

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

**W B U T**

**BUTLER—1948—LBS**

Frequency: 1580 Kc. Power: 1000 Watts d.  
Owned-Oper. By Eagle Printing Co.  
Phone Number 75-778  
Transcription Service Thesaurus  
News Service AP  
President John L. Wise  
Sta., Comm. Mgr. Philip B. Hirsch  
Sales Prom. Mgr. Vernon L. Wise, Jr.  
Program Director Joseph Laconi  
Chief Engineer Gerald L. Coleman

**W I S R**

**BUTLER—1941—TRI-STATE-KBS**

Frequency: 680 Kc. Power: 250 Watts d.  
Owned-Oper. By The Butler Bcstg. Co., Inc.  
Business-Studio Address 357 N. Main St.  
Phone Number 4701-2  
Transmitter Location McKinley Ave. Ext.  
Air Time 6:30 a.m.-Sunset  
News Service UP  
Membership NARTB, BAB  
President Mrs. Georgia Rosenblum  
News Dir., Sta. Mgr. Robert Kaufman  
Pgm., Musical Dir. Warren Ihlenfeld  
Chief Announcer Edward Menke  
Chief Engineer Paul Rex  
Consulting Engineer George C. Davis

**W C D L**

**CARBONDALE—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Carbondale Bdcstg., Co., Inc.  
Address 127 Salem Rd., Carbondale; 849  
Main St., Honesdale, Pa.  
Phone Number Carbon, 1230, Hones, 1230  
Trans. Loca. 116 Salem Rd., Carbondale Twp.  
Air Time 6 a.m.-12 M.  
News Service UP  
Transcription Service SESAC, World  
Representative Donald Cooke, Inc.  
President William H. Ware  
Gen., Sta. Mgr. W. Richard Carlson, Jr.  
(Honesdale Studio Manager Tut Perry)  
Comm., Prom. Mgr. William Fletcher  
Program Director Norah B. Carlson  
Production Director John Krieger  
Publicity Director Jean Lynady  
Chief Engineer Robert G. Adams  
Farm Editor (Honesdale Studios) J. McKeon  
Consulting Engineer J. Gordon Keyworth

**W L X W**

**CARLISLE—1948—KBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Operated By Philip Mathews

Business Address Holly Pike  
Phone Number Carlisle 1785  
Studio-Transmitter Location Mt. Holly Pike  
News Service UP  
President Philip Mathews  
Chief Exec. Florence Good  
Chief Engineer Henry Palmer

**W C H A**

**CHAMBERSBURG**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By Chambersburg Bcstg. Co.  
Bus.-Studio Address Craft Press Bldg.  
Phone Number 1110  
Transmitter Location Route No. 6, Warm  
Spring Rd.  
Air Time Sunrise-sunset  
News Service UP  
Transcription Service Capitol, Associated  
Representative Forjoe  
Membership NARTB  
Pres., Gen. Manager John S. Booth  
Commercial Manager Earl P. Strine  
Program Director Allen Saunders  
Chief Engineer James McCurdy  
Consulting Engineer Kear & Kennedy

**W E S A**

**CHARLEROI—1947—KBS**

Frequency: 940 Kc. Power: 250 Watts d.  
Owned-Oper. By Monongahela Valley Bcstg.  
Business-Studio Address Fifth St.  
Phone Number 3-6551  
Air Time Local sunrise-local sunset  
News Service AP  
Transcription Service Thesaurus  
President Dr. A. S. Sickman  
Gen., Comm. Mgr. C. R. Duvall  
Chief Engineer Mel Wigand  
News Director Bill Richards

**W P W A**

**CHESTER—1947**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By Lou Poller  
Business Address Box 30, Chester  
Phone Number 3-1641  
Trans. Loca. Brookhaven, Middletown Rd.  
Air Time 6 a.m.-1 a.m.  
News Service AP  
Transcription Service Standard  
Representative Forjoe  
Pres., Gen. Mgr. Lou Poller  
Station Manager Harry Simmington  
Comm., Sales Prom. Mgr. Burton Levin  
Pgm., Prod. Dir. Melvin Levine  
Chief Announcer Paul Warren  
Publ. News Director Mort Rosenman  
Chief Engineer Harry Simmington  
Consulting Engineer Russell P. May

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

## W V C H

**CHESTER—1948**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By James M. Tisdale  
 Bus.-Studio Address Wolf Bldg., Market Sq.  
 Phone Number Chester 2-8861  
 Transmitter Location Bridgewater Rd., RD 1  
 Air Time Sunrise-sunset  
 News Service UP  
 Prom., Gen., Comm. Mgr. James M. Tisdale  
 Program Director Robert A. Hibbert, Jr.  
 Chief Engineer James M. Tisdale  
 Consulting Engineer John Creutz

## W C P A

**CLEARFIELD—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Clearfield Bdcsters, Inc.  
 Address 215 Church St.  
 Phone Number 5-5541  
 Transmitter Location R. D. Clearfield  
 Air Time Sunrise-Sunset  
 News Service UP  
 Transcription Service Thesaurus, Associated  
 Membership NARTB, BAB  
 President W. K. Ulerich  
 Commercial Manager W. C. Plummer  
 Sta., Gen. Mgr., Pgm., Pub., News Dir.  
 W. J. Thomas  
 Production Director Miss Margaret Nemeth  
 Musical Director Joseph Milsop  
 Chief Engineer Lewellyn Duck  
 Consulting Engr. John Mullaney

## W C O J

**COATESVILLE—1949—QUAKER**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Chester Co. Bcstg. Co.  
 Address 703 E. Chestnut St.  
 Phone Number 2100  
 Transcription Service SESAC  
 News Service UP  
 Pres., Gen. Mgr. William S. Halpern  
 Vice-President Richard Scully, Jr.  
 Pgm., News Dir. Ellis Shook  
 Promotion Manager Donald Kimes  
 Secy., Chief Engr. Louis N. Seltzer

## W C V I

**CONNELLVILLE—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Connellsville Bcstrs., Inc.  
 Bus.-Studio Address 124 W. Crawford Ave.  
 Phone Number Connellsville 2700  
 Transmitter Location Limestone Hill  
 Air Time 7 a.m.-12 M.  
 News Service UP  
 Transcription Service SESAC, World  
 Membership NARTB, BAB  
 President Raymond Galiardi  
 Gen., Sta. Mgr. Jack Craddock

Commercial Manager Howard McMeekin  
 Program Director Fran Roberts  
 Chief Announcer Dick Jessen  
 Chief Engineer Paul Queer

## W B U X

**DOYLESTOWN—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By Charles M. Meredith  
 Business-Studio Address The Hart Bldg.  
 Phone Number 220  
 Transmitter Location Doylestown Township  
 News Service AP  
 General Manager William A. Lynch

## W C E D

**DUBOIS—1941—CBS-LBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Tri-County Bcstg. Co.  
 Bus.-Studio-Transmitter Address 80 N. Park Pl.  
 Phone Number 1700  
 News Service UP  
 Transcription Service SESAC  
 Representative McGillivra  
 President Harold Gray  
 General Mgr. Jason S. Gray  
 Commercial Manager George Williams  
 Pgm., News Dir. Ed Paul Finger  
 Promotion Manager Ken Johnston  
 Chief Engineer Bernard Gurewicz

## W E S T

**EASTON—1936—NBC-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Associated Bcstrs., Inc.  
 Bus.-Studio Address 516 Northampton St.  
 Phone Number 6131  
 Transmitter Location Williams Township  
 Air Time 6:30 a.m.-1 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Robert Meeker  
 Membership NARTB  
 Station Executive Clair R. McCollough  
 Station Manager Elwood C. Anderson  
 Natl. Sales Manager J. Robert Gulick  
 Program Director Eugene Bethman  
 Technical Director J. E. Mathiot

## W E R C

**ERIE—1941—NBC**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By Presque Isle Bcstg. Co.  
 Bus.-Studio Address 121 W. 10 St.  
 Phone Number 46367  
 Transmitter Location Robinson Rd.  
 Air Time 6 a.m.-2 a.m.  
 News Service UP  
 Transcription Service Capitol, Lang-Worth  
 Representative Avery-Knodel  
 President Jacob A. Young

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

General Manager.....Charles E. Denny  
 Commercial Manager.....Art Ingram  
 Program Director.....Virginia Donachy  
 Chief Engineer.....Ken Hestor  
 Consulting Engineer.....Kear & Kennedy

## W I K K

**ERIE—1948—ABC**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Community Service Bcstg.  
 Co.

Bus.-Studio Address.....1021 State St.  
 Phone Number.....2-3248,23-240  
 Transmitter Location.....Waterford  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....H.R. Reps.  
 President.....Keith Kiggins  
 Gen., Sta. Mgr.....Ted Nelson  
 Program Director.....C. E. McElroy  
 Chief Engineer.....Clarence Baker  
 Consulting Engineer.....George Adair

## W J E T

**ERIE—1951**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Jet Bcstg. Co.  
 Address.....1635 Ash St.  
 Phone Number.....4-6013  
 News Service.....AP  
 Transcription Service.....SESAC  
 Pres., Gen. Mgr.....Myron Jones  
 Commercial Manager.....Paul C. Rinehardt  
 Chief Engineer.....William Fleckenstein

## W L E U

**ERIE—1933**

**MBS-QUAKER-PENN-ATL. NET**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLEU Bcstg. Corp.  
 Bus.-Studio-Transmitter Address.....2nd Fl.  
 Commerce Bldg., 12th & State Sts.  
 Phone Number.....23-327, 22-129  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 President.....Leo J. Omelian  
 V.P., Comm., Gen. Mgr.....V. Hamilton Weir  
 Secretary.....Catherine Donatelli  
 Musical Director.....Anthony Conti  
 Consulting Engineer.....McNary & Wrathall

## W G E T

**GETTYSBURG—1950—KBS-LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.  
 Address.....Harrisburg Rd.

Phone Number.....850  
 Air Time.....6 a.m. 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Gen., Sta., Comm. Mgr.

Murray L. Goldsbrough

Sales Promotion Manager.....Sebastian Hafer  
 Program Director.....Maurine Nelson  
 Publicity Director.....Edwin Shoop, Jr.  
 Chief Announcer.....Owen Voigt  
 Chief Engineer.....Lester Blair  
 Consulting Engineer.....Howard S. Frazier

## W H J B

**GREENSBURG—1934**

Frequency: 620 Kc.....Power: 1000 Watts d.  
 500 n.

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

## W H V R

**HANOVER—1948—MBS**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 500 Watts n.

Owned-Operated By.....Radio Hanover, Inc.  
 Address.....Hanover Trust Bldg.  
 Phone Number.....3831  
 Transmitter Location.....½ Mi. No. of City  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Sta. Gen. Mgr.....John D. Bare  
 Comm. Mgr.....H. Vernon Ferster  
 Pgm. Dir.....Mack Edwards  
 Chief Engineer.....Philip Rohrbaugh  
 Consulting Engineer.....A. D. Ring Co.

## W H G B

**HARRISBURG—1945—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Bus.-Studio-Trans. Address.....112 Market St.  
 Phone Number.....2-3456  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Representative.....Weed  
 Pres., Gen., Comm. Mgr.....Herbert Kendrick  
 Station Manager.....Jack Hooper  
 Music, Publ. Dir.....Red McCarthy  
 News Director.....Lewis Doolittle



## WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

**PULLS  
HIGHEST HOOPERS  
WITH CBS  
AND STELLAR  
LOCAL  
PROGRAMMING**

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so... more listeners who listen more.



**COVERS  
PENNSYLVANIA'S  
TOP-QUALITY  
MARKET**

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family (\$6,135), income per capita (\$1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.



**HARRISBURG, PA.**

**KEY STATION OF  
THE KEYSTONE  
STATE**

**5000 W 580 KC**

REPRESENTED BY **BOLLING**

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

Chief Announcer.....Tony Bekas  
Chief Engineer.....William Kuntz

### W H P

#### HARRISBURG—1924—CBS

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

### W K B O

#### HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Keystone Bcstg. Corp.  
Bus.-Studio Address.....31 N. Second St.  
Phone Number.....4-0191

Transmitter Location.....Penn Harris Hotel  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....World  
Representative.....Robert Meeker  
Membership.....NARTB  
Station Executive.....Clair R. McCollough  
Station Manager.....David J. Bennett, Jr.  
Program Director.....Don Wear  
Technical Director.....J. E. Mathiot

### W A Z L

#### HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Hazleton Bcstg. Co.  
Bus.-Studio Address.....708 Hazleton Natl.  
Bank Bldg.  
Phone Number.....5400-1  
Transmitter Location.....E. Berner Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Robert Meeker  
Membership.....NARTB, BAB  
Pres., Gen. Mgr.....Victor C. Diehm  
Commercial Mgr.....Thomas Tito  
Program Director.....Don Murray  
Asst. to Gen. Mgr.....Kathryn Kahler  
Chief Engineer.....Elwood Tito  
Farm Editor.....Bob Richards

## WAZL

1490 Kc.

ESTABLISHED 1932

## WAZL-FM

97.9 Meg.

HAZLETON, PENNA.

VIC DIEHM, Pres. & Gen. Mgr.

### FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is \$6,576.00\*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — \$45,619,000\*

*National Representatives:*

Robert Meeker Associates  
521 Fifth Avenue  
New York City, N. Y.

\* Sales Management

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

**W H O D**  
HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Operated By... Steel City Bcastg. Corp.  
Bus.-Studio Address... 105 E. Seventh Ave.  
Phone Number... HO 1-0172  
Transmitter Location... W. Millin Borough  
Air Time... Sunrise-sunset  
News Service... UP  
Representative... Interstate  
President... Anthony S. Ortale  
General-Comm. Mgr... Roy Ferree  
Chief Engineer... James Herbert

**W H U N**  
HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Joseph F. Biddle Publ. Co.  
Bus.-Studio Address... 400 Washington St.  
Phone Number... 1291  
Transmitter Location... 27th & Murray Aves.  
News Service... UP  
Transcription Service... SESAC. World  
President... John H. Biddle  
General Manager... William E. Germann  
Chief Engineer... Ernest A. Craig

**W D A D**  
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Indiana Broadcast Inc.  
Address... Indiana Theatre Bldg.  
Phone Number... 5-5511  
Transmitter Location... East Pike  
Air Time... 6:30 a.m.-12:05 a.m.  
News Service... AP, UP  
Representative... McGilvra  
Pres., Gen. Mgr... T. K. Cassel  
Sales Prom. Manager... Bob Sefick  
Comm. Mgr... Tony Rand  
Sta. Mgr., News Dir... James E. Pattison  
Chief Engineer... Robert Ramsay

**W A R D**  
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Central Bcastg. Co., Inc.  
Business-Studio Address... Porch Bldg.  
Phone Number... 81-216  
Transmitter Location... Prospect Hill  
Air Time... 6 a.m.-2 a.m.  
News Service... UP  
Transcription Service... World  
Representative... Weed  
Membership... NARTB  
President... Paul Short  
General Manager... George D. Gartland  
Station Manager... Robert R. Nelson  
Commercial Mgr... John C. Gilmore

Chief Announcer... Bill Santoro  
News Director... Frank C. Jordan  
Chief Engineer... Millard C. Coleman

**W C R O**  
JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Century Bcastg. Corp.  
Bus.-Studio Address... Fort Stanwix Hotel  
Phone Number... 9-8539  
Transmitter Location... Ihmsen Rd.  
Air Time... 6 a.m.-1 a.m.  
News Service... INS  
Representative... Radio Reps  
President... John J. Keel  
General Manager... Stewart W. Phillips  
Comm., Sta. Mgr... Dennis Gerken  
Chief Engineer... Robert Stillwagon

**W J A C**  
JOHNSTOWN—1925—NBC-LBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... WJAC, Inc.  
Bus.-Studio Address... 329 Main St.  
Phone Number... 4-1267  
Transmitter Location... Tribune Bldg.  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Young  
President... W. W. Krebs  
Station Manager... John P. Foster  
Chief Engineer... Theodore E. Campbell

**W A C B**  
KITTANNING—1948-LBS

Frequency: 1380 Kc. Power: 500 Watts d.  
Owned-Oper. By... The Armstrong County  
Bcastg. Corp.  
Bus.-Studio Address... 325 Market St.  
Phone Number... 43-1381  
Transmitter Location... Bunker Hill  
Air Time... Sunrise-Sunset  
News Service... AP  
Transcription Service... Thesaurus  
Membership... NARTB  
President... J. B. Moore  
General Manager... Edward J. Hirshberg  
Station Manager... W. Marshall Fatkin  
Commercial Manager... John Albert Dame  
Chief Engineer... Joseph Pelletier

**W G A L**  
LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... WGAL, Inc.  
Business-Studio Address... 8 W. King St.

## PENNSYLVANIA

Phone Number ..... 5251  
 Transmitter Location ..... Lancaster  
 Air Time ..... 6:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 President ..... Clair R. McCollough  
 Station Manager ..... Maynard W. Thomas  
 Technical Director ..... J. E. Mathiot

### WLAN LANCASTER—1946 ABC—QUAKER

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Peoples Bcstg. Co.  
 Bus.-Studio Address ..... 252 N. Queen St.  
 Phone Number ..... 720  
 Transmitter Location ..... Manheim Township  
 Air Time ..... 6 a.m.-12:35 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 President ..... Frank H. Altdoerfer  
 Comm., Sales Prom. Mgr. .... Arthur H. Beckwith  
 Pgm., Prod. Dir. .... Theodore Pollack

### WAKU LATROBE—1951

Frequency: 1570 Kc. .... Power: 250 Watts d.

Owned-Operated By .... Clearfield Bcstrs. Inc.  
 Address ..... Lovenstein Bldg.  
 Phone Number ..... 2348  
 Transcription Service ..... Thesaurus, World  
 President ..... W. K. Ulenick  
 General Manager ..... W. J. Thomas

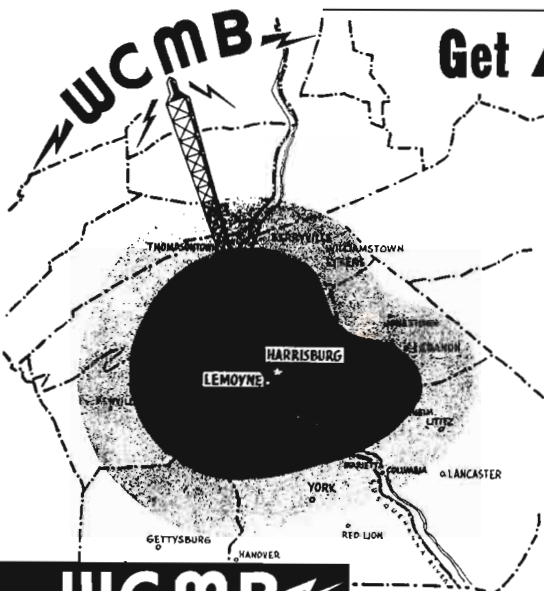
### WLBR LEBANON—1947

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Lebanon Bcstg. Co.  
 Bus.-Studio Address ..... 8th & Cumberland Sts.  
 Phone Number ..... 3900  
 Transmitter Location ..... Ebenezer  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... World, Associated  
 Representative ..... William G. Rambeau  
 Membership ..... NARTB, BAB  
 General Manager ..... Lester P. Etter  
 Station Manager ..... Julian F. Skinnell  
 Chief Engineer ..... M. Leonard Savage

### WCMB LEMOYNE—1948—LBS

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Bus.-Studio Address ..... Lemoyne Theater Bldg.  
 Phone Number ..... Harrisburg 4-3005

## Get ALL of HARRISBURG



Make sure you get ALL of Harrisburg . . .  
 . . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your  
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market  
 . . . ALL OF IT . . . you need

**WCMB**  
 the **BIG BUY**  
 . . . per dollar, per listener!

# 5000 • WATTS • FULL TIME

**WCMB**  
 LEMOYNE, PA.  
 Represented by Donald Cooke, Inc., New York

# PENNSYLVANIA

Transmitter Location.....Poplar Church Rd.,  
E. Pennsboro Township  
Air Time.....6:30 am.-1 a.m.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Donald Cooke  
President.....Edgar T. Shepard, Jr.  
Gen., Sta. Manager.....Ed K. Smith  
Commercial Manager.....Rudy O. Marcoux  
Sales Prom. Mgr.....Gilbert Brown  
Program Director.....John Archer  
Production Director.....Stanley Bowman  
Publ., News Director.....Pete Wambach  
Chief Engineer.....J. Howard Bair  
Consulting Engineer.....McIntosh & Inglis

## WKVA

**LEWISTOWN—1949**

Frequency: 920 Kc.....Power: 1000 Watts a.  
Owned-Operated By...Central Pa. Bcstg. Co.  
Address.....7 N. Wayne St.  
Phone Number.....6771  
Air Time.....Daylight  
News Service.....UP  
Transcription Service.....World  
President.....Mrs. Paul J. Newton  
Sta., Gen. Mgr.....Robert L. Wilson  
Prom. Mgr.....Don Raffensberger  
Farm Ed., Pgm. Dir.....Lynn Bloom  
Publicity Director.....Read Gray  
Chief Engineer.....Robert Steltzer  
Musical Director.....Allan Jay  
Consulting Engineer.....A. D. Ring

## WMRF

**LEWISTOWN—1941—NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Lewistown Bcstg. Co.  
Business-Studio Address...Monument Square  
Phone Number.....6759  
Transmitter Location.....Lewiston  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Burn-Smith  
Membership.....NARTB, BAB  
President.....J. S. Woods  
General Manager.....T. W. Metzger  
Commercial Manager.....Ralph Parker  
Pgm., Publ. Director.....James Keyes  
Chief Engineer.....Bernard H. Bopp  
Consulting Engr.....George Davis

## WBPZ

**LOCK HAVEN—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Lock Haven Bcstg. Corp.  
Bus.-Studio Address.....132½ E. Main St.  
Phone Number.....4038  
Transmitter Location.....Allison Township  
Air Time.....6 a.m.-M.  
News Service.....AP

Transcription Service.....Associated, World.  
SESAC

Representative.....Joseph Hershey McGillvra  
Membership.....NARTB, BAB  
President.....Donald C. Welch  
General-Station Manager.....Harris Lipez  
Prom. Mgr., News, Pgm. Dir.....Dave King  
Production Director.....Richard Kidney  
Chief Engineer.....Kenneth C. Caum  
Consulting Engineer.....George Davis

## WEDO

**McKEESPORT—1946**

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

## WMCK

**McKEESPORT—1947—KBS**

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.  
Business-Studio Address.....516 Market St.  
Phone Number.....88888  
Transmitter Location.....Lincoln Twp.  
Air Time.....7 a.m.-12 M.  
News Service.....UP  
Representative.....Rambreau  
Transcription Service.....Lang-Worth  
President.....Robert M. Cox  
Gen., Comm. Mgr.....Gene Kline  
Pgm. Dir.....Pat Haley  
Pub. Dir.....Sam Vidnovic  
Chief Engineer.....Charles White  
News Director.....Steve Chantos

## WMGW

**MEADVILLE—1947**

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



**PENNSYLVANIA**

**WBUD**

**MORRISVILLE—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Morrisville Bcstg. Co.  
Business Address 108 N. Broad St.  
Phone Number 4-7191  
Transmitter Location Morrisville  
Air Time 7 a.m.-12 M.  
News Service AP  
Transcription Service World  
President Verna S. Hardin  
General Manager Richard M. Hardin  
Commercial Manager William Garry  
Program Director William F. Hildenbrand  
Promotion Manager Fred Walker  
Chief Announcer John Schneider  
News Director Harry Alleva  
Chief Engineer William A. Brewer  
Consulting Engineer Wm. E. Bennis, Jr.

**WHWL**

**NANTICOKE—1946**

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

**WKST**

**NEW CASTLE—1938—MBS-QUAKER**

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

**WKPA**

**NEW KENSINGTON—1940—PBS**

Frequency: 1150 Kc. Power: 250 Watts d.  
Owned-Oper. By Allegheny-Kiski Bcstg. Co.  
Business-Studio Address 810 Fifth Ave.  
Phone Number 3534  
Transmitter Location E. Deer Township  
News Service UP

Transcription Serv. Lang-Worth, MacGregor,  
SESAC, M. M. Cole  
Representative Continental Radio Sales  
President C. R. Cooper  
Gen., Comm. Mgr., Pgm. Dir. E. J. Kroen  
Chief Announcer Michael Felack  
Chief Engineer W. W. Neely

**WNAR**

**NORRISTOWN—1946**

Frequency: 1110 Kc. Power: 500 Watts d.  
Owned-Operated By Norristown Bcstg. Co.  
Bus.-Studio Address 115 W. Main St.  
Phone Number Norristown 8-7600  
Transmitter Location E. Noriton  
Air Time Sunrise-Sunset  
News Service AP  
Transcription Service SESAC  
Representative Walker  
Membership NARTB, BAB  
President Farris E. Rahall  
General Manager Joseph A. Pace  
Program Director Buddy Brode  
News Director James N. Nellany  
Chief Engineer Sam Geise  
Consulting Engineer E. C. Page

**WKRZ**

**OIL CITY—1946—MBS-LBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By WKRZ, Inc.  
Business-Studio Address 201 Fair Bldg.  
Phone Number 4-1269  
Transmitter Rich Hill, Cranberry Township  
News Service UP  
Transcription Service World  
Pres., Gen. Mgr. Kenneth E. Rennekamp  
Commercial Manager Joseph Connor  
Promotion Manager Roland B. Phillips  
News, Pgm. Dir. Richard Thompson  
Chief Engineer Gerald Cushing

**KYW**

**PHILADELPHIA—1921—NBC**

Frequency: 1060 Kc. Power: 50,000 Watts  
Owned-Oper. By Westinghouse Radio  
Stations, Inc.  
Business-Studio Address 1619 Walnut St.  
Phone Number LOcust 4-3700  
Transmitter Location Whitmarsh  
Air Time 5 a.m.-2 a.m.  
News Service INS, UP  
Transcription Service Associated  
Representative Free & Peters  
President Walter Evans  
Station Manager L. R. Rawlins  
Sales Manager R. H. Teter  
Promotion Manager Paul I. Woodland  
Program Director Gordon Davis  
Chief Engineer I. N. Eney

Philadelphia is proud of **WCAU**, too



## **WCAU**

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio **Spot** Sales

## **WCAU-TV**

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

**THE PHILADELPHIA BULLETIN STATIONS**

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

### W C A U

#### PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . The Philadelphia Bulletin  
 Address. . . . . Filbert & Juniper Sts.  
 Phone Number . . . . . LOcust 7-7700  
 Transmitter Location . . . . . Moorestown, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . CBS Radio Spot Sales  
 Pres., Gen. Mgr. . . . . Donald W. Thornburgh  
 V.P., Asst. Gen. Mgr. . . . . Jos. L. Tinney  
 Commercial Manager . . . . . John S. DeRussy  
 Program Director . . . . . Jos. T. Connolly  
 Prom., Pub. Dir. . . . . Robert N. Pryor  
 News Director . . . . . Alfred T. Ringler  
 Musical Director . . . . . David Stephens  
 V.P., Director of Engr. . . . . John G. Leitch  
 Farm Editor . . . . . Amos Kirby

### W D A S

#### PHILADELPHIA—1922

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Max M. Leon, Inc.  
 Business-Studio Address. . . . . 1211 Chestnut St.  
 Phone Number . . . . . LOcust 7-7400  
 Transmitter Location . . . . . Philadelphia  
 News Service . . . . . AP  
 Representative . . . . . Forjoe  
 President . . . . . Max M. Leon  
 Gen., Comm. Mgr. . . . . Robert A. Klein  
 Program Director . . . . . Richard H. Booth  
 Chief Engineer . . . . . Frank W. Unterberger

### W H A T

#### PHILADELPHIA—1929

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Independence Bcstg. Co.  
 Business-Studio Address. . . . . 1505 Walnut St.  
 Phone Number . . . . . RIttenhouse 6-2058  
 Transmitter Location . . . . . Penn Sheraton Hotel  
 Air Time . . . . . 7 a.m.-1:30 a.m.  
 News Service . . . . . AP  
 Pres., Gen., Comm. Mgr. . . . . William A. Banks  
 Prom., Sta. Mgr. . . . . Dolly Banks  
 Pgm., Pub. Dir. . . . . Annette Oroman  
 Music., Prod. Dir. . . . . Len Stevens  
 News Dir., Chief Anncr. . . . . Jerry Gaines  
 Chief Engineer . . . . . Arnold Goldman  
 Consulting Engineer . . . . . A. D. Ring Co.

### W J M J

#### PHILADELPHIA—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Patrick J. Stanton  
 Business-Studio Address. . . . . St. James Hotel,  
 13 & Walnut Sts.  
 Phone Number . . . . . Kingsley 5-7000

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

### W P E N

#### PHILADELPHIA—1929—LBS

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . William Penn Bcstg. Co.  
 Business-Studio Address. . . . . 2212 Walnut St.  
 Phone Number . . . . . LOcust 4-4383  
 Transmitter Location . . . . . Brookhaven Rd. &  
 77th St.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP, UP  
 Representative . . . . . William G. Rambeau  
 President . . . . . William Sytk  
 Gen., Sta., Comm. Mgr. . . . . William B. Caskey  
 Program Director . . . . . Jules Rind  
 Prom. Mgr., Prod., Publ. Dir. . . . . Sam Elber  
 Chief Engineer . . . . . Charles W. Burtis

## A P S E L L S

For Stations and Sponsors —

For instance . . . WFBG

“AP service is tops for  
 good programming and easy  
 sales. It always gives us top  
 ratings.”

JOHN M. SNYDER,  
 Managing Director,  
 WFBG, Altoona, Pennsylvania

# In **WFIL-adelphia**

**WFIL PROMOTION leads the way to  
POINT OF SALE**

- AIR ANNOUNCEMENTS
- NEWSPAPER ADVERTISING
- DIRECT MAIL
- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE



*And Now...* **ACTUAL PRODUCT DISPLAYS**  
**IN 35 FOOD FAIR SUPERMARKETS**  
*serving a half-million customers a week*  
**in 17 WFIL-covered cities**



*And* **EXCLUSIVE MERCHANDISING COOPERATION**  
**OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS**  
*and Affiliated Groups representing more*  
**than 1800 drug stores**

*Promotion — Merchandising — Impact*  
**to shorten the line between your RADIO**  
**ADVERTISING and your SALES schedule**

# WFIL

The Philadelphia Inquirer Station

*Represented by* **THE KATZ AGENCY**

**ABC AFFILIATE**

**PENNSYLVANIA**

**W F I L**

**PHILADELPHIA—1922**  
**ABC-QUAKER**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By... Philadelphia Inquirer Div.  
 of Triangle Publications, Inc.  
 Business-Studio Address . . . . . Widener Bldg.  
 Phone Number . . . . . Rittenhouse 6 6900  
 Transmitter Location . . . . . Whitemarsh  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . Roger W. Clipp  
 Operations Asst. to Gen. Mgr.  
 John D. Scheuer, Jr.  
 Commercial Manager . . . . . Norman R. Prouty  
 Sales Prom. Dir. . . . . George A. Koehler  
 Program Director . . . . . T. E. Paisley  
 Production Director . . . . . Claude Morris  
 Publicity Director . . . . . Joseph E. Dooley  
 Chief Engineer . . . . . Louis E. Littlejohn  
 Farm Editor . . . . . Howard Jones  
 Consulting Engineer . . . . . Garrison

**W I B G**

**PHILADELPHIA—1925**

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Seaboard Radio Bcstg.  
 Corp.  
 Business-Studio Address . . . . . 1425 Walnut St.  
 Phone Number . . . . . Rittenhouse 6-2300  
 Transmitter Location . . . . . Conshohocken RFD  
 Air Time . . . . . 5:30 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Radio Reps.  
 President . . . . . Paul F. Harron  
 Vice-Pres. . . . . Joseph Lang  
 Gen.-Sta.-Comm. Mgr. . . . . Edward D. Clery  
 Sales Prom.-Prod. Mgr.,  
 Publicity Director . . . . . Rupe Werling  
 Program Director . . . . . Doug Arthur  
 Technical Director . . . . . John H. Henninger  
 Chief Engineer . . . . . George Hooper  
 Consulting Engineer . . . . . Paul Godley

**W I P**

**PHILADELPHIA—1922—MBS**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Pennsylvania Bcstg. Co.  
 Business-Studio Address . . . . . 35 S. 9th St.  
 Phone Number . . . . . Walnut 2-6800  
 Transmitter Location . . . . . Bellmawr, N. J.

**HOW  
 WHY,  
 WHERE**

**DO YOU SELL  
 PHILADELPHIA?**

**WITH PENNSYLVANIA'S  
MOST POWERFUL INDEPENDENT**

**10,000 WATTS OF SPORTS  
 NEWS AND MUSIC MEAN SALES**

**W I B G**

**WIBG-FM SERVES STORCASTING**

**W**here

**I**t

**P**ays



**to advertise in . . Philadelphia**

35 South 9th Street  
Philadelphia 7, Pa.  
WALnut 2-6800

Represented Nationally by  
Edward Petry & Co., Inc.

**5000 Watts ... Philadelphia's Pioneer Voice ... 610 on the dial**

\* Courtesy National Cash Register Company

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

Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Edward Petry  
 Pres., Gen. Mgr. .... Benedict Gimbel, Jr.  
 Dir. of Sales ..... Ralph Brent  
 Program Director ..... Murray Arnold  
 Production Director ..... Howard J. Burnett  
 Prom. Mgr., Pub. Dir. .... Edward Wallis  
 News Director ..... Samuel Ettinger  
 Technical Director ..... Clifford C. Harris

### W T E L

#### PHILADELPHIA—1925

Frequency: 860 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Foulkrod Radio Engineering Co.  
 Business-Studio Address. .... 4312 N. Broad St.  
 Phone Number ..... Gladstone 5-1310  
 Transmitter Location ..... Rowlandville  
 Pres., Pgm. Dir. .... E. Douglass Hibbs  
 General Manager ..... Henry N. Cocker  
 Chief Engineer ..... John Field

### K D K A

#### PITTSBURGH—1920—NBC

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

### K Q V

#### PITTSBURGH—1919—MBS

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Allegheny Bcstg. Corp.  
 Bus.-Studio Address. .... 800 Chamber of Commerce Bldg.  
 Phone Number ..... Atlantic 1-9100  
 Transmitter ..... Babcock Blvd., Oak Glenn Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 President ..... Earl F. Reed  
 Gen., Comm., Prom., Sta. Mgr. .... J. F. Murray

Pgm., Publ. Director ..... Ed Tragerer  
 News Director ..... Bill Burns  
 Chief Engineer ..... James J. Schultz  
 Consulting Engr. .... Craven, Lohnes & Culver

### W C A E

#### PITTSBURGH—1922—ABC

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WCAE, Inc.  
 Bus.-Studio Address. .... Carlton House  
 Phone Number ..... Atlantic 1-6900  
 Transmitter Location ..... Baldwin Township  
 Air Time ..... 5:45 a.m.-1 a.m.  
 News Service ..... AP, INS  
 Transcription Service ..... World  
 Representative ..... Katz  
 Membership ..... NARTB, BAB  
 Pres., General Manager ..... Leonard Kapner  
 Sta. Mgr., Prog. Dir. .... R. Clifton Daniel  
 Commercial Manager ..... Carl M. Dozer  
 Prom. Mgr., Pub. Dir. .... Edward Brown  
 Production Director ..... John Leban  
 Chief Engineer ..... James Greenwood  
 Consulting Engineer ..... A. Earl Cullum, Jr.

### W J A S

#### PITTSBURGH—1921—CBS

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Pittsburgh Radio Supply House, Inc.  
 Bus.-Studio Address. .... 1406 Chamber of Commerce Bldg.  
 Phone Number ..... Grant 1-4860  
 Transmitter Location ..... 1459 Crane Rd., Greentree  
 Air Time ..... 6 a.m.-12:30 a.m.  
 News Service ..... Transradio, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hollingberry  
 Pres., Gen. Mgr. .... H. K. Brennen  
 Comm.-Sales Prom. Mgr. .... John H. Buchheit  
 Program Director ..... James M. Hughes  
 Production Director ..... Fred R. Davy  
 Publicity Director ..... Cal T. Mara  
 News Director ..... Henry Dabecco  
 Musical Director ..... Lee Kelton  
 Chief Engineer ..... Walter W. McCoy  
 Consulting Engineer ..... Garrison

### W P G H

#### PITTSBURGH—1947

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

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

## W P I T

**PITTSBURGH—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WPIT, Inc.  
 Bus.-Studio Address . . . . . 211 Smithfield St.  
 Phone Number . . . . . Atlantic 1-1900  
 Transmitter Location . . . . . Mt. Troy Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Representative . . . . . Forjoe  
 President . . . . . John J. Laux  
 V.P., Commercial Manager . . . . . Don Ioset  
 Pgm., Prod., News Dir. . . . . George Varnum  
 Chief Engineer . . . . . Mike Komichak  
 Consulting Engr. . . . . George Davis

## W W S W

**PITTSBURGH—1931**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WWSW, Inc.  
 Bus.-Studio Address . . . . . Sheraton Hotel  
 Phone Number . . . . . GRant 1-5200  
 Transmitter Location . . . . . Cemetery Lane,  
 Ross Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President, Gen. Manager . . . . . O. M. Schloss  
 Station-Comm. Mgr. . . . . Ben W. Muros  
 Sales Prom. Mgr. . . . . Harold J. Go'dstein  
 Chief Engineer . . . . . Henry R. Kaiser  
 Consulting Engineer . . . . . Glenn D. Gillett

## W P A Z

**POTTSTOWN—1951**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Pottstown Bcstg. Co.  
 Address . . . . . 247 High St.  
 Phone Number . . . . . 5000  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Rambeau  
 General Manager . . . . . Herbert Scott  
 Sales Manager . . . . . Clifford M. Chafey  
 Chief Engineer . . . . . Ralph E. P. Mellon

## W P A M

**POTTSVILLE—1947—MBS  
 QUAKER**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Miners Bcstg. Serv., Inc.  
 Bus.-Studio Address . . . . . 106 S. Centre St.  
 Phone Number . . . . . Pottsville 5050  
 Transmitter Location . . . . . Lawton's Hill  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Everolt-McKinney

Membership . . . . . NARTB, BAB  
 President . . . . . Joseph L. Maguire  
 Comm., Gen., Sta. Mgr. . . . . Louis H. Murray  
 Sales Promotion Manager . . . . . Bud Angst  
 Production Director . . . . . Horace Richards  
 Chief Engineer . . . . . Milton Seltzer  
 Consulting Engineer . . . . . George C. Davis

## W P P A

**POTTSVILLE—1946—LBS**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Pottsville Bcstg. Co.  
 Bus.-Studio Address . . . . . 8 So. Second St.  
 Phone Number . . . . . Pottsville 1744  
 Transmitter Location . . . . . Bull's Head  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 Owner, Gen. Mgr. . . . . A. V. Tidmore  
 Commercial Manager . . . . . Ralph L. Price, Jr.  
 Farm Editor, Pgm. Dir. . . . . Edward Romance  
 Chief Engineer . . . . . A. V. Tidmore

## W E E U

**READING—1932  
 ABC—QUAKER**

Frequency: 850 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Reading Eagle Co.  
 Business-Studio Address . . . . . 431 Penn St.  
 Phone Number . . . . . 7335  
 Transmitter Township . . . . . Spring Township  
 Air Time . . . . . 6:15 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Hawley Quier  
 Gen., Sta. Mgr. . . . . Thomas Martin  
 Commercial Manager . . . . . K. Richard Creitz  
 Prom. Mgr. . . . . Nan Heckman  
 Farm Edit., Prod., Pgm. Dir. . . . . George Carroll  
 Chief Engineer . . . . . Harold Schearer  
 Consulting Engineer . . . . . Everett Dillard

## W H U M

**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 . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Representative . . . . . H.R. Reps.  
 Pres., Gen., Sta. Mgr. . . . . Humboldt J. Greig  
 Commercial Manager . . . . . Richard G. Fichthorn  
 Production Director . . . . . Arthur W. Heim  
 Program Director . . . . . Alan Lane



**PENNSYLVANIA**

Chief Engineer.....Joseph McCormack  
Consulting Engineer.....A. Earl Cullum, Jr.

