

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... WKRZ, Inc.
 Business-Studio Address... 201 Fair Bldg.
 Phone Number... 4-1269
 News Service... UP
 Transcription Service... World
 Pres., Gen. Mgr. Kenneth E. Rennekamp
 Sta., Comm. Mgr. Catherine McLaughlin
 Promotion Manager... Olivia T. Rennekamp
 Program Director... Gilbert McQuiston
 Chief Engineer... Gene Robinson
 Publicity Director... Patrick Nuhfer

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
 Air Time... Full Time
 News Service... INS, UP
 Transcription Service... Thesaurus
 Representative... Free & Peters
 Membership... BAB
 President... E. V. Higgins
 General Manager... Joe Baudino
 Station Manager... Franklin A. Tooke
 Commercial Manager... R. H. Teter
 Prom. Mgr., Publ. Dir... Paul I. Woodland
 Program Director... Gordon Davis
 Chief Engineer... I. N. Eney

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By... The Philadelphia Bulletin
 Address... City & Monument Ave.
 Phone Number... GGreenwood 7-8300
 Air Time... Unlimited
 News Service... AP, INS, UP
 Transcription Service... Lang-Worth
 Representative... CBS Radio Spot Sales
 Membership... NARTB, BAB
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager... John S. DeRussy
 V.P., Prog. Director... Jos. T. Connolly
 V.P., Prom. Dir... Robert N. Pryor
 V.P., Director of Engr... John G. Leitch
 (See Page 598)

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Max M. Leon, Inc.
 Business-Studio Address... 223 Arch St.
 Phone Number... MArket 7-8484
 News Service... AP

Representative... Forjoe
 President... Max M. Leon
 Gen., Comm. Mgr... Robert A. Klein
 Program Director... Fred H. Greene
 Prom. Mgr... Louis Palens
 Publicity Dir... M. Leonard Matt
 Chief Engineer... Frank W. Unterberger

WFIL

**PHILADELPHIA—1922
 ABC-QUAKER**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By... Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business-Studio Address... 46th & Market
 Phone Number... EVergreen 2-4700
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Associated
 Representative... Katz
 Membership... NARTB, BAB
 General Manager... Roger W. Clipp
 Operations Asst. to Gen. Mgr.
 John D. Scheuer, Jr.
 Comm. Mgr... George A. Koehler
 Promotion Mgr... Joe Zimmermann
 Program Dir... Felix Meyer
 Publicity Dir... John J. Hyland
 Chief Engineer... Henry Rhea

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 AP

Here's the reason why
more top National Advertisers
than ever before
used *WIP* in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM



5000 WATTS



PHILADELPHIA'S PIONEER VOICE

National Representatives
EDWARD PETRY & CO., INC.

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By: Seaboard Radio Bcstg. Corp.
 Business-Studio Address: 1425 Walnut St.
 Phone Number: Rittenhouse 6-2300
 Air Time: Full Time
 News Service: UP
 Representative: Radio Reps.
 President: Paul F. Harron
 Vice-Pres.: Joseph Lang
 Gen.-Sta.-Comm. Mgr.: Edward D. Clery
 Sales Prom., Publ. Dir.: Rupe Werling
 Program Director: Doug Arthur
 Technical Director: John H. Henninger
 Chief Engineer: George Hooper

Membership: BAB
 Pres., Gen., Sta. Mgr.: Benedict Gimbel, Jr.
 Dir. of Sales: Ralph Brent
 Loc. Sales Mgr.: Clyde Spitzner
 Program Director: Murray Arnold
 Prom. Mgr., Pub. Dir.: Edward Wallis
 Technical Director: Clifford C. Harris

WTEL

PHILADELPHIA—1925

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

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By: Pennsylvania Bcstg. Co.
 Business-Studio Address: 35 S. 9th St.
 Phone Number: Walnut 2-6800
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: World
 Representative: Edward Petry

WHAT

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
 Air Time: 7 a.m.-1:30 a.m.
 News Service: AP

WIBG

PHILADELPHIA

CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC

Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oromaner
 Chief Engineer Arnold Goldman

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address 2043 Locust St.
 Phone Number LOcust 4-2300
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager Charles Stahl
 Publicity Director Jo Oris
 Prog. Dir. Michael Deegan
 Chief Engineer Alec Felton Iles

W P E N

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address 2212 Walnut St.
 Phone Number LOcust 4-6000
 Air Time 24 hrs.
 News Service AP, UP
 Representative Gill-Keele-Perna
 Membership BAB
 President William Sylk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Publicity Dir. Sam Elber
 Chief Engineer Charles W. Burtis

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
 Air Time Unlimited
 News Service AP, UP
 Representative Free & Peters
 Membership BAB
 President E. V. Higgins
 V.P., General Manager Joseph E. Baudino
 Station Manager L. R. Rawlins
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V

PITTSBURGH—1919—MBS

CBS (As of June, 1953)

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

Bus.-Studio Address 800 Chamber of
 Commerce Bldg.

Phone Number Atlantic 1-9100
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Sta. Mgr. J. F. Murray
 Comm. Mgr. Chris Salmon
 Prom., Pub. Dir. Owen Simon
 Program Dir. John Gibbs
 Chief Engineer James J. Schultz

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
 Air Time 5:45 a.m.-1 a.m.
 News Service INS
 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
 Chief Engineer James Greenwood

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pittsburgh Radio Supply
 House, Inc.
 Bus.-Studio Address 411 Seventh Ave.
 Phone Number Grant 1-4860
 Air Time 6 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Hollingbery
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Publicity Director Cal T. Mara
 Chief Engineer Walter W. McCoy

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
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 Station Manager Christian Kenfield
 Commercial Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

WPIT

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
 Air Time: Sunrise-sunset
 News Service: UP
 Representative: Forjoe
 President: John J. Laux
 V.P., Gen., Sta., Comm. Mgr.: Don Ioset
 Chief Engineer: Mike Komichak

WWSW

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: WWSW, Inc.
 Bus.-Studio Address: Sheraton Hotel
 Phone Number: GRant 1-5200
 Air Time: Full Time
 News Service: UP
 Representative: John Blair
 Membership: NARTB
 President, Gen. Manager: O. M. Schloss
 Station Manager: Ben W. Muros
 Prom. Mgr., Publ. Dir.: Harold J. Goldstein
 Chief Engineer: Henry R. Kaiser

WPAZ

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
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Herbert Scott
 Commercial Manager: Clifford M. Chafey
 Sales Prom. Mgr.: David M. Platt
 Publicity Dir.: Lynn George
 Chief Engineer: Ralph E. P. Mellon

WPAM

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
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Everett-McKinney
 President: Joseph L. Maquire
 General Mgr.: Louis H. Murray
 Comm. Mgr.: Frank L. Tamulonis
 Promotion Mgr.: John C. Gallagher
 Program Dir.: Lou Murray
 Chief Engineer: Milton Seltzer

WPPA

POTTSVILLE—1946

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

WEEU

READING—1932
 ABC—QUAKER

Frequency: 850 Kc. Power: 1000 Watts
 Owned By: Reading Eagle Co.
 Business-Studio Address: 431 Penn St.
 Phone Number: 6-7335
 Air Time: 6:15 a.m.-12 M.
 Newspaper Affiliation: "Eagle Times"
 News Service: UP
 Transcription Service: Associated
 Representative: Headley-Reed
 Membership: NARTB, BAB
 President: Hawley Quier
 Gen., Sta. Mgr.: Thomas Martin
 Comm., Prom. Manager: K. Richard Creitz
 Prog., Pub. Dir.: George Carroll
 Chief Engineer: David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Eastern Radio Corp.
 Business-Studio Address: Berkshire Hotel
 Phone Number: Reading 4-4805
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Representative: H.R. Repts.
 Membership: BAB
 Pres., Gen., Sta. Mgr.: Humboldt J. Greig
 Vice-President: Richard G. Fichthorn
 Sales Mgr.: Dick Paisley
 Prom. Mgr.: Art Heim
 Program Director: Alan Lane
 Chief Engineer: Joseph McCormack
 Consulting Engineer: A. Earl Cullum, Jr.

WRAW

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
 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 Frank J. Voss
 Natl. Sales Mgr. J. Robert Gulick
 Progra Director Ben Vernon
 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
 Phone Number 3-3471
 Transcription Service SESAC
 News Service UP
 Representative Kennedy
 Membership NARTB
 President Rev. John M. Norris
 General Manager John H. Norris
 Station Manager Vincent A. Freeman
 Program Director Stanley D. Deppen
 Chief Engineer Gary Russel

W K B I

ST. MARYS—1950—MBS-KBS

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
 Membership NARTB, BAB
 General Manager C. H. Simpson
 Commercial Manager R. H. Knouse
 Program Director John A. Fay
 Promotion Manager Vesta B. Smith
 Chief Engineer Kenneth H. Bowers
 Publicity Director Herbie Martin

W A T S

SAYRE—1950—KBS

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Susquehanna Val. Bcstg. Co.
 Address 110 N. Elmer Ave.
 Phone Number Turner 2-2401
 Transcription Service Thesaurus, World
 Representative Indie Sales
 News Service UP
 Owner T. K. Cassel
 General Manager Shaun F. Murphy
 Commercial Mgr. Walter D. Knowles
 Program Director Gene Edwards
 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

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 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
 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

W Q A N

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
 Transcription Service Standard
 Representative The Bolling Co.
 Membership NARTB, BAB
 Gen., Sta., Prom. Mgr. Cecil Woodland
 Comm. Mgr. Frank McCaffery
 Program Director Robert R. Flanagan
 Publicity Dir. William Pierce
 Chief Engineer Gino Ricciardelli

W S C R

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 7-3388
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Prom. Mgr., Prog., Publ. Dir. Barry Sherman
 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 8-6831
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
Membership NARTB
President..... Henry W. Lark
General Manager..... Charles R. Petrie
Comm. Mgr..... Stanley Binkowski
Program Director..... Dick Owen
Publicity Dir..... Kenne Barber
Chief Engineer..... Ray Williard

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
News Service UP
Transcription Service..... Associated, World
Representative..... Adam J. Young, Jr.
Pres., Gen. Mgr..... John Fahnlins, Jr.
Program Director..... Marc McCulloch

Publicity Director..... Evelyn L. Keller
Chief Engineer..... A. C. Heck

WVSC

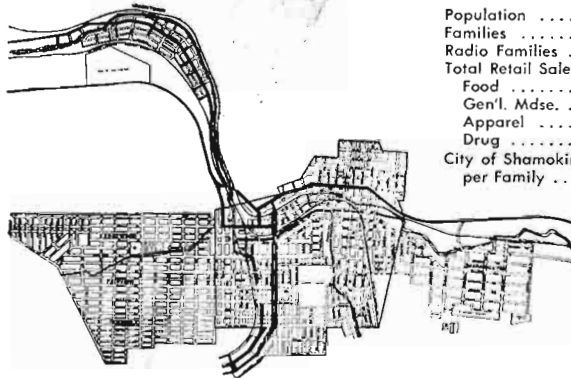
SOMERSET—1951—KBS

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
Representative Indie Sales
Membership NARTB, BAB
Gen., Comm. Mgr..... T. H. Oppegard
Station Mgr..... Carl R. Lee
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
Co-Owner..... R. J. Kennard
Co-Owner..... W. K. Ulerich
Commercial Manager..... Miriam Krebs
Program Director..... W. J. Morris
Chief Engineer..... Douglas Beman



1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800
Families	75,900
Radio Families	71,540
Total Retail Sales	\$161,194,000
Food	42,984,000
Gen'l. Mdse.	15,628,000
Apparel	12,611,000
Drug	4,085,000
City of Shamokin Retail Sales per Family	\$4,963

Active Industries in Shamokin and Vicinity:
sheet metal products.....brewing
meat packing.....drug products
paper products.....hosiery mills
dress and shirt factories.....cellulose
silk and cloth weaving..railroad shops
mining...drugs...building materials
dyeing and processing.....furniture

ONE STREET IN SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania —(Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Choir Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens; Pur-O-lator, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

SHAMOKIN, PENNSYLVANIA

... AND 4 RICH PENNSYLVANIA COUNTIES*
WITHIN WISL'S PRIMARY COVERAGE AREA.
REPRESENTED BY: FORJOE & CO.

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
VIRTUAL OUTLET FOR 1000 WATTS
4 MILLION RETAIL TRADE INCREASE
SHOWN BY WISL MARKET AREA

WVPO**STROUDSBURG—1948**

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By: Pocono Bcstg., Inc.
 Business-Studio Address: 578 Main St.
 Phone Number: Stroudsburg 1102
 Newspaper Affiliation: "Daily Record"
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Associated
 Representative: Radio Reps.
 President: James H. Ottaway
 General Manager: Merle C. Ostrom
 Comm. Mgr.: Chester S. Miller
 Station Manager: Elton Hall
 Managing Director: Francis H. Brinkley
 Program Director: Joseph Webster
 Chief Engineer: Ernest Transue

WKOK**SUNBURY—1933—ABC
QUAKER**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter: 1150 N. Front St.
 Phone Number: Sunbury 1325-6
 News Service: AP
 Membership: NARTB
 President: Harry H. Haddon
 Gen., Sta. Manager: Homer R. Smith
 Commercial Manager: C. Donald Walther
 Program Director: Michael J. Kane
 Prom., Pub. Director: Nelson Futch
 Chief Engineer: John W. Keller

WMBS**UNIONTOWN—1937
CBS—QUAKER**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Fayette Bdcstg. Corp.
 Address: F. T. & T. Bldg.
 Phone Number: 8-3900, 8-3909
 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
 Program Dir.: C. H. Underwood
 Publicity Dir.: James Gismond
 Chief Engineer: William Henzly

WNAE**WARREN—1946—QUAKER**

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By: N. Allegheny Bdcstg. Co.

Address: Warren
 Phone Number: 3033
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: David Potter
 Commercial Manager: James W. Potter
 Program Director: Leroy Schneck
 Chief Engineer: Homer M. Haines

WJPA**WASHINGTON—1942—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Washington Bcstg. Co.
 Bus. Address: George Washington Hotel
 Phone Number: 4870
 News Service: UP
 Transcription Service: World
 Representative: Joseph Hershey McGillvra
 Membership: NARTB
 President: William S. Yard
 Gen. Prom. Manager: John L. Merdian
 Commercial Mgr.: Peter Stanton
 Managing Director: A. Boyd Siegel
 Program Director: Richard C. Stephens, Jr.
 Publicity Director: James Saxon
 Chief Engineer: Chris E. Langhurst

WBAX**WILKES-BARRE—1922—MBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: John H. Stenger, Jr.
 Business-Studio Address: 85 W. Union St.
 Phone Number: 3-0196
 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 Engineer: John H. Stenger, Jr.
 Asst. Chief Engr.: Milan J. Krupa

WBRE**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
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Louis G. Baltimore
 Station Mgr.: David M. Baltimore
 Commercial Mgr.: A. C. Baltimore
 Program Director: Franklin D. Coslett
 Chief Engineer: Charles Sakoski, Sr.

WILK

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
Air Time Full Time
News Service AP
Transcription Service Lang-Worth, Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President Dr. I. C. Morgan
Exec. V.P., Gen. Mgr. Roy E. Morgan
Station Mgr. Thomas P. Shelburne
Commercial Manager Jerry Butler
Program Director Hal Berg
Promotion Manager Malcolm Dale
Chief Engineer Theodore French
Publicity Director Dorothy Albee

WLYC

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
Representative Donald Cooke, Inc.
Gen., Sta. Mgr. James H. Fitzpatrick
Commercial Manager Royal Worth
Program Director Morris F. Doty
Promotion Manager George R. Long
Publicity Director Curt E. Beyler

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRAK, Inc.
Address 244 West 4th St.
Phone Number 2-6116
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Associated
Representative Everett McKinney
Membership NARTB, BAB
Pres., Gen. Mgr. George E. Joy
Comm. Mgr. J. Wright Mackey
Pgm. Mgr. Leon E. Kelly
Promotion Manager Everett W. Rubendall
Chief Engineer Glen L. Sherman

IN NORTH CENTRAL PENNA.



