivan
 Musical Director..... Noel Gilbert
 Chief Engineer..... E. C. Frase, Jr.
 Farm Editor..... Walter Durham

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc..... Power: 10,000 Watts d.;
 5000 Watts n.
 Owned By..... Plough, Inc.
 Operated By..... WMPS, Inc.
 Business Address..... 215 Columbia Tower
 Phone Number 5-2721
 Transmitter Location..... N. Benjestown Rd.
 Air Time..... 5 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service..... Standard, Cole,
 Lang-Worth
 Representative Radio Representatives
 Membership NAB, BMB
 General Manager..... Harold R. Krelstein
 Commercial Manager..... Harold F. Walker
 Sales Prom. Manager..... W. B. Rudner
 Program Director..... George Faulder
 Production Director..... Bob Neal
 Publicity Director..... Matty Brescia
 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

T E N N E S S E E

Business-Studio Address.....Hotel Peabody
Phone Number5-1313
Transmitter Location...Radio Center, Payne
Ave. & Hindman Ferry Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service....SESAC, Lang-Worth,
World
RepresentativeKatz
MembershipNAB, BMB
Owner, General Manager...Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

W M M T

McMINNVILLE—1947—MBS-TV

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...McMinnville Bcstg. Co., Inc.
Bus.-Studio Address.....N. Chancery St.
Air Time6 a.m.-11:05 p.m.
News ServiceUP
Transcription ServiceWorld
MembershipNAB
President.....Dr. Sam J. Albritton
Gen.-Station Manager.....Royce Richards
Commercial Manager.....Roy E. Wood
Sales Prom. Mgr., Prog.-Prod.

DirectorErnest Richards
Pub. Dir., Chief Announcer.....Roy Crocker
Chief Engineer.....Walter A. Duke
Farm Editor.....Hobart V. Massey

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...B-own Ave.
Phone Number1450
Air Time5:30 a.m.-11 p.m.
Transcription ServiceWorld
RepresentativeHal Holman
MembershipNAB
President.....Herbert S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Prog. Dir., Chief Announce.....Joe Price
Publicity Director.....Mrs. Bobbie Melford
Chief Engineer.....James A. Redden
Farm Editor.....G. L. Carter

W G N S

MURTREESBORO—1947—MBS-TV

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WGNS, Inc.
Business-Studio Address.....N. Church
Phone Number1450
Transmitter Location.....S. Church
Air TimeUnlimited

News ServiceUP
Transcription Service.....World, Capitol
RepresentativeHal Holman
MembershipNAB
Pres., General Mgr.....C. N. Elrod, Jr.
Sta. Mgr., Prog. Dir.....Bill Huddleston
Comm. Mgr., Production Director,
Chief Announcer.....Bill Schoecraft
Sales Prom. Mgr., Pub. Dir.....Ray Duffy
Musical Director.....Doris Winters
Chief Engineer.....E. E. Corington
Farm Editor.....Charles Bragg

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 Number4-0511
RepresentativeForjoe
Owners.....T. B. Baker, Jr., A. G. Beaman

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 Number6-0161
Transmitter Location.....Old Hickory Blvd.
Air Time5 a.m.-1 a.m.
News ServiceUP
Transcription ServiceWorld
Representative.....Paul H. Raymer
MembershipNAB, BMB
Owner.....J. T. Ward
Gen.-Sta.-Comm. Mgr.....F. C. Sowell
Sales Prom. Mgr.....Bill Shaw
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

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...Volunteer State Bcstg. Co.,
Inc.
Bus.-Studio Address.....Maxwell House
Phone Number4-3411
Transmitter Location.....Hydes Ferry Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
President, General Mgr.....Frank W. Mayborn
Station Manager.....Walter P. Speight, Jr.
Commercial Mgr.....Blackstone Dozier

. . . **TENNESSEE** . . .

Program Director..... H. C. Young, Jr.
 Production Dir..... William W. Pennell
 Musical Director..... Anita Kerr
 Chief Engineer..... Shelton Weaver

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Oper. By... Jack M. & Louis R. Draughon
 Bus.-Studio Address... Nashville Trust Bldg.
 Phone Number..... 5-5431
 Transmitter Location..... McGavoc Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Katz
 Membership..... NAB, BMB, FMA
 General Manager..... Jack M. Draughon
 Commercial Manager..... E. S. Tanner
 Program Director..... Ottis Roush
 Chief Engineer..... Fred Schumann

WSM

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..... Route 5, Franklin
 Air Time..... Unlimited
 News Service..... AP, INS
 Transcription Service..... Associated
 Representative..... Edward Pety
 Membership..... NAB, BMB
 President..... John H. DeWitt, Jr.
 V.P., Gen.-Station Mgr..... Harry Stone
 Commercial Manager..... Irving C. Waugh
 Program-Production Director..... Jack Stapp
 Musical Director..... Beasley Smith
 Chief Engineer..... George A. Reynolds
 Farm Editor..... John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WATO, Inc.
 Bus.-Studio-Transmitter Address... Municipal
 Market Bldg.
 Phone Number..... Oak Ridge 5-3535
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Lorenzen & Thompson
 Membership..... NAB
 General Manager..... Marshall H. Pengra
 Commercial Mgr..... Harry C. Weaver
 Program Dir..... Arthur J. Metzler

Musical Director..... James Scott
 Chief Engineer..... James R. Wilburn

WTPR

PARIS—1946

TENN. VOLUNTEER-KY. LAKE-KBS

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... 2½ Mi. S.E. of Paris on
 Clifty Rd.
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service... Lang-Worth, Keystone
 Representative..... Hal Holman
 Pres., Gen.-Sta. Mgr..... E. Weaks Smith
 Comm.-Sales Prom. Mgr... Parkman R. Feezer
 Program Director..... Joseph A. Brandt
 Musical Director..... R. H. Hollingsworth
 Chief Engineer..... Charles W. Jones
 Farm Editor..... Ernest Greer

WKSR

PULASKI—1946—MBS

Frequency: 730 Kc..... Power: 250 Watts d.
 Owned By..... Pulaski Bcstg. Co.
 Operated By..... R. W. Rounsaville
 Business-Studio Address..... Radio Center
 Phone Number..... 661
 Transmitter Location... Lawrenceburg Hwy.
 Air Time..... Daytime
 News Service..... UP
 Senior Partner, Gen. Mgr... R. W. Rounsaville
 Station Manager..... Virgil Trimm
 Program Director..... Berlin Benfield
 Chief Announcer..... Ken Marston
 Chief Engineer..... Andrew Keicher

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned Oper. By... Shelbyville Bcstg. Co., Inc.
 Bus.-Studio Address..... E. Side Square
 Phone Number..... 1400
 Transmitter Location..... Lewisburg Pike
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 President..... Harvard Smith
 General-Station Mgr..... Charles Christian
 Program Director..... Jean Carroll
 Chief Engineer..... Tim Marsh

WJIG

TULLAHOMA—1947—TENN.

Frequency: 740 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Tri-Cities Bcstg. Co.

. . . **TENNESSEE—TEXAS** . . .

Business AddressTullahoma
 Phone Number2607-8
 Studio-Transmitter LocationOld Winchester
 Hway.
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentRaymond L. Prescott, Jr.
 Vice-PresidentHenry L. Wilson
 Station ManagerR. G. Tanner
 Prog. Dir., Asst. Mgr.Roy Morris
 Chief EngineerCarl Spraggins
 Farm EditorLee Malone

Pres., General Mgr.Aaron B. Robinson
 Station ManagerLouis C. Wrather
 Commercial ManagerErnest Watson
 Sales Prom. ManagerDavid J. Capps
 Program DirectorJack A. Dill
 Prod. Dir., Farm EditorWill Nunn
 Publicity DirectorDick Unger
 Chief AnnouncerHoyt White
 Musical DirectorDon Lilly
 Chief EngineerJames Thomas

WENK

UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc.Power: 250 Watts
 Owned ByUnion City Bcstg. Co.
 Operated ByAaron B. Robinson
 Business-Studio AddressFirst St.
 Phone Number1240-1
 Transmitter LocationEdge of city limits,
 Hway. 51
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNAB

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByArthur D. Smith, Jr.
 Business AddressP. O. Box 1103
 Phone Number2201
 Studio-Transmitter LocationCowan Hway.
 Air Time5:45 a.m.-10 p.m.
 News ServiceUP
 Transcription ServiceSESAC
 Station ManagerArthur D. Smith, Jr.
 Commercial Mgr.Hollis D. Carollon
 Sales Prom. Mgr., Chief
 AnnouncerBill Roberson
 Program DirectorWilliam E. Hale
 Musical DirectorJoe C. Donaldson
 Chief EngineerJames F. Spencer

TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900
 Total Families 1,952,900—Stations in State 155*

KRBC

ABILENE—1936—ABC-TSN

Frequency: 1470 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. ByReporter Bcstg. Co.
 Business AddressAbilene
 Phone Number6255, 2-1608
 Studio AddressWindsor Hotel
 Transmitter LocationOld Anson Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceLang-Worth, Capitol
 RepresentativeJohn E. Pearson
 MembershipNAB, BMB, FMA
 PresidentM. B. Hanks
 General-Station Mgr.Howard Barrett
 Camm. Mgrs.Bro Mingus (Local); Forest Lane
 (National)
 Sales Prom. ManagerForest Lane
 Prog. Dir., Chief AnnouncerLeo Reynolds
 Publicity DirectorNan Rausch
 Chief EngineerJ. B. Casey

KWKC

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByCitizens Bcstg. Co.
 Bus.-Studio Address25th & Butternut Sts.
 Phone Number7287
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeTaylor-Boroff
 PresidentW. P. Wright
 Gen.-Prom. Mgr.A. C. Etter
 Program DirectorLeonard Johnson
 Chief EngineerLewis Fisher

KBKI

ALICE—1946

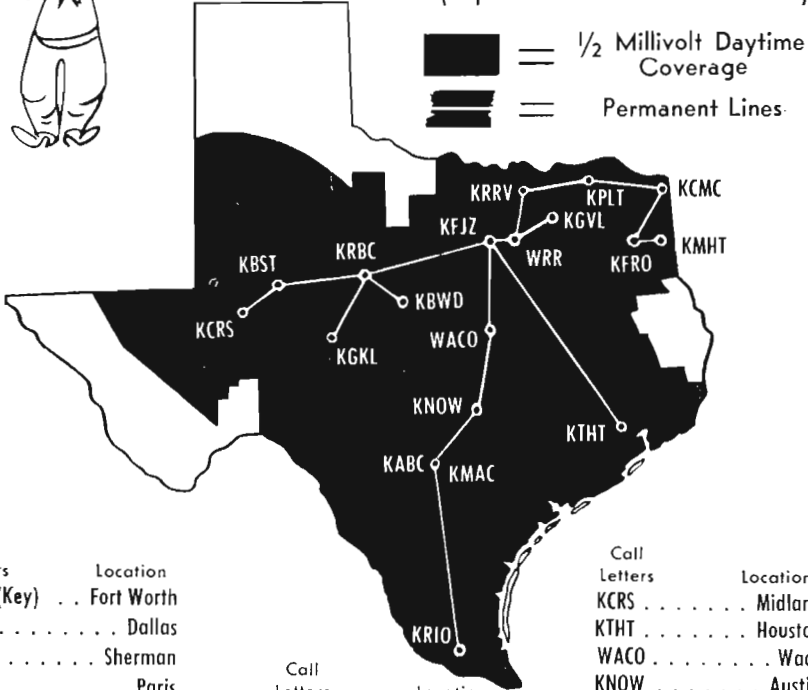
Frequency: 1070 Kc.Power: 1000 Watts d.
 Owned-Operated ByAlice Bcstg. Co.
 Business-Studio AddressHotel Alice
 Phone Number1360

We're Sorry!

All We Can Deliver Is

90% of Texas

(Population-wise and Dollar-wise)



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

News Service AP
 Transcription Service..... World, Lang-Worth
 General Manager..... Leon Lloyd

KVLF

ALPINE—1947—MBS-S.W.-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Big Bend Bcstrs.
 Business Address..... P. O. Box 779
 Phone Number..... 37
 Studio Address..... Holland Hotel
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth. KBS
 Representative..... Katz
 Membership..... NAB
 President..... Barney H. Hubbs
 General Manager..... Jack Hawkins
 Station Manager..... Charles Van Grundy
 Commercial Mgr..... Gene Hendrix
 Chief Engineer..... Bert Johnson

KAMQ

AMARILLO—1947

Frequency: 1010 Kc..... Power: 1000 Watts d.
 Owned By..... Top of Texas Bcstg. Co.
 Business-Studio Address..... 1301 Polk St.
 Phone Number..... 2-6543
 Transmitter Location..... E. on Hway. 287
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... Standard
 President..... Walter G. Russell
 General Manager..... W. J. Dickerson
 Program Director..... Ray Whitworth
 Chief Announcer, Farm Editor..... Ken Duke
 Musical Director..... Tom Hipps
 Chief Engineer..... Stewart Parson

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned By..... Amarillo Bcstg. Corp., Inc.
 Operated By..... J. Lindsay, Gilmore Nunn
 Business-Studio Address..... 109 E. 5th St.
 Phone Number..... 5343
 Transmitter Location..... Belaire Pk.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President..... Gilmore Nunn
 General Manager..... Howard Roberson
 Commercial Manager..... Bill Fairley
 Sales Prom. Manager..... Phil Stanley
 Program Director..... Jabbo Watson
 Musical Director..... Joe Bob Coble
 Chief Engineer..... Noel Luddy
 Farm Editor..... Bill Spiller

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
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... SESAC, Lang-Worth
 Representative..... Taylor-Borhoff
 Membership..... NAB, BMB, FMA
 President..... Gene Howe
 Exec. Gen. Mgr..... Ted Taylor
 General Manager..... Aubrey Jackson
 Local Sales Manager..... J. B. Linn
 Program Director..... Bob Watson
 Musical Director..... Bernie Howell
 Chief Engineer..... William H. Torrey
 Farm Editor..... J. B. Linn

KVAI

AMARILLO—1948—MBS

Frequency: 940 Kc..... Power: 1000 Watts
 Owned By..... Plains Empire Bcstg. Co.
 Operated By..... Lonnie J. Preston
 Business-Studio Address..... 1014 W. 7th Ave.
 Phone Number..... 2-6773
 Transmitter Location..... S.E. of City
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Walker
 Membership..... NAB, BMB
 President..... Alice Howenstine
 General-Station Mgr..... Lonnie J. Preston
 Comm.-Sales Prom. Mgr., Prod. Dir..... Pat Flynn
 Program Director..... Lew Preston
 Musical Dir., Traffic Mgr..... Evelyn Preston
 Chief Engineer..... A. Browning Clopton

KBUD

ATHENS—1948

Frequency: 1410 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Henderson County Bcstg. Co.
 Business Address..... Box 309
 Partners..... J. B. McNutt, Jr., Merl Saxon

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Frontier Bcstg. Co., Inc.
 Bus.-Studio Address..... 320 Capital Natl. Bank
 Bldg.
 Phone Number..... 2-6213
 Transmitter Location..... First & Tillery Sts.
 Air Time..... 6 a.m.-M.

• • • **TEXAS** • • •

News Service AP
Transcription Service Capitol
Representative Weed
Membership NAB, BMB
President Gene L. Cagle
Station Manager Louis R. Cook
Program-Publicity Dir. Conrad Vernon
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-Borroff
President Claudia T. Johnson
V.P., Gen.-Comm. Mgr. J. C. Kellam
Asst. Sta.-Sales Mgr. Willard Deason
Prog.-Prod. Director Richard S. Pryor
Publicity Director Harvey O. Payne
Chief Announcer David L. Smith
Musical Director Jane Holt Thomas
Chief Engineer Frank W. Yeagley
Farm Editor Reese Turner

K T X N

AUSTIN—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio KTXN
Business-Studio Address 309 W. 21st St.
Phone Number 7-4476
Transmitter Location W. Lake Dr.
Air Time Sunrise-sunset
News Service AP
Transcription Service Thesaurus
Membership NAB
Gen.-Sta.-Comm. Mgr.
Program Director Thomas G. Harris
Chief Announcer Dan H. Williams
Chief Engineer David H. Martin

K V E T

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Austin Bcstg. Co., Inc.
Business-Studio Address 113A W. Eighth St.
Phone Number 8-8521
Transmitter Location Bull Creek Rd.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative ForJoe
President John B. Connally
General-Station Mgr. Willard Deason
Commercial Manager Charles Howell
Sales Prom. Mgr., Pub. Dir. Bonner McClane
Prog.-Prod. Director Fred M. Caldwell
Musical Director Carl Mann
Chief Engineer Frank Yeagley

K R U N

BALLINGER—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Runnels County Bcstg. Co.
Bus.-Transmitter Address Ballinger
Phone Number 711-2
Studio Address Zappe Bldg.
Air Time 16 Hrs.
News Service AP
Transcription Service Standard, SESAC,
Keystone
Membership NAB
President, General Mgr. R. E. Bruce
Comm. Mgr., Prog. Dir. J. M. Isaacs
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
Studio-Transmitter Location W. Columbia
Hwy.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Capitol, Keystone
Membership NAB, BMB, FMA
President J. G. Long
General-Station Mgr. John F. Cooke

Commercial Manager.....Pat Reed
 Sales Prom. Mgr., Chief Announcer..Hal Ewing
 Prog.-Pub. Dir.....LaVerne Ewing
 Musical Director.....Nonie Kovar
 Chief Engineer.....Glenn R. Ellis
 Farm Editor.....Bob Allen

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Bay Bcslg. Co.
 Address.....Box 629
 Phone Number.....1650
 News Service.....AP
 Transcription Service.....Standard, KBS
 Representative.....Joseph Hershey McGillvra
 President.....C. Q. Alexander
 Vice President.....O. J. Howell
 General Manager.....E. H. Keown
 Commercial Mgrs.....Sylvia McKinstry,
 John Thompson
 Production Manager.....G. E. Knapp
 Chief Engineer.....Scoll Cooper

K R E L

BAYTOWN—1947—DIXIE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-Cities Bcslg. Co.
 Business Address.....P. O. Box 419
 Phone Number.....1360
 Transmitter Location.....Decker Dr.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Associated, Lang-Worth
 President.....Robert Matherne
 General Manager.....R. S. Bush
 Program Director.....Byard Sooy

K F D M

**BEAUMONT—1924
 ABC-LONE STAR**

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Beaumont Bcslg. 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
 Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke
 Sales Prom. Mgr.....Helen Caldwell
 Program Director.....Dave Russell
 Prod.-Musical Dir.....Conrad Bering, Jr.
 Publicity Director.....Rolph Ramos
 Chief Announcer.....George Monroe
 Chief Engineer.....Harold Jones

K P B X

BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned By.....KPBX Bcslg. Co., Inc.
 Operated By.....H. R. McGuire
 Bus-Studio Address.....New Crosby Hotel
 Phone Number.....2-0201
 Transmitter Location.....4945 Fannett Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service...Standard, MacGregor
 Representative.....Forjoe
 Membership.....NAB
 President.....William Paul Beville
 Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director.....H. R. McGuire
 Commercial Manager.....D. K. Macted
 Program Director.....Hugh Herrington
 Production Director.....William Hammond
 Chief Announcer, Musical Dir....Gordon Clark
 Chief Engineer.....Hugh Strain
 Farm Editor.....Glenn Earl

K R I C

BEAUMONT—1938—DIXIE

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



**DELIVERING A
 TREMENDOUS
 3-CITY MARKET:**

BEAUMONT - ORANGE -
 FORT ARTHUR and the
 Rich Gulf Coast Area.

Now 5000 Watts

DAY and NIGHT — 560 Kilocycles

K F D M

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.

and the
LONE STAR CHAIN

Represented By **FREE and PETERS, INC.**



Bus. Studio-Transmitter Address...130 Wall St.
 Phone Number4-9421
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus,
 Associated
 RepresentativeBranham
 Gen. Mgr., Prog. Dir.....Edwin Henry
 Sales Prom. Mgr.....Robert Lee Tucker
 Musical Dir.....Mrs. Margie Denise
 Chief Engineer.....Marvin J. Easterwood
 Farm Editor.....J. F. Combs

KTRM

BEAUMONT—1947—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number2-8478
 Transmitter Location...3240 Washington Blvd.
 Air Time.....Sunrise-Sunset
 News ServiceAP
 Transcription Service.....World, Keystone
 MembershipNAB
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....G. L. Kirk
 Program-Production Dir.....Joe Trum
 Chief Engineer.....Ben F. Hughes

KBST

**BIG SPRING—1936
 ABC-TEXAS STATE**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Big Spring Herald Bcstg. Co.
 Bus. Studio Address.....702 Johnson St.
 Phone Number1500
 Transmitter Location....1½ Mi. N.E. of city
 Air Time18 Hrs.
 News ServiceAP
 Representative.....John E. Pearson
 MembershipNAB, BMB
 President.....Robert W. Whipkey
 Gen.-Station Mgr.....William J. Wallace
 Comm.-Sales Prom. Mgr.....William L. Cox
 Prog.-Prod.-Pub. Dir.....Robert Lindley
 Chief Engineer.....Andrew M. Jones

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned By.....Fannin County Bcstg. Co.
 Operated By.....Frank Svoboda
 Bus. Studio-Transmitter Address...903 E. 4th St.
 Phone Number781
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceWorld
 Station Manager.....R. M. Shuffler
 Commercial Manager.....W. M. Thornton
 Program Director.....Laurin Donaldson
 Chief Engineer.....T. E. Wright

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....R. G. Hughes
 Business Address.....Box 1531
 Phone Number1600
 Studio-Transmitter Location.....Clayton St.
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB
 Owner.....R. G. Hughes
 General-Station Mgr.....Wayne Phelps
 Commercial Manager.....Harry Chilton
 Program Director.....Lynn Miller
 Publicity Director.....Jack Roberts
 Chief Engineer.....Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....G. L. Burns
 Business-Studio Address...106 N. Blackburn
 Phone Number77
 Transmitter Location....1 Mi. E. Court House
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceKeystone
 MembershipNAB
 Gen.-Station Manager.....G. L. Burns
 Comm.-Sales Prom. Manager....C. D. Reed
 Prog. Dir., Chief Announcer.....Gene Burns
 Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Stephens County Bcstg. Co.
 Business-Studio Address.....Miller Bldg.
 Phone Number1430
 Transmitter Location....1½ Mi. W. of city
 Air Time.....6 a.m.-local sunset
 News ServiceAP
 Transcription Service...Lang-Worth, Keystone
 MembershipNAB
 General-Station Mgr.....R. W. Chapman
 Commercial Manager.....Gilbert Webb
 Chief Announcer.....Tommy Drake
 Chief Engineer.....R. L. Smith
 Farm Editor.....W. R. Lace

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tom S. Whitehead
 Business Addr.....Brenham
 Phone Number655, 611
 Studio Address.....Main St.
 Transmitter Location....2 Mi. N. on Hwy. 36

Air Time.....6 a.m.-sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, SESAC
 Owner, Manager.....Tom S. Whitehead
 Commercial Manager.....Leo W. Gardner
 Program Director.....Bill Sloan
 Chief Engineer.....Richard Webb
 Farm Editor.....Joe Frobes

K V A L

BROWNSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....T. Frank Smith
 Address.....2701 San Benito Hwy.
 Phone Number.....2-6452
 Transmitter Location.....2701 San Benito Hwy.
 Air Time.....6 a.m.-M.
 News ServiceAP
 RepresentativeFree & Peters
 MembershipNAB, BMB
 General Manager.....T. Frank Smith
 Commercial Manager.....William Eikner
 Program Director.....Don Hedman
 Chief Engineer.....Ed. Frazier

K B W D

**BROWNWOOD—1941
 MBS-KBS-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
 Transmitter Location.....Williams Ranch Rd.
 Air Time.....6 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth, Keystone
 RepresentativeWalker
 MembershipNAB
 President, General Mgr.....Wendell Mayes
 Commercial Manager.....F. T. Wilson
 Program Director.....Howard Edwards
 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.
 News ServiceAP
 Transcription ServiceThesaurus
 Owner, Gen. Mgr., Chief
 Engineer.....David C. Jones, Jr.
 Actg. Sta.-Comm. Mgr.....Euell G. Byers
 Prog.-Farm Dir., Chief
 Announcer.....William J. Zak, Jr.