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

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

**W G C B**

**RED LION—1950**

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

**W R Y O**

**ROCHESTER—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Beaver Valley Radio, Inc.  
Address Trans. Loca.....Cleveland Ave.  
Phone Number.....Roch. 4660  
Air Time.....Sunrise-Sunset  
News Service.....UP  
Transcription Service.....Thesaurus  
Membership.....NARTB  
President.....Michael Baker, Jr.  
Gen., Sta., Comm. Mgr.....David R. Burkhardt  
Pgm., Prod., Publ. Dir.....Lois M. Huey  
Chief Engineer.....Philip R. Hurlbut  
Consulting Engineer.....E. E. McCosbe

**W K B I**

**ST. MARYS—1950—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Elk Cameron Bcstg. Co.  
Address.....41 Erie Ave.  
Phone Number.....2321  
Transcription Service.....Standard  
News Service.....AP  
Co-Partners.....K. E. Rennekamp,  
C. H. Simpson

General Manager.....C. H. Simpson  
Commercial Manager.....George A. Clark  
Program Director.....John A. Fay  
Promotion Manager.....R. H. Knouse  
Chief Engineer.....Galen D. Castlebury  
News Director.....Gautney & Ray

**W A T S**

**SAYRE—1950—KBS**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Thompson K. Cassel  
Address.....110 N. Elmer Ave.  
Phone.....Tally 0961  
Transcription Service.....Thesaurus, World  
News Service.....UP  
Owner.....T. K. Cassel  
Station Manager.....Shaun F. Murphy  
Program Director.....Richard Buzzerd  
Prom. Mgr., News Dir.....Stan Hinden  
Chief Engineer.....Benjamin A. Franklin

**W A R M**

**SCRANTON—1940—ABC**

Frequency: 590 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Union Bdcst. Co.  
Address.....Bowman Bldg.  
Phone Number.....4-1148  
Transmitter Location.....Falls Twp.  
Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Representative.....Hollingbery Co.  
Transcription Service.....Thesaurus  
President.....Martin F. Memolo  
Gen., Sta. Manager.....William M. Dawson  
Sales Prom. Mgr., Pub. Dir.....Mary Lynott  
Program Director.....Joseph H. Salsburg  
Chief Announcer.....Arthur Bolin  
Chief Engineer.....Roswell J. Parker

**W G B I**

**SCRANTON—1925—CBS**

Frequency: 910 Kc.....Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By.....Scranton Bcstrs., Inc.  
Business-Studio Address...1000 Wyoming Ave.  
Phone Number.....2-0296  
Transmitter Location.....223 Davis St.  
Air Time.....6 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....World  
Representative.....John Blair  
Membership.....NARTB  
President.....Mrs. M. E. Megargee  
Vice-President.....Mrs. Douglas Holcomb  
Gen., Comm., Sales Prom. Mgr.  
George D. Coleman  
Station Manager.....Robert E. McDowell  
Program Director.....Frank Monaghan  
Chief Engineer.....Kenneth R. Cooke

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

**WQAN**

**SCRANTON—1923**

Frequency: 630 Kc. Power: 500 Watts d.  
 Owned-Oper. By . . . . . The Scranton Times  
 Address Trans. Loca. . . . . 149 Penn Ave.  
 Phone Number . . . . . 5151  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP, AP  
 Trans. Serv. . . . . Standard, Associated, SESAC  
 Representative . . . . . The Bolling Co.  
 Membership . . . . . NARTB, BAB  
 Owners . . . . . Eliz. R. Lynett & Edward J. Lynett  
 Gen., Sta., Comm. Mgr. . . . . Cecil Woodland  
 Program Director . . . . . Robert R. Flanagan  
 News Director . . . . . William Cullen, Jr.  
 Chief Engineer . . . . . John P. McGoldrick

**WSCR**

**SCRANTON—1947—NBC**

Frequency: 1320 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By . . . . . Lackawanna Valley Bcstg.  
 Co.  
 Business-Studio Address . . . . . 116 Adams Ave.  
 Phone Number . . . . . 5242  
 Transmitter Location . . . . . Keyser Ave.  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Pres., Gen., Comm. Mgr. . . . . David M. Baltimore  
 Program Director . . . . . Barry Sherman  
 Chief Announcer . . . . . Mike Woloson  
 News Director . . . . . Bob McHale  
 Chief Engineer . . . . . Willard Shimski

**WISL**

**SHAMOKIN—1948—MBS  
 QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By . . . . . Radio Anthracite, Inc.  
 Bus.-Studio Address . . . . . Rock & Sunbury Sts.  
 Phone Number . . . . . 2650  
 Transmitter Location . . . . . Coal Township  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Forjoe  
 Membership . . . . . NARTB, BAB  
 President . . . . . Henry W. Lark  
 General Manager . . . . . Charles R. Petrie  
 Program Director . . . . . Dick Owen  
 Chief Engineer . . . . . Bernard Marshall  
 Consulting Engineer . . . . . Weldon & Carr

**WPIC**

**SHARON—1938**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Sharon Herald Bcstg. Co.

Business Address . . . . . P. O. Box 541  
 Phone Number . . . . . 4113  
 Studio-Transmitter Location . . . . . Pine Hollow Blvd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Capitol,  
 World  
 Representative . . . . . Adam J. Young, Jr.  
 Pres., Gen. Mgr. . . . . John Fahnlne, Jr.  
 Program Director . . . . . Marc McCulloch  
 Production Director . . . . . Harold E. Smith  
 Publicity Director . . . . . Evelyn L. Keller  
 Chief Engineer . . . . . A. C. Heck

**WVSC**

**SOMERSET—1951**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By . . . . . Somerset Bcstg. Co.  
 Address . . . . . P. O. Box 231  
 Phone Number . . . . . 4186  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Gen., Comm. Mgr. . . . . T. H. Oppegard  
 Program Director . . . . . Ernest E. Mark  
 Chief Engr., Sta. Mgr. . . . . Carl R. Lee

**WMAJ**

**STATE COLLEGE—1945—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Centre Bcstrs., Inc.  
 Bus.-Studio Address . . . . . P. O. Box 888  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . R. J. Kennard  
 General Manager . . . . . Alethea Mattern Ulerich  
 Commercial Manager . . . . . Miriam Krebs  
 Program, News Director . . . . . John Pfeil  
 Chief Engineer . . . . . Douglas Beman

**WVPO**

**STROUDSBURG—1947**

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

**WKOK**

**SUNBURY—1933—ABC  
 QUAKER**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter . . . . . 1150 N. Front St.

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

Phone Number.....Sunbury 1325-6  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Harry H. Haddon  
 Gen., Sta. Manager.....Homer R. Smith  
 Commercial Manager.....W. Robert Trevitt  
 Program Director.....Michael J. Kane  
 Publicity Director.....Nelson Futch  
 Chief Announcer.....Jerry Moore  
 Chief Engineer.....John W. Keller

### W M B S UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bdcstg. Corp.  
 Address.....F. T. & T. Bldg.  
 Phone Number.....8-3900, 8-3909  
 Transmitter Location.....Burgess Field  
 Air Time.....7 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Meeker Asso., Inc.  
 Pres., Gen. Mgr.....J. C. Burwell  
 Sta., Comm. Mgr.....H. C. Burwell  
 Sales Promotion Manager.....Ed Hamlyn  
 Mus., Pgm. Dir., Chf. Anncr. C. H. Underwood  
 Prod., Pub. Dir.....Ed Hamlyn  
 News Director.....James Gismondi  
 Chief Engineer.....Thomas Kikta  
 Farm Editor.....Rex Carter  
 Consulting Engineer.....George C. Davis

### W N A E WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.  
 Address.....Second Avenue  
 Phone Number.....3033  
 Transmitter Location.....Warren-Kinzua Rd.  
 Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....A. David Potter, Jr.  
 Commercial Manager.....James W. Potter  
 Program Director.....W. LeRoy Schneck  
 Chief Engineer.....Homer M. Haines  
 News Director.....Charles Tranter

### W J P A WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Washington Bcstg. Co.  
 Bus. Address.....George Washington Hotel  
 Phone Number.....4870  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 President.....William S. Yard  
 General Manager.....A. Boyd Siegel

Commercial Mgr.....Peter Stanton  
 Chief Engineer.....H. E. Cooper

### W B A X WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....John H. Stenger, Jr.  
 Business-Studio Address.....85 W. Union St.  
 Phone Number.....3-0196  
 Transmitter Location...Route 11, Edwardsville  
 Borough  
 Air Time.....6:45 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Burn-Smith  
 President.....John H. Stenger, Jr.  
 General Manager.....John H. Stenger, III  
 Program Director.....Ed Kuzma  
 Chief Announcer.....John Foster  
 Chief Engineer.....John H. Stenger, Jr.  
 Asst. Chief Engr.....Milan J. Krupa  
 Farm Editor.....Jim Hutchison

### W B R E WILKES-BARRE—1924—NBC

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

### W I L K WILKES-BARRE—1946 ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By...Wyoming Valley Bcstg. Co.  
 Bus.-Studio Address.....88 No. Franklin St.  
 Phone Number.....4-4666  
 Transmitter Location...Breslau, Hanover Twp.  
 Air Time.....6 a.m.-1:05 a.m.  
 News Service.....AP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Avery-Knodel  
 President.....Dr. I. C. Morgan  
 General Manager.....Roy E. Morgan  
 Station Mgr.....Thomas P. Shelburne  
 Commercial Manager.....Jerry Butler  
 Program Director.....Hal Berg  
 Chief Announcer.....Charles Whittier  
 Chief Engineer.....Theodore French  
 Consulting Engineer.....John Creutz

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

**W L Y C**

**WILLIAMSPORT—1951**

Frequency: 1050 Kc. Power: 1,000 Watts d.  
 Owned-Operated By: Lycoming Bcstg. Co.  
 Address: 331 Pine St.  
 Phone Number: 24676  
 News Service: AP  
 Transcription Service: Thesaurus  
 President: J. T. Keliher  
 Gen., Prom. Mgr., News Dir.: Richard W. Bower  
 Commercial Manager: John Spicer  
 Program Director: Vern Hester  
 Chief Engineer: Kenneth Calahan

**W R A K**

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: WRAC, Inc.  
 Address: 244 West 4th St.  
 Phone Number: 2-6116  
 Transmitter Location: 1561 W. 4th St.  
 Air Time: 6:30 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Everett McKinney  
 Membership: NARTB, BAB  
 President: E. M. Case  
 General Manager: George E. Joy

Treasurer: W. Van Person  
 Comm. Mgr., Music Dir.: J. Wright Mackey  
 Pgm. Mgr., Chief Anncr.: Leon E. Kelly  
 Program Director: Marian E. Antes  
 Prod. Mgr., News Dir.: Irving A. Berndt, Jr.  
 Promotion Manager: Everett W. Rubendall  
 Chief Engineer: Glen L. Sherman  
 Consulting Engineer: George Davis

**W W P A**

**WILLIAMSPORT—1949—CBS**

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

**IN NORTH CENTRAL PENNA.**



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

NATIONAL REPRESENTATIVE  
 EVERETT-McKINNEY, INC.  
 NEW YORK · CHICAGO

*Since 1930, The Pioneer Broadcasters in Williamsport*

**PENNSYLVANIA**

**W N O W**

**YORK—1948—LBS**

Frequency: 1250 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Helm Coal Co.  
Business-Studio Address . . . . . 25 S. Duke St.  
Phone Number . . . . . 8-2911-8-2952  
Transmitter Location . . . . . R. D. 5  
Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Membership . . . . . NARTB, BAB  
General Manager . . . . . Lowell W. Williams  
Commercial Manager . . . . . John O. Border  
News Director . . . . . Albert Gladding  
Program Director . . . . . H. E. Daugherty  
Sales Promotion Manager . . . . . Edwin L. Fay  
Chief Engineer . . . . . Willis N. Weaver  
Consulting Engineer . . . . . John Mullaney

**W O R K**

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Operated By . . . . . York Bcstg. Co.  
Business-Studio Address . . . . . 13 S. Beaver St.  
Phone Number . . . . . 6629

News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Robert Meeker  
Station Executive . . . . . Clair R. McCollough  
General Manager . . . . . Leroy K. Strine  
Natl. Sales Mgr. . . . . J. Robert Gullick  
Program Director . . . . . James R. Wilson  
Technical Director . . . . . J. E. Mathiot

**W S B A**

**YORK—1942—ABC—QUAKER**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Susquehanna Bdctsg. Co.  
Address . . . . . R. D. 5  
Phone Number . . . . . 82676 - 81308  
Transmitter Location . . . . . York, R. D. 5  
Air Time . . . . . 5:55 a.m.-12:30 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Radio Reps. Inc.  
Membership . . . . . NARTB, BAB  
President . . . . . Louis J. Appell  
General Manager . . . . . Walter J. Rothensies  
Comm. Sales Prom. Mgr. . . . . Philip K. Eberly  
Program Director . . . . . Otis B. Morse  
Chief Engineer . . . . . Llewellyn Jones  
Consulting Engr. . . . . George Davis

**AP SELLS**

**For Stations and Sponsors —**

**For instance . . . WEDO**

**"AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."**

**EDWARD J. HIRSHBERG,**  
President,  
WEDO, McKeesport, Pa.

## COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

## AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs — programs designed for PRIMARY listening attention. Important because — listeners who really LISTEN, are buyers who really BUY!

**more**

**New Englanders**

**listen to WPRO**

**than any other**

**Rhode Island**

**station.**

**to reach the  
most buyers,**

**BUY BASIC..**



**WPRO** AM  
& FM

**PROVIDENCE • 630 KC • 5000 W**

**REPRESENTED BY RAYMER**

# RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784  
Families April 1, 1952 (Est.) 221,000—Stations in State 11

## WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By The Aquidneck Bcstg. Corp.  
Business-Studio Address 172 Thames St.  
Phone Number 4673  
Transmitter Location Middletown  
Air Time 7:15 a.m.—Sunset  
News Service AP  
Transcription Service Associated World  
Representative Deveny & Co.  
President Columbus O'Donnell  
Gen. Mgr., Pgm. Dir., Chief Engr.  
Warren G. Clement

## WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 500 Watts d.  
Owned-Oper. By Roger Williams Bcstg. Co.  
Address 34 N. Union St.  
Phone Number 5-900U  
Transcription Service MacGregor  
News Service UP  
Manager Dominick Hysko  
Gen., Comm. Mgr. Allen Jones  
Program Director Paul Garnett  
Publicity Director Henrietta Brazeau  
Chief Engineer John Costa  
Consulting Engineer Jim Bonney

## WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Oper. By Narragansett Bay B. Co.  
Address 1111 N. Main St.  
Phone Number Jackson 1-6565  
Trans. Loca. Bold Pt. E. Providence  
Air Time Sunrise-Sunset  
News Service UP  
Pres., Gen. Mgr. Louis A. R. Pieri  
Sta. Mgr., Pgm. Dir. John C. Martin  
Publicity Director George Patrick Duffy  
Chief Engineer George Arabak

## WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Yankee Network, Div. of  
Thomas S. Lee Entr., Inc.  
Business-Studio Address Crown Hotel  
Phone Number Temple 1-0800  
Transmitter Location E. Providence  
Air Time 5:30 a.m.—1 a.m. (8 a.m.—M. Sun.)  
News Service AP

Transcription Service Associated  
Representative H-R Reprs.  
President William O'Neil  
Gen., Sta., Comm. Mgr. Mowry Lowe  
Prog.-Prod.-Pub. Dir. Donald Morton  
Chief Engineer Henry Tilley

## WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By Intercity Bcstg. Co.  
Business-Studio Address 144 Westminister St.  
Phone Number Union 1-4211  
Transmitter Location Eastern Ave.,  
E. Providence  
Air Time 6 a.m.—6 p.m.  
News Service AP  
Representative Headley-Reed  
President, Gen.-Sta. Mgr. Robert T. Engles  
Program Director C. George Taylor  
News, Prod. Dir., Chief Anncr.  
Bruce Williamson  
Chief Engineer Carroll Philbrook

## WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts  
Owned Providence Journal Co.  
Address 75 Fountain St.  
Phone Number Dexter 1-0600  
Transmitter Location Lincoln  
Air Time 6 a.m.—M.  
News Service AP, UP  
Transcription Service World, Standard  
Station Representative Avery-Knodel  
Membership NARTB, BAB  
President George P. Metcalf  
General Manager H. William Koster  
Sales Promotion Manager Arthur E. Lathrop  
Program Director Harmon H. Hyde  
Publicity Director Clifford A. Shaw  
News Director Harry V. McKenna  
Chief Engineer George W. Sharpe  
Consulting Engineer Jansky & Bailey

## WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By Cherry & Webb Bcstg. Co.  
Bus-Stud. Add. 24 Mason St., WPRO Bldg.  
Phone Number Plantations 1-9776  
Transmitter Location E. Providence  
Air Time 5:30 a.m.—12:05 a.m.  
News Service AP, UP  
Transcription Service Thesaurus, Lang-Worth

## RHODE ISLAND — SOUTH CAROLINA

**Representative**.....Paul H. Raymer  
**Membership**.....NARTB, BAB  
**President**.....William S. Cherry, Jr.  
**General-Comm Mgr.**.....Arnold F. Schoen, Jr.  
**Program Director**.....John A. Owen  
**Chief Engineer**.....John V. Ferri  
**Consulting Engineer**.....James V. McNary

### W J A R

**PROVIDENCE—1922—NBC**

**Frequency:** 920 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....The Outlet Co.  
**Business-Studio Address**.....176 Weybosset St.  
**Phone Number**.....Gaspee 1-8521  
**Transmitter Location**.....Wampanoag Trail,  
 E. Providence  
**Air Time**.....6 a.m.-12:05 a.m.  
**Transcription Service**.....World  
**News Service**.....AP  
**Representative**.....Weed  
**Membership**.....NARTB  
**Vice Pres., Treas.**.....George O. Griffith  
**General Mgr.**.....John J. Boyle  
**Sales, Program Director**.....Sothorn Abbott  
**News Director**.....Ben Boyden  
**Chief Engineer**.....Thomas C. J. Prior

### W R I B

**PROVIDENCE—1947—LBS**

**Frequency:** 1220 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....R. I. Bcstg. Co.  
**Bus.-Studio Address**.....Narragansett Hotel  
**Phone Number**.....Union 1-4512  
**Transmitter Location**.....Water St., E. Providence  
**Air Time**.....Sunrise-local sunset

**News Service**.....UP  
**Transcription Service**.....Associated  
**Representative**.....ForJoe  
**President**.....Frank Rao  
**General Manager**.....Nicholas Ruggieri  
**Pgm. Dir., Chief Anncr.**.....Don Rogers  
**Chief Engineer**.....Richard Buckley

### W E R I

**WESTERLY—1949—KBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned Oper. By**.....Radio Westerly, Inc.  
**Address**.....34 Main St.  
**Phone Number**.....2263  
**Transmitter Location**.....Margin St.  
**Air Time**.....14½ hrs.  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Representative**.....Colten, Bannon  
**President**.....Richard G. Moore  
**General Manager**.....Warren M. Greenwood  
**Program Director**.....Brud Warren  
**Chief Engineer**.....Stanley Brown

### W W O N

**WOONSOCKET—1946—MBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Woonsocket Bcstg. Co.  
**Business-Studio Address**.....99 Main St.  
**Phone Number**.....1240  
**Transmitter Location**.....Getchell Ave.  
**News Service**.....AP  
**Transcription Service**.....World  
**President**.....Millicent S. Palmer  
**Station Manager**.....Mitchell F. Stanley

# SOUTH CAROLINA

*Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203*  
*Families April 1, 1952 (Est.) 522,000—Stations in State 46*

### W A K N

**AIKEN—1951**

**Frequency:** 990 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By** Aiken Electronics Adv. Corp.  
**News Service**.....AP  
**President**.....B. T. Whitmire  
**Vice-Pres.**.....Jack Younts  
**Vice-Pres.**.....J. P. Williamson  
**Secy.-Treas., Managing Dir.**.....John Mare  
**Chief Engineer**.....W. W. Prim

### W A I M

**ANDERSON—1935—CBS**  
**PALMETTO NET**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Wilton E. Hall  
**Address-Trans. Loca.**.....1 Martin St.

**Phone Number**.....3800-1-2  
**Air Time**.....5:30 a.m.-12:05 a.m.  
**News Service**.....INS  
**Transcription Service**.....World  
**Representative**.....Burn-Smith, Dora—Clayton  
**President**.....Wilton E. Hall  
**General Manager**.....Glenn P. Warnock  
**Prom., Comm. Mgr.**.....G. P. Brown  
**Program Director**.....Ray Barath  
**Chief Engineer**.....H. B. Greene  
**Consulting Engr.**.....George C. Davis

### W A N S

**ANDERSON—1949—MBS**

**Frequency:** 1280 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Carolina Bcstrs.  
**Address**.....Box 211  
**News Service**.....UP



## SOUTH CAROLINA

Pres., Gen., Sta. Mgr. . . . . C. R. Johnson  
 Commercial Manager . . . . . Richard Warner  
 Sales Promotion Manager . . . . . Robert Fant  
 Pgm., Prod. Director . . . . . Carroll Lee  
 Publicity Director . . . . . Paula J. Wright  
 Chief Engineer . . . . . Alfred W. Pratt  
 Consulting Engineer . . . . . Robert Silliman

### WBSC

**BENNETTSVILLE—1947—MBS**

Frequency: 1550 Kc. . . . . Power: 10,000 Watts d.;  
 5,000 Watts n.  
 Owned-Oper. By . . . . . Bennettsville Bcstg. Co.  
 Business-Studio Address . . . . . Box 639  
 Phone Number . . . . . 1080  
 Transmitter Location . . . . . Hamlet Hway. 38  
 News Service . . . . . AP  
 Representative . . . . . Joseph Hershey McGillvra  
 President . . . . . John W. Orvin  
 Gen., Sta. Mgr. . . . . Malcolm A. Young  
 Program Director . . . . . Ervin Melton  
 Chief Engineer . . . . . John Gronert  
 Consulting Engr. . . . . William E. Bennis

### WACA

**CAMDEN—1948**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Camden Bcstg. Co.  
 Address . . . . . Camden  
 Phone Number . . . . . 80  
 Transmitter . . . . . 4 Mi. E. of City  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . Haygood S. Bowden  
 Gen. Comm. Mgr. . . . . Tom Richards  
 News, Farm, Pgm. Dir. . . . . Chuck Ballard  
 Chief Engineer . . . . . Frank Richardson

### WCSC

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. . . . . Powe:: 5000 Watts  
 Owned-Oper. By . . . . . WCSC, Inc.  
 Address . . . . . Francis Marion Hotel  
 Phone Number . . . . . 7611  
 Transmitter Location . . . . . Eagles Nest  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTE, BAB  
 Pres., Gen., Sta. Mgr. . . . . John M. Rivers  
 Commercial Manager . . . . . Roland Weeks  
 Pgm., Pub. Dir . . . . . Russell Long  
 Publicity Director . . . . . Alma D. Davis  
 Copy Chief . . . . . Alma D. Davis  
 News Director . . . . . Robert Truere  
 Musical Director . . . . . Bob Tamblyn  
 Chief Engr., Cons. Engr. . . . . Wilbur Albee  
 Traffic Manager . . . . . Annie Laurie Quarterman

### WHAN

**CHARLESTON—1947—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business Address . . . . . Box 183  
 Phone Number . . . . . 3-1643  
 Transmitter Location . . . . . St. Andrew's Parish  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 President . . . . . S. Lewis Johnson  
 Acting Manager . . . . . Traynor Ferillo  
 Program Director . . . . . Traynor Ferillo  
 Chief Engineer . . . . . William P. Birchfield

### WPAL

**CHARLESTON—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . George G. Weiss  
 Business-Studio Address . . . . . 149 Wentworth St.  
 Phone Number . . . . . 3-6428-9  
 Transmitter Location . . . . . Windemere  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Clayton, Pearson  
 Gen., Sta. Mgr. . . . . Laurens P. Moore  
 Commercial Manager . . . . . Robert T. Christle

### WTMA

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
 Business Address . . . . . 133 Church St.  
 Phone Number . . . . . 2-2961  
 Transmitter Location . . . . . St. Andrew's Parish  
 Air Time . . . . . 6:00 a.m.—12:50 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Edward Manigault  
 Gen., Sta. Mgr. . . . . Douglas M. Bradham  
 Comm. Mgr. . . . . Grange S. Cuthbert, Jr.  
 Publicity Director . . . . . Kay Martin  
 Pgm., Prod. Director . . . . . Vernon M. Bushong  
 News Dir., Chief Ann. . . . . Garry Morrison  
 Chief Engineer . . . . . Gordon Knight

### WUSN

**CHARLESTON—1946—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southern Bcstg. Co.  
 Bus.-Studio-Trans. Address . . . . . 42 Tenth St.  
 Phone Number . . . . . 2-2652  
 News Service . . . . . UP  
 Air Time . . . . . 6 a.m.-M.  
 Representative . . . . . Radio Reps.  
 Pres., Gen., Sta., Comm. Mgr.  
 J. Drayton Hastie  
 Promotion Manager . . . . . Ben Hutto  
 Program Director . . . . . Henry Hoppe

## SOUTH CAROLINA

Chief Announcer ..... Bill Ward  
 News Director ..... Charles Allen  
 Chief Engineer ..... Walter Nelson  
 Consulting Engineer ..... Gautney & Ray

### W G C D

**CHESTER—1948—MBS—KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Craig Bcstg. Co.  
 Address ..... 128 Main St., Press-Radio Bldg.  
 Phone Number ..... 1171 & LD995  
 Transmitter Location ..... Harris Street  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 President ..... A. B. Craig  
 General Mgr. .... M. J. Craig  
 Comm., Prom. Mgr. .... D. A. Phillips  
 Sta. Mgr., Prod., Music, Pgm. Dir.

Arthur Cornwall  
 Prod., Pub. Dir. .... James Kennedy  
 Chief Engineer ..... Vernon Cameron  
 Consulting Engineer ..... M. J. Craig

### W C O S

**COLUMBIA—1939—ABC-LBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Business-Studio Address ..... 1202 Main St.  
 Phone Number ..... 2-5601  
 Trans. Location ..... 2806 Edgewood Rd.  
 Air Time ..... 6 a.m.-12:30 a.m. (Mon.-Sat.)  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 President ..... E. D. Black  
 General-Station Manager ..... James W. Hicks  
 Commercial Manager ..... Law Epps  
 Pgm., Prod., Pub. Dir. .... Stewart Spencere  
 Chief Engineer ..... Robert D. Lambert, Jr.  
 Consulting Engr. .... George C. Davis

### W I S

**COLUMBIA—1930—NBC**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Bcstg. Co. of the South  
 Business-Studio Address ..... 1111 Bull St.  
 Phone Number ..... 3-6431  
 Transmitter Location ..... Bluff Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Free & Peters  
 Membership ..... NARTB, BAB  
 President ..... B. Calhoun Hipp  
 General Manager ..... G. Richard Shafto  
 Station Manager ..... J. Dudley Saumenig  
 Local Sales Mgr. .... W. Miller Montgomery  
 Prom.-Pub. Manager ..... Steve Libby  
 Program Director ..... Frank Harden  
 Chief Engineer ..... Herbert G. Eidson, Jr.  
 Consulting Engr. .... Jansky & Bailey

### W M S C

**COLUMBIA—1945—CBS**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Marseco Bcstg. Corp.  
 Business-Studio Address ..... 1127 Lady St.  
 Phone Number ..... 2-8659  
 Transmitter Location ..... Lexington County  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... H.R. Representatives  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta., Comm. Mgr.

C. Wallace Martin  
 Chief Announcer ..... Tom Burgess  
 Pub., Prod., Pgm. Dir. .... Grenville Seibels  
 Chief Engineer ..... John C. Cosby  
 Consulting Engr. .... Millard M. Garrison

### W N O K

**COLUMBIA—1947—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Palmetto Radio Corp.  
 Address ..... Hotel Jefferson, Box 5307  
 Phone Number ..... 39401  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... BAB  
 General Manager ..... H. Moody McElveen  
 Commercial Manager ..... W. C. Bochman  
 Chief Engineer ..... Don Willoughby  
 Consulting Engineer ..... Kear & Kennedy

### W L A T

**CONWAY—1945—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Coastal Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 497  
 Phone Number ..... 340  
 Transmitter Location ..... U. S. Hwy. 701, 1/4  
 Mi. N.W. Center of City  
 Representative ..... Joseph Hershey McGillvra

### W D S C

**DILLON—1946**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Border Bcstg. Co., Inc.  
 Business-Studio Address ..... 3. Mi. S. of Dillon  
 Phone Number ..... 470-1  
 Transmitter Location ..... U. S. Hwy. 301, 3/2  
 Mi. S. of Dillon  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, BAB  
 President ..... L. B. Hyman  
 Gen., Sta., Sales Prom. Mgr. .... Joseph Martin  
 Commercial Manager ..... Adelaide C. Monroe  
 Pgm., Prod. Dir. .... J. E. Murff, Jr.  
 Chief Engineer ..... Chris. Stromberg  
 Consulting Engr. .... McNary & Wrathall

## SOUTH CAROLINA

### W E L P

**EASLEY—1951—KBS**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. Pickens County Bcstg. Co.  
 Address . . . . . Box 522  
 Phone Number . . . . . 9388  
 Transcription Service . . . . . Capitol  
 News Service . . . . . AP  
 President . . . . . J. Lake Williams  
 Vice-Pres. . . . . Joel N. Hinton  
 General Manager . . . . . Robert O. Moran  
 Commercial Manager . . . . . Cleatus Brazzell  
 Program Director . . . . . William D. Grove  
 Chief Engineer . . . . . Ben A. Jones Jr.

### W J M X

**FLORENCE—1947—ABC**

Frequency: 970 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By. . . . . Atlantic Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 1211  
 Phone Number . . . . . 6351  
 Studio-Transmitter Location . . . . . Darlington Hwy.  
 Air Time . . . . . Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capital  
 Representative . . . . . Walker  
 President . . . . . Eugene E. Stone  
 Gen., Sta. Mgr. . . . . Paul H. Benson, Jr.  
 Program Director . . . . . Sam I. Latimer  
 Chief Engineer . . . . . Frank Jenne  
 Consulting Engineer Craven, Lohnes & Culver

### W O L S

**FLORENCE—1937—KBS—LBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Florence Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 151 S. Dargan St.  
 Phone Number . . . . . 3271-2  
 Transmitter Location . . . . . 1 Mi. NE City  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NARTB  
 Pres., Gen.-Station Mgr. . . . . Melvin Purvis  
 Comm., Sales Prom. Mgr. . . . . A. P. Skinner  
 Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam  
 Chief Engineer . . . . . W. A. Pritchett  
 Consulting Engr. . . . . Comm. Rad. & Equip. Co.

### W F G N

**GAFFNEY—1948**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Cherokee Radio Co., Inc.  
 Address . . . . . P. O. Box 759  
 Phone Number . . . . . 4795-6  
 Trans. Loca. . . . . Leadmine Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . A. Ray Godshall

Gen. Mgr., News Dir. . . . . Morton E. Green  
 Commercial Manager . . . . . Velve Wilder  
 Program Director . . . . . E. Parrott  
 Prom. Manager . . . . . V. Gertz  
 Chief Engineer . . . . . Albert Katool

### W G T N

**GEORGETOWN—1949—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Georgetown Bcstg. Co.  
 Address, Trans. Loc. . . . . 216 Fraser St.  
 Phone Number . . . . . 621  
 President . . . . . Dr. John T. Assey, Jr.  
 General Manager . . . . . J. B. Delzell

### W A K E

**GREENVILLE—CBS-MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Piedmont Bcstg. Co., Inc.  
 Address . . . . . 400 Mayberry St.  
 Phone Number . . . . . 5-7406  
 News Service . . . . . INS  
 President . . . . . V. D. Ramseur  
 General Manager . . . . . J. S. Ayers  
 Chief Engineer . . . . . H. A. Morris  
 Consulting Engr. . . . . Palmer Greer

### W E S C

**GREENVILLE—1947—LBS**

Frequency: 660 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By. . . . . Greenville Bcstg. Co.  
 Business-Studio Address . . . . . 1 College St.  
 Phone Number . . . . . 2-8241  
 Transmitter Location . . . . . Farris Bridge Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker, Keller  
 President . . . . . (Mrs.) Scott Russell  
 Commercial Manager . . . . . Gordan Anderson  
 Gen., Sta. Manager . . . . . W. Ennis Bray  
 Program Director . . . . . David Moss  
 Chief Engineer . . . . . F. B. Bailey  
 Consulting Engr. . . . . George C. Davis

### W F B C

**GREENVILLE—1933—NBC**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Greenville News Piedmont  
 Co.  
 Business-Studio Address . . . . . Poinsett Hotel  
 Phone Number . . . . . 2-7616-7  
 Transmitter Location . . . . . Ghantt  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Avery-Knodel  
 President . . . . . B. H. Peace, Jr.  
 General Manager . . . . . B. T. Whitmire  
 Commercial Mgr. . . . . R. Q. Glass, Jr.

## SOUTH CAROLINA

Sales Prom. Manager..... P. H. Chapman  
Program Director..... Newton S. Smyth  
Chief Announcer..... Norvin Duncan  
Publicity Director..... P. H. Chapman  
Chief Engineer..... William Garrison  
Consulting Engineer..... A. D. Ring & Co.

### WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc..... Power: 5000 Watts  
Owned-Operated By..... Textile Bcstg. Co.  
Bus.-Studio Address... Box 1499, Prevost Bldg.  
Phone Number..... 3-2751  
Transmitter Location..... White Horse Rd.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... World  
Representative..... Weed & Co.  
Membership..... NARTB, BAB  
Pres., Gen. Mgr..... R. A. Jolley, Sr.  
Prom., Comm. Mgr..... Kenneth C. Willson  
Prod., Pgm. Dir..... William T. Arrington  
Chief Announcer..... James D. Simpson, Jr.  
News Director..... Claude E. Freeman  
Chief Engineer..... George D. Tate  
Consulting Engr..... Robert M. Silliman

### WMUU

GREENVILLE—1949

Frequency: 1260 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Bob Jones Univ.  
Address..... Greenville  
Phone Number..... 2-6711  
Transmitter Location..... Piney Mt.  
Air Time..... 5 a.m.-Local Sunset  
News Service..... Ins  
Transcription Service..... SESAC, Associated  
Membership..... NARTB, BAB  
President..... Dr. Bob Jones, Jr.  
General Manager..... R. K. Johnson  
Sta. Mgr., Pgm. Dir..... Jim Ryerson  
Commercial Manager..... Marvin R. Steffins  
Sales Promotion Manager..... Robert J. Vrzal  
Production Director..... Ben Cummings  
Pub., News Director..... Elmer Rumminger  
Chief Announcer..... Dave Yearick  
Musical Director..... Mrs. Elmer Rumminger  
Chief Engineer..... Don C. Smith

### WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... Grenco, Inc.  
Phone Number..... 4300  
Studio-Transmitter Location..... Willson St.  
News Service..... AP  
Transcription Service..... Standard, Lang-Worth  
President..... Douglas Featherstone  
General Manager..... Dan Crosland

Commercial Manager..... Ralph Norman  
Program Director..... Randy Davidson  
Chief Engineer..... Charlie Sparks

### WEAB

GREER—1949

Frequency: 800 Kc..... Power: 250 Watts d.  
Owned-Oper. By..... Greer Bcstg. Co.  
Address..... Jones Rd.  
Phone Number..... 1057-8  
Air Time..... Daylight  
News Service..... UP  
Transcription Service..... Lang-Worth  
Pres., Gen. Mgr..... E. A. Burch  
Comm., Sales Prom. Mgr..... Chester Munson  
Program Director..... Vernon Fox  
Chief Engineer..... Joe Cole  
Consulting Engineer..... Palmer E. Greer

### WHSC

HARTSVILLE—1946—MBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Hartsville Bcstg. Co., Inc.  
Business-Studio Address..... 1306 College Ave.  
Phone Number..... 1450  
Transmitter Location..... 1 Mi. S. of Hartsville on  
Hwy. 15-A  
Air Time..... 6:55 a.m.-11:15 p.m.  
News Service..... AP  
Representative..... McGillvra  
Transcription Service..... Capitol  
President..... Charles H. Campbell  
Gen. Mgr., News Dir..... Raymond Caddell  
Commercial Manager..... Gerald Quick  
Farm Ed., Pgm. Dir..... Ernest Stokes  
Publicity Director..... Eleanor F. Williamson  
Chief Engineer..... Donald A. Brienen  
Musical Director..... David Rogers

### WDKD

KINGSTREE—1949

Frequency: 1300 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Palmetto Bcstg. Co.  
Address..... Kingstree  
Phone Number..... 6761  
Transmitter Location..... Hwy. 52  
News Service..... AP  
Transcription Service..... Lang-Worth, World  
Partners..... M. L. Few, E. G. Robinson, Jr.  
Chief Engineer..... D. H. I. Owens

### WLCM

LANCASTER—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Arthur Wilson Davis  
Address..... 103 S. Catawba St.