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

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

Since 1930, The Pioneer Broadcasters in Williamsport

* * *

COVERAGE

5000 watts (full time)
on 630 kc, blanketing
NEW ENGLAND'S SEC-
OND LARGEST MARKET,
and also covering the
rich Fall River-New
Bedford, Mass., mar-
keting area with a sig-
nal 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 buy-
ers 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

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Williamsport Radio Bcstg.
 Assoc., Inc.
 Address... 330 Government Pl.
 Phone Number... 7119
 Air Time... 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
 Gen., Sta. Manager... Woodrow W. Ott
 Program Director... Louis C. Cate
 Sales Prom. Mgr... Phil Lane
 Publicity Dir... John B. Willman
 Chief Engineer... Carl Steinbacher

Chief Engineer... Willis N. Weaver
 Publicity Director... J. Edward Schwalm

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
 Station Manager... Clare I. Miller
 Natl. Sales Mgr... J. Robert Gulick
 Program Director... Glenn M. Brillhart
 Technical Director... J. E. Mathiot

W N O W

YORK—1948—KBS

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
 Air Time... 6 a.m.-local sunset
 News Service... AP
 Transcription Service... Associated
 Representative... Robert S. Keller, Inc.
 Membership... NARTB, BAB
 General Manager... Lowell W. Williams
 Commercial Manager... John O. Border
 Program Director... H. E. Daugherty
 Sales Promotion Manager... Edwin L. Jay

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By... Susquehanna Bdctsg. Co.
 Address... 53 N. Duke St.
 Phone Number... 82676 - 81308
 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... Fred Shaffer
 Chief Engineer... Llewellyn Jones

RHODE ISLAND

*Pop. April 1, 1953 (Est.) 833,000—Total Housing Units 246,000
 Families April 1, 1953 (Est.) 222,000—Stations in State 11*

W R J M

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By... The Aquidneck Bcstg. Corp.
 Business-Studio Address... 217 Reservoir Rd.
 Phone Number... 4673
 Air Time... Daytime
 News Service... AP
 Transcription Service... World
 Representative... Deveny & Co.
 President... Columbus O'Donnell
 V.P., Gen., Comm. Mgr... Wallace A. Walker
 Chief Engineer... Jos. Britto

W P A W

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Roger Williams Bcstg. Co.
 Address... 34 N. Union St.
 Phone Number... 5-9000
 Transcription Service... MacGregor
 News Service... UP
 President... Dominick Hysko
 Gen., Comm. Mgr... Allen Jones
 Program Director... Charles Stevens
 Chief Engineer... John Costa

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address Crown Hotel
 Phone Number Temple 1-0800
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative H-R Reps.
 President William O'Neil
 Gen., Sta. Mgr. Mowry Lowe
 Program Director Nancy Hogan
 Publicity Director John Regan
 Chief Engineer Harry 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
 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
 Chief Engineer Carroll Philbrook

WICE

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
 Air Time Sunrise-Sunset
 News Service UP
 Representative Rambeau
 President Louis A. R. Pieri
 Gen., Sta. Mgr. Sumner Pearl
 Sales Prom., Comm. Mgr. James Keough
 Publicity Director George Patrick Duffy
 Chief Engineer Oliver R. Adams

WJAR

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
 Air Time Full Time
 Transcription Service World
 News Service AP
 Representative Weed, Bannan
 Membership NARTB
 Vice Pres., Treas. George O. Griffith
 General Mgr. John J. Boyle
 Sales, Program Director Sothern Abbott
 Chief Engineer Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned Providence Journal Co.
 Address 75 Fountain St.
 Phone Number Dexter 1-0600
 Air Time 6 a.m.-M.
 News Service AP, UP
 Newspaper Affiliation The Journal Co.
 Transcription Service World
 Station Representative Taylor, Borgatti
 Membership NARTB
 President George P. Metcalf
 General Manager H. William Koster
 Sales Promotion Manager Arthur E. Lathrop
 Program Director Harmon H. Hyde
 Chief Engineer George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

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
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NARTB
 President William S. Cherry, Jr.
 General-Comm Mgr. Arnold F. Schoen, Jr.
 Program Director John A. Owen
 Chief Engineer John V. Ferri

(See Page 610)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcstg. Co.
 Bus-Studio Address Narragansett Hotel
 Phone Number Union 1-4512
 Air Time Sunrise-local sunset
 News Service UP
 Transcription Service Associated
 Representative Forjoe
 President Frank Rao
 General Manager Nicholas Ruggieri
 Program Director Don Rogers
 Chief Engineer Fred Weiss

WERI

WESTERLY—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address 34 Main St.
 Phone Number 2263
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth

Representative Walker, Bannon
 President Richard G. Moore
 Gen., Sta., Comm. Mgr. Warren M. Greenwood
 Prog., Publ. Director.....Brud Warren
 Promotion Manager.....Vin Collie

W W O N

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. ByWoonsocket Bcstg. Co.
 Business-Studio Address..... 99 Main St.
 Phone Number1240
 News ServiceAP
 Transcription Service World
 President.....Mrs. Andrew P. Palmer
 General Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Belknap

SOUTH CAROLINA

*Pop. April 1, 1953 (Est.) 2,213,000—Total Housing Units 562,000
 Families April 1, 1953 (Est.) 525,000—Stations in State 46*

W A K N AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 AddressOld Augusta Hwy.
 Phone Number.....Graniteville 187
 News Service AP
 Transcription Service..... World, Capitol
 Membership NARTB
 President.....B. T. Whitmire
 General Manager.....John Mare
 Vice-Pres.....J. P. Williamson
 Sta. Mgr., Prog. Dir.....Randy Davidson
 Chief Engineer.....J. C. Atkinson

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..... Full Time
 News ServiceINS
 Newspaper Affiliation...Independent, Daily
 Mail
 Transcription Service.... World, Lang-Worth
 Representative ...Burn-Smith, Dora—Clayton
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Prom., Comm. Mgr.....G. P. Browne
 Sales Prom. Mgr.....V. Barath
 Program DirectorRay Barath
 Chief Engineer.....John Willis

W A N S ANDERSON—1949—MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carolina Bcstrs.
 AddressBox 211
 Phone Number 3262
 Transcription Service Standard
 RepresentativeDevney, Ayers
 Membership NARTB

News ServiceUP
 President.....C. B. Johnson
 General Manager.....R. E. Liverance
 Commercial Manager.....Robert S. Fant
 Sales Promotion ManagerRobert Fant
 Program Director.....Carroll Lee
 Chief EngineerAlfred W. Pratt

W B S C BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.:
 5,000 Watts n.
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio AddressBox 639
 Phone Number1080
 Air Time Full Time
 News ServiceAP
 Representative....Joseph Hershey McGillvra
 PresidentJohn W. Orvin
 Gen., Comm. Mgr.....Malcolm A. Young
 Prog., Publ. Director.....Neil Terrell
 Chief Engineer.....John Gronert

W A C A CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Camden Bcstg. Co.
 AddressCamden
 Phone Number80
 News ServiceUP
 Transcription Service World
 President.....Haygood S. Bowden
 General Manager.....Tom Richards
 Commercial Manager.....Chuck Ballard
 Chief Engineer.....Joe Toher

W C S C CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. ByWCSC, Inc.
 AddressFrancis Marion Hotel
 Air Time Full Time
 News ServiceUP
 Transcription Service World

Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Program Director Russell Long
 Publicity Director Alma D. Davis
 Chief Engineer Wilbur Albee

W H A N

CHARLESTON—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address 152 Market St.
 Phone Number 3-1643
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 General Manager E. H. Keown
 Commercial Manager G. R. Connor
 Chief Engineer William P. Birchfield

W P A L

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Representative Fo Joe, Dora-Clayton
 Membership NARTB
 President George G. Weiss
 General Manager Laurens Moore
 Sta., Comm. Mgr. Bob Chrystie
 Sales Prom. Mgr. Walt Hanna
 Program Director Louise Withrock
 Publicity Director R. Schwartz
 Chief Engineer A. H. Messer

W T M A

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
 Air Time Full Time
 News Service AP
 News Affil. Evening Post, News & Courier
 Transcription Service Associated
 Representative John Blair
 Membership NARTB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Program Director Newton S. Smyth
 Chief Engineer Gordon Knight

W U S N

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address Box 154

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
 Publicity Director Clayton Schutt
 Chief Engineer Walter Nelson

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 138 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Com. Mgr., Pgm. Dir. Arthur Cornwall
 Promotion Director James Kennedy

W C O S

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornel Arms Bldg.
 Phone Number 2-2177
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager Law Epps
 Program Director Stewart Spencer
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Air Time Full Time
 News Service AP
 Transcription Service SESAC, 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
 Program Director Frank Harden
 Chief Engineer Herbert G. Eidson, Jr.

WMSC

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
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H.R. Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr. C. Wallace Martin
 Publicity Director Don Clark
 Program Director Grenville Seibels
 Chief Engineer John C. Cosby

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address 1811 Main St., Box 5307
 Phone Number 39401
 News Service AP
 Representative Raymer
 Membership NARTB, BAB
 General Manager H. Moody McElveen
 Sales Prom. Mgr. Pat Conder
 Commercial Manager W. C. Bochman
 Program Director David Campbell
 Publicity Director Roy O. Darby
 Chief Engineer Don Willoughby

WLAT

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
 Representative Joseph Hershey McGillvra

WDSC

DILLON—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Address Box 231
 Phone Number 470-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Joseph Martin
 Commercial Manager Adelaide C. Monroe
 Sales Prom. Mgr. Lee Lumpkin
 Program Director J. E. Murff, Jr.
 Publicity Director Ella Rauch
 Chief Engineer Ray Allen

WELP

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
 Representative Indie Sales
 Membership BAB
 President J. Lake Williams
 General Manager Robert O. Moran
 Commercial Manager Cleatus Brazzell
 Chief Engineer H. O. McDonald, Jr.

WJMX

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
 Air Time Full Time
 News Service UP
 Transcription Service World, Thesaurus
 Representative Walker
 President Eugene E. Stone
 Gen., Sta. Mgr. Paul H. Benson, Jr.
 Chief Engineer Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Florence Bcstg. Co., Inc.
 Business-Studio Address 151 S. Dargan St.
 Phone Number 3271-2
 Air Time Full Time
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Melvin Purvis
 Station Manager A. P. Skinner
 Commercial Manager Dick Jones
 Chief Engineer W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Cherokee Radio Co., Inc.
 Address P. O. Box 759
 Phone Number 4795-6
 News Service UP
 Transcription Service Lang-Worth, SESAC
 President A. Ray Godshall
 Gen., Sta. Mgr. Morton E. Green
 Comm., Prom. Manager Mrs. E. Stacy
 Program Director V. Gertz
 Publicity Director J. Hambright
 Chief Engineer J. E. Parker

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's **NEW*** proof

WFBC

With a daytime audience of **122,520** homes

Leads

Station "B" by 70%

Station "C" by 111%

Station "D" by 319%

Station "E" by 503%

WFBC

. . . And with a nighttime audience of **86,670** homes

Leads

Station "B" by 79%

Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

WFBC

In audience growth from **1949** to **1952**

Is Up

In Daytime 26.4%

In Nighttime 24.2%

**Full NBC Service For the Greenville,
Spartanburg and Anderson Markets**

* New data given here is from the 1952
nation-wide Survey by A. C. Nielsen Co.
Figures for 1949 were from BMB. Detailed
information will be given gladly on request.



WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

Represented Nationally by AVERY-KNODEL, INC.

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Georgetown Bcstg. Co.
 Address, Trans. Loc. 216 Fraser St.
 Phone Number 3-3421
 Pres., Gen. Manager J. B. Delzell
 Commercial Manager Al Webster
 Chief Engineer A. O. Nix

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Co., Inc.
 Address 400 Mayberry St.
 Phone Number 5-7406
 Air Time Full Time
 News Service INS
 Transcription Service Associated
 Representative Pearson
 President V. D. Ramseur
 Gen. Mgr., Prog. Dir. J. F. McDonough
 Publicity Director Inez Anders
 Chief Engineer H. A. Morris

WESC

GREENVILLE—1947

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By Greenville Bcstg. Co.
 Business-Studio Address 1 College St.
 Phone Number 2-8241
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership NARTB
 President (Mrs.) Scott Russell
 General Manager W. Ennis Bray
 Commercial Manager C. B. Goodyear
 Program Director David Moss
 Chief Engineer F. B. Bailey

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Greenville News Piedmont
 Business-Studio Address Poinsett Hotel
 Phone Number 2-7616-7
 Air Time Full Time
 Newspaper Affiliation News-Piedmont Co.
 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.
 Sales Prom. Mgr., Pub. Dir. P. H. Chapman
 Program Director Norvin Duncan
 Chief Engineer William Garrison

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By Textile Bcstg. Co.
 Bus.-Studio Address Prevost Bldg.
 Phone Number 3-2751
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed & Co.
 Membership NARTB
 President R. A. Jolley, Sr.
 Gen., Sta., Comm. Mgr. Ken Beachboard
 Program Director William T. Arrington
 Publicity Director Lidie Walters
 Chief Engineer George D. Tate

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bob Jones Univ.
 Address Greenville
 Phone Number 2-6711
 Air Time Day Time
 News Service AP, INS
 Transcription Service SESAC, Associated
 Membership BAB
 President Dr. Bob Jones, Jr.
 General Manager R. K. Johnson
 Station Manager Jim Ryerson
 Commercial Manager Glen Schunk
 Sales Prom. Mgrs. K. Ouellette, J. Baehre
 Program Director Paul Schultz
 Publicity Director Bob Osterberg
 Chief Engineer Paul Matthew

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Address P. O. Box 868
 Phone Number 4300
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Thomas Clark
 President Douglas Featherstone
 Gen. Mgr., Prog. Dir. Dan Crosland
 Commercial Manager Ralph Norman
 Chief Engineer Charlie Sparks

WEAB

GREER—1949—KBS

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Greer Bcstg. Co.
 Address P. O. Box 151
 Phone Number 1057-8
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Co.-O., Gen., Comm. Mgr. E. A. Burch

Co-Owner.....W. Ryan Frier
 Program Director.....Betty Beers
 Chief Engineer.....Joe Cole

W H S C

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hartsville Bcstg. Co., Inc.
 Business-Studio Address.....College Ave.
 Phone Number.....1450
 Air Time.....Full Time
 News Service.....AP
 Representative.....McGillvra
 Transcription Service.....Capitol
 President.....Charles H. Campbell
 General Manager.....Raymond Caddell
 Commercial Manager.....Gerald Quick
 Chief Engineer.....Donald A. Brien

W D K D

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Palmetto Bcstg. Co.
 Address.....Kingstree
 Phone Number.....6761
 News Service.....AP
 Transcription Service.....World
 General Manager.....E. G. Robinson, Jr.
 Program Director.....T. J. Robinson
 Chief Engineer.....D. H. I. Owens

W L C M

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Royal Bcstg. Co.
 Address.....103 S. Catawba St.
 Phone Number.....1406
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Pres., Gen. Mr.....Milton D. Scarboro
 Comm., Sales Prom. Mgr.....D. C. Phillips
 Program Director.....Joann McManus
 Publicity Director.....Claudine Watson
 Chief Engineer.....Robert Shikenjanski

W L B G

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WLBG, Inc.
 Business Address.....Box 642, Laurens
 Phone Number.....2-2331
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World
 President.....James C. Todd
 General Manager.....Richards Todd
 Program Director.....Carrol Sexton
 Sls. Prom. Mgr.....Steve Stevenson
 Chief Engineer.....Jack Taylor

W J A Y

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mullins & Marion Bcstg. Co.
 Phone Number.....390 (Marion, 3901 (Mullins)
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Langworth
 President.....W. G. Smith
 Gen., Sta., Comm. Mgr.....James F. Ramsey
 Pgm., Pro. Dir.....Kenneth Gasque
 Chief Engineer.....George Magera

W M R A

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 750 Watts
 Owned-Oper. By.....Elizabeth Evans
 Address.....Ocean Forest Hotel
 Phone Number.....5061
 Air Time.....Full Time
 Pres., Gen. Mgr.....Elizabeth Evans
 Commercial Manager.....S. W. Monroe
 Program Director.....Crosby Brunson
 Chief Engineer.....W. C. Evans
 Promotion Manager.....Tom Garner

W K D K

NEWBERRY—1946—MBS-KBS

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

W R N O

ORANGEBURG—1946—ABC-KBS

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
 Transcription Service.....Thesaurus
 Membership.....BAB
 President.....Charles S. Henery
 Gen., Sta. Mgr., Prog. Dir.....Frank B. Best, Jr.
 Commercial Mgr.....Norman M. Mathews
 Chief Engineer.....Gus Browning

W T N D

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WTND, Inc.