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 ServiceAP
 Transcription ServiceStandard
 MembershipNAB
 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 Brattlett

K C L E

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Martli, Inc.
 Business-Studio Address.....919 N. Main
 Phone Number.....1025
 Transmitter Location.....Route 3
 Air Time.....Sunrise-sunset
 News ServiceUP
 Transcription ServiceCapitol
 MembershipNAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager.....George W. Martli
 Program Director.....D'Voe Lee
 Chief Engineer.....George W. Martli
 Farm Editor.....C. A. Munch

K S T A

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Coleman County Bcstg. Co.,
 Inc.
 Business Address.....Box 827
 Phone Number.....8406
 Studio-Transmitter Address.....Abilene Hwy.
 Air Time.....Daytime
 News ServiceUP
 Transcription ServiceCapitol
 MembershipNAB
 President.....H. H. Jackson
 Sta.-Comm.-Sales Prom. Mgr.....Floyd Shelton
 Prog.-Prod.-Pub. Dir.....Billy B. Beach
 Musical Director.....Raymond Odom
 Chief Engineer.....R. B. Seals

W T A W

COLLEGE STATION—1922—ABC

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

. . . **TEXAS** . . .

Bus.-Studio Address.....Administration Bldg.
Phone Number4-6724
Transmitter Location...Bel. Bryan & College Sta.
Air Time.....6 a.m.-local sunset
News ServiceAP
Transcription ServiceWorld
MembershipNAB
Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik
Program Director.....Betty Jo Edwardson
Chief Announcer.....Bill Dupre
Chief Engineer.....Frank J. Sosolik
Farm Editor.....Andy Adam

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 Number2-7411
Studio Address.....Center Theater Bldg.
Transmitter Location.....Shell Rd.
Air Time.....18 Hrs.
News ServiceUP
Transcription ServiceWorld
RepresentativeTaylor-Borrolf
MembershipNAB. BMB
Owners.....Charles Rossi, Earl C. Dunn,
H. B. Lockhart, E. C. Hughes
Station Manager.....L. A. Wolford
Commercial Manager.....Earl Hawthorne
Prog.-Prod. Dir.....Lawrence W. Rasco
Pub.-Musical Dir.....Trudi Carr
Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—1937—NBC-TQN
Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address.....P. O. Box 840
Phone Number6354
Studio Address.....Driscoll Hotel
Transmitter Location.....Ocean Dr.
Air Time.....Unlimited
News ServiceAP
Transcription ServiceStandard
Representative.....Free & Peters
MembershipNAB. BMB
Pres., Gen.-Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Chief Engineer.....Ken Bridges

KSIX

CORPUS CHRISTI—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Corpus Christi Bcstg. Co.,
Inc.

Business-Studio Address.....Showroom Bldg.
Phone Number2-9242
RepresentativeForjoe
General Manager.....Vann M. Kennedy

KWBU

CORPUS CHRISTI—1943

Frequency: 1030 Kc.....Power: 50,000 Watts d.
Owned By.....Baylor Univ. of Waco
Business Address.....P. O. Box 898
Phone Number5258
Studio Address.....White Plaza Hotel
Transmitter Location.....Gregory
Air Time.....Daytime
News ServiceAP
RepresentativeBranham
General Manager.....Carr P. Collins
Station Manager.....Roy R. Kay
Office Manager.....Maydell Wallace
Musical Director.....Irene Hill
Chief Engineer.....Nestor Cuesta

KAND

CORSICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address.....State Natl. Bank Bldg.
Phone Number2486
Transmitter Location.....Hwy. 75
Air Time.....6 a.m.-10 p.m.
News ServiceUP
Transcription Service.....Lang-Worth, Standard,
Keytson
RepresentativeBranham
MembershipNAB
Vice Pres.....J. C. West
General Station Mgr.....Ernest T. Jones
Chief Engineer.....Orvis Beal

KXIT

DALHART—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Business-Studio Address.....P. O. Box 1350
Phone Number740
Transmitter Location.....2 Mi. N. of city on
Hwy. 54
Air Time.....Sunrise-sunset
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
Co-Owners.....Ed Bishop & Baird Bishop
General Manager.....Kenneth B. Bishop
Chief Engineer.....Bill Smith

KIXL

DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Variety Bcstg. Co., Inc.

DOUBLE COVERAGE
for
DALLAS - FT. WORTH!



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

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

"THE BILLION DOLLAR AUDIENCE"



KFJZ—FORT WORTH

WRR—DALLAS

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

T E X A S

Business-Studio Address....1401 S. Akord 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
 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.
 Owned-Oper. By.....Trinity Bcstg. Corp.
 Business-Studio Address.....Cliff Towers
 Phone Number.....Winfield 0328
 Transmitter Location.....Scyene Rd.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....Barton R. McLendon
 General Manager.....Gordon McLendon
 Station Manager.....C. E. Wilson
 Commercial Manager.....M. H. Lehmon
 Program-Production Dir.....Fred Edwards
 Chief Announcer.....Al Turner
 Chief Engineer.....Glen Callisan

K R L D

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Doily Times Herald
 Business-Studio Address.....Adolphus Hotel
 Phone Number.....Central 6811
 Transmitter Location.....Garland
 Air Time.....5:30 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Standard, Capitol
 Representative.....Branham
 Membership.....NAB, BMB
 President.....John W. Runyon
 General Manager.....Clyde W. Remberl
 Asst. Mgr., Pub. Dir.....J. W. Crocker
 Commercial Mgr.....William A. Roberts
 Program Director.....Roy George
 Chief Announcer.....Ves Box
 Musical Director.....Hugh Fowler
 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
 Transcription Service.....Associated
 Membership.....NAB
 President, General Manager.....A. L. Chilton
 Station-Comm. Manager.....R. G. Terrill
 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.....A. H. Belo Corp.
 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.....Thesaurus, Lang-Worth,
 Associated, SESAC
 Representative.....Edward M. Pety
 Membership.....NAB, BMB
 President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Commercial Manager.....Ralph W. Nimmons
 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

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 Blal
 Membership.....NAB
 Chairman.....E. O. Carlwright
 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

KDLK

DEL RIO—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Del Rio Bcstg. Co.
 Operated By: J. A. Clements
 Business Address: P. O. Box 1162
 Phone Number: 1234
 Studio-Transmitter Location: Cypress & E. Second Sts.
 Air Time: Unlimited
 News Service: UP
 Representative: Keese & Melville
 Membership: NAB
 Gen. Mgr., Pub. Dir.: James A. Clements
 Commercial Manager: Hal Harlan
 Prog. Dir., Chief Engineer: Norman Lassetter
 Chief Announcer: Norm Germani
 Farm Editor: Chuck Breezy

KDSX

DENISON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Grayson Bcstg. Co.
 Address: P. O. Box 263
 Phone Number: 3-400
 News Service: AP
 Transcription Service: Standard
 President, Gen. Mgr.: B. V. Hammond, Jr.
 Prog. Dir., Prom. Mgr.: William H. Burkett
 Chief Engineer: Fred Weaver

KDNT

DENTON—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Harwell V. Shepard
 Business-Studio Address: Radio Center
 Phone Number: 276
 Transmitter Location: 300 W. Ross St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Thesaurus, Keystone
 General Manager: Harwell V. Shepard

KDDD

DUMAS—1947—WESTERN IND.

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
 Pres., Chief Engineer: Lucian W. Spencer
 Gen.-Sta.-Comm. Mgr.: Tom M. Kriiser
 Prog.-Prod. Dir., Chief Announcer: Ray C. Larson
 Musical Director: Katherine Vitz
 Farm Editor: J. B. Wade

KURV

EDINBURG—1947

Frequency: 710 Kc. Power: 250 Watts d.
 Owned-Operated By: J. C. Looney
 Bus. Studio-Transmitter Address: 2 Mi. N. Hi Way
 Phone Number: 710-1
 Air Time: Sunrise-sunset
 News Service: UP
 Transcription Service: World
 Representative: Forjice
 Membership: NAB, BMB
 Owner: James Cullen Looney
 Gen.-Sta.-Comm. Mgr.: Allan Dale
 Program-Production Dir.: Stuart Graymount
 Publicity Director: Les Brecht
 Musical Director: Don Peterson
 Chief Engineer: Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By: Wharton County Bcstg. Co.
 Address: P. O. Box 1390
 Phone Number: 1390
 News Service: UP
 Transcription Service: Lanq-Worth
 President: Louis T. C. Krueger
 General Manager: Robert E. Norton
 Asst. Manager: Robert R. Hathaway
 Chief Engineer: Joe E. Miller

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.-Comm. Manager: David R. Worley
 Sta. Mgr., Prog. Dir.: Lloyd Hawkins
 Publicity Director: Patricia Becker
 Musical Director: Beatrice Lewis
 Chief Engineer: Jesse Neil

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned By: W. Texas Bcstg. Co.
 Operated By: H. J. Griffith
 Business-Studio Address: 2419 N. Piedras St.
 Phone Number: 5-2731

Transmitter Location...Hwy. 54, 10 Mi. N.E. of El Paso
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....Paul H. Raymer
 MembershipNAB, BMB
 Exec. Vice Pres.....Kenyon Brown
 Station Manager.....Willard L. Kline
 Commercial Manager.....Larry Clair
 Prog.-Prod.-Musical Dir.....Gene Procter
 Chief Engineer.....E. L. Gemoets
 Farm Editor.....John Hicks

K R O D

EL PASO—1940

CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Raderick Bcstg. Corp.
 Business-Studio Address...2201 Wyoming St.
 Phone Number2-6551
 Transmitter Location...Hwy. 54, N.E. of city
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeTaylor-Borrorff
 MembershipNAB, BMB
 President.....Dorrance D. Roderick
 V.P., Gen. Mgr.....Val Lawrence
 Program Director.....Ted Hunt
 Pub. Dir., Farm Editor.....Bob Canavan
 Musical Director.....Arthur Brown
 Chief Engineer.....Edward P. Talbott

K S E T

EL PASO—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sunland Bcstg. Co.
 Bus.-Studio Address.....307 Mills St.,
 P. O. Box 185
 Phone Number3-2693
 Transmitter Location.....1901 E. 11th St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 RepresentativeWalker
 MembershipNAB
 President.....Edward D. Hodge
 General Manager.....Vincent W. McConn
 Station Manager.....A. E. Mickel
 Chief Engineer.....Lloyd Hilburn

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address.....801 N. Oregon St.
 Phone Number2-5423
 Transmitter Location...First Ave., Lower Valley
 Air TimeUnlimited

News ServiceUP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....George P. Hollingbery
 MembershipNAB, BMB
 General-Station Mgr.....Karl O. Wyler
 Comm.-Sales Prom. Mgr.....Roy T. Chapman
 Prog. Dir., Prod. Mgr.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton

K C N C

FORT WORTH—1946

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705½ Main St.
 Phone Number2-7175
 News ServiceAP
 Transcription Service...Lang-Worth, Capitol
 RepresentativeWalker
 President, Gen.-Comm. Mgr.....J. H. Speck
 Vice President.....Earl A. Cullum
 Program Director.....Luther Adkins
 Promotion Manager.....Jerry Hahn
 Chief Engineer.....Jack Hopkins

K F J Z

FORT WORTH—1922

MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By...Texas State Network, Inc.
 Business-Studio Address...1201 W. Lancaster
 Phone Number3-3474
 Transmitter LocationBirdville
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeJohn Blair
 MembershipNAB
 Pres., Sta. Mgr.....Gene L. Cagle
 Vice-President.....Charles B. Jordan
 Commercial Mgr.....Clyde D. Pemberlon
 Program Director.....Walton K. Blanton
 Chief Engineer.....James T. Peterson

(See Page 634)

K W B C

FORT WORTH—1946—LIBERTY

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Worth Bcstg. Co.
 Bus.-Studio Address.....Houston & 9th
 Phone Number2-9231
 Transmitter Location.....Old Denton Rd.
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 Representative.....William G. Rambeau
 MembershipNAB
 President.....P. W. Seward
 General Manager.....Forrest Wallace
 Program Director.....Lewis Love
 Production Director.....Edward Hogan
 Chief Engineer.....Melvin Parsons

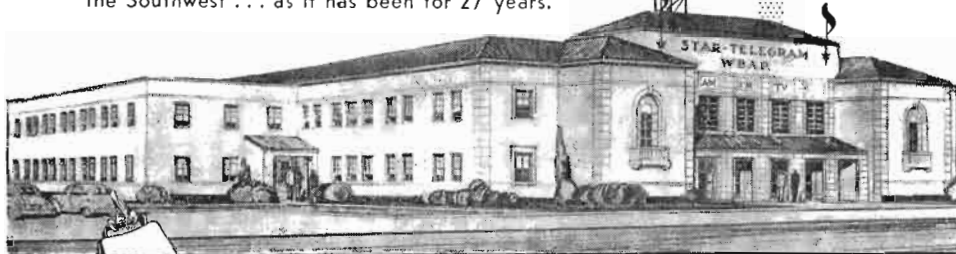
From Earphones To Television

1922 • 1949

From 1922 to 1949—from earphones to television—the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.



WBAP
THE STAR-TELEGRAM STATION

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star
Chain

AM•FM•TV



FORT WORTH, TEXAS

Amon Carter, Pres. George Cranston, Mgr.
Harold Hough, Dir. Roy Bacus, Com. Mgr.

FREE & PETERS, INC. National Representatives

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

KXOL

FORT WORTH—1947

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: 18 Hrs.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: John E. Pearson
 President: F. M. Skinner
 Gen.-Sta.-Comm. Mgr.: Russ N. Lamb
 Sales P. om. Mgr.: Herman C. Clark
 Program Director: Bill Herring
 Publicity Director: Bob Mayberry
 Chief Engineer: John R. Crouse

WBAP

FORT WORTH—1922
 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned By: Carter Publications, Inc.
 Oper. By: Fort Worth Star-Telegram
 Business Address: 400 W. Seventh
 Phone Number: 3-1234
 Studio Address: 3900 Barnett St.
 Transmitter Location: WBAP-820, Grapevine; WBAP-570, Arlington
 Air Time: Shares Time
 News Service: AP
 Transcription Service: World, Cole
 Representative: Free & Peters
 Membership: NAB, BMB, FMA
 President: Amon Carter
 General Manager: Harold Hough
 Station Manager: George Cranston
 Commercial Manager: Roy Baccus
 Sales Prom. Manager: Jack Holmes
 Program Director: Ed Lilly
 Production Director: A. M. Woodford
 Publicity Director: Jack Rogers
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson
 Farm Editor: Layne Beaty

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Gillespie Bcstg. Co.
 Business Address: Box 347
 Phone Number: 311, 369
 Studio Address: Security State Bank Bldg.
 Transmitter Location: U. S. Hway. 87
 Air Time: 7 a.m.-10:15 p.m.
 News Service: AP
 Membership: NAB
 Partners: Walter T. McKay, Arthur Stehling

Sta.-Sales Prom. Mgr.: Harry Van Slycke
 Commercial Manager: Fred Steadman
 Prog. Dir., Chief Announcer: Gregg Winters
 Chief Engineer: Thornton L. Kidd
 Fa.m Editor: Walter Furman

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By: Gainesville Bcstg. Co.
 Business Address: Training School Rd.
 Phone Number: 1600
 News Service: AP
 Transcription Service: Thesaurus, Standard, Keystone
 Pres. Gen. Mgr.: Joe M. Leonard, Jr.
 Program Director: Louis C. Pitchford, Jr.
 Chief Engineer: Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned By: The Galveston Bcstg. Co.
 Operated By: James W. Bradner, Jr.
 Business-Studio Address: Commerce Bldg.
 Phone Number: 4329
 Transmitter Location: E. end Galveston Island
 Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol
 General Manager: James W. Bradner, Jr.
 Commercial Manager: Floyd Smith
 Program Director: Bill Jackson
 Musical Director: Mary Jean Duncan
 Chief Engineer: Jesse Simms

KLUF

GALVESTON—1923—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: The KLUF Bcstg. Co.
 Business-Studio Address: 300 Haden Bldg.
 Phone Number: 6676
 Representative: William G. Rambeau
 President: George Roy Clough
 Gen. Comm. Mgr.: L. D. Clough

KCTI

GONZALES—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Gonzales Bcstg. Co.
 Business Address: 425 St. George St.
 Phone Number: 770
 News Service: AP
 Transcription Service: Capitol
 Representative: Gene Grant, Cooke
 Chief Owners: Lawrence M. Walshak, Frank Wilson, Jr.
 Gen.-Commercial Mgr.: Lawrence M. Walshak
 Prom. Mgr., Chief Engr.: Frank Wilson, Jr.

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
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Clay Thompson, Jr.
 Prom. Comm. Mgr. Brooks Robertson
 Program Director Joe Venso
 Chief Engineer Vance Newsom

K G V L

GREENVILLE—1946
MBS-TEXAS STATE

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 8 a.m.-M.
 News Service AP
 Membership NAB
 Owner, General Manager Truett Kimzey
 Station Manager Earle Fletcher
 Comm. Sales Prom. Mgr. Leo Hackney
 Program-Production Dir. James D. Jones
 Chief Engineer Tom Clyce

K C L W

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By Hamilton Bcstg. Co.
 Address P. O. Box 511
 Phone Number 500
 News Service UP
 Transcription Service Capitol
 President Clyde Weatherby
 Gen. Prom. Mgr. William T. Stubblefield
 Commercial Manager Alma Lee Yates
 Program Director Joe C. Caldwell
 Chief Engineer Carl Knello

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. Hwy. 83,
 bel, Harlingen & San Benito
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Associated, Standard,
 Capitol
 Representative Burke, Kuipers & Mahonsy
 Membership BMB, FMA

President McHenry Tichenor
 General-Station Mgr. Troy McDaniel
 Commercial Manager Dave Bennett
 Program Director Frank Parker
 Musical Director Gene Torbett
 Chief Engineer Willis Wilson

K G R I

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson Bcstg. Co.
 Business-Studio Address Henderson
 Gen., Comm. Mgr. C. H. Bruga
 Promotion Manager Bill Boren

K P A N

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By Hereford Bcstg. Co.
 Address Box 868
 Phone Number 860
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Marshall Formby
 Secretary John Blake
 Comm. Mgr.-Prog. Dir. Hal W. Bly Miller
 Chief Engineer Rea Bowman

K H B R

HILLSBORO—1948

Frequency: 1560 Kc. Power: 250 Watts d.
 Owned-Oper. By Hill County Bcstg. Co.
 Business-Studio Address 204 E. Franklin St.
 Phone Number 594
 News Service UP
 Transcription Service World
 Program Director Rober Greable
 Chief Engineer Sam W. Engle

K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Texas Bcstrs., Inc.
 Business-Studio Address 410 Main St.
 Phone Number Preston 3108
 Transmitter Location Post Oak Rd.
 Air Time 24 Hrs.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Weed
 Membership NAB, BMB
 President William Harry Talbot
 Gen.-Sta. Mgr. King Howard Robinson
 Commercial Manager William C. Burks
 Sales Prom. Manager Bernard Moses
 Prog.-Prod. Dir. William S. Newkirk
 Publicity Director Robert Matthes
 Musical Director Millie Tilly
 Chief Engineer Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Call of Houston, Inc.
 Business-Studio Address. M&M Building
 Phone Number. Charter 4-1888
 News Service. UP
 Transcription Service. World, Associated
 Representative Bozell & Jacobs
 President. William A. Smith
 Vice-Presidents. E. C. Hughes, Ed Hoffman
 General Manager. Lee Hogg
 Commercial Manager. William Lightfoot
 Program Director. Dick Heltrick
 Chief Engineer. H. B. Balch

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By. W. Albert Lee
 Business-Studio Address. Milby Hotel
 Phone Number. Preston 1161
 Transmitter Location. 1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time Unlimited
 News Service UP
 Transcription Service. World, Associated
 Representative Walker
 Membership NAB, BMB
 President. W. Albert Lee
 General-Station Manager. Ted Hills
 Commercial Manager. John Pace
 Sales Prom. Manager. Lou Eastman
 Program Director. Guy Savage
 Production Director. Gene Myers
 Publicity Director. Beverly Kobel
 Chief Announcer. Jack Matthews
 Musical Director. Glenn Miller
 Chief Engineer. Paul Huhndorff
 Farm Editor. Jack Timmons

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Veterans Bcstg. Co.
 Business-Studio Address. 905 Scanlan Bldg.
 Phone Number. Beacon 3-8801
 News Service. UP
 Transcription Service. Lang-Worth, Capitol
 Representative Forjoe
 President. Max H. Jacobs
 Gen., Comm. Mgr. Dave Morris
 Program Director. Walter Colvin
 Promotion Manager. Alec Gifford
 Chief Engineer. Carlton Woodell