### WLBG

LAURENS—1948—KBS

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

## SOUTH CAROLINA

**Business Address**.....Box 642, Laurens  
**Phone Number**.....2-2331  
**Studio-Transmitter Location**..Greenville Hwy.  
**Air Time**.....Sunrise-Sunset  
**News Service**.....UP  
**Transcription Service**.....World, Ziv  
**President**.....James C. Todd  
**Gen., Sta., Sales Prom. Mgr.**..Bob Ross Smith  
**Program Director**.....Muril Ashley  
**Prod., Pub. Director**.....Bob Ross Smith  
**News Dir., Chief Ann.**.....Dan McHugh  
**Musical Director**.....Betty Bishop  
**Chief Engineer**.....Jack Taylor

### WJAY

#### MULLINS—1949—LBS-KBS

**Frequency:** 1280 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By**..Mullins & Marion Bcstg. Co.  
**Phone Number**.....390 (Marion, 3901 (Mullins)  
**Transmitter Location**..Highway 76 bet. Mullins  
and Marion  
**Air Time**.....Daytime  
**News Service**.....UP  
**Transcription Service**.....Langworth  
**President**.....W. G. Smith  
**Gen., Sta., Comm. Mgr.**....James F. Ramsey  
**Pgm. Prod. Dir.**.....Robert A. Allen  
**Musical Director**.....Kenneth Gasque  
**Chief Engineer**.....George Magera  
**Consulting Engr.**.....Robert Lambert

### WMRA

#### MYRTLE BEACH—1948

**Frequency:** 1450 Kc....**Power:** 250 Watts d. n.  
**Owned-Oper. By**..Myrtle Beach Bcstg. Serv.  
**Address**.....Ocean Forest Hotel  
**Phone Number**.....5061  
**Transmitter Location**.....28th & Oak  
**Air Time**.....7:30 a.m.-10:15 p.m.  
**Pres., Gen., Sta. Mgr.**.....Elizabeth Evans  
**Comm., Sales Prom. Mgr.**....S. W. Monroe  
**Pgm., Prod., News Dir., Chief Ann.**.....  
Gaines Gough  
**Chief Engineer**.....W. C. Evans  
**Consulting Engineer**.....John Keel

### WKDK

#### NEWBERRY—1946—MBS-KBS

**Frequency:** 1240 Kc....**Power:** 250 Watts  
**Owned-Oper. By**....Newberry Bcstg. Co., Inc.  
**Address, Trans.**.....11 Radio Dr., Box 211  
**Phone Number**.....143  
**Air Time**.....6 a.m.-12 M.  
**News Service**.....AP  
**Transcription Service**.....World, Thesaurus  
**President**.....John F. Clarkson  
**Gen., Sta. Mgr.**.....James F. Coggins  
**Comm., Sales Prom. Mgr.**..Emory Bedenbaugh  
**Publ. Dir.**.....Marcia Coggins  
**Chief Engineer**.....Ray Gilliam  
**News Dir., Farm Editor**...Charles E. Bowers

### WRNO

#### ORANGEBURG—1946—MBS

**Frequency:** 1450 Kc....**Power:** 250 Watts  
**Owned-Operated By**.....WRNO, Inc.  
**Bus. Addr.-Trans. Loc.**....Orangeburg, S. C.  
**Phone Number**.....1420  
**Air Time**.....Unlimited  
**News Service**.....AP  
**President**.....Charles S. Henery  
**Gen., Sta., Mgr.**.....Frank B. Best, Jr.  
**Commercial Mgr.**.....Norman M. Mathews  
**Chief Engineer**.....Gus Browning  
**Consulting Engr.**.....Gautney & Ray

### WTND

#### ORANGEBURG—1948—LBS

**Frequency:** 1270 Kc....**Power:** 1000 Watts d.  
**Owned-Operated By**.....WTND, Inc.  
**Phone Number**.....1600  
**Transmitter Location**.....2 Mi. N.W. City  
**Air Time**.....Daytime  
**News Service**.....INS  
**Transcription Service**.....World, Associated  
**Representative**.....Thos. F. Clark  
**Gen., Sta. Mgr., Pres.**.....J. I. Sims  
**Program Director**.....Richard R. Rhame  
**Chief Engineers**.....Larry W. Styles,  
Perry Herrington

### WRHI

#### ROCK HILL—1944—MBS

**Frequency:** 1340 Kc....**Power:** 250 Watts  
**Owned-Oper. By**.....York Co. Brcdg. Co.  
**Address**.....Rock Hill Nat. Bk. Bldg.  
**Phone No.**.....2085, 2077 (Studio); 5767 (Trans.)  
**Transmitter Location**.....E. Main St. Ext.  
**News Service**.....AP  
**Transcription Service**.....World  
**Membership**.....NARTB  
**Gen. Mgr., Chf. Eng.**.....James S. Beaty, Jr.  
**Sta. Mgr., Prog. Dir.**.....Wm. C. Beaty  
**Commercial Manager**.....Harper S. Gault  
**Consulting Engr.**.....James C. McNary

### WTYC

#### ROCK HILL—1948—LBS

**Frequency:** 1150 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Tri-County Bcstg. Co.  
**Bus. Studio Address**.....Robert Marshall Hotel  
**Phone Number**.....3175  
**Transmitter**..Hwy. 21 near Charlotte Hwy.  
**Air Time**.....Daytime  
**Transcription Service**.....Capitol  
**Representative**.....Continental Radio Sales  
**President**.....W. G. Reid  
**Gen., Sta. Mgr.**.....G. P. Cobb  
**Commercial Manager**.....C. L. Stevens  
**Chief Engineer**.....Tom L. Byrd

## WSNW

SENECA—1949—KBS-LBS

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

## WORD

SPARTANBURG—1940—ABC

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By. The Spartan Radiocstg. Co.  
Business-Studio Address 291 E. Main St.  
Phone Number 3-2711  
Transmitter Location White Ave.  
Air Time 5:30 a.m.-12:05 a.m.  
News Service AP  
Transcription Service Thesaurus  
Representative Hollingsberry  
Membership NARTB  
President Walter J. Brown  
General Manager John W. Kirkpatrick  
News Director James Hobby  
Chief Engineer Clyde J. Burdette

## WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By. Beasting. Co. of the So.  
Business-Studio Address 224 E. Main St.  
Phone Number 33621  
Transmitter Location Route 7  
News Service UP  
Air Time 19 hrs., 5 min.  
Transcription Service Standard  
Representative John Blair  
Membership NARTB, BAB  
Station Manager Roger A. Shaffer  
Commercial Manager Guy Vaughan, Jr.  
Prom. Mgr., News Dir. Thomas J. Fleming  
Program Director Ed McGrath  
Chief Engineer H. R. Beckholt

## WFIG

SUMTER—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Station WFIG, Inc.  
Business-Studio Address Radio Center Bldg.  
Phone Number 1340  
Transmitter 1 Mi. E. of Sumter on Hwy. 76  
News Service UP  
Transcription Service World  
Representative Joseph Hershey McGillvra  
President Fulton B. Creech  
Gen., Sta. Mgr. T. Doug Youngblood  
Commercial Mgr. William H. Moore, Jr.  
News, Pgm. Dir. Paul Reidy  
Production Director John Sherman  
Chief Engineer James L. Williams  
Farm Editor T. O. Bowen

## WBCU

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By. Union-Carolina Brcstg. Co.  
Address 210 East Main St.  
Phone Number 1200  
Transmitter Location 3 Mi. N.W. of Union  
Air Time 6:00 a.m. to 12:00 M.  
Transcription Service Thesaurus  
Station Repr. Continental  
Pres., Gen. Mgr. E. H. Hughes  
Prog., Prod. Dir. Marilyn F. Scruggs  
Sales Prom. Mgr., Chief Ann. C. P. Stribling  
News, Pub. Dir. Harry Doggette  
Chief Engineer T. W. Weathers

## WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Walterboro Bcstg. Co.  
Transmitter Address Ft. Benson St.  
Studio-Address Box 12  
Phone Number 3861  
News Service AP  
President R. M. Jefferies  
General Manager Louis M. Neale Jr.  
Program Director Louis Long  
News Dir., Chf. Engr. Ralph Keogh

# SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079  
Families April 1, 1952 (Est.) 177,000—Stations in State 12

## KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By. Aberdeen News Co.  
Phone Number 4573  
Air Time 6 a.m.-12 M.

News Service AP  
Transcription Service World  
Representative Weed  
President Henry J. Schmitt  
Sta., Gen. Manager Byron McElligott  
Commercial Manager Russa Osborne  
Pgm., Prod. Director E. C. Pieplow  
Chief Engineer George Crocker

**SOUTH DAKOTA**

**K D S J**

**DEADWOOD—1947—KBS-MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . John, Eli & Harry Daniels  
 Address . . . . . P. O. Box 462  
 Phone Number . . . . . 186  
 Transcription Service . . . . . World  
 News Service . . . . . UP  
 Gen. Mgr., Chief Engr. . . . . Eli Daniels  
 Commercial Manager . . . . . Harry Daniels  
 Program Director . . . . . Bill Plunkett  
 Chief Announcer . . . . . Bill Lynn

**K I J V**

**HURON—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . James Valley Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 32 Second St. S.E.  
 Phone Number . . . . . 765  
 Transmitter Location . . . . . 18th St. & Idaho  
 Representative . . . . . Lawson  
 Transcription Service . . . . . Thesaurus  
 Manager . . . . . Max F. Staley  
 Commercial Manager . . . . . Dwight Coursex

**K O R N**

**MITCHELL—1947—MBS  
 GOLDEN PHEASANT**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Mitchell Bcstg. Assn.  
 Bus.-Studio Address . . . . . 217-219 N. Main  
 Phone Number . . . . . 621  
 Transmitter Location . . . . . ½ Mi. E. of city on  
 Hwya. U. S. 16  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . Raymond V. Eppel  
 Comm., Sales Prom. Mgr. . . . . B. Harland Ohde  
 Pgm., Prod. Director . . . . . Raymond Eppel  
 Chief Engineer . . . . . Frances Kelly

**K G F X**

**PIERRE—1916—KBS**

Frequency: 630 Kc. . . . . Power: 200 Watts d.  
 Owned-Oper. By. . . . . Estate of Dana McNeil  
 Bus.-Studio-Transmitter Address . . . . . 203 W.  
 Summit Ave.  
 Air Time . . . . . 9:30 a.m.-Sunset  
 Phone Number . . . . . 2351  
 Air Time . . . . . 9:30 a.m.-sunset  
 News Service . . . . . UP  
 Representative . . . . . Continental  
 President . . . . . Ida A. McNeil  
 Chief Engineer . . . . . Selwyn Ronning

**K O T A**

**RAPID CITY—1936—CBS**

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Black Hills Bcstg. Co. of  
 Rapid City

Business Address . . . . . 1819 W. St. Joe St.  
 Phone Number . . . . . 2000  
 Transmitter Location . . . . . Hwya. 79, E. of  
 Rapid City  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . UP  
 Representative . . . . . Headley-Reed  
 Transcription Service . . . . . Standard, Associated,  
 Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . Robert J. Dean  
 Gen., Sta., Comm. Mgr. . . . . Abner H. George  
 Pgm. Dir., Chief Ann. . . . . Harley Hanson  
 Chief Engineer . . . . . A. E. Griffiths  
 Consulting Engr. . . . . Everett L. Dillard

**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.  
 Phone Number . . . . . 4-5841  
 Transmitter Location . . . . . S.E. of Sioux Falls  
 Air Time . . . . . 5:45 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 President, Gen. Mgr. . . . . S. Fantle, Jr.

**AP SELLS**

For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service  
 to KSDN’s vast rural audi-  
 ence. AP news programs are  
 top money-getters on this  
 station.”

B. J. McELLIGOTT,  
 General Manager,  
 KSDN, Aberdeen, South Dakota

## SOUTH DAKOTA

Commercial, Station Manager.....Evans Nord  
 Sales Prom. Mgr., Pub. Dir.....Darlene Nesby  
 Pgm., Prod. Dir. .... Jim Burt  
 News Dir., Chf. Ann.....Dean Montgomery  
 Chief Engineer.....Lester Froke  
 Consulting Engr.....Andy Ring & Co.

### K I H O

SIOUX FALLS—1948

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Big Sioux Brcstg. Co., Inc.  
 Address .....218 South Main Ave.  
 Phone Number .....912  
 Transm. Location .....5 miles s.w. of City  
 News Service .....UP  
 Transcription Service .....World  
 Station Representative.....Paul H. Raymer Co.  
 General Manager .....David J. Kempkes  
 Commercial Manager.....Richard C. Morenus  
 Program Director.....Fred W. Schweikher

### K I S D

SIOUX FALLS—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KISD, Inc.  
 Bus-Studio Address .....311 S. Phillips Ave.  
 Phone Number .....4-5571  
 Transmitter Location .....W. 12th St.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 President.....H. R. Alton  
 Gen. Mgr., Prog. Dir.....Verl Thomson  
 Commercial Manager.....Jack Ramsell

### K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc..Power: 10,000 Watts d.:  
 5,000 Watts n.  
 Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.  
 Address .....317½ S. Phillips Ave.  
 Phone Number .....4-7545  
 Transm. Location .....Springdale Township  
 Air Time .....5:30 a.m.-1:00 a.m.  
 News Service .....AP  
 Transcr. Service .....RCA, Thesaurus  
 Station Representative.....Avery Knodel, Inc.  
 Membership .....NARTB  
 President .....Morton Henkin  
 General Manager .....George R. Hahn  
 Station Manager .....George "Bill" Rohn  
 Commercial Manager .....Rollie R. Williams  
 Production Director .....Ray Loftness  
 Program Director .....Murray Stewart  
 News Director .....Orrin Melton  
 Musical Director.....Bob Helgeson  
 Chief Engineer .....Max Pierce  
 Farm Editor.....E. C. "Red" Stangland  
 Consulting Engineer .....George C. Davis

### K W A T

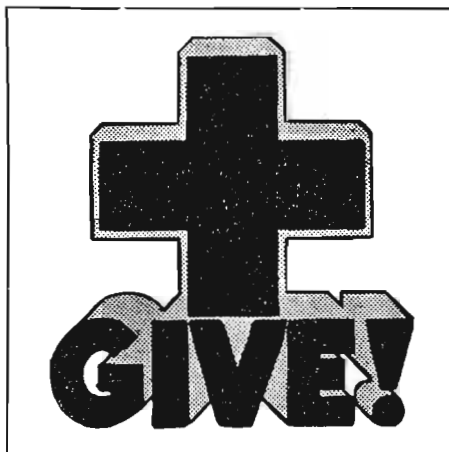
WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Midland Natl. Life Ins. Co.  
 Address .....Watertown  
 Phone Number .....777  
 Air Time .....6 a.m.-11 p.m.  
 News Service .....UP  
 Transcr. Service .....Standard  
 Representative .....Orville Lawson, Walker  
 Membership .....NARTB, BAB  
 President .....John Ehrstrom  
 Gen. Mgr., Publ. Dir. .... Ross E. Case  
 Commercial Manager.....Morris Wisott  
 Sales Prom. Mgr. .... Bernard Kinney  
 Prog., Prod., News Dir. .... Doug Marlow  
 Publicity Dir.....Bob Keller (N. Y.)  
 Chief Announcer .....John Birdsall  
 Chief Engineer.....Francis Alwin  
 Consulting Engr.....Commercial Radio

### W N A X

YANKTON—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Bus-Studio Address .....WNAX Bldg.  
 Phone Number .....442  
 Transmitter Location .....5 mi. E. of Yankton  
 Air Time .....5:30 a.m.-M.  
 News Service .....AP, UP  
 Transcription Service .....Capitol  
 Representative .....Katz  
 Membership .....NARTB, BAB  
 General Manager .....Robert R. Tincher  
 Commercial Manager.....Donald D. Sullivan  
 Promotion Mgr.....Richard T. Harris  
 Program Director.....Herb Howard  
 News Director .....Arthur J. Smith  
 Musical Director.....Rex Hays  
 Chief Engineer.....Clifton M. Todd  
 Consulting Engr.....Craven, Lohnes & Culver





# TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143  
Families April 1, 1952 (Est.) 851,000—Stations in State 61

## W L A R

ATHENS—1946—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Athens Bcstg. Co.  
Business-Studio Address . . . . . N. Jackson St.  
Phone Number . . . . . 1450  
Transmitter Location . . . . . Decatur Hwy.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
President . . . . . Lowell F. Arterburn  
General Manager . . . . . Buell J. Charles  
Program Director . . . . . John Redwine  
Commercial Manager . . . . . Leonard Dawson  
Chief Engineer . . . . . J. W. Turner  
Consulting Engr. . . . . Claude Gray

## W O P I

BRISTOL—1929—NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radiophone Bcstg. Station,  
WOPI, Inc.  
Business-Studio Address . . . . . 310 State St.  
Phone Number . . . . . South 3730  
Transmitter Location . . . . . Old Abingdon Pike  
Air Time . . . . . 5:30 a.m.-12:05 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Capitol  
Representative . . . . . Burn-Smith  
Membership . . . . . BAB  
Pres., Gen., Sta. Mgr. . . . . W. A. Wilson  
Comm. Mgr. . . . . James C. Wilson  
Sales Prom. Mgr. . . . . Sam Davis  
Prod., News Dir. . . . . Mike Cady  
Publicity Director . . . . . Walsa McQueen  
Chief Engineer . . . . . George Guertin

## W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Tenn. Valley Bcstg. Co.  
Address . . . . . Hotel Patten  
Phone Number . . . . . 7-1128  
Transmitter Location . . . . . Rossville Blvd.  
Air Time . . . . . 5:55 a.m. to 12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Langworth  
Station Repr. . . . . Rambeau  
General Manager . . . . . Vann Campbell  
Program Director . . . . . Roy Morris  
Chief Engineer . . . . . George McMurtrie  
Consulting Engineer . . . . . Gautney

## 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 . . . . . 5:00 a.m.-12M.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Headley-Reed  
Membership . . . . . NARTB, BAB  
General Manager . . . . . R. G. Patterson  
Comm. Mgr., Pub. Dir. . . . . Helen Patterson  
Program Director . . . . . Frances Harley  
Chief Engineer . . . . . B. B. Barnes  
Consulting Engr. . . . . Gautney & Ray

## W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. . . . . Power: 5000 Watts d.,  
1000 n.  
Owned-Oper. By . . . . . WDEF Bcstg. Co.  
Bus. Studio Address . . . . . 420 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 . . . . . Carter M. Parham  
Gen., Sta., Comm. Mgr. . . . . Ken Flenniken  
Program Director . . . . . Morrie Quave  
News Dir. . . . . Paul Wann  
Chief Announcer . . . . . Luther Masingill  
Chief Engineer . . . . . B. C. Baker  
Consulting Engr. . . . . Russell P. May

## W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WDO D Bcstg. Corp.  
Address . . . . . Hamilton Natl. Bank Bldg.  
Phone Number . . . . . 6-5117  
Transmitter Location . . . . . Baylor Rd.  
Air Time . . . . . 5:30 a.m.-12:30 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, World  
Representative . . . . . Paul H. Rayermer  
Pres., Gen., Sta. Mgr. . . . . Earl W. Winger  
Commercial Manager . . . . . B. J. Bush  
Prom. Mgr., Pub. Dir. . . . . Gene Allen Carr  
Pgm., Prod. Director . . . . . Charley Gullickson  
Chief Engineer . . . . . W. Roy Owens  
Consulting Engr. . . . . George C. Davis

T E N N E S S E E

**W D X B**

**CHATTANOOGA—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... WDXB, Inc.  
 Address..... 539 Vine St.  
 Phone Number..... 6-1114  
 Representative..... Forjoe  
 Transcription Service..... SESAC  
 News Service..... AP  
 President..... Joseph Bloom  
 Vice-President..... David E. Cohen  
 General Manager..... Charles W. Trippe  
 Chief Engineer..... Byron E. Fincher

**W M F S**

**CHATTANOOGA—1951**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Lookout Bcstg. Co.  
 Address..... 215 W. Ninth St.  
 Phone Number..... 53127  
 Representative..... McGillvra  
 Managing Ptnr., Gen. Mgr..... William F. Stone  
 Commercial Manager..... D. Wert Campbell  
 Program Director..... Larry McKinley  
 Chief Engineer..... Glenn Channel's

**W J Z M**

**CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By..... Campbell & Sheftall  
 Operated By..... E. T. Campbell  
 Business-Studio Address..... 411 Madison St.  
 Phone Number..... 6414  
 Transmitter Location..... Martin St.  
 News Service..... AP  
 Transcription Service..... Capitol  
 Membership..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr..... E. T. Campbell  
 Commercial Manager..... Parry Sheftall  
 Prom. Mgr., Pgm. Dir..... Clay Cline, Jr.  
 Chief Engineer..... John Bailey  
 Consulting Engr..... Ring

**W B A C**

**CLEVELAND—1945—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Robert W. Rounsaville  
 Business-Studio Address..... Central Ave.  
 Phone Number..... 62  
 Transmitter Location..... Chattanooga Hwy.  
 Air Time..... 6:00 a.m.-10:30 p.m.  
 News Service..... UP  
 Gen. Mgr..... R. W. Rounsaville  
 Comm., Sta. Manager..... Thad F. Fitch  
 Program Director..... Bill Stone  
 Chief Engineer..... William D. Stuart  
 Technical Director..... Paul Cram

**W K R M**

**COLUMBIA—1946—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... The Middle Tennessee  
 Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address..... P. O. Box 71  
 Phone Number..... 1340  
 Air Time..... 5 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Capitol  
 Membership..... NARTB, BAB  
 Pres., Gen.-Sta.-Comm. Mgr., R. M. McKay, Jr.  
 Sales Prom. Mgr..... Mel Dugger  
 Mus., Publ., Pgm., Prod. Dir..... Al Knott  
 Chief Engineer..... Cameron McKay  
 Consulting Engineer..... Ring & Co.

**W H U B**

**COOKEVILLE—1940—CBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... WHUB, Inc.  
 Bus.-Studio Address..... 315 E. Spring St.  
 Phone Number..... 789  
 Transmitter Location..... 807 Hickory St.  
 News Service..... UP  
 Representative..... Continental Radio Sales  
 Membership..... NARTB, BAB  
 General Manager..... M. L. Medley  
 Station Director..... Joe C. Medley

**W D S G**

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

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By..... State Gazette Bcstg. Co., Inc.  
 Address..... Box 58  
 Phone Number..... 77  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... AP  
 President..... Russel M. D. Bruce  
 General Manager..... Frank Armstrong  
 Commercial Manager..... O. P. Laten  
 Prod. Pgm. Director..... Robert Ward  
 Chief Engineer..... Dave Ross

**W B E J**

**ELIZABETHTON—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Robert Rounsaville &  
 George Clark  
 Business-Studio Address..... Elk Ave.  
 Phone Number..... 2-1241  
 Transmitter Location..... State Line Rd.  
 News Service..... UP  
 Senior Partner & Mgr..... R. W. Rounsaville  
 Comm., Sta. Manager..... Frazier Cochran  
 Comptroller..... S. A. Wade  
 Pgm., Prod. Dir..... Art Selley  
 Chief Engineer..... Condon Bowers, Jr.  
 Technical Director..... Paul Cram  
 Consulting Engr..... John H. Mullaney

T E N N E S S E E

**W E K R**

**FAYETTEVILLE—1948—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Fayetteville Bcstg. Co.  
 Business-Studio Address Box 625  
 Phone Number 1240  
 Transmitter Old Boonshill Rd.  
 News Service AP  
 President John R. Crowder  
 General Manager Porter Clark  
 Sta. Mgr. Jim Tate  
 Comm. Mgr. Teddy Barnes  
 Pgm. Dir. Glen Slayton  
 Chief Engineer Ernest Tucker  
 Consulting Engr. John H. Mullaney

**W H I N**

**GALLATIN—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Sumner County Bcstg. Co.  
 Address Gallatin  
 Phone Number 1010  
 Transmitter Location Highway 109  
 News Service UP  
 Transcription Service Capitol  
 Membership NARTB, BAB  
 President A. B. Perkins  
 Gen., Sta. Mgr. J. B. Thomas  
 Commercial Manager Charles Brewer  
 Chief Engineer Robert Boyd  
 Consulting Engineer Dave Binns

**W G R V**

**GREENEVILLE—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Greenville, Inc.  
 Address Radio Bldg.  
 Phone Number 797  
 News Service UP  
 Pres., Gen. Mgr. Paul Metcalfe  
 Commercial Manager Hugh Pickel  
 Program Director Tom Lyons  
 Chief Engineer Laile Hampton

**W H B T**

**HARRIMAN—1947—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By The Harriman Bcstg. Co.,  
 Inc.  
 Bus-Studio Address Harriman  
 Phone Number 661  
 Transmitter Location Margrave St.  
 Air Time 6:15 a.m.-11:15 p.m.  
 News Service UP  
 Transcription Service SESAC  
 Representative Continental  
 Owner, Gen. Mgr. F. L. Crowder  
 Comm., Sales Prom. Mgr. Hugh Patton  
 Pgm. Dir., Chief Ann. Carl Williams  
 Chief Engineer Gene Davidson  
 Consulting Engineer Claude Gray

**W I R J**

**HUMBOLDT—1949—MID-SOUTH  
 KBS**

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

**W D X I**

**JACKSON—1948—MBS—KBS**

Frequency: 1310 Kc. Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By Dixie Bcstg. Co.  
 Business-Studio Address Williams Bldg.  
 Phone Number 7-9611  
 Transmitter Location 3 Mi. N. Hiway 45  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol  
 Representative Burn-Smith  
 Pres., Gen. Mgr. Aaron B. Robinson  
 Comm., Sta. Manager Bill Winslett  
 Sales Prom. Mgr. Jack Murphy  
 Program Director James W. Hoppers  
 Production Director Lawrence Dunne  
 Chief Engineer James S. Thomas  
 Consulting Engr. Kear & Kennedy

**W P L I**

**JACKSON—1949—LBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By George Arthur Smith  
 Address First Natl. Bank Bldg.  
 Transmitter Location Old Bolivar Road  
 Phone Number 7-8541  
 Air Time 16 hrs.  
 News Service UP  
 Transcription Service Capitol  
 Representative McGillvra  
 President George Arthur Smith  
 General Manager Charles J. Wingate  
 Commercial Manager Leonard Fielding  
 Pgm., Mus. Dir. Charles McMillan  
 Chief Engineer Dave Jordan

**W T J S**

**JACKSON—1931—ABC-MID-SOUTH**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By The Sun Publishing Co.

# T E N N E S S E E

Bus.-Studio Address ..... Jackson  
 Phone Number ..... 7-3316  
 Transmitter Location ..... Bemis Hwy.  
 Air Time ..... 5 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership ..... NARTB, BAB  
 Exec. V.-P. .... A. A. Stone  
 Station Manager ..... Frank S. Proctor  
 Asst. Manager ..... Leslie R. Brooks, Jr.  
 Studio Director ..... Sam D. Lollar  
 Chief Engineer ..... Robert M. Gordon

## W J H L

**JOHNSON CITY—1938—ABC**

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

## W E T B

**JOHNSON CITY—1947—LIBERTY**

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... E. Tennessee Bcstg. Co.  
 Business Address ..... Press Bldg.  
 Phone Number ..... 2993  
 Studio-Transmitter Location ..... Irwin Hiway  
 Air Time ..... 6 a.m.-sunset  
 News Service ..... AP  
 Representative ..... McGillvra  
 Transcription Service ..... World  
 Membership ..... NARTB, BAB  
 President ..... Carl A. Jones, Jr.  
 Station Manager ..... Cliff Goodman  
 Commercial Manager ..... Bud Kelsey  
 Program Director ..... Berney Burleson  
 Chief Engineer ..... E. B. Jones

## W K I N

**KINGSPORT—1951**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Cy N. Bahakel  
 Address ..... Kingsport  
 Owner ..... Cy N. Bahakel

## W K P T

**KINGSPORT—1940—NBC**

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

## W B I R

**KNOXVILLE—1941—ABC**

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

## W I B K

**KNOXVILLE—1947—KBS**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Independent Bcstg. Co., Inc.  
 Business-Studio Address ..... 406 W. Church St.  
 Phone Number ..... 4-9866  
 Transmitter Location ..... Rouse Hill  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Membership ..... NARTB  
 President ..... J. Harold Smith  
 Sta., Gen. Mgr. .... Marvin I. Thompson  
 Program Director ..... Bob Johnson  
 Promotion Manager ..... Margaret C. Peltier  
 Chief Engineer ..... John D. Caylor  
 News Director ..... Lorene Ball

## W K G N

**KNOXVILLE—1947—MBS-LBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WKGN Bcstg. Co.  
 Bus.-Studio Address ..... Atop the Park Natl.  
 Bank Bldg.  
 Phone Number ..... 4-0766  
 Transmitter Location ..... 2166 Ailor Ave.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe

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

Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Clarence Beaman  
 Station Manager . . . . . J. E. "Gene" Bouldin  
 Comm. Mgr. . . . . Guy L. Smith  
 Publicity Director . . . . . Bill Sorrell  
 Chief Engineer . . . . . Milton L. Jones

**W N O X**

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Scripps-Howard Radio, Inc.  
 Business-Studio Address . . . . . 110-112 S. Gay St.  
 Phone Number . . . . . 3-3171  
 Transmitter Location . . . . . Anderson Rd. nr. Beverly  
 Air Time . . . . . 5 a.m.-1:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Branham  
 President . . . . . Jack R. Howard  
 Gen.-Station Mgr. . . . . R. B. Westergaard  
 Comm.-Sales Prom. Mgr. . . . . O. L. Smith  
 Program-Production Dir. . . . . C. A. McMahon  
 Publicity Director . . . . . Walter Corning  
 Chief Announcer . . . . . Lowell Blanchard  
 Musical Director . . . . . Jerry Collins  
 Chief Engineer . . . . . Ray Evans

**W R O L**

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Mountcastle Bcstg. Co.  
 Business-Studio Address . . . . . 612 Gay St.  
 Phone Number . . . . . 2-7111  
 Transmitter Location . . . . . Holston Hills  
 Air Time . . . . . 20 hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Avery-Knodel  
 President . . . . . Paul Mountcastle, Sr.  
 Gen. Sta. Mgr. . . . . W. H. Linebaugh  
 Commercial Manager . . . . . J. T. McCloud  
 Pgm., Prod. Dir. . . . . J. H. Reese  
 Publicity Director . . . . . Wayne Hudson  
 Chief Engineer . . . . . Fred Andrews  
 Consulting Engr. . . . . Glenn D. Gillett

**W D X E**

**LAWRENCEBURG—1951—MBS**

Frequency: 1370 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Lawrenceburg Bcstg. Co.  
 Address . . . . . Locke Bldg.  
 Phone Number . . . . . 4462  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, SESAC  
 Representative . . . . . Burn-Smith  
 President . . . . . Aaron R. Robinson  
 General Manager . . . . . George Eubanks  
 Commercial Manager . . . . . Ghan Smith  
 Program Director . . . . . Ken Marston  
 Promotion Manager . . . . . Eud Sawyer  
 Chief Engineer . . . . . James S. Thomas

**W C O R**

**LEBANON—1949**

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Lebanon Bcstg. Co., Inc.  
 Address . . . . . Cumberland Ave.  
 Phone Number . . . . . 1540  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 General Manager . . . . . Theo. F. Ezell Jr.  
 Program Director . . . . . Jack Hendrickson  
 News Director . . . . . Walt Dillard  
 Chief Engineer . . . . . William Johnston

**W L I L**

**LENOIR CITY—1950**

Frequency: 730 Kc. . . . . Power: 500 Watts d.  
 Owner . . . . . Arthur Wilkerson Lumber Co.  
 Address . . . . . Bway at Grand  
 Phone Number . . . . . 1095  
 Transcription Service . . . . . SESAC  
 News Service . . . . . UP  
 Owner, Gen. Mgr. . . . . Arthur Wilkerson  
 Commercial Manager . . . . . Otis Parker  
 Program Director . . . . . Fred Pell  
 Chief Engineer . . . . . P. C. Melone

**W J J M**

**LEWISBURG—1947—MBS**

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

**W G A P**

**MARYVILLE—1947—LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Aluminum Cities Bcstg. Co.  
 Address . . . . . 503 Blount Natl. Bank Bldg.  
 Phone Number . . . . . 2490-1  
 Transmitter Location . . . . . Louisville Pike  
 Membership . . . . . NARTB  
 Air Time . . . . . 5 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Co-owners . . . . . F. H. Corbett, H. C. Weaver  
 Gen. Sta. Mgr. . . . . F. H. Corbett  
 Prod., Prog. Dir. . . . . Joe Wheeler  
 Chief Engineer . . . . . Curtis Lamarr  
 Commercial Manager . . . . . Walter Moore

**W M M T**

**McMINNVILLE—1947—MBS**

**KEYSTONE**

Frequency: 1230 Kc. . . . . Power: 250 Watts d., n.  
 Owned-Oper. By . . . . . McMinnville Brdg. Co., Inc.  
 Address . . . . . McMinnville  
 Phone Number . . . . . 401

# T E N N E S S E E

Transmitter Location . . . . . North Chancery St.  
 Air Time . . . . . 5:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . Dr. Sam J. Albritton  
 General Manager . . . . . Royce E. Richards  
 Commercial Manager . . . . . Van Slack  
 Sales Prom. Manager . . . . . Henry Trent  
 Program Director . . . . . Ernie Richards  
 Chief Engineer . . . . . Hubert Beasley

President . . . . . P. E. Furlow  
 Gen., Sta. Mgr. . . . . C. K. Beaver  
 Commercial Manager . . . . . Louis Zlotky  
 Pgm., Prod. Dir. . . . . Jack Brooks  
 Publ., News Dir. . . . . Bob Jones  
 Chief Engineer . . . . . William Marsh

## W D I A

MEMPHIS—1947

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Bluff City Bcstg. Co.  
 Operated By . . . . . John Pepper, Bert Ferguson  
 Business-Studio Address . . . . . 2074 Union Ave.  
 Phone Number . . . . . 36-2703  
 Transmitter Location . . . . . 1125 University  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 Gen., Sta. Mgr. . . . . Bert Ferguson  
 Commercial Manager . . . . . Harold F. Walker  
 Program Director . . . . . Christine Spindel  
 Production Director . . . . . David James  
 News Dir. . . . . Marie Wathen

## W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By . . . . . Harding College.  
 Searcy, Ark.  
 Bus.-Studio Address . . . . . Hotel Gayoso  
 Phone Number . . . . . 8-6868  
 Transmitter Location . . . . . Circle Rd.  
 Air Time . . . . . Full Time  
 News Service . . . . . AP  
 Representative . . . . . Weed & Co.  
 Membership . . . . . NARTB, BAB  
 Gen., Sta. Mgr. . . . . John Cleghorn  
 Comm. Mgr. . . . . Bill Grumbles  
 Pgm., Dir. . . . . Gordon Lawhead  
 Music, Dir. . . . . Dick Covington  
 Prod. Dir. . . . . Lee McEachern  
 Chief Engineer . . . . . Welton Roy  
 Consulting Engr. . . . . McIntosh & Englis

## W H H M

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid South Bcstg. Corp.  
 Business-Studio Address . . . . . Sterick Bldg.  
 Phone Number . . . . . 37-4422  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . For Joe  
 Membership . . . . . NARTB

## W M C

MEMPHIS—1923—NBC  
 SOUTH CENTRAL 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 . . . . . Thomas Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Branham  
 Membership . . . . . NARTB  
 President . . . . . Enoch Brown  
 Gen., Sta. Mgr. . . . . H. W. Slavick  
 Commercial Mgr. . . . . Earl Moreland  
 Program Director . . . . . Wilson Mount  
 Production Director . . . . . Ott Roush  
 Publicity Director . . . . . Walter E. Frase  
 Chief Announcer . . . . . Charles B. Sullivan  
 News Dir. . . . . Bob Pigue  
 Chief Engineer . . . . . E. C. Frase, Jr.

## W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc. . . . . Power: 10,000 Watts d.:  
 5000 Watts n.  
 Owned-Operated By . . . . . WMPS, Inc.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 5-2663  
 Transmitter Location . . . . . N. Benjestown Rd.  
 Air Time . . . . . 5 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Radio Representatives  
 Membership . . . . . NARTB, BAB  
 V.P., Gen. Mgr. . . . . Harold R. Krelstein  
 Sta., Sales Prom. Mgr. . . . . W. B. Rudner  
 Program Director . . . . . George Faulder  
 News Director . . . . . Tys Terwey  
 Chief Engineer . . . . . J. E. Deaderick

## W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WREC Bcstg. Service  
 Business-Studio Address . . . . . Hotel Peabody  
 Phone Number . . . . . 5-1313  
 News Service . . . . . UP  
 Transcription . . . . . World, Lang-Worth, SESAC  
 Representative . . . . . Katz  
 Owner, General Manager . . . . . Hoyt B. Wooten  
 Commercial Manager . . . . . Hollis R. Wooten  
 Program Director . . . . . Roy Wooten  
 Chief Engineer . . . . . Wilson Raney

T E N N E S S E E

**W C R K**

**MORRISTOWN—1947—MBS**

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

**W G N S**

**MURFREESBORO—1947—LBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WGNS, Inc.  
 Address . . . . . P. O. Box 456  
 Phone Number . . . . . 1450  
 Representative . . . . . Holman  
 Transcription Service . . . . . Lang-Worth, World  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Cecil Elrod  
 Vice-President . . . . . Mrs. Cecil Elrod, Sr.  
 Secy.-Treas. . . . . Cecil Elrod, Sr.  
 Commercial Manager . . . . . Robertson C. Scott  
 Promotion Manager . . . . . John D. Hood  
 Chief Engineer . . . . . Will Dunn

**W K D A**

**NASHVILLE—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Capitol Bcstg. Co.  
 Bus.-Studio Address . . . . . 1st American Natl. Bank  
 Bldg.  
 Phone Number . . . . . 4-0511  
 Transmitter Location . . . . . 2nd Ave. & Peabody St.  
 Air Time . . . . . 5 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Lang-Worth  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB  
 (Partners) Owners . . . . . T. B. Baker, Jr. &  
 A. G. Beaman  
 General Manager . . . . . T. B. Baker, Jr.  
 Sports Director . . . . . L. H. Munson  
 Program Director . . . . . Alfred G. Kengott, Jr.  
 Chief Engineer . . . . . Oscar C. Griffin, Jr.  
 Consulting Engr. . . . . A. D. Ring Co.

**W L A C**

**NASHVILLE—1926—CBS**

Frequency: 1510 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WLAC Bcstg. Service  
 Bus.-Studio Address . . . . . Third Natl. Bank Bldg.  
 Phone Number . . . . . 6-0161  
 Transmitter Location . . . . . Old Hickory Blvd.  
 Air Time . . . . . 5 a.m.-1 a.m.

News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB, BAB  
 Owner . . . . . J. T. Ward  
 Gen. Mgr. . . . . F. C. Sowell  
 Commercial Manager . . . . . E. G. Blackman  
 Sales Manager . . . . . Frank Gonzales  
 Program Director . . . . . Paul Oliphant  
 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.  
 Address . . . . . Maxwell House  
 Phone Number . . . . . 4-3411  
 Transmitter Location . . . . . Hydes Ferry Rd.  
 Air Time . . . . . 5 a.m.-12 M.  
 News Service . . . . . UP  
 President . . . . . Frank W. Mayborn  
 Gen. Sta. Mgr. . . . . George B. Faulder  
 Sales Prom. Mgr. . . . . Clarence L. Waggoner  
 News Director . . . . . Robert L. Chaudoin  
 Chief Engineer . . . . . Charles W. Stokely  
 Consulting Engineer . . . . . McIntosh & Inglis

**W N A H**

**NASHVILLE—1949—KBS-LBS**

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

**W O K E**

**NASHVILLE—1951—LBS**

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Air Mart Corp.  
 Address . . . . . P. O. Box 391, Grove Center  
 Phone Number . . . . . 5-1333  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Pres., Gen. Mgr. . . . . Harry C. Weaver  
 Commercial Manager . . . . . Richard S. Quinn  
 Production Manager . . . . . William S. Sorrell  
 Chief Engineer . . . . . Curtis LaMarr

**W S I X**

**NASHVILLE—1927—ABC-LBS**

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Jack and Louis R. Draughon  
 Address . . . . . Nashville Trust Building  
 Phone Number . . . . . 5-5431  
 Transmitter Location . . . . . McGavock Road  
 Air Time . . . . . 6:00 a.m. to 12:00 M.