SOUTH DAKOTA

Pop. April 1, 1953 (Est.) 675,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 178,000—Stations in State 13

K A B R

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By...Aberdeen Bcstg. Svc.
Address.....Hwy. No. 281 N.
Phone2686
News ServiceUP
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

K S D N

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number4573
Air Time6 a.m.—12 M.
News ServiceAP
RepresentativeWeed
President.....Henry J. Schmitt
Sta., Gen. ManagerByron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

K D S J

DEADWOOD—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By...John, Eli & Harry Daniels
AddressP. O. Box 462
Phone Number186
Transcription ServiceWorld
News ServiceUP
MembershipNARTB
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial ManagerHarry Daniels
Program DirectorBonnie Laughlin
Chief AnnouncerBill Lynn

K I J V

HURON—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota Ave., S.
Phone Number765
Transcription ServiceThesaurus
MembershipNARTB
Pres., Gen. Mgr., Chief Eng....Max F. Staley
Comm. Mgr.....Dwight Coursey
Program Dir.....Dale Larson

K O R N

MITCHELL—1947—MBS
GOLDEN PHEASANT

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

Bus.-Studio Address.....217-219 N. Main
Phone Number621
Air Time.....6 a.m.—M.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNARTB
Pres., Gen., Sta. Mgr.Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Chief Engineer.....J. R. Doherty

K G F X

PIERRE—1936—KBS

Frequency: 630 Kc. Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Air Time9:30 a.m.—Sunset
Phone Number2351
Air Time.....9:30 a.m.—sunset
News ServiceUP
RepresentativeLawson
PresidentIda A. McNeil
Chief EngineerSelwyn 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 Address1819 W. St. Joe St.
Phone Number2000
Air TimeFull Time
News ServiceUP
Representative.....Headley-Reed, Bulmer &
Johnson
Transcription Service.....World, Capitol
MembershipNARTB, BAB
PresidentRobert J. Dean
Gen., Sta., Comm. Mgr.Abner H. George
Chief Engineer.....A. E. Griffiths

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 Number4-5841
Air Time.....5:45 a.m.—1 a.m.
News ServiceUP
Transcription ServiceCapitol, Standard
RepresentativeTaylor
MembershipNARTB, BAB
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Pgm., Prod. Dir.Jim Burt
Publicity Director.....Dave Dedrick
Chief Engineer.....Lester Froke

KIHO

SIoux FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Big Sioux Bcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 4-7736
 News Service UP
 Representative Paul H. Raymer Co.
 President Dr. J. D. Conner
 General Manager David J. Kempkes
 Commercial Manager Richard C. Morenus
 Program Director Fred W. Schweikher

KISD

SIoux FALLS—1948—KBS

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
 President H. R. Alton
 Gen. Mgr., Prog. Dir. Verl Thomson
 Commercial Manager Gabe Caffrey
 Sales Prom. Mgr. Helen Achatz
 Publicity Dir. Bud Bird
 Chief Engineer Duane Decker

KSOO

SIoux FALLS—1927

Frequency: 1140 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Sioux Falls Bcstg. Asso., Inc.
 Address 317 S. Phillips Ave.
 Phone Number 4-7545
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP
 Transcr. Service RCA, Thesaurus
 Station Representative Avery-Knode, Inc.
 Membership NARTB
 President Morton Henkin

Vice President George R. Hahn
 Station Manager George "Bill" Rohn
 Commercial Manager Rollie R. Williams
 Program Director Ray Loftness
 Sales Prom. Mgr. E. C. Stangland
 Chief Engineer Max Pierce

KWAT

WATertown—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time Full Time
 News Service UP
 Transcr. Service Standard
 Representative Orville Lawson, Walker
 Membership NARTB, BAB
 President John Ehrstrom
 Gen. Mgr., Publ. Dir. Thomas L. Young
 Comm., Sales Prom. Mgr. Ross Case
 Program Dir. Doug Marlow
 Chief Engineer Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Bus. Studio Address WNAX Bldg.
 Phone Number 442
 Air Time 5:30 a.m.-M.
 Newspaper Affiliation Des Moines Register
 and Tribune
 News Service AP, UP
 Transcription Service Capitol
 Representative Katz
 Membership NARTB, BAB
 President Gardner Cowles, Jr.
 Gen., Sta. Manager Robert R. Tincher
 Commercial Manager Donald D. Sullivan
 Prom., Pub. Mgr. Richard T. Harris
 Program Director Herb Howard
 News Director Arthur J. Smith
 Chief Engineer Clifton M. Todd

TENNESSEE

*Pop. April 1, 1953 (Est.) 3,415,000—Total Housing Units 930,000
 Families April 1, 1953 (Est.) 875,000—Stations in State 60*

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Athens Bcstg. Co.
 Business-Studio Address N. Jackson St.
 Phone Number 1450
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 President Lowell F. Arterburn

General Manager Buell J. Charles
 Program Director John Redwine
 Commercial Manager Leonard Dawson
 Chief Engineer J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)
 Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address..... 310 State St.
Phone Number South 3730
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm., Prom. Mgr. James C. Wilson
Publicity Director Walsa McQueen
Chief Engineer George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Comm. Mgr. Cliff Bowers
Program Director Marie Schlieff
Chief Engineer George McMurtrie

WAPQ

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.... Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By..... WAPQ Bcstg. Service
Business-Studio Address..... Read House
Phone Number 6-6141
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. R. G. Patterson
Comm. Mgr. B. J. Bush
Program Director Frances Harley
Sales Prom. Mgr. R. N. Krepps
Publicity Dir. Helen Patterson
Chief Engineer..... B. B. Barnes

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Oper. By..... WDEF Bcstg. Co.
Bus. Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
Membership NARTB

President..... Carter M. Parham
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director..... Morrie Quave
Chief Engineer..... B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
Owned-Oper. By..... W D O D Bcstg. Corp.
Address..... Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Air Time 5:30 a.m.-12:30 a.m.
News Service AP, UP
Transcription Service Standard, World
Representative..... Paul H. Raymer
Membership NARTB
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager.... Norman A. Thomas
Publicity Dir. Gene Allen Carr
Program Director..... Frank A. Hubbs
Chief Engineer W. Roy Owens

WDXB

CHATTANOOGA—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... WDXB, Inc.
Address Dome Bldg.
Phone Number 6-1114
Representative Forjoe
News Service AP
President Joseph Bloom
Vice-President..... David E. Cohen
General Manager..... J. M. Brown
Chief Engineer..... Byron E. Fincher

WMFS

CHATTANOOGA—1951

Frequency: 1260 Kc..... Power: 1000 Watts d.
Owned-Operated By..... WMFS, Inc.
Address 215 W. Ninth St.
Phone Number 6-4146
News Service INS
Representative Pearson
President Brody Timm
Gen., Sta. Mgr. Russell E. Oilhaus
Comm., Prom. Mgr. Dale Smith
Publicity Dir. Mrs. Evelyn Cato
Chief Engineer..... Glenn Channells

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Campbell & Sheftall
Business-Studio Address 411 Madison St.
Phone Number 6414
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.
 Publicity Dir. David J. Muhlstein
 Chief Engineer John Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Robert W. Rounsaville
 Business-Studio Address. Box 677
 Phone Number 62
 Air Time 6:00 a.m.-10:30 p.m.
 News Service UP
 General Manager. R. W. Rounsaville
 Station Manager. Thad F. Fitch
 Program Director. Mike Dodd
 Chief Engineer. William D. Stuart

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 World
 Membership NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
 Sales Prom. Mgr. Mel Dugger
 Publ., Pgm. Dir. Al Knott
 Chief Engineer Cameron McKay

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 Mabry
 Publicity Director. Stacey Mott
 Chief Engineer. G. W. Daughtery

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.
 Transcription Service World
 News Service AP
 President. Russel M. D. Bruce
 General Manager. Frank Armstrong

Commercial Manager Tom Armistead
 Program Dir. Bill Ward
 Publicity Dir. Shirley Jones
 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
 News Service UP
 Senior Partner & Mgr. R. W. Rounsaville
 Comm., Sta. Manager. Frazier Cochrane
 Comptroller. S. A. Wade
 Program Dir. Art Selley
 Publicity Dir. John H. Mullaney
 Chief Engineer. Condon Bowers, Jr.

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
 President. John R. Crowder
 General Manager. James Porter Clark
 Station Manager. Jim Tate
 Program Director. Teddy Barnes
 Chief Engineer. Ernest Tucker

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sumner County Bcstg. Co.
 Address Gallatin
 Phone Number 1010
 Transmitter Location. Highway 109
 News Service UP
 Representative. Indie Sales, Inc.
 Membership NARTB, BAB
 President A. B. Perkins
 Gen., Sta., Prog. Mgr. J. B. Thomas
 Commercial Manager. Charles Brewer
 Chief Engineer. Maxwell R. Bennett

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Greeneville, Inc.
 Address Radio Bldg.
 Phone Number 4147
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Paul Metcalfe
 Commercial Manager. Hugh Pickel
 Program Director. Lynn Peters
 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 AddressHarriman
 Phone Number661
 Air Time6:15 a.m.-11:15 p.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeContinental
 MembershipBAB
 Owner, Gen. Mgr.F. L. Crowder
 Comm., Sales Prom. Mgr. .Walter Scarbrough
 Pgm. Dir., Chief Ann.Carl Williams
 Chief EngineerGene Davidson

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By...Gibson Co. Bcstg. Co., Inc.
 Address210 N. 22nd Ave.
 Phone Number740
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceThesaurus
 PresidentJ. F. Warmath
 Gen., Sta. Mr.Howard E. Byrum
 Comm. Mgr.Carroll Wilson
 Chief EngineerGerald Hicks

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated ByDixie Bcstg. Co.
 Business-Studio AddressWilliams Bldg.
 Phone Number7-9611
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB, BAB
 Pres., Gen. Mgr.Aaron B. Robinson
 Comm., Sta. ManagerBill Winsett
 Sales Prom. Mgr.Jack Murphy
 Program DirectorJames W. Hoppers
 Publicity DirectorLawrence Dunne
 Chief EngineerJames S. Thomas

W P L I

JACKSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...George Arthur Smith
 Address201½ N. Market St.

Phone Number7-8541
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 PresidentGeorge Arthur Smith
 Prog. Dir., Gen. Mgr.H. O. Parish, Jr.
 Chief EngineerDave Jordan

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By...The Sun Publishing Co.
 Bus.-Studio AddressJackson
 Phone Number7-3316
 Air Time5 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld, Thesaurus
 RepresentativeBranham
 MembershipNARTB, BAB
 Exec. V.-P.A. A. Stone
 Station ManagerFrank S. Proctor
 Publicity Dir.Peggy McKinnie
 Studio DirectorSam D. Lollar
 Chief EngineerRobert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated ByWJHL, Inc.
 Business-Studio Address145 W. Main St.
 Phone Number2780
 Air Time6 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 RepresentativeJohn E. Pearson
 MembershipNARTB
 PresidentW. H. Lancaster
 Gen., Sta., Comm. Mrg. .Hanes Lancaster, Jr.
 Sales Prom. Mgr., Pub. Dir.Ken Matthews
 Program Dir.Robert Walker
 Chief EngineerO. K. Garland

W E T B

JOHNSON CITY—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By...E. Tennessee Bcstg. Co.
 Business AddressPress Bldg.
 Phone Number2993
 Air Time6 a.m.-sunset
 Newspaper Affiliation“Press Chronicle”
 News ServiceAP
 RepresentativeMcGillvra
 Transcription ServiceWorld
 MembershipNARTB, BAB
 PresidentCarl A. Jones
 Station ManagerBud Kelsey
 Prog., Pub. DirectorBernard Burleson
 Chief EngineerE. B. Jones

W K I N

KINGSPORT—1951—KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Cy N. Bahakel
Address: 338 E. Center St.
Pres., Gen. Mgr.: 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
Transcription Service: Thesaurus, World
Representative: Donald Cooke
Membership: NARTB, BAB
President: C. P. Edwards, Jr.
Gen., Sta. Manager: Paul L. Overbay
Commercial Mgr.: Phil Weaver
Program Dir.: Martin Karant
Publicity Dir.: Jim Davis
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
Air Time: 5:30 a.m.-M.
Transcription Service: Thesaurus
Representative: Bolling
Membership: NARTB, BAB
President: Gilmore N. Nunn
Gen., Sta., Com. Mgr.: John P. Hart
Program Director: Neal Branch
Chief Engineer: J. Rex Horton

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WKGN Bcstg. Co.
Bus.-Studio Address: Park Natl. Bank Bldg.
Phone Number: 4-0766
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NARTB
Pres., Gen., Sta. Mgr.: Clarence Beaman
Comm. Mgr.: Guy L. Smith
Publicity Director: R. C. Wolfe
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
Air Time: 5 a.m.-1:05 a.m.
Newspaper Affiliation: "News Sentinel"
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 Dir.: C. A. McMahon
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
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Paul Mountcastle
Gen., Sta. Mgr.: W. H. Linebaugh
Commercial Manager: J. T. McCloud
Program Dir.: J. H. Reese
Prom., Pub. Director: Wayne Hudson
Chief Engineer: Fred Andrews

W D X E

LAWRENCEBURG—1951—MBS KEYSTONE

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: Lawrenceburg Bcstg. Co.
Address: Locke Bldg.
Phone Number: 4411
News Service: UP
Transcription Service: SESAC, World
Representative: Burn-Smith
President: Aaron B. Robinson
General Manager: George Eubanks
Program Director: Ken Marston
Publicity Dir.: Frances Baxter
Promotion Manager: Bud Sawyer
Chief Engineer: Noble G. Morgan

W C O R

LEBANON—1949—KBS

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By: Lebanon Bcstg. Co., Inc.
Address: Cumberland Ave.
Phone Number: 1540
News Service: UP
Station Manager: Theo. F. Ezell, Jr.
Comm. Mgr.: Michael R. Freeland
Program Director: Jack Hendrickson
Chief Engineer: William Johnston

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Oper. By Arthur Wilkerson Lumber Co.
 Address 406 E. Broadway
 Phone Number 1095
 Transcription Service SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson

W J J M

LEWISBURG—1947—MBS-KBS

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

W G A P

MARYVILLE—1947

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

W M M T

**McMINNVILLE—1947—MBS
 KEYSTONE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By McMinnville Brdg. Co., Inc.
 Address McMinnville
 Phone Number 401
 President Dr. Sam J. Albritton

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Air Time Daytime
 News Service UP
 Representative Pearson, Dora-Clayton
 Membership NARTB, BAB
 Gen. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker

Program Director Christine Spindel
 Publicity Dir. Henry N. Fones
 News Dir. Marie Wathen

W F A K

MEMPHIS—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chickasaw Bcstg. Co.
 Address 215 Madison Ave.
 Phone 37-8833
 Transcription Service SESAC, Lang-Worth
 News Service INS
 President E. C. Krausnick, Jr.
 V.P., Gen. Mgr. Charles DeVois
 Commercial Manager Dick Palmere
 Program Director Ted Roney
 Chief Engineer Ben Enochs

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Harding College,
 Searcy, Ark.
 Bus.-Studio Address Hotel Chisca
 Phone Number 8-6868
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Weed & Co.
 Membership NARTB, BAB
 Gen., Sta. Mgr. John Cleghorn
 Comm. Mgr. Bill Grumbles
 Pgm., Dir. Gordon Lawhead
 Sales Prom. Mgr. Frank Willis
 Publicity Dir. Mark Forrester
 Chief Engineer Welton Roy
 Consulting Engr. McIntosh & Englis

W H H M

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mid-South Bcstg. Corp.
 Business-Studio Address Sterick Bldg.
 Phone Number 37-4422
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Forjoe
 Membership NARTB
 President P. E. Furlow
 Gen., Sta. Mgr. C. K. Beaver
 Commercial Manager Alan Avery
 Program Dir. Jay Black
 Chief Engineer William Marsh

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
 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 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
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB
 Pres., Gen. Mgr..... Harold R. Krelstein
 Station Mgr..... George B. Faulder
 Sales Prom. Mgr..... W. B. Rudner
 Program Dir..... W. E. Crump
 Publicity Dir..... Virginia Waters
 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 Roney

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—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... WGNS, Inc.
 Address..... P. O. Box 456
 Phone Number 1450
 News Service AP
 Representative Holman
 Transcription Service World
 News Service UP
 Membership NAB
 Pres., Gen. Mgr..... Cecil Elrod, Jr.
 Program Director..... 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
 Air Time..... 5 a.m.-1 a.m.
 News Service AP
 Transcription Service..... Capitol, Standard
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager..... T. B. Baker, Jr.
 Program Director..... Alfred G. Kengott, Jr.
 Chief Engineer..... Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Life & Casualty Insurance
 Co. of Tennessee
 Bus.-Studio Address... Third Natl. Bank Bldg.
 Phone Number 6-0161
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Katz
 Membership NARTB, BAB
 Gen. Mgr..... F. C. Sowell
 Commercial Manager..... E. G. Blackman
 Promotion 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.
 President.....Frank W. Mayborn
 Gen. Sta. Mgr.....George B. Faulder
 Sales Prom. Mgr.....Clarence L. Waggoner
 Chief Engineer.....Charles W. Stokely

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
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
 Program Director.....Donn C. McInturff
 Chief Engineer.....Harold Motlow

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 Address.....Nashville Trust Building
 Phone Number.....5-5431
 Air Time.....6:00 a.m. to 12:00 M.
 News Service.....AP
 Transcription Service.....World
 Station Representative..George P. Hollingbery
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Louis R. Draughon
 Comm., Prom. Manager.....E. S. Tanner
 Prog., Pub. Dir.....Jim McKinney
 Chief Engineer.....Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned-Operated By..Nat'l Life & Acc. Ins. Co.
 Bus-Studio Address.....301 7th Ave. N.
 Phone Number.....6-7181
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 President.....John H. DeWitt, Jr.
 Commercial Manager.....Irving C. Waugh
 Dir. of Publicity.....Wm. R. McDaniel
 Program Director.....Jack Stapp
 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.....419 Fourth Ave. N.
 Phone Number.....42-0489
 Representative.....Forjoe
 Pres., Gen., Sta. Mgr.....H. C. Young, Jr.
 Com., Prom. Mgr.....Norman Stewart
 Program Director.....Bill Fields
 Chief Engineer.....Arthur Visches

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 5-3536
 Air Time.....Unlimited
 News Service.....AP
 Membership.....NARTB
 President.....Marshall H. Pengra
 Gen., Sta. Mgr.....Samuel P. Thrower, Jr.
 Program Dir.....Lionel Schwan
 Chief Engineer.....Marvin Paul

W T P R

PARIS—1947—KBS-DIXIE

Frequency: 710 Kc.....Power: 250 Watts d.
 Owner.....Paris Bcstg. Co.
 Address.....Poplar St.
 Phone Number.....1700
 General Manager.....J. M. Cecil
 Commercial Manager.....B. C. Kilgore
 Chief Engineer.....Don Somerville

W K S R

PULASKI—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Richland Bdcstg. Co.
 Address.....Jones Bldg.
 Phone No.....1066-67
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World, SESAC
 Membership.....NARTB, BAB
 President.....W. K. Jones
 Comm., Sales Prom. Mgr.....Wallace Beecham
 Pgm. Dir., Chief Anncr.....George Martin
 Chief Engineer.....N. G. Morgan

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
 Phone Number.....1400
 News Service.....UP
 V.P., Gen. Mgr.....Charles Christian
 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.....P. O. Box 464
 Phone Number.....1287
 Transcription Service.....World
 News Service.....UP
 Gen., Sta. Mgr.....Walter A. Duke
 Comm. Mgr.....Howard M. Peters
 Program Di.....Lester Ketchersid
 Chief Engineer.....Ann Duke

WJIG
TULLAHOMA—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Raymond L. Prescott, Jr.
Business Address West End Drive
Phone Number 2607-8
Air Time Sunrise-sunset
News Service UP
Transcription Service World
Pres., Gen. Mgr. Col. Raymond L. Prescott, Jr.
Comm. Mgr. Mrs. Raymond L. Prescott, Jr.
Program Dir. Gene Bennett
Chief Engineer William C. Spraggins