KPRC

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, BMB
 President, Owner. W. P. Hobby
 General Manager. Jack Harris
 Asst. Gen. Mgr. Jack McGrew
 Sales Prom. Manager. Charles C. Dyer, Jr.
 Production Manager. Brooke Carroll
 Publicity Director. Jane Braunstein
 Chief Engineer. Harvey Wheeler
 News Editor. Pat Flaherty

KTHT

HOUSTON—1944
 MBS-TEX. STATE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By. Texas Star Bcstg. Co.
 Business-Studio Address. 4000 S. Main St.
 Phone Number. Keystone 3-5535
 Transmitter Location. Nr. San Jacinto
 Battlegrounds
 Air Time Unlimited
 News Service AP
 Transcription Service. Associated, Capitol
 Representative Avery-Knodel
 Membership BMB, FMA
 President. Roy N. Holheinz
 Gen.-Sta.-Comm. Mgr. Bill Bennett
 Sales Prom. Mgr., Pub. Dir. Lauri Schutt
 Program Director. Gene Lewis
 Chief Engineer. O. B. Johnson

KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By. KTRH Bcstg. Co.
 Business-Studio Address. Rice Hotel
 Phone Number. Preston 4361
 News Service. UP
 Transcription Service. World
 Representative John Blair
 President. B. F. Orr
 Assistant Manager. Ray Herndon
 Sales Manager. Ray Bright
 Program Director. Ted Nabors
 Promotion Manager. George McCormick
 Engineers. Tom Hiner, Lester Mullan

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,
 London
 Representative. Free & Peters
 Membership. NAB, BMB, FMA
 President. Glenn H. McCarthy
 General Manager. Reese Reinecker
 Exec. Vice-President. Fred Nahas
 Comm.-Sales Prom. Mgr., Prog.-Pub.
 Director. Terry Lee
 Prod. Dir., Chief Announcer. Art Finger
 Musical Director. Ed Badeaux
 Chief Engineer. Gerald R. Chinski
 Farm Editor. Bob Gray

K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Huntsville Bcstg. Co.
 Bus.-Studio-Transmitter Address. Hwy. 75 S.
 Phone Number. 666
 Air Time. 6:30 a.m.-11 p.m.
 News Service. AP
 Transcription Service. Capitol, Keystone
 Membership. NAB
 President. J. G. Long
 General Manager. Bryan Powell
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director. Harvard C. Bailes
 Program-Production Director. Don Gulihur
 Chief Announcer, Chief
 Engineer. John Neatbery, Jr.
 Musical Dir., Farm Editor. Al Strong

K E B E

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bill A. Laurie
 Bus.-Studio-Transmitter Address. Pierce Lane
 & Lake St.
 Phone Number. 2211
 Air Time. 8:30 a.m.-10 p.m.
 News Service. UP
 Transcription Service. Lang-Worth, SESAC,
 Keystone
 Membership. NAB, BMB
 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. Tommy Perryman

Chief Engineer. William M. McCreary, Jr.
 Farm Editor. George Womack
 Continuity Editor. Jerry Spencer

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 A. Tonahill
 General Manager. Raymond Dorsey
 Program Director. Ray C. Sherman
 Chief Engineer. Lawrence M. Sanders

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Oil Capitol Bcstg. Assn.
 Bus.-Studio Address. 102½ E. North St.
 Phone Number. 1300
 Transmitter Location. Martin & Ross Sts.
 Air Time. 6 a.m.-11 p.m.
 News Service. AP
 Transcription Service. Keystone
 Membership. BMB
 President. Roy G. Terry
 Gen.-Sta.-Comm.-Sales Prom.
 Manager. H. A. Degner
 Prog.-Prod.-Musical Dir. H. W. Haygood, Jr.
 Pub. Dir., Farm Editor. Patsy Eubanks
 Chief Engineer. Karem O. Soule

K V E T

KERRVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operoled By. Leonard B. Brown
 Address. P. O. Box 271

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Operated By. Lamesa Bcstg. Co.
 Business-Studio Address. 408 N. Second St.
 Phone Number. 690
 Transmitter Location. 1½ Mi. S.E. Lamesa
 Air Time. Local sunrise-sunset
 News Service. UP
 Transcription Service. Keystone
 Membership. NAB, BMB
 Gen.-Sta.-Comm. Mgr. Kermit Ashby
 Sales Prom. Mgr. Clayton Barkhurst
 Prog.-Prod.-Pub. Dir. Mrs. O. K. Connor
 Chief Announcer, Musical
 Director. Johnnie Thurmon, Jr.
 Chief Engineer. Eugene Cornelius
 Farm Editor. Hugh Smith

KHIT

LAMPASAS—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Lampasas Bcstg. Co.
 Address. P. O. Box 789
 News Service. UP
 Transcription Service. SESAC
 Presidents. Sylvester Lewis,
 Robert O. Easton

Gen. & Prom. Mgr. Easton R. Pace
 Commercial Manager. Walter Derwin
 Program Director. Taylor Spence
 Chief Engineer. Troy Whitaker

KPAB

LAREDO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Laredo Bcstg. Co.
 Business-Studio Address. Hamilton Hotel
 Phone Number. 2124-5
 Transmitter Location. 1 Stone Ave.
 Air Time. 6:30 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, Keystone
 Representative. John E. Pearson
 Membership. NAB, BMB
 President. Howard Davis
 General-Station Mgr. Mark Perkins
 Commercial Manager. Gordon Lloyd
 Program Director. James B. Creed
 Chief Engineer. K. Hulan Smith

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By. J. C. Rothwell
 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. Lang-Worth
 Membership. NAB
 President. J. C. Rothwell
 General Manager. J. B. McShan
 Commercial Manager. J. C. Dorrell
 Program Director. Othell W. Wilson
 Chief Announcer. Wayne Robison
 Chief Engineer. James Zackery

KFRO

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. 411
 Transmitter Location. Marshall Hwy.

Air Time. Unlimited
 News Service. AP
 Transcription Service. Lang-Worth, Keystone
 Representative. Donald Cooke
 Membership. NAB, BMB
 President. James R. Curtis

KLTI

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. R. G. LeTourneau
 Address. P. O. Box 1866
 Phone Number. 4331
 News Service. INS
 Transcription Service. Associated
 President. R. G. LeTourneau
 General Manager. Merl Saxon
 Commercial Manager. Lawrence Birdsong
 Program Director. Richard A. Cousins
 Chief Engineer. Ken Maxwell

KCBD

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. 87
 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. George T. Dale
 Publicity Director. C. L. Land
 Chief Engineer. R. F. Lee
 Farm Editor. Gene Cooper

KFYO

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. Capitol
 Representative. Taylor-Borroll
 Membership. NAB, BMB
 President (Amarillo). Gene A. Howe
 Exec. Gen. Mgr. (Amarillo). O. L. Ted Taylor
 Resident Gen. Mgr. DeWitt Landis
 Comm.-Sales Prom. Mgr. Gordon Thompson
 Program Director. DeWitt Landis
 Musical Director. Georgia Ledbetter
 Chief Engineer. W. S. Bledsoe
 Farm Director. Jack Creel

KSEL

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 208 Ferguson Bldg.
Transmitter Location ¼ Mi. E. of Lubbock
city limits
Air Time 6 a.m.-1 a.m.
Transcription Service Lang-Worth, Thesaurus,
Cole
Representative Hal Holman
President Walter G. Russell
Gen.-Comm. Mgr. Clyde H. Smith
Prog. Dir., Chief Announcer R. D. Preusch
Chief Engineer Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Darrell E. Yates
Bus.-Studio Address 110 S. First St.
Phone Number 272, 1340, Transmitter 234
Transmitter Location 2 Mi. out on Hwy. 59
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, Cole,
Keystone
Representative Continental Radio Sales
Membership NAB
Owner, Gen.-Sta. Mgr. Darrell E. Yates
Comm.-Sales P. om, Mgr. Arthur Greene
Prog.-Prod. Dir. Allen Earl Vinson
Publicity Director Helen Campbell
Chief Engineer Ambrose Maxim

KTRE

**LUFKIN—1947
MBS-LONE STAR-E. TEX.**

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, Capitol
Representative Taylor-Borroff
Membership NAB, BMB
President R. W. Wortham, Jr.
Gen.-Sta.-Comm. Mgr. Richman G. Lewin
Sales Prom. Mgr. Kenneth Barfield
Prog.-Prod.-Pub. Dir., Farm Editor, Ray Gordon
Musical Director Royce Christenson
Chief Engineer Fred C. Hill

KMHT

**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 826
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
General Manager C. F. Whitesides, Jr.
Commercial Manager Robert Marlin
Program Director Katie Hyllton
Chief Announcer John Scoggin
Chief Engineer William Lindsay

KRIO

McALLEN—1947—MBS-TEX. STATE

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Valley Bcstg. Assn., Inc.
Business Address P. O. Box 1551
Phone Number 1700-1, 1440
Studio Address Hwy. 83, 1½ Mi. E. of city
Transmitter Location 10th St. Rd., nr
Edinburg
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Standard, SESAC
Representative J. P. McKinney, Homer Griffith
Membership NAB
President Bryce Ferguson
General-Station Mgr. Ingham S. Roberts
Commercial Manager H. R. Halcom
Prog. Dir., Chief Announcer W. J. Dickson
Chief Engineer W. M. Meiners

KMAE

McKINNEY—1947—LIBERTY

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, Capitol
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. George W. Smith, Jr.
Commercial Manager Melvin Belew
Program Director Denise Adkins
Chief Announcer, Chief
Engineer C. W. Rampy
Farm Editor Page Johnson

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Raymond River
 Business Address Box 31
 Phone Number 319
 Transcription Service Standard, KBS
 Owner-General Mgr. Raymond River
 Commercial Manager W. W. Whorton
 Chief Engineer Jerry Hickman

KCRS

MIDLAND—1935—ABC-TEX. STATE

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address . . 112 W. Missouri St.,
 Box 1072
 Phone Number 1080
 Transmitter Location . . . West Hway. 80, ½ Mi.
 W. Midland city limit
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Sta.-Sales Prom. Mgr. J. M. McDonald
 Commercial Manager G. L. McDonald
 Program Director Wayne Harrell
 Chief Announcer David Cole
 Chief Engineer Tom Yates

KVKM

MONAHANS—1946

MBS-KBS-CACTUS-SOUTHWEST

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Business-Studio Address Radio Center
 Phone Number 438-9, 434
 Transmitter Location 1½ Mi. N. of
 Monahans on W. side of Hway. 87
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Keystone
 Representative Taylor-Boroff
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Charles W. Stuckey
 Comm.-Sales Prom. Mgr. Larry B. Scheer
 Prog.-Prod. Dir., Asst. Manager,
 Chief Announcer James E. Wright
 Publicity Director Bill Lee
 Chief Engineer John E. Straight

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Winston O. Ward

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Lufkin Hgwy.
 Phone Number 1230
 News Service UP
 Transcription Service Lang-Worth, KBS
 President Kelly Bell
 Gen., Comm. Mgr. Bob Atherton
 Program Director J. C. Stallings
 Promotion Manager Woodrow Muckelroy
 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
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Membership NAB
 Pres., Gen.-Sta. Mgr. Wilbur Courtland Fouts
 Commercial Manager Dick Kelly
 Sales Prom. Mgr., Chief
 Engineer George Middlebrook
 Prog. Dir., Chief Announcer,
 Farm Editor John Billingsley
 Musical Director Ann Simon

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By Ben Nedow
 Business Address P. O. Box 1369
 Phone Number 5791
 Studio Address 120 W. Third
 Transmitter Location Hway. 80
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, Standard,
 Associated
 Membership NAB, BMB
 Owner, Gen.-Sta. Mgr. Ben Nedow
 Commercial Manager Royce A. Collier
 Sales Prom. Mgr., Prog.-Prod.
 Director Shirley Sporic
 Chief Announcer John Vacca
 Chief Engineer James Kimbrell

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Southwestern Bcstg. Corp.
 Operated By Cecil L. Trigg

. . . **T E X A S** . . .

Business-Studio Address 115 W. 6th
 Phone Number 4301
 Transmitter Location Crane Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Cole
 Representative Taylor-Boroff
 Membership NAB
 President Paul Moss
 General-Station Manager Cecil L. Trigg
 Comm.-Sales Prom. Mgr. Robert Montgomery
 Program Director John Guffey
 Publicity Director William B. Gillett
 Chief Announcer, Musical Dir. Jim Thomas
 Chief Engineer James Simpson
 News Editor Ed Costello

K R I G

ODESSA—1945—MBS

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 Walker
 President R. O. Canon
 General-Station Manager J. N. McKean
 Commercial Manager Art Hester
 Program Director Clarence Garnes
 Chief Engineer Paul Farmer

K O G T

ORANGE—1947—DIXIE

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 4381-2-3
 Transmitter Location 3 Mi. N. of Orange on
 Hwy. 87
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service Associated, Capitol
 Representative Friedenber
 President J. Jacobs
 V.P., Gen.-Sta. Mgr. Arthur P. Kay, Jr.
 Comm.-Sales Prom. Mgr. Ken Freuden
 Prog.-Prod.-Pub. Dir.
 Farm Editor Johnnie S. Foster
 Musical Director Phil Scott
 Chief Engineer Arthur P. Kay, Jr.

K N E T

**PALESTINE—1936
 MBS-KBS-LIBERTY**

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 a.m.-11 p.m.
 News Service UP
 Transcription Service Thesaurus, Keystone
 Representative Burke, Kuipers & Mahoney
 President Gordon B. McLendon
 General Manager Robert E. Stuart
 Managing Director John H. Hensley
 Program Director Marvin Croin
 Chief Announcer Ralph Thornton
 Chief Engineer Virgil Futch

K P D N

PAMPA—1936—MBS-KBS

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

K P L T

PARIS—1935—ABC-TEX. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned By No. Texas Bcstg. Co., Inc.
 Operated By Aubrey Harris
 Business Address Cor. S. Main & W. Austin
 Phone Number 1124-5-6
 Studio Address Gibraltar Hotel
 Transmitter Location Hwy. 271
 Air Time Unlimited
 News Service AP
 Representative John E. Pearson
 Membership NAB
 President A. G., Pat Mayse
 Gen.-Sales Prom. Mgr., Prod.-Pub.
 Director Aubrey Harris
 Asst. Manager Ann Nipp
 Commercial Manager Robert C. Stone, Jr.
 Prog. Dir., Chief Announcer Tom Seay, Jr.
 Musical Director John Allen
 Chief Engineer Eugene C. McNally
 Farm Editor Roland Denney

K I U N

**PECOS—1935
 MBS-KBS-SOUTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Jack Hawkins,
 Barney Hubbs

TEXAS

Business Address.....316 S. Cedar St.
Phone Number.....21
Studio Address.....Radio Bldg.
Transmitter Location...1 Mi. N. of town, on
Old Carlsbad Hwy.
Air Time.....7 a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....Keystone
Representative.....Taylor-Boroff
Membership.....NAB
Pres., Gen.-Sta. Mgr.....Jack Hawkins
Comm.-Sales Prom. Mgr.....Don Brooks
Prog. Prod. Dir.....W. D. Martin, Jr.
Publicity Director.....Barney Hubbs
Chief Engineer.....Harry W. Boehnemann

KEYE

PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....North Plains Bcstg Co.
Address.....Box 96
News Service.....UP
Transcription Service.....Lang-Worth
President.....Carl Ellis
Mgr. & Comml. Mgr.....Irvin R. Buchanan
Program Director.....Zeb Williams
Chief Engineer.....Bill Mathis

KVOP

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.....Standard, Keystone
Membership.....NAB, BMB
Pres., General Mgr.....W. J. Harpole
Station Manager.....Rial L. Campbell
Comm.-Sales Prom. Mgr.,
Publicity Director.....Larry Dorley
Program-Production Dir.....Bill Barrett
Musical Director.....Billie Joe Ogletree
Chief Engineer.....Carl Cook

KOLE

PORT ARTHUR—1947
DIXIE-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number.....2-9436-7-8, 2-6454
Studio Address.....Payne Bldg., Fourth at
Fort Worth Sts.
Transmitter Location.....2830 27th St.
Air Time.....5:55 a.m.-M.

News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
General-Station Manager.....Socs Vratls
Commercial Manager.....Frank Dussenbury
Sales Prom. Mgr.....Gray Harrower
Program Director.....Mary Anne Petru
Prod. Dir., Farm Editor.....Hal Parkes
Publicity Director.....Leonora De Grasse
Musical Director.....Jerry Oppel
Chief Engineer.....Claude Williams

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1515 Lakeshore Dr.
Phone Number.....7458
Transmitter Location.....Orange Hwy.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, World,
MacGregor
Representative.....Donald Cooke
Membership.....NAB
President, Gen. Manager.....W. D. Mauldin
Station-Comm. Manager.....Marjorie R. Vickers
Sales Prom. Mgr.....George Crouchet, Jr.
Program Director.....Corinne Enos
Production Director.....Harry Norman
Publicity Director.....Ruby Brayles
Chief Engineer.....Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Ford Bend County Bcstg. Co.
Business-Studio Address.....First Natl Bank Bldg.
Trustee.....Julius E. Junker

KGKL

SAN ANGELO—1928
ABC-TEX. STATE

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...2 Mi. N.E. of San Angelo
Air Time.....Unlimited
News Service.....AP
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....H. C. Ragsdale
General Manager.....Lewis O. Seibert
Commercial Manager.....Robert Bradbury
Program Director.....Jeanne Rau

TEXAS

Publicity Director.....Jane Bosworth
Chief Announcer.....Joe Darby
Chief Engineer.....Frank M. Jones

KTXL

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-Borrorff
Membership.....NAB
President.....Armistead D. Rust
Station Manager.....Robert M. Baird
Program Director.....Don Phillips
Chief Engineer.....Jack Proctor
Farm Editor.....W. D. Reese

KABC

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.....F-3126
Transmitter Location.....Leon Valley
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
President.....Gene L. Cagle
Station-Comm. Manager.....Bill Michaels
Sales Prom. Mgr., Pub. Dir.....L. Jerry Spengler
Program-Production Mgr.....Harold Carr
Chief Announcer.....James O. Wiggins
Musical Director.....Margaret Morris
Chief Engineer.....Joseph B. Haigh
News-Farm Editor.....John W. Scott

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Transmitter Location.....Whitby & Oxford Rds.
Air Time.....6 a.m.-M.
News Service.....AP, UP

Transcription Service.....Radio Gemas (supplied
from Mexico City in Spanish)
Representative.....J. P. McKinney
Membership.....NAB
President.....Raoul A. Cortez
V.P., Gen.-Station Mgr.....Charles F. Harris
Comm.-Sales Prom. Mgr.....William P. Smythe
Prog. Dir., Chief
Announcers.....(English) Marvin N. Broyles;
(Spanish) Lalo Astol
Chief Engineer.....Kenneth R. Hyman

KITE

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.....Daytime
News Service.....AP
Transcription Service.....London
Representative.....William G. Rambeau
General-Station Mgr.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program Director.....Alec Chesser
Chief Engineer.....John Siercovich

KMAC

SAN ANTONIO—1926
MBS-TEX. STATE

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250
Watts (CP 5000 Watts)
Owned-Oper. By.....The Walmac Co.
Bus.-Studio Address.....222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location.....(Present) 318 Ave A;
(under construction) Hwy. 87, Martinez-
Converse Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Cole,
MacGregor
Representative.....John E. Pearson
Owner, Gen.-Station Mgr.....Howard W. Davis
Sales Prom. Mgr., Pub. Dir.....Shirley A. Minor
Prog.-Prod. Director.....Tony Bessan
Chief Announcer.....Bud Whaley
Chief Engineer.....Charles L. Brady
Farm Editor.....Joe Galeener

WOAI

SAN ANTONIO—1922
NBC-TEX. QUALITY

Frequency: 1200 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Southland Industries, Inc.

TEXAS

Business-Studio Address.....1031 Navarro St.,
P. O. Box 2641
Phone Number.....Garfield 4221
Transmitter Location.....Selma
Air Time.....5:45 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....BMB
Pres., Gen.-Sta. Mgr.....Hugh A. L. Hall
Commercial Mgr.....David A. Keasler, Jr.
Sales Prom. Mgr.....Arthur L. Forrest
Program-Production Director.....Jerome Lee
Publicity Director.....Imogene Stanley
Musical Director.....Loraine Kneese
Chief Engineer.....Charles L. Jeffers
Farm Editor.....William W. Shomette

KONO

SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mission Bcstg. Co.
Bus.-Studio-Transmitter Address.....317 Arden
Grove
Phone Number.....Fannin 5171
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, SESAC,
World
Representative.....Forjoe
Membership.....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Publicity Director.....Jack Shoemaker
Chief Announcer.....Ray Hunt
Musical Director.....Lew Fay
Chief Engineer.....George Ing
Farm Editor.....Blake McCreelless

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Gunter Hotel
Phone Number.....Garfield 1251
Transmitter Location.....St. Hedwig Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC,
Thesaurus
Representative.....Taylor-Borhoff
Membership.....NAB, BMB
President.....Gene A. Howe
Genl. Station Mgr.....Edgar T. Bell
Commercial Manager.....Rex Preis[®]
Sales Prom. Mgr.-Pub. Dir.....Art Forrest
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

KCNY

SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hayes County Bcstg. Co.
Address.....Box 32
Phone Number.....888
News Service.....UP
Transcription Service.....Capitol
Pres., Prom. Mgr., Chief Engineer.....Charles L.
Cain
General Manager.....Merl Saxon
Program Director.....Dick Cousins
Commercial Manager.....Loretta Carley

KWED

SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Weldon Lawson
Business-Studio Address.....434 N. Austin St.