# T E N N E S S E E

News Service ..... AP  
 Transcription Service ..... World  
 Station Representative... George P. Hollingbery  
 Membership ..... NARTB, BAB  
 Gen., Sta. Mgr. .... Louis R. Draughon  
 Comm. Manager ..... E. S. Tanner  
 Pgm. Dir. .... Jim McKinney  
 Chief Engineer ..... Charles R. Duke

## W S M

### NASHVILLE—1925—NBC

Frequency: 650 Kc. .... Power: 50,000 Watts  
 Owned By .... Natl. Life & Accident Ins. Co.  
 Bus.-Studio Address ..... 301 7th Ave. N.  
 Phone Number ..... 6-7181  
 Transmitter Location .... 12 Mi. in the country  
 News Service ..... AP, INS  
 Transcription Service ..... Thesaurus  
 Representative ..... Edward Pety  
 President. .... John H. DeWitt, Jr.  
 Commercial Manager. .... Irving C. Waugh  
 Program Director. .... Jack Stapp  
 News Director. .... Harold Baker  
 Chief Engineer. .... George A. Reynolds

## W S O K

### NASHVILLE—1951

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Nashville Bcstg. Co.  
 Address ..... 1703 Hillmont Drive

## W A T O

### OAK RIDGE—1948—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By .... WATO, Inc.  
 Address ..... Municipal Market Bldg.  
 Phone Number ..... Oak Ridge 5-3535  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... Burn-Smith  
 Pres., Gen., Comm. Mgr. .... David H. Carpenter  
 Program Director ..... Arthur J. Metzler  
 Chief Engineer ..... Marvin L. Paul

## W T P R

### PARIS—1947—KBS

Frequency: 710 Kc. .... Power: 250 Watts d.  
 Owner ..... Paris Bcstg. System, Inc.  
 Bus.-Studio Address ..... Davis Bldg.  
 Phone Number ..... 1700  
 Transmitter Location ..... Clifty Rd.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 General Manager. .... Virgil L. Lindner Jr.  
 Commercial Manager. .... B. C. Kilgore  
 Chief Engineer ..... Don Somerville

## W K S R

### PULASKI—1947—LBS

Frequency: 730 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By .... The Richland Bdcstg. Co.

Address ..... Radio Center  
 Phone No. .... 1066-67  
 Transmitter Location ..... Highway 64-W  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Membership ..... NARTB, BAB  
 President. .... W. K. Jones  
 Gen., Sta. Mgr. .... Virgil Trimm  
 Comm., Sales Prom. Mgr. .... Wallace Beecham  
 Pgm. Dir., Chief Anncr. .... George Martin  
 Production Director. .... Corky Hoover  
 Publ., News Dir. .... Allene Williams  
 Chief Engineer. .... Richard Spruill  
 Consulting Engineer. .... John Mullaney

## W H A L

### SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Shelbyville Bcstg. Co., Inc.  
 Phone Number ..... 1400  
 Transmitter Location ..... Lewisburg Hwy.  
 News Service ..... UP  
 President ..... Harvard Smith  
 Gen., Comm. Mgr. .... Charles Christian  
 Program Director. .... Charles Bragg  
 Chief Engineer. .... Tim Marsh

## W D B L

### SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Springfield Bcstg. Co., Inc.  
 Address ..... Springfield  
 Phone Number ..... 1287  
 Transcription Service ..... World  
 News Service ..... UP  
 Pres., Gen. Mgr. .... Walter A. Duke  
 Program Director. .... Kenneth Early  
 Chief Engineer. .... Anna A. Duke

## W J I G

### TULLAHOMA—1948—LBS

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Raymond L. Prescott, Jr.  
 Business Address. .... Old Winchester Hwy.  
 Phone Number ..... 2607-5  
 Studio-Trans. Location. .... Old Winchester Hwy.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... Col. Raymond L. Prescott, Jr.  
 Station Manager. .... James Walkup  
 Chief Engineer. .... William C. Spraggins  
 Consulting Engr. .... Claude Gray

## W E N K

### UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Union City Bcstg. Co.  
 Phone Number ..... 1240-1  
 Transmitter Location ..... Fulton Hwy.  
 Air Time ..... 5 a.m.-11 p.m.



**TENNESSEE — TEXAS**

News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Pres., General Mgr. .... Aaron B. Robinson  
 Sta. Mgr., Pub. Dir. .... Louis C. Wrather  
 Sales Prom., Comm. Mgr. .... Edwin A. Kallenberg  
 Prog., Prod. Director ..... Mrs. Lee Smith  
 Chief Announcer ..... Ray Brown  
 News Director ..... David Banks  
 Chief Engineer ..... James Thomas  
 Farm Editor ..... Tom Garth

**WC DT**

**WINCHESTER—1948—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Arthur D. Smith, Jr.  
 Address ..... Box 1103  
 Phone Number ..... 2201  
 Transmitter Location ..... Cowan Hwy.  
 News Service ..... UP  
 Pres., Gen., Prom. Mgr. .... Arthur D. Smith, Jr.  
 Commercial Manager ..... Harry W. Sullivan  
 Pgm., News Dir. .... Russell Bradley  
 Chief Engineer ..... Frank Spencer

**TEXAS**

*Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125  
 Families April 1, 1952 (Est.) 2,151,000—Stations in State 185*

**K R B C**

**ABILENE—1936—ABC—TEXAS**

Frequency: 1470 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By ..... Reporter Bcstg. Co.  
 Business Address ..... Windsor Hotel  
 Phone Number ..... 4-6255  
 Transmitter Location ..... Old Anson Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol. Associated  
 Representative ..... John E. Pearson  
 President ..... Mrs. Eva M. Hanks  
 General-Station Mgr. .... Howard Barrett  
 Comm. Mgrs. .... John Mingus (Local);  
 Forest Lane (National)  
 Sales Prom. Manager ..... Forest Lane  
 Chief Engineer ..... J. B. Casey  
 Consulting Engr. .... Commercial Radio

**K W K C**

**ABILENE—1948—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Citizens Bcstg. Co.  
 Bus. Studio Address ..... 25th & Butternut Sts.  
 Phone Number ..... 4-7286  
 Air Time ..... 18 hrs.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Taylor  
 President ..... W. P. Wright  
 Gen., Prom. Mgr. .... A. C. Etter  
 Commercial Manager ..... Tyler Stewart  
 News, Pgm. Dir. .... Leonard Johnson  
 Chief Engineer ..... Forest Tipton

**K B K I**

**ALICE—1947—MBS**

Frequency: 1070 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Alice Bcstg. Co.

Business Address ..... Box 731  
 Phone Number ..... 2070  
 Transmitter Location ..... No. on Hiway 281  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 President ..... E. G. Lloyd, Jr.  
 Gen., Sta. Mgr. .... A. C. Lloyd, Jr.  
 Commercial Manager ..... Nat Watson  
 Sales Prom. Mgr. .... Bill Dromgool  
 Pgm., Music. Dir. .... J. Allen Frye  
 Chief Announcer ..... Joe Melody  
 News Director ..... Bill Scofield  
 Chief Engineer ..... S. L. Spencer

**K V L F**

**ALPINE—1947—MBS  
 LBS—KBS—CACTUS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Big Bend Bcstrs.  
 Business Address ..... P. O. Box 779  
 Phone Number ..... 37  
 Studio-Transmitter ..... Kokernot Field  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Barney H. Hubbs  
 General Manager ..... Jack Hawkins  
 Station Manager ..... Gene Hendryx  
 Program Director ..... Cathrine Conner  
 Chief Announcer ..... Randy White  
 News Director ..... John Newell  
 Chief Engineer ..... Earl McCall  
 Consulting Engr. .... Harry Banemum

**K A M Q**

**AMARILLO—1947—MBS**

Frequency: 1010 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By ..... Top of Texas Bcstg. Co.  
 Address ..... 1301 Polk St.

# TEXAS

Phone Number ..... 2-6543  
 Representative ..... Forjoe  
 Transcription Service ..... Capitol, Thesaurus  
 News Service ..... AP  
 President ..... Walter G. Russell  
 Vice-President ..... Hoyt Houck  
 Secy.-Treas., Gen. Mgr. .... R. D. Houck  
 Commercial Manager ..... Jess Richardson  
 Program Director ..... Ray Whitworth  
 Promotion Manager ..... Johnny Hathcock  
 Chief Engineer ..... Stewart Parsons

## K F D A

**AMARILLO—ABC—LBS**

Frequency: 1440 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By ..... Amarillo Bcstg. Corp., Inc.  
 Business-Studio Address ..... 109 E. 5th St.  
 Phone Number ..... 5343  
 Transmitter Location ..... Belaire Pk.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Branhan Co.  
 Membership ..... NARTB, BAB  
 President ..... Gilmore Nunn  
 General Manager ..... John G. Ballard  
 Pgm. Dir. .... Tom Priest  
 News Director ..... Kelly West  
 Chief Engineer ..... Kenneth Bean  
 Farm Editor ..... Kelly West

## K G N C

**AMARILLO—1922  
 NBC-LONE STAR**

Frequency: 710 Kc. .... Power: 10,000 Watts d.  
 Owned-Oper. By ..... Plains Radio Bdcstg. Co.  
 Address ..... Radio Building  
 Phone Number ..... 3-4242  
 Transmitter Location ..... Fritch Hwy.  
 Air Time ..... 5:30 a.m.-12 M.  
 News Service ..... UP, AP  
 Transcription Service ..... Lang-Worth, M. M. Cole  
 Representative ..... Taylor Co.  
 Membership ..... NARTB, BAB  
 President ..... Gerie A. Howe  
 Gen., Sta. Mgr. .... Tom Kritser  
 Sales Promotion Manager ..... Peggy Williamson  
 Pgm., Prod. Dir. .... Bob Watson  
 News Director ..... Wesley S. Izzard  
 Chief Engineer ..... W. H. Torrey  
 Consulting Engr. .... A. Earl Cullum, Jr.

## K L Y N

**AMARILLO—1949—CBS  
 WESTERN NET**

Frequency: 940 Kc. .... Power: 1000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By ..... Plains Empire Bdcstg. Co.  
 Address ..... 1014 West Seventh  
 Phone Number ..... 2-6773  
 Trans. Loca. .... 7 Mi. SE of City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP

Transcription Service ..... Standard  
 Representative ..... John Blair & Co.  
 Membership ..... NARTB, BAB  
 President ..... R. G. Hughes  
 General Manager ..... Kenyon Brown  
 Station Manager ..... Howard Roberson  
 Chief Engineer ..... Gene Fennimore

## K B U D

**ATHENS—1948**

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

## K A L T

**ATLANTA—1950**

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

## K N O W

**AUSTIN—1926—ABC-TSN**

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

## 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 ..... 6 a.m.-12 M.

# TEXAS

News Service .....UP  
 Transcription Service .....World  
 Representative ..... Taylor Co.  
 President ..... Claudia T. Johnson  
 General Manager ..... J. C. Kellam  
 Sales Manager ..... Sam Plyler  
 Program Director ..... Richard S. Pryor  
 Publicity Director ..... Revis Taylor  
 News Director ..... Paul Bolton  
 Chief Engineer ..... A. B. Hearn

## KTXN AUSTIN

Frequency 1370 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By ..... Radio KTXN, Inc.  
 Address ..... P. O. Box 1102  
 Phone Number .....74476  
 Transmitter Location ..... Bee Cave Rd.  
 Air Time ..... Sunrise-Sunset  
 President ..... Ed C. James  
 General Manager ..... Frank Stewart  
 Commercial Manager ..... Joseph K. Harry  
 Sales Promotion Manager ..... Frank Foster  
 Program Director ..... Mrs. Lilia Guzman  
 Chief Engineer ..... Paul Lindhorn

## KVET

### AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc. ....Power: 1000 Watts  
 Owned-Oper. By ..... Austin Bcstg. Co., Inc.  
 Business-Studio Address ..... P. O. Box 1116  
 Phone Number .....8-8521  
 Transmitter Location ..... Bull Creek Rd.  
 News Service .....UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 President ..... John B. Connally  
 General Manager ..... Willard Deason  
 Commercial Manager ..... Charles Howell  
 Pub., Pgm., Prod. Dir. .... Dave Smith  
 Chief Engineer ..... Alfred W. Scharath

## KRUN

### BALLINGER—1947—KBS

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

## KIOX

### BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. ....Power: 1000 Watts  
 Owned-Oper. By ..... Bay City Bcstg. Co.

Business Address ..... Bay City  
 Phone Number .....4642-3  
 Stud.-Trans. Loc. .... East W. Columbia Hwy.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service ..... World  
 President ..... J. L. Long  
 General Manager ..... Bryan Powell  
 Station Manager ..... Cleve Griffin  
 Commercial Manager ..... Boyd Porter  
 Sales Promotion Manager ..... Gordon Calcoate  
 Program Director ..... Paul Young  
 Production Director ..... Sie Schineder  
 Chief Engineer ..... Charles Cunningham

## KRCT

### BAYTOWN—1947—KBS

Frequency: 650 Kc. ....Power: 250 Watts d.  
 Owned-Operated By ..... Bay Bcstg. Co.  
 Address ..... Box 629  
 Phone Number .....8251  
 Trans. Loca. .... Ft. of E. Texas Ave.  
 News Service .....AP  
 President ..... C. Q. Alexander  
 Secretary-Treasurer ..... Sylvia McKinstry  
 Vice-President ..... O. J. Howell

## KREL

### BAYTOWN—1947—LBS

Frequency: 1360 Kc. ....Power: 1000 Watts  
 Owned-Oper. By ..... Tri-Cities Bcstg. Co.  
 Business Address ..... P. O. Box 419, Decker Dr.  
 Phone Number .....8211-2  
 Studio-Transmitter Location ..... Decker Dr.  
 News Service .....UP  
 Transcription Service ..... World  
 Representative ..... Thomas F. Clark  
 President ..... Robert Matherne  
 Gen. Mgr. .... William M. Lightfoot  
 Commercial Manager ..... Richard Rosenfeld  
 Program Director ..... Mary Lightfoot  
 Chief Engineer ..... Emilio Rodriguez

## KFDM

### BEAUMONT—1924 ABC-LONE STAR

Frequency: 560 Kc. ....Power: 5000 Watts  
 Owned-Oper. By ..... Beaumont Bdcstg. Corp.  
 Address ..... P. O. Box 2950, 1420 Calder Ave.  
 Phone Number .....2-7758  
 Trans. Loca. .... Bridge City  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Free & Peters, Inc.  
 Membership ..... NARTB, BAB  
 President ..... D. A. Cannon  
 Gen., Sta., Comm. Mgr. .... C. B. Locke  
 Sales Promotion Mgr. .... H. F. Caldwell  
 Prod. Dir. .... Conrad Bering, Jr.  
 Pub. Dir., Farm Editor ..... Ralph Ramos  
 Pgm., News Director ..... Dave Russell  
 Chief Engineer ..... Harold W. Bartlett

T E X A S

**K P B X**

**BEAUMONT—1947—LBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....KPBX Bcstg. Co.  
 Address.....P. O. Box 1432  
 Phone Number.....2-0201  
 Representative.....Forjoe  
 Transcription Service.....Standard  
 President, General Manager.....J. M. Gilliam  
 Program Manager.....Lynn Toney  
 Advertising Manager.....C. P. Ward

**K R I C**

**BEAUMONT—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....The Enterprise Co.  
 Bus.-Studio-Trans. Address 3130 Blanchette St.  
 Phone Number.....4-9421  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Branham  
 President.....O. Eugene Davis  
 Vice-Pres., Gen. Mgr.....E. C. Davis  
 Station Manager.....Les Ryder  
 Commercial Manager.....John Edwin Henry  
 Program Director.....Mrs. Virginia Ryde  
 Chief Engineer.....Marvin J. Easterwood  
 Consulting Engr.....Glenn D. Gillett

**K T R M**

**BEAUMONT—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....230 Orleans St.  
 Phone Number.....2-8478  
 Transmitter Location.....Crow & Odom Rds.  
 Air Time.....5 a.m.-12:30 a.m.  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Adam Young  
 Pres., Gen.-Sta. Mgr.....Jack Neil  
 Commercial Manager.....Bill McRae  
 Pgm., Prod. Dir.....Roy Dixon  
 News Director.....Jack Neil  
 Chief Engineer.....Ben F. Hughes  
 Consulting Engr.....Gautney & Ray

**K I B L**

**BEEVILLE—1949**

Frequency: 1490 Kc. Power: 250 Watts d.  
 250 Watts n.  
 Owned-Oper. By.....Bee Bcstg. Co.  
 Address.....P. O. Box 650  
 Phone Number.....1490  
 Air Time.....6:30 a.m.-10:30 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 General Manager.....John D. Rosi

Chief Anncr.....Louis B. Shaw  
 News Director.....Bob Frank Nance  
 Pgm. Dir., Chief Engr.....Harry W. Wardell  
 Consulting Engr.....Glenn D. Gillett & Asso.

**K B S T**

**BIG SPRING—1936—ABC  
 TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Big Spring Bcstg. Co.  
 Bus.-Studio Address.....702 Johnson St.  
 Phone Number.....1500  
 Transmitter Location.....1½ Mi. N.E. of city  
 Air Time.....17 hrs.  
 News Service.....AP  
 Representative.....John E. Pearson  
 Pres., Gen. Sta. Mgr.....William J. Wallace  
 Commercial Manager.....William L. Cox  
 Sales Prom. Mgr., Pgm. Dir.....J. N. Young, Jr.  
 Publicity Director.....Jack Wallace  
 Chief Engineer.....Andrew M. Jones  
 Consulting Engineer.....Commercial Radio

**K T X C**

**BIG SPRING—1949—LBS**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned-Oper. By.....Big State Bcstg. Co.  
 Address.....Big Spring City Park  
 Phone Number.....3300  
 Trans. Loca.....City Park  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Pres., Gen. Mgr.....V. T. Anderson  
 Sta. Mgr., News Dir.....Woodie Groves  
 Commercial Manager.....James O. Taylor  
 Prog. Dir.....Miss Ernest Dean Rodman  
 Chief Announcer.....Fred Mathews  
 Chief Engineer.....Billie Austin  
 Farm Editor.....Bruce Frazier

**K F Y N**

**BONHAM—1948**

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

**K H U Z**

**BORGER—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....KHUZ, Inc.  
 Business Address.....Box 110  
 Phone Number.....1600  
 Studio-Transmitter Location. 1431 Clayton St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Trans. Serv.....World, SESAC  
 Membership.....NARTB  
 President.....R. G. Hughes  
 General Manager.....Jack Roberts  
 Commercial Manager.....Louis Roberts

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**TEXAS**

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News Director.....Jake Shubinski  
Musical Director.....Bob Jackson  
Chief Engineer.....Herman Kreiger

**K N E L**

**BRADY—1935—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....G. L. Burns  
Business-Studio Address.....Brady  
Phone Number.....7777  
Transmitter Location.....Brady  
Air Time.....8 a.m.-10 p.m.  
News Service.....AP  
Representative.....Hil F. Best  
Gen.-Station Manager.....G. L. Burns  
Comm., Sales Prom. Mgr.....J. S. Sloane  
Prog. Dir., Chief Announcer.....Gene Burns  
Chief Engineer.....Cecil Nelln

**K S T B**

**BRECKENRIDGE—1947—LBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Stephens County Bcstg. Co.  
Business-Studio Address.....Miller Bldg.  
Phone Number.....1430  
Transmitter Location.....1½ Mi. W. of city  
News Service.....AP  
Transcription Service.....Lang-Worth  
Pres., Gen. Mgr.....R. W. Chapman  
Commercial Manager.....Sidney Foster  
Program Director.....T. Drake  
Chief Engineer.....R. L. Smith

**K W H I**

**BRENHAM—1947**

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

**K T F Y**

**BROWNFIELD—1949—KBS**

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Terry Cty. Bdcstg. Co.  
Address.....Drawer 1032  
Phone Number.....1000  
Transmitter Location.....Tahoka Hwy.  
Air Time.....5:30 a.m.-Sunset  
News Service.....UP  
Transcription Service.....Capitol  
Membership.....NARTB, BAB  
Gen., Comm. Mgr.....David R. Worley  
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh  
Program Director.....Nathan Daniel  
Chief Announcer.....Don Opheim  
Chief Engineer.....Hardin L. Smith

**K B O R**

**BROWNSVILLE—1949—LBS**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Brownsville Bcstg. Co.  
Address.....1934 Central Blvd.  
Phone Number.....2-5677  
Transmitter Location.....1934 Central Blvd.  
Air Time.....6 a.m.-12  
News Service.....AP  
Trans. Service.....World, Thesaurus  
Representative.....Best  
Chief Announcer.....Tom Martin  
Pres., Gen., Sta. Mgr.....M. J. Wilson  
Commercial Manager.....Vance C. Wilson  
Prom. Mgr., Pgm., Prod. Dir.....R. E. Fowler  
Chief Engineer.....Willis A. Wilson  
Consulting Engr.....George E. Gautney

**K V A L**

**BROWNSVILLE—ABC**

**TEX. QUAL. NET**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....T. Frank Smith  
Address.....P. O. Box 1792  
Phone Number.....2-8452  
Transmitter Location.....Hwy 77  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Free & Peters  
Membership.....BAB  
President, Gen. Mgr.....T. Frank Smith  
Comm. Sta. Mgr.....T. Frank Smith, Jr.  
Chief Engineer.....Don Morris  
Consulting Engr.....George C. Davis

**K B W D**

**BROWNWOOD—1941—MBS**

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

**K O R A**

**BRYAN—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bryan Bcstg. Co.  
Bus.-Studio Address.....604 Varisco Bldg.  
Phone Number.....3-1240  
Transmitter Location.....Villa Maria Rd.

# T E X A S

Air Time.....6 a.m.-M.  
 Owner, Gen. Mgr. ....David C. Jones, Jr.  
 Comm. Sales Prom. Mgr.....M. Ralph Weedon  
 Chief Announcer.....R. D. Jones  
 Chief Engineer.....David C. Jones

## K D E T

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Center Bcstg. Co., Inc.  
 Address.....205 Austin St.  
 Phone Number .....1199  
 Location .....Center  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....Hil F. Best  
 Pres., Pgm. Dir. ....Talbert E. Foster  
 Gen., Comm. Mgr.....Tom E. Foster  
 News Dir., Chief Ann.....Jack Bell  
 Chief Engineer.....Harlan Riley

## 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 .....1085-6  
 Transmitter Location...1 Mi. W. of Childress  
 Air Time.....Local sunrise-sunset  
 News Service .....AP  
 Representative .....P. W. Seward  
 President.....R. Malone Hagan  
 Gen., Sta. Manager.....George D. Cowan  
 Program Director.....LeRoy Carter  
 Publicity Director.....Nelle Carter  
 Chief Announcer.....Bob Pace  
 Chief Engineer.....William V. Queen

## K C L E

CLEBURNE—1947

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

## K S T A

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Coleman County Bcstg. Co.,  
 Inc.  
 Business Address.....Box 432  
 Phone Number .....8406  
 Studio-Transmitter Address...A. Bilene Hwray.  
 Air Time .....Daytime  
 News Service .....UP

Transcription Service.....SESAC, Capitol  
 Representative .....Hil F. Best  
 President.....H. H. Jackson  
 Gen., Sta. Mgr.....Floyd Shelton  
 Comm. Mgr.....Dan C. Guthrie  
 Pgm. Dir., Chief Anncr.....Bill Fox  
 Chief Engineer.....Brownie Seals

## W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Agricultural &  
 Mechanical College of Texas  
 Bus.-Studio Address .....College Station  
 Phone Number .....66724  
 Transmitter Location.....College Station  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Sta. Mgr.....Richard L. Webb  
 Commercial Manager.....Helen McLendon  
 Pgm. Dir., Chief Anncr.....John Scogin  
 Chief Engineer.....Richard L. Webb  
 Farm Editor.....Dick Hickerson  
 Consulting Engr.....H. C. Dillingham

## K V M C

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Colorado City Bcstg. Co.  
 Address.....1.3 Mi. W. of Colorado City  
 Phone Number .....64  
 News Service .....AP  
 Partners .....Marshall Formby,  
 Eldon Mahon, Clint Formby  
 Manager .....Clint Formby  
 Comm. Mgr., Pgm. Dir.....Walter Grubbs  
 Chief Engineer.....Paul Brown

## K M C O

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Montgomery County  
 Bcstg. Co.  
 Address.....324 N. Main  
 Phone Number .....1190  
 News Service .....UP  
 Transcription Service .....Standard  
 President.....Reagan Smith  
 Station Manager.....James C. Dorrell  
 Sales Manager.....David L. Oglesby  
 Pgm., News Dir.....Hal H. Coley  
 Chief Engineer.....John W. Neathery

## K E Y S

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By.....Nueces Bcstg. Co.  
 Phone Number .....2-7411  
 Address.....P. O. Box 1460  
 Transmitter Location.....Shell Rd.

# TEXAS

General Manager..... Aubrey Jackson  
 Manager..... Kelly Wolford  
 Program Director..... Robert Cutting

Sta., Sales Prom., Comm. Mgr... Harry H. Hayes  
 Prod., Mus. Director..... George Wilcox  
 Chief Engineer..... Nestor Cuesta  
 Consulting Engineer..... Earl Cullum &  
 Nestor Cuesta

## KRIS

**CORPUS CHRISTI—1937—NBC-TQN**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Gulf Coast Bcstg. Co.  
 Address..... P. O. Box 840  
 Phone Number..... 4-6354  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Free & Peters  
 Pres., Gen. Mgr..... T. Frank Smith  
 Commercial Manager..... William Eikner  
 Pgm. Dir., Prom. Mgr..... Charles Nethery  
 Chief Engineer..... Buster Harvey

## KSIX

**CORPUS CHRISTI—1947—ABC-LBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.  
 Address..... Show Room Bldg.  
 Phone Number..... 2-9242  
 Transmitter Location..... Whelan Dr.  
 Air Time..... 5:45 a.m.-1 a.m.  
 Transcription Service..... RCA Thesaurus  
 Representative..... Forjoe & Co.  
 Pres., Gen. Mgr..... Vann M. Kennedy  
 Commercial Manager..... Charles R. Manning  
 Program Director..... Henry Schwartz  
 Publicity Director..... Carol Ann Burg  
 Chief Engineer..... W. K. Bridges  
 Consulting Engr..... James H. Burney

## KUNO

**CORPUS CHRISTI—LBS—MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KUNO, Inc.  
 Address-Trans. Loca..... 19th & Agnes Sts.  
 Phone..... 4-5203  
 Air Time..... Unlimited  
 Transcription Service..... Capitol, Associated  
 Membership..... NARTB, BAB  
 President..... Leslie C. Smith  
 Gen. Mgr..... J. H. Mayberry  
 Station Manager..... Ben F. Blackman  
 Commercial Manager..... Peggy Lindsay  
 Asst. Manager..... Herbert N. Garrett

## KWBU

**CORPUS CHRISTI—1944**

Frequency: 1030 Kc... Power: 50,000 Watts d.  
 Owned-Oper. By..... Texas Baptist Convention  
 Representative..... Branham  
 News Service..... AP  
 General Manager..... Carr P. Collins

## KAND

**CORSICANA—1937**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Alto, Inc.  
 Bus.-Studio Address..... State Natl. Bank Bldg.  
 Phone Number..... 2486  
 Transmitter Location..... No. Hwy. 75  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Branham  
 President..... J. C. West  
 General Manager..... Luther A. Johnson, Jr.

## KIVY

**CROCKETT—1949**

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Hamilton H. Callen &  
 James H. Gibbs  
 Address..... P. O. Box 478  
 Phone Number..... 222  
 Transcription Service..... Lang-Worth  
 News Service..... UP  
 Ptnr., Gen. Mgr., Chief Engr.....  
 Hamilton H. Callen  
 Ptnr., Prom. Mgr., Pgm. News Dir.  
 James H. Gibbs  
 Farm Editor..... Don Gatz

## KCFH

**CUERO—1949—LBS**

Frequency: 1600 Kc..... Power: 500 Watts d  
 Owned-Oper. By..... A. M. Respondek  
 Phone Number..... 700  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Best, Biddick  
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek  
 Commercial Manager..... Edson Foster  
 Program Director..... Charlice Dietze

## KXIT

**DALHART—1948—LBS-KBS**

Frequency: 1410 Kc.... Power: 500 Watts d.  
 Owned-Operated By..... Dalrad Associates  
 Address..... P. O. Box 1350  
 Phone Number..... 740  
 News Service..... UP  
 Representative..... Best  
 Transcription Service..... Lang-Worth  
 Co-owner, Gen. Mgr..... Ken Bishop  
 Chief Engineer..... Bill Smith

• • • **TEXAS** • • •

**KIXL**  
**DALLAS—1947**

Frequency: 1040 Kc. Power: 1000 Watts d.  
Owned-Operated By: Variety Bcstg. Co. Inc.  
Business-Studio Address: 1401 S. Akard St.  
Phone Number: Riverside 4521  
Transmitter Location: 5500 Parkdale Dr.  
Air Time: Daytime  
News Service: AP  
Transcription Service: Standard, World,  
MacGregor, Capitol, Associated

Representative: ForJoe  
President, General Manager: Lee Segall  
Commercial Manager: Charles F. Payne  
Production Manager: John D. Wilson  
Chief Engineer: Bob E. Tripp  
Consulting Engineer: George P. Adair

**KLIF**  
**DALLAS—1948—LIBERTY**

Frequency: 1190 Kc. Power: 1000 Watts d.  
1000 Watts n.  
Owned-Oper. By: Trinity Bcstg. Corp.  
Business-Studio Address: 2100 Jackson St.  
Phone Number: RAndolph 2421  
Transmitter Location: Scyene Rd  
Air Time: 5:30 a.m.-1 a.m.  
News Service: UP  
Representative: John A. Pearson  
Membership: NARTB, BAE  
President: Gordon McLendon  
General Manager: Ray Lewis  
Commercial Manager: Bill Weaver  
Program Director: Joe Roddy  
Chief Announcer: Art Nelson  
Chief Engineer: Glenn Callison

**KRLD**  
**DALLAS—1926—CBS**

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Operated By: KRLD Radio Corp.  
Address: Herald Square  
Phone Number: RA 6811  
Transmitter Location: Garland  
Air Time: 5:15 a.m.-12 M.  
News Service: UP, AP, INS  
Transcription Service: Standard, SESAC  
Representative: Branham  
Membership: NARTB, BAB  
President: John W. Runyon  
General Manager: Clyde W. Rembert  
Commercial Mgr.: William A. Roberts  
Program Director: Roy George  
Pub. Dir., Prom. Mgr.: A. J. Putnam  
Chief Engineer: Bill B. Honeycutt

**KSKY**  
**DALLAS—1941**

Frequency: 660 Kc. Power: 1000 Watts d.  
Owned-Operated By: SKY Bcstg. Service

Business-Studio Address: Hotel Stoneleigh  
Phone Number: 6193 Randolph  
Transmitter Location: Bruton Rd.  
Air Time: Sunrise-sunset  
News Service: AP  
Membership: NARTB  
Partner, Gen. Mgr.: A. L. Chilton  
Station Manager: R. G. Terrill  
Commercial Manager: R. L. Kanatzar  
Program Director: Leonard Holland  
Chief Engineer: Morris M. Ming

**WFAA**  
**DALLAS—1922—NBC-ABC**

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

Air Time: Unlimited  
News Service: AP, UP  
Trans. Serv.: Lang-Worth, Associated  
Representative: Edward M. Petry  
Membership: NARTB, BAB  
President: E. M. Dealey  
General Manager: Martin B. Campbell  
National Comm. Mgr.: Ralph W. Nimmons  
Asst. Manager: Alex Keese  
Sales Prom. Mgr.: Mrs. Wyona Portwood  
Program Director: Karl Lambertz  
Publicity Director: Harry Koenigsberg  
Chief Engineer: J. Raymond Collins

**WRR**  
**DALLAS—1920—MBS-TEXAS STATE**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By: City of Dallas  
Business Address: Municipal Radio Bldg.  
Phone Number: Tenison 6101  
Transmitter Location: White Rock Lake  
News Service: AP  
Transcription Service: Thesaurus  
Representative: John Blair  
Membership: NARTB  
Chairman: E. O. Cartwright  
Gen., Comm. Mgr., Chief Engr.: Durward Tucker  
Sales Prom. Mgr., Pgm. Dir.: Pete Teddlie  
Publicity Director: Louise Freedman  
Consulting Engineer: Commercial Radio

**KDLK**  
**DEL RIO—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Del Rio Bcstg. Co.  
Business Address: P. O. Box 1162  
Phone Number: 1234



# T E X A S

Studio-Transmitter Location.....Cypress &  
E. Second Sts.  
News Service .....UP  
Representative .....Howard  
President.....James A. Clements  
Gen., Comm. Manager.....Don R. Howard

## K D S X

**DENISON—1948—LIBERTY**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Grayson Bcstg. Co.  
Address .....Hotel Denison  
Phone Number .....3-400  
Transmitter Location. 2 Mi. N. City, Hiway 75  
News Service .....AP  
President .....B. V. Hammond, Jr.  
Vice-President.....L. L. Hendrick  
Program Director.....Allen Hundley  
Chief Engineer .....Franklin Bailey

## K D N T

**DENTON—1938—LBS—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Harwell V. Shepard  
Address .....Radio Center  
Phone Number .....276  
Transmitter Location .....Hwy 24  
News Service .....UP  
Owner & Manager.....Harwell V. Shepard

## K D D D

**DUMAS—1948**

Frequency: 800 Kc.....Power: 250 Watts d.  
Owned-Oper. By....North Plains Bcstg. Corp.  
Address .....Box 337  
Trans. Add. . .Hwy. 287, No. edge of Dumas  
Phone Number .....2-5000  
Air Time .....Sunrise-sunset  
News Service .....AP  
Transcription Service .....Standard  
Representative .....Hil F. Best  
President.....Lucian M. Spencer  
Gen., Sta., Comm. Mgr.....Ken Duke  
Prod., Publ. Director.....Al Tremble  
News, Pgm. Dir.....Bill Lask  
Chief Engineer .....George Pepin  
Consulting Engr.....Guy Hutcherson

## K U R V

**EDINBURG—1947—LBS**

Frequency: 710 Kc.....Power: 250 Watts d.  
Owned-Operated By.....J. C. Looney  
Address .....Edinburg  
Phone Number .....710  
Studio-Transmitter Location. 2 Mi. N. State Hy.  
Air Time .....Sunrise-Sunset  
News Service .....UP  
Representative .....Forjoe  
Membership .....NARTB, FMA  
President.....James Cullen Looney

Gen. Mgr.....Albert C. Ryan  
Program Director .....Jack Moran  
Chief Engineer.....Warren Chase

## K U L P

**EL CAMPO—1948**

Frequency: 1390 Kc.....Power: 500 Watts d.  
Owned-Oper. By..Wharton County Bcstg. Co.  
Business Address.....515 E. Jackson St.  
Phone Number .....1390  
Air Time .....6 a.m.-Local Sunset  
News Service .....UP  
Transcription Service .....Lang-Worth  
Membership .....NARTB  
President .....Culp Krueger  
Manager .....Melbadean Wells  
Commercial Manager.....Horace Wells  
Program Director.....Bob Hathaway  
Chief Engineer.....Joe Miller

## K E L T

**ELECTRA—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Oil City Bcstg. Co.  
Address .....Radio Rd.  
Phone Number .....1051  
Transcription Service .....Standard  
President.....A. C. Raines, Jr.  
Gen., Sta., Comm. Mgr.....Mrs. L. McCowan  
Chapman  
Program Director.....Jean Thompson  
Chief Engineer.....Bill Frank Lindsay  
Consulting Engineer.....Bill Elkins

## K E L P

**EL PASO—1947—LBS**

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Hills Bldg.  
Phone Number .....3-3658  
Representative .....Pearson  
Transcription Service.....KBS, Capitol  
President.....B. R. McLendon  
Gen., Sta., Comm. Mgr.....Dick Weaver  
Sales Prom. Mgr.....Charles Gish  
Program Director.....Walter Peterson  
Production Director.....Robert M. Lindley  
Chief Ann., News Dir.....Bob Lindley  
Chief Engineer.....Virgil Cisneros  
Consulting Engineer.....Weldon & Carr

## K E P O

**EL PASO—1948—ABC**

Frequency: 690 Kc.....Power: 10,000 Watts  
Owned-Oper. By....Rowley-Brown Bcstg. Co.  
Address .....2419 N. Piedras St.  
Phone Number .....5-2731  
Trans. Loca. .Hwy. 54, 10 Mi. N.E. of City  
Air Time .....6 a.m.-11:30 p.m.  
News Service .....UP

# TEXAS

Transcription Service...Standard, Lang-Worth  
 Representative .....John Blair & Co.  
 Membership .....NARTB, BAB  
 Exec. Vice President .....Kenyon Brown  
 General Manager .....Willard L. Kline  
 Commercial Manager .....Howard W. Baldwin  
 Publ., Pgm. Dir., Farm Editor...Cecil Sansbury  
 Sales Prom. Dir.....Sam H. Bennett  
 Chief Engineer .....E. L. Gemoets  
 Consulting Engineer .....A. Earl Cullum

## K R O D

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Roderick Bcstg. Corp.  
 Business-Studio Address...2201 Wyoming St.  
 Phone Number .....2-6551  
 Transmitter Location...3½ Mi. N., Newman Rd.  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative .....Taylor Co.  
 President.....Dorrance D. Roderick  
 Gen., Comm. Mgr.....Val Lawrence  
 Promotion Manager.....T. Wiseheart  
 News, Program Director.....Ted Hunt  
 Chief Engineer.....Edward P. Talbutt

## K S E T

EL PASO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rio Grande Bcstg. Co.  
 Address .....706 N. Mesa Ave.  
 Representative .....McGillvra  
 Transcription Service .....Capitol  
 News Service .....AP  
 President.....Fred Harvey  
 General Manager.....George R. Thady  
 Commercial Manager.....Don Brooks  
 Chief Engineer.....Frederick Sheehan

## K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc...Power: 1000 d., 500 n.  
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address .....801 N. Oregon St.  
 Phone Number .....2-5423  
 Transmitter Location.....First St., Ascarate  
 Air Time .....6 a.m.-11:30 p.m.  
 News Service .....INS  
 Transcription Service.....Thesaurus, World  
 Representative.....George P. Hollingbery  
 Membership .....NARTB, BAB  
 Pres., Gen. Mgr.....Karl O. Wyler  
 V.P.-Sec.....Roy T. Chapman  
 Program Director.....Jack Chapman  
 Chief Engineer.....Kenneth J. Walton  
 Consulting Engr.....George P. Adair

## K F L D

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Operated By...West Texas Bcstrs. Inc.  
 Address .....Ralls Highway  
 Phone Number .....11  
 News Service .....UP  
 Representative .....Continental, Kellar  
 President .....Ed Holmes  
 Gen., Prom. Mgr.....James E. Stanton  
 Comm. Mgr., News Dir.....Len Sucher  
 Program Director.....Wayne Robison  
 Chief Engineer.....Pat Jeter

## K C N C

FORT WORTH—1946—WESTERN

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

## K C U L

FORT WORTH—1946

Frequency: 1540 Kc...Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By .....East-West Bdcstg. Co.  
 Address .....3607 Camp Bowie Blvd.  
 Phone Number .....SUNset 6555  
 Transmitter Location .....Kennedale  
 Air Time .....5:30 a.m.-1:30 a.m.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Pres., Gen., Sta. Mgr.....Jas. G. Ulmer  
 Commercial Manager.....Homer Hogan  
 Sales Promotion Manager.....W. E. Moore  
 Program Director.....Jerry Hahn  
 Production Director.....Charles Temple  
 Publicity Director.....Maydell Wallace  
 Chief Engineer.....R. L. McAlister  
 Consulting Engineer.....William L. Foss

## K F J Z

FORT WORTH  
 MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Tarrant Bcstg. Co.  
 Business-Studio Address...1201 W. Lancaster  
 Phone Number .....Ed 3474  
 Transmitter Location .....Birdville  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....John Blair  
 Membership .....NARTB, BAB

# T E X A S

Pres., Gen. Mgr. .... Gene L. Cagle  
 Comm. Mgr. .... Clyde D. Pemberton  
 Pgm. Dir. .... Hal Thompson  
 Chief Engineer .... James T. Peterson  
 Consulting Engr. .... Commercial Radio

Musical Director .... Gene Baugh  
 Chief Engineer .... R. C. Stinson  
 Farm Editor .... W. A. Ruhmann  
 Consulting Engineer .... A. D. Ring  
 (See Page 652)

## K W B C

### FORT WORTH 1946

Frequency: 970 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Worth Bcstg. Co.  
 Bus.-Studio Address .... Box 7116  
 Phone Number .... VA 1279  
 Transmitter Location .... Kimbo Rd.  
 Air Time .... Daytime  
 News Service .... AP  
 Representative .... Rambeau  
 President .... Judge P. W. Seward  
 General Manager .... Lewis Love  
 Commercial Manager .... Pat McFathers  
 Sales Prom. Mgr. .... Charles Lewis  
 Program Director .... Dean McClain  
 Publicity Director .... Dorothy Reed Hill  
 Chief Engineer .... Melvin Parsons

## K X O L

### FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Fort Worth Bcstg. Co., Inc.  
 Bus.-Studio Address .1216 Pennsylvania Ave.  
 Phone Number .... Edison 1448  
 Transmitter Location .... Galloway Rd.  
 Air Time .... 6 a.m.-M.  
 News Service .... AP  
 Representative .... John E. Pearson  
 President .... F. M. Skinner  
 Gen. Sta. Mgr. .... Herman K. Clark  
 Commercial Mgr. .... Hewel Jones  
 Chief Engineer .... John R. Crouse

## W B A P

### FORT WORTH—1922 NBC-ABC-LONE STAR

Frequency: 820 Kc. .... Power: 50,000 Watts  
 Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .. Carter Publications, Inc.  
 Business Address .... 3900 Barnett St.  
 Phone Number .... Ft. Worth LO-1981  
 Transmitter Location .WBAP-820, Grapevine;  
 WBAP-570, Grapevine  
 Air Time .... 5:30 a.m.-12 M.  
 News Service .... AP  
 Transcription Service .... Associated, Cole  
 Representative .... Free & Peters  
 Membership .... NARTB  
 President .... Amon Carter  
 Directors .. Harold Hough, George Cranston  
 Commercial Manager .... Roy Bacus  
 Program Director .... Ed Lally  
 Production Director .... A. M. Woodford  
 Pub. Dir. .... Thaine Engle  
 Chief Announcer .... Frank Mills  
 News Director .... James A. Byron

## K N A F

### FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Gillespie Bcstg. Co., Inc.  
 Business-Studio Address .Security State Bank  
 Bldg.  
 Phone Number .... 311  
 Air Time .... 6:30 a.m.-10 p.m.  
 News Service .... AP  
 Representative .... Hil F. Best  
 President .... Walter T. McKay  
 Chief Engr., Sta., Gen. Mgr. .Norbert A. Fritz

## K G A F

### GAINESVILLE—1947—KBS

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By .... Gainesville Bcstg. Co.  
 Address .... Box 222  
 Phone Number .... 248, 1600  
 Air Time .... Sunrise-Sunset  
 News Service .... AP  
 Transcription Service .... Standard, Ullman  
 President .... Joe M. Leonard, Sr.  
 General Manager .... Joe M. Leonard, Jr.  
 Comm. Mgr. .... Earl Leonard  
 Program Director .... Jerry Talley  
 Chief Engineer .... Cordell Martin

## K G B C

### GALVESTON—1947

Frequency: 1540 Kc. .... Power: 1000 Watts d.,  
 250 n.  
 Owned-Oper. By ... The Galveston Bcstg. Co.  
 Business-Studio Address .... P. O. Box 1138  
 Phone Number .... 3-4329  
 Transmitter Location .E. end Galveston Island  
 Air Time .... 6:30 a.m.-M.  
 News Service .... AP  
 Gen., Sta. Mgr. .... James W. Bradner, Jr.  
 Commercial Manager .... Orland O. Dodson  
 Program Director .... Tom Dawson  
 Chief Engineer .... Jesse Simms  
 Consulting Engr. .... A. Earl Cullum, Jr.