WENK
UNION CITY—1946—MBS

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

News Service UP
Transcription Service World
Representative Burn-Smith, Keller
President Aaron B. Robinson
Sta. Mgr., Pub. Dir. Louis C. Wrather
Sales Prom., Comm. Mgr. Edwin A. Kallenberg
Program Director Mrs. Lee Smith
Chief Engineer Charles Holland

WCDT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Arthur D. Smith, Jr.
Address Box 1103
Phone Number 2201
Air Time Full Time
News Service UP
Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.
Commercial Manager Harry W. Sullivan
Program Director Jack Jones
Chief Engineer Frank Spencer

TEXAS

*Pop. April 1, 1953 (Est.) 8,157,000—Total Housing Units 2,410,000
Families April 1, 1953 (Est.) 2,161,000—Stations in State 183*

KRBC
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
Air Time 6 a.m.-M.
News Service AP
Transcription Service Associated
Representative John E. Pearson
President Mrs. Eva M. Hanks
General-Station Mgr. Howard Barrett
Commercial Manager John Mingus
Sales Prom. Manager Forest Lane
Chief Engineer Troy Mallon

KWKC
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
Membership NARTB
President W. P. Wright
Gen., Sta. Mgr. A. C. Etter
Commercial Manager Tyler Stewart

Program Director Leonard Johnson
Chief Engineer Forest Tipton

KBKI
ALICE—1947—MBS

Frequency: 1070 Kc. Power: 1000 Watts
Owned-Operated By Alice Bcstg. Co.
Business Address Box 731
Phone Number 2070
Air Time Full Time
News Service AP
Transcription Service World
Representative Pearson
President E. G. Lloyd, Jr.
Gen., Sta. Mgr. A. C. Lloyd, Jr.
Commercial Manager Bob Grimes
Sales Prom. Mgr. Irma Salas
Program Dir. J. Allen Frye
Publicity Director Gloria Sanchez
Chief Engineer S. L. Spencer

KVLF
ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Big Bend Bcstrs.
Business Address P. O. Box 779
Phone Number 37
News Service UP
Representative Hil F. Best
Transcription Service Thesaurus

President.....Barney H. Hubbs
 General Manager.....Jack Hawkins
 Station Manager.....Gene Hendryx
 Program Director.....Bill Hubbs
 Chief Engineer.....Earl McCall

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Top of Texas Bcstg. Co.
 Address.....1301 Polk St.
 Phone Number.....2-6543
 Representative.....Forjoe
 Transcription Service.....Thesaurus
 News Service.....AP
 Gen., Sta. Mgr.....R. D. Houck
 Commercial Manager.....Jess Richardson
 Program Director.....Webb Smith
 Publicity Director.....Johnny Hathcock
 Chief Engineer.....Stewart Parsons

K F D A

AMARILLO—1939—ABC

Frequency: 1440 Kc.... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
 Business-Studio Address.....Box 1400
 Phone Number.....6-5343
 News Service.....UP
 Transcription Service.....World
 Representative.....Branhan Co.
 Membership.....NARTB
 President.....Wendall Mayes
 Sec.-Treas.....Charles B. Jordan
 Sta., Comm. Mgr.....Leslie E. Smith
 Program Director.....Bill Fairley
 Publicity Director.....Ruth Halt
 Chief Engineer.....W. B. Spiller

K G N C

AMARILLO—1922—NBC

Frequency: 710 Kc.... Power: 10,000 Watts
 Owned-Oper. By.....Plains Radio Bdcstg. Co.
 Address.....P. O. Box 751
 Phone Number.....3-4242
 Air Time.....Full Time
 News Service.....UP, AP
 Transcription Service.....Lang-Worth, M. M. Cole
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....B. E. Walker
 Gen., Sta. Mgr.....Tom Kritser
 Sales Promotion Mgr.....Beverly Smith
 Comm. Mgr., Prog. Dir.....Bob Watson
 Publicity Director.....Marianne Johnson
 Chief Engineer.....W. H. Torrey

K L Y N

AMARILLO—1949—CBS

Frequency: 940 Kc.... Power: 1000 Watts
 Owned-Oper. By.....Plains Empire Bdcstg. Co.
 Address.....1014 West Seventh
 Phone Number.....2-6773
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NARTB, BAB
 President.....R. G. Hughes
 Gen., Comm. Mgr.....Howard Roberson
 Publicity Director.....Mae Dorsey
 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.....A. N. Dowd
 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
 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.....Norwood McLendon
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—1939—CBS

Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Texas Bcstg. Corp.
Bus.-Studio Address P. O. Box 717
Phone Number 2-2424
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Taylor Co.
President Claudia T. Johnson
Gen., Sta. Mgr. J. C. Kellam
Sales Manager Sam Plyler
Sales Prom. Mgr. Harry Voelker
Program Director Richard S. Pryor
Chief Engineer A. B. Hearn

K T X N

AUSTIN

Frequency 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio KTXN, Inc.
Address P. O. Box 1102
Phone Number 74476
Representative Harlan G. Oakes
President Ed C. James
Gen., Sta. Mgr. Frank Stewart
Commercial Manager Harry O'Connor
Sales Promotion Manager Larry Jones
Program Director Lilia Guzman
Chief Engineer Paul Lindhorn

K V E T

AUSTIN—1946

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Austin Bcstg. Co.
Business-Studio Address 113 West 8th
Phone Number 8-8521
Air Time Full Time
Transmitter Location Bull Creek Rd.
News Service UP
Transcription Service Lang-Worth
Representative Forjoe
Membership NARTB
President John B. Connally
General Manager Willard Deason
Commercial Manager Charles Howell
Pub., Pgm. Dir. Dave Smith
Chief Engineer Willis Morter

K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Runnels County Bcstg. Co.
Address Zappe Bldg.
Phone Number 3151
Air Time Full Time
News Service AP
Representative Best
President Walter G. Russell
Gen., Comm. Mgr. R. F. McGarvey
Program Director Helen Hampton
Chief Engineer W. C. Kelley

K I O X

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Bay City Bcstg. Co.
Business Address Box 1391
Phone Number 4642-3
Air Time Full Time
News Service UP
Transcription Service World
President J. G. Long
General Manager Bryan Powell
Station Manager Ve non Townsend
Commercial Manager Boyd Porter
Program Director Bob French
Chief Engineer Van Parr

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
Owned-Operated By Bay Bcstg. Co.
Address Box 629
Phone Number 8251
News Service AP
President W. B. Bates
Gen. Mgr., Chf. Engr. Neil K. Mallory

K R E L

BAYTOWN—1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Tri-Cities Bcstg. Co.
Business Address P. O. Box 419
Phone Number 8211-2
News Service UP
Transcription Service World
Representative Richard O'Connell
President Robert Matherne
Gen. Mgr. William M. Lightfoot
Commercial Manager Ford Robertson
Sales Prom. Mgr. R. D. Hendon
Program Director Mary Lightfoot
Chief Engineer Mack S. Malpee

K F D M

BEAUMONT—1924—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Beaumont Bdcstg. Corp.
 Address P. O. Box 2950, 1420 Calder Ave.
 Phone Number 2-7758
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB
 President D. A. Cannan
 Gen., Sta., Comm. Mgr. C. B. Locke
 Pub. Dir., Sales Prom. Mgr. H. F. Caldwell
 Chief Engineer Harold W. Bartlett

K P B X

BEAUMONT—1947

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By KPBX Bcstg., Inc.
 Address 2295 Calder Ave.
 Phone Number 2-0201
 Representative Forjoe
 News Service AP
 Transcription Service Capitol
 Trustee Joe B. Carrigan

Sta., Comm., Prom. Mgr. Les Ryder
 Program Director Virginia W. Ryder
 Chief Engineer Fred Reiner

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 World
 Newspaper Affiliation "Enterprise & Journal"
 Representative Branham
 President O. Eugene Davis
 Vice-Pres., Gen. Mgr. E. C. Davis
 Station Manager Charles Baskerville
 Commercial Manager John Edwin Henry
 Program Director Karl Von Leuwen
 Chief Engineer Marvin I. Easterwood

K T R M

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KTRM, Inc.
 Business-Studio Address 230 Orleans St.

**Hit Three Great Markets
 with One Effort**

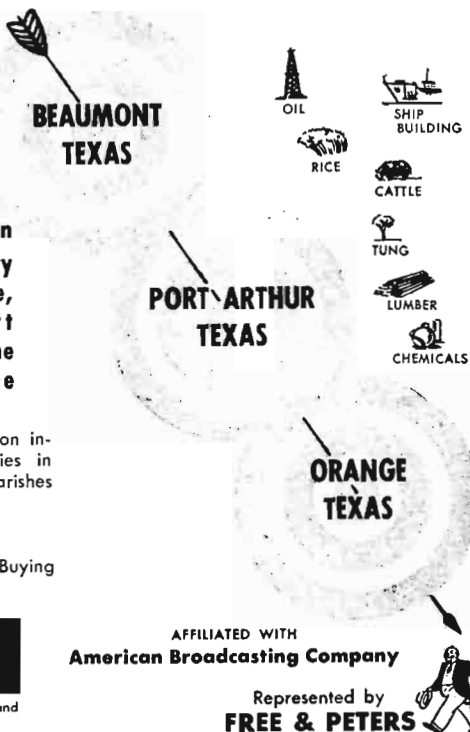
KFDM
 BEAUMONT, TEXAS

... ONE station
 delivering a 3-city
 market—Orange,
 Beaumont, Port
 Arthur—plus the
 fabulous Sabine
 area.

- ★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
- ★ 243,000—Radio Families
- ★ \$705,076,000—Retail Sales
- ★ 916,671,000—Net Effective Buying Income

5000 watts • 560 kilocycles

Source: 1952-53 Consumer Markets and
 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS



Phone Number 2-8478
 Air Time 5 a.m.-12:30 a.m.
 News Service UP
 Transcription Service World
 Representative Adam Young
 Membership NARTB
 Pres., Gen.-Sta. Mgr. Jack Neil
 Comm., Prom. Manager Bill McRae
 Program Director Roy Shotts
 Chief Engineer Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Bee Bdcstg. Co.
 Address P. O. Box 650
 Phone Number 1490
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 General Manager John D. Rossi
 Program Director Bill Bennett
 Chief Engineer Harry W. Wardell

KBST

**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
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Pearson, Assoc. Radio Sta.
 Pres., Gen., Sta. Mgr. William J. Wallace
 Commercial Manager William L. Cox
 Pub., Pgm. Dir. J. N. Young, Jr.
 Sales Prom. Mgr. Jack Wallace
 Chief Engineer Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.
 Address Big Spring City Park
 Phone Number 3300
 Air Time Full Time
 Transcription Service World
 News Service UP
 Representative Hil F. Best
 Pres., Gen. Mgr. V. T. Anderson

KFYN

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By Bonham Publ. Co.
 Bus.-Studio Address 903 E. 9th St.
 Phone Number 915
 Air Time Sunrise-sunset

News Service UP
 Transcription Service World
 President T. Frank Stewart
 Commercial Manager Lee Dacus
 Program Director Faye Thornton
 Promotion Manager Ed Tolson
 Chief Engineer Tommy Tomlinson

KHUZ

BORGER—1947—MBS

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

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Brady
 Phone Number 7777
 Air Time Full Time
 News Service AP
 Representative Hil F. Best
 Pres., Gen. Manager G. L. Burns
 Commercial Manager J. S. Sloane
 Program Director Gene Burns
 Chief Engineer Cecil Nelln

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone Number 1430
 News Service AP
 Transcription Service Lang-Worth
 Representative Best, Melville
 Pres., Gen. Mgr. R. W. Chapman
 Comm. Mgr., Prog. Dir. Sidney Foster
 Chief Engineer I. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address 108½ Main St.
 Phone Number 3611
 News Service UP
 Transcription Service World, SESAC
 Pres., Gen. Mgr. Tom S. Whitehead
 Commercial Manager J. C. Price
 Chief Engineer Bill Horn

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Phone Number 1000
 Air Time Daytime
 News Service UP
 Transcription Service Standard. World
 Membership NARTB, BAB
 Pres., Sta., Gen. Comm. Mgr. Mike A. Barrett
 Sales Prom. Mgr., Publ. Dir. Sid McIntosh
 Program Director Dick Aker
 Chief Engineer C. R. Scott

KBOR

BROWNSVILLE—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone Number 2-5677
 Air Time 6 a.m.-12
 News Service UP
 Trans. Service World, Thesaurus
 Representative Best
 Pres., Gen. Mgr. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Prom. Mgr., Pgm., Pub. Dir. O. E. Fowler
 Chief Engineer Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Brown County Bcstg. Co.
 Business-Studio Address 800 Hawkins St.
 Phone Number 2401
 Air Time Full Time
 News Service AP
 Representative Pearson
 Pres., Gen. Mgr., Pgm. Dir. W. Mayes, Jr.
 Commercial Manager Joe B. Foster
 Sales Prom. Mgr. Bill Jamar
 Publicity Director Barbara Taylor
 Chief Engineer A. W. Stewart

KORA

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
 Air Time 6 a.m.-M.
 Pres., Ch. Eng., Gen. Mgr. David C. Jones, Jr.
 Commercial Manager M. Ralph Weedon
 Program Director Mike Mistovich

KDET

CENTER—1949—KBS

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

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Golden West Bcstg. Co., Inc.
 Bus.-Studio Address 217½ N. Main
 Phone Number 1085-6
 Air Time Local sunrise-sunset
 Representative Hil F. Best
 President R. Malone Hagan
 Gen., Sta. Manager George D. Cowan
 Sales Prom. Mgr. Glen Reeves
 Program Director LeRoy Carter
 Publicity Director Nelle Carter
 Chief Engineer William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By Marti, Inc.
 Address 919 N. Main
 Phone Number 1025
 News Service AP
 Representative Hil F. Best
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. George W. Marti
 Commercial Mgr. J. B. Bryson
 Sales Prom. Mgr. Frank H. Hardgrove
 Program Director D'Voe Lee
 Publicity Director Fred A. Allen
 Chief Engineer Walter C. Lacy

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Coleman County Bcstg. Co.
 Business Address Box 432
 Phone Number 8406
 News Service UP
 Transcription Service SESAC. World
 Representative Melville
 President H. H. Jackson
 Gen., Sta. Mgr. Floyd Shelton
 Comm. Mgr. Dan C. Guthrie
 Pgm. Dir. Bill Fox
 Chief Engineer Jean Larson

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By A. & M. College of Tex.
 Bus. Studio Address College Station
 Phone Number 66724
 Air Time 6 a.m.-local sunset
 News Service AP
 Sta. Mgr. Richard L. Webb
 Commercial Manager Elsie Patranella
 Pgm. Dir. John Scogin
 Sta. Mgr. Richard L. Webb
 Chief Engineer Jerry Marryman

K V M C

COLORADO CITY—1950

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By Colorado City Bcstg. Co.
 Address P. O. Box 990
 Phone Number 1320
 News Service AP
 Transcription Service Thesaurus, Capitol
 Representative Best
 Owner Eldon Mahon
 General Manager Charles Diegel
 Commercial Manager Richard Dean
 Chief Engineer Porter Richardson

K M C O

CONROE—1951

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Montgomery County
 Bcstg. Co.
 Address P. O. Box 1464
 Phone Number 1190
 News Service UP
 Transcription Service Standard, Thesaurus
 President Reagan Smith
 Station Manager James C. Dorrell
 Sales Manager David L. Oglesby
 Program Director Hal H. Coley
 Promotion Manager James O. McCorquodale
 Chief Engineer John W. Neathery, Jr.