KRRV

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, Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Mgr. Denison Studio.....Orvin Franklin
Station Dir., Chief Announcer.....R. D. Shoulders
Chief Engineer.....T. E. Spellman

KTAN

SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....P. O. Box 73
Phone Number.....2910
Transmitter Location.....½ Mi. N. of Sherman on
Hwy. 75
Air Time.....Daytime
News Service.....AP
Transcription Service.....Capitol
President.....E. T. Fant, Jr.
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr. Norman Wright
 Prog.-Prod.-Musical Dir. Louise Cobler
 Publicity Director Mary Claycomb
 Chief Announcer Jim Shelton
 Chief Engineer Poul Phillips
 Farm Editor Cecil Magers

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, 886
 Studio-Transmitter Location Avaca Hwy.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Keystone
 Gen.-Sta.-Comm. Sales Prom. Manager David W. Ratliff
 Prog.-Prod.-Pub. Director John Harris
 Chief Announcer, Musical Dir., Chief Engineer, Farm Editor Bill Howze

K S T V

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Doyle E. Collup
 Business Address Box 34
 Phone Number 950
 Studio Address 140 S. Belknap
 Transmitter Location Dublin Hwy.
 Air Time 7 a.m.-5:30 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 Gen.-Sta. Mgr., Pub. Dir. Doyle E. Collup
 Prog.-Musical Dir. Frances Mohundro
 Chief Announcer J. Pat Narry
 Chief Engineer Doyle E. Collup
 Farm Editor Jack Edwards

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
 Transcription Service Lang-Worth, Keystone
 President William A. Edwards
 Gen.-Sta.-Comm. Mgr. Vernon R. Montgomery
 Sales Prom. Manager Clovis Pinion
 Prog. Dir., Chief Announcer Walter Lindberg
 Musical Director Don Roberts
 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 Stondord, Cole, KBS
 President J. S. McBeath
 General-Station Mgr. J. Harley Hubbard
 Commercial Manager O. B. McCoy
 Sales Prom. Manager Elwood Fritch
 Prog.-Prod.-Pub. Dir., Chief Announcer, Farm Editor Joe M. Yowell
 Musical Director Glenn Kinsey
 Chief Engineer J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Williamson County Bcstg. Co.
 Business Address Box 191
 Phone Number 1260
 Studio Address 121½ E. 2nd St.
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 Partner, Manager Graham Gillis Conoley
 Sta. Mgr., Prog. Dir. Jack P. Dubberley
 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 3 Mi. N. of Temple
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Membership NAB, BMB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Commercial Manager J. E. Callaway
 Prog. Dir., Chief Announcer Tom Robinson
 Chief Engineer Homer A. Cook

K C M C

**TEXARKANA—1932
 ABC-TEX. STATE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By KCMC, Inc.

• • •

TEXAS

• • •

Business Address.....317 Pine St.
 Phone Number.....3-6151
 Studio Address.....Gazette News Bldg.
 Transmitter Location.....Summerhill Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC,
 Cole
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 General Manager.....Frank O. Myers
 Program Director.....Herman Cecil
 Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946
MBS-KBS-RAZORBACK

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, Keystone
 Representative.....J. P. McKinney
 Membership.....NAB
 General Manager.....David M. Segal
 Station Manager.....Les Eugene
 Commercial Manager.....Martin O. Enger
 Program Director.....Norman Bale
 Chief Announcer.....Bob Lawrence
 Chief Engineer.....Henry N. Fones

KT LW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....J. G. Long
 Business-Studio Address.....2521 Ave. F.
 Air Time.....Daytime
 Transcription Service.....Keystone

KGKB

TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....E. Texas Bcstg. Co.
 Operated By.....James G. Ulmer
 Business-Studio Address.....115 S. College
 Phone Number.....1106-7
 Transmitter Location.....Sand Flat Rd.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....John E. Pearson, Gene Grant
 Membership.....NAB, BMB
 President, Gen.-Station Mgr.....James G. Ulmer

Commercial Manager.....W. E. Moore
 Sales Prom. Mgr.....E. A. Vasocou
 Program Director.....John W. Reavley
 Production Director.....J. Edwin Smith
 Publicity Director.....Martha Hancock
 Chief Announcer.....John P. York
 Musical Director.....Sam R. Matthews
 Chief Engineer.....Hudson C. Collins

KRST

TYLER—1947

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

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.....7010-1
 Transmitter Location.....Morningside Dr.
 Air Time.....6 a.m.-sunset
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 Director.....S. H. Bothwell
 General-Station Manager.....M. E. Danbom
 Asst. Mgr., Pub. Dir.....David Bothwell
 Program Director.....Don Tausch
 Production Director.....Peter T. Wolf
 Chief Announcer, Musical Dir.....Dana Adams
 Chief Engineer.....Robert A. Wileman
 Farm Editor.....Cy Heaton

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Uvalde Bcstrs.
 Operated By.....Edward J. Harpole
 Business-Studio Address.....1450 Batesville Rd.
 Phone Number.....717
 Air Time.....6:45 a.m.-10 p.m.
 Transcription Service.....Keystone
 Representative.....Homer Griffith
 Membership.....NAB
 President-General Mgr.....Edward J. Harpole
 Sta. Mgr., Com. Mgr., Prcg. Dir. Joe Watson, Jr.
 Publicity Director.....Stan Benson
 Chief Engineer.....Sam Barker

KVWC

VERNON—1939—MBS-KBS

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

Business-Studio Address...1813½ Wilbarger
 Phone Number1048-9
 Transmitter Location...1 Mi. E. Courthouse on
 Hway, ext. fr. Wilbarger St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeGene Grant
 President.....R. H. Nichols
 General Manager.....W. D. Dixon
 Commercial Manager.....Jack Petrie
 Program Director.....Bob Hardison
 Prod. Dir., Chief Announcer.....Don Husted
 Chief Engineer.....Herman Ridgway

KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Enterprises, Inc.
 Business Address.....Box 725
 Phone Number1107
 Studio-Transmitter Location.....Cuero Hway.
 Air Time.....5 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 MembershipNAB
 President, General Mgr.....J. G. Long
 Sta. Mgr., Prog. Dir.....Robert Tharp
 Comm. Sales Prom. Mgr.....Jim Trueheart
 Prod. Dir., Chief Announcer,
 Farm Editor.....Robert Cutting
 Musical Director.....Carruth Palmer
 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 Number5770
 Transmitter Location.....35 Mi. S.W. of 12th
 an Pierrard Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....World
 Representative..J. P. McKinney, Homer Griffith
 MembershipNAB
 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
 Production Director.....Al Mankin
 Publicity Director.....C. L. Hinkle
 Chief Announcer.....Byron Lawrey
 Musical Director.....Lucille Novich
 Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Amicable Bldg.
 Phone Number9315
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6a.m.-M.
 News ServiceAP
 RepresentativeWeed
 MembershipNAB
 President.....Gene Cagle
 General Manager.....R. Lee Glasgow
 Commercial Manager.....Stanley E. Wilson
 Program Director.....Bob H. Walker
 Chief Engineer.....Jesse Dove

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....KRGV, Inc.
 Bus. Studio-Transmitter Address..201 Border St.
 Phone Number375
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 RepresentativeTaylor-Borroll
 MembershipNAB, BMB
 President.....T. E. Snowden
 Exec. General Mgr.....O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Assl. Manager.....Dick Watkins
 Commercial Manager.....Phil D. Dixon
 Sales Prom. Manager.....Ted Cressner
 Program Director.....Dick Hatwell
 Publicity Director.....Thelma Pearce
 Chief Engineer.....O. L. Hartwig

KFDX

WICHITA FALLS—1947

ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....Wichtex Bcstg. Co.
 Bus. Studio Address.....City National Bank
 Bldg., P. O. Box 1595
 Phone Number2-8668
 Transmitter Location.....Iowa Park Rd.
 Air Time.....Unlimited
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 RepresentativeTaylor-Borroll
 MembershipNAB, BMB
 President.....Darrold A. Cannan
 General Manager.....Charles E. Clough
 Commercial Manager.....Sid Grayson
 Sales Prom. Manager.....Clark Jones
 Program-Production Director...Arthur Busbey
 Publicity Director.....Mike Carpenter
 Chief Engineer.....John Adams

. . . **TEXAS-UTAH** . . .

K T R N

WICHITA FALLS—1948

Frequency: 1290 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Texoma Bcstg. Co.
President Walter D. Cline
Vice-President Houston Harle

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 2½ Mi. W.N.E. of
Resettlement Rd.
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB, BMB, FMA
President H. J. Griffith
Exec. Vice-President Kenyon Brown
Sta. Mgr., Prog. Dir. Moll M. Johnson
Comm.-Sales Prom. Mgr.,
Publicity Director A. L. Pierce
Musical Director Lillie Mae Comiskey
Chief Engineer Herbert T. Wiley
Farm Editor Carter McGregor

UTAH

*Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100
Total Families 157,700—Stations in State 17*

K B U H

BRIGHAM CITY—1948—SKYLINE

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Samuel L. Stephens, Sr.
Bus.-Studio-Transmitter Address . . 948 W. Forest
St.
Phone Number 948-9
Air Time Sunrise-sunset
News Service UP
Transcription Service Capitol
Membership NAB
General Manager Samuel L. Stephens, Sr.
Sta. Mgr., Prog.-Prod. Dir. Leo Higham
Comm.-Sales Prom. Manager Ed Black
Pub.-Musical Dir., Chief
Announcer Sam Stephens, Jr.
Chief Engineer, Farm
Editor William E. Bradshaw

K V N U

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
Bus.-Studio-Transmitter Address . . 1393 N. Main
St.
Phone Number 1400-1
Air Time 8 a.m.-M.
News Service UP
Transcription Service World, Keystone
Representative Avery-Knodel
Membership NAB, BMB
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 S U B

CEDAR CITY—1937—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Bus.-Studio Address El Escalante Hotel
Phone Number 398-9
Transmitter Location Cedar City
Air Time Unlimited
Transcription Service World, Keystone
Membership NAB
President Ivor Sharp
Gen.-Station Mgr. Roscoe A. Grover
Commercial Mgr. Arthur Higbee
Chief Announcer Forrest Hunter
Musical Director Roy Halverson
Chief Engineer Hirschell Urie
Farm Editor Roscoe A. Grover

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Oral J. Wilkinson

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 BMB
 President, General Mgr. A. L. Glassmann
 Station Manager George B. Morgan
 Comm. Mgr., Prog. Dir. Col'in W. Lowder
 Sales Prcm. Manager Herman Green
 Publicity Director Al Weeks
 Chief Announcer, Musical Dir. Dean Thueson
 Chief Engineer Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned By James B. Littlejohn
 Operated By Riley R. Gibson & Associates
 Business Address P. O. Box 867
 Phone Number 4223
 Studio-Transmitter Location W. 12th St.
 News Service AP
 Transcription Service Lang-Worth, Associated,
 Keystone
 President James B. Littlejohn
 General-Station Mgr. Riley R. Gibson
 Commercial Manager N. Pratt Smith
 Natl. Sales Mgr. Roy W. Sinor
 Prog. Dir., Farm Editor F. J. Wineriter
 Chief Engineer Richard T. Sampson

KVOG

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 Standard
 President, General Mgr. Arch G. Webb
 Asst. Manager Edward B. Burton
 Program Director Gil Henry
 Chief Engineer Gerald W. Peterson

KOAL

PRICE—1936

MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Business-Studio Address P. O. Box 591
 Phone Number Price 200
 Transmitter Location Price
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 Pres., Gen.-Sta. Manager Jack Richards
 Asst. Mgr. Carl P. Wolfrom
 Chief Engineer Leo E. Reid

KCSU

PROVO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By The Central Utah Bcstg. Co.
 Operated By Harold E. & Frank A.
 Van Wagenen
 Business Address P. O. Box 627
 Phone Number 2802-3
 Studio-Transmitter Location 12th South &
 University Avo.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 Pres., Comm.-Sales Prom.
 Manage: Frank A. Van Wagenen
 Gen.-Station Manager,
 Publicity Director Harold E. Van Wagenen
 Prog.-Prod.-Musical Dir.,
 Chief Announcer Orin Parker
 Chief Engineer Darwin L. Salisbury
 Farm Editor ElDean Bennell

KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. ated 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, BMB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager Keith N. Scovil
 Program Director L. H. Curtis
 Publicity Director Dean Ludlow
 Musical Director Chris Sanders
 Chief Engineer Henry Keyes
 Farm Editor Lovell Killpack

KSVC

RICHFIELD—1947

Frequency: 690 Kc. Power: 1001 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address Richfield
 Phone Number 690
 News Service UP
 Transcription Service World
 President William L. Warner
 Gen.-Commercial Mgr. William L. Warner, Jr.
 Promotion Mgr.-Program Dir. Art Tucker
 Chief Engineer David I. Hansen

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN-KBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Salt Lake City Bcstg. Co.
Business-Studio Address: 248 S. Main St.
Phone Number: 4-3561
Transmitter Location: 386 W. Gregson
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Associated
Representative: Avery-Knodel, Inc.
Membership: BMB
President: George C. Hatch
Exec. Vice-Pres.-Mgr.: Alvin G. Pack
Commercial Manager: Thomas H. Anderson
Sales Promotion Mgr.: John Brophy
Program Director: Craig Rogers
Publicity Director: Jack Goodman
Musical Director: Earl Donaldson
Director of Engineering: W. D'Orr Cozzons
Farm Editor: Stan Farnsworth

KDYL

SALT LAKE CITY—1922
NBC-UTAH-IDAHO

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: 6 a.m.-1 a.m.
News Service: INS. UP
Transcription Service: World, Thesaurus
Representative: John Blair
Membership: NAB, BMB
Pres., General-Station Mgr.: S. S. Fox
Commercial Manager: George A. Provol
Program Director: Emerson Smith
Publicity Director: Del Leeson
Musical Director: Eugene Jeleznik
Chief Engineer: John M. Baldwin
Farm Editor: Will Wright

KNAK

SALT LAKE CITY—1945

Frequency: 1400 Kc. (CP-1280 Kc.). Power: 250 Watts (CP 10000 Watts d.; 500 Watts n.)
Owned-Operated By: Granite District Radio Bcstg. Co.
Business-Studio Address: 219 Continental Bank Bldg.
Phone Number: 4-3685
Transmitter Location: 1016 W. 6th St.
Air Time: 6:30 a.m.-2 a.m.
News Service: AP
Representative: W. S. Grant Co.

President: Howard D. Johnson
General-Station Mgr.: Richard F. Connor
Commercial Manager: Richard I. Nicholes
Program Director: Al Collins
Production Manager: Albert R. Collins
Publicity Director-Musical
Director: Charlotte R. Kapsa
Chief Announcer: Eldon Walton
Chief Engineer: Myron E. May

KSL

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: Soltair
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
General Manager: C. Richard Evans
Asst. Manager: Ralph W. Hardy
Sales Manager: Frank B. McLatchy
Prom. Mgr., Pub. Dir.: Ray Bergman
Prog.-Prod. Dir.: Eugene Halliday
Chief Engineer: Vincent Clayton
Farm Director: Elvon Orme

In UTAH...
THE *Popular* STATION
AM and FM
FIRST AND FAR AHEAD IN
Television



Commercial Television pays off in the important Salt Lake metropolitan market.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

JOHN BLAIR & CO.
NATIONAL REPRESENTATIVES

KUTA

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
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: World, Standard
Representative: Katz
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

KJAM

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 374,000—Increase +4.1%—Radio Homes 103,800
Total Families 108,500—Stations in State 7

WCAX

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
Comm.-Sales Prom. Mgr., Prog.-Pub.
Director: J. D. Swan
Prod.-Musical Dir.: Milton Slater
Chief Announcer: R. L. Burger
Chief Engineer: James W. Tierney
Farm Editor: L. F. Killick

Sta. Mgr., Prog. Dir.: Alfred E. Spokes
Prom. Mgr., Chief Engineer: John C. Quill
Production Director: Val Carter
Musical Director: Gerald Gibson

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Montpelier-Barre Bcstg. Co.
Business Address: Union Mutual Bldg., Montpelier
Phone Numbers: Montpelier 1740, Barre 374
News Service: AP
Transcription Service: Lang-Worth
Representatives: Kettell-Carter, W. S. Grant
President: B. M. Jacobsen
General Manager: Paul H. Martin
Program Director: Robert Bannon

WJOY

BURLINGTON—1946—ABC

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
Transcription Service: Thesaurus
Representative: William G. Rambeau
Membership: NAB
President: David W. Howe

WHLW

RUTLAND—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
Owned-Operated By: Herbert L. Wilson
Bus. Address: 1025 Connecticut Ave., Washington 6, D. C.
Studio Address: 24½ Center St.
Transmitter Location: W. Proctor Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World, Capitol

VERMONT-VIRGINIA

Membership NAB
 President.....Herbert L. Wilson
 General Manager.....Thomas M. Donlin

W S Y B

RUTLAND—1930—MBS-KBS-YANKEE
 Frequency: 1380 Kc.....Power: 1000 Watts
 Bus. Studio Address.....35 Washington St.
 Phone Number.....1247
 Transmitter Location.....Creek Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, Keystone
 Representative.....Joseph Hershey McGillvra,
 Be:tha Bannon

Membership NAB
 Pres., Comm. Mgr..... Philip Weiss
 Station Manager.....J. H. Weiss
 Chief Engineer.....Norval K. Ramson, Jr.

W W S R

ST. ALBANS—1941
MBS-KBS-GREEN MT.

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Vermont Radio Corp.
 Business-Studio Address.....75 N. Main St.
 Phone Number.....1420
 Transmitter Location.....Swanton Rd.

Air Time Sunrise-sunset
 News ServiceUP
 Transcription Service.....World, Keystone
 Representative Walker
 Membership NAB, BMB
 President Lloyd Squier
 Gen.-Sta.-Ccomm. Mgr., Farm
 Editor.....Warren Marsden
 Prog.-Prod.-Pub. Dir.....Stuart Perry
 Chief Announcer, Musical Dir.....Eliot Page
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—1931
MBS-KBS-YANKEE

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 3,029,000—Increase +13.1%—Radio Homes 646,900
Total Families 728,000—Stations in State 46

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.-Sta. Mgr., Prog.-Prod.

Director.....Howard B. Hayes
 V.P., Chief Engineer.....Carl L. Lindberg
 Comm.-Sales Prom. Mgr.....Henry Z. Ungar
 Musical Director.....Herbert DeBerry, Jr.

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 ServiceUP
 Transcription Service.....Standard, Capitol
 Representative Burn-Smith
 Membership NAB
 Co-Owners.....R. Kilbourne Castell,
 Frank U. Fletcher
 General Manager.....R. W. Baker
 Commercial Manager.....William W. Jefferay
 Prog. Dir.....Raymond L. Hutchinson
 Musical Director.....Millicent Thomas
 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
 Business-Studio Address.....2030 N. 18th St.
 Phone Number.....OWens 7100
 Transmitter Location.....Minor Hill, Falls Church

. . . **VIRGINIA** . . .

Air Time 5:30 a.m.-4 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young
 President, General Mgr. Harold H. Thoms
 Station Manager Howard Stanley
 Prog.-Prod. Director Matthew Warren
 Pub.-Musical Director Warren F. Matts
 Chief Engineer William Youden
 Farm Editor Sidney Willard

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Frank W. Wagner
 Business-Studio Address Community Bldg.
 Phone Number 478
 News Service AP
 Transcription Service Standard, Lang-Worth
 President F. W. Wagner
 General Manager T. C. Richie
 Commercial Manager E. G. Silverman
 Program Director Dave Hart
 Promotion Manager W. E. Jones
 Chief Engineer D. O. Guthrie

W C Y B

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By Appalachian Bcstg. Corp.
 Business Address Bristol
 Phone Number North 3560
 Studio Address Hotel Gen. Shelby
 Transmitter Location Washington County
 News Service AP
 Transcription Service Associated, Thesaurus
 Membership NAB, BMB
 Sec.-Treas., Gen. Mgr. Robert H. Smith
 Pres., Sales Mgr. J. Fey Rogers
 Asst. Station Mgr. Grace Almond
 Production Spvr. Tom Dunn
 Announcer Spvr., Farm Editor Bill Lane
 Engineering Spvr. Bob Daugherty

W F H G

BRISTOL—1949—MBS

Frequency: 880 Kc. Power: 1000 Watts
 Owned By Blaufox Radio 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. Nininger
 Program Dir., Publicity Dir. W. F. Roney
 Musical Director-Farm Editor Verlin Mays
 Chief Engineer John Hughlett

W C H V

**CHARLOTTEVILLE—1933
 ABC-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WCHV
 Bus.-Studio-Transmitter Address Rose Hill St.
 Phone Number 2500
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Joseph Hershey McGillvra
 Membership BMB
 Owner Charles Barham, Jr.
 Mgr., Pub. Dir. Randolph Beon
 Local Comm. Manager Robert C. Walker
 Prod. Dir., Chief
 Announcer R. G. Sketchley, Jr.
 Musical Director James H. Bash
 Chief Engineer Walter W. Gray
 Farm Editor Herb DeBell

W K E Y

COVINGTON—1941—ABC-KBS

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. T. Carroll Harrison
 Prog.-Prod.-Pub. Director John Lee Davis
 Musical Director Frank Badders
 Chief Engineer John H. Wilson

W S V S

CREWE—1946—KBS

Frequency: 650 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Virginia Bcstg. Corp.
 Business Address Crewe
 Phone Number Crewe 5000
 Studio Addresses 117 Carter St., Crewe, Main
 St., Blackstone, Herald Bldg., Farmville
 Transmitter Location Burkeville
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World, Keystone
 Representative Rural Radio
 Membership NAB
 President C. S. Willis
 General-Station Mgr. Moxey E. Stone
 Comm.-Sales Prom. Mgr. Harris Unstead
 Pub. Dir., Farm Editor Bob Maynard
 Chief Engineer C. E. Wilson

W B T M

DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By . . . Piedmont Bcstg. Corp.
Bus.-Studio Address Hotel Danville Bldg.
Phone Number 2350
Transmitter Location Sandy Creek,
Pittsylvania County
Air Time 6:25 a.m.-M.
News Service AP
Transcription Service . . . Lang-Worth, Thesaurus
Representative George P. Hollingbery
Membership NAB
President L. N. Dibrell
General-Station Mgr. R. Sanford Guyer
Asst. Manager Edward G. Gardner
Comm.-Sales Prom. Mgr. Edward Wilder
Program Director Thomas W. Thompson
Prod. Dir., Chief Announcer Ambert Dail
Publicity Director Herbert Hodge
Musical Director Harry W. Spencer
Chief Engineer Lyle C. Motley
Farm Editor Ray Schreiner

W D V A

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 World, Capitol,
SESAC
Membership NAB, BMB
President J. D. Pruitt
Gen.-Sta.-Comm.-Sales Prom.
Manager Emerson J. Pryor
Prog.-Prod. Director Richard Campbell
Publicity Director Charles Holmes
Chief Engineer Rush Sawyers
Farm Editor Frank Raymond

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Lomar A. Newcomb
Address Box L
Phone Number 0900
News Service UP
Transcription Service Thesaurus
President-Genl. Mgr. Lamar A. Newcomb
Commercial Manager James E. Hollins
Program Manager Genevieve Newcomb
Promotion Manager Bob Honesworth
Chief Engineer Paul Malik