## K L U F

### GALVESTON—1922—LIBERTY

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... The KLUF Bcstg. Co.  
 Business-Studio Address .... 300 Haden Bldg.  
 Phone Number .... 5-6676  
 Air Time .... Unlimited  
 News Service .... UP  
 Transcription Service .... World  
 Representative .... William G. Rambeau  
 President .... Orrin Tucker

# It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

MONDAY THROUGH FRIDAY  
12:00 Noon to 6:00 p. m.

WBAP-TV

50.3

Sta. B

22.3

Sta. C

27.4

SUNDAY THROUGH SATURDAY EVE.  
6:00 p. m.-11:00 p. m.

44.3

36.6

19.0

4

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

**WBAP** AM-FM-TV  
570 - 820  
Channel



**STAR-TELEGRAM STATION**  
FORT WORTH, TEXAS

FREE & PETERS INC.  
Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.

**T E X A S**

General Manager.....Robert J. Savage  
 Commercial Manager.....Guy H. Popham  
 Program Director.....Braden E. Clough  
 Chief Engineer.....L. D. Clough

**K S I J**

**GLADEWATER—1949**

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....C. A. Lee  
 Address.....T. W. Apartment Bldg.  
 Phone Number.....516  
 Transmitter Location.....Kilgore Highway  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 Commercial Manager.....J. O. Sisk  
 Sales Prom. Mgr.....Tom E. Perryman  
 Program Director.....Joe Talley  
 Gen. Mgr., News Dir.....Douglas Reeh  
 Chief Engineer.....Lloyd Johnson

**K C T I**

**GONZALES—1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Gonzales Bcstg. Co.  
 Business Address.....425 St. George St.  
 Phone Number.....770  
 Transmitter Location.....2½ Mi. E. City, Hiway  
 200  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....  
 Transcription Service.....SESAC  
 Representative.....Gene Grant, Cooke  
 Gen. Comm. Mgr.....Lawrence M. Walshak  
 Prom. Mgr., Pgm. Dir., Chief Engr.....  
 Frank Wilson, Jr.  
 Consulting Engineer.....George C. Davis

**K S W A**

**GRAHAM—1948**

Frequency: 1330 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By.....Southwestair, Inc.  
 Address.....Box 748  
 Phone Number.....1200  
 Studio-Transmitter Location.....Hiway 24  
 Transcription Service.....SESAC  
 General Manager.....H. V. Newsom  
 Program Director.....Eugene Turner

**K G V L**

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

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By.....Truett Kimzey  
 Phone Number.....2066  
 Air Time.....18 hrs.  
 News Service.....AP  
 Owner, Pres.....Truett Kimzey  
 Gen., Comm., Prom. Mgr.....Leo Hackney  
 Pgm. Dir., Chief Ann.....James D. Jones  
 Chief Engineer.....Tom Clyde

**K C L W**

**HAMILTON—1948**

Frequency: 900 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By.....Hamilton Bcstg. Co.  
 Bus.-Studio Address.....Box 592  
 Phone Number.....500  
 Transmitter Location.....2½ Mi. Hwy. 36  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB, BAB  
 President.....Clyde Weatherby  
 Gen. Mgr.....J. H. Smith  
 Chief Engineer.....Carl Knelly

**K G B S**

**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.  
 Phone Number.....2200  
 Studio-Transmitter Address.....U. S. Hwy. 83  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated, Standard  
 Representative.....Weed & Co.  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Commercial Manager.....Dave Bennett  
 Chief Engineer.....Al Beck

**AP SELLS**

For Stations and Sponsors —

For instance . . . KRIS

“Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it ‘asset’ and ‘finest investment.’ ”

T. FRANK SMITH,  
 President,  
 KRIS, Corpus Christi, Texas

T E X A S

## KSOX

**HARLINGEN—1951—MBS**

Frequency: 1530 Kc. . . . Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Operated By . . . . . Roy Hofheinz  
Address . . . . . 1519 West Harrison  
Phone Number . . . . . 3500  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
President . . . . . Roy Hofheinz  
General Manager . . . . . Gould Beech  
Assistant Manager . . . . . Allen Dale  
Program Director . . . . . Joe Keith  
Chief Engineer . . . . . Bob Bush

## KGRI

**HENDERSON—1947**

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

## KPAN

**HEREFORD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Marshall Formby  
Address . . . . . P. O. Box 868  
Phone Number . . . . . 860  
Representative . . . . . Best  
Transcription Service . . . . . Thesaurus  
News Service . . . . . UP  
President . . . . . Marshall Formby  
Gen. Sta. Mgr. . . . . Clint Formby  
Commercial Manager . . . . . Bob Blount  
Chief Ann., Pgm. Dir. . . . . Bob Hess  
Production Director . . . . . Kathleen Caylor  
Chief Engineer . . . . . Dennis Surber  
Consulting Engineer . . . . . Stewart & Stewart

## KHBR

**HILLSBORO—1948—LBS**

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
Transmitter Location . . . . . Hwy. 77  
Representative . . . . . Best  
News Service . . . . . UP  
Membership . . . . . BAB  
General Manager . . . . . Ray J. Williams  
Station Manager . . . . . Nelson Galle  
Comm. Mgr., Pgm. Dir. . . . . J. K. Lane  
Chief Engineer . . . . . Bill Stanley  
Consulting Engineer . . . . . Stewart & Stewart

## KATL

**HOUSTON—1947—LBS**

Frequency: 1590 Kc. . . . Power: 5000 Watts d.,  
5000 Watts n.  
Owned-Oper. By . . . . . Texas Bdcsters., Inc.  
Address . . . . . 412 Main St.  
Phone Number . . . . . Preston 3108  
Transmitter Location . . . . . Post Oak Rd.  
Air Time . . . . . 24 Hours  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . IMS  
Membership . . . . . NARTB, BAB  
President . . . . . William H. Talbot  
Gen., Sta. Mgr. . . . . King H. Robinson  
Program Director . . . . . Johnny Edwards  
Chief Engineer . . . . . Edward Martin  
Consulting Engineer . . . . . Kear & Kennedy

## KCOH

**HOUSTON—1948**

Frequency: 1430 Kc. . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Call of Houston, Inc.  
Business-Studio Address . . . . . 1 Main St.  
Phone Number . . . . . Charter 1888  
Transmitter Location . . . . . Kerr St.  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . World, Associated  
Representative . . . . . John E. Pearson  
Pres., Gen. Mgr. . . . . Robert C. Meeker  
Pgm., Publ. Dir. . . . . Hal Hazelrigg  
Chief Announcer, Prod. Dir. . . . . John Neely  
Chief Engineer . . . . . Dick Locke

## 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 . . . . . 24 hrs.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Adam J. Young  
Membership . . . . . NARTB  
President . . . . . W. Albert Lee  
General Manager . . . . . Cal Perley  
Commercial Manager . . . . . Bill Edwards  
Pgm., Publ. Dir. . . . . Noel Pettingell  
Chief Engineer . . . . . Harold Weinzell  
Consulting Engineer . . . . . Andrew Ring

## KNUZ

**HOUSTON—1948**

Frequency: 1230 Kc. . . . . Power: 200 watts  
Owned-Oper. By . . . . . Veterans Bcstg. Co.

## T E X A S

Business-Studio Address . . . . . 4701 Caroline St.  
 Phone Number . . . . . Keystone 2581  
 Transmitter Location . . . . . N. Ennis & Freeland Sts.  
 Air Time . . . . . 14 Hours  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . For Joe  
 Membership . . . . . NARTB  
 President . . . . . Max H. Jacobs  
 Gen. Sta. Mgr. . . . . Dave Morris  
 Comm. Mgr. . . . . Jack Healy  
 Production Director . . . . . Walter Colvin  
 Publicity Director . . . . . Inez Elbel  
 Chief Announcer . . . . . Biff Collie  
 Chief Engineer . . . . . O. C. Crossland  
 Musical Director . . . . . J. R. Covington, Jr.  
 Consulting Engr. . . . . Thomas Lockett

### K P R C

**HOUSTON—1925**  
**NBC—T. Q. N.**

Frequency: 950 Kc. . . . . Power: 5000 Watts d.  
 5000 Watts n.  
 Owned-Oper. By . . . . . The Houston Post Co.  
 Address . . . . . Lamar Hotel  
 Phone Number . . . . . FAirfax 7101  
 Transmitter Location . . . . . Deepwater  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Edw. Petry & Co.  
 President . . . . . W. P. Hobby  
 Vice-Pres., Gen. Mgr. . . . . Jack W. Harris  
 Commercial Manager . . . . . Jack McGrew  
 Sales, Promotion Manager . . . . . Marsh Callaway  
 Program Director . . . . . Frances Sullivan  
 News Director . . . . . Pat Flaherty  
 Chief Engr. . . . . Harvey T. Wheeler

### K T H T

**HOUSTON—1944—MBS**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Roy Hofheinz  
 Bus.-Studio Address . . . . . 4005 Travis St.  
 Phone Number . . . . . Keystone 5535  
 Transmitter Location . . . . . Nr. San Jacinto  
 Battlegrounds  
 Air Time . . . . . 5 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . Avery-Knodel  
 President . . . . . Roy N. Hofheinz  
 Gen., Comm., Prom. Mgr. . . . . Bill Bennett  
 Production Director . . . . . Ted Nabor  
 Publicity Director . . . . . Lauri Schutt  
 Program Director . . . . . John Knapp  
 Chief Engineer . . . . . O. B. Johnson  
 Consulting Engineer . . . . . John Creutz

### K T R H

**HOUSTON—1930—CBS-TEXAS**

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

Phone Number . . . . . Preston 4361  
 Transmitter Location . . . . . Baytown  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 President . . . . . B. F. Orr  
 Station Manager . . . . . Roy Herndon  
 Sales Manager . . . . . Ray Bright  
 Program Director . . . . . Tom Jacobs  
 Engineers . . . . . Tom Hiner, Lester Mullan

### K X Y Z

**HOUSTON—1930—ABC**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Shamrock Bdcstg.  
 Address . . . . . Gulf Bldg.  
 Phone Number . . . . . CApitol 6151  
 Transmitter Location . . . . . Deepwater  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Free & Peters, Inc.  
 Membership . . . . . NARTB, ABD, FMA  
 President . . . . . Glenn H. McCarthy  
 V.P., Gen. Mgr. . . . . Fred Nahas  
 Commercial Manager . . . . . Howard C. Evans  
 Program Director . . . . . Ted Hills  
 Production Director . . . . . Ken Bagwell

## AP SELLS

For Stations and Sponsors —

For instance . . . KTRH

“Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY.”

RAY HERNDON,  
 Manager,  
 KTRH, Houston, Texas

# TEXAS

Publicity Director.....Ednah Forester  
 Chief Engineer.....Gerald Chinski  
 Consulting Engr.....Craven, Lohnes & Culver

## K S A M

**HUNTSVILLE—1938—KBS-MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co.  
 Address.....Highway 75 So.  
 Phone Number.....666  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....NARTB  
 General Manager.....H. C. Bailes  
 Asst. Mgr. News Dir.....Ted Lott  
 Comm., Sales Prom. Mgr.....Roy Greer  
 Chief Engineer.....Albert W. Strong  
 Consulting Engineer.....Merl Saxon

## K E B E

**JACKSONVILLE—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bill A. Laurie  
 Bus. Studio-Transmitter Address.....Box 1071  
 Phone Number.....2211  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Gen. Mgr.....Bill A. Laurie  
 Station Manager.....Mrs. B. A. Laurie  
 Commercial Manager.....J. D. Spencer  
 Chief Engineer.....Eugene R. Kintz

## K T X J

**JASPER—1948**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Jasper Bcstg. Co.  
 Address.....Texas Theatre Bldg.  
 Phone Number.....580  
 Transcription Service.....Capitol  
 News Service.....AP  
 President.....Joe Fisher  
 General Manager.....Mrs. Joe J. Fisher  
 Commercial Manager.....L. B. Herring III  
 Program Director.....Nida A. Marshall  
 Chief Engineer.....Fred Smith

## K M B L

**JUNCTION—1951**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By Kimble County Bcstg. Co.  
 General Manager.....James E. Calhoun

## K E R B

**KERMIT—1950**

Frequency: 600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kermit Bcstg. Co., Inc.

Address.....Hwy. 302  
 Phone Number.....3481  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 President.....George H. Cook  
 News Director.....Ray Boyd Kilman  
 Gen., Comm. Manager.....Victor King  
 Program Director.....James Boultinghouse  
 Promotion Manager.....Gene Connors  
 Chief Engineer.....James Radcliffe

## K E V T

**KERRVILLE—1948—LIBERTY**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kerr County Bcstg. Co.  
 Representative.....Best  
 Manager.....Dean Turner

## K O C A

**KILGORE—1936—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oil Capitol Bcstg. Assn.  
 Address.....Radio Bldg.  
 Phone Number.....2001  
 Transmitter Location.....Martin & Ross Sts.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Hil F. Best  
 President.....Roy G. Terry  
 Gen., Sta., Comm., Sales Prom. Mgr.  
 Prog., Prod., News, Mus. Dir. James C. Elamon  
 Chief Engineer.....Karem O. Soule

## K I N E

**KINGSVILLE—1948—LBS**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Address.....205 E. King St.  
 Phone Number.....1317  
 Transmitter Location.....Bishop  
 Air Time.....6 a.m.-Local Sunset  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NARTB, BAB  
 President.....James H. Clement  
 General Manager.....Ben A. Glusing  
 Comm., Sta. Mgr.....Eston R. Pace  
 Chief Engineer.....R. T. Whitaker  
 Consulting Engr.....C. E. Page

## K P E T

**LAMESA—1946—KBS**

Frequency: 690 Kc.....Power: 250 Watts  
 Operated By.....Lamesa Bcstg. Co.  
 Business Address.....502 S. First  
 Phone Number.....690  
 Studio Trans. Location.....2 Mi. S. Lamesa  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Membership.....NARTB, BAB



TEXAS

Gen.-Sta. Mgr. Bob Bradbury  
Commercial Mgr. Clayton Barkhurst  
Program Dir. Olene Blewett  
Chief Engineer Eugene Cornelius  
Consulting Engr. Glenn D. Gillett

**KHIT**

**LAMPASAS—1948—LBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Lampasas Bcstg. Co.  
Address P. O. Box 228  
Phone Number 721  
Representative Best  
Transcription Service Lang-Worth  
News Service UP  
Gen., Comm. Mgr., News Dir. Harry Van Slycke  
Program Director Ken Fulton  
Chief Engineer Don Peak

**KLVT**

**LEVELLAND—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Forest Weimhold  
Address P. O. Box 866  
Phone Number 1030  
Transmitter Loc. Farm to Market Hiway.  
News Service AP  
Transcription Service Standard  
Station Representative Hil F. Best  
General Manager Gerald H. Sanders  
Commercial Manager Joe Garrison

**KVOW**

**LITTLEFIELD—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Southwestern Bcstrs.  
Business Address Box 192  
Phone Number 400  
Studio-Transmitter Location Clovis Hwy.  
News Service AP  
Transcription Service SESAC  
President J. C. Rothwell  
General Manager J. B. McShan  
Program Director Othell W. Whitson  
Chief Engineer Jack Duemler

**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 1370, 411  
Transmitter Location 2118 Marshall Ave  
Air Time Unlimited  
News Service AP  
Transcription Service Lang-Worth  
Representative Donald Cooke  
Membership NARTB, BAB  
President James R. Curtis

**KLTI**

**LONGVIEW—1948—LBS**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By LeTourneau Radio Corp.  
Address P. O. Box 1866  
Phone Number 4331  
Studio-Trans. Address Mobberly Ave. Ext.  
News Service UP  
Transcription Service Associated, Standard  
Representative Pearson  
President R. G. LeTourneau  
General Manager Lloyd Hawkins  
Commercial Manager Art Green  
Program Director Lawrence Birdsong  
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 5-6348  
Transmitter Location U. S. Hwy. 84  
Air Time 6 a.m.-12 M.  
News Service AP  
Transcription Service World, Associated  
Representative John E. Pearson  
Membership NARTB, BAB  
President, General Mgr. Joe H. Bryant  
Assistant Manager Robert L. Snyder  
Commercial Manager George L. Tarter  
Chief Engineer Frank Lee

**KFYO**

**LUBBOCK—1927—ABC-LONE STAR**

Frequency: 790 Kc. Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By Plains Radio Bcstg. Co., Inc.  
Business-Studio Address 914 Ave. J  
Phone Number 5-5567  
Air Time 6 a.m.-M.  
News Service AP, UP  
Transcription Service Standard, Capitol  
Representative Taylor Co.  
Membership NARTB, BAB  
President Gene A. Howe  
Sta. Mgr. Gordon Thompson  
Sales Prom. Mgr. Leete Lackson  
Program Director Noel (Bud) Thompson  
Chief Engineer Scott Bledsoe  
Consulting Engr. A. Earl Cullum

**KSEL**

**LUBBOCK—1946—LBS**

Frequency: 950 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By Lubbock Bcstg. Co.  
Business Address 1916 Ave. Q

**TEXAS**

Phone Number ..... 3-0484  
 Transmitter Loca. .... ½ Mi. E. of Courthouse  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Wm. G. Rambeau & Co.  
 President ..... Walter G. Russell  
 General Manager ..... David P. Pinkston  
 Commercial Mgr. .... M. M. Rochester  
 Program Director ..... Wayne Allen  
 Chief Engineer ..... Roger V. Hively

**K R B A**

**LUFKIN—1938—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Darrell E. Yates  
 Address ..... Lufkin  
 Representative ..... Continental Radio Sales  
 Owner, Promotion Manager... Darrel E. Yates

**K T R E**

**LUFKIN—1947—MBS-LONE STAR**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By... Forest Capital Bcstg. Co.,  
 Inc.  
 Address ..... P. O. Box 701  
 Phone Number ..... 1420  
 Transmitter Location ..... 114½ N. First St.  
 Air Time ..... 5:25 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor Co.  
 Membership ..... NARTB  
 President ..... R. W. Wortham, Jr.  
 Gen., Sta., Comm. Mgr. .... Richman G. Lewin  
 Promotion Manager ..... Kenneth Barfield  
 Program Director ..... Royce Christenson  
 Prod., Pub. Dir. .... Murphy Martin  
 Chief Engineer ..... Fred C. Hill  
 Consulting Engineer ..... Bill Antoney

**K M H T**

**MARSHALL—1947  
 MBS—TEX. STATE—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Marshall Bcstg. Co.  
 Business-Studio Address ..... 109 W. Rusk St.  
 Phone Number ..... 7826-7  
 Transmitter Location ..... Old Jefferson Rd.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President ..... F. M. Skinner  
 General Manager ..... Herman Clark  
 Station Manager ..... Myrl Stein  
 Program Director ..... Alice Rose Becker  
 Chief Announcer ..... Bill Merrill  
 Chief Engineer ..... R. L. Clay

**K R I O**

**McALLEN—1947—ABC**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Frontier Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 1551  
 Phone Number ..... 1700  
 Transmitter Location ..... 3 Mi. W. of Edinburg  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Representative ..... Weed  
 President ..... Gene L. Cagle  
 Gen. Manager ..... Stanley Wilson  
 Comm., Sales Prom. Mgr. .... Ingham S. Roberts  
 Chief Engineer ..... Wm. Meiners

**K M A E**

**McKINNEY—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By... McKinney Air Enterprises,  
 Inc.  
 Bus.-Studio Address ..... 218 E. Virginia St.  
 Phone Number ..... 183-4  
 Transmitter Location ..... 1½ Mi. W. of McKinney  
 Air Times ..... 6:30 a.m.-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President ..... Robert Forte  
 Gen., Sta. Mgr., Pgm. Dir. .... Miss Denise Adkins  
 Comm., Sales Prom. Mgr. .... Melvin Belew  
 Chief Announcer, Engr. .... C. W. Rampy  
 News Director ..... Wayne Farrar  
 Consulting Engineer ..... Guy C. Hutchinson

**K C R S**

**MIDLAND—1935—ABC  
 TEXAS STATE**

Frequency: 550 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By... Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address ..... Scharbauer Hotel  
 Phone Number ..... 2-4393  
 Transmitter Location ..... W., Hiway 80  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Representative ..... John E. Pearson  
 Membership ..... BAB  
 President ..... Clarence Scharbauer  
 General Station Manager ..... J. M. McDonald  
 Commercial Manager ..... G. L. McDonald  
 Sales Prom. Mgr. .... Robert L. Warren  
 Chief Announcer ..... Don Bassman  
 News, Pgm. Dir. .... Doyce Elliot  
 Chief Engineer ..... Tom Yates  
 Consulting Engr. .... Frank H. McIntosh

**K J B C**

**MIDLAND—1950—KBS**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Jack Cecil

# TEXAS

Address ..... Box 1658  
 Phone Number ..... 4-5152  
 News Service ..... UP  
 Pres., Gen. Mgr., Chief Engr. .... Jack Cecil  
 Commercial Manager ..... Mareen White  
 Sales Promotion Manager ..... Bill Bennington  
 Pgm., News, Mus. Dir. .... Claude Hailey  
 Production Director ..... Kieth Ward  
 Publicity Director ..... Dorothy Stafford

## KORC

**MINERAL WELLS—1946—KBS**

Frequency: 1140 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Raymond River  
 Phone Number ..... 319  
 Transmitter Location ..... N.E. edge of City  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hil F. Best  
 Pres., General Mgr. .... Raymond River  
 Program Director ..... Glenn Duke  
 Chief Engineer ..... Jerry Hickman

## KVKM

**MONAHANS—1947—MBS-LBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Monahans Bcstrs., Inc.  
 Address ..... Radio Center  
 Phone Number ..... 438  
 Transmitter Loc. .... 1½ mi. No. Hway. 82  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Hil F. Best  
 President ..... Mrs. Charles W. Stuckey  
 Gen., Comm. Mgr. .... William B. Lee  
 Program Director ..... J. Ross Rucker  
 Chief Engineer ..... John Rosenberger

## KIMP

**MOUNT PLEASANT—1948—LBS**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Mt. Pleasant Bcstg. Co.  
 Business Address ..... Box 990  
 Phone Number ..... 915  
 Studio Trans. Location ... W. on Dallas Hiway  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB, BAB  
 President, General Mgr. .... Winston O. Ward  
 Program Director ..... Ruby Stanley  
 Chief Engineer ..... Cliff Taylor

## KOSF

**NACOGDOCHES—1947—KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Kelly Bell  
 Address ..... Box 8  
 Phone Number ..... 1230  
 Transmitter Loca. .... 1½ mi. S. on Hiway 59  
 News Service ..... UP

Transcription Service ..... Lang-Worth  
 President ..... Kelly Bell  
 General Manager ..... J. C. Stallings  
 Chief Engineer ..... Frank Murray

## KSFA

**NACOGDOCHES—1947—LBS**

Frequency: 860 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.  
 Address ..... 1509 North St.  
 Phone Number ..... 860  
 Transmitter Location ..... 1.5 Mi. E. Pruitt Hill  
 Air Time ..... Daytime  
 Transcription Service ..... Capitol  
 Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts  
 Sales Promotion Manager ... Sara Jane Moon  
 Pgm., Mus. Dir. .... Mary Margaret Marshman  
 Chief Ann., Prod Dir. ... James Kippenbrock  
 Chief Engineer ..... Leroy Morgan  
 Consulting Engineer ..... Gerald Chensky

## KGNB

**NEW BRAUNFELS—1950**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Comal Bcstg. Co.  
 Address ..... 184 Castell

# AP SELLS

For Stations and Sponsors —

For instance . . . KPDN

“All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

COY C. PALMER,  
 Station Manager,  
 KPDN, Pampa, Texas

## TEXAS

Phone Number .....1612  
 Transcription Service.....Thesaurus, Cole  
 News Service .....AP  
 Pres., Gen. Mgr.....F. T. Wilson  
 Pgm., News Dir.....Howard Edwards  
 Chief Engineer.....L. J. Owen

## KECK ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By...Ector County Bcstg. Co.  
 Business Address .....120 W. 3rd St.  
 Phone Number .....6-5791-2  
 Transmitter Location.....Hwy. 80, 3 Mi. W.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service...Lang-Worth, Standard,  
 SESAC  
 Representative .....Forjoe  
 Owner, Gen.-Sta. Comm. Mgr.,  
 Pub. Dir. ....Ben Nedow  
 Prod., Prg. Director.....Roy Elsner  
 Chief Ann., News Editor.....Tom Rollins  
 Chief Engineer.....George A. Cerboskas  
 Consulting Engr.....George C. Davis

## KOSA

### ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Odessa Bcstg. Corp.  
 Business-Studio Address.....115 W. 6th  
 Phone Number .....6-4301  
 Transmitter Location.....Crane Hwy.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative .....Taylor Co.  
 Pres., General Manager.....Cecil L. Trigg  
 Commercial Manager.....Jay Mehaffey  
 Sales Prom. Mgr.....Ed Costello  
 Continuity Director .....John Guffey  
 Program Manager.....John Vacca  
 Publicity Director.....Charlie King  
 Chief Engineer.....James Simpson  
 Consulting Engr.....Ed Talbot

## KRIG

### ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Oil Center Bcstg. Co., Inc.  
 Business-Studio Address.....Crane Hwy.  
 Phone Number .....6-6871-2  
 Transmitter Location.....Crane Hwy.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Hil F. Best

# KECK

## Dial "920"



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

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

**HOME** of the World's Largest Carbon Black  
 Plant

**Effective Buying Power**—\$1,470 per capita

**COVERS** 18 counties in West Texas,  
 3 in New Mexico  
 63,610 radio homes in 1/2 millivolt  
 area  
 It costs less than .07 to reach  
 1,000 homes in KECK's primary  
 area

**Auto registry**—first 6 months—60,856

**Population**—234,500

**Total Sales**—\$232,675,000

**Total General Food Sales**—\$49,622,000

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

### 1000 Watts-D-Nondirectional

### 500 Watts-N-Directional

**Ben Nedow,**

Owner and General Manager

*National Representative*

**FORJEO AND COMPANY, INC.**

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

# KECK

## ODESSA, TEXAS

Your Best Buy in Radio

# T E X A S

President..... R. O. Canon  
 General Manager..... Jack W. Hawkins  
 Promotion Manager..... Barney Hubbs  
 Commercial Manager..... Jack Howard  
 Station Manager..... Marguerite Larue  
 Chief Ann., News, Pub. Dir..... Bob Smith  
 Program Director..... Jack Lee  
 Chief Engineer..... Harold Poole

## K O G T

**ORANGE—1948—LBS-KBS**

Frequency: 1600 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Sabine Area Brcstg. Corp.  
 Address..... Lucas Bldg.  
 Phone Number..... 8-4381  
 Transmitter Location..... Hiway, 87 No.  
 Station Repr..... Hill F. Best  
 President..... M. L. Jacobs  
 General Manager..... Rocky Stone  
 Commercial Manager..... Frank Dusenbury  
 Program Director..... Jerome Oppel  
 Promotion Manager..... Hulan Smith  
 Chief Engineer..... Loyd Vincent

## K N E T

**PALESTINE—1935—KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Palestine Bcstg. Corp.  
 Business-Studio Address..... Hotel O'Neill  
 Phone Number..... 8686  
 Transmitter Location..... Strickland Park  
 Air Time..... 6:30 a.m.-10 p.m.  
 News Service..... UP  
 President..... B. A. Laurie  
 Station Manager..... Don Norton  
 Prog. Dir..... Marvin Crain  
 Publicity Director..... Mrs. Emo Laurie  
 Chief Engineer..... E. R. Kintz  
 Consulting Engr..... Guy Hutcheson

## K P A T

**PAMPA—1951—LBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... J. C. Daniels  
 Address..... Pampa  
 Phone Number..... 2511  
 News Service..... UP  
 Transcription Service..... Capitol  
 Representative..... Pearson  
 President..... J. C. Daniels  
 General Manager..... J. W. Crabtree  
 Commercial Manager..... C. B. Snoddy  
 Program Director..... Jim Terrell  
 Chief Engineer..... Edward Murphree

## K P D N

**PAMPA—1936—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper By..... Freedom Newspapers Inc.  
 Address..... Box 901  
 Phone Number..... 1100  
 Trans. Location..... U. S. Hwy. 60 E. of Town

Air Time..... 6 a.m.-12 M.  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Sears & Ayer  
 Membership..... NARTB, BAB  
 Gen., Sta. Manager..... Coy Palmer  
 Pgm., News Dir..... Kay L. Fancher  
 Chief Engineer..... Garth W. Osborn  
 Consulting Engineer..... Sillman & Barclay

## K F T V

**PARIS—1950—KBS-LBS**

Frequency: 1250 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... Lamar Bcstg. Co., Inc.  
 Address..... First Nat'l Bank Bldg.  
 Phone Number..... 166  
 News Service..... UP  
 Transcription Service..... SESAC  
 Representative..... Best  
 President..... Cecil Hardy  
 General Manager..... Aubrey T. Harris  
 Commercial Manager..... Harry J. Porter  
 Pgm., News, Farm Dir..... Norman Butler  
 Chief Engineer..... Stafford E. Davis

## K P L T

**PARIS—1936—ABC—TEXAS STATE**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... No. Star Bcstg. Co., Inc.  
 Address..... Hwy. 124  
 Phone Number..... 1124-5-6  
 Transmitter Location..... Hwy. 124  
 Air Time..... 5:30 a.m.-11 p.m.  
 News Service..... AP  
 Representative..... John E. Pearson  
 President..... Boyd Kelley  
 Gen., Sta. Manager..... Fred Kincaid  
 Commercial Manager..... Bob Prichard  
 Program Director..... Jack Carney  
 Chief Engineer..... Paul H. Daniels  
 Consulting Engr..... A. Earl Cullum, Jr.

## K L V L

**PASADENA—1950**

Frequency: 1480 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Felix H. Morales  
 Address..... Pasadena State Bank Bldg.  
 Phone Number..... Grand 2-1361  
 President, Gen. Mgr..... Felix H. Morales  
 Commercial Manager..... C. B. Rice  
 Secretary-Treasurer..... Mrs. Felix Morales  
 Program Director..... Victor Lara Ortegen  
 Chief Engineer..... Eugene C. McNally

## K I U N

**PECOS—1935—MBS—LBS—KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Jack Hawkins, Barney Hubbs  
 Business-Studio Address..... 306 S. Sedar St.  
 Phone Number..... 999-8  
 Transmitter Location..... 1 Mi. N. of Town  
 Air Time..... 6:30 a.m.-10:30 p.m.

# T E X A S

News Service .....UP  
 Representative .....Hil F. Best  
 General Manager .....Jack Hawkins  
 Commercial Manager .....David Martin  
 Program Director .....Bob Stevens  
 Publicity Dir. ....Barney Hubbs  
 Consulting Chf. Engr. ....Harry W. Boehnemann

Commercial Manager .....Glenn Hewitt  
 Promotion Manager .....Hugh McElroy  
 Ptnr., Pgm. Dir. ....Mary Anne Petru

## K E Y E

**PERRYTOWN—1948—MBS**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Great Plains Bcstg. Co.  
 Address .....Box 917  
 Transmitter Location .....1/4 mi. SW.  
 Air Time .....6 a.m.-10:30 p.m.  
 Transcription Service .....Lang-Worth, Capitol  
 Membership .....NARTB  
 President .....Carl Ellis  
 Gen., Sta., Comml. Mgr. ....Irvin R. Buchanan  
 Sales Prom. Mgr. ....Jerry Drennan  
 Program Director .....Zeb Williams  
 Chief Engineer .....Coy Thompson

## K V O P

**PLAINVIEW—1944—MBS-KBS**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....KVOP, Inc.  
 Business-Studio Address .....Veigel Bldg.  
 Phone Number .....1400  
 Transmitter Location .....W. of Plainview  
 News Service .....AP  
 Membership .....NARTB, BAB  
 President .....W. J. Harpole  
 Gen., Sta. Manager .....Kermit Ashby  
 Comm., Sales Prom. Mgr. ....Bill Harrell  
 Program Director .....Ralph Thorton  
 Chief Engineer .....Wayne Hawkins  
 Consulting Engr. ....Comml. Radio

## K B O P

**PLEASANTON—1951—KBS**

Frequency: 1380 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By .....Atascosa Bcstg. Co.  
 Address .....Box 247  
 Transcription Service .....Capitol, SESAC  
 Representative .....Best  
 General Manager .....Ben L. Parker

## K O L E

**PORT ARTHUR—1947—LIBERTY**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Port Arthur Bcstg. Co.  
 Business Address .....P. O. Box 1126  
 Phone Number .....2-9436  
 Studio Address .....Payne Bldg.  
 Transmitter .....Pt. Arthur-Beaumont Hiway  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Ptnr., Gen. Mgr., Chf. Engr. ....Secs Vratiss

## K P A C

**PORT ARTHUR—1934—MBS**

Frequency: 1250 Kc. ....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By .....Port Arthur College  
 Bus.-Studio Address .....1500 Procter St.  
 Phone Number .....5-7458  
 Transmitter Location .....Hwy. 87  
 Air Time .....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Pearson  
 Membership .....NARTB  
 Sta., Gen. Manager .....Marjorie R. Vickers  
 Sales Prom. Mgr. ....George Crouchet, Jr.  
 Program Director .....Corinne Enos  
 Production Director .....Freda Halwe  
 Publicity Director .....Mack Newberry  
 Chief Engineer .....M. Glenn Boatright

## K O L J

**QUANAHA—1951—KBS**

Frequency: 1150 Kc. ....Power: 500 Watts d.  
 Owned-Operated By .....Orville L. Jenkins  
 Address .....Box 566  
 Phone Number .....654  
 News Service .....AP  
 Pres., Gen. Mgr. ....Orville L. Jenkins  
 Commercial Manager .....Helen Norris  
 Program Director .....Dick Dormier  
 Chief Engineer .....Lester Agee

## K F R D

**ROSENBERG—1948**

Frequency: 980 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Ford Bend Bcstg. Co.  
 Business Address .....P. O. Box 832  
 Phone Number .....980  
 Transmitter Location .....Extension of Ave. N.  
 Air Time .....6 a.m.-Sunset  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Gen., Comm., Sales Prom. Mgr. ....Jim Hairgrove  
 Local Sales Mgr. ....Audrey Lewis  
 Pgm. Dir., Chief Ann. ....Charles Harrison  
 Publ., News Dir., Farm Editor ....Jim Hairgrove  
 Chief Engineer .....Frank Wood

## K G K L

**SAN ANGELO—1928—ABC**

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

# TEXAS

Business-Studio Address..... P. O. Box 850  
 Phone Number ..... 6715  
 Transmitter Location..... Robert Lee Rd.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Representative..... John E. Pearson  
 Membership ..... NARTB, BAB  
 President..... H. C. Ragsdale  
 General Manager..... Lewis O. Seibert  
 Commercial Manager ..... Bill Williamson  
 Program Director..... Mrs. Jean Welch  
 Chief Engineer..... William Poteet  
 Consulting Engr..... Evertt L. Dillard

## K T X L

**SAN ANGELO—1947**  
**MBS-LONE STAR**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... Wes-Tex Bcstg. Co., Inc.  
 Bus.-Studio Address..... 1901 W. Beauregard  
 Phone Number ..... 7183  
 Transmitter Location..... Robert Lee Rd.  
 News Service ..... UP  
 Representative ..... Taylor  
 President..... Armistead D. Rust  
 General Manager..... Robert McClellan  
 News Dir., Comm. Mgr..... Walton Foster  
 Program Director..... O. L. Sams  
 Chief Engineer..... Robert Benson

## K A B C

**SAN ANTONIO—ABC**

Frequency: 680 Kc..... Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Oper. By..... Alamo Bcstg. Co., Inc.  
 Business-Studio Address..... Milam Bldg.  
 Phone Number ..... Fannin 3126  
 Air Time ..... 5 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... John Blair  
 Membership ..... NARTB, BAB  
 President..... Gene L. Cagle  
 Station Manager..... Bill Michaels  
 Asst. Manager..... Earle Fletcher  
 Program Director..... Jim Wiggins  
 Chief Engineer..... Joseph B. Haigh

## K C O R

**SAN ANTONIO—1946**

Frequency: 1350 Kc..... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... Raoul A. Cortez  
 Business-Studio Address..... KCOR Bldg.  
 Phone Number..... Cathedral 1301  
 Representatives..... Everett McKinney, Oakes  
 President, Gen. Mgr..... Raoul A. Cortez  
 Commercial Manager..... William P. Smythe  
 Asst. Comm. Mgr..... Richard O'Connell  
 Program Director..... Stanton L. Morris

## K I T E

**SAN ANTONIO—1947**

Frequency: 930 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Charles W. Balthrope  
 Business-Studio Address..... 310 Transit Tower  
 Phone Number..... Fannin 0335  
 Transmitter Location..... San Antonio  
 News Service ..... AP  
 Representative ..... Pearson  
 Station Manager..... Charles W. Balthrope  
 Commercial Manager..... Alex A. Coe  
 Program Director..... Alec Chesser  
 Chief Engineer..... John Siercovich

## K I W W

**SAN ANTONIO—1948**

Frequency: 1540 Kc..... Power: 250 Watts d.  
 Owned-Oper. By... Good Neighbor Bcstg. Co.  
 Address..... 518 W. Houston St.  
 Phone Number..... Fannin 5254  
 Air Time ..... Daylight  
 Representative ..... McGillvra  
 President..... Joe Olivares  
 Gen., Sta., Sales Prom. Mgr..... L. E. Richards  
 Commercial Manager..... R. E. Johnson  
 Chief Engineer..... L. E. Richards  
 Consulting Engineer..... Guy C. Hutcheson

## K M A C

**SAN ANTONIO—1926—MBS-LBS**

Frequency: 630 Kc..... Power: 5,000 Watts  
 Owned-Oper. By..... The Walmac Co.  
 Address..... 222-24 W. Commerce St.  
 Phone Number ..... Cathedral 6211  
 Transmitter Location... Hwy. 87, Martinez and  
 Converse Road  
 Pres., Gen., Comm. Mgr... Howard W. Davis  
 Sales Promotion Manager..... Sam Young  
 Program Director..... A. S. (Tony) Bessan  
 Chief Engineer..... Al Knight

## K O N O

**SAN ANTONIO—1927**

Frequency: 860 Kc..... Power: 5000 d., 1000 n.  
 Owned-Operated By..... Eugene J. Roth  
 Address..... 317 Arden Grove  
 Phone Number..... Fannin 5171  
 Transmitter Loc. .... Gembler Rd.  
 Air Time..... 24 hrs.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Forjoe  
 Membership ..... NARTB, BAB  
 Pres., Owner ..... Eugene J. Roth  
 General Manager..... Jack L. Pink  
 Station Manager..... Bob Roth  
 Commercial Manager..... James M. Brown  
 Program Director..... Robert F. Jenkins  
 Publicity Director..... Jack Roth

• • •

**TEXAS**

• • •

Chief Engineer.....George Ing  
 Consulting Engr. ....Lynne Smeby

**K T S A**

**SAN ANTONIO—1922—CBS**

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

**W O A I**

**SAN ANTONIO—1922—NBC**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By...Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Phone Number.....Garfield 4221  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry & Co., Inc.  
 President.....Hugh A. L. Halff  
 Gen., Sta. Manager.....Arden X. Pangborn  
 Commercial Manager.....Rex Preis  
 Sales Promotion Manager.....Dallas Wyant  
 Prod. Director.....Bill Shomette  
 Publicity Director.....Imogene Stanley  
 News Directors.....Henry Howell (Day),  
 Austin Williams (Night)  
 Musical Director.....Melvin Winters  
 Chief Engineer.....Charles L. Jeffers  
 Farm Editor.....Billy McReynolds  
 Consulting Engineer.....A. D. Ring & Co.