K E Y S

CORPUS CHRISTI—1941

Frequency: 1440 Ks. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Nueces Bcstg. Co.
 Address Centre Theatre Bldg.
 Address P. O. Box 1460
 Transcription Service World
 Representative O. L. Taylor
 Membership NARTB
 Gen., Comm. Manager Aubrey Jackson
 Manager, Prog. Dir. Allan Dale
 Publicity Director Carol Ann Burg
 Chief Engineer Harold Griffith

K R I S

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Gulf Coast Bcstg. Co.
 Address P. O. Box 840
 Phone Number 46354
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Pres., Gen. Mgr. T. Frank Smith
 Commercial Manager William Eikner
 Program Director Charles Nethery
 Promotion Manager Dick Watkins
 Chief Engineer Don Morris

K S I X

CORPUS CHRISTI—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address Show Room Bldg.
 Phone Number 2-9242
 Air Time Full Time

K U N O

CORPUS CHRISTI—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By KUNO, Inc.
 Address-Trans. Loca. P. O. Box 4286
 Phone 4-5203
 Air Time Unlimited
 Transcription Service Associated
 Membership NARTB
 President Leslie C. Smith
 Gen. Mgr. B. T. Blackmon, Jr.
 Commercial Manager Peggy Lindsay
 Program Director H. E. Barreca
 Chief Engineer A. D. Hayslip

K W B U

CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned-Oper. By Texas Baptist Convention
 Address Baptist Bldg.
 Representative Branham
 News Service AP
 Pres., General Manager Carr P. Collins
 Sta., Sales Prom., Comm. Mgr. Harry H. Hayes
 Program Director George Wilcox
 Chief Engineer Nestor Cuesta

K A N D

CORSICANA—1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alto, Inc.
 Bus. Studio Address State Natl. Bank Bldg.
 Phone Number 2486
 News Service UP

Transcription Service..... World, Thesaurus
 Representative Branham
 Pres., Gen. Mgr..... Luther A. Johnson, Jr.
 V.P., Prog. Dir..... Perry Taylor

KIVY
CROCKETT—1949

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Pioneer Bcstg. Co.
 Address Crockett
 Phone Number 222
 News Service AP
 Transcription Service..... Lang-Worth, World
 News Service UP
 Prog. Director..... Bill Carter
 Gen. Mgr., Chief Engr..... Hamilton H. Callen

KCFH
CUERO—1949

Frequency: 1600 Kc..... Power: 500 Watts d
 Owned-Oper. By..... A. M. Respondek
 Address Cuero
 Phone Number 700
 Air Time Daytime
 Pres., Gen. Mgr., Chief Engr.. A. M. Respondek

KXIT
DALHART—1948—KBS

Frequency: 1410 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Dalrad Associates
 Address Dalhart
 Phone Number 740
 News Service UP
 Representative Best
 Transcription Service Lang-Worth
 Gen., Sta., Comm. Mgr..... Ken Bishop
 Program Director..... Ed Hussman
 Chief Engineer, Prom. Mgr..... Bill Smith

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
 News Service AP
 Transcription Service..... Standard, World
 Representative Forjoe
 President Lee Segall
 General Manager..... T. W. Massey
 Chief Engineer..... Bob E. Tripp

KLIF
DALLAS—1948

Frequency: 1190 Kc..... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Trinity Bdcstg. Corp.
 Business-Studio Address..... 2104 Jackson St.
 Phone Number..... RAndolph 7121

Air Time 24 hrs.
 News Service UP
 Representative H-R Reps.
 President..... B. R. McLendon
 General Manager..... Gordon McLendon
 Sta., Comm. Mgr..... Bill Weaver
 Program Director..... Hal Bakke
 Publicity Director..... Les Vaughan
 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..... RAndolph 6811
 Air Time Full Time
 News Service..... UP, INS
 Transcription Service..... Standard, SESAC
 Newspaper Affiliation..... "Times Herald"
 Representative Branham
 Membership NARTB
 President..... Clyde W. Rembert
 Commercial Mgr..... William A. Roberts
 Sales Prom. Mgr., Publ. Dir..... A. J. Putnam
 Program Director..... Ted Parrino
 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..... RAndolph 6193
 Air Time Sunrise-sunset
 News Service UP
 Membership NARTB
 President..... A. L. Chilton
 Gen., Prom. Manager..... R. G. Terrill
 Commercial Manager R. L. Kanatzar
 Program Director..... Leonard Holland
 Chief Engineer..... Morris M. Ming

WFAA
DALLAS—1922—NBC-ABC
TEXAS QUALITY

Frequency: 820 Kc..... Power: 50,000 Watts
 Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By... Dallas Morning News
 Business-Studio Address..... 1122 Jackson St.
 Phone Number..... Riverside 9631
 Air Time Unlimited
 News Service..... AP, UP
 Trans. Serv. Lang-Worth
 Representative Edward M. Petry
 Membership NARTB, BAB
 President..... E. M. Dealey
 Supervisor..... Martin B. Campbell
 Station Manager..... Alex Keese

Commercial Manager.....George K. Utley
 Sales Prom. Mgr.....Mrs. Winona Portwood
 Program Director.....Karl Lambertz
 Publicity Director.....Harry Koenigsberg
 Chief Engineer.....William C. Ellis

W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.
 Phone Number.....Tenison 6101
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NARTB, BAB
 Gen., Comm. Mgr., Chief Engr., Durward Tucker
 Prog. & Sales Coordinator.....Pete Teddlie
 Program Director.....Richard Workman

K D L K

DEL RIO—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1162
 Phone Number.....1745
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....Don R. Howard
 Program Director.....Edward Williams
 Chief Engineer.....Pat Jeter

K D S X

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
 Owned-Oper. By.....Radio Sta. KDSX
 Address.....Hotel Denison
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Rambeau
 Co-Owners.....B. V. Hammond, Jr.,
 L. L. Hendrick
 Program Director.....Allen Hundley
 Chief Engineer.....Franklin Bailey

K D N T

DENTON—1938

Frequency: 1440 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center
 Phone Number.....Central 4144
 News Service.....UP
 Transcription Service.....Thesaurus
 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
 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
 Prom. Mgr., Pub. Dir.....Al Tremble
 Program Director.....Bill Lask

K U R V

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney
 Address.....Edinburg
 Phone Number.....710
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....McGregor
 Representative.....ForJoe
 Membership.....NARTB
 President.....James Cullen Looney
 Gen. Mgr.....Albert C. Ryan
 Sales Prom. Mgr.....Lloyd Barham
 Program Director.....Bryant Arbuckle
 Chief Engineer.....Irvan Williams

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
 President.....Culp Krueger
 General Manager.....Bob Hathaway
 Sales Prom. Mgr.....Ruth Hilton
 Chief Engineer.....Joe Miller

K E L P

EL PASO—1947

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Trinity Bcstg. Corp.
 Address.....Hills Bldg.
 Phone Number.....3-3650
 Representative.....Pearson
 President.....B. R. McLendon
 General Manager.....Joe Roddy, Jr.
 Commercial Manager.....Don Brooks
 Program Director.....Ralph Webb, Jr.
 Chief Engineer.....Ed Duty

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By: KEPO, Inc.
 Address: 2419 N. Piedras St.
 Phone Number: 5-2731
 Air Time: Full Time
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Representative: Avery Knodel, Inc.
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Miller C. Robertson
 Sta., Comm. Mgr.: Willard L. Kline
 Prom. Mgr., Prog., Pub. Dir.: Cecil Sansbury
 Chief Engineer: E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Redick Bcstg. Corp.
 Business-Studio Address: 2201 Wyoming St.
 Phone Number: 2-6551
 News. Affil.: The Times
 News Service: AP
 Transcription Service: Capitol

Representative: Taylor Co.
 Membership: NARTB, BAB
 Chairman: Dorrance D. Roderick
 Pres., Gen., Comm. Mgr.: Val Lawrence
 Promotion Manager: T. Wiseheart
 Program Director: Ted Hunt
 Chief Engineer: Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Rio Grande Bcstg. Co.
 Address: 904 Magoffin
 Phone Number: 326-23
 Representative: McGillvra
 Transcription Service: Capitol
 News Service: AP
 President: Fred Harvey
 General Manager: George R. Thady
 Commercial Manager: Don Brooks
 Program Director: Juanita Wells
 Promotion Manager: Sheldon Turner
 Chief Engineer: Frederick Sheehan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d., 500 n.

AP SELLS

For Stations and Sponsors—

For instance . . . KONO

“KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage.”

BOB A. ROTH, SR.,
 Commercial Manager,
 KONO, San Antonio, Texas

Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address.....801 N. Oregon St.
 Phone Number.....2-5423
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 Membership.....NARTB
 Pres., Gen. Mgr.....Karl O. Wyler
 Commercial Manager.....Roy T. Capman
 Prom. Mgr., Pub. Dir.....Karl O. Wyler, Jr.
 Program Director.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By...West Texas Bcstrs. Inc.
 Address.....Floydada
 Phone Number.....901
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Continental, Kellar
 Membership.....NARTB, BAB
 President.....Ed Holmes
 Gen., Sta., Comm. Mgr.....W. Robison
 Program Director.....Carl Minor
 Chief Engineer.....Jack Clark

KCNC

FORT WORTH—1947

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705 Main St.
 Phone Number.....Fortune 7175
 Air Time.....Daytime
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr.....J. H. Speck
 Commercial Manager.....Herman Clark
 Program Director.....Walt Jones
 Asst. Mgr., Chf. Engr.....Chester Grubbs

KCUL

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
 Air Time.....Full Time
 News Service.....AP
 Representative.....Burn-Smith
 Transcription Service.....Thesaurus

Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
 Commercial Manager.....Bill Hightower
 Sales Promotion Manager.....W. E. Moore
 Program Director.....Herb Golombeck
 Chief Engineer.....R. L. McAllister

KFJZ

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
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....BAB
 Pres., Gen. Mgr.....Gene L. Cagle
 Comm. Mgr.....Clyde D. Pemberton
 Pgm. Dir.....Hal Thompson
 Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Worth Bcstg. Co.
 Bus.-Studio Address.....Box 7116
 Phone Number.....VA 1278
 News Service.....UP
 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.....Charles D. Hobbie
 Chief Engineer.....Melvin Parsons

KXOL

FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By...Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address.....1216 Pennsylvania Ave.
 Phone Number.....Edison 1448
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....E. Fletcher
 Commercial Manager.....Jack Reed
 Prog., Pub. Dir.....Al Gram
 Chief Engineer.....John R. Crouse



NO HUNTING . . . IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

Here's the TV story of WBAP!

FACILITIES—finest in the Southwest! 78,000 square feet of floor space, three studios, engineering and maintenance shops and storage rooms, a 502 foot tower 1138 feet above sea level!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience as well.

MARKET—WBAP-TV delivers a \$1 1/2 Billion Market—the No. 1 Market in the South! In the WBAP-TV Primary Area of 16 counties, total buying income amounted to \$1,950,527,870 during 1951. Over 700,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000.

No doubt about it—you'll find TOP facilities, TOP coverage, and the South's No. 1 Market—delivered by WBAP-TV!

Here's the AM-FM story of WBAP!

The Fort Worth-Dallas area, the No. 1 Market in the South, plus most of the Great Southwest is blanketed by WBAP with top quality local programs and shows from NBC, ABC and independent producers. Top Hooper ratings prove—it's WBAP for quick, certain sales results in this booming, bustling market.

In the combined Tarrant-Dallas County market area alone, total buying income was \$1,751,959,000 during 1951. Total retail sales during the same period were \$1,356,542,000.

WBAP facilities are the finest in the business—six studios, each with its own control room, color scheme and acoustical design, a master control room capable of handling ten programs at one time plus a completely equipped recording room housing Ampex Tape Recorders and RCA Disc Type Recorders. Field recording equipment also is available.

Check these latest BMB figures:

WBAP-820: 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB: 1,078,200 families, 511 counties, 16 states.

WBAP-570: 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Look to WBAP-AM-FM-TV for the BEST in coverage, facilities, market and programming.



STUDIO 1 . . . TELEVISION



STUDIO C . . . RADIO



RECORDING ROOM



For additional details write WBAP, 3900 Barnett, Fort Worth, Texas or see your Free & Peters man.

WBAP
AM-FM-TV
820 - 570 - Channel 5



STAR TELEGRAM STATION
FORT WORTH, TEXAS

AFFILIATED with
ABC • NBC

AMON CARTER, Chairman
AMON CARTER JR., President

HAROLD HOUGH, Director
GEORGE CRANSTON, Manager

FREE & PETERS INC. Exclusive National Representatives

ROY RACUS, Commercial Manager

W B A P

FORT WORTH—1922

NBC-ABC-TQN

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
 Air Time: Full Time
 News Service: AP
 Trans. Service: Associated, Cole, World
 Representative: Free & Peters
 Membership: NARTB
 Bd. Chairman: Amon Carter, Sr.
 President: Amon Carter, Jr.
 Director: Harold Hough
 General Manager: George Cranston
 Commercial Manager: Roy Bacus
 Program Director: Ed Lally
 Promotion Manager: Thaine Engle
 Chief Engineer: R. C. Stinson

K N A F

FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Gillespie Bcstg. Co., Inc.
 Business-Studio Address: P. O. Box 347
 Phone Number: 311
 Air Time: Full Time
 News Service: AP
 Representative: Hil F. Best
 President, Co-o: Walter T. McKay
 V.P., Co-o: Mrs. Merle Moore
 Chf. Engr., Comm., 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: Frank Fancher
 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
 Air Time: 6:30 a.m.-M.
 News Service: AP
 Transcription Service: SESAC

Station Representative: John E. Pearson
 Membership: NARTB, BAB
 General Mgr.: James W. Bradner, Jr.
 Commercial Manager: Orland O. Dodson
 Prog. Dir., Ch. Eng.: C. P. Gilmore

K L U F

GALVESTON—1922

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
 Representative: William G. Rambeau
 Pres., Gen. Mgr.: Geo. Ray Clough
 Program Director: Braden E. Clough
 Chief Engineer: Lee Clough

K S I J

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Gladewater Bdcstg. Co.
 Address: T. W. Lee Bldg.
 Phone Number: 2181
 News Service: AP
 News. Affil.: Daily Mirror
 Transcription Service: Capitol
 Representative: Hil F. Best
 President: T. W. Lee
 Gen., Sta. Mgr.: D. C. Reeh
 Commercial Manager: Robert Keith
 Sales Prom. Mgr.: Tom Perryman
 Program Director: Thomas Reeh
 Chief Engineer: Lloyd Johnson

K C T I

GONZALES—1947—KBS

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

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By: Southwestair, Inc.
 Address: Box 1050
 Phone Number: 1200
 News Service: UP
 President: Clay E. Thompson, Jr.
 Gen., Comm. Mgr., Chf. Engr.: 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
 Address: Box 1015
 Phone Number: 2066
 Air Time: 18 hrs.
 News Service: AP
 Representative: Pearson
 General Manager: Leo Hackney
 Program Director: James D. Jones
 Chief Engineer: Stafford E. Davis

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
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NARTB
 President: Clyde Weatherby
 Gen., Sta., Comm. Mgr.: L. H. Smith
 Prom. Mgr., Prog. Dir.: A. B. Scott
 Chief Engineer: Carl Knelly

K G B S**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Harbenito Bcstg. Co., Inc.
 Phone Number: 2200
 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated, Standard
 Representative: Pearson
 President: McHenry Tichenor
 Gen., Sta. Manager: Troy McDaniel
 Commercial Manager: Dave Bennett
 Chief Engineer: Al Beck

K S O X**HARLINGEN—1951—MBS**

Frequency: 1530 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By: Roy Hofheinz
 Address: Houston, Tex.
 News Service: UP
 Representative: H.R. Reps.
 President: Roy Hofheinz
 General Manager: Cleve Griffin
 Commercial Manager: Jack Crowenwett
 Program Director: Johnny Goodman
 Publicity Director: Pat Davis
 Chief Engineer: Harold Jones

K G R I**HENDERSON—1947**

Frequency: 1000 Kc. Power: 250 Watts a.
 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: John T. Cauley
 Chief Engineer: John M. Bolin

K P A N**HEREFORD—1948—KBS**

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By: Marshall Formby
 Address: P. O. Box 868
 Phone Number: 860
 Representative: Best
 Transcription Service: Standard
 News Service: UP
 President: Marshall Formby
 Gen. Sta. Mgr.: Clint Formby
 Commercial Manager: Joe Martin
 Chief Engineer: Dennis Surber

K H B R**HILLSBORO—1948**

Frequency: 1560 Kc. Power: 250 Watts d.
 Owned-Operated By: Hill County Bcstg. Co.
 Phone Number: 594
 Membership: BAB
 President: Ray J. Williams

K A T L**HOUSTON—1947**

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By: Texas Bdcsters., Inc.
 Address: 412 Main St.
 Phone Number: Preston 3108
 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

K C O H**HOUSTON—1948**

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By: William A. Smith
 Business-Studio Address: 1 Main St.

Phone Number Charter 1888
 Air Time Daytime
 Representative Clarke
 President William A. Smith
 General Manager Robert C. Meeker
 Program Director Val Springer
 Commercial Manager Robert Biggerstaff
 Chief Engineer Harold Rench

KLBS

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Trinity Bcstg. Corp.
 Business-Studio Address Milby Hotel
 Phone Number Preston 1161
 Air Time Full Time
 News Service UP
 Transcription Service World
 Membership NARTB
 President B. R. McLendon
 General Manager Ray A. Lewis
 Commercial Manager Bill Hall
 Program Director Webb Hunt
 Chief Engineer Harold Weinzel
 Asst. Gen. Mgr. Glenn Douglas

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Veterans Bcstg. Co.
 Business-Studio Address 4701 Caroline St.
 Phone Number Keystone 2581
 Air Time 24 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership WARTB
 President Max H. Jacobs
 Gen., Sta. Mgr. David Morris
 Commercial Manager Jack Healy
 Prog. Dir., Sls. Prom. Mgr. Ken Grant
 Publicity Director S. Dixon
 Chief Engineer O. C. Crossland

KPRC

HOUSTON—1925
 NBC—T. Q. N.