W F L O

FARMVILLE—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By Colonial Bcstg. Co.
Business Address P. O. Box 238
Phone Number 600
News Service UP
Transcription Service Capitol, Associated
President Carla B. Keys
Manager Charles R. Maillet
Chief Engineer Charles K. Chrismon

W F V A

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 Address 528 Wolfe St.
Transmitter Location King's Hwy.
Air Time Unlimited
Transcription Service . . . Lang-Worth, Keystone
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.
Business-Studio Address P. O. Box 192
Phone Number 750
Transmitter Location . . . John Marshall Hwy.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Membership NAB, BMB
President Thomas R. Owens
Gen.-Sta. Mgr., Pub. Dir., Chief
Engineer Warren S. Bell
Comm.-Sales Prom. Mgr. Roy D. Springer
Prog.-Prod. Dir., Chief Announcer . . . Bob Martin

W B O B

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . Carroll-Grayson Bcstg. Corp.
Bus.-Studio-Transmitter Address . . . Poplar Knob
Rd.
Phone Number 300
Air Time Unlimited
News Service AP
Membership NAB, BMB
President Robert V. Morris
General Manager Carl E. Duckett
Comm. Manager Joseph P. Crockett
Program Director Muriel Bell
Chief Engineer, Farm Editor . . . Carl E. Duckett

WVEC

HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By: Peninsula Bcstg. Co.
 Address: P. O. Box 481
 Phone Number: 6332
 News Service: AP
 Transcription Service: Standard, Associated
 President-Genl. Mgr.: Thomas P. Chisman
 Assistant & Commercial Mgr.: Vernon Carter
 Program Director: Peter Edman
 Promotion Manager: Edith Lawrence
 Chief Engineer: James Swafford

Transmitter Location: Boonsboro, Bedford
 County
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: George P. Hollingbery
 Membership: NAB, BMB
 President: Edward A. Allen
 Gen.-Station Mgr.: Philip P. Allen
 Comm.-Sales Prom. Mgr.: Joseph F. Wright, Jr.
 Prog.-Prod.-Pub. Dir.: William H. Loren
 Chief Announcer: Wayne Tyler
 Musical Director: Miss Jimmie McNeely
 Chief Engineer: John T. Orth
 Farm Editor: Eric Lund

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Shenandoah Valley Bcstg.
 Corp.
 Business-Studio Address: Newman Bldg.
 Phone Number: 550
 Transmitter Location: 5 Mi. S. of City on
 U. S. Route 11
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: Thesaurus
 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 Announcer, Farm
 Editor: Alvin Mullenax
 Chief Engineer: W. L. Braun

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By: Old Dominion Bcstg. Corp.
 Business Address: P. O. Box 918
 Phone Number: 7000
 Studio Address: 10th & Main Sts.
 Transmitter Location: Boonsboro Rd.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: David Hugh Dillard
 General Manager: Jack Weldon
 Commercial Manager: Norman T. Simpson
 Prog.-Pub. Director: Jay Seibel
 Prod.-Musical Dir.: Don Jarvis
 Chief Announcer: Mark Lewis
 Chief Engineer: Forest J. Pinkerton

WHAP

HOPEWELL—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: The Hopewell Bcstg. Co.
 President: Augustus Robbins, Jr.
 Chief Engineer: Edward Burwell

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Martinsville Bcstg. Co., Inc.
 Business Address: P. O. Box 831
 Phone Number: Virginia 2152
 Studio-Transmitter Location: Figsboro Rd.
 Air Time: 6 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Keystone
 Membership: NAB
 President: William C. Barnes
 General-Station Manager: John W. Shultz
 Commercial Manager: Charles F. Adams
 Program Director: Barbara H. Zimmerman
 Musical Director: Paul E. Zimmerman
 Chief Engineer: Dewey W. Muse

WREL

LEXINGTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Rockbridge Bcstg. Co.
 Business-Studio Address: 130 S. Main St.
 President: Marshall L. Wilner

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Lynchburg Bcstg. Corp.
 Bus.-Studio Address: Allied Arts Bldg.
 Phone Number: 3030

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By: Hampton Roads Bcstg. Corp.
 Bus.-Studio Address: 500 Portlock Bldg.,
 Norfolk

VIRGINIA

Phone Number2-7031
Transmitter Location.....Boat Harbor
Air Time.....6 a.m.-1 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.-Sales Prom. Mgr....Edward E. Edgar
Prog.-Prod.-Pub. Director.....John A. Black
Musical Director.....Kathryn Wood
Chief Engineer.....Charles A. Runyon

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number.....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

WCAV

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.....Local sunrise-sunset
News Service.....UP
Transcription Service...Associated, Standard
Representative.....Burn-Smith
Membership.....NAB
President.....Joseph Light
Gen.-Sales Prom. Mgr., Pub. Dir....Joe Brown
Sta.-Asst. Gen. Mgr.....William M. Manrov
Commercial Manager.....William Laliberte
Chief Announcer.....Sam Carter
Technical Dir.....William M. Manrov

WLOW

NORFOLK—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned By.....Commonwealth Bcstg. Corp.
Operated By.....Radio Station WLOW
Business-Studio Address.....Pender Bldg.
Phone Number.....4-5678
Transmitter Location.....W. Norfolk
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Associated, Capitol
Representative.....Forjoe

President.....E. L. Scott
V.P., Gen.-Sales Prom.
Manager.....Robert E. Wasdon
Station Manager.....W. M. Carpenter
Commercial Manager.....Don Kelly
Program Director.....Ray Penner
Prod.-Musical Dir.....Lee Lively
Publicity Director.....Dick Gould
Chife Announcer.....Bob Drepperd
Chief Engineer.....Jack Siegel
Farm Editor.....Ralph Wasdon

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....Norfolk Newspapers, Inc.
Operated By.....WTAR Radio Corp.
Bus.-Studio Address.....National Bank of
Commerce Bldg.
Phone Number.....2-5671
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
Production Director.....Clyde Moser
Chief Announcer.....Blair Eubanks
Chief Engineer.....John C. Peffer

WNVA

NORTON—1946—MBS-KBS

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.-10:30 p.m.
News Service.....AP
Transcription Service...Lang-Worth, Keystone
Membership.....NAB
President, Gen. Mgr.....Richard B. Helms
Station Manager.....Jack T. Helms
Comm. Manager.....Bill Holland
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Chief Announcer.....Bill Benesch
Musical Director.....Stan Kotel
Chief Engineer.....Gene Tommerdahl

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southside Virginia Bcstg.
Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number.....3881-2
Transmitter Location.....E. Bank St.

VIRGINIA

Air Time Unlimited
News Service UP
Representative Burn-Smith
P. resident, General Mgr. Louis H. Peterson
Commercial Mgr. Raymond L. Moss
Program Director Katherine M. Nunnally
P. oduction Director No man Walker
Pub. Musical Director Lou Ross
Chief Engineer Edward F. Echwarz

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 7-2381
Transmitter Location 1318 Spratley St.
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Burko, Kuipers & Mahoney
Membership NAB
President Tom E. Gilman
Gen. Station Mgr. B. Walter Huffington
Commercial Mgr. J. L. Norfeet
Sales Prom. Mgr., Pub. Dir. Boyd Harrier
Program Director George L. Brantley
Production Director Jack Laurence
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.
Business Address Box 351
Phone Number 3-3931
Studio-Transmitter Location Cool Springs
Air Time 6 a.m.-M.
News Service AP
Transcription Service Keystone
Representative Sears & Aver
Membership NAB
President Howard R. Imboden
General-Station Mgr. William R. Murray
Commercial Manager Allan S. Aden
Program Director Lee Mills
Publicity Director Eleanor Imboden
Chief Engineer Fitzgerald McDaniel

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
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. Sta. Comm. Mgr. Irvin G. Abeloff
Program Director Harvey Hudson
Musical Director Roberta Morris
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 Thesaurus, Lang-Worth
Representative John Blair
Membership NAB
Pres., Gen. Sta. Mgr. Wilbur M. Havens
Comm. Sales Prom. Mgr. Walter A. Bowry, Jr.
Prog.-Prod.-Pub. Dir. Allan J. Phaup, Jr.
Chief Engineer Wilfred H. Wood

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

W R V A

RICHMOND—1925—CBS

Frequency: 1140 Kc. **Power:** 50,000 Watts
Owned-Oper. By Larus & Brother Co.

. . .
VIRGINIA
. . .

Business Address.....Hotel Richmond
Phone Number.....3-6633
Studio Addresses..Hotel Richmond, Richmond;
1506 Colley Ave., Norfolk
Transmitter Location.....Edgeworth, Henrico
County
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth,
Associated
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 Aaroe

WXGI

RICHMOND—1947

Frequency: 740 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.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth, Associated
Representative.....Burn-Smith
Membership.....NAB, BMB
President, General Mgr.....D. H. Robertson
Sta.-Comm.-Sales Prom. Mgr.....Bert Julian
Prog.-Prod.-Pub. Dir.....Harold Brauer
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.....Unlimited
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.....Clifford B. Huffman
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 By.....Radio Roanoke, Inc.
Operated By.....Frank E. Koehler
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, Capitol
Membership.....NAB, BMB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Program-Production Mgr.....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.....301 First St., S.W.
Phone Number.....9227
Transmitter Location.....2 Mi. N. of Salem &
6.5 Mi. N.W. of Roanoke
Air Time.....5:30 a.m.-12:02 a.m.
News Service.....AP
Transcription Service.....SESAC, Thesaurus,
Associated
Representative.....Weed
Membership.....NAB, BMB, FMA
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. Station Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chief Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell

WHLF

SOUTH BOSTON—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Business-Studio Address.....P. O. Box 490
Phone Number.....567
Transmitter Location.....Halifax County Fair
Grounds
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, World,
Cole, Keystone
Owner, General Mgr.....John L. Cole, Jr.
Asst. Sta. Mgr., Prog.-Prod.-Pub.
Director.....Charles B. Davis
Comm.-Sales Prom. Mgr.....Bill Fielding
Chief Engineer.....John R. Doherty

W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Charles P. Blackley
 Business-Studio Address Morrison Bldg.
 Phone Number 1400
 Transmitter Location Waynesboro Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB
 General-Station Mgr. Charles P. Blackley
 Comm.-Sales Prom. Mgr.,
 Publicity Director Charles E. Seebeck
 Prog.-Prod. Dir., Chief Announcer,
 Farm Editor Fulton A. King
 Chief Engineer Rex Houser

W L P M

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Suffolk Bcstg. Corp.
 Business-Studio Address 105 Bank St.
 Phone Number 1420-1, 1227
 Transmitter Location Hwy 460 N.W. of
 Suffolk
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Sears & Ayer
 Membership NAB
 Pres., Gen.-Sta. Manager Fred L. Hart
 Comm. Mgr., Prog. Dir. William W. Kitchen
 Sales Prom. Mgr., Pub. Dir. Earl Hundley
 Production Director Fran Joyner
 Chief Announcer William Galling
 Musical Director Ida M. Barrett
 Chief Engineer Veryl W. Rupp
 Farm Editor L. E. Pettyjohn

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Waynesboro Bcstg. Corp.
 Bus.-Studio Address 526 Main St.,
 P. O. Box 938
 Phone Number Studio, 999;
 Transmitter, 998
 Transmitter Location Hermitage Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth,
 Keystone
 Membership NAB
 Gen.-Sta. Mgr., Prog. Dir. N. Wilbur Kidd
 Commercial Manager Edward F. Libby
 Prod. Dir., Chief Announcer Paul M. Shue
 Chief Engineer Edward R. Goodwin

W I N C

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 Lang-Worth, Keystone
 Membership NAB, BMB, FMA
 Owner, Gen. Mgr. Richard Field Lewis, Jr.
 Comm. Mgr., Prog. Dir., Farm
 Editor John Carl Morgan
 Sales Prom. Mgr. Winslow Porter
 Chief Engineer Phil Whitney

WASHINGTON

*Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000
 Total Families 673,000—Stations in State 41*

K X R O

ABERDEEN—1927 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 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
 Transcription Service Thesaurus, Keystone
 Representative W. S. Grant
 Membership NAB, BMB

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

K P U G

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By KPUG, Inc.

WASHINGTON

Business-Studio Address.....P. O. Box 855
Transcription Service.....Associated
Representative.....Gene Grant
President, Comm. Mgr.....Jessica L. Longston
Exec. V. P.....C. V. Zaser

KVOS

BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. 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.....Lang-Worth, Keystone
Representative.....Joseph Hershey McGillvra,
John Keating
Membership.....NAB, BMB
President, General Mgr.....Rogan Jones
Asst. Station Mgr.....Fred Elsethagen
Commercial Manager.....Glen Beebe
Program Director.....Roger Patrick
Chief Engineer.....Ernest E. Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bremerton Bcst. Co.
Bus.-Studio-Transmitter Address.....2nd &
Washington
Phone Number.....1970
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....John Keating
Membership.....NAB
President.....Bruce Bartley
General Manager.....Dick Crombie
Commercial Manager.....Hal Moan
Sales Prom. Manager.....Jack Gwyer
Program Director.....Bob Gleason
Chief Engineer.....Bert Hallberg

KELA

CENTRALIA-CHEHALIS—1937

MBS-DON LEE-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 Hwy. 99 midway bet.
Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Keystone
Representative.....John Keating, W. S. Grant
Membership.....NAB

President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen.-Station Manager.....Joe Chyll
Publicity Director.....Dudley Gaylord

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Washington Bcstrs.
Business-Studio Address.....Box 689
Phone Number.....2-1240
Transmitter Location.....Route 1
Air Time.....6:30 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker, Tracy-Moore
Membership.....NAB
President.....Goodwin Chase, Jr.
Station Manager.....Joe Kendall
Commercial Manager.....Wendall Kinney
Chief Announcer, Farm Editor.....Joe Jaeger
Chief Engineer.....Jack Hemingway

KRKO

EVERETT—1922—MBS-DON LEE-KBS

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
Transcription Service.....Keystone
Representative.....Joseph Hershey McGillvra,
John Keating
Membership.....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft
Prog.-Prod.-Pub. Dir.....Earl Gerdon
Chief Engineer.....Dave Foley

KRKL

KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.
Owned-Operated By.....F. L. Thornhill
Business-Studio Address.....Civic Center
General Manager.....F. L. Thornhill

KWLK

LONGVIEW—1938

MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Phone Number.....Longview 1500
Transmitter Location.....Ocean View Hwy.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Associated, Keystone
Representative.....W. S. Grant, John Keating

WASHINGTON

Membership NAB, BMB
President, Gen.-Sta. Mgr. C. O. Chatterton
Commercial Manager Jim Waggoner
Program-Production Dir. Al Emrich
Publicity Director F. Chatterton
Chief Engineer John Holmes
Farm Editor Don Bailey

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KSEM, Inc.
Business Address Box 446
Phone Number 234
Studio-Transmitter Location Capistrano Park
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
President Jessica L. Langston
Station-Comm. Mgr. Don G. Bennett
Program Director Shirley A. Olson
Chief Announcer Clay Bishop
Chief Engineer Roland Kissler
Farm Editor Dave Jones

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
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

KGY

OLYMPIA—1922
MBS-DON LEE-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Tom Olsen
Bus.-Studio-Transmitter Address Rockway-
Leland Bldg.
Phone Number 6636
Air Time 8:30 a.m.-11 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
Membership NAB, BMB
President, Gen.-Station Mgr. Tom Olsen
Commercial Manager J. Harris Dorr

Sales Prom. Mgr., Prod.-Pub.
Director Elmer J. Holmberg
Prog.-Musical Dir., Chief
Announcer Larry Dossett
Chief Engineer C. A. Roark
Farm Editor Sam Crawford

KOMW

OMAK—1947

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

KPKW

PASCO—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Bus.-Studio-Transmitter Address W. Chase &
"A" Sts.
Phone Number 890
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Pres., General Mgr. V. B. Kenworthy
Station Comm. Mgr. A. L. Anderson
Sales Prom. Mgr. Don Davis
Prog.-Prod.-Pub. Dir., Chief
Engineer Wolter Mott
Director Carl Swanson
Farm Editor Bob D'Arcy

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Pacific, Inc.
Bus.-Studio-Transmitter Address 313 W. First
St.
Phone Number 4437
Air Time Unlimited
News Service UP
Transcription Service Keystone
Representative John Keating
Membership NAB
President, General Mgr. C. N. Webster
Chief Engineer Howard R. Patrick

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 3424, Lander 8481
 Studio-Transmitter Location..... 7th Ave. at
 N. Park
 Air Time..... Sunrise-sunset
 Transcription Service..... World
 President, General Mgr..... Robert S. McCaw
 Sta. Mgr., Prog.-Prod.-Musical
 Director..... Scott Seifert
 Comm.-Sales Prom. Mgr..... O. W. Simpson
 Publicity Director..... C. H. Williams
 Chief Engineer..... F. C. Cook

K I N G

SEATTLE—1927

Frequency: 1090 Kc. Power: 10,000 Watts
 (CP For 50,000)
 Owned-Oper. By..... KING Bcstg. Co.
 Business-Studio Address..... Smith Tower
 Phone Number..... Main 1090
 Transmitter Location..... Vashon-Maury Island
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP, UP
 Transcription Service..... Lang-Worth, Associated
 Representative..... Walker
 Membership..... NAB
 President..... A. Sockt Bullitt
 General-Comm. Mgr..... Henry B. Owen
 Program Director..... Dave Crockett
 Chief Engineer..... Arthur Shultz
 Farm Editor..... John McCauley

K I R O

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By..... Queen City Bcstg. Co.
 Business-Studio Address..... 66 Cobb Bldg.
 Phone Number..... Seneca 1500
 Transmitter Location..... Burton
 Air Time..... 18 Hrs.
 News Service..... AP
 Transcription Service..... SESAC, Standard
 Representative..... Free & Peters
 Membership..... NAB, BMB, FMA
 President..... Saul Haas
 Station Manager..... Loren B. Stone
 Commercial Manager..... William F. Tucker
 Program Director..... Kenneth Yeend
 Publicity Director..... Milo Ryon
 Chief Announcer..... Maury Rider
 Chief Engineer..... James Hatfield
 Farm Editor..... Al Bond

K J R

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned By..... Field Enterprises, Inc.
 Operated By..... Totem Bcstrs., Inc.
 Business-Studio Address..... Skinner Bldg.
 Phone Number..... Elliot 5890
 Transmitter Location..... 2600 26th Ave., S.W.
 Air Time..... 18 Hrs.
 News Service..... UP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB, BMB
 President..... Marshall Field, III
 General-Station Mgr..... J. Archie Morton
 Commercial Mgr..... Arthur Gerbel, Jr.
 Sales Prom. Mgr. Pub. Dir..... Maitland Jordan
 Program Director..... Roland Bradley
 Chief Announcer..... Clifford Hansen
 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
 Trcnscription Service..... Capitol, World,
 Standard
 Representative..... Headley-Reed
 Membership..... BMB
 President..... Archie Taft
 Commercial Manager..... Archie Taft, Jr.
 Station Manager..... Oliver A. Runchey
 Program Director..... John Forrest
 Publicity Director..... Elizabeth Hinman
 Chief Announcer..... Wheeler Smith
 Chief Engineer..... Perry Lind

K O M O

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By..... Fisher's Bend 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 Petry
 Membership..... NAB, BMB
 President, General Mgr..... O. W. Fisher
 Asst. to President..... R. D. McCornack
 Commercial Manager..... Ray Baker
 Mgr., Notl. Sales & Sales Serv., Merch.,
 Prom. Mgr. & Pub. Dir..... Richard E. Green
 Program Manager..... W. W. Warsen

WASHINGTON

Production Mgr. Frederick J. Patterson
Operations Svprs. Bennett I. Fisher, John Q. Murphy
Chief Engineer F. J. Brott
Develop. Engineer S. D. Bennett
Farm Director George Dunning

KRSC

SEATTLE-1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Corp.
Bus. Studio Address 2939 Fourth Ave. So.
Phone Number Eliot 2480
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service Lang-Worth, Associated
Representative Adam J. Young, Jr.
Membership NAB
President P. K. Leberman
General-Station Mgr. Robert E. Priebe
Comm.-Sales Prom. Mgr. A. P. Hunter
Prog.-Prod. Dir., Chief Announcer Ted Bell
Publicity Director Lee Schulman
Musical Director J. F. McCahill
Chief Engineer George Freeman

KTW

SEATTLE-1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By The First Presbyterian Church of Seattle, Wash.
Bus. Studio Address Seventh Ave. & Spring St.
Phone Number Main 2056, Seneca 0644
Air Time Unlimited
News Service AP
President W. T. Whitney
General Mgr. Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer James S. Ross
Comm.-Sales Prom. Mgr.
Program Director Don Bevilacqua

KXA

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 UP
Transcription Service Standard
Representative Forjoe
Membership NAB
President Wesley I. Dumm
Exec. Vice-President Lincoln W. Miller
National Sales R. G. McArdle
Program Director Ben Harkins
Chief Engineer John Dubuque

KFIO

SPOKANE-1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Spokane Bcstg. Corp.
Bus. Studio-Transmitter Address 526 Riverside Ave.
Phone Number Riverside 8033
Air Time Unlimited
News Service UP
Transcription Service World
President Arthur L. Smith
Gen.-Sta. Comm. Mgr. R. G. McBroom
Prog.-Prod.-Pub.-Musical Dir. John A. Maxson

KGA

SPOKANE-1933-ABC

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

KHQ

SPOKANE-1922-NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned By Spokane Chronicle Co.
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
Nat'l. Sales-Sales Prom.
Manager Robert H. Wesson
Program Director R. Wallace Brazel
Production Director Herb Hess
Chief Announcer Richard Godon
Chief Engineer John Walker
Farm Editor Glenn C. Lorang

KNEW

SPOKANE-1947-MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
Owned By Coeur d'Alene Bcstg. Co.
Operated By Radio Station KNEW
Bus. Studio Address Sprague & Wall

. . . **WASHINGTON** . . .