**K C N Y**

**SAN MARCOS—1948—KBS-LBS**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Central Brcstg. Co.  
 Address.....P. O. Box 32  
 Phone Number.....888  
 Transmitter Location.....1105 McKie St.  
 Station Representative.....Hil F. Best  
 President.....Edw. C. James  
 Gen. Mgr., News Dir.....Tom C. Fleet  
 Commercial Manager.....Ronald C. Ives  
 Program Director.....Ernest Wood  
 Promotion Manager.....Sonny Stewart

**K W E D**

**SEGUIN—1948**

Frequency: 1580 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By.....W. Lawson, G. Kiel  
 Business-Studio Address.....200 S. Camp St.  
 Phone Number.....1580

Transmitter.....½ Mi. N. on McQueeney Rd.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hil F. Best  
 General Manager.....Garfield Kiel  
 Comm. Sta. Mgr.....Stan McKenzie  
 Prog. Dir., Chief Announcer...Henry Lehnhoff  
 Chief Engineer.....Louis Sowder  
 Consulting Engr.....Guy Hutcheson

**K S E Y**

**SEYMOUR—1950**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Oper. By.....W. C. Moss, Jr.  
 Address.....Seymour  
 News Service.....AP  
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.  
 Chief Engineer.....Kenneth L. Skillern  
 Program Director.....Hugh E. Neeld  
 Consulting Engineer.....Guy C. Hutcheson

**K E V A**

**SHAMROCK—1949—KBS-LBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Shamrock Texas Bcstg. Co.  
 Address.....P. O. Box 21  
 Phone Number.....620  
 Air Time.....Daytime  
 Transcription Service.....Capitol  
 President.....James D. Abbott  
 Comm. Mgr., Chf. Engr.....Farrell M. Brooks

**K R R V**

**SHERMAN DENNISON—1936**

**MBS-TEX STATE**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By Red River Valley Bcstg. Corp.  
 Address.....Box 94 (Dennison)  
 Box 665 (Sherman)  
 Phone Number . 423 (Dennison); 201 (Sherman)  
 Representative.....Pearson  
 Transcription Service.....Associated, World  
 News Service.....UP  
 President.....G. H. Wilcox  
 General Manager..Tom E. Spellman (Sherman)  
 W. E. Wilcox (Dennison)  
 Comm. Mgr.....Van C. Hutto (Sherman)  
 Program Director.....Earl Ellington  
 Chief Engineer.....Tom Johns

**K T A N**

**SHERMAN—1947—KBS**

Frequency: 1500 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Sherman Bcst. Corp.  
 Business-Studio Address.....KTAN  
 Phone Number.....2910  
 Transmitter Location.....½ Mi. N. of Sherman on  
 Hwy. 75  
 Air Time.....Daytime  
 Representative.....Hil F. Best  
 President.....Charles Cain



# T E X A S

Sta., Comm. Mgr. . . . . William A. Jaco  
 Sales Promotion Manager. . . Mrs. Charles Cain  
 Program Director. . . . . James Shelton  
 Chief Ann., Prod. Dir. . . . . Walter Vaughan  
 Publicity Director. . . . . Carol Lee  
 Chief Engineer. . . . . Charles Cain

## K S N Y

**SNYDER—1949—LBS**

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . John Blake  
 Address . . . . . Box 1468  
 Phone Number . . . . . 1280  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hil F. Best  
 Owner . . . . . John Blake  
 Gen. Mgr., Chf. Engr. . . . . Charles R. Wolfe

## K D W T

**STAMFORD—1947—MBS-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . David W. Ratliff  
 Phone Number . . . . . 1400 or 866  
 Transmitter Location. . . . . Highway 380  
 Air Time . . . . . 7 a.m. to 10 p.m.  
 Pres., Gen., Sta. Mgr. . . . . David W. Ratliff  
 Comm., Sales Prom. Mgr. . . . . Paul L. Singer  
 Program Director. . . . . J. Richard Acke  
 Chief Engineer. . . . . O. P. Davis  
 Consulting Engineer. . . . . Guy C. Hutcheson

## K S T V

**STEPHENVILLE—1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Galen O. Gilbert &  
 J. R. Kincaid  
 Address . . . . . P. O. Box 102  
 Phone Number . . . . . 950  
 Transcription Service . . . . . Standard  
 News Service . . . . . UP  
 Gen., Sta. Mgr., Farm Editor. . . Galen O. Gilbert  
 Comm., Sales Prom. Mgr. . . . . Bill George  
 Program Director. . . . . Jack Reeves  
 Chief Engineer. . . . . Clarence Bayer

## 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 . . . . . Radio Rd.  
 Phone Number . . . . . 1230  
 Transmitter Location. . . . . Radio Rd.  
 Air Time . . . . . 6 a.m.-10:15 p.m.  
 News Service . . . . . AP  
 Representative . . . . . Hil Best

Pres., Gen. Mgr. . . . . Bill Bradford  
 Commercial Manager. . . . . Clovis Pinion  
 Publicity Director. . . . . Margaret Thomas  
 Chief Engineer. . . . . William E. Bradford, Jr.  
 Program Director. . . . . B. J. Morris

## K X O X

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio & News, Inc.  
 Bus-Studio-Transmitter Address. . . . . Box 570,  
 Roby Hwy. 70  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:15 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard  
 Representative. . . . . Hil F. Best  
 President. . . . . J. S. McBeath  
 Gen., Sta. Manager. . . . . J. Harley Hubbard  
 Comm., Sales Prom. Mgr. . . . . Elwood Fritch  
 Prod., Pgm. Dir., Chf. Ann. . . . . Al Cobb  
 Chief Engineer. . . . . J. T. Allen

## K T A E

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KTAE, Inc.  
 Business Address . . . . . 121 E. Second St.  
 Phone Number . . . . . 1260  
 Transmitter Location. . . . . Hwy. 95  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Graham Gillis Conoley  
 Commercial Manager. . . . . John M. Wehby  
 Prod., Pgm., News Dir. . . . . R. S. Heller  
 Chief Engineer. . . . . Gordon W. Rainey  
 Promotion Manager. . . . . Bob Mitchell

## 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 . . . . . 3-5252  
 Transmitter Location. . . . . ½ Mi. N. of Temple  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President. . . . . Frank W. Mayborn  
 General Manager. . . . . Burton Bishop  
 Chief Engineer . . . . . Curtis M. Casey

## K T E R

**TERRELL—1949**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Terrell Bcstg. Corp.  
 Address . . . . . Terrell

# T E X A S

Phone Number .....1710  
 Transcription Service .....SESAC  
 News Service .....UP  
 Pres., Gen. Mgr. ....Paul A. Wnorowski

## K C M C

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

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

## K T F S

**TEXARKANA—1946**  
**KBS-COTTON BELT**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Texarkana Bcstg. Co.  
 Bus.-Studio Address .....409½ State Line Ave.  
 Phone Number .....3-5123  
 Transmitter Location .....S. Robison Rd.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 General Manager .....David M. Segal  
 Commercial Manager .....Tom Alford  
 Program Director .....Les Eugene  
 Chief Engineer .....Tom McFaddin  
 Consulting Engineer .....Lee E. Baker

## K T L W

**TEXAS CITY—1948—KBS**

Frequency: 920 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Texas City Bcstg. Service  
 Business-Studio Address .....Showboat Theater  
 Bldg.  
 Phone Number .....5-4418  
 Transmitter Location .....Moses Lake  
 News Service .....UP  
 Manager .....Lynn Pentony

## K G K B

**TYLER—1930—MBS KBS**

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Station KGKB  
 Business-Studio Address .....P. O. Box 548  
 Phone Number .....23875  
 Transmitter Location .....N. Church & Carlyle  
 Air Time .....5:30 a.m.-M.  
 News Service .....UP

Transcription Service .....World  
 Representative .....Pearson, Grant  
 Membership .....NARTB, BAB  
 President .....Lucille Buford  
 General Manager .....Marshall Pengra  
 Chief Announcer .....Sam Matthews  
 Program Director .....J. Edwin Smith  
 Chief Engineer .....Hudson C. Collins

## K T B B

**TYLER—LIBERTY-LONE STAR—1947**

Frequency: 600 Kc. ....Power: 500 Watts d.  
 1000 Watts n.  
 Owned-Operated By ...Blackstone Bcstg. Co.  
 Business-Studio Address ...Blackstone Hotel  
 Phone Number .....4-7278  
 Transmitter Location .....3 MI. SE of Tyler  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Taylor Co.  
 Membership .....NARTB, BAB  
 President .....Mrs. Calvin Clyde  
 Gen., Sta. Mgr. ....M. E. Danbom  
 Comm., Sales Prom. Mgr. ....William O. Hill  
 Chief Ann., Pgm. Dir. ....Don Jackson  
 Production Director .....Richard Wheeler  
 Chief Engineer .....R. A. Willeman  
 Consulting Engineer .....A. Earl Cullum

## K V O U

**UVALDE—1947—MBS**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....E. J. & W. J. Harpole  
 Address .....1450 Batesville Rd.  
 Phone Number .....717  
 News Service .....UP  
 Representative .....Best  
 General Manager .....Edward J. Harpole  
 Commercial Manager .....Joe Watson, Jr.  
 Program Manager .....Burney Jones  
 Chief Engineer .....Bob Hicks

## K V W C

**VERNON—1939—MBS-KBS**

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Northwestern Bcstg. Co.  
 Business-Studio Address .....1813 Wilbager  
 Representative .....Clark  
 General Manager .....W. R. Hixon  
 Commercial Manager .....Harold Burdick

## K N A L

**VICTORIA—1949—LBS**

Frequency: 1410 Kc. ....Power: 500 Watts  
 Owned-Operated By .....Victoria Bcstg. Co.  
 Address .....20 E. Forrest St.  
 Phone Number .....1410  
 Transmitter Location .....So. of town  
 News Service .....UP

# TEXAS

Transcription Service.....Capitol, SESAC  
 Representative.....Hil F. Best  
 Pres. .... Truman Belcher  
 Gen., Comm., Prom. Mgr..... Robert Thorpe  
 Program Director.....George Slocum  
 Chief Engineer.....Douglas Smith

## KVIC

**VICTORIA—1940—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KVIC Bcstg. Co.  
 Business Address.....Box 725  
 Phone Number.....1106-7  
 Studio-Transmitter Location.....Cuero Hwy.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 President.....J. G. Long  
 Gen., Sta. Mgr., Pub. Dir.... William C. Burks  
 Comm., Sales Prom. Manager.....Jim Traber  
 Pgm. Dir., Chief Ann..... Dick Lewis  
 Chief Engineer.....Robert McCown

## KWTX

**WACO—1945—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....108½ So. 6  
 Phone Number.....3-7331  
 Transmitter Location.....S 11th off LaSalle  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....Everett McKinney  
 Membership.....NARTB, BAB  
 President.....W. W. Callan  
 General Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Chief Announcer.....Byron Lowrey  
 Chief Engineer.....L. R. Grubbs

## WACO

**WACO—1922—ABC-TEXAS STATE**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Waco  
 Phone Number.....2-6571  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Representative.....Weed  
 General Manager.....R. Lee Glasgow

## KRGV

**WESLACO—1927—NBC-LONE STAR**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Taylor Radio & TV Corp.  
 Bus.-Studio-Transmitter Address.. 201 Border St.  
 Phone Number.....375  
 Air Time.....5:45 a.m.-12 M.

News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Taylor Co.  
 Membership.....NARTB  
 President.....O. L. Ted Taylor  
 General Manager.....Byron W. Ogle  
 Commercial Manager.....Aubrey Jackson  
 Program Director.....Jim Cook

## KFDX

**WICHITA FALLS—1947—ABC**

Frequency: 990 Kc.....Power: 10,000 Watts d.,  
 1,030 Watts n.  
 Owned-Oper. By...Wichtex Radio and Tel. Co.  
 Address.....City Natl. Bldg.  
 Phone Number.....2-8668  
 Transmitter Location.....Iowa Pk. Rd.  
 Air Time.....5:30 a.m. to 12 M.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Station Representative.....Taylor Co.  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Darrold A. Cannan  
 Commercial Manager.....Mott M. Johnson  
 Pgm. Dir., Sta. Mgr.....Howard Fry  
 Chief Engineer.....John Adams  
 Consulting Engineer.....George Davis

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For Stations and Sponsors —

For instance . . . KTRE

“AP news is the biggest  
 single money maker KTRE  
 has. The service more than  
 pays for itself.”

RICHMAN LEWIN,  
 General Manager,  
 KTRE, Lufkin, Texas

TEXAS—UTAH

**KTRN**

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....Texoma Bcstg. Co.  
Address.....917½ Scott St.  
Phone Number.....2-5214  
Transmitter Loc.....City View Lane  
News Service.....AP  
Transcription Service.....Capitol  
President.....Houston Harte  
General Manager.....Boyd Kelley  
Commercial Manager.....Sid Grayson  
Program Director.....Bill Edgar  
News Director.....Bill Richie  
Chief Engineer.....Bob Harmon

**KWFT**

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By Rowley-Brown Bcstg. Co.  
Business-Studio Address.....P. O. Box 420  
Phone Number.....4181  
Transmitter Location.....3½ Mi. W. of town  
Air Time.....5:30 a.m.-11:30 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....John Blair  
Membership.....NARTB, BAB  
President, General Manager.....Kenyon Brown  
Station Manager.....Charles E. Clough  
Comm. Sales Prom. Manager.....A. L. Pierce  
Program Director.....Blaine Cornwell  
Chief Engineer.....Herbert T. Wiley

**UTAH**

*Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156  
Families April 1, 1952 (Est.) 187,000—Stations in State 18*

**KBUH**

BRIGHAM CITY—LBS

Frequency: 800 Kc. Power: 250 Watts d.  
Address.....948 W. Forest St.  
Phone Number.....948  
Air Time.....Sunrise-sunset  
Representative.....Continental  
News Service.....UP  
Pres., Gen., Comm. Mgr.....Wade Ebeling  
Sta., Sales Prom. Mgr.....Bill Thompson  
Chief Engineer.....Samuel Stephens, Jr.

Address.....1393 N. Main St.  
Phone Number.....1400  
Air Time.....6:00 a.m. to 12:00 p.m.  
News Service.....UP  
Transcription Service.....World  
President.....Herschel Bullen  
Gen., Sta. Mgr.....Reed Bullen  
Comm. Mgr.....A. George Raymond  
Pgm., Prod. Dir.....Paul Coburn  
Chief Engineer.....Delmonte Olesen

**KSUB**

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By.....So. Utah Bcstg. Co.  
Phone Number.....398-9  
Transmitter Location...7 Mi. W. of Cedar City  
Air Time.....6 a.m.-11:15 p.m.  
Transcription Service.....World  
Membership.....NARTB, BAB  
President.....Ivor Sharp  
General Manager.....Arthur Higbee  
Chief Engr.....George E. Jenson  
Program Director.....Beth Talbot

**KMUR**

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Oral J. Wilkinson  
Address.....4646 So. State St.  
Phone Number.....Murray 1360  
Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....Langworth, Capitol  
Membership.....NARTB, BAB  
President.....Oral J. Wilkinson  
Gen., Sta. Mgr.....Bob Davies  
Commercial Manager.....Howard Pingree  
Chief Ann., Engr.....Fred Weibell

**KVNU**

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By.....Cache Valley Bcstg. Co.

**KLO**

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By.....Interstate Bcstg. Corp.

# UTAH

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  
 President . . . . . Edris Glasmann  
 General Manager . . . . . George C. Hatch  
 Sales Prom., Comm. Mgr. . . . . Collin W. Lowder  
 Program Director . . . . . Doug Stringfellow  
 Publicity Director . . . . . Bruce Thornton  
 Chief Engineer . . . . . Wayne T. Boothe

## KOPP

**OGDEN—1947—KBS**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KOPP, Inc.  
 Address . . . . . W. 12th St.  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . G. Stanley Brewer  
 General Manager . . . . . King Harmon

## 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.  
 Representative . . . . . Biddick  
 Transcription Service . . . . . Standard  
 Pres., Gen., Comm. Mgr. . . . . Arch G. Webb  
 Chief Engineer . . . . . Ronald Leavitt  
 Promotion Manager . . . . . David B. Affleck

## KOAL

**PRICE—1936**

**MBS-INTERMOUNTAIN—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Eastern Utah Bcstg. Co.  
 Address . . . . . Price  
 Phone Number . . . . . Price 200  
 Transmitter Location . . . . . U. S. Hiway 50  
 News Service . . . . . UP  
 Representative . . . . . Avery-Knodel  
 Pres., Gen. Comm. Mgr. . . . . Jack Richards  
 Sls. Prom. Mgr., Pgm. Dir. . . . . Carl P. Wolfrom

## KCSU

**PROVO—1947—ROCKY MT.-ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Utah Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 550  
 Phone Number . . . . . 2802  
 Representative . . . . . Biddick  
 News Service . . . . . UP  
 Co-owner, Pres., Gen. Mgr.  
     Frank A. Van Wagenen  
 Co-owner, V.P., Prom. Mgr.  
     Harold E. Van Wagenen  
 Chief Engineer . . . . . Dallin H. Oaks

## KNEU

**PROVO—1949**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid Utah Bcstg. Co.  
 Address . . . . . 307 So. 17th W.  
 Phone Number . . . . . 4060  
 President . . . . . Lester Taylor  
 Gen., Sta. Manager . . . . . Garn Carter  
 Program Director . . . . . J. D. Jones  
 Promotion Manager . . . . . Larry Steppe  
 Chief Engineer . . . . . Robert Brock  
 Consulting Engr. . . . . Howard Johnson

## KOV0

**PROVO—1939**

**MBS-INTERMOUNTAIN**

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KOVO Bcstg. Co.  
 Business-Studio Address . . . . . 108 W. Center St.  
 Phone Number . . . . . 1680  
 Transmitter Location . . . . . 651 W. 16th So.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, BAB  
 President . . . . . Clifton A. Tolboe  
 General-Station Mgr. . . . . Arch L. Madsen  
 Commercial Manager . . . . . L. H. Curtis  
 Pgm. Dir. . . . . James H. Lawrence  
 Chief Engineer . . . . . Lovell A. Killpack  
 Consulting Engineer . . . . . Millard F. Garrison

## KSVC

**RICHFIELD—1947**

**INTERMOUNTAIN**

Frequency: 690 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Sevier Valley Bcstg. Co.  
 Business Address . . . . . 690 Tower Lane  
 Phone Number . . . . . 620  
 Transmitter Location . . . . . East on 4th South  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery Knodell  
 President . . . . . Homer Bandlely  
 Gen., Sta. Mgr. . . . . Frank Peacock  
 Comm., Sales Prom. Mgr. . . . . Art Tucker  
 Program Director . . . . . Jesse Poulson  
 Chief Engineer . . . . . Ralph Ross  
 Consulting Engineer . . . . . Bill Warner

## KALL

**SALT LAKE CITY—1945**

**MBS-INTERMOUNTAIN**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Salt Lake City Bcstg. Co.  
 Business-Studio Address . . . . . 146 S. Main St.  
 Phone Numbers . . . . . 4-3561  
 Transmitter Location . . . . . 386 W. Gregson



## EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

**COVERAGE?** Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

**RATINGS?** Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

**NETWORK?** Check KSL. Its network is CBS Radio.

**MERCHANDISING?** Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

**PRESTIGE?** Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

**MORAL?** Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



**SALT LAKE CITY**

50,000 WATTS

Represented by CBS Radio Spot Sales

## UTAH

Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Representative.....Avery-Knodel, Inc.  
 Pres., Gen. Mgr.....George C. Hatch  
 Sta., Comm. Mgr.....Thomas H. Anderson  
 Sales Promotion Mgr.....Jack Paige  
 Production Director.....Mel Standage  
 Program Director.....Kay Richins  
 Publicity Director.....Jack Goodman  
 Musical Director.....Earl Donaldson  
 Chief Engineer.....W. D'Orr Cozzens  
 Consltg. Engr... Haley, McKenna & Wilkinson

### K D Y L

**SALT LAKE CITY—1922  
 NBC**

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

### K N A K

**SALT LAKE CITY—1945—LBS**

Frequency' 1280 Kc...Power: 10000 Watts, d.;  
 500 n.  
 Owned-Operated By...Granite District Radio  
 Bcstg. Co.  
 Business-Studio Address.....1042 So. 6th W.  
 Phone Number.....4-3685  
 Representative.....Forjoe  
 President.....Howard D. Johnson  
 Mgr., News Dir.....Thomas M. Ivory  
 Commercial Manager.....Richard I. Nicholes  
 Program Director.....Eldon Walton  
 Farm Editor.....R. M. Johnson  
 Chief Engineer.....Lyle Wahlquist

### K S L

**SALT LAKE CITY—1922—CBS**

Frequency: 1160 Kc.....Power: 50,000 Watts  
 Owned-Oper. By..Radio Service Corp. of Utah  
 Bus.-Studio Address.....10 S. Main St.  
 Phone Number.....5-4641  
 Transmitter Location.....Saltair  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP, UP

Transcription Service.....World  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, BAB  
 Exec. Vice Pres.....Ivor Sharp  
 General Manager.....C. Richard Evans  
 Station Manager.....Eugene M. Halliday  
 Sales Manager.....Alfred Biorge  
 Program Director.....Joseph A. Kjar  
 Promotion Manager.....Wayne Kearl  
 Chief Engineer.....Curtis Neilson  
 News Director.....Paul Royall  
 Farm Director.....Elvon Orme

### K U T A

**SALT LAKE CITY—1938—ABC**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Utah Bcstg. & Telev. Co.  
 Business-Studio Address.....29 S. State St.  
 Phone Number.....3-2737  
 Transmitter Location.....No. Salt Lake City  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hollingbery  
 Membership.....NARTB, BAB  
 President, General Mgr.....Frank C. Carman  
 Sta. Mgr., Prog. Dir.....Ray Fadel  
 Comm., Sales Prom. Manager....John Schile  
 Pub. Dir.....Al Thomas  
 Production Director.....Harold Collipriest  
 Chief Announcer.....Warren Fletcher  
 Musical Director.....Ed Stoker  
 News Director.....Garnett Marks  
 Chief Engineer.....Wendell Bell  
 Farm Editor.....Rulon Bradley  
 Consulting Engr.....McNary & Wrathall

### K J A M

**VERNAL—1947—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vintah Bcstg. Co.  
 Address.....120 E. Main St.  
 Phone Number.....494  
 News Service.....UP  
 Representative.....W. S. Grant  
 President.....James C. Wallentine  
 Gen. Mgr., News Dir.....Lee Walker  
 Commercial Manager.....Grant E. Parry  
 Program Director.....Buchanan Fulmore  
 Chief Engineer.....Wallace D. Raker



# VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707  
Families April 1, 1952 (Est.) 103,000—Stations in State 9

## WTSA

**BRATTLEBORO—1950—GRANITE**

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

## WCAX

**BURLINGTON—1932—CBS**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By WCAX Bcstg. Corp.  
Business-Studio Address 135 Main St.  
Phone Number Burlington 3-3437  
Transmitter Location Colchester  
Air Time Unlimited  
News Service UP  
Transcription Service World  
Representative Weed  
Membership NARTB, BAB  
President C. P. Hasbrook  
Sta.-Mgr. J. D. Swan  
Commercial Manager T. B. Braine  
Prog. Dir. Milton Slater  
Chief Engineer James W. Tierney  
Consulting Engr. S. T. Murtin

## 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 4-5774  
Air Time 6:30 a.m.-11:25 p.m.  
Representative William G. Rambeau  
Membership NARTB, BAB  
President David W. Howe  
Sales Promotion Manager Richard Burt  
Sta. Mgr., Prog. Dir. Alfred E. Spokes  
Chief Engineer John C. Quill  
Musical Director Frank Balch

## WSKI

**MONTPELIER-BARRE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By Montpelier-Barre Bcstg. Co.  
Business Address Union Mutual Bldg.  
Phone Number Montpelier 1740  
Transmitter Location Country Club Dr.  
Air Time 6 a.m.-11 p.m.  
News Service AP

Transcription Service Lang-Worth  
Representatives Borgatti, W. S. Grant  
Membership NARTB, BAB  
Pres., Gen., Comm. Mgr. C. W. Grinnell  
Program Director Robert Bannon  
Chief Engineer Gerald Marcotte  
Consulting Engineer J. Gordon Keyworth

## WHWB

**RUTLAND—1949**

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By Central Vt. Bcstg. Corp.  
Address 24½ Center St.  
News Service AP  
Phone Number 3200  
Transcription Service Capitol  
Pres., Gen., Sta. Mgr. Vena M. Bates  
Treasurer Charles I. Bates  
Program Director Shirley Neilson  
Chief Engineer Willard H. Buttles  
Consulting Engr. Herbert L. Wilson

## WSYB

**RUTLAND—1930—MBS-YANKEE  
KBS-UNION**

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

## WWSR

**ST. ALBANS—1940—MBS**

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Vermont Radio Corp.  
Business-Studio Address 75 N. Main St.  
Phone Number 1390  
Transmitter Location Swanton Rd.  
Air Time daytime  
News Service UP  
Transcription Service World  
Representative Walker  
President-Gen. Mgr. Lloyd Squier  
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden  
Prog.-Prod. Dir. C. Stuart Perry  
Chief Engineer Theodore Boivert

## WTWN

**ST. JOHNSBURY—1949  
KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Twin State Bcstrs. Inc.



## VERMONT—VIRGINIA

Address .....Concord Ave.  
 Phone Number .....2344  
 Air Time .....16½ hrs.  
 News Service .....UP  
 Transcription Service.....SESAC, Lang-Worth  
 Representative .....McGillvra  
 Membership .....NARTB  
 Pres., Gen. Mgr.....E. Dean Finney  
 Chief Engineer.....Gerald D. Johnson

### W D E V

**WATERBURY—1931—MBS**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier

Business-Studio Address.....Waterbury  
 Phone Number .....400-1  
 Transmitter Location.....Blush Hill  
 Air Time .....6:00 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Walker  
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.  
 Production Director.....Craigue Parker  
 Chief Anncr. ....Thomas Dodd  
 Chief Engineer .....Warren Chase

## VIRGINIA

*Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463  
 Families April 1, 1952 (Est.) 817,000—Stations in State 57*

### W P I K

**ALEXANDRIA—1945**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....Virginia Theatre Bldg.  
 Phone Number .....OVERlook 3000  
 Transmitter Location.....504 Telegraph Rd.  
 News Service .....AP  
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg  
 Traffic Manager .....Barbara Power  
 Program Director .....Ed Hudson

News Service .....AP  
 Representative.....Donald Cooke, Inc.  
 President.....Harold H. Thoms  
 Gen., Sta., Comm. Mgr.....Howard Stanley  
 Pgm., Prod. Dir. ....Wayne Farrell  
 Chief Announcer.....Jack Ridge  
 Chief Ann., News Director.....Tom Frawley  
 Musical Director.....John Cooley  
 Chief Engineer .....Cliff Inman  
 Consulting Engrs. ....Benn. Ring

### W A R L

**ARLINGTON—1947**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.  
 Bus.-Studio Address.....3102 10th Road No.  
 Phone Number.....OWens 7800  
 Transmitter Location...Nr. Bailey's Crossroads  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 President .....Lou Poller  
 Treasurer .....Cy Blumenthal  
 General Manager.....Raymond W. Baker  
 Commercial Manager...William W. Jefferay  
 Program Director .....Ray Armand  
 Chief Engineer .....Stephen Hart  
 Consulting Engineer .....Russell May

### W B L T

**BEDFORD—1950—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bedford Bcstg. Co.  
 Address.....P. O. Box 406  
 Phone Number .....8245  
 News Service .....AP  
 Transcription Service .....Standard  
 Pres., Gen. Mgr., Chf. Engr., A. P. Marsh, Jr.  
 Vice-Pres., News Director.....J. E. Synan  
 Prom. Mgr., Farm Dir.....R. A. Owen  
 Program Director.....R. A. Scott, Jr.

### W K L V

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc.....Power: 250 watts  
 Owned-Oper. By.....Nottaway Bcstg. Corp.  
 Phone Number .....478  
 Transmitter Location.....Community Bldg.  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....AP  
 President .....Haney Robertson  
 Gen., Sta. Mgr.....David M. Platt  
 Commercial Manager .....J. L. Manson  
 Chief Engineer .....Theodore Bonn, Jr.

### W E A M

**ARLINGTON—1947**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WEAM, Inc.  
 Address.....Radio Bldg.  
 Phone Number.....OW 7100

## VIRGINIA

### W C Y B

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By... Appalachian Bcstg. Corp.  
 Address... Front & Cumberland Sts.  
 Phone Number... North 3560  
 Transmitter Location... N. E. of Bristol  
 Air Time... Daytime  
 News Service... AP, UP  
 Membership... NARTB, BAB  
 Vice Pres., Treas., Gen. Mgr., Robert H. Smith  
 Pres., Sales Mgr., J. Fey Rogers

### W F H G

BRISTOL—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By... Bristol Bcstg. Co.  
 Address... Hotel Bristol  
 Phone Number... 3620  
 News Service... UP  
 Transcription Service... Thesaurus  
 General Manager... William L. Mininger  
 Commercial Manager... Jack Martin  
 Program, News Director... Rex Raney  
 Chief Engineer... John Hughlett

### W C H V

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Barham & Barham  
 Bus-Studio-Transmitter Address... Rose Hill St.  
 Phone Number... 2-5121  
 Air Time... 6 a.m.-12:15 a.m.  
 News Service... AP  
 Transcription Service... World  
 Representative... Joseph Hershey McGillvra  
 Pres., Gen. Mgr., Charles Barham, Jr.  
 Commercial Manager... Robert C. Walker  
 Pgm., Prod., Publ. Dir., Bud Sketchley, Jr.  
 Promotion Manager... Charles Smith  
 Chief Engineer... Walter W. Gray  
 Consulting Engr., Ring & Co.

### W I N A

CHARLOTTESVILLE—1949

LIBERTY

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

### W C F V

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Clifton Forge Bcstg. Corp.  
 Address... P. O. Box 214  
 Phone Number... 2147  
 Transcription Service... Standard, SESAC  
 News Service... AP  
 Pres., Gen., Sta. Mgr., John H. Wilson  
 Commercial Manager... Walter DePuy  
 Program Director... Donald J. Tucker  
 Chief Engineer... John H. Wilson

### W K E Y

COVINGTON—1941—ABC

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

### W S V S

CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... So. Virginia Bcstg. Corp.  
 Business Address... 117 Carter St.  
 Phone Number... Crewe 5000  
 Transmitter Location... Crewe  
 Air Time... Sunrise-sunset  
 News Service... AP  
 Transcription Service... World  
 President... Calvin S. Willis  
 General Manager... John E. Sadler  
 Commercial Manager... Brown Hoffler  
 News, Pub. Dir., Fred Oginz  
 Prod. Director... Don Greene  
 Chief Engineer... Everett Wilson

### W C V A

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Culpeper Bcstg. Co.  
 Address... Hendricks Ave.  
 Phone Number... 8338  
 Transmitter Location... Hendricks Ave.  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Standard  
 President... Ira C. Hopkins  
 Gen., Comm. Mgr., John T. Rogers  
 Program Director... Woody Powell  
 Chief Engineer... Robert Delaney

. . .  
**VIRGINIA**  
 . . .

**W B T M**

**DANVILLE—1931—ABC**

Frequency: 1330 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . Piedmont Bcstg. Corp.  
 Bus. Studio Address . . . . . Hotel Danville Bldg.  
 Phone Number . . . . . 2350  
 Transmitter Location . . . . . Mt. Cross Rd.  
 Air Time . . . . . 6:25 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NARTB  
 President . . . . . L. N. Dibrell  
 General Manager . . . . . Edward G. Gardner  
 Comm. Mgr. . . . . E. M. Hurd  
 Program Director . . . . . Milton Adams  
 Prod., Pub. Dir. . . . . John Parker  
 Chf. Ann., News Director . . . . . William Howard  
 Musical Director . . . . . Harry W. Spencer  
 Chief Engineer . . . . . Lyle C. Motley  
 Consulting Engr. . . . . George Davis

**W D V A**

**DANVILLE—1947—MBS**

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Va.-Carolina Bcstg. Corp.  
 Address . . . . . American Natl. Bank Bldg.  
 Phone Number . . . . . 5300  
 Transmitter Location . . . . . Martinsville Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. D. Pruitt  
 General Manager . . . . . Emerson J. Pryor  
 Commercial Mgr. . . . . Stover Morris, Jr.  
 Prog.-Prod. Director . . . . . Richard Campbell  
 Publicity Director . . . . . Earl Stagner  
 Chief Engineer . . . . . Rush Sawyers  
 Consulting Engrs. . . . . McNary & Wrathall

**W F A X**

**FALLS CHURCH—1948**

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

**W F L O**

**FARMVILLE—1947**

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Colonial Bcstg. Co.  
 Business Address . . . . . 118 W. Third St.  
 Phone Number . . . . . 870  
 Transmitter Location . . . . . Cumberland Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Clark  
 General Manager . . . . . Carla B. Keys  
 Station Manager . . . . . Charles R. Maillet  
 Program Director . . . . . John D. Wilson  
 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-Transmitter Location . . . . . King's Hwy.  
 Transcription Service . . . . . Lang-Worth  
 Manager . . . . . Walter F. Harris, Jr.  
 Chief Engineer . . . . . Charles J. Hinkle

**W F T R**

**FRONT ROYAL—1948—MBS**

Owned-Oper. By . . . . . Sky Park Bcstg. Corp.  
 Address . . . . . P. O. Box 192  
 Phone Number . . . . . 750  
 News Service . . . . . UP  
 President . . . . . Thomas J. Owens  
 Gen., Comm. Mgr. . . . . Kenneth Gordon  
 Program, News Director . . . . . Tom Gibson  
 Chief Engineer . . . . . Claude F. Jones  
 News Director . . . . . Claude Jones

**W B O B**

**GALAX—1947—MBS—KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Carroll-Grayson Bcstg. Corp.  
 Address . . . . . Poplar Knob Rd.  
 Phone Number . . . . . 2921  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Robert V. Morris  
 Gen., Comm. Manager . . . . . Joseph P. Crockett  
 Program Director . . . . . Muriel Bell  
 Prod. Dir. . . . . Jewell Cullop  
 Chief Announcer . . . . . Dick Perry  
 Chief Engineer, Farm Editor. W. Edward Boyer

**W V E C**

**HAMPTON—1948—KBS**  
**LIBERTY**

Frequency: 1490 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Peninsula Bcstg. Co.

## VIRGINIA

Business Address . . . . . P. O. Box 481  
 Phone Number . . . . . 6332  
 Studio-Trans. Address . . . . . Hampton Ave.  
 Air Time . . . . . 6:00 a.m.-12:05 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB, BAB  
 President . . . . . Thomas P. Chisman  
 Gen., Sta. Mgr. . . . . Harrol A. Brauer, Jr.  
 Comm. Manager . . . . . Charles L. Coker, Jr.  
 Pgm., Prod. Dir. . . . . L. W. Kliewer  
 Chief Engineer . . . . . James E. Swafford  
 Consulting Engineer . . . . . Lynne Smeby

### W S V A

**HARRISONBURG—1935—NBC**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. . . . . Shenandoah Valley Bcstg. Corp.  
 Business-Studio Address . . . . . Rawley Pike  
 Phone Numbers . . . . . 550, 875  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Representative . . . . . Devney & Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Frederick L. Allman  
 Sales Prom., Comm. Mgr. . . . . Robert B. Harrington  
 Program Director . . . . . Richard H. Johnson  
 Chief Anncr., Prod. Dir. . . . . Charles McGinley  
 Chief Engineer . . . . . Warren L. Braun

### W H A P

**HOPEWELL—1949—LBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Hopewell Bcstg. Co.  
 Business Address . . . . . P. O. 621  
 Phone Number . . . . . 801  
 Studio-Trans. Location . . . . . City Point & River Rds.  
 Air Time . . . . . 7 a.m.-11:07 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Donald S. Cook  
 President . . . . . Augustus Robbins, Jr.  
 Gen. Comm. Mgr. . . . . Charles M. Mark  
 Pgm. Dir., Chief Anncr. . . . . Johnny Mercer  
 Chief Engineer . . . . . Robert E. Anthony, Jr.