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

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Roy Hoheinz
 Bus-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Representative H-R Reps.
 President Roy N. Hoheinz
 Gen., Comm., Sta. Mgr. Bill Bennett
 Prom. Mgr., Pub. Dir. Lauri Schutt
 Program Director Tim Osborne
 Chief Engineer O. B. Johnson

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By KTRH Bdcstg. Co.
 Phone Number Preston 4361
 News Service AP, INS
 News, Affil. The Chronicle
 Transcription Service World
 Representative John Blair
 President B. F. Orr
 Station Manager Ray Herndon
 Promotion Mgr. Helen Bender
 Program Director Tom Jacobs
 Engineers Tom Hiner, Lester Mullan

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone Number CAPitol 6151
 Air Time Unlimited
 News Service AP, UP
 Newspaper Affiliation Citizen Newspapers
 Transcription Service World, Capitol
 Representative Free & Peters, Inc.
 Membership NARTB, BAB
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Sta., Comm. Manager Ted Hills
 Program Director Ken Bagwell
 Publicity Director Rita Zenzen
 Chief Engineer Gerald R. Chinski

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By M. B. Carthen, T. F. Lott
 Address Highway 75 So.
 Phone Number 30
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, SESAC
 Membership NARTB

President..... M. B. Cauthen
 Gen., Sta. Mgr..... Ted Lott
 Comm., Sales Prom. Mgr..... Roy Greer
 Chief Engineer..... Albert W. Strong

K E B E

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Bill A. Laurie
 Phone Number..... 2211
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 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
 President..... Joe Fisher

K M B L

JUNCTION—1951

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Kimble County Bcstg. Co.
 Phone Number..... 70
 Owner, Mgr..... Farrell M. Brooks

K E R B

KERMIT—1950

Frequency: 600 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Kermit Bcstg. Co., Inc.
 Address..... Hway. 302
 Phone Number..... 3481
 Transcription Service..... Thesaurus, SESAC
 News Service..... UP
 President..... George H. Cook
 General Manager..... H. J. Porter
 Program Director..... Ray Boyd Kilman
 Chief Engineer..... Truitt C. Howard

K E R V

KERRVILLE—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Kerrville Bdcstg. Co.
 Address..... P. O. Box 791
 Phone Number..... 990 and 999
 News Service..... AP
 Transcription Service..... Thesaurus, Capitol
 Membership..... NARTB
 President..... Hal Peterson
 Gen., Sta. Mgr..... William G. Feild
 Prog., Pub. Dir..... Carl Woodard
 Chief Engineer..... James B. Lamb

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Sta. KOCA, Inc.
 Address..... Box 989
 Phone Number..... 2001
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... World
 President..... Roy G. Terry
 Gen., Sta. Mgr..... H. A. Degner
 Sls. Prom. Mgr..... J. F. Davis
 Program Director..... Bob Dupape
 Chief Engineer..... Karem O. Soule

K I N E

KINGSVILLE—1948

Frequency: 1330 Kc..... Power: 1000 Watts d.
 Address..... 205 E. King St.
 Phone Number..... 1317
 Address..... 205 E. King St.
 Air Time..... Day Time
 News Service..... UP
 Representative..... Hil F. Best
 Membership..... NARTB
 President..... James H. Clement
 General Manager..... Ben A. Glusing
 Comm., Sta. Mgr..... Eston R. Pace
 Program Director..... Jerry Fullerton
 Chief Engineer..... R. T. Whitaker

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc..... Power: 250 Watts
 Operated By..... Lamesa Bcstg. Co.
 Business Address..... 502 S. First
 Phone Number..... 4707 and 2404
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... World
 Membership..... NARTB
 Gen.-Sta. Mgr..... Bob Bradbury
 Commercial Mgr..... Clayton Barkhurst
 Sales Prom. Mgr..... Paul Singer
 Program Dir..... Frances Singer
 Publicity Dir..... Bob Harris
 Chief Engineer..... Roland Ovelett

K H I T

LAMPASAS—1948

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lampasas Bcstg. Corp.
 Address..... P. O. Box 228
 Phone Number..... 721
 President..... Lee H. Gupon

KVOS

LAREDO—1952—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Border Bcstrs., Inc.
 Address P. O. Box 1498
 Phone Number 3-4396
 News Service UP
 Representative Continental
 President W. J. Harpole
 General Manager Burney Jones
 Commercial Manager Bill Douthitt
 Program Director Evelyn Jones
 Chief Engineer Frank Manuel

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Herald Bcstg. Co.
 Address P. O. Box 866
 Phone Number 1030
 News, Affil. "Hockley County Herald,"
 "Daily News Sun"
 News Service AP
 Transcription Service World, Thesaurus
 Station Representative Melville
 President Forrest Weimhold
 General Manager V. King
 Membership BAB
 Commercial Manager V. Larsen

KVOW

LITTLEFIELD—1947—KBS

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

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

KLTI

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone Number 4331
 News Service UP
 Transcription Service Associated, Standard
 Representative Pearson
 Membership NARTB
 President R. G. LeTourneau
 Gen., Sta. Mgr. Arthur L. Greene
 Com. Prom. Mgr. Alvin E. Vinson
 Prog., Pub. Dir. George D. Womack
 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
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, BAB
 President, General Mgr. Joe H. Bryant
 Assistant Manager Robert L. Snyder
 Commercial Manager George L. Tarter
 Prom., Pub. Dir. Leroy L. Land
 Program Dir. Robert L. Sanders
 Chief Engineer Frank Lee

KFYO

LUBBOCK—1927—ABC

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
 Trans. Serv. Standard, Capitol, Thesaurus
 Representative Taylor Co.
 Membership NARTB
 Vice Pres. Parker F. Prouty
 Sta. Mgr. Gordon Thompson
 Program Dir. John Kennedy
 Publicity Dir. Jerry Henderson
 Chief Engineer Scott Bledsoe

KSEL

LUBBOCK—1946

Frequency: 950 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By Lubbock Bcstg. Co.
 Business Address Box 1524

Phone Number 3-0484
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 Membership NARTB, BAB
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wesley Youngblood
 Chief Engineer John R. Bell

K R B A

LUFKIN—1938—KBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address 110 S. First St.
 Phone Number 3-6661
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates
 Chief Engineer Ambrose Maxim

K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 1000 Watts n.
 Owned-Oper. By Forest Capitol Bcstg. Co.
 Address P. O. Box 701
 Phone Number 3-3771
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB, BAB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Comm., Prom. Mgr. Murphy Martin
 Program Director Royce Christenson
 Publicity Dir. Ernestene Burroughs
 Chief Engineer Fred C. Hill

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
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Pearson
 President F. M. Skinner
 General Manager Earl Fletcher
 Station Manager Myrl Stein
 Comm. Mgr. John Strength, Jr.
 Program Dir. George Warwick
 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 6-5454
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Program Dir. Normand Mann
 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 World
 Pres., Gen. Mgr. George W. Smith, Jr.
 Station Manager Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Consulting Engineer C. W. Rampy

K C R S

MIDLAND—1935—ABC

TEXAS STATE

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Box 1072
 Phone Number 2-4393
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB
 President Clarence Scharbauer, Jr.
 Gen., Sta. Mgr. Wallace R. Jackson
 Comm. Mgr. Eleanor McDonald
 Prog., Pub. Dir. Dean Baker
 Sales Prom. Mgr. Robert L. Warren
 Chief Engineer Tom Yates

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil
 Address Box 1658
 Phone Number 4-5152
 News Service UP

Representative Best
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager Mareen White
 Sales Promotion Manager Bill Bennington
 Program Director Kieth Ward
 Publicity Director Deltha Elliot

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By J. Elroy McCaw
 Address 1615 S.E. 14th Ave.
 Phone Number 319
 News Service AP
 President J. Elroy McCaw
 Gen., Comm., Prom. Mgr. Vic Rugh
 Chief Engineer W. M. McCreary, Jr.

KVKM

MONAHANS—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 Membership NARTB
 General Manager J. R. Rucker
 Commercial Manager Joe Collins
 Program Director Bert Mitchell
 Chief Engineer Don Bassman

KIMP

MOUNT PLEASANT—1948

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

KOSF

NACOGDOCHES—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Allen Bldg., Midland
 Phone Number 1230
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Kelly Bell
 General Manager J. C. Stallings
 Comm. Mgr. Frank Murray
 Program Director R. C. Atherton
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Oper. By Nacogdoches Br. Co., Inc.
 Address 2107 North St.
 Phone Number 860
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta., Comm. Mgr. Wilbur C. Fouts
 Sales Promotion Manager Sara Jane Moon
 Prog., Comm. Dir. Mrs. Betty Barnett
 Chief Engineer Leroy Morgan

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell
 Phone Number 1612
 Transcription Service Thesaurus
 News Service AP
 President Charles W. Scruggs
 General Manager F. T. Wilson
 Pgm., News Dir. Howard Edwards
 Chief Engineer G. R. Coker

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Ector County Bcstg. Co.
 Business Address Box 1369
 Phone Number 6-5791-2
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative ForJoe
 Owner, Gen., Sta. Mgr., Pub. Dir. Ben Nedow
 Commercial Manager Sol Scherman
 Prod., Prg. Director Roy Elsner
 Chief Ann., News Editor Tom Rollins
 Chief Engineer Glenn Cook, Jr.

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
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Taylor Co.
 Membership NARTB
 Pres., General Manager Cecil L. Trigg
 Commercial Manager Jay Mehaffey
 Sales Prom. Mgr. Ed Costello
 Program Manager John Vacca
 Publicity Director Charlie King
 Chief Engineer James Simpson

K R I G

ODESSA—1945—MBS-KBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Oil Center Bcstg. Co., Inc.
 Address Crane Hwcy.
 Phone Number 6-6871-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President R. O. Canon
 General Manager Jack W. Hawkins
 Promotion Manager Joe Wallace
 Commercial Manager Spec Gammon
 Station Manager Marguerite Larue
 Program Director Jack Lee
 Chief Engineer Jody Singleton

K O G T

ORANGE—1948—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Sabine Area Brcstg. Corp.
 Address Lucas Bldg.
 Phone Number 6-2021
 News Service UP
 Transcription Service Associated
 President M. L. Jacobs
 General Manager Ed Lovelace
 Commercial Manager Frank Dusenbury
 Program Director Jerome Oppel
 Sales Prom. Mgr. Harry Harrison
 Chief Engineer S. J. Woodworth

K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Palestine Bcstg. Corp.
 Business-Studio Address P. O. Box 649
 Phone Number 8686
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 President B. A. Laurie
 Chief Engineer J. W. Krieger

K P A T

PAMPA—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. C. Daniels
 Address N. Hobart
 Phone Number 2511
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 President J. C. Daniels
 General Manager Tom Capps
 Program Director Al Goodnight
 Chief Engineer Edward Murphree

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By W. Hasse, C. Palmer
 Address Hughes Bldg.
 Phone Number 1100
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 Gen., Sta. Manager Coy Palmer
 Comm. Mgr. Kay Fancher
 Chief Engineer Garth W. Osborn

K F T V

PARIS—1950—KBS

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
 Pres., Comm. Mgr. D. W. Brawner
 Gen., Sta. Mgr. James F. Hendrix
 Chief Engineer Travis Fodge

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By No. Star Bcstg. Co., Inc.
 Phone Number 1124-5-6
 Address Hwcy. 124
 Air Time 5:30 a.m.-11 p.m.
 News Service AP
 Representative John E. Pearson
 Pres., Gen. Mgr. Fred Kincaid
 Commercial Manager Bob Prichard
 Sales Prom. Mgr. Bill Hogue
 Program Dir. Bill Davis
 Publicity Dir. Marion Wagner
 Chief Engineer Paul H. Daniels

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
 Station Mgr. C. B. Rice
 Comm. Mgr. Alberto Rodriguez
 Program Director Victor Lara Ortegen
 Chief Engineer Eugene C. McNally

K I U N

PECOS—1935—MBS-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.
 News Service.....UP
 Representative.....Hil F. Best
 General Manager.....Jack Hawkins
 Commercial Manager.....David Martin
 Program Director.....W. D. Martin, Jr.
 Publicity Dir.....Barney Hubbs
 Consulting Chf. Engr....Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Plains Bcstg. Co.
 Address.....Box 917
 Air Time.....6 a.m.-10:30 p.m.
 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

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVOP, Inc.
 Business-Studio Address.....Veigel Bldg.
 Phone Number.....1400
 News Service.....AP
 Membership.....NARTB
 President.....W. J. Harpole
 Gen., Sta. Manager.....Kermit Ashby
 Commercial Mgr.....Bill Harrell
 Program Dir.....Doug Sewell
 Chief Engineer.....Hugh Smith

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Atascosa Bcstg. Co.
 Phone Number.....4871
 Transcription Service.....World. SESAC
 Representative.....Best
 News Service.....INS
 General Manager.....Ben L. Parker
 Commercial Manager.....Cloyd Royal
 Chief Engineer.....Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126
 Phone Number.....2-9436
 Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratls

KPAC

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
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Pearson
 Membership.....NARTB
 Sta., Gen. Manager.....Marjorie R. Vickers
 Comm. Mgr.....George Crouchel, Jr.
 Sales Prom. Mgr.....Corrine Enos
 Program Dir.....Jane Crouch
 Publicity Director.....Mack Newberry
 Chief Engineer.....M. Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Orville L. Jenkins
 Address.....Box 566
 Phone Number.....654
 News Service.....AP
 Gen., Sta. Mgr.....Orville L. Jenkins
 Commercial Manager.....Helen Norris
 Prog. Dir. & Ch. Eng.....Richard O. Dormier

KFRD

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
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Gen., Comm., Sales Prom. Mgr.. Jim Hairgrove
 Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....P. O. Box 850
 Phone Number.....6715
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....H. C. Ragsdale
 General Manager.....Lewis O. Seibert
 Program Director.....Franklin Rainey
 Chief Engineer.....William Poteet

K T X L

SAN ANGELO—1947
MBS-LONE STAR

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

K A B C

SAN ANTONIO—1926—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
Membership... BAB
Representative... John Blair
President... Gene L. Cagle
Station Manager... Bill Michaels
Comm. Mgr... Bill Joekel
Prog., Prom. 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... KCOR, Inc.
Business-Studio Address... KCOR Bldg.
Phone Number... Cathedral 1301
News Service... UP
Representative... O'Connell
President, Gen. Mgr... Raoul A. Cortez
Station Mgr... Joe Harry
Program Dir... Lalo Astol
Publicity Dir... Bill Lamar
Chief Engineer... Kenneth Hyman

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By... Radio Station KITE
Business-Studio Address... 310 Transit Tower
Phone Number... Fannin 0335
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Pearson
Membership... BAB
Pres., Gen. Mgr... Charles W. Balthrope
Asst. Sta. Mgr... Alex A. Coe
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
Station Manager... L. E. Richards
Commercial Manager... Gene Johnson
Chief Engineer... L. E. Richards

K M A C

SAN ANTONIO—1926—MBS

Frequency: 630 Kc. Power: 5,000 Watts
Owned-Oper. By... The Walmac Co.
Address... KMAC Bldg.
Phone Number... Belmont 3-6211
Representative... Hollingbery
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... Mission Bcstg. Co.
Address... 317 Arden Grove
Phone Number... Fannin 5171
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
Commercial Manager... Bob Roth
Program Director... Robert F. Jenkins
Publicity Director... Jack Roth
Chief Engineer... George Ing

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
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

WOAI

SAN ANTONIO—1922—NBC-TQN

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 World
 Representative Edward Petry & Co., Inc.
 Membership BAB
 President Hugh A. L. Halff
 Gen., Sta. Manager Arden X. Pangborn
 Commercial Manager Rex Preis
 Sales Promotion Manager Dallas Wyant
 Publicity Director Imogene Stanley
 Chief Engineer Charles L. Jeffers

KCNY

SAN MARCOS—1948—KBS

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Oper. By Central Brcstg. Co.
 Address P. O. Box 32
 Phone Number 888
 Transcription Service Lang-Worth
 Station Representative Hil F. Best
 President Edw. C. James
 General Mgr. Tom C. Fleet
 Comm. Mgr. Princess J. Fleet
 Sales Prom. Mgr. Charles P. Riley
 Program Dir. Tom Loy
 Chief Engineer Charles Sinzel

KWED

SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Seguin Bdcstg. Co.
 Business-Studio Address 200 S. Camp St.
 Phone Number 1580
 Air Time Daytime
 News Service UP
 Membership NARTB
 Representative Hil F. Best
 General Manager Garfield Kiel
 Comm., Sta. Mgr. Stan McKenzie
 Prog. Dir., Chief Announcer... Henry Lehnhoff
 Chief Engineer Louis Sowder

KSEY

SEYMOUR—1950

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By W. C. Moss, Jr.
 Address Seymour
 Phone Number 2525
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Pres., Gen., Comm. Mgr. W. C. Moss, Jr.
 Program Dir. Elizabeth Moss
 Chief Engineer Luke M. Stribling

KRRV

SHERMAN-DENISON—1936

MBS-TEX STATE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcstg. Corp.
 Address Box 94 (Denison)
 Box 665 (Sherman)
 Phone Number... 423 (Denison); 201 (Sherman)
 Representative Pearson
 Transcription Service Associated World
 News Service UP
 President G. H. Wilcox
 General Manager.. Tom E. Spellman (Sherman)
 Al Donaldson (Denison)
 Commercial Manager George Myers
 Program Director Earl Ellington
 Chief Engineer Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Operated By Sherman Bcst. Corp.
 Business-Studio Address Box 661
 Phone Number 2910
 Air Time Daytime



News Service AP
 Membership BAB
 Representative Hil F. Best
 President Charles Cain
 Sta., Comm. Mgr. William A. Jaco
 Sec'y-Treas. Jessie Mae Cain
 Program Director. James Shelton
 Chief Engineer. Charles Cain

KSNY

SNYDER—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By Snyder Bdcstg. Co.
 Address Box 661
 Phone Number 2910
 News Service UP
 Pres., Gen. Mgr. J. T. Hughes
 Commercial Manager. Mrs. Nat Chapman

KDWT

STAMFORD—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Phone Number 1400 or 866
 Air Time 7 a.m. to 10 p.m.
 News Service AP
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Prom. Mgr. George Morey
 Prog., Pub. Dir. Billye Watson
 Chief Engineer. M. O. Harrison

KSTV

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., Comm. Mgr. Galen O. Gilbert
 Sales Prom. Mgr. John Dyer
 Prog., Pub. Dir. Jack Reeves
 Chief Engineer. Floyd Jeter

KSST

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
 Air Time 6 a.m.-10:15 p.m.
 Pres., Gen. Mgr. Bill Bradford
 Commercial Manager. Clovis Pinion
 News Director. Margaret Thomas
 Chief Engineer. William E. Bradford, Jr.
 Program Director. Lona Ruth Long

KXOX

SWEETWATER—1939—MBS-KBS

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

KTAE

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address 121 E. Second St.
 Phone Number 1260
 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

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 3-5252
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Frank W. Mayborn
 General Manager. Burton Bishop
 Chief Engineer Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Terrell
 Phone Number 1710
 Transcription Service SESAC, Thesaurus
 News Service UP
 Membership NARTB, BAB
 Pres., Gen. Mgr. Paul A. Wnorowski
 Pub., Prom. Mgr. Lee Dacus
 Program Dir. Bill Collins
 Chief Engineer. Fred Wnorowski