Phone Number.....Riverside 8035
Transmitter Location.....Moran Prairie
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....NAB
President.....Burl C. Hagadone
Gen.-Sta. Manager.....Harry Lantry
Comm.-Sales P om. Mgr.....W. C. Rhodes
Prog.-Prod.-Pub. Director.....Paul Crain
Musical Director.....Anthony Pinski
Chief Engineer.....C. W. Evons
Farm Editor.....John Fahey

KREM

SPOKANE—1947

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

KXLY

SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

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

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Wotts
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,
SESAC
Representative.....Joseph Hershey McGillvra,
Duncan Scott, John Keating
Membership.....NAB
Owner.....Carl E. Haymond
General Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Prod. Dir.....Ted Knightlinger
Chief Announcer.....Don Hopkins
Musical Director.....Andrea Hovde
Chief Engineer.....John Boor
Farm Editor.....Pierce County Agent

KTBI

TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....Daytime
Transcription Service.....Associated, World
Membership.....NAB, BMB
President.....Harold J. Quilliam
Commercial Manager.....King Mitchell
Chief Engineer.....Walt Eddy

KVI

TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phcne Number.....SEneca 4848, Seattle;
BRoadway 4211, Tacoma
Studio Address.....Camlin Hotel, Seattle;
Rust Bldg., Tacoma
Transmitter Location.....Ellisport, Vashon Island
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated, Lang-Worth,
Cole
Representative.....George P. Hollingbery
Membership.....NAB, BMB
Pres., Gen.-Sta. Mgr.....Vernice Irwin
Comm.-Sales Prom. Mgr.....Earl T. Irwin
Program Director.....Larry Huseby
Publicity Director.....Bob Hayward
Chief Engineer.....D. M. McDonough
Farm Editor.....Harry Long

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Business Address.....Box 610
Phone Number.....Vancouver 150
Studio Address.....707½ Main St.

WASHINGTON

Transmitter Location... Smith Lake, Portland,
Ore.
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... World, Standard
Representative..... John Keating
Membership..... NAB, BMB
President..... Sheldon F. Sackett
General-Station Mgr..... Fred F. Chitty
Comm. Manager..... Mark F. DeLaunay
Sales Prom. Mgr..... David L. Waite
Prog.-Prod.-Musical Dir..... Rickey Bras
Pub. Dir., Farm Editor..... George Conner
Chief Announcer..... Frank Herron
Chief Engineer..... Edgar Means

K U J

WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc..... Power: 5000 Watts
Owned-Operated By..... KUJ, Inc.
Business-Studio Address..... 55 E. Main St.
Phone Number..... 1230
Transmitter Location..... U. S. Hwy 410 &
Sudbury Rd.

Air Time..... Unlimited
News Service..... UP
Transcription Service..... Thesaurus
Representative..... W. S. Grant, John Keating
Membership..... NAB, BMB
Pres., Gen.-Sta. Mgr..... H. E. Studebaker
Comm. Mgr..... (National) Don Wike,
(Local) Norval Armes

Sales Prom. Mgr..... Don Wike
Prog.-Prod.-Pub. Dir., Chief
Announcer..... Howard Rhoads
Chief Engineer..... M. L. MacLatterly
Farm Editor..... Bob Holer

K W W B

WALLA WALLA—1946 UNITED PACIFIC-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Wolla 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, Keystone
Membership..... NAB
President..... John W. Kendall
Gen.-Sta.-Comm. Mgr..... Kenneth K. Williams
Promotion Mgr..... Adaline Bussard
Program Dir..... Orville Claire Banks
Chief Engineer..... Tyrus T. MacFadden

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc..... Power: 1000 Watts
Owned-Oper. By..... Wescoast Bcstg. Co., Inc.

Bus. Studio Address..... KPQ Bldg.
Phone Number..... 2757
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
V.P., General-Station Mgr..... James W. Wallace
Commercial Mgr..... Pat O'Halloran
Sales Prom. Mgr., Prog. Dir..... Bill Green
Production Director..... Emerson Elder
Publicity Director..... Patricia Clark
Musical Director..... Dorothy Lee
Chief Engineer..... George Frese
Farm Editor..... Bill Hood

K W N W

WENATCHEE—1948—DON LEE

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Apple-Land Bcstrs., Inc.
Bus. Studio-Transmitter Address..... 1119 N.
Wenotchee Ave., P. O. Box 1510

Air Time..... 6 a.m.-M.
News Service..... AP
Transcription Service..... Standard
Membership..... NAB
President..... James B. Hatfield
Station Manager..... Anthony I. Sternling
Sales Prom. Mgr..... Kenneth Waddell
Production Dir..... Warren C. Brown,
Vera J. Colony

Chief Announcer..... Warren C. Brown
Chief Engineer..... Robert B. Sutton
Farm Editor..... William Yeomans

K I M A

YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc..... Power: 1000 Watts d.;
500 Watts n.

Owned By..... Cascade Bcstg. Co., Inc.
Operated By..... A. W. Talbot
Bus. Studio Address..... Terrace Heights Blvd.
Phone Number..... 6104
Transmitter Location..... Terroce Heights
Air Time..... 5 a.m.-M.
News Service..... AP
Transcription Service..... Lang-Worth, Associated
Representative..... Weed
Membership..... NAB, BMB
President..... A. W. Talbot
Gen.-Sales Prom. Mgr..... R. Lee Black
Dir., Station Operations..... Thomas C. Bostic
Commercial Mgr..... Herchel Cary
Night Spvr., Musical Dir..... Ben Weaver
Chief Engineer..... J. Barry Wilkinson
Farm Editor..... John Roberts

WASHINGTON-WEST VIRGINIA

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts
Owned By: Valley Bcstrs.
Operated By: Carl E. Haymon
Business-Studio Address: 414 E. Yakima Ave.
Phone Number: 8115
Transmitter Location: Washington Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol, SESAC
Representative: Joseph Hershey McGillvra,
John Keating, Duncan Scott
Pres., General Mgr.: Carl E. Haymond
Station Manager: James A. Murphy
Commercial Mgr.: Harrison A. Miller
Sales Prom. Mgr., Pub. Dir.: William B. Hansen
Prog.-Prod. Director: James W. Nolan
Chief Announcer: Don White
Musical Director: William Moody
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: AP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB
Pres., Gen.-Sta. Mgr.: Robert S. McCaw
Comm.-Sales Prom. Mgr.: Seymour O. Spring
Prog.-Prod. Dir., Chief Announcer:
Chief Engineer: Gordon Allen
Pub. Dir., Farm Editor: Anthony Maucione
Musical Director: Donald Potwin

WEST VIRGINIA

Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000
Total Families 453,100—Stations in State 31

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: Standard, Cole
Representative: Burn-Smith
Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station Mgr.: Virginia N. Cooper
Commercial Manager: George J. Gray
Sales Prom. Mgr., Prog.-Pub.
Director: Benton B. Boggs
Musical Director: Mervyn Amols
Chief Engineer: Al J. Ginkel
Farm Editor: William R. Barrett

WWNR

BECKLEY—1946—MBS

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

Business-Studio Address: 1565 Harper Rd.
Phone Number: 9300-9
Transmitter: Willis Farm, 1565 Harper Rd.
Air Time: 6 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra
President: N. Joe Rahall
General-Comm. Mgr.: Tom Douds
Program Director: Don Hays
Production Dir.: Dennis Hollandsworth
Musical Director: Muriel Meade
Chief Engineer: James F. Bucy
Farm Editor: Roy Lee Harmon

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, Long-Worth
Representative: Katz
General Manager: P. T. Flanagan
Asst. Manager: William Hostetter
Program Director: Mel Barnett
Prod.-Musical Dir.: Barnes Nash
Chief Engineer: P. T. Flanagan

W C A W

CHARLESTON—1947 BURGER-MOUNTAINEER

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 Capitol, Lang-Worth
 Representative Friedenberg
 Membership NAB
 President Garland F. Wilkinson
 Sta.-Prog. Director James M. Flenniken
 Musical Director Ruth Ann Kahn
 Chief Engineer William D. Stone
 News Editor Al Walker

W C H S

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 1016 Lee St.
 Phone Number 28-131
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Branham
 Membership NAB
 President, Gen. Mgr. John A. Kennedy
 Sta.-Comm. Mgr. John T. Gelder, Jr.
 Sales Prom. Manager Jack Herman
 Program Director Morlon S. Cohn
 Publicity Director Harry M. Brawley
 Chief Engineer William E. Dixon

W G K V

CHARLESTON—1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kanawha Valley
 Bcstg. Co., Inc.
 Business-Studio Address 208 Dickinson St.
 Phone Number 37-541
 Transmitter Location Coal Branch Heights
 Air Time Unlimited
 New Service AP
 Transcription Service Thesaurus
 Representative Robert Meeker Assoc., Inc.
 Membership NAB
 President Richard M. Venable
 General-Station Manager John S. Phillips
 Promotion Manager Juanita Barker
 Promotion Mgr.-Pub. Dir. Juanita Barker
 Program Director C. P. Vogel, Jr.
 Chief Engineer George Whiteman

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Joe L. Smith, Jr., Inc.
 Bus.-Studio Address 804 Kanawha Blvd.
 Phone Number 39-371
 Transmitter Location Tyler Mountain Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership BMB
 President Joe L. Smith, Jr.
 Gen.-Sta.-Comm. Mgr. James T. Quirk
 Sales Prom. Mgr., Prog. Dir. Frank E. Shaffer
 Production Dir. Robert N. Provence
 Publicity Director James Van Sickle
 Chief Announcer Fred L. Scott
 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 2-3136-7
 Transmitter Location Stricker Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, Cole
 Representative Forjoe
 Membership NAB
 President, General Mgr. Gus Zaharis
 Station Manager Berton Sonis
 Program Director Bob Bower
 Musical Director Jack Mitchell
 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 3040
 Transmitter Location Glen Elk
 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
 Sales Prom. Mgr. Richard Duncan
 Prog.-Prod. Dir., Chief
 Announcer Donald McWhorter
 Musical Director Alpha Rowand
 Chief Engineer Harry S. Brown

WEST VIRGINIA

W H A R

CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Mountain State Bcstg. Co.
Bus.-Studio-Transmitter Address... 1200 E. Pike St.
Phone Number... 7340
Air Time... 7 a.m.-M.
News Service... UP
Transcription Service... Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB
Owner, Gen.-Station Mgr.... Glacius G. Merrill
Commercial Mgr.... John Bach
Sales Prom. Mgr., Pub. Dir.... Robert Edge
Program Director... Janice Williams
Chief Announcer... Gail Thompson
Chief Engineer... Andrew H. Kovlan

W P D X

CLARKSBURG—1946

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Clarksburg Bcstg. Corp.
Business-Studio Address... 339 W. Main St.
Phone Number... 6060
Transmitter Location... 3 1/2 Mi. S. of Clarksburg on Weston Rd.
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... World, Capitol
President... O. L. Billingsley
General Manager... R. C. Warden
Sales Mgr.... Joe M. Larosa
Prog. Dir., Farm Editor... Dewitt Wyatt
Production Director... Robert Walsh
Chief Announcer... John Peters
Musical Director... Bill McKay
Chief Engineer... R. D. Hough

W D N E

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... West Virginia Radio Corp.
Business Address... Washington & Davis Sts., P. O. Box 967
Phone Number... 1300-1
Studio-Transmitter Location... Washington & Davis Sts.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Keystone
Membership... NAB
President... H. C. Greer
Station Manager... George J. Kapel
Comm.-Sales Prom. Mgr.... Ambrose F. White
Program Director... Jean Kapel
Publicity Director... Ann Steever
Technical Plant Spvr.... 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... 4:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Membership... NAB, BMB
President... George B. Storer
General Manager... Allen L. Haid
Commercial Manager... Charles E. Smith
Program Director... Frank Lee
Chief Announcer... William W. Powell
Musical Director... Francis T. Lauzau
Chief Engineer... Joseph C. Strelauski
Farm Editor... Walter Smoot

W V V W

FAIRMONT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Fairmont Bcstg. Co., Inc.
Business-Studio Address... Fairmont
Phone Number... 5000-1
Transmitter Location... Palatine Knob, Radio Pk.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Membership... NAB
President... J. Patrick Beacom
Station-Comm. Mgr.... Wip Robinson, III
Promotion Manager... John F. Watkins
Prog. Dir., Chief Announcer... Harry A. Riley
Publicity Director... Jane Windom
Musical Director... C. Robert Hall
Chief Engineer... J. Harvey McCoy

W H T N

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... Greater Huntington Radio Corp.
Business-Studio Address... 1112 1/2 Fourth Ave.
Phone Number... 3-3453
Transmitter Location... 2 1/2 Mi. S. of Huntington
Air Time... Daytime
News Service... UP
Transcription Service... MacGregor, Associated
Representative... Friedenberg
Membership... NAB
President... A. B. Hyman
General-Station Manager... Meyer Laymon
Program Director... Arnold Silvert
Chief Announcer... Ted Arnold
Musical Director... Mrs. John Skeans
Chief Engineer... Harold F. Sturm

W P L H

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 Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Transit Radio
 Membership NAB, BMB
 Pres., General Manager Flem J. Evans
 Asst. Mgr., Program Dir. Joseph J. Herget
 Commercial Manager Bernard Sammons
 Sales Prom. Mgr., Pub. Dir. Lillian Swann
 Chief Engineer William R. Haldane

W S A Z

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 Huntington 4106
 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 John A. Kennedy
 General Manager Howard L. Chernoff
 Station-Comm. Mgr. Marshall Rosene
 Sales Prom. Manager L. H. Rogers, II
 Prog.-Musical Dir., Farm Editor Ted Eiland
 Prod. Dir., Chief Announcer Bert Shimp
 Publicity Director William Tracey
 Chief Engineer Leroy Kilpatrick

W L O G

LOGAN—1940

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

W E P M

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 W. King St. Ext.
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Cole
 Representative Burn-Smith
 Membership NAB, BMB
 General Manager C. Leslie Golliday
 Comm. Manager Edward W. Dockeney
 P.rom. Mgr., Prod. Dir., Chief Announcer Charles Reznikov
 Chief Engineer Sterling H. Heil
 Farm Editor Edward W. Dockeney

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Fayette Associates, Inc.
 Bus.-Studio-Transmitter Address 1028 1st Ave.
 Phone Number 1340
 Air Time 8 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

W A J R

MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By West Virginia Radio Corp.
 Business-Studio Address 446 Spruce St.
 Phone Number 9488
 Transmitter Location So. Park Hill
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service World, Keystone
 Membership NAB, BMB
 General-Station Mgr. Ferd Browning, Jr.
 Commercial Manager John J. Johns
 Production Director Willis D. Tennant
 Publicity Director Jo Anne Schenck
 Chief Engineer Clarence Rulong
 Farm Editor Nick Basso

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

WEST VIRGINIA

RepresentativeFriedenberg
MembershipNAB, BMB
Owner, Gen. Mgr., Musical Dir.
Chief Engineer.....Robert R. Thomas, Jr.
Comm.-Sales Prom. Mgr.....Harold B. Shaw
Prog. Mgr., Prod. Dir., Chief Announcer,
Farm Editor.....Hugh McPherson

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number.....7-4491
Transmitter Location.....New York Ave.
Air Time.....7 a.m.-1:05 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Joseph M. Handlan
General Mgr.....Richard S. Colterman
Program Director.....G. R. Abels
Production Director.....Margaret Stern

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Phone Number.....7-5475
Transmitter Location.....Route 2
Air Time.....6:30 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Representative.....Branham
Membership.....NAB
President.....Austin V. Wood
Exec. V.P., Sta. Comm.
Manager.....George H. Clinton
Program Director.....Shermin Grimm
Publicity Director.....Barbara O'Brien
Chief Engineer.....V. G. Brooks

WLOH

PRINCETON—1947
KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service,
Inc.
Business Address.....P. O. Box 549
Phone Number.....567
Studio-Transmitter Location.....Lilly Grove
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Thesaurus, Standard,
Keystone
Representative.....Friedenberg
Membership.....NAB
President.....F. W. McKensie

Gen. Mgr., Prdg. Dir.....James H. Mayes, Jr.
Comm.-Sales Prom. Mgr.....James M. Angel
Publicity Director.....Nancy Crotty
Chief Announcer.....Tom Hicks
Musical Director.....Sue Stuckman
Chief Engineer.....Earl H. Graham

WRON

RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....William E. Blake
Business Address.....Ronceverte
Phone Number.....300
Studio Address.....Shanklin Bldg.
Transmitter Location.....Charlotte Hts.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
Owner, Pub. Dir.....William E. Blake
General Manager.....Rodney B. Walker
Program Director.....Bertrand F. Mulligan
Chief Engineer.....Herbert S. Jackson
Farm Editor.....Vance R. Hatcher

WBRW

WELCH—1940
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Co.
Business Address.....Riverside Drive
Phone Number.....818
Studio-Transmitter Address.....Riverside Drive
Air Time.....6:00 a.m.-10:30 p.m.
Transcription Service.....Standard
Station Representative.....Forjoe & Co.
Membership.....NAB, BMB
President.....J. G. Hunt
General-Station-Commercial
Manager.....Ellis Landreth
Program Director.....John J. Villani
Chief Engineer.....Howard R. King

WHAW

WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lewis Service Corp.
Business-Studio Address.....Main Ave.
Phone Number.....1555
Transmitter Location.....Weston
Air Time.....7 a.m.-M.
News Service.....AP
Transcription Service.....World, Associated
Representative.....Donald Cooke
President.....Harold McWhorter
Gen.-Sta.-Comm. Mgr.....Carl Loose
Program Director.....A. Les Vassar
Production Director.....Tom Brooks
Chief Engineer.....James A. Huff, Jr.

. . . **WEST VIRGINIA-WISCONSIN** . . .

W K W K

WHEELING—1941

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Bcstg., Inc.
 Operated By Radio Station WKWK
 Business-Studio Address
 Pythian Building, 16th & Market Sts.
 Phone Number 5320
 Transmitter Location
 Pythian Building, 16th & Market Sts.
 Air Time 18 hours
 News Service UP
 Transcription Service Standard
 Station Representative Weed
 Membership NAB, BMB
 President Joe L. Smith, Jr.
 General-Station-Commercial
 Manager John B. Reynolds
 Program Director, Production
 Manager J. Alan Jasper
 Publicity Director Nancy A. Hilmes
 Chief Announcer Ray Vingli
 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. in chg. of Operations Wm. E. Rine
 Sales Promotion Mgr. Howard W. Meagle
 Ass't Mgr.-Dir. Paul J. Miller
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim

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
 Studio-Transmitter Location 5½ E. Second
 Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 President Mrs. Lewis C. Tierney
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullio

WISCONSIN

*Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800
 Total Families 910,400—Stations in State 47*

W A T K

ANTIGO—1947

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

Phone Number 3-6639
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative J. P. McKinney
 Membership NAB, BMB
 Director of Radio M. J. Beemster
 General 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 Engineer George Merkl
 Farm Editor Wallace MacBriar

W H B Y

APPLETON—1925—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WHBY, Inc.
 Bus.-Studio-Transmitter Address 600 So.
 Lawe St.

W A T W

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan-Wisconsin
 Bcstg. Co., Inc.

WISCONSIN

Business-Studio Address... Northern State Bank Bldg.
Phone Number 1680
Transmitter Location..... Ellis Ave.
Air Time..... 6:30 a.m.-M.
News Service UP
Transcription Service..... Standard, Keystone
Representative Walker
Membership NAB, BMB
President..... William L. Johnson
Vice Pres., Gen. Mgr..... J. W. Huss
Station-Comm. Manager..... T. G. Hogan
Program Director..... Mary Jean Anno
Chief Announcer..... Arnold Peterson
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
Transcription Service Cole
President..... William P. Taylor
General Manager..... Edgar E. Hinkle
Sec. & Treas..... Russell G. Salter
Commercial Manager..... Robert Underhill
Sales Prom. Mgr., Prog.-Pub.
Director..... W. M. Morton
Chief Announcer..... James Schweitzer
Musical Director..... Robert Eicher
Chief Engineer..... Leo Wilson
Farm Editor..... Ray Lange

WGEZ

BELOIT—1948

Frequency: 1490 Kc.... Power: 100 Watts
Owned-Operated By..... Sidney H. Bliss
Business-Studio Address
..... 200 E. Milwaukee St. (Janesville)

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.... Power: 250 Watts
Owned-Operated By..... WBIZ, Inc.
Bus.-Studio-Transmitter Address... 603 Cameron St.
Phone Number 5111
Air Time Unlimited
News Service UP
Transcription Service World
President, General Mgr..... James J. Conroy
Station-Comm. Mgr..... Ray L. Watton
Sales Prom. Mgr., Prog. Dir.,
Chief Announcer..... Bruce McLean

Traffic Mgr..... Alvina M. Britz
Musical Director..... Lee Rice
Chief Engineer..... Claude V. Thomas

WEAU

EAU CLAIRE—1937

NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc.... Power: 5000 Watts
Owned-Operated By..... Central Bcstg. Co.
Business-Studio Address... 203 S. Barstow St.
Phone Number 6149
Transmitter Location..... County Hwy. QQ
Air Time..... 6 a.m.-M.
News Service Transradio
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.... Ralph Shepard
Chief Engineer..... T. O. Jorgenson
Farm Editor..... Carl Johnson

WRFW

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 Local sunrise-local sunset
News Service AP
Transcription Service Standard
Representative Forjoe
President, Pub. Dir..... Thomas K. Werner
Gen.-Sales Prom. Mgr..... John E. Kelly
Sta. Mgr., Prog. Dir., Chief
Engineer..... Rolph D. Tobin
Commercial Manager..... Richard Werner
Musical Director..... Betty I. Tobin

KFIZ

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 Full Time
News Service UP
Membership NAB
President..... A. H. Lange
Exec. Vice Pres..... Emery W. Martin
General Manager..... Lynn N. Fairbanks
Prog.-Musical Dir..... Lucile Fairbanks
Chief Engineer..... Wendell S. Meyers

WISCONSIN

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: INS
Transcription Service: Lang-Worth
Representative: Taylor-Borrorff
Membership: NAB, BMB
President, Gen. Mgr.: Ben A. Laird
Station Manager: Robert C. Nelson
Commercial Manager: Forster M. Cooper
Prog.-Prod. Director: Dan 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: Adams 4400
Studio Address: 428 Cherry St.
Transmitter Location: Scray's Hill, De Pere Township
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Standard, Capitol
Representative: McGeehan & O'Mara
Membership: NAB, FMA
President: V. I. Minahan
General Manager: A. B. Turnbull
Station Manager: John M. Waller
Commercial Manager: Glen R. Holznecht
Program Director: Russ Widae
Musical Director: Vi Govin
Chief Engineer: Elmo Reed
Farm Editor: Les Sturmer

W T A Q

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
Managing Director: Rev. M. J. Beemster
General-Station Mgr.: Haydn R. Evans
Sales Prom. Manager: Lee Stinson
Prog. Dir., Chief Announcer: Clair Stone
Prom.-Pub. Director: Karl Gorsche
Musical Director: Clarence Edges