### W R E L

**LEXINGTON—1948—MBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Rockbridge Bcstg. Co.  
 Business-Studio Address . . . . . 24 S. Main St.  
 Phone Number . . . . . Lexington 6000  
 Transmitter Location . . . . . Rt. 11, One Mi. No. City  
 News Service . . . . . AP  
 Representative . . . . . Donald Cooke  
 Transcription Service . . . . . Capitol  
 President . . . . . Marshall L. Wilmer  
 General Manager . . . . . Milton B. Henson  
 Production Director . . . . . Andrew Petersen  
 Chief Engineer . . . . . James I. Bray, Jr.

### W L V A

**LYNCHBURG—1930—ABC**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Lynchburg Bcstg. Corp.  
 Address . . . . . 925 Church St.  
 Phone Number . . . . . 2-1242  
 Transmitter Location . . . . . Bedford County  
 Air Time . . . . . 6:00 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NARTB, BAB  
 President . . . . . Edward A. Allen  
 Gen., Sta. Manager . . . . . Philip P. Allen  
 Commercial Manager . . . . . Joseph F. Wright, Jr.  
 Prog. Publ. Dir. . . . . Warren Uttal  
 Chief Anncr., News Dir. . . . . Wayne Tyler  
 Chief Engineer . . . . . John T. Orth  
 Form Editor . . . . . Eric Lund  
 Consulting Engr. . . . . Craven, Lohnes & Culver

### W W O D

**LYNCHBURG—1947—MBS**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Old Dominion Bcstg. Corp.  
 Address . . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 2-3441  
 Transmitter Location . . . . . Boonsboro Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 President . . . . . David Hugh Dillard  
 V.P.-General Manager . . . . . Jack Weldon  
 Commercial Manager . . . . . Norman T. Simpson  
 Prog.-Pub. Director . . . . . Don Jarvis  
 Chief Engineer . . . . . Forest J. Pinkerton  
 Consulting Engr. . . . . Gauney & Ray

### W M E V

**MARION—1948—LIBERTY**

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mountain Empire Bcstg. Corp.  
 Address . . . . . Park Boulevard  
 Phone Number . . . . . 9001  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Cooke  
 Membership . . . . . NARTB, BAB  
 President . . . . . L. Preston Collins  
 Gen.-Comm. Mgr. . . . . Robert C. Wolfenden  
 Pgm. Dir. . . . . Mrs. R. C. Wolfenden  
 News Dir., Chief Anncr. . . . . Bob Kent  
 Chief Engineer . . . . . Edward Surface  
 Consulting Engr. . . . . Phil Hedrick, O. K. Garland

### W M V A

**MARTINSVILLE—1940—NBC-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Martinsville Bcstg. Co., Inc.

# VIRGINIA

Address ..... Chatham Heights  
 Phone Number..... Virginia 2152  
 News Service ..... AP  
 President..... William C. Barnes  
 General Manager..... John W. Shultz  
 Comm.-Sls. Prom. Mgr..... Charles F. Adams  
 Program Director..... Barbara Zimmerman  
 News Director..... Maynard Dillaber  
 Musical Director..... Paul E. Zimmerman  
 Chief Engineer..... Dewey W. Muse

## W G H

### NEWPORT NEWS—1928—ABC

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

## W H Y U

### NEWPORT NEWS—1947

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

## W C A V

### NORFOLK—1947

Frequency: 850 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Cavalier Bcstg. Corp.  
 Bus.-Studio Address..... Helena Bldg.  
 Phone Number..... 2-3266  
 Transmitter Location..... W. Norfolk  
 News Service ..... UP  
 Representative..... Indie Sales, Inc.  
 Membership ..... BAB  
 President..... Joseph Light  
 General Manager..... Graeme W. Zimmer  
 Commercial Manager..... Robert Rodgers  
 Program Director..... Ray Penner  
 Prod. Dir., Chief Ann..... Joe Guidi  
 News Director..... Bill Neal  
 Chief Engineer..... W. M. Manrov  
 Consulting Engineer..... McIntosh & Inglis

## W L O W

### NORFOLK—1946—

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Commonwealth Bcstg. Corp.  
 Bus.-Studio Addr..... 21st & Manteo Sts.  
 Phone Number ..... 4-5678  
 Transmitter Location..... Columbus Circle,  
 Portsmouth  
 Air Time ..... 24 hrs. daily  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Forjoe  
 V-P, Gen. Mgr..... Robert E. Wasdon  
 Commercial Manager..... Joseph B. Matthews  
 Program Director..... Robert Drepperd  
 Tech. Dir., Chf. Engr..... Jack Siegel  
 Consulting Engineer..... John Creutz

## W N O R

### NORFOLK—1949

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Norfolk Bcstg. Co.  
 Address..... 1019 Boissevain Ave.  
 Phone Number ..... 27071  
 Air Time ..... 24 hrs.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 President..... Louis H. Peterson  
 Gen., Sta. Comm. Mgr..... Earl Harper  
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.  
 Jack Black  
 Musical Director..... Paul Hennings  
 News Dir., Chief Engineer..... Howard Sheets  
 Consulting Engr..... Craven, Lohnes & Culver

## W T A R

### NORFOLK—1923—NBC

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WTAR Radio Corp.  
 Bus.-Studio Address..... 720 Boush St.  
 Phone Number ..... 56711  
 Transmitter Location..... Glen Rock  
 Air Time..... 19 hrs.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative..... Edward Petry  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... Campbell Arnoux  
 Commercial Manager..... Robert M. Lambe  
 Sales Promotion Director..... Fred Lowe  
 Program Director..... Joel Carlson  
 Chief Announcer..... Blair Eubanks  
 News Director..... Gilbert McLeod  
 Chief Engineer..... Dick Lindell  
 Consulting Engr..... Jansky & Bailey

## W N V A

### NORTON—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Blanford Radio Co., Inc.

# VIRGINIA

Bus.-Studio Address... Coalfield Progress Bldg.  
 Phone Number ..... 700  
 Transmitter Location ..... Josephine  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President..... Richard B. Helms  
 Gen., Prom. Manager..... Jack T. Helms  
 Comm. Mgr., Pgm. Dir..... Bill Holland  
 Chief Engineer..... Gene Thommerdahl

## W J M A

**ORANGE—1949—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... James Madison Bcstg. Corp.  
 Address..... Rt. 15, Orange  
 Phone Number ..... 7263  
 Air Time..... 5:55 a.m.-10:05 p.m.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 President..... W. A. Sherman, Jr.  
 Gen.-Comm. Mgr..... A. C. Livick, Jr.  
 Asst. Manager..... Alfred W. Walthall  
 Chief Engineer..... Joseph Trivette  
 Consulting Engineer..... Warren Brown

## W S S V

**PETERSBURG—1945—MBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... Southside Virginia Bcstg.  
 Corp.  
 Business-Studio Address..... 112 W. Tabb St.  
 Phone Number ..... 3881-2  
 Transmitter Location ..... Lieutenant Run  
 Air Time..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NARTB  
 President..... Louis H. Peterson  
 Station Manager..... Ray L. Moss  
 Commercial Manager..... James H. Smith  
 Program Director..... N. W. Andrews  
 Production Director..... Donald E. Ruggles  
 Chief Engineer..... Edward F. Schwarz

## W S A P

**PORTSMOUTH—1943—MBS**

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

## W P U V

**PULASKI—1946—MBS-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... Southwest Bcstg. Corp.  
 Address..... Dora Highway  
 Phone Number ..... 3-3931  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Sears & Ayer  
 Pres., Gen. Mgr..... Mason C. Deaver  
 Vice-Pres..... Maruma R. Deaver  
 Program Director..... Richard Parker  
 Chief Engineer..... John A. Columbus

## W R A D

**RADFORD—1950**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... Rollins Bcstg., Inc.  
 Phone Number ..... 2461  
 Transcription Service ..... Thesaurus  
 News Service ..... AP  
 President..... John W. Rollins  
 Gen., Sta., Comm. Mgr..... Wendell H. Siler  
 Program Director..... Alfred L. Mills  
 Chief Engineer..... Fitzgerald McDaniel

## W R I C

**RICHLANDS—1951**

Frequency: 1050 Kc..... Power: 100 Watts d.  
 Owned-Oper. By... Clinch Valley Bcstg. Corp.  
 Address..... Box 218  
 Phone Number ..... 450  
 Transcription Service ..... Thesaurus, SESAC  
 President..... J. Powell Royal, Jr.  
 Secy.-Treas., Chf. Engr..... Max M. Blakemore  
 Vice-Pres..... Jess White  
 Comm., Prom. Mgr..... Joe J. Webb  
 Pgm., News Director..... Douglas E. Smith

## W A N T

**RICHMOND—1951**

Frequency: 990 Kc..... Power: 1000 Watts  
 Owned-Oper. By... United Bcstg. Co. of Virginia  
 Address..... 513 E. Main St.  
 Phone Number ..... 38368  
 Transmitter Location ..... Belle Isle  
 News Service ..... INS  
 President..... Richard Eaton  
 General Manager..... Glen A. Harmon  
 Promotion Manager..... Phyllis Johnson  
 Chief Engineer..... Silas Bell

## W L E E

**RICHMOND—1945—MBS**

Frequency: 1480 Kc..... Power 5000 Watts  
 Owned-Operated By..... Lee Bcstg. Corp.

**VIRGINIA**

Bus.-Studio Address.....Broad-Grace Arcade  
 Phone Number.....3-6741  
 Transmitter Location.....W. Broad St. Rd. & Horsepen Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 President.....Thomas G. Tinsley, Jr.  
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff  
 Program Director.....Harvey Hudson  
 Chief Engineer.....George W. McGuigan, Jr.  
 Consulting Engineer.....Millard Garrison

**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.  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....Transtadio  
 Representative.....John Blair  
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens  
 Commercial Manager...Walter A. Bowry, Jr.

Prog.-Prod. Dir.....Jack Lewis  
 Chief Engineer.....James Kyle

**WRNL**

**RICHMOND—1937—ABC**

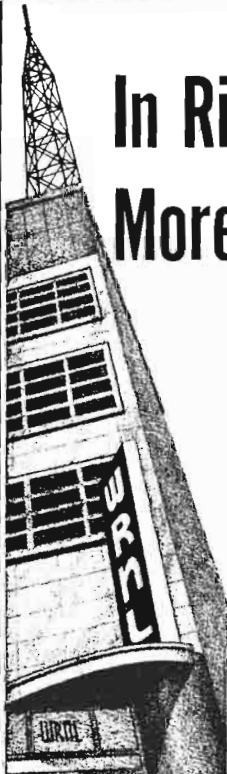
Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Richmond Newspapers, Inc.  
 Business-Studio Address..107-111 N. Fourth St.  
 Phone Number.....3-3436  
 Transmitter Location.....Wilkinson Rd.  
 Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.  
 News Service.....AP  
 Transcription Service.....Standard,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

**WRVA**

**RICHMOND—1925—CBS**

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

**THE BEST BUY FOR YOU IN '52- WRNL**



**In Richmond, Virginia, There's More SELL on WRNL!**

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

**910 KC 5 KW  
 ABC AFFILIATE  
 RICHMOND  
 VIRGINIA**

**WRNL**

**NATIONAL REPRESENTATIVES  
 EDWARD PETRY & COMPANY, INC.**

# VIRGINIA

Business Address.....Hotel Richmond  
 Phone Number.....3-6633  
 Transmitter Location.....Edgeworth  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Radio Sales  
 Membership.....NAB  
 General Manager.....C. T. Lucy  
 Commercial Manager.....Barron Howard  
 Promotion Manager.....Jack Stone  
 Sales Manager.....James D. Clark  
 Program Service Mgr.....Samuel S. Carey  
 Production Manager.....John B. Tansey  
 Public Relation Dir.....Walter R. Bishop  
 Chief Engineer.....David C. Woods

## W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone Number.....7-4684  
 Transmitter Location.....German Town Rd.  
 Air Time.....5:30 a.m.-Sunset  
 News Service.....AP  
 Representative.....Indie Sales  
 President.....Douglas H. Robertson  
 Gen., Sta., Comm. Mgr.....David M. Wilburn  
 Sales Prom. Mgr.....Morris T. Longo  
 Program Director.....John Stinson  
 Production Director.....Jack Tucker  
 Chief Engineer.....Walter Seldon

## W D B J

ROANOKE—1924—CBS

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

## W R O V

ROANOKE—1946—MBS

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

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

## W S L S

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Roanoke Bcstg. Corp.  
 Business-Studio Address...Shenandoah Bldg.  
 Phone Number.....9227  
 Transmitter Location.....2 Mi. N. of Salem &  
 6.5 Mi. N.W. of Roanoke  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service...Thesaurus, Associated  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President.....Paul C. Buford  
 Exec. Vice President.....James H. Moore  
 Chief Engineer.....J. P. Briggs  
 Pgm. Dir., Prom. Mgr.....Bill Ashworth  
 Consulting Engineer.....George Davis

## W H L F

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.  
 Address.....Webster St.  
 Phone Number.....2-9988  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.  
 Pgm., Prod., Publ., Mus. Dir. Ella L. Poindexter  
 Chief Engineer.....David O. Guthrie

## 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.....5-5555  
 Transmitter Location.....U. S. Route 250  
 Air Time.....17½ hrs.  
 News Service.....AP  
 Transcription Service...Associated, Thesaurus  
 Membership.....NARTB  
 General-Station Mgr.....Charles P. Blackley  
 Comm.-Sales Prom. Mgr...Charles F. Seebeck  
 Prog.-Prod. Dir.-Chief Anncr...Fulton A. King  
 Chief Engineer.....Rex C. Houser



VIRGINIA

W L P M

SUFFOLK—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Suffolk Bcstg. Corp.
Business-Studio Address: Radio Bldg.
Phone Number: 2394
Transmitter Location: Richmond Hiway
Air Time: Unlimited
News Service: AP
Transcription Service: RCA
Representative: Sears & Ayer
Pres., Gen. Manager: Fred L. Hart
News Director: Earl Hundley
Production Director: Helen Buffkin
Publicity Director: Lee Williams
Chief Engineer: Veryl W. Rupp

W N N T

WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
Owned-Oper. By: No. Neck & Tidewater
Bcstg. Co.
Address: Warsaw
Phone Number: 690
News Service: UP
Transcription Service: Standard
Pres.-Gen. Mgr.: Grayson Headley
Commercial Manager: William Redd

Program Director: Charles E. Springer
Chief Engineer: James L. Bittner

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Waynesboro Bcstg. Corp.
Address: 526 Main St.
Phone Number: 6066
Air Time: 6:30 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB
Representative: Cooke
President: Judson T. Phillips
Gen., Sta., Comm. Mgr.: N. Wilbur Kidd
Program Director: Richard A. Rhodes
Chief Engineer: Donald D. Curtis

W I N C

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Richard Field Lewis, Jr.
Business Address: Box 605
Phone Number: 4855
Studio-Transmitter Location: Winchester
Air Time: 6 a.m.-11:30 p.m.
News Service: UP

AP SELLS

For Stations and Sponsors—

For instance . . . WBTM

“AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia

## VIRGINIA—WASHINGTON

Transcription Service ..... Associated  
 President... Richard Field Lewis, Jr. (Licensee)  
 Prom. Mgr., Pgm., Prod. Dir. .... John Morgan  
 Gen., Sta., Comm. Mgr. .... Winslow Porter  
 Chief Engineer..... Phil Whitney

### WYVE

**WYTHEVILLE—1949—KBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.... Wythe County Bcstg. Co.

Address..... P. O. Box 452  
 Phone Number ..... 840-1-2  
 Air Time ..... Daylight  
 News Service ..... UP  
 Membership ..... NARTB, BAB  
 Transcription Service.... Lang-Worth, Capitol  
 Owner..... A. M. Gates  
 General Manager..... A. M. Gates, Jr.  
 Commercial Manager..... Sidney Tear  
 Chief Engineer..... Luther Norris

# WASHINGTON

*Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874  
 Families April 1, 1952 (Est.) 788,000—Stations in State 53*

### K B K W

**ABERDEEN—1949—LBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KBKW, Inc.  
 Address .. 701 E. Heron St., Aberdeen, Wash.  
 Phone Number ..... 1015, 1016  
 Transmitter Location ..... 701 E. Heron St.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Trans. Serv..... Associated, World  
 Representative... Art Moore, Joseph McGillvra  
 Membership ..... NARTB, BAB  
 President..... Archie Taft, Jr.  
 Gen., Sta. Mgr..... Don. G. Bennett  
 Commercial Manager..... Ralph Peyton  
 Sales Prom. Mgr..... Alex Johnson  
 Program Director..... Dorothy Langren  
 Production Director..... Evelyn Rodrigue  
 Consulting, Chief Engr..... Richard Pooley

### K X R O

**ABERDEEN—1927—MBS—DON LEE  
 KBS**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... KXRO, Inc.  
 Address ..... 207½ E. Market St.  
 Phone Number ..... Aberdeen 4098  
 Transmitter Location ..... 1308 Coolidge Rd.  
 Air Time..... 7 a.m.-11:15 p.m.  
 News Service ..... UP  
 Representative ..... W. S. Grant Co.  
 Membership ..... NARTB, BAB  
 President..... Harry R. Spence  
 Sta., Gen. Mgr..... Fred G. Goddard  
 Comm., Sales Prom. Mgr..... Roy Johnson  
 Pgm., Prod. Dir. .... Stanley Craft  
 Chief Announcer..... William L. Fox  
 News Director..... William P. Koski  
 Musical Director..... Lawrence P. Roberts  
 Chief Engineer ..... Philip True  
 Consulting Engineer ..... J. B. Hatfield

### K P U G

**BELLINGHAM—1948—MBS-KBS**

Frequency: 1170 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... KPUG, Inc.  
 Business Address..... P. O. Box: 655  
 Telephone ..... 6200  
 News Service ..... UP  
 Representative ..... Cooke  
 President ..... Jessica L. Longston  
 General Manager..... Robert E. Pollack  
 Comm., Prom. Mgr..... James Hamstreet  
 Program Director..... Verle Jones, Jr.  
 News Director ..... John Dimeo  
 Chief Engineer..... Donald R. Pinney

### K V O S

**BELLINGHAM—1927—ABC**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... KVOS, Inc.  
 Bus. Studio Address..... 1321 Commercial St.  
 Phone Number ..... Bellingham 790  
 Transmitter Location..... Yew St.  
 News Service ..... UP  
 Transcription Service ..... MacGregor, World  
 Representative ..... Meeker  
 President, General Mgr..... Rogan Jones  
 Sta., Comm., Prom. Dir. .... Jack Clarke  
 Sports Director ..... Haines Fay  
 Chief Engineer..... Ernest Harper  
 News Director ..... Bert Jackson

### K B R O

**BREMERTON—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Bruce Bartley  
 Address..... 205 Washington Ave.  
 Phone Number ..... 3-5095  
 Transmitter Location ... 205 Washington Ave.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative... John Keating, Bruce Bartley  
 Pres., Gen., Sta. Mgr..... Bruce Bartley

## WASHINGTON

Pgm. Dir., Chief Ann. . . . . Bob Gleason  
 Chief Engineer . . . . . Al Stewart  
 Consulting Engineer . . . . . J. B. Hatfield

### K G I B

**BREMERTON—1950**

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

### K E L A

**CENTRALIA-CHEHALIS—1937-MBS**

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 8-3321  
 Studio Address . . . . . On Hw. 99 midway bet.  
 Centralia & Chehalis

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating, John E. Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. Elroy McCaw  
 Sec.-Treas. . . . . Mabel A. McGwinn  
 Gen., Sta. Mgr. . . . . Joe Chytil  
 Comm. Manager . . . . . Hugh J. MacPherson  
 Production Director . . . . . Wayne Killmer  
 Publicity Director . . . . . Schuyler C. Hill  
 Pgm., Mus. Director . . . . . Del Spencer  
 Chief Engineer . . . . . John L. Kelley

### K C L X

**COLFAX—1950—KBS-LBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Interstate Radio, Inc.  
 Address . . . . . P. O. Box 710  
 Phone Number . . . . . 780  
 Representative . . . . . Biddick  
 Transcription Service . . . . . SESAC  
 News Service . . . . . AP  
 President . . . . . T. R. Farrier  
 General Manager . . . . . Bert McAllister  
 Commercial Manager . . . . . Joseph E. Martin  
 Chief Engineer . . . . . H. D. Young

### K X L E

**ELLENSBURG—1946—LBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. . . . . Box 600  
 Phone Number . . . . . 2-1488  
 Studio-Transmitter Location . . . . . West 10th

Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President . . . . . Goodwin Chase, Jr.  
 Gen., Sta. Manager . . . . . Joe Kendall  
 Commercial Manager . . . . . Darrel Burns  
 Program Director . . . . . Don Bevilacqua  
 Chief Engineer . . . . . Darrel Burns

### K U L E

**EPHRATA—1950**

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Columbia Basin Bcstg. Co.  
 Phone Number . . . . . 730  
 News Service . . . . . UP  
 Pres., Manager . . . . . M. P. Monson  
 Chief Engineer . . . . . Elwood E. Eby

### K R K O

**EVERETT—1922—MBS**

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

### K F D R

**GRAND COULEE—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Carl F. Knierim  
 Address . . . . . P. O. Box 1642  
 Phone Number . . . . . 515  
 Air Time . . . . . 15 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . C. P. MacGregor  
 Gen., Sta. Mgr. . . . . Carl F. Knierim  
 Program Director . . . . . Patriciae A. Westerman  
 Chief Engineer . . . . . Raymond L. Groff

### K E L S

**KELSO—1949—LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . N.W. Public Services, Inc.  
 Address . . . . . P. O. Box 90  
 News Service . . . . . UP  
 Trans. Serv. . . . . Capitol, Standard  
 President . . . . . Roscoe A. Day, Jr.  
 General Manager . . . . . Claire O. Banks  
 Sales Promotion Manager . . . . . Martin Welch  
 Program Director . . . . . Lowell Gibson  
 Chief Engineer . . . . . John Holmes

WASHINGTON

KWIE

KENNEWICK—1949

Frequency: 610... Power: 1000 Watts
Owned-Oper. By... KWIE, Inc.
Address... 11 S. Cascade St.
Phone Number... 6961
Transmitter Location... Perkins Rd.
Air Time... 6 a.m.-12 M.
News Service... AP
Transcription Service... World, Associated
Representative... Art Moore, Robert Meeker
Pres., Gen. Mgr... Harold A. Clark
Commercial Manager... C. J. McCredie
Program Director... Marvin E. Johnston
Production Director... Ben T. Weaver
Chief Engineer... C. J. McCredie
Farm Editor... Marvin E. Johnston
Consulting Engineer... A. D. Ring

KRKL

KIRKLAND—1948

Frequency: 1050 Kc... Power: 250 Watts d.
Owned-Oper. By... Eastside Pdcstg. Co.
Address Trans. Loca... Civic Center
Phone Number... 22-1201
Transcription Service... Capitol
Presidents... L. N. Ostrander, W. A. Chamness
Gen. Mgr., News Dir... Jerry McCumber
Commercial Manager... Bert Demers
Program Director... Frank Ferry
Chief Engineer... Jack Kerr

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... Twin City Bcstg. Corp.
Bus.-Studio Add. Natl. Bank of Commerce Bldg.
Phone Number... Longview 1500
Transmitter Location... Ocean Beach Hwy.
Air Time... Full Time
News Service... UP
Transcription Service... Associated, World
Representative... W. S. Grant, John Keating
Membership... NARTB
President, Gen. Mgr... C. O. Chatterton
Commercial Manager... J. F. Carlson
Program Director... Ellen Hammond
Production Director... Bob Moran
Chief Engineer... Ralph Brown
Consulting Engineer... Harold Singleton

KSEM

MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By... KSEM, Inc.
Address... Box 276
Phone Number... 234
Transmitter Location... Capistrano Park
Air Time... 7 a.m.-10 p.m.

News Service... UP
Transcription Service... World
Representative... Donald Cooke
President... Jessica L. Langston
Gen., Sta., Comm. Mgr... Alan O. Miller
Program Director... Dorothy Yale
Chief Engineer... Roland Kissler
Consulting Engineer... A. H. Fisher & Sons

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc... Power: 500 Watts
Owned-Operated By... Beckley Radio Co.
Bus.-Studio Add. Trans. Loca... P. O. Box 240
Phone Number... 8995
Air Time... 6 a.m.-10 p.m.
News Service... UP
Transcription Service... World
Representative... John Keating
Membership... NARTB, BAB
Pres., Gen., Sta. Mgr... Leo H. Beckley
Commercial Manager... Jack England
Pgm. Dir., Chief Ann... Tom Haveman
Chief Engineer... Walter Bjerke
Consulting Engineer... J. B. Hatfield

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Tom Olsen
Address Trans. Loca... Rockway Leland Bldg.
Phone Number... 6636
Air Time... 6 a.m.-11 p.m.
News Service... UP
Transcription Service... World, SESAC
Representative... Grant
Membership... NARTB, BAB
General Manager... Tom Olsen
Sta., Comm. Mgr... Elmer J. Holmberg
Sales Promotion Manager... Sam Crawford
Pgm., Prod., Publ. Dir., Chief Ann... Don Jones
Chief Engineer... Charles A. Roark

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... Daytime
News Service... UP
Transcription Service... Lang-Worth, Capitol
Representative... John Keating
Membership... NARTB, BAB
President... R. L. McNett
General Manager... Dean Nichols
Commercial Manager... Grover D. Allen
Program Director... Nola Malone
Chief Engineer... Kirk W. Springer

## WASHINGTON

### KPKW

**PASCO—ABC-NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Western Radio Corp.  
 Address Trans. Loca. Pasco  
 Phone Number 3337  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Transcription Service Capitol  
 Representative Keating  
 Membership NARTB, BAB  
 Pres., Gen. Mgr. V. B. Kenworthy  
 Station Manager Ted Smith  
 Comm., Sales Prom. Mgr. Ben Roscoe  
 Chief Engr., Prod., Pgm. Dir. Walter Mott  
 Consulting Engineer Stan Bennett

### KONP

**PORT ANGELES—1945—KBS**

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

### K B K H

**PULLMAN—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Bayton & Hicks  
 Address P. O. Box 356  
 Phone Number 1-5251  
 News Service UP  
 Partners J. Ronald Bayton,  
 Maynard Hicks  
 General Manager J. Ronald Bayton  
 Commercial Manager John Puckett  
 Pgm. Dir., Farm Editor Robert Concie  
 Promotion Manager B. J. Bayton  
 Chief Engineer Glen R. Southworth

### K P U Y

**PUYALLUP—1951**

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Operated By Clarence E. Wilson  
 Address 1510 Linden Drive  
 Phone Number 5-8502  
 News Service UP  
 Transcription Service Associated  
 Owner., Gen., Comm. Mgr. Clarence E. Wilson  
 Prom. Mgr., Pgm. Dir. Pete Hansen  
 Chief Engr., Farm Dir. Robert E. Vey

### K A P A

**RAYMOND—1950**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Pacific Bcstg. Corp.  
 Address P. O. Box 288  
 Phone Number 1010  
 Air Time 6 a.m.-12 M.  
 News Service AP  
 Station Representative Pearson, Keating  
 Membership NARTB, BAB  
 President Joe Chytil  
 Sta., Comm. Mgr. Robert C. Finley  
 Sales Promotion Manager Dwight Smart  
 Program Director Fred W. Hepner  
 Production Director Pat Allen

### K X R N

**RENTON—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Interlake Bdcstg. Corp.  
 Address Trans. Loca. N. 7th & Park Ave.  
 Phone Number Renton 5-3424  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Transcription Service Cole  
 Membership NARTB, BAB  
 Pres., Gen. Mgr. R. S. McCaw  
 News., Publ. Dir., Prom. Mgr. Robert S. Jones  
 Commercial Manager Thomas D. Fuller  
 Pgm., Mus. Dir., Farm Editor F. J. Jensen  
 Chief Engr. F. C. Cook  
 Consulting Engineer Wm. Foss

### K A L E

**RICHLAND—1950—LBS**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By Yakima Bcstg. Corp.  
 Address P. O. Box 513  
 Phone Number Pasco 3389  
 Representative Pearson, Moore, Hall  
 Transcription Service Cole  
 News Service UP  
 Pres., Gen. Mgr. Robert S. McCaw  
 Station Manager Arnold G. Sanborn  
 Commercial Manager Ralph Nachtmann  
 Program Director Robert Parnell  
 Chief Engineer Joseph Muench  
 Consulting Engineer J. R. Bird, Jr.

### K I N G

**SEATTLE—1927**

Frequency: 1090 Kc. Power: 50,000 Watts  
 Owned-Oper. By KING Bcstg. Co.  
 Address Smith Tower  
 Phone Number Mutual 1090  
 Representative Blair  
 News Service UP  
 President Mrs. A. Scott Bullitt  
 Exec. Vice-Pres. Henry B. Owen  
 General Manager Otto P. Brandt  
 Commercial Manager Robert Kilpatrick  
 Program Director Hal Davis  
 Production Director Hal Moen  
 Publicity Director Mel Anderson  
 Chief Engineer Arthur A. Shultz  
 Consulting Engineer William Foss

## WASHINGTON

### KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Queen City Bcstg. Co.  
 Business-Studio Address. 66 Cobb Bldg.  
 Phone Number. Seneca 1500  
 News Service. UP  
 Transcription Service. Thesaurus  
 Representative. Free & Peters  
 President. Saul Haas  
 Sales Manager. William F. Tucker  
 Program Director. Kenneth Yeend  
 Publicity Director. Frankie Goodwin  
 Chief Engineer. James Hatfield

### KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By. Tolem Bcstrs., Inc.  
 Business-Studio Address. Skinner Bldg.  
 Phone Number. Elliot 5890  
 Transmitter Location. 2600 26th Ave., S.W.  
 Air Time. Unlimited  
 News Service. AP  
 Transcription Service. World  
 Representative. Avery-Knodel  
 Membership. NARTB, BAB  
 President. Marshall Field, III  
 General-Station Mgr. J. Archie Morton  
 Publ. Dir., Sales Mgr. Mait Jordan  
 Pgm., Prod. Director. Homer Pope  
 Chief Engineer. Don M. Anderson  
 Consulting Engineer. E. C. Page

### KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By. Seattle Bcstg. Co.  
 Bus.-Studio Address. Northern Life Tower  
 Phone Number. MA. 2312  
 Transmitter Location. 1110 W. Florida  
 Air Time. 6 a.m.-M.  
 News Service. UP  
 Transcription Service. Capitol, World  
 Representative. Forjoe  
 President. Archie Taft  
 Sta., Gen. Mgr. Archie Taft, Jr.  
 Prom., Comm. Mgr. Arthur Moore  
 Pgm., Prod., Publ. Dir. Robert Harris  
 Chief Engineer. Perry Lind

### KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Fisher's Blend Station, Inc.  
 Bus.-Studio Address. 100 4th Ave. No.  
 Phone Number. Seneca 6000  
 Transmitter Location. Vashon Island

Air Time. 18 hrs.  
 News Service. UP  
 Transcription Serv. Associated, Lang-Worth  
 Representative. Edward Petry  
 Membership. NARTB, BAB  
 President, General Mgr. O. W. Fisher  
 Commercial Manager. Ray Baker  
 Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green  
 Program Manager. W. W. Warren  
 Publicity Director. Margaret Frey  
 Production Mgr. Frederick J. Patterson  
 Chief Engineer. F. J. Brott  
 Consulting Engineer. A. D. Ring

### KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By. Radio Sales Corp.  
 Add., Trans. Loca. 2939 Fourth Ave. So.  
 Phone Number. Eliot 2480  
 Air Time. 5:30 a.m.-3 a.m.  
 News Service. AP  
 Transcription Service. Lang-Worth  
 Membership. NARTB, BAB  
 President. J. Elroy McCaw  
 Gen., Sta. Mgr. H. E. Riddalls  
 Commercial Manager. William L. Simpson  
 News, Pgm. Dir. Ted Bell  
 Chief Engineer. Les Cabe

### KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By. The First Presbyterian  
 Church of Seattle, Wash.  
 Add. Trans. Loca. 7th Ave. & Spring St.  
 Phone Number. Mutual 1250  
 President. W. T. Whitney  
 Sta., Gen. Mgr. Don Bevilacqua  
 Consulting, Chf. Engineer. James S. Ross  
 Pgm., Prod. Dir. A. G. Atworth, Jr.

### KVI

SEATTLE—1928—MBS-DON LEE

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

# WASHINGTON

## K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.  
Owned-Operated By.....KXA, Inc.  
Bus.-Studio Address.....312 Bigelow Bldg.  
Phone Number.....Seneca 1000  
Transmitter Location.....2nd & Union  
Air Time.....5 a.m.-Local Sunset  
News Service.....AP  
Representative.....Rambeau  
Membership.....NARTB, BAB  
President.....Wesley I. Dumm  
General Manager.....Lincoln W. Miller  
Commercial Manager.....R. G. McArdle  
Chief Engineer.....John Dubuque

## K S P O

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Louis Wasmer  
Address, Trans. Loca.....526 Riverside Ave.  
Phone Number.....Riverside 8033  
News Service.....UP  
Transcription Service.....Thesaurus, SESAC  
Pres., Gen. Mgr.....Louis Wasmer  
Commercial Manager.....Gene Williams  
Pgm. Mgr.....Darrel Holt  
Chief Engineer.....E. P. Antosyn

## K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts  
Owned-Operated By...Corp. of Gonzaga U.  
Bus.-Studio Address.....Radio Central Bldg.  
Phone Number.....MAdison 5383  
Transmitter Location.....Moran Prairie, Rt. 3  
Air Time.....6 a.m.-12 M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Edward Petry  
President.....Rev. Francis E. Corkery, S. J.  
Gen., Sta., Comm. Mgr.....Harvey Wixson  
Pgm., Prod., Pub. Dir.....Hub Warner  
Chief Engineer.....A. G. Sparling

## K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By.....KHQ, Inc.  
Bus.-Studio Address.....Radio Central Bldg.  
Phone Number.....MAdison 5131  
Transmitter Location.....4102 So. Regal  
Air Time.....19 hrs.  
News Service.....AP  
Transcription Service.....World  
Representative.....Katz  
Membership.....NARTB, BAB  
Pres., Gen.-Sta. Mgr.....Richard O. Dunning

Pgm. Dir., Sales Prom. Mgr.. Robert H. Wesson  
Chief Engineer.....John Walker  
Consulting Engineer.....George C. Davis

## K N E W

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By.....Inland Empire Bcstg. Co.  
Bus.-Studio Address.....511 Eagle Bldg  
Representative.....George P. Hollingbery  
Pres., Gen. Mgr.....Burl C. Hagadone  
Station Manager.....C. E. Rodell  
Sales Manager.....W. C. Rhodes  
Program Director.....Paul Crain  
Chief Engineer.....Vincent L. Hoffart

## K R E M

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Operated By.....Cole E. Wylie  
Address.....Radio Central Bldg.  
Phone Number.....MAdison 3333  
Transmitter Location.....4101 S. Regal St.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Forjoe & Co.  
Pres., Gen., Sta. Mgr.....Cole E. Wylie  
Commercial Manager.....Robert H. Temple  
Program Director.....William Stevens  
Chief Engineer.....William Patterson

## K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts  
Owned-Operated By.....Symons Bcstg. Co.  
Address.....Television Center  
Phone Number.....MAn 1218  
Transmitter Location.....So. Regal St.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service..Lang-Worth, MacGregor  
Representative.....Walker, PNB  
President.....E. B. Carney  
Sta., Gen. Mgr.....Franz Robischon  
Commercial Manager.....B. E. Woolston  
Natl. Sales Mgr., Pgm. Dir.....Martin Boss  
Chief Engineer.....George Langford

## K R E W

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Cole E. Wylie  
Address.....Outlook Rd.  
Phone Number.....7-2277  
Transcription Service.....Associated  
News Service.....AP  
Representative.....Forjoe  
President.....Cole E. Wylie

## WASHINGTON

Station Manager.....C. Nat Harris  
 Commercial Manager.....Clifford F. Nelson  
 Program Director.....Jean Runyon  
 Chief Engineer.....Richard M. Nicholas

### K M O

**TACOMA—1922**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Carl E. Haymond  
 Bus.-Studio Address.....914½ Broadway  
 Phone Number.....MAIN 4144  
 Transmitter Location.....Colonial Garden Area  
 Air Time.....6 a.m.-12 p.m.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....McGillvra, Scott  
 Membership.....NARTB  
 General Manager.....Carl E. Haymond  
 Station Manager.....Jerry Geehan  
 Comm.-Sales Prom. Mgr.....Ray T. McKenzie  
 Prog.-Publ. Dir.....Ted Knightlinger  
 Chief Engineer.....John Boor

### K T B I

**TACOMA—1941—LBS**

Frequency: 810 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By.....Tacoma Bcstrs., Inc.  
 Address.....2715 Center St.  
 Phone Number.....Broadway 2241  
 Air Time.....18 hrs.  
 News Service.....UP  
 Transcription Service.....Cole, World  
 Representative.....McGillvra, Moore  
 Membership.....NARTB  
 President.....Harold J. Quilliam  
 Station Manager.....T. R. Knightlinger  
 Commercial Manager.....Don Hopkins  
 Chief Engineer.....R. C. Velo  
 Consulting Engineer.....James B. Hatfield

### K V A N

**VANCOUVER—1939**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Vancouver Radio Corp.  
 Phone.....3-4717, TW 7323  
 Studio Address.....707½ Main St.  
 Transmitter Location.....Smith Lake  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representatives.....Keating, O'Connell  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Fred F. Chitty  
 Sales Prom. Mgr.....Al Bauer  
 Pgm., Prod., Publ., News Dir.....George W. Conner  
 Chief Engineer.....Edgar Means  
 Consulting Engineer.....Paul Leake

### K T E L

**WALLA WALLA—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Phone Number.....4103  
 Transmitter Location.....2nd & Cordiner  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Jack Keating  
 Sales Promotion Manager.....Don Harris  
 Program Director.....John Keating  
 Chief Announcer.....Carl Hebenstreit  
 News Director.....Dan Murphy  
 Chief Engineer.....Ty McFadden  
 Consulting Engineer.....Harold Singleton

### K U J

**WALLA WALLA—1928—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KUJ, Inc.  
 Business-Studio Address.....55 E. Main St.  
 Phone Number.....1230  
 Transmitter Location.....U. S. Hwy 410 &  
 Sudbury Rd.  
 Air Time.....6:30 a.m.-11 p.m.

## AP SELLS

For Stations and Sponsors —

For instance . . . KJR

“Associated Press news is  
 a major factor in KJR's 66%  
 gain in net revenue from  
 newscasts for 1951 over  
 1950.”

J. ARCHIE MORTON,  
 General Manager,  
 KJR, Seattle, Washington



## WASHINGTON

News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....W. S. Grant, John Keating  
 Membership .....NARTE, BAB  
 Pres., Gen. Mgr.....H. E. Studebaker  
 Sta. Comm. Mgr.....Don Wike  
 Pgm. Dir., Chief Anncr.....Martin Tobin  
 Chief Engineer.....M. L. MacLafferty

### K P Q

#### WENATCHEE—1929—ABC

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Wescoast Bcstg. Co., Inc.  
 B'cs.-Studio Address.....2nd & Columbia Sts.  
 Phone Number .....2757  
 Transmitter Location..Wenatchee & Columbia  
 Rivers Junct.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Robert Meeker  
 Membership .....BAB  
 President .....Rogan Jones  
 Sta., Gen. Mgr.....James W. Wallace  
 Prom., Comm. Mgr. ....Pat O'Halloran  
 Pgm., Prod. Director.....Emerson Elder  
 Publicity Director ....Charlotte Tochterman  
 Chief Engineer.....George Frese  
 Chief Announcer.....Bill Denton  
 Consulting Engineer.....Bill Foss

### K W N W

#### WENATCHEE—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Appleland Bdcsters, Inc.  
 Address ..... P. O. Box 1510  
 Phone Number .....2468-2469  
 Trans. Loca. ....1119 No. Wenatchee Ave.  
 Air Time .....6 a.m.-12 M.  
 Transcription Service .....Standard  
 Representative .....Walter Biddick  
 President .....Lawrence Leahy  
 General Manager.....Bernard H. Droz  
 Sales Promotion Manager...Hanford Choate  
 Program Director.....Ron Satterwhite  
 Chief Engineer.....Gilbert Reeves  
 Consulting Engineer.....James Hatfield

### K I M A

#### YAKIMA—1944—CBS

Frequency: 1460 Kc. ...Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Oper. By .....Cascade Bdcstg. Co.  
 Address .....Hotel Chinook  
 Phone Number .....6197  
 Transmitter Location ....Terrace Hgts. Rd.  
 Air Time .....5 a.m.-12M.  
 News Service .....AP  
 Trans. Serv.....Lang-Worth, SESSAC, APS  
 Representative .....Weed & Co.  
 President.....A. W. Talbot

Gen., Sta. Mgr.....R. Lee Black  
 Sta. Opera., Pgm. Dir. ....Tom C. Bostic  
 Commercial Manager .....Ted Morrow  
 Production Director .....Joe Ryan  
 Publicity Director ....Virginia Ann Schaeffer  
 Chief Engineer .....M. D. Lambert

### KIT

#### YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d.,  
 1000 Watts n.  
 Own.-Oper. By ..Valley Bcstrs. C. E. Haymond  
 Business-Studio Address..414 E. Yakima Ave.  
 Phone Number .....8115  
 Transmitter Location.....Washington Ave.  
 Air Time .....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service.....Capitol  
 Representative .....Branhams  
 President .....Carl E. Haymond  
 Comm., Gen., Sta. Mgr. ....James A. Murphy  
 Sales Prom. Mgr., Pub. Dir.....William Moody  
 Chief Anncr., Pgm., Prod. Dir. ...Jas. W. Nolan  
 News Director.....Pete Wick  
 Musical Director.....Harrison A. Miller  
 Chief Engineer.....H. B. Murphy  
 Consulting Engineer ...Chambers & Garrison

### K Y A K

#### YAKIMA—1947—MBS

Owned-Oper. By.....Yakima Bcstg. Co.  
 Address.....P. O. Box 172  
 Phone Number .....2-7143  
 Transcription .....World  
 News Service .....UP  
 President.....Robert S. McCaw  
 Station Manager.....W. W. Boone  
 Commercial Manager.....I. N. Prell  
 Program Director.....Gerald Webb  
 Chief Engineer.....Donald E. Gardner

**WHY IS AP**  
**THE BEST?**

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

# WEST VIRGINIA

Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477  
Families April 1, 1952 (Est.) 494,000—Stations in State 38

## 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  
Air Time Unlimited  
News Service UP  
Transcription Service Cole  
Representative Weed  
Membership NARTB, BAB  
President Joe L. Smith, Jr.  
General-Station Mgr. Virginia N. Cooper  
Sales Prom. Mgr., Pub. Dir. W. R. Barrett  
Pgm., Prod. Dir. W. S. Jackson  
Chief Announcer Sid Doherty  
Chief Engineer Al J. Ginkel  
Farm Editor William R. Barrett  
Consulting Engineer A. D. Ring

## WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By Rahall Bcstg. Co.  
Business-Studio Address 1565 Harper Rd.  
Phone Number 9309  
Transmitter Mount Tabor  
Air Time 18 hrs.  
News Service AP  
Transcription Service Lang-Worth  
Representative Walker  
President N. Joe Rahall  
Gen., Sta. Mgr. Tom Douds  
Chief Engineer Estil Willis  
Traffic Director Jo Ann Herring  
Consulting Engineer E. C. Page

## WHIS

BLUEFIELD—1928—NBC

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

## WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By WKOY, Inc.  
Address West Virginian Hotel  
Phone Number 7405  
Air Time 6 a.m.-12 M.  
News Service UP  
Representative Devney & Co.  
Transcription Service Associated  
Pres., Gen., Sta., Comm. Mgr. J. Lindsley Alley  
Program Director Emma Eue Phelps  
Chief Engineer Roy Yost  
Consulting Engineer Odes E. Robinson

## WCAW

CHARLESTON—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Capitol Bcstg. Corp.  
Business Address P. O. Box 2791  
News Service UP  
Transcription Service Lang-Worth  
Representative McGillvra  
Pres., Gen. Mgr. Garland F. Wilkinson  
Commercial Manager Selma Pierson  
Promotion Manager Jack Zeillmann  
Program Director Al Walker  
Chief Engineer William Stone

## WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By The Tierney Co.  
Address 1111 Virginia St. E.  
Phone Number 2-8131  
Transmitter So. Charleston  
Air Time 5:25 a.m.-1:10 a.m.  
News Service AP, UP  
Transcription Service Associated  
Representative Branham  
Membership NARTB, BAB  
President Lewis C. Tierney  
General Manager John T. Gelder, Jr.  
Promotion Manager Harry M. Brawley  
Production Director Frank Annand  
Program Director Morton S. Cohn  
Chief Engineer William E. Dixon  
Consulting Engineer Weldon & Carr

## WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By The Kanawha Valley  
Bdcstg. Co.

**WEST VIRGINIA**

Address ..... 210 Dickinson St.  
Phone Number ..... 3-7541  
Transmitter Location ..... Coal Branch Hgts.  
Air Time ..... 6 a.m.-3 a.m.  
News Service ..... AP  
Transcription Service ..... Associated  
Representative ..... Robert Meeker Assos., Inc.  
President ..... R. M. Venable  
Gen., Sta. Mgr. .... Henry V. Diefenbach  
Musical Director ..... Charles Coleman  
Program Director ..... C. P. Vogel, Jr.  
Sales Prom. Mgr., Publ. Dir. .... Hugh McPherson  
Chief Engineer ..... Harry R. Bowen  
Consulting Engineer ..... George C. Davis

**W K N A**

**CHARLESTON—1946—ABC**

Frequency: 950 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By ..... Joe L. Smith, Jr., Inc.  
Bus. Studio Address ..... 804 Kanawha Blvd.  
Phone Number ..... 39-971  
Transmitter Location ..... Tyler Mountain Rd.  
Air Time ..... 5:30 a.m.-12 M.  
News Service ..... AP  
Representative ..... Weed  
Pres., Gen. Mgr. .... Joe L. Smith, Jr.  
Station Manager ..... George J. Gray  
Chief Engineer ..... A. J. Ginkel

**W T I P**

**CHARLESTON—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By ..... Chemical City Bcstg. Co.  
Bus. Studio Address ..... Capitol & Fife  
Phone Number ..... 23-136  
Air Time ..... 6 a.m.-12 M.  
News Service ..... UP  
Representative ..... For Joe  
Membership ..... NARTB, BAB  
President ..... Gus Zaharis  
Gen., Sta., Comm. Mgr. .... Berton Sonis  
Program Director ..... Joseph J. Herget  
Publicity Director ..... Bob Bower  
Chief Engineer ..... Paul Sullivan

**W B L K**

**CLARKSBURG—1937—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By ..... Ohio Valley Bcstg. Corp.  
Phone Number ..... 4-7571  
Transmitter Location ..... Pinnickinnick Hill  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Branham  
President ..... Austin Wood  
General Manager ..... George H. Clinton  
Station, Comm., Prom. Mgr. .... Fred Zimmerman  
Pgm., Prod., Publ. Director ..... Carl Loose  
Chief Engineer ..... Harry S. Brown

**W H A R**

**CLARKSBURG—1946—MBS-KBS  
ABC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By ..... Mountain State Bcstg. Co.  
Address Trans. Loca. .... Radio Plaza  
Phone Number ..... 4-5525-6  
News Service ..... UP  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NARTB  
Pres., Gen. Mgr. .... Glauco G. Merrill  
Commercial Manager ..... F. T. Gregg  
Program Director ..... James Harper  
Chief Engineer ..... Beryl Snyder  
Consulting Engineer ..... John Creutz

**W P D X**

**CLARKSBURG—1947**

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

**W D N E**

**ELKINS—1948—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By ..... W. Va. Radio Corp.  
Address ..... P. O. Box 967, Elkins  
Phone Number ..... 1300  
Trans. Loca. .... Washington & Davis Sts.  
Air Time ..... 7 a.m.-11:15 p.m.  
News Service ..... UP  
Transcription Service ..... World  
President ..... Mrs. H. C. Greer  
General Manager ..... Ford Billings  
Station Manager ..... Ben Greenhaw  
Commercial Manager ..... Bill Wilson  
Chief Engineer ..... Al Calisti

**W M M N**

**FAIRMONT—1928—CBS**

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Oper. By ..... The Fort Industry Co.  
Address ..... 208 Adams Street  
Phone Number ..... 3100  
Transmitter Location ..... Monongah  
Air Time ..... 5 a.m.-12:05 a.m.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Katz Agency  
President ..... George B. Storer

## WEST VIRGINIA

General Manager ..... Lee B. Wailes  
 Station Manager ..... Glenn C. Jackson  
 Commercial Manager ..... A. G. Ferrise  
 Sales Prom. Mgr., News Dir. .... Wm. W. Powell  
 Program Director ..... Frank Lee  
 Chief Engineer ..... Joseph C. Strelauski

### W V V W

**FAIRMONT—1946—MBS**  
**ABC-SBN-ATLANTIC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fairmont Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 119 Fairmont Ave.  
 Phone Number ..... 5000  
 Transmitter Location ..... Radio Pk.  
 Air Time ..... 6:45 a.m.-1:15 a.m.  
 News Service ..... AP  
 Transcription Service ..... World, SESAC  
 President ..... J. Patrick Beacom  
 Gen., Sta. Mgr. .... Numa Fabre, Jr.  
 Commercial Manager ..... Robert Drummond  
 Chief Engineer ..... Earl Pelkey

### W H T N

**HUNTINGTON—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. .... Greater Huntington Radio Corp.  
 Business-Studio Address ..... 1112½ Fourth Ave.  
 Phone Number ..... 3-3453  
 Transmitter Location ..... Overby Rd.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... A. B. Hyman  
 Gen., Comm. Mgr. .... John S. Phillips  
 Pgm., Prod. Director ..... Raymond Anderson  
 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 ..... 1050 McCoy Road  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta. Mgr. .... F. J. Evans  
 Program Director ..... Charles T. Snowden  
 Commercial Manager ..... Curtis S. Clark  
 Chief Engineer ..... Alvin V. Jayne

### W S A Z

**HUNTINGTON—1923—ABC**

Frequency: 930 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... WSAZ, Inc.

Business-Studio Address ..... 912½ Third Ave.  
 Phone Number ..... 38-401  
 Transmitter Location ..... 28th St. & Park at  
 C. & O. R. R.

Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, SESAC  
 Representative ..... Branham  
 Membership ..... NARTB, BAB  
 President ..... Col. J. H. Long  
 General Manager ..... Lawrence H. Rogers  
 Commercial Manager ..... Tom Garten  
 Publicity Director ..... Harold W. Shriber  
 Production Director ..... Bert Shimp  
 Program Director ..... Ted Eiland  
 Chief Engineer ..... Leroy Kilpatrick  
 Consulting Engineer ..... William L. Foss

### W L O G

**LOGAN—1940**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... C. H. Frey, R. O. Greever  
 Address ..... P. O. Box 720  
 Phone Number ..... 540  
 News Service ..... UP  
 Transcription Service ..... World

### W E P M

**MARTINSBURG—1946—LBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Martinsburg Bcstg. Co.  
 Business Address ..... P. O. Box 874  
 Phone Number ..... 5252  
 Transmitter Location ..... Red Hill  
 Air Time ..... 17 hrs.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... McGillvra  
 Membership ..... NARTB, BAB  
 Gen., Sta. Mgr. .... C. Leslie Golliday  
 Commercial Manager ..... Amos L. Harper  
 Program Director ..... Charles Rand  
 Production Director ..... Mrs. Joy Edmunds  
 Chief Engineer ..... Sterling Heil  
 Consulting Engineer ..... A. D. Ring

### W H J C

**MATEWAN—1951**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Three State Bcstg. Co.  
 Address ..... Merrimac

### W M O N

**MONTGOMERY—1946—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fayette Associates, Inc.  
 Address ..... Box 750, 1028 1st Ave.  
 Phone Number ..... 620  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 President ..... Arnold M. Vickers

## WEST VIRGINIA

Comm.-Sales Prom. Mgr., Publicity  
 Director.....Andrew W. Vickers  
 Program Director.....Ted McKay  
 Chief Engineer.....Campbell J. Craver  
 Consulting Engineer.....Odes E. Robinson

### W A J R

**MORGANTOWN—1941—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...West Virginia Radio Corp.  
 Business-Studio Address.....P. O. Box 867  
 Phone Number.....9488  
 Transmitter Location.....100 Charleston Ave.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Agnes J. Reeves Greer  
 Gen., Sta. Manager.....Ford Billings  
 Commercial Manager.....John W. Johns  
 Program Director.....Bos Johnson  
 Chief Engineer.....Clarence Rulong

### W M O D

**MOUNDSVILLE—1950—LBS-KBS**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....James D. Sinyard  
 Address.....P. O. Box 308  
 Phone Number.....1730  
 News Service.....UP  
 President.....James D. Sinyard  
 Gen., Prom. Manager.....John T. Taylor  
 Commercial Manager.....Harry Hechesky  
 Pgm., News Director.....Hank Bendel  
 Chief Engineer.....Jerry Boles

### W O A Y

**OAK HILL—1947**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert R. Thomas, Jr.  
 Business Address.....Oak Hill  
 Phone Number.....651  
 News Service.....AP  
 Transcription Service.....Capital, Thesaurus  
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
 Commercial Manager.....Phyllis Stull  
 Chief Engineer.....James Bucy

### W C O M

**PARKERSBURG—1947—ABC-LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Parkersburg Bcstg. Co.  
 Business-Studio Address.....317 Ninth St.  
 Phone Number.....7-4991-2  
 Transmitter Location.....New York Ave.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra

President.....Joseph M. Handlan  
 Gen., Sta. Mgr.....A. N. Archer  
 Commercial Manager.....Dick Abels  
 Chief Engineer.....William Collins

### W P A R

**PARKERSBURG—1935—CBS**

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

### W W Y O

**PINEVILLE**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Wyoming Bcstg. Co., Inc.  
 Address.....Pineville  
 Phone Number.....2711  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....McGillvra, Inc.  
 President.....R. D. Bailey  
 Gen., Sta. Mgr.....Van B. Darby  
 Comm., Sales Prom. Mgr.....Edward Hawley  
 Pgm., Publ., News Dir.....Van B. Darby  
 Production Director.....William J. Ge mond  
 Chief Engineer.....Jack D. Mullens

### W L O H

**PRINCETON—1947—LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Mountain Bcstg. Service  
 Phone Number.....2151  
 Studio-Trans. Loca.....Lilly Grove  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Harold P. Hunnicutt  
 Gen., Sta. Mgr.....Melvin F. Barnett  
 Comm., Sales Prom. Mgr.....James M. Angel  
 Production Director.....Betty Bailey  
 Program, News Director.....Al Rich  
 Chief Engineer.....Earl H. Graham

### W R O N

**RONCEVERTE—1947—NBC—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.

## WEST VIRGINIA

Address ..... Ronceverte  
 Phone Number ..... 300  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... William E. Blake  
 Commercial Manager..... Carl E. Lipps  
 Program Director..... Clyde M. Hopper  
 Chief Engineer..... Hugh I. Shott II

### WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Tri-State Bcstg. Co.  
 Address..... 234 No. 4th St., Steubenville  
 Phone Number..... Steubenville 2-9721  
 Transcription Service... Associated, Thesaurus  
 News Service ..... AP  
 President..... Thomas E. Millsop  
 Gen., Sta. Mgr..... Edward J. Hirschberg  
 Program Director..... Harry Birrell  
 Production Director..... Robert Banfield  
 Publicity Director..... Paul Harris  
 Chief Engineer..... Frank W. Schaefer

### WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By... McDowell Service Co.  
 Address..... 10 Riverside Drive  
 Phone Number..... 818  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President..... J. G. Hunt  
 Prom., Gen., Comm. Mgr..... Ellis Landreth  
 Pgm., News Dir. .... John J. Villani

### WELC

WELCH—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Pocahontas Bcstg. Co.  
 Address..... King Coal Bldg.  
 Phone Number ..... 1150  
 Representative ..... McGillvra  
 Transcription Service ..... Capitol  
 General Manager..... Tom Hicks

### WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By ..... Lewis Service Corp.  
 Address..... P. O. Box 431  
 Phone Number ..... 1555  
 News Service ..... UP  
 Representative ..... Donald Cooke, Inc.  
 Pres., Gen. Mgr. .... Harold McWhorter  
 Comm., Prom. Mgr..... Glenn Short  
 Program Director..... Pat Hoffman  
 Chief Engineer..... Roscoe J. Bailey

### WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Wheeling Bcstg. Co.  
 Address ..... Box 989  
 Phone Number ..... 6700  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen. Mgr..... K. H. Forney  
 Commercial Manager..... Paul Miles

### WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Community Bcstg., Inc.  
 Trans. Add. . . Pythian Bldg. 16th & Market Sts.  
 Phone Number ..... 5320  
 News Service ..... UP  
 Station Representative ..... Weed  
 Pres., Gen. Manager..... John B. Reynolds  
 Commercial Manager..... Alfred C. Ihlenfeld  
 Program Director..... Nancy A. Hilmes Vieweg  
 Promotion Manager..... Ray Vingi  
 Chief Engineer..... Fred A. Baker

### WWVA

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..... Full time  
 Transcription Service ..... Lang-Worth  
 Representative ..... John Blair  
 Membership ..... NARTB, BAB  
 President..... George B. Storer  
 General Manager..... George B. Storer  
 Station Manager..... Wm. E. Rine  
 Sales Promotion Mgr..... Howard W. Meagle  
 Assistant Manager..... Paul J. Miller  
 Program Director..... Paul A. Myers  
 Chief Engineer..... Edwin L. Keim  
 Consulting Engineer..... Jansky & Bailey

### WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Williamson Bcstg. Corp.  
 Business Address ..... Williamson  
 Phone Number ..... 1241  
 Studio-Transmitter Location ..... Williamson  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, BAB  
 President ..... Clarence Lovitch  
 Gen.-Sta.-Comm. Mgr..... Alice Shein  
 Program Director..... John T. Blair, Jr.  
 Chief Engineer..... Robert W. Bullio  
 Consulting Engineers..... McIntosh & Ingliis

# WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118  
Families April 1, 1952 (Est.) 958,000—Stations in State 59

## WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Antigo Bcstg. Co.  
Business-Studio Address.....936 Superior St.  
Transcription Service.....Lang-Worth  
President.....Artemas F. Burner  
Manager.....G. McElrone  
Commercial Manager.....Donald Burns  
Chief Engineer.....Robert Fowler

## WHBY

APPLETON—1924—MBS  
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....WHBY, Inc.  
Bus.-Studio Address.....600 So. Lawe St.  
Phone Number.....3-6639  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth, World  
Representative.....Everett-McKinney  
Comm., Gen., Sta. Mgr.....Earl H. Huth  
Sales Promotion Manager.....Richard Moore  
Program Director.....Robert Petrie  
Publicity Director.....Lewis Process  
Chief Announcer.....William Felton  
News Director.....Ken Mommaerts  
Chief Engineer.....George Merkl

## WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Upper Michigan-Wisconsin  
Broadcasting System, Inc.  
Address.....321 2nd Street W.  
Phone Number.....1680  
Transmitter Location.....South Ellis Ave.  
Air Time.....5:55 a.m.-11:55 p.m.  
Transcription Service.....World  
Representative.....Walker  
Membership.....NARTB  
President.....William L. Johnson  
Sta., Comm., Mgr.....Todd Hogan  
Sales Prom. Mgr., Prod. Dir.....Arnold Peterson  
Pgm., Music Dir.....Mary Jean Anno  
Chief Engineer.....Otto Link

## WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Beaver Dam Bcstg. Co.  
Address.....Radio Park  
Phone Number.....4443  
News Service.....UP

Transcription Service.....Capitol  
Representative.....Holman  
President.....William E. Walker  
Gen., Comm. Mgr.....Charles R. Dickoff  
Promotion Manager.....John Saxe  
Chief Engineer.....Alister Alexander

## 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.....College 1380  
Transmitter Location.....901 E. Elmwood Ave.  
Air Time.....5:30 a.m.-Local Sunset  
News Service.....AP  
President.....Lloyd Burlingham  
Gen., Sta. Mgr.....L. O. Fitzgibbons  
Commercial Manager.....Joe Moen  
Program Director.....Robert LaMere  
Chief Engineer.....Leo Wilson  
Consulting Engineer.....Walter F. Kean

## WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Oper. By.....Beloit Bcstg. Co.  
Business-Studio Address.....Hotel Hilton  
Phone Number.....College 6024  
Transmitter Location.....U. S. Hwy. 51  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....World  
Representative.....William G. Rambeau  
President.....Sidney H. Bliss  
Gen., Sta. Mgr.....John H. Rhodes  
Commercial Manager.....Gene Steinhorst  
Pgm., Prod., News Dir.....Phil Kane  
Publicity Director.....Bernice Krueger  
Chief Engineer.....Stanley Holmes

## WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....WBIZ, Inc.  
Bus.-Studio-Transmitter Address.....609 Cameron  
St.  
Phone Number.....5111-2  
Air Time.....6:30 a.m.-12 M.  
News Service.....UP  
President, General Mgr.....James J. Conroy  
Station Manager.....Stan Torgerson  
Publ., Prod., Pgm., Dir.....Bob Benson  
Chief Engineer.....Russell R. Holmes  
Comm., Prom. Manager.....Curt Hanson

# W I S C O N S I N

## W E A U

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Central Bcstg. Co.  
Business-Studio Add. . . . . 203 S. Barstow St.  
Phone Number . . . . . 6149  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, World  
Representative . . . . . Hollingbery  
President . . . . . W. C. Bridges  
Gen., Comm. Mgr. . . . . Harry S. Hyett  
Sales Prom. Mgr., Pgm. Dir. . . . . Robert E. Nelson  
Chief Engineer . . . . . T. O. Jorgenson

## W R F W

EAU CLAIRE—1948

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Chippewa Valley Radio &  
Telev. Corp.  
Bus.-Studio-Transmitter Address . . . . . Rudolph Rd.  
Phone Number . . . . . 2-1629  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Representative . . . . . Forjoe  
President . . . . . Thomas K. Werner  
Gen. Mgr., News Dir. . . . . John E. Kelly  
Pgm. Dir., Chief Anncr. . . . . Robert Froemming  
Commercial Manager . . . . . Richard Werner  
Publicity Director . . . . . Lowell Christison  
Chief Engineer . . . . . Oscar Sielaff  
Consulting Engineer . . . . . J. J. Beloungy

## K F I Z

FOND DU LAC—1922  
MBS-WISCONSIN

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KFIZ Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 18 W. First St.  
Phone Number . . . . . 356  
Air Time . . . . . 6:30 a.m.-10 p.m.  
News Service . . . . . UP  
Membership . . . . . NARTB  
Exec. Vice Pres. . . . . Emery W. Martin  
General Manager . . . . . Lynn N. Fairbanks  
Program Director . . . . . Lucille Fairbanks  
Chief Engineer . . . . . Wendell S. Meyers

## W B A Y

GREEN BAY—1925—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  
News Service . . . . . AP  
Representative . . . . . Weed  
Managing Director . . . . . Rev. M. J. Beemster  
General-Station Mgr. . . . . Hayden R. Evans  
Sales Prom. Manager . . . . . Lee Stinson

Program Director . . . . . Clair Stone  
Production Director . . . . . Hal O'Halloran  
Publicity Director . . . . . Karl Gorsche  
Chief Engineer . . . . . Wallace Stangel

## W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Green Bay Bcstg. Co.  
Business-Studio Address . . . . . Nicolet Bldg.  
Phone Number . . . . . Howard 6300  
Transmitter Location . . . . . Cass St., Town of Preble  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, World  
Representative . . . . . John E. Pearson  
Membership . . . . . NARTB, BAB  
Pres., Gen. Mgr. . . . . Ben A. Laird  
Station Manager . . . . . Robert G. Nelson  
Commercial Manager . . . . . Robert A. Vandersteen  
Prog.-Prod. Director . . . . . Don Arthur  
Pub. Dir., Chief Announcer . . . . . John R. Kessenich  
Consulting Engineer . . . . . Nathan Williams

## W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By . . . . . Green Bay Newspaper Co.  
Business Address . . . . . P. O. Box 620  
Phone Number . . . . . Howard 6400  
Transmitter Location . . . . . Bellevue  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Thesaurus  
Membership . . . . . NARTB  
President . . . . . V. I. Minahan  
General Manager . . . . . A. B. Turnbull  
Station Manager . . . . . John M. Walter  
Commercial Manager . . . . . Glen R. Holznecht  
Program Director . . . . . Les Sturmer  
Publicity Director . . . . . Mary Ann Wudlick  
News Director . . . . . James Bartelt  
Chief Engineer . . . . . Elmo Reed  
Consulting Engineer . . . . . George Davis

## W T K M

HARTFORD—1951

Frequency: 1540 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . Kettle Moraine Bcstg. Co.  
Address . . . . . Hartford  
Phone Number . . . . . 61  
Transcription Service . . . . . SESAC  
News Service . . . . . UP  
Gen. Mgr., Chief Engr. . . . . Sherman C. Carr  
Comm., Prom. Mgr. . . . . Walter Zastrow



# W I S C O N S I N

## W C L O

JANESVILLE—1930  
MBS-WISCONSIN

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

Business-Studio Address. 200 E. Milwaukee St.  
Phone Number . . . . . 3316  
Transmitter Location . . . . . 1436 So. Oakhill Ave.  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . William G. Rambeau  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . Sidney H. Bliss  
Sta. Mgr., News Dir. . . . . V. W. Williams  
Commercial Manager . . . . . Charles W. Bessire  
Pgm., Pub. Dir. . . . . Ralph Schroeder  
Chief Engineer . . . . . Wayne Clay

## W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts  
Owned-Operated By Kenosha Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 625 57th St.  
Phone Number . . . . . 6162  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Everett-McKinney  
Membership . . . . . BAB  
General Manager . . . . . William L. Lipman  
Station Manager . . . . . Hugh Gately  
Program Director . . . . . Jerome Golden  
Production Director . . . . . Steve Kelley  
Chief Engineer . . . . . Casimir Lubinski  
Consulting Engineer . . . . . Nathan Williams

## 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 . . . . . 2-4678  
Transmitter Location . . . . . Gillette St.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB, BAB  
President, Station Mgr. . . . . Howard Dahl  
Program Director . . . . . Berneice Callaway  
Production Director . . . . . Leonard G. Anderson  
Publicity Director . . . . . Paul Ziemer  
Chief Engineer . . . . . Al Leeman

## W K T Y

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By . . . . . La Crosse Bcstg. Co.

Business-Studio Address . . . . . 112 N. 4th St.  
Phone Number . . . . . 2-6042  
Transmitter Location . . . . . 5 Mi. So. of La Crosse  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Weed  
V. P., Gen. Mgr. . . . . Veri Bratton  
Asst. Mgr., Pgm., Prom. Dir. . . . . J. Bondeson  
Chief Engineer . . . . . J. Harold White

## W L C X

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts  
Owned-Operated By . . . . . Bermac Radio, Inc.  
Business-Studio Address . . . . . State Bank Bldg.  
Phone Number . . . . . 4-4521  
Transmitter Location . . . . . Lang Drive  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
President . . . . . James J. Conroy  
Prom., Gen., Sta., Comm. Mgr. . . . . Milo Knutson  
Prog. Dir.-Production Mgr. . . . . Rosemary Castor  
Chief Engineer . . . . . Elphin G. Rinn

## W L D Y

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Flambeau Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . Ladysmith  
Phone Number . . . . . 584  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Thomas Clark  
Membership . . . . . NARTB, BAB  
President . . . . . O. J. Falge  
Gen., Sta., Prom., Comm. Mgr. . . . . A. T. Shields  
Pub. Dir. . . . . Corinne Kopp  
Prog., Prod. Dir. . . . . Joseph Dahlvig  
Chief Engr., News Dir. . . . . Jeff Evans

## W H A

MADISON—1922—WISCONSIN

Frequency: 970 Kc. Power: 5000 Watts d.  
Owned-Operated By . . . . . Univ. of Wisconsin  
Address . . . . . Radio Hall  
Phone Number . . . . . 5-2988  
News Service . . . . . UP  
Director . . . . . H. B. McCarty  
Program Director . . . . . William Harley  
Production Director . . . . . Raymond J. Stanley  
News Director . . . . . Roy Vogelmann  
Chief Engineer . . . . . John H. Stiehl

## W I B A

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . Badger Bcstg. Co.  
Business-Studio Address . . . . . 3800 Regent St.

# WISCONSIN

Phone Number ..... 3-5311  
 Transmitter Location ..... Fitchburg  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, BAB  
 President ..... William T. Evjue  
 General Manager ..... Kenneth F. Schmitt  
 Commercial Manager ..... Howard A. Johnson  
 Program Director ..... Robert N. Dick  
 News Director ..... Jack Newman  
 Chief Engineer ..... Norman Hahn

News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Inde. Sales Inc.  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Francis M. Kadow  
 Publ. Prog. Dir. .... George H. Erdman  
 Comm.-Sales Prom. Mgr. .... John M. Kadow, Jr.  
 Chief Engineer ..... W. F. Duben

## WISC

**MADISON—1948—MBS  
 ABC-ARROWHEAD**

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Radio Wisconsin, Inc.  
 Address ..... Comm. State Bank Bldg.  
 Phone Number ..... 7-2588  
 Transmitter Location ..... Seyene Rd., Route 4  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 President ..... Morgan Murphy  
 Executive Director ..... W. C. Bridges  
 General Manager ..... Ralph O'Connor  
 Comm., Prom. Mgr. .... Richard S. Nickeson  
 Program Director ..... Morton Wagner  
 Prod., Pub. Dir. .... Beverly White  
 Chief Engineer ..... W. M. Greely

## WKOW

**MADISON—1948—CBS**

Frequency: 1070 Kc. .... Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By ..... Monona Bcstg. Co.  
 Address ..... 215 W. Washington Ave.  
 Phone Number ..... 7-2261  
 Transmitter Location ..... MacFarland  
 Air Time ..... 5:30 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Headley Reed  
 President ..... Stewart Watson  
 Gen., Sta., Comm. Mgr. .... Michael Henry  
 Program Director ..... Audrey Johnson  
 Chief Engineer ..... Vince Vanderheiden

## WOMT

**MANITOWOC—1926—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Francis M. Kadow  
 Business-Studio Address ..... Radio Bldg.  
 Phone Number ..... 6015  
 Transmitter Location ..... Easy St.  
 Air Time ..... 5:45 a.m.-12 M.

## WMAM

**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 ..... 2-6631  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Hal Holman Co.  
 Membership ..... NARTB, BAB  
 President ..... William E. Walker  
 General Manager ..... Joseph D. Mackin  
 Commercial Manager ..... Howard L. Emich  
 Program Director ..... Pat Kehoe  
 News Director ..... Don Metzger  
 Chief Engineer ..... A. L. Stewart  
 Consulting Engineer ..... A. D. Ring

## WDLB

**MARSHFIELD—1946—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Own-Oper. By Dairyland's Bdcstg. Serv., Inc.  
 Add. Trans. Loca. .... 1710 N. Central Ave.  
 Phone Number ..... 1450  
 Air Time ..... 6:30 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol, SESAC  
 Membership ..... NARTB, BAB  
 President ..... Lloyd L. Felker  
 Gen., Sta. Mgr., Pub. Dir. .... Robert W. Behling  
 Commercial Manager ..... Robert K. Hansen  
 Sales Promotion Manager ..... Roger Thomsen  
 Production Director ..... Kay Winters  
 News Director ..... Lowell Chistensen  
 Chief Engineer ..... Jerry Boos

## WIGM

**MEDFORD—1941—MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... George F. Meyer  
 Bus.-Studio-Transmitter Address ..... Medford  
 Phone Number ..... 5147  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Continental  
 Pres., Comm., Gen. Mgr. .... George F. Meyer  
 Program Director ..... Irma Meyer  
 Chief Engineer ..... Ray Bohnert

# WISCONSIN

## WMNE

MENOMONIE—1951

Frequency: 1360 Kc. Power: 500 Watts d.  
Owned-Operated By... Capitol City Bcstg. Co.  
Address... P. O. Box 83  
Phone Number... 1156  
Transcription Service... Lang-Worth  
News Service... UP  
Representative... Power-John  
President... William F. Johns, Jr.  
General Manager... Barry Stewart  
Comm., Prom. Mgr... James Bailey  
Pgm., News Director... Douglas Weikley  
Chief Engineer... Robert Simondet

## WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 1,000 Watts  
Owned-Operated By... Alvin E. O'Konski  
Business Address... Merrill  
Phone Number... 1444  
Air Time... 6:30 a.m.-12 M.  
Transmitter Location... Hwy. 51 and 17  
News Service... AP, UP  
Membership... NARTB, BAB  
Transcription Service... Standard, Capitol, Cole  
Representative... Rambeau  
President, Gen. Mgr... Alvin E. O'Konski  
Chf. Anncr., News Dir... Jack Larkin  
Chief Engineer... Chris Zercher

## WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Milwaukee Bcstg. Co.  
Bus.-Address... 710 N. Plankinton Ave.  
Phone Number... MARquette 8-7722  
Studio Trans. Location... 5407 W. Martin Dr.  
Air Time... 24 Hours  
News Service... UP  
Representative... Headley Reed  
Membership... NARTB, BAB  
President... Glenn D. Roberts  
Gen., Sta. Manager... Hugh K. Boice, Jr.  
Commercial Manager... John C. Gagliano  
Sales Prom. Manager... Ellis Saxton  
Pgm. Dir., Chief Announcer... Tom Shanahan  
News Director... Don O'Connor  
Chief Engineer... Rolland Paske

## WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Oper. By... Wisconsin Bcstg. System,  
Inc.  
Bus.-Studio-Transmitter... 208 E.  
Wisconsin Ave.  
Phone Number... Broadway 2-1272

Air Time... Sunrise-sunset  
News Service... AP  
Representative... John E. Pearson  
Pres., Gen.-Sta. Mgr... Charles J. Lanphier  
Program Director... John Van Osch  
Prod., Pub. Dir... Charles La Force  
Chief Engineer... George Dodge  
Cnnsulting Engineer... E. C. Page

## WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts  
Owned-Oper. By... Hearst Radio, Inc.  
Address... 540 N. Plankinton Ave.  
Phone Number... Division 2-3000  
Transmitter Location... 5001 So. 60th St.  
Air Time... 6 a.m.-12 M.  
News Service... INS, UP  
Transcription Service... World  
Representative... The Katz Agency  
Membership... NARTB  
General Manager... G. W. Grignon  
Station Mgr... Harry D. Peck  
Promotion Director... George DeGrace, Jr.  
Program Director... Jack Raymond  
Chief Engineer... Donald A. Weller  
Consulting Engr... A. Earl Cullum, Jr.

## 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... 18 hrs.  
News Service... UP  
Representative... Bolling Co.  
President... Clifford C. Randall  
Gen.-Sta. Mgr... Jack Bundy  
Sales Prom. Mgr., Pub. Dir... Janet M. Trudel  
Program Director... Donald McClellan  
Production Director... Hal Walker  
Chief Engineer... Raymond Host  
Consulting Engineer... Paul Godley

## WMIL

MILWAUKEE—1947

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... Glendale  
Air Time... 6 a.m.-Local sunset  
News Service... UP  
Transcription Service... SESAC, Cole  
Representative... Forjoe  
Gen. Mgr... Jerome Sill  
Consulting Engineer... John Creutz

WISCONSIN

WOKY

MILWAUKEE—1950—LBS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By: Bartell Bdcsters, Inc.
Bus.-Studio Address: Empire Bldg.
Phone Number: Broadway 1-8428
News Service: UP
President: Gerald A. Bartell
Program Director: John A. Reddy
Chief Engineer: Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Journal Co.
Business Address: 720 E. Capitol Dr.
Phone Number: MARquette 8-6000
Transmitter Location: Rt. 4, Box 817
Waukesha
Air Time: 19 hrs.
News Service: AP
Representative: Edward Petry
V.P., General Mgr.: Walter J. Damm
Asst. General Mgr.: L. W. Herzog
Station Manager: R. G. Winnie
Asst. Prom. Mgr.: Bruce Wallace
Traffic Director: Frank Bignell
Chief Engineer: Phil Laeser

WEKZ

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
Owned-Operated By: Green County Bcstg. Co.
Address: P. O. Box 460
Phone Number: 1260
News Service: AP
President: Kenneth Stuart
Gen. Mgr., Farm Editor: Grant Ritter
Program Director: Stan Neuberger
Chief Engineer: Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owner: Neenah-Menasha Bcstg. Co.
Bus.-Studio Add.: 101 E. Wisconsin Ave.
Phone Number: 2-2871
Transmitter Location: Rte. 1, Neenah
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Associated
V. P., General Manager: Don C. Wirth
Chief Engineer: E. W. Fliegel
Consulting Engineer: Walter Kean

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Oshkosh Bcstg. Co.
Phone Number: Stanley 4580
Transmitter Location: 1235 Bowen St.
Transcription Service: Capitol
Representative: Pearson
Pres., Pgm. Dir.: Wm. F. H. Johns, Jr.
Comm., Gen. Mgr.: Allen Embury
News Director: Lloyd Wasser
Chief Engineer: Ozzie Oren

WIBU

POYNETTE—1925—WIS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: William C. Forrest
Bus.-Transmitter Address: Poynette
Phone Number: Poynette 98
Representative: Burn-Smith
Owner: William C. Forrest

WRAC

RACINE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: Bell City Bcstg. Co.
Address: 423 Main St.
Phone Number: 2-1627
President: Jerome Sill
Secy.-Treas.: Gene Posner
Gen., Comm. Mgr.: Gordon Lewis
Pgm., Prod. Dir.: Henry E. Duling
Chief Engineer: Howard Immekus

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Racine Bcstg. Corp.
Business Address: 441 Main St.
Phone Number: 4-3311
News Service: AP
Representative: Walker
General Manager: Harry R. LePoidevin
Station Manager: Harold J. Newcomb
Commercial Manager: Gerald D. Nelson
News, Pgm. Dir.: Lyman Merens
Promotion Manager: Amelia French
Chief Engineer: F. Lee Dechant

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Oneida Bcstg. Co.
Business Address: Rhineland
Phone Number: 1240
News Service: UP
Representative: Cooke
Transcription Service: World
President: John R. Tomek
Gen., Comm. Mgr., News Dir.: Don Mortwedt