KCMC

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
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Serv....Lang-Worth, Associated
Representative.....Taylor
Membership.....NARTB, BAB
General Manager.....Frank O. Myers
Program Director.....Donald Myers
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Bus.-Studio Address.....Radio Center Bldg.
Phone Number.....3-5123
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Transcription Service.....Devney
Membership.....NARTB
General Manager.....David M. Segal
Commercial Manager.....Tom Alford
Program Director.....Les Eugene
Chief Engineer.....Fred Parks

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Long Radio Enterprises
Business-Studio Address.....Bay City
Phone Number.....Texas City 5-4418
News Service.....UP
President.....John G. Long
Gen., Sta. Mgr.....Joe Brown
Commercial Manager.....Edson Foster
Program Director.....Guy H. Popham, Jr.
Chief Engineer.....Burl N. Campbell

KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Buford Lansing
Bus.-Studio Address.....115 South College
Phone Number.....23875
Air Time.....5:30 a.m.-M.
Transcription Service.....AP
Transcription Service.....World
Representative.....Pearson
Membership.....NARTB
President.....Lucille Buford
General Manager.....Marshall Pengra
Program Dir.....Gerald Lansing
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—1947—TSN

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
News, Affil....."Courier Times Telegraph"
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Taylor Co.
Membership.....NARTB, BAB
Director.....S. H. Bothwell
General Mgr.....M. E. Danbom
Comm., Prom. Mgr.....Herbert Golombeck
Program Dir.....Don Jackson Tausch
Publicity Dir.....David H. Bothwell
Chief Engineer.....R. A. Wileman

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address.....1450 Batesville Rd.
Phone Number.....717
News Service.....UP
Membership.....BAB
General Manager.....Edward J. Harpole
Station Mgr.....Bob Hicks
Comm., Prom. Mgr.....Joe Watson, Jr.
Program Dir.....Sally Adams
Chief Engineer.....Les Miller

KVWC

VERNON—1939

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

KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address.....Box 642
Phone Number.....1410
News Service.....UP
Trans. Serv.....Capitol, SESAC, Thesaurus
Representative.....Hil F. Best
President.....A. B. Alkerk
Gen., Comm., Prom. Mgr.....Robert Tharp
Program Director.....Sam Sitterle
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
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....BAB
 President.....J. G. Long
 Gen., Comm. Mgr., Pub. Dir., William C. Burks
 Sales Prom. Mgr., Hans Felix Breitbarth
 Program Dir., Wilburn H. Jackson
 Chief Engineer.....Ed Lamprecht

K W T X

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....P. O. Box 3128
 Phone Number.....3-7331
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett McKinney
 Membership.....NARTB
 Gen., Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Mgr., Rex Bodoine
 Program Dir., Bob Walker
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business Address.....3620 Franklin Ave.
 Phone Number.....2-6571
 Air Time.....6a.m.-M.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 General Manager.....R. Lee Glasgow
 Program Dir., Douglas S. Rains
 Chief Engineer.....Jesse H. Dove

K R G V

WESLACO—1927—NBC-TQN

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.....World, SESAC
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Sales Prom. Mgr., Ted Cressner

Program Director.....James D. Cook
 Chief Engineer.....O. Lewis Hartwig

K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,
 1,000 Watts n.
 Owned-Oper. By ..Wichtex Radio and Tel. Co.
 Address.....City Natl. Bldg.
 Phone Number.....2-8668
 Air Time.....5:30 a.m. to 12 M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Station Representative.....Taylor Co.
 Membership.....NARTB
 Pres., Gen. Mgr., Darrold A. Cannan
 Station Manager.....John White
 Commercial Manager.....Mott M. Johnson
 Program Director.....Warren Silver
 Chief Engineer.....John Adams

K T R N

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
 News Service.....AP
 Representative.....Pearson
 Pres., Gen. Manager.....Boyd Kelley
 Commercial Manager.....Sid Grayson
 Program Director.....Bill Edgar
 Chief Engineer.....Bob Harmon

K W F T

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
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 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, 1953 (Est.) 712,000—Total Housing Units 202,000
Families April 1, 1953 (Est.) 188,000—Stations in State 18

K B U H

BRIGHAM CITY—KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Wade Ebeling
Address 948 W. Forrest St.
Phone Number 948
Air Time Sunrise-sunset
News Service UP
Membership BAB
Pres., Gen., Comm. Mgr. Wade Ebeling
Sales Prom. Mgr. Thomas Mehan
Prog., Pub. Dir. Melvin Richardson
Chief Engineer Samuel Stevens

K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Address 189 N. Main St.
Phone Number 398-9
Air Time Full Time
News Service UP
Transcription Service World
Reps. Bonneville, CBS Spot Sales
Membership NARTB, BAB
President Ivor Sharp
General Manager Arthur Higbee
Sales Mgr. W. V. Lowe
Program Director Robert Heyborne
Chief Engineer Richard Gunn

K V N U

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
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., Sales Prom. Mgr. W. W. Kirkland
Program Director Morgan White
Chief Engineer Wm. Jones

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Murray Bcstg. Service
Address 4646 So. State St.
Phone Number 9-9822
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth

Membership NARTB
President Oral J. Wilkinson
Gen., Sta. Manager Howard Pingree
Program Director Mitzi Patterson
Chief Ann., Engr. Fred Weibell

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.
Address 425 25th St. Hotel Ben Lomond
Phone Number 5721
Air Time Full Time
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Edris Glasmann
General Manager A. L. Glasmann
Station Manager Collin W. Lowder
Commercial Manager W. Kimball Ward
Publicity Director Bruce Thornton
Chief Engineer Robert V. Beadles

K O P P

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

K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co.
Business Address 1538 Gibson Ave.
Phone Number 2-7535
Representative Biddick
Transcription Service Capitol
News Service AP
Pres., Gen., Comm. Mgr. Arch G. Webb
Chief Engineer Al Condrey
Station Manager David B. Affleck

K O A L

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Eastern Utah Bcstg. Co.
Address Price
Phone Number Price 200
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 Hollingbery
 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

KEYY

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid Utah Bcstg. Co.
 Address 307 So. 17th W.
 Phone Number 4060
 Air Time Full Time
 Transcription Service Thesaurus
 Representative Continental
 President Spencer D. Grow
 Gen., Sta. Manager Garn Carter
 Commercial Manager Edwin M. Ellis
 Sales Prom. Mgr. John Crawford
 Program Director James Sauls
 Publicity Director Ron Balie
 Chief Engineer Francis Boyer

KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680
 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

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
 Air Time Sunrise-Sunset
 News Service UP

Transcription Service World
 Representative Avery Knodel
 President Homer Bandley
 Gen., Sta. Mgr. Frank Peacock
 Comm., Sales Prom. Mgr. Art Tucker
 Program Director Hal Edwards
 Chief Engineer Ralph Ross

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
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. George C. Hatch
 Sta., Comm. Mgr. Thomas H. Anderson
 Prom., Publ. Mgr. John Brophy
 Program Director Kay Richins
 Chief Engineer W. D'Orr Cozzens

KDYL
 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
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Thesaurus
 Representative John Blair
 Pres.-General Mgr. S. S. Fox
 National Sales Dir. Holly Moyer
 Exec. Vice-Pres. Easton Woolley
 Program Director Mildred Baker
 Publicity Dir. Del Leeson
 Chief Engineer John M. Baldwin

KNAK

SALT LAKE CITY—1945

Frequency: 1280 Kc. Power: 1000 Watts d.:
 500 n.
 Owned-Operated By . . . Granite District Radio
 Bcstg. Co.
 Business-Studio Address 1042 So. 6th W.
 Phone Number 4-3685
 News Service UP
 Representative Forjoe
 President Howard D. Johnson
 General Manager Thomas M. Ivory
 Commercial Manager Marvin R. Briggs
 Program Director Eldon Walton
 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
 Air Time. 6 a.m.-1 a.m.
 News Service. AP, UP
 Transcription Service. World, SESAC
 Representative. CBS Radio Spot Sales
 Membership NARTB, BAB
 President. J. Reuben Clark
 Exec. Vice Pres. Ivor Sharp
 Manager. Eugene M. Halliday
 Sales Manager. Frank McLatchy
 Program Director. Joseph A. Kjar
 Promotion Manager. A. Wayne Baker
 Chief Engineer. Curtis Neilson

Business-Studio Address. 29 S. State St.
 Phone Number 3-2737
 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
 Chief Engineer. C. Wendell Bell

K U T A

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Utah Bcstg. & Telev. Co.

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
 President. James C. Wallentine
 Gen. Mgr., News Dir. Lee Walker
 Commercial Manager. Grant E. Parry
 Program Director. Buchanan Fulmore
 Chief Engineer. Wallace D. Raker

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 to a billion
 dollar ^{plus} empire
 in the Mountain West



KSL Radio and only
 KSL Radio with its
 50,000 watts
 can effectively take
 your product to
 Mountain West buyers
 for less than
 12c per thousand.
*family prospects.**

KSL RADIO SALT LAKE CITY, UTAH

REPRESENTED BY CBS RADIO SPOT SALES

*BMB - 50% to 100%: 1952 SALES MANAGEMENT

VERMONT

Pop. April 1, 1953 (Est.) 402,000—Total Housing Units 124,000
Families April 1, 1953 (Est.) 104,000—Stations in State 10

W T S A

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Rambeau
News Service UP
President Theodore Feinstein
Gen., Sta., Com. Mgr. P. C. Terhune
Program Director Harold Shaw
Publicity Director Loren C. Smith
Chief Engineer Edward D. Somes

W C A X

BURLINGTON—1927—CBS

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

W J O Y

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
Transcription Service Thesaurus
Air Time Full Time
News Service AP
Representative William G. Rambeau
Membership BAB
President David W. Howe
Prog., Pub. Dir. Richard Burt
Sta., Comm. Mgr. Alfred E. Spokes
Chief Engineer John C. Quill

W S K I

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Air Time Full Time
News Service AP
Representatives Borgatti, W. S. Grant
Membership BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell

Sales Prom. Mgr. John W. Millar
Program Director Robert Bannon
Publicity Director Harry C. Perrigo
Chief Engineer Gerald Marcotte

W I K E

NEWPORT—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Memphremagog Bcstg. Co.
Phone 832-3
Transcription Service World
News Service UP
Reps. McGillvra, Kettel-Carter
Pres., Gen. Mgr. E. D. Finney
Prog. Dir., Ch. Eng. D. A. Thurston

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
Phone Number 3200
Air Time Day Time
News Service AP
Phone Number 3200
Transcription Service Capitol
Representative Kettel-Carter
Pres., Gen., Sta. Mgr. Vena M. Bates
Program Director Shirley Neilson
Publicity Director Thomas Kibbe
Chief Engineer Willard H. Buttles

W S Y B

RUTLAND—1930

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

W W S R

ST. ALBANS—1940—YANKEE

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Air Time daytime
News Service UP
Transcription Service World
Representative Walker, Bannon
President-Gen. Mgr. Lloyd Squier
Sta., Comm., Sales Prom. Mgr. Richard W. Hill
Publicity Director C. Stuart Perry
Program Director Raymond Turner
Chief Engineer Theodore Boisvert

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Twin State Bcstrs. Inc.
 Address... Concord Ave.
 Phone Number... 2344
 Air Time... Full Time
 News Service... UP
 Transcription Service... Thesaurus, World
 Representative... McGillvra, Kettel-Carter
 Membership... NARTB, BAB
 Pres., Gen. Mgr... E. Dean Finney
 Program Director... Guy O. Austin
 Chief Engineer... Gerald D. Johnson

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By... Lloyd E. Squier
 Address... 8 Stowe St.
 Phone Number... 400-J
 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.
 Program Director... Craig S. Parker
 Chief Engineer... Warren Chase

VIRGINIA

Pop. April 1, 1953 (Est.) 3,486,000—Total Housing Units 910,000
 Families April 1, 1953 (Est.) 821,000—Stations in State 59

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Potomac Bcstg. Corp.
 Address... Virginia Theatre Bldg.
 Phone Number... Overlook 3-3000
 Membership... NARTB, BAB
 News Service... AP
 Pres., Gen., Comm. Mgr... Carl L. Lindberg
 Station Manager... Art Kellar
 Traffic Manager... Barbara Power
 Program Director... Phil Long
 Publicity Director... Mary V. Lindberg
 Technical Supervisor... B. A. Terrier

Address... Radio Bldg.
 Phone Number... Jackson 7-7100
 Air Time... 5:00 a.m.-1:00 a.m.
 News Service... AP
 President... Harold H. Thoms
 General Manager... George Oleson
 Publicity Director... Buddy Kling
 Program Director... John Cooley
 Chief Engineer... Cliff Inman

WBLT

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... Thesaurus
 Pres., Gen. Mgr., Chf. Engr... A. P. Marsh, Jr.
 Commercial Manager... R. A. Owen
 Program Director... R. A. Scott, Jr.

WARL

ARLINGTON—1947

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By... No. Virginia Bcstrs., Inc.
 Bus.-Studio Address... 5232 Lee Hwy.
 Phone Number... Jackson 7-7800
 Air Time... Sunrise-sunset
 News Service... UP
 President... Lou Poller
 General Manager... Cy Blumenthal
 Program Director... Ray Armand
 Publicity Director... George Crump
 Chief Engineer... Stephen Hart

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 watts
 Owned-Oper. By... Blackstone Bdcstg. Corp.
 Phone Number... 478
 Address... Community Bldg.
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 President... H. L. Umstead
 Station Manager... Dennie Perkinson
 Publicity Director... Frank Elliott
 Chief Engineer... Theodore Bonn, Jr.

WEAM

ARLINGTON—1947

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By... Arlington Fairfax Bcstg. Co.

WCYB

BRISTOL—1946

(See Also Bristol, Tenn.)

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By... Appalachian Bcstg. Corp.
 Address ... Front & Cumberland Sts.
 Phone Number ... North 3560
 Air Time ... Daytime
 News Service ... AP, UP
 Transcription Service... World, Cole, Associated
 Membership ... NARTB, BAB
 President, Gen. Mgr. ... Robert H. Smith
 V.P., Sales Mgr. ... J. Fey Rogers
 Chief Engineer ... R. V. Robinson

WFHG

BRISTOL—1946—MBS-CBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By... Bristol Bcstg. Co.
 Address ... Valley Drive
 Phone Number ... 3620
 News Service ... UP
 Transcription Service ... Thesaurus
 Representative ... Walker
 Membership ... NARTB
 Pres., Gen. Mgr. ... W. C. Nininger
 Commercial Manager ... Jack Martin

WCYB

Serving the Tri-Cities

Bristol, Va.-Tenn., Kingsport
 and Johnson City, Tenn.

from
 Bristol

10,000 Watts — 690 Kc.

Clear Channel

Represented by

GILL-PERNA, Inc.

Program Director... O. L. Gee
 Chief Engineer... John Hughlett

WCHV

CHARLOTTEVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Barham & Barham
 Bus. Studio-Transmitter Address... Rose Hill Dr.
 Phone Number ... 2-5121
 Air Time ... Full Time
 News Service ... AP
 Transcription Service ... World
 Representative ... Walker
 Managing Director... Charles Barham, Jr.
 Gen., Comm. Manager... Robert C. Walker
 Prog., Pub. Dir. ... R. G. Sketchby
 Promotion Manager... Charles Smith
 Chief Engineer ... Walter W. Gray

WINA

CHARLOTTEVILLE—1949

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address ... P. O. Box 1230
 Phone Number ... 2-6177
 Air Time ... Daytime
 News Service ... UP
 Transcription Service ... Standard
 Membership ... NARTB
 Pres., Gen., Comm. Mgr. Thos. W. Carruthers
 Pgm. Dir., Sta. Mgr. ... Charles W. Freeman
 Chief Engineer ... Lawrence Kennedy

WCFV

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
 Membership ... NARTB
 President ... W. G. Matthews, Jr.
 Gen., Sta., Com. Manager... Sidney H. Tear
 Promotion Director... John Echols
 Chief Engineer ... Grover H. Fulk

WKEY

COVINGTON—1941—ABC

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

WSVS
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
News Service AP
Transcription Service World
Representative BAB
President Calvin S. Willis
General Manager John E. Sadler
Commercial Manager W. Brown Hoffer
Program Director Frank H. Watkins
Chief Engineer C. E. Wilson

WCVA
CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Culpeper Bcstg. Co.
Address Hendricks Ave.
Phone Number 8338
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 Benny Jones

WBTM
DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Piedmont Bcstg. Corp.
Bus. Studio Address Hotel Danville Bldg.
Phone Number 2350
Air Time Full Time
News Service AP
Transcription Service World
Representative George P. Hollingbery
Membership NARTB
President L. N. Dibrell
General Manager Edward G. Gardner
Comm. Mgr. John Holland
Prog. Dir., Sales Prom. Mgr. Milton Adams
Chief Engineer Lyle C. Motley

WDVA
DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Va. Carolina Bcstg. Corp.
Address American Natl. Bank Bldg.
Phone Number 5300
Air Time 4:00 a.m.-2:00 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith, Dora-Clayton
Membership NARTB, BAB
President J. D. Pruitt
General Manager Emerson J. Pryor
Commercial Mgr. Stover Morris, Jr.
Program Director Richard Campbell

WEVA
EMPORIA—1952

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Stone Bcstg. Co.
Address Washington St. & Delaware Ave.
Phone 2133
Transcription Service Associated
News Service AP
Pres., Gen. Mgr. M. E. Stone
Commercial Manager H. L. Umstead
Chief Engineer E. A. Short, Jr.