Chief Engineer: Wallace Stangel
Farm Editor: Eddy Jason

W C L O

JANESVILLE—1930
MBS-KBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Southern Wisconsin Radio, Inc.
Business-Studio Address: 200 E. Milwaukee St.
Phone Number: 2506
Transmitter Location: 1436 So. Oookhill Ave.
Air Time: Full Time
News Service: AP
Transcription Service: Ward, SESAC, Lang-Worth, Keystone
Representative: William G. Rambeau
Membership: NAB, BMB
President: Sidney H. Bliss
General Manager: Vern W. Williams
Asst. Manager: Joseph G. Urban
Chief Announcer: Don Boyd
Musical Director: Patricia Jacobson
Chief Engineer: Wayne Clay
Farm Editor: Grant A. Ritter

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: William L. Lipman
Bus.-Studio-Transmitter Address: 625 57th St.
Phone Number: 6162
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
General-Station Mgr.: William L. Lipman
Comm.-Sales Prom. Mgr.: Hugh Gately
Program-Publicity Dir.: Richard Driscoll
Chief Engineer: Orlando Rotunda
Farm Editor: Leo Porwaniecki

W K B H

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-Borrorff
Membership: NAB, BMB
President, Station Mgr.: Howard Dahl

Program Director.....Berneice Callaway
 Publicity Director.....Paul Ziemer
 Chief Engineer.....Al Leeman

W K T Y

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By.....La Crosse Bcstg. Co.
 Business-Studio Address.....110 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.....Cole, MacGregor
 Representative.....John Blair
 President.....Cecil Allen
 Gen.-Sta.-Comm.-Sales Prcm.
 Manager.....Marvin L. Rosene
 Prog.-Prod.-Musical Dir.....Ralph D. Willey
 Chief Engineer.....J. Harold White
 Farm Editor.....William Mason

W L C X

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
 Transmitter Location.....Lang Drive
 Air Time.....6 a.m.-12 M. & 8 a.m.-12 M. Sun.
 News Service.....UP
 Transcription Service.....Standard
 President.....James J. Conroy
 General Manager.....Milo Knutson
 Sales Promotion Manager.....Robert Gaumer
 Prog. Dir.-Production Mgr.....Joe N. Snyder
 Chief Announcer.....Donald Anderson
 Chief Engineer.....Albert Hauscher
 Office & Traffic Manager.....Dorothy Smith

W L D Y

LADYSMITH—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....O. J. Falge
 Bus.-Studio-Transmitter Address.....Hwy. 8
 Phone Number.....584
 Air Time.....6:30 a.m.-10:15 p.m.
 News Service.....UP
 Transcription Service.....World, Cole
 President, General Mgr.....O. J. Falge
 Station-Comm. Mgr.....Bart Mestelle
 Sales Prom. Mgr., Prog.-Prod.-Pub.
 Director.....C. C. Beck
 Chief Announcer.....Tom Anderson
 Musical Director.....Joe Dahlvig
 Chief Engineer.....Darrel Holbock
 Farm Editor.....Orin Garwood

W I B A

MADISON—1926—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....Fairchild 8800
 Transmitter Location.....Fitchburg
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Avery Knodel
 Membership.....NAB, BMB
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Program Director.....Robert N. Dick
 Publicity Director.....Jeanne Remus
 Chief Engineer.....Norman Hahn
 Farm Editor.....Frank Mayfield

W I S C

**MADISON—1948
 ABC-ARROWHEAD**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Wisconsin, Inc.
 Bus.-Studio Address.....Commercial State
 Bank Bldg.
 Phone Number.....Gilford 7502
 Transmitter Location.....Seyene Rd., 1 Mi. So.
 of Madison
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 Membership.....BMB
 President.....Morgan Murphy
 Executive Director.....W. C. Bridges
 General Manager.....Ralph O'Connor
 Commercial Manager.....Robert Kosak
 Sales Prom. Mgr.....Hank Henriksen
 Program Director.....Robert Swanson
 Prod. Dir., Chief Announcer.....Luther Mason
 Publicity Director.....Joann Markward
 Musical Director.....Robert Howard
 Chief Engineer.....W. M. Greely

W K O W

MADISON—1947—MBS

Frequency: 1070 Kc.....Power: 10,000 Watts d.
 5,000 Watts n.
 Business Address.....215 W. Washington Ave.
 Telephone.....Gilford 7100
 Transcription Service.....Headley-Read, World
 News Service.....UP
 General Manager.....Ralph E. Ammon
 Sales & Promotional Mgr.....E. R. Peterson
 Program Director.....William T. Wagner
 Chief Engineer.....Vincent Vanderheiden

W O M T

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location 3600 Block, Marshall St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Keystone
 Representative McGeehan & O'Mara
 Membership NAB
 Owner, General Mgr. Francis M. Kadow
 Asst. Mgr., Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Prod. Dir., Chief Announcer Jack Leon
 Publicity Director Ralph Norman
 Musical Director El Roy
 Chief Engineer W. C. Duben

W M A M

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 570-1, 2216
 Air Time Unlimited
 News Service UP
 Representative Robert Meeker
 Membership NAB, BMB
 President William E. Walker
 General-Station Mgr. Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr., Pub. Dir. Richard Dickoff
 Program Director Pat Kehoe
 Prod. Dir., Chief Announcer Bob Southard
 Chief Engineer A. L. Stewart
 Farm Editor John Bell

W D L B

MARSHFIELD—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dairyland's Bcstg. Svc., Inc.
 Bus.-Studio-Transmitter Address 1710 N.
 Central Ave.
 Phone Number 1212
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service World, SESAC, KBS
 Membership FMA
 President Lloyd L. Felker
 General-Station Mgr. R. W. Behling
 Commercial Manager Duane Allen
 Sales Prom. Manager Robert Hollenbeck
 Prog. Dir., Chief Announcer James Tighe
 Production Director Pierre Monet
 Pub. Dir., Farm Editor James Holmlund
 Musical Director Ulamae Knutson
 Chief Engineer Jerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC, Keystone
 Owner, Gen. Mgr., Prog.-Prod.
 Director George F. Meyer
 Station Manager Irma Meyer
 Comm.-Sales Prom. Mgr., Publicity
 Director Frank Swan
 Chief Announcer Dick Johnson
 Chief Engineer Ray Bohnerl

W L I N

MERRILL—1948

Frequency: 730 Kc. Power: 1,000 Watts d.
 Owned-Operated By Alvin E. O'Konski
 Business Address Merrill
 Transcription Service Lang-Worth, Capitol
 President Alvin E. O'Konski
 General Manager Tony Marla
 Commercial Manager Lew Process
 Program Director & Prom. Mgr. Joe McCann
 Chief Engineer Robert Fowler

W E M P

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Milwaukee Bcstg. Co.
 Bus.-Studio Address 710 N. Plankinton Ave.
 Phone Number MARquette 8-7722
 Transmitter Location 5407 W. Martin Dr.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Robert M. LaFollette, Jr.
 General-Station Manager Hugh K. Boice, Jr.
 Commercial Manager John C. Gaagliano
 Sales Prom. Manager Tom Dyson
 Program-Production Dir. Bert Mulvey
 Chief Announcer Tom Shanahan
 Musical Director Elmer Ihrke
 Chief Engineer Roland Paske

W E X T

MILWAUKEE—1947

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By WEXT, Inc.
 Bus.-Studio-Transmitter Address 2501 S. 43rd
 St.
 Phone Number Evergreen 3-1430
 Air Time Local sunrise-sunset
 News Service UP

WISCONSIN

Transcription Service Capitol
Representative Hal Holman
Membership NAB
President, General Mgr. Gerald A. Bartell
Sta. Mgr., Prog.-Prod. Dir. Form

Editor John A. Reddy
Commercial Manager James Haig
Sales Prom. Mgr. Robert W. Chamberlain
Publicity Director Rosa B. Evans
Chief Announcer Jack Buechler
Musical Director Sammy Madden
Chief Engineer Ralph Evans

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By. Wisconsin Bcstg. System,
Inc.

Bus.-Studio-Transmitter Address 739 No.
Broadway
Phone Number Broadway 2-1272
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard
Representative Burke, Kuipers & Mahoney
Pres., Gen.-Sta.-Comm.-Sales Prom.

Manager Charles J. Lanphier
Prog.-Prod.-Pub. Dir. Carl Zimmermann
Chief Announcer Paul Bartell
Musical Director Walter Behl
Chief Engineer George Dodge
Farm Editor John Vans

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By. Hearst Radio, Inc.
Bus.-Studio Address 123 W. Michigan St.
Phone Number Division 2-3000
Transmitter Location 5001 S. 60th St.
Air Time Unlimited
News Service INS, UP
Transcription Service World
Representative Katz
Membership NAB
Exec. V.P., Gen.-Sta. Mgr. G. W. Grignon
Local Sales Manager R. E. Shireman
Sales Prom. Mgr., Pub. Dir. H. Ellis Saxton
Prog.-Prod. Director Jack Raymond
Chief Announcer Milt Brandl
Musical Director Elmer Krebs
Chief Engineer Donald A. Weller
Farm Editor Frances X. Haggerty

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Oper. By. Midwest Bcstg. Co.

Business-Studio Address 723 N. Third St.
Phone Number DAly 8-2154
Transmitter Location Hales Corners
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Associated
Representative Free & Peters
President Clifford C. Randall
Gen.-Sta.-Comm. Mgr. Jack Bundy
Sales Prom. Mgr., Pub. Dir. Lou Riepenhoff
Program Director Woods O. Dreyfus
Production Director Hal Walker
Chief Announcer, Farm Editor Joe Andres
Musical Director Ralph Herman
Chief Engineer Raymond Hast

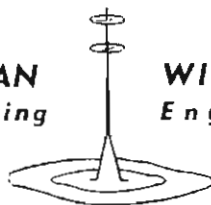
WMLO

MILWAUKEE—1946

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By. Cream City Bcstg. Co., Inc.
Bus.-Studio Address 2625 W. Wisconsin Ave.
Phone Number West 3-1290
Transmitter Location Whitefish Bay
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Lang-Worth, Cole
Representative Forjoe
Membership NAB

NATHAN
Consulting

WILLIAMS
Engineer



AM - FM - TV

SPECIALIZING IN

•
ALLOCATION SURVEYS
ANTENNA MEASUREMENTS
FIELD MEASUREMENTS
STATION CONSTRUCTION
FREQ. MEASUREMENTS
AUDIO MEASUREMENTS
APPLICATIONS

•
20 ALGOMA BLVD.
OSHKOSH, WISCONSIN
Phone: Blackhawk 22

WISCONSIN

President Gene Posner
Gen.-Sta.-Comm. Mgr. Jerome Sill
Program Director Lan Singer
Musical Director Louis Bashell
Chief Engineer Paul Mueller

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By The Journal Co.
Business Address 333 W. State St.
Phone Number MARquette 8-6000
Studio Address Radio City, 720 E. Capitol Dr.
Transmitter Location Rt. 4, Box 444, Waukesha

Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Edward Petry
V.P., General Mgr. Walter J. Damm
Asst. General Mgr. L. W. Herzog
Station-Comm. Mgr. R. G. Winnie
Asst. Sta. Mgr., Pub. Dir. Bruce Wallace
Program Manager Frank Bignell
Comm. Prod. Manager Frank Hart
Chief Announcer Bob Heiss
Musical Director Maurice Kipen
Chief Engineer William Hebal

W N A M

NEENAH—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By

. Neenah-Menasha Bcstg. Co.
Business-Studio Address 101 East Wisc. Ave.
Phone Number 2-2871
Transmitter Location Rt. 1, Neenah
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Associated
Representative Rambeau
Membership NAB, BMB
V. P., General Manager Don C. Wirth
Commercial-Sales Promotion
Manager Fred W. Sample
Program-Publicity-Director
Production Manager Bud McBain
Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oshkash Bcstg. Co.
Business-Studio Address 151 Main St.
Phone Number Stanley 4580
Transmitter Location Bowen St. Rd.
Air Time Unlimited

News Service UP
Transcription Service World
Representative Donald Cooke
Membership NAB, BMB
Exec. Dir. & Senior Partner Myles H. Johns
General Manager George Greeley
Commercial Manager Al Embury
Sales Prom. Manager William McDonald
Program Director Sherwood Lorenz
Production Director Dan Wallace
Publicity Director Warren Haines
Chief Announcer Allan Sampson
Musical Director Pep Babler
Chief Engineer Glen Wheeler
Farm Editor Don Christensen

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By William C. Forrest
Bus.-Transmitter Address Route 2
Phone Number Poynette 98
Studio Addresses Poynette, Portage, Beaver Dam, Madison

Air Time Unlimited
News Service UP
Transcription Service Standard, SESAC, Keystone
Representative Burn-Smith Pres., Gen.-Sta.-Comm.

Manager William C. Forrest
Sales Prom. Mgr. Doris MacPherson
Prog.-Pub. Director Sarah Forrest
Chief Announcer Clifford Conohan
Chief Engineer L. Stanley Sadler

W R J N

RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Racine Bcstg. Corp.
Business Address 441 Main St.
Phone Number Jackson 290-1
Studio Addresses 441 Main St., Racine; 1225 W. Mitchell St., Milwaukee

Transmitter Location Victory & Kentucky Sts., Mt. Pleasant
Air Time 6:15 a.m.-10:15 p.m.
News Service AP
Transcription Service Keystone
Representative Walker
Membership NAB, BMB
President Frank R. Starbuck
General Manager Horry R. LePoidevin
Station-Comm. Mgr. Harold J. Newcomb
Prog.-Prod. Dir., Chief

Announcer Lyman Merens
Publicity Director Amelia French
Musical Director Orson White
Chief Engineer F. I. Franchant

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oneida Bcstg. Co.
 Bus.-Studio-Transmitter Address Rhineland
 Phone Number 1240
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 President John R. Tomek
 General-Comm. Mgr. Clyde D. Lake
 Program Director Hugh Rowlands
 Chief Engineer Charles Bresette
 Farm Editor Clyde Downing

W J M C

RICE LAKE—1939

MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WJMC, Inc.
 Bus.-Studio-Transmitter Address 1615 S. Moin
 St.
 Phone Number 550
 Air Time Unlimited
 Transcription Service Associated, SESAC
 Representative George P. Hollingbery
 Membership BMB, FMA
 President W. C. Bridges
 General Manager Greg Rouleau
 Program Director Harry Willis
 Publicity Director Richard Moore
 Chief Engineer Robert Kolsky

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owned-Operated By Showano County
 Leader Pub. Co.
 Business Address 107 E. Green Bay St.
 Telephone Number 666
 News Service UP
 Transcription Service World
 President Jeanne Heal
 General Manager D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.
 250 Watts n.
 Owned-Operated By WHBL, Inc.
 Business-Studio Address 636 Center Ave.
 Phone Number 4844
 Transmitter Location Hwy. 141, 1 Mi. So.
 of city
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Robert Meeker

Membership NAB, BMB
 President A. Matt Werner
 General-Comm. Mgr. G. P. Richards
 Program Director Glen James
 Publicity Director Doris Dannie
 Chief Engineer Herbert J. Mayer

W T W T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Operated By Evans Radio Co.
 Business-Studio Address 414 Main St.
 Phone Number 2744-5
 Transmitter Location 2 Blocks No. of Stevens
 Point city limits
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Claire Miller
 General-Station Mgr. S. J. Kelbanowski
 Comm.-Sales Prom. Mgr. Andy Komasa
 Prog.-Prod. Chief Announcer Vern Letz
 Publicity Director Catherine Carew
 Chief Engineer Justin Stoniker

W D S M

**SUPERIOR—1939
 ABC-NORTHLAND**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Ridson, Inc.
 Business Address National Bldg.
 Phone Number Superior: 4451-2; Duluth:
 Melrose 7234 or Radison 1230
 Studio Addresses Spalding Hotel, Duluth;
 Notical Bldg., Superior
 Transmitter Location Conners Point
 Air Time 7:25 a.m.-11:35 p.m.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Free & Peters
 Membership NAB, BMB
 President Robert Ridder
 General-Station Mgr. Carl Bloomquist
 Commercial Manager Bill Kirby
 Sales Prom. Mgr., Pub.-Musical
 Director Harry Gradin
 Program-Production Dir. Lew Martin
 Chief Announcer James Payton
 Chief Engineer Melvin Laskey

W S B R

SUPERIOR—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WSBR, Inc.
 Business Address Superior
 Phone Number 4405-6
 Studio-Transmitter Location First & Baxter
 Ave.
 Air Time Unlimited

WISCONSIN-WYOMING

News Service AP
 Transcription Service Standard, Keystone
 President, General Mgr. James J. Conroy
 Station-Comm. Mgr. Clifford J. Lue
 Sales Prom. Manager William McGregor
 Prog. Dir., Chief Announcer .. Robert O. Daniels
 Production Director Patrick McKenna
 Pub. Musical Dir., Farm Editor .. James Orngard
 Chief Engineer James Garrity

WAUX

WAUKESHA—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Waukesha Bcstg. Co.
 Business-Studio Address 319 W. Main St.
 Phone Number 6619
 Transmitter Location R. 1, Waukesha
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative McGeehan & O'Mara
 President Carl Taylor
 Gen.-Sta.-Comm. Mgr. M. Figi
 Sales Prom. Manager Charles E. Williams
 Program Director Ralph Andrews
 Chief Announcer Don Froehlich
 Chief Engineer Adin Randle

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper By The Journal Co. (The
 Milwaukee Journal)

Business-Studio Address 125 3rd St.
 Phone Number 6521
 Transmitter Location Coates Lane R. R. 3
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Edward Petry
 Station Manager Ben F. Hovel
 Commercial Manager J. W. Killeen
 Program Director R. J. Topinka
 Musical Director LaVerne Peterson
 Chief Engineer R. W. Richardt

WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By William F. Huffman Radio,
 Inc.
 Business Address 141 W. Grand Ave.
 Phone Number 1340
 Studio Addresses 141 W. Grand Ave., Wis.
 Rapids; 208 So. Central, Marshfield; Cor.
 Main & Third, Stevens Point
 Transmitter Location 1500 Bonow Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 President William F. Huffman
 V.P., Gen.-Sta. Mgr., Prog.-Prod. Pub.
 Director George T. Frechette
 Comm.-Sales Prom. Mgr. Bruce G. Beichl
 Chief Announcer, Farm Editor ... Arnie Strobe
 Chief Engineer Bert E. Zieslesch

WYOMING

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300
 Total Families 73,500—Stations in State 12*

KSPR

CASPER—1930

MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By Donald L. Hathaway
 Business Address Box 930
 Phone Number 407, 2083
 Studio-Transmitter Location .. 1st & Lennox Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service .. Thesaurus, Lang-Worth,
 Keystone
 Representative Sears & Ayer
 Membership NAB, BMB
 General-Station Mgr. Donald L. Hathaway
 Comm.-Sales Prom. Mgr. .. Frederic W. Hulsmith
 Program Director Marcus R. Nichols
 Chief Engineer Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KVOC Bcstg. Co.
 Bus.-Studio-Transmitter Address 1540 So.
 Wolcott St., P. O. Box 2090
 Phone Number 130
 Air Time Unlimited
 News Service AP
 Membership NAB, BMB
 President Jack W. Perry
 General-Station Mgr. John R. Bailey, Jr.
 Comm.-Sales Prom. Mgr. Don R. Christophe
 Program-Production Dir. Edward L. Rock
 Publicity Director Clifford E. Ewing
 Chief Announcer E. L. Peiss
 Chief Engineer Gordon L. Schmebl

K F B C

CHEYENNE—1940
ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: Cheyenne 4461
Transmitter Location: 3rd & Evans Ave.
Air Time: 6 a.m.-M.
News Service: UP
Membership: NAB
President: Tracy S. McCracken
Treas., Gen.-Sta. Mgr.: William C. Grove
Commercial Manager: Frank Flynn
Sales Prom. Manager: Max Young
Program Director: Dale Sunderland
Production Director: Frank White
Publicity Director: Margarel O'Brien
Musical Director: Sid McSloy
Chief Engineer: Harold Roberts

KODI

CODY—1947
WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bcstg. Co.
Business-Studio Address: Cody
Phone Number: 444
Transmitter Location: 1/2 mi. S. of Cody, Wyo.
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World, Lang-Worth
Membership: NAB
General Manager: William J. Garlow
Program Dir.-Chief Engin'r.: Philip H. Barnhart

KOVE

LANDER—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: 262 W. Eugene St.

KOWB

LARAMIE—1947—CBS—
INTER-MOUNTAIN

Frequency: 1340. Power: 250 Watts
Owned-Oper. By: The Snowy Range Bcstg. Co.
Address: P. O. Box 972
Phone Number: 4888
News Service: AP
Transcription Service: Standard
Representative: Gene Grant
President: Fred O. Rice
Gen., Comm. Manager: Clem L. Rawlins
Program Director: C. Wiles Hallock

Promotion Manager: Paul G. Tobin
Chief Engineer: Ray W. Hawks

K P O W

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: A. J. Meyer
Business Address: 243 E. 2nd St.
Phone Number: 222
Studio-Transmitter Location: 2 Mi. So. of
Powell on Willwood Rd.
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: SESAC, Cole, Keystone
Representative: Avery-Knodel
Membership: NAB, BMB
Gen.-Sta.-Comm. Mgr., Publicity
Director: A. J. Meyer
Program Director: Mary Meyer

KRAL

RAWLINS—1947
ABC-KBS-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Rawlins Bcstg. Co.
Business Address: P. O. Box 511
Phone Number: 1015
Studio-Transmitter Address: 1/2 Mi. W. of
Rawlins on U. S. Hwy. 30
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Keystone
Membership: NAB
President: Tracy McCracken
Gen.-Sta.-Comm. Mgr.: D. A. Fisher
Sales Prom. Mgr., Pub. Dir.: Wyman Schnepf
Prog.-Prod. Director: Donna Waeckerlin
Chief Engineer: Clark Grove

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Business Address: Riverton
General Manager: Joseph P. Ernst

KVRS

ROCK SPRINGS—1938
MBS-KBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By: Wyoming Bcstg. Co.
Business-Studio Address: 1307 Wyoming St.