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Lamar A. Newcomb
Address Box L
Phone Number 0900
News Service UP
Pres., Gen. Mgr. Lamar A. Newcomb
Program Director Genevieve Main
Chief Engineer Richard Fanning

WFLO

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By Colonial Bcstg. Co.
Business Address 118 W. Third St.
Phone Number 870
News Service UP
Transcription Service Capitol, Thesaurus
Representative Clark
General Manager Carla B. Keys
Station Manager Charles R. Maillet
Commercial Manager Ray Ryan
Sales Prom. Mgr. John D. Wilson
Program Director John Calhoun
Chief Engineer Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Fredericksburg Bcstg. Corp.
Business Address P. O. Box 269
Phone Number 1261
Manager Walter F. Harris, Jr.
Chief Engineer John Burrets

WFTR

FRONT ROYAL—1948—MBS

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

WBOB

GALAX—1947—MBS

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., Sta. Manager.....Joseph P. Crockett
 Program Director.....Muriel Bell
 Commercial Manager.....Brice J. Parks
 Chief Engineer.....W. Edward Boyer

WVEC

HAMPTON—1948

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Operated By.....Peninsula Bcstg. Co.
 Studio-Trans. Address...Hampton-Buckroe Rd.
 Phone Number.....6332
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, BAB
 President.....Thomas P. Chisman
 General Manager.....Harrol A. Brauer, Jr.
 Comm. Manager.....Charles L. Coker, Jr.
 Pgm., Pub. Dir.....L. W. Kliewer
 Chief Engineer.....James E. Swafford

WSVA

HARRISONBURG—1935—NBC

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

WHAP

HOPEWELL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..The Hopewell Bcstg. Co.
 Business Address.....P. O. 621
 Phone Number.....801
 Air Time.....6:00 a.m.-12 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Donald S. Cook

President.....Augustus Robbins, Jr.
 General Manager.....Charles M. Mark
 Sta. Mgr., Prog. Dir., Ch. Eng.....Larry Kay
 Comm., Prom. Mgr., Pub. Dir...Nancy Johnson

WREL

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Rockbridge Bcstg. Co.
 Bus-Studio Address...First Nat'l Bank Bldg.
 Phone Number.....Lexington 6000
 Air Time.....Full Time
 News Service.....AP
 Representative.....Indie Sales
 Transcription Service.....Thesaurus
 President.....Marshall L. Wilmer
 Gen., Sta., Comm. Mgr.....Milton B. Henson
 Program Director.....Andrew Peterson
 Chief Engineer.....James I. Bray, Jr.

WLVA

LYNCHBURG—1930

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By.....Lynchburg Bcstg. Corp.
 Address.....925 Church St.
 Phone Number.....2-1242
 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.
 Sales Prom. Mgr.....C. A. Larsen
 Prog. Publ. Dir.....Warren Uttal
 Chief Engineer.....John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By...Old Dominion Bcstg. Corp.
 Address.....P. O. Box 918
 Phone Number.....2-3441
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....David Hugh Dillard
 Gen., Sta. Mgr.....Wm. T. Howard, Jr.
 Commercial Manager.....Richard E. Gooch
 Prog., Pub. Dir.....Graydon V. Olive, Jr.
 Chief Engineer.....Forest J. Pinkerton

WMEV

MARION—1948—ABC-KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By..Mountain Empire Bcstg. Corp.
 Address.....Park Boulevard

Phone Number 3-9001
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Cooke
 Membership NARTB
 President L. Preston Collins
 Gen.-Comm. Mgr. Robert C. Wolfenden
 Pgm. Dir. Mrs. R. C. Wolfenden
 Chief Engineer Edward Surface

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By ..Martinsville Bcstg. Co., Inc.
 Address Chatham Heights
 Phone Number Virginia 2152
 News Service AP
 President S. S. Walker
 General Manager John W. Shultz
 Comm.-Sls. Prom. Mgr. Charles F. Adams
 Program Director Barbara Zimmerman
 Chief Engineer B. E. Boyer

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
 News Service AP
 News. Affil. Daily Press, Times-Herald
 Transcription Service Associated
 Representative Free & Peters
 Membership NARTB
 President Raymond B. Bottom
 Gen.-Sta. Manager Edward E. Bishop
 Comm. Mgr. Edward E. Edgar
 Prog. Director Robert J. McBride
 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 3-1631
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 President John Doley
 General Manager Frederic F. Clair
 Commercial Manager E. Patterson
 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 2-3268
 News Service UP
 Representative Indie Sales, Inc.
 Membership NARTB
 President Mrs. Joseph Light
 General Manager William M. Manrov
 Program Director Jack Lynn
 Chief Engineer W. M. Manrov

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
 Air Time 24 hrs. daily
 News Service UP
 Representative ForJoe
 President E. L. Scott
 General Manager Wm. Carpenter
 Station Manager Joseph B. Matthews
 Program Director Robert Drepperd
 Tech. Dir., Chf. Engr. Jack Siegel

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. Comm. Mgr. Earl Harper
 Program Mgr. Jack Black
 Sales Prom. Mgr. Dave Pritchard
 Publicity Director Tom Matthews
 Chief Engineer Howard Sheets

W R A P

NORFOLK—1952

Frequency: 1050 Kc. Power: 500 Watts
 Owned-Operated By Rollins Bcstg., Inc.
 Address 300 Portlock Bldg.
 Phone Number 4-8307
 News Service AP
 President John W. Rollins
 General Manager Glen A. Harmon
 Chief Engineer Glen Frazier

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
 Air Time Full Time
 News Service AP

News Affil. Norfolk Newspapers, Inc.
 Transcription Service Standard
 Representative Edward Petry
 Membership NARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Sales Manager Robert M. Lambe
 Promotion Manager Fred Lowe
 Program Director William Johnson
 Program Director Joel Carlson
 Chief Engineer Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Blainox Radio Co., Inc.
 Bus. Studio Address Harlan, Ky.
 Phone Number 625
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President Richard B. Helms
 Gen., Sta. Mgr. Jack T. Helms
 Comm. Mgr., Pgm. Dir. Wally Doglass
 Chief Engineer Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By James Madison Bcstg. Corp.
 Address P. O. Box 271
 Phone Number 7263
 Air Time Full Time
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President W. A. Sherman, Jr.
 Gen., Comm. Mgr. Alfred W. Walthall
 Program Director Jim Simmons
 Publicity Director Ann G. Butler
 Chief Engineer W. F. Wilkerson

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southside Virginia Bcstg.
 Corp.
 Business-Studio Address 112 W. Tabb St.
 Phone Number 3881-2
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 President Louis H. Peterson
 Sta., Com. Manager Ray L. Moss
 Program Director N. W. Andrews
 Chief Engineer W. C. King, Jr.

WSAP

PORTSMOUTH—1943

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By Portsmouth Radio Corp.
 Bus. Studio Address 205 Professional Bldg.
 Phone Number 7-3488
 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
 Chief Engineer John Brigman

WPUV

PULASKI—1946—NBC

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

WRAD

RADFORD—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Rollins Bcstg., Inc.
 Phone Number 2461
 Air Time Full Time
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 News Service AP
 President John W. Rollins
 Gen., Sta., Comm. Mgr. Wendell H. Siler
 Sales Prom. Mgr. Ben Johnson, Jr.
 Program Director Alfred L. Mills
 Chief Engineer Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clinch Valley Bcstg. Corp.
 Address Box 218
 Phone Number 450
 Transcription Service Thesaurus, SESAC
 News Service AP
 Membership NARTB, BAB
 President J. Powell Royal, Jr.
 Gen., Sta. Mgr., Chf. Eng. Max M. Blakemore
 Program Director Harry D. Taylor
 Comm., Prom. Mgr. Joe J. Webb

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Oper. By..United Bcstg. Co. of Virginia
 Address.....513 E. Main St.
 Phone Number.....38368
 President.....Richard Eaton
 General Manager.....Richard Scheele
 Program Manager.....Michael Novello
 Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Bus.-Studio Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Air Time.....Full Time
 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. McGutgan, Jr.

WMBG

RICHMOND—1926—NBC

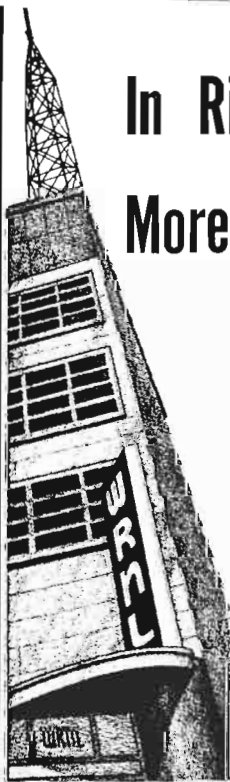
Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus.-Studio Address.....3301 W. Broad St.
 Phone Number.....5-8611
 News Service.....UP
 Air Time.....Full Time
 Representative.....Bolling Co.
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
 Sls. Prom. Mgr., Pub. Dir.....Robert Montgomery
 Commercial Manager.....Walter A. Bowry, Jr.
 Prog. 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
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, BAB

**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.

President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Sales Manager.....Joseph Sierer
 Program Director.....Don Martin
 Publicity Director.....Morris Kenig
 Chief Engineer.....Vincent Wolstenholme

W R V A

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.
 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.
 Representative.....Indie Sales
 President.....Douglas H. Robertson
 Gen., Sta., Comm. Mgr.....David M. Wilburn
 Program Director.....Dee Deering
 Chief Engineer.....Clark Leaghty

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
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 News. Affil.....Times, World News
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, BAB
 President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Bailou
 Publicity Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman

AP SELLS

For Stations and Sponsors—

For instance . . . WLPM

“We have no trouble keeping sponsors of AP news happy. They always stay on the air longer than any others. Sponsors perk up when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!”

FRED L. HART,
 WLPM, Suffolk, Virginia

WROV

ROANOKE—1946—ABC

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

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By: Shenandoah Life Stations, Inc.
 Business-Studio Address: Shenandoah Bldg.
 Phone Number: 9227
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: Paul C. Buford

Exec. Vice President: James H. Moore
 Chief Engineer: J. P. Briggs
 Commercial Manager: Horace Fitzpatrick

WHLF

SOUTH BOSTON—1947—KBS—ABC

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

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 5-5555
 Air Time: Full Time
 Membership: NARTB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.: Charles F. Seebeck
 Program Director: Fulton A. King
 Chief Engineer: Rex C. Houser

WROV

LEADS IN RETAIL ADVERTISING IN

ROANOKE

Because . . .

LOWEST RATES!

260-TIME RATE

Spots	Sta. "A"	WROV	Sta. "B"
20-sec.			
Class A	9.75	4.65	7.50
20-sec.			
Class B	6.75	3.04	5.06
20-sec.			
Class C	5.75	2.86	3.75
1-min.			
Class A	12.00	5.72	9.00
1-min.			
Class B	8.75	3.76	6.37
1-min.			
Class C	6.75	3.58	4.50

RADIO NETWORK

Because . . .

HIGHEST RATINGS!

HOOPER, DEC. '51-FEB. '52

Time	Sta. 'A'	WROV	Sta. 'B'
8 a.m.-12 noon	57.6	26.7	15.5
12 noon-6 p.m.	69.3	20.3	10.4
6 p.m.-8 p.m.	71.3	11.8	10.2
8 p.m.-10 p.m.	63.5	14.7	18.5

RADIO NETWORK

Because . . .

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV — Roanoke, Va.

FOR AVAILABILITIES CALL
 BURN SMITH COMPANY, INC., or
 FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

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
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Sears & Ayer
Pres., Gen. Manager: Fred L. Hart
News Director: Earl Hundley
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
Pres.-Gen. Mgr.: Grayson Headley
Commercial Manager: Catherine P. De Shazo
Chief Engineer: Kenneth Lueck

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: Full Time
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB
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
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Associated
President: Richard Field Lewis, Jr. (Licensee)
Prom. Mgr., Pgm., Prod. Dir.: John Morgan
Chief Engineer: Phil Whitney

W Y V E

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Wythe County Bcstg. Co.
Address: P. O. Box 534
Phone Number: 840-1
News Service: AP
Membership: NARTB, BAB
Transcription Service: Lang-Worth, Capitol
Representative: Devney
General Manager: A. M. Gates, Jr.
Chief Engineer: Jack Fleming

WASHINGTON

*Pop. April 1, 1953, (Est.) 2,534,000—Total Housing Units 819,000
Families April 1, 1953 (Est.) 792,000—Stations in State 54*

K B K W
ABERDEEN—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: KBKW, Inc.
Address: 701 E. Heron St., Aberdeen, Wash.
Phone Number: 1015, 1016
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Forjoe
Membership: BAB
President: Archie Taft, Jr.
Gen., Sta. Mgr.: Don G. Bennett
Commercial Manager: Lloyd Daviscourt
Sales Prom. Mgr.: Norman Loftus
Program Director: Arthur Lindsay
Chief Engineer: John Berg

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
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
Pgm., Prod. Dir.: Stanley Craft
Chief Engineer: Philip True

K P U G

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By.....KPUG, Inc.
 Business Address.....P. O. Do: 655
 Telephone 6200
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeCooke
 PresidentJessica L. Longston
 Station Mgr.....James Hamstreet
 Comm. Mgr.....Alex DeSchweinitz
 Prom. Mgr.....Dick Rapp
 Program Dir.....Jeanne Smith
 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
 News ServiceUP
 Transcription ServiceMacGregor, World
 RepresentativeMeeker
 MembershipNARTB, BAB
 PresidentRogan Jones
 Gen., Comm. Mgr.....Jack Clarke
 Sales Prom. Mgr.....Fred Elsethagen
 Prog., Pub. Dir.....Dave Mintz
 Chief Engineer.....Ernest Harper

K B R O

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bremerton Broadcast Co.
 AddressBox 1803
 Phone Number7-3995
 News ServiceAP
 Transcription ServiceStandard
 MembershipBAB
 Owner & Pres.....Bruce Bartley
 Gen., Sta. Mgr.....Loren B. Stone
 Comm., Prom. Mgr.....Gil Jacobsen
 Program Dir.....Bob Gleason
 Chief Engineer.....Al Stewart

K G I B

BREMERTON—1950

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Kitsap G.L. Bcstrs., Inc.
 Address.....124 N. Callow St.
 Phone Number7-3757
 Transcription ServiceStandard
 News ServiceUP
 President.....G. A. Weyland
 General Manager.....James Munro
 Chief Engineer.....Paul Crittenden

K E L A

**CENTRALIA-CHEHALIS—1937-MBS
 KEYSTONE-DON LEE**

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
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative..John Keating, John E. Pearson
 MembershipNARTB, BAB
 President.....J. Elroy McCaw
 Sec.-Treas.....Mabel A. McGwinn
 Gen., Sta., Comm. Mgr.....Joe Chytil
 Program Dir.....Del Spencer
 Publicity Dir.....Robert Cleland
 Chief Engineer.....Lloyd Hannah

K C L X

COLFAX—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Whitman County Bcstrs.
 AddressAlmota Road
 Phone Number780
 News ServiceAP
 PresidentBradley Kincaid
 General Manager.....E. Pournelle
 Program Director.....Ruth Pournelle
 Chief Engineer.....David Dodd

K X L E

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Central Washington Bcstrs.
 Bus. Add. Trans. Loc.....Box 600
 Phone Number2-1488
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillyvra
 MembershipBAB
 President.....Goodwin Chase, Jr.
 Gen., Sta. Manager.....Joe Kendall
 Comm., Prom. Mgr., Ch. Eng..Darrell K. Burns
 Program Dir.....Joe Kendall
 Publicity Dir.....Ron Forsell

K U L E

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Columbia Basin Bcstg. Co.
 Phone Number730
 Co-OwnerKirby Billingsley
 Co-Owner.....Robert E. Billingsley

K R K O

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Everett Bcstg. Co., Inc.
 Address P. O. Box 916
 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
 Sales Manager Warren Johnson
 Traffic Dir. Nancy Spaeth
 Chief Engineer Dave Foley

K F D R

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Columbia River Bcstrs., Inc.
 Address Box 395
 Phone Number 140
 Air Time 15 Hrs.
 News Service UP
 Representative Northwest, Art Moore
 Membership NARTB, BAB
 Pres., Gen. Mgr. J. W. England
 Program Dir. Robert Anderson
 Chief Engineer Ray Groff

K E L S

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By N.W. Public Services, Inc.
 Address P. O. Box 90
 News Service UP
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Commercial Manager Paul H. Shoat
 Program Director Lowell Gibson
 Chief Engineer Fred Fowler

K W I E

KENNEWICK—1949

Frequency: 610 Power: 1000 Watts
 Owned-Oper. By KWIE, Inc.
 Address 11 S. Cascade St.
 Phone Number 6967
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Art Moore, Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Harold A. Clark
 Comm. Mgr., Chief Eng. C. J. McCredie
 Program Director Marvin E. Johnston

K R K L

KIRKLAND—1948

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

Address Trans. Loca. Civic Center
 Phone Number 22-1201
 Transcription Service Capitol
 Presidents L. N. Ostrander, W. A. Chamness
 General Manager G. A. Wilson
 Program Director Florence Ferry
 Chief Engineer R. H. Waldron

K W L K

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
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative W. S. Grant, Art Moore
 Membership NARTB, BAB
 President, Gen. Mgr. C. O. Chatterton
 Station Mgr. Bob L. Moran
 Commercial Manager J. F. Carlson
 Program Director Ellen Hammond
 Chief Engineer Ralph Brown

K S E M

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Address Box 276
 Phone Number 234
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NARTB
 President Jessica Jongsten
 Gen. Mgr. Robert