W Y O M I N G

Phone Number 93-4
 Transmitter Location 2 Mi. N. of city
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen. Mgr., Program
 Director Marjorie L. McCracken
 Comm.-Sales Prom. Mgr. Myron Megeath
 Publicity Director Imogene Parr
 Chief Announcer Dick Moore
 Musical Director David Shirley
 Chief Engineer Archie W. Buchanan

Transmitter Location 1½ Mi. N.W. of Sheridan
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 President R. E. Carroll
 Gen.-Sta. Mgr., Prog. Dir. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Chief Announcer Norm Wegmet
 Chief Engineer Bob Crosthwaite

K W Y O

SHERIDAN—1934
 MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bighorn Bcstg. Co.
 Business-Studio Address 21 N. Main
 Phone Number 601-2

K W O R

WORLAND—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 92
 Phone Number 308
 News Service AP
 Transcription Service KBS
 Owner-General Manager Joseph P. Ernst
 Commercial Manager Mildred V. Ernst
 Chief Engineer Joseph P. Ernst

“... we extend felicitations and congratulations to the management and staff of **THE ASSOCIATED PRESS** and our fellow members for their achievement in developing **THE ASSOCIATED PRESS** into the preminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of **THE ASSOCIATED PRESS** as a dependable news gatherer in the years to come.”

—Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Keith Capper
 Operated By: Aleutian Bcstr.
 Business Address: Box 1296
 Phone Number: Black 395, Green 474
 Studio Address: 4th & B St.
 Transmitter Location: Spenard Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: MacGregor, Capital
 Representative: Donald Cooke
 Membership: NAB
 President: Keith Capper
 General Manager: Vern Mack
 Commercial Manager: Chester Thurston
 Program Director: Helen Smythe
 Production Director: Bob Edlund
 Musical Director: Winfred Curry
 Chief Engineer: Richard Shoup

KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: Midnight Sun Bcstg. Co.
 Business-Studio Address: Lathrop Bldg.
 Phone Number: East 150
 Transmitter Location: 2½ Mi. S.W. of Anchorage
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Gilbert Wellington
 President: Austin E. Lathrop
 General-Station Mgr.: Alvin O. Bramstedt
 Comm.-Sales Prom. Mgr.: Robert J. Wells
 Program Director: Frank O. Brink
 Prod.-Pub. Dir., Chief
 Announcer: John W. Borges, Jr.
 Musical Director: Simeon Oliver
 Chief Engineer: Jack M. Walden
 Farm Editor: Ed Stevens

KFQD

ANCHORAGE—1924—CBS-
KBS-ALASKA

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: William J. Wagner
 Business-Studio Address: 830 Securities Bldg., Seattle, Wash.
 Phone Number: Seneca 6333
 News Service: AP
 Transcription Service: Lang-Worth, KBS
 Representative: Pan American, Scott
 Owner: William J. Wagner
 Manager: Ken Laughlin
 Commercial Manager: Joe Klaas
 Program Director: Edward P. Taylor
 Promotion Manager: R. L. Strock
 Chief Engineer: Charles Mohler

KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc. Power: 10,000 Watts
 Owned-Operated By: Midnight Sun Bcstg. Co.
 Business-Studio Address: Lathrop Building
 Phone Number: East 380
 Transmitter Location: Farmers Loop Road
 Air Time: 7 a.m.-12 M.
 News Services: AP and UP
 Transcription Service: Thesaurus
 Representative: Gilbert A. Wellington
 Membership: NAB
 President: Austin E. Lathrop
 General Station Manager: Alvin O. Bramstedt
 Commercial Manager: Arvid Erickson
 Sports & News Editor: Del Day
 Chief Engineer: A. G. Hiebert

KFRB

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc. Power: 1,000 Watts
 Owned-Operated By: William J. Wagner

ALASKA - HAWAII

Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth
Representative Pan American
Owner William J. Wagner
Manager Claude Ratcliff
Commercial Manager Walter A. Welch
Program Director Harry Balvin
Promotion Manager Herb Hilcher
Chief Engineer Paul C. Johnston

KINY

JUNEAU—1935—CBS-KBS-ALASKA

Frequency: 1460 Kc. Power: 5,000 Watts
Owned-Operated By William J. Wagner
Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth, KBS
Representative Pan American
Owner William J. Wagner
Station Manager John Ashpaugh
Program Director James Gibson
Promotion Manager Lester A. Scott
Chief Engineer Charles Gray

KTKN

**KETCHIKAN—1942
CBS-KBS-ALASKA BCSTG.**

Frequency: 930 Kc. Power: 1000 Watts
Owned By Alaska Bcstg. Co.
Operated By William J. Wagner
Business Address 830 Securities Bldg.,
Seattle 1, Wash.
Studio Address 322 Dock St.
Transmitter Location Stedman St.
News Service AP
Transcription Service Lang-Worth, KBS
Representative Pan American
Pres., General Manager William J. Wagner
Station Manager Jim Fletcher
Program Director Jim Kemp
Publicity Director Bill Lynch
Chief Announcer Ruben Gaines
Chief Engineer Bob Nichols

KIBH

SEWART—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By William J. Wagner
Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
Air Time Specified Hours
Owner William J. Wagner
Station Manager Bruce Cruikshank
Chief Engineer Charles Young

HAWAII

KHBC

HILO—1936—CBS-HBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Hawaiian Bcstg. System
Business Address P. O. Box 1476
Phone Number 4616-7
Studio-Transmitter Location Piihonua
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., Gen. Mgr. J. Howard Worrell
Sta. Mgr., Prog.-Prad. Dir. ... C. Tracy Thrumston
Comm.-Sales Prom. Mgr. Denzil W. Rose
Chief Engineer C. Lynn Rhoads

KIPA

HILO—1947—MBS-DON LEE

Frequency: 1110 Kc. Power: 1,000 Watts
Owned-Oper. By Big Island Bcstg. Co., Ltd.
Business-Studio Address
140 Haili St., P. O. Box 1602

Phone Number 2177-8
Transmitter Location 4.5 mi. W. of Hilo
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Aloha Network
General-Station Manager James E. Jaeger
Sales Manager Hardy Hulchinson
Chief Engineer H. L. Marques

KGMB

HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By Hawaiian Bcstg. System,
Ltd.
Bus.-Studio-Transmitter Address 1534
Kapiolani Blvd.
Phone Number 9-0914
Air Time Unlimited
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., General Mgr. J. Howard Worrall

Station-Comm. Mgr. E. Fitz Donnell, Jr.
 Sales Prom. Manager. Faye Johnson
 Program Director. Louis T. Dwyer
 Chief Engineer. Ernest G. Lindemann

K G U

HONOLULU—1922—NBC

Frequency: 760Kc. Power: 2,500 Watts
 Owned-Operated By. Advertiser Pub. Co., Ltd.
 Address P. O. Box 3110
 Phone Number 2311
 News Service UP
 Transcription Service Thesaurus
 Air Time 6:15 a.m.-11 p.m.
 Representative The Katz Agency
 Pres.-Exec.-Gen. Mgr. Lorrin P. Thurston
 Station Manager-Chief Engr. M. A. Mulroney

K H O N

HONOLULU—1946—MBS- DON LEE-ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By. Aloha Bcstg. Co., Ltd.
 Business Address P. O. Box 1380
 Phone Number 95295
 Transmitter-Studio Location
 1810 Mokaneo Lane
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service
 Long-Worth, Capitol, Standard, MacGregor
 Representative John Blair
 Membership NAB
 President R. M. Filkin
 Station Manager. A. H. Green
 Commercial Manager L. Roy Turner
 Program Director Ken McCoy
 Chief Engineer. Ira G. Mercer

K P O A

HONOLULU—1946

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By. Island Bcstg. Co.
 Business-Studio Address. 1330 S. Beretania St.
 Phone Number 9-5281
 Transmitter Location. Kapiolani & Date Sts.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB
 Chief Execs. J. Elroy McCaw,
 John D. Keating
 General-Station Mgr. John D. Keating
 Commercial Manager. Marion Sexton
 Sales Prom. Manager. John Connolly
 Program-Production Dir. Hal Lewis
 Publicity Director. Bob Hazeleaf

Musical Director. Verne Rosen
 Chief Engineer. James R. Bird

K U L A

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By. Pacific Frontier Bcstg.
 Co., Ltd.
 Bus.-Studio Address. 1585 Kapiolani Blvd.
 Phone Number 9-0926
 Transmitter Location. Waialae, Kalaniana'ole
 Hway.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB
 President. Harold T. Kay
 Gen.-Comm. Manager. Jack A. Burnett
 Production Director. Jim Walker
 Publicity Director. Frank Valenti

K T O H

LIHUE-KAUAI—1940 MBS-DON LEE-ALOHA

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Garden Island Publ., Ltd.
 Bus.-Studio-Transmitter Location. Lihue, Kauai
 Phone Number. Kauai 261, 361
 Air Time Unlimited
 News Service UP
 Transcription Service. Capitol, Standard
 Representative John Blair
 Membership NAB
 General Manager. Charles J. Fern
 Station Manager. Clarence M. Ashman
 Commercial Manager. Dwight Mossman
 Program Director. Raymond K. Sasaki
 Chief Engineer. Katashi Nose

K M V I

WAILUKU-MAUI—1946 MBS-ALOHA

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By. Maui Publ. Co., Ltd.
 Business Address. Box 374
 Phone Number Wailuku 996
 Studio-Transmitter Location. Kaahumanu Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service. Lang-Worth, Standard,
 Cole
 Representative John Blair
 Membership NAB
 President. J. Walter Cameron
 General Manager. Ezra J. Crone
 Sta. Mgr., Prog. Dir. Richard E. Mawson
 Comm.-Sales Prom. Mgr. Charles C. Young
 Publicity Director. Marshall J. King
 Chief Engineer. Herbert L. Foster

— PUERTO RICO —

WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By: Caribbean Bcstg. Corp.
Business Address: P. O. Box 755
Phone Number: 589
President: Aristides Santoni Oliver
General Manager: Nabal Barreto
Chief Engineer: Jose Soler

WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Wats
Owned-Operated By: American Colonial Bcstg. Corp.
Address: P. O. Box 772
Phone Number: 463
Pres.-Gen. Mgr.-Chief Engr.: Ralph Perez Perry
Commercial Manager: Cuco Llop Colon
Program Director: Francisco L. Inserni
Promotion Manager: Felix Benet Velez

WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Inter-American Radio Corp.
Business Address: P. O. Box 487
Phone Number: 678
Studio Address: Corchado Street
Transmitter Location: Rio Piedras-Caguas Rd.
Air Time: 15 hrs. wk. d.; 16 hrs. Sun.
President: Eduardo Bascoschea
Gen.-Station Manager: Jose A. Gautier
Commercial Manager: Leo P. Gautier
Program Dir.-Production Dir.: Alicia Moreda
Chief Engineer: Jose Golay

WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
Operated By: Borinquen Bcstg. Co.
Business Address: Box 207
Phone Numbers: 789 & 790
Studio Address: Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: World
Membership: NAB
President: Francisco Pereira
General Manager: Hector Pereira

Station Manager: Federico E. Virella
Commercial Manager: Jorge Luis Arzuaga
Sales Promotion Mgrs.: Jorge Luis Arzuaga & Federico E. Virella
Program Director: Ramon Mojica Sola
Production Director: Federico E. Virella
Publicity Directors: Federico E. Virella & Hector Pereira
Chief Engineer: Pedro Luis Jimenez

WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Madrazo & Diaz
Business Address: Munoz Rivero esq. Barcelo, P. O. Box 187
Phone Number: 132
General Manager: Andrew S. Sweet
Program Director: Reinaldo Moreira
Chief Engineer: Carmelo Soto

WXRf

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By: Rafael Fuster
Business Address: Hostos St. #42
Phone Number: 243
President: Rafael Fuster
General Manager: Charles L. Cordero
Commercial Manager: Raul Acostarubio
Program Director: Jose Colon
Chief Engineer: Timoteo Rodriguez Quinones

WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By: Ramon Agudo
Business Address: Box 157
Phone Number: Bayamon 161
Studio Address: Barbosa St.
Transmitter Location: Cataño-Bayamon Rd.
Air Time: 7 a.m.-11 p.m.
General Manager: Domingo Diaz Alejandro
Chief Engineer: Juan A. Arias

WAEI

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mario Acosta
Business Address: Once de Agosto 82

WECW

MAYAGUEZ—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Electronic Corp. of P. R.
Address: Box 791

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 Watts d.:
500 Watts n.

Owned-Operated By: Jose A. Bechara, Jr.
Business Address: Box 1293
Phone Number: 983
Studio Address: 59 Minerva St.
Transmitter Location: Guanajibo Ave.,
Route 37

Air Time: 6 a.m.-M.
News Service: AP
Representative: Clark Wandless
President, General Mgr.: Jose A. Bechara, Jr.
Station Manager: Rafael Izquierdo
Comm. Mgr.: Jaime Sanjurjo Piris
Sales Prom. Mgr., Prog. Dir.: Arturo Cortez
Prod.-Pub. Director: Alberto Basora
Chief Announcer: Rafael Colon Diaz
Musical Director: Moises Pagan
Chief Engineer: Henry Fischback
Farm Editor: Ivan Letrank

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Americas Corp.
Business Address: P. O. Box 43
Phone Number: 1150-1
Studio Address: 1150 Guanajibo Ave.
Transmitter Location: Off Guanajibo Ave.
News Service: AP
Transcription Service: Martinez Vela
Representative: Melchor Guzman
Membership: NAB
President:

Gen. Mgr.: Moj. Alfred R. de Arellano, Jr.
Station Mgr.: Reinaldo Dupont
Commercial Mgr.: Mrs. Jose Moran
Sales Prom. Manager: Nestor Figarella
Prog.-Prod. Dir.: Ernesto Graziari
Publicity Director: Publicidad Exelsior
Chief Announce, Musical Dir.: German Velez
Chief Engineer: Mark Vega

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Operated By: Porto Rico Adv. Co.

Address: Box 869
Phone Number: 269
Representative: Continental
President-Gen. Mgr.: Andres Camara
Commercial Manager: Virginia DiCristina
Program Director: Pedro Ojeda
Promotion Manager: Esteban Rosado Balz
Chief Engineer: Luis E. Freyre

WPAB

PONCE—1939

Frequency: 1370 Kc. Power: 5,000 Watts
Owned-Operated By: Portorican American Bcstg. Co., Inc.
Business-Studio Address: 17 Leon St.
Phone Number: 783
News Service: AP
General Manager: A. Gimenez Aguayo

WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Voice of Puerto Rico, Inc.
Business Address: Box 430
Phone Number: 1015
Studio Address: Guadalupe & Salud
Transmitter Location: Las Cucharas
Air Time: Unlimited
Transcription Service: Lang-Worth
Membership: NAB
President: Andres Grillasca
General Manager: Ramon Montaner
Program Director: Jose E. Franco
Chief Engineer: José Arzuaga

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
Owned-Oper. By: José Ramón Quiñones
Bus.-Studio Address: 357 Ponce de León Ave.,
P. O. Box 4563
Phone Number: 2-1448, 2-4271
Transmitter Location: Guoynabo
Air Time: 6 a.m.-11 p.m.
Transcription Service: Thesaurus
Representative: Paul H. Raymer
Membership: NAB
Owner: José Ramón Quiñones
General Manager: Harwood Hull, Jr.
Commercial Manager: Segismundo Quiñones
Program Director: Santiago García
Production Director: Laura Sanabria
Publicity Dir.: José Arnaldo Meyners
Musical Director: Félix Santiago
Studio Engineer: Héctor A. Moll
Chief Engineer: José A. Fernández
Farm Editor: Guillermo Atilles García
(See Page 692)



BUSINESS SECTION OF SAN JUAN, PUERTO RICO

WAPA

IS

FIRST

IN

PUERTO RICO

YOUR \$300,000,000

MARKET IN THE CARIBBEAN

WAPA "The Voice of the Caribbean"
10,000 Watts — 680 Kc.

San Juan, P. R.

PAUL H. RAYMER
Representative

HARWOOD HULL, JR.
General Manager

Puerto Rico—"Rich Port"

Puerto Rico—Rich Port—is one of the most important markets of Uncle Sam with over 2,000,000 American citizens who consumes more continental made goods per capita* than any other market.

Puerto Ricans also have money to spend. The Island exported in 1947 \$96.00 per capita. And in the years to come, with hundreds of new industries, free of taxation for 12 years, there will be more money to spend in luxuries and everyday goods made in Continental U. S. A.

Since 1941 WIAC of San Juan—First on all Puerto Rico dials, 5,000 watts, 580 kcs.—has acquired knowledge and experience which, with RCA equipment throughout, provides Top Entertainment, Top Coverage** and gives Top Service.

* 1947 imports per capita \$156.00—wholesale.

** MAP—William N. Greer.



WIAC

First on all Puerto Rico Dials — 5000 Watts, 580 Kcs.

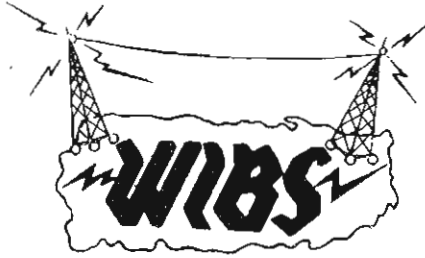
SAN JUAN — PUERTO RICO, U. S. A.

Exclusive Advertising Representatives in Continental U. S. A. and Canada:

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza — New York 20, New York

Circle 7-0624



RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Moonlight Serenade—WAPA—1948

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

About Town—WAPA—1948

Preludio—WIAC—1946

Starlight—WIAC—1947 and 1948

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947 and 1948

P. O. Box 4528
SAN JUAN, PUERTO RICO

WEMB

SAN JUAN—1948

Frequency: 1320 Kc. Power: 5,000 Watts
 Owned-Operated By: El Mundo Bcstg. Co.
 Address: Box 1072
 Phone Number: 2-2000
 News Service: UP
 Transcription Service: World. Associated
 Representative: Inter-American
 Pres.-Gen. Mgr.: A. Ramas

W I A C

SAN JUAN—1942

Frequency: 580 Kc. Power: 5,000 Watts
 Owned-Operated By: Radio Station W I A C, Inc.
 Business Address: Box 4504
 Phone Number: 2-0014
 Studios & Offices: Ponce de Leon 654, Santurce, P.R.
 Transmitter Location: Isla Verde Road
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Standard
 Membership: NAB
 President: Mrs. Enrique Abarca
 General Manager: Tomas Muniz
 Commercial Manager: Enrique Abarca
 Program Director: Eli (Buck) Canel
 Program Manager: Francisco Rodriguez
 Chief Engineer: Alfonso Sanchez
 (See Page 693)

W I T A

SAN JUAN—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Electronic Enterprises, Inc.
 Business Address: P. O. Box 3726
 Phone Number: 2-4756
 Studio Address: Edificio "New York",
 Stop 16½
 Transmitter Location: Villa Capatza
 Air Time: Unlimited
 Membership: PRAB
 President: V. H. Meador
 General Manager: José Ferreras
 Program Dir.: Waldemar Pilot Picón
 Chief Announcer: Fernando Q. Velazquez
 Chief Engineer: Roberto Rodriguez
 Hollywood Editor: Gloria Medor

W K A Q

SAN JUAN—1922—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned By: International Telephone &
 Telegraph Corp.

Operated By: Radio Corp. of Porto Rico
 Business Address: Box 3746
 Phone Number: 2-2023
 Studio Address: 1261 Ponce de Leon Ave.
 Transmitter Location: Sabana Llana
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Representative: Clark Wandless
 Membership: NAB
 President: Andrew W. Cruse
 Gen.-Sta.-Soles Prom. Mgr.: John A. Zerbe
 Commercial Manager: Jose C. Irizarry
 Program Director: Serafin Montero
 Production Director: Manuel Ochoa
 Chief Announcer: Jose G. Morales
 Musical Dir.: Ignacio Guerrero Noble
 Chief Engineer: Paul A. Girard

W N E L

SAN JUAN—1934—NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Oper. By: Station WNEL Corp.
 Bus. Address: New studio under construction
 at 960 Ponce de Leon, Santurce; Present ad-
 dress Brau St. 258, San Juan
 Phone Number: 2-1300, 2-1309
 Studio Address: 258 Brau St.
 Transmitter Location: Green Island
 Air Time: 6:45 a.m.-11:30 p.m.
 News Service: INS
 Representative: Own office, 820 Park Ave.,
 telephone RH 4-4352
 Membership: NAB
 President, General Manager: Juan Pizá
 Station Manager: Camilo Fraticelli
 Commercial Manager: Rodolfo Blanco
 Sales Prom. Mgr.: Roberto Bocanegra
 Program Director: Blanca A. Rivero
 Production Dir.: Guillermo Ortega
 Publicity Dir.: Publicidad Badillo, Inc.
 Chief Announcer: Luis Enrique Marrero
 Musical Director: Esther Torruellas
 Chief Engineer: Robert L. Petersen
 Farm Editor: Raul Acevedo

W I B S

SANTURCE—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By: Jose E. del Valle
 Address: 4809
 Phone Number: 21-558
 Owner: Jose del Valle

RADIO

**INSTANTLY — IT SERVES
ALL OUR PEOPLE!**

In Nanaimo or Noranda, in Toronto or Truro . . . from coast to coast, from the U. S. border to the rugged northlands, Radio is conquering distance . . . and playing an indispensable part in the daily life of more and more Canadian homes.

A world of entertainment is brought to millions each day by more than 130 publicly and privately-owned radio stations serving Canadians! *And the giant stride is being further lengthened, as the new province of Newfoundland adds its group of broadcasting stations.*

Financier and fisherman, professor and postman, farmer and forester, listeners of every kind and creed can select and enjoy a great variety of outstanding radio fare . . . music . . . drama . . . news . . . sports. Canadian Radio entertains . . . it informs . . . it *sells* . . . it makes news and reports news, frequently from its source . . . and instantly delivers its message to every corner of the country.

Constantly improving and expanding, the three CBC networks—*Trans-Canada, Dominion and French*—present a diversified schedule of the finest programs—combined with effective sales messages.



CANADIAN BROADCASTING CORPORATION

354 Jarvis St.
Toronto 5, Ontario

1231 St. Catherine St., W.
Montreal 25, Quebec

CANADA

Stations

•

C B C

•

C A B

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Alphabetical Index

By Call Letters

•

Networks

CANADIAN

Broadcasting Corporation

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Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,

Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

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354 Jarvis St., Toronto 5, Ont.

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J. Frank Willis, Supervisor of Feature Broadcasts

Head Office

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(also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)

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G. W. Richardson, Assistant Director of Personnel and Administrative Services

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(354 Jarvis Street, Toronto 5, Ont.)

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S. Schnobb, Assistant to Treasurer

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F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secretary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

CANADIAN Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 89 privately owned (independent) broadcasting stations in Canada.

You get effective listenership over Canada's private radio stations

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.



Canadian Association of Broadcasters

108 Sparks Street, Ottawa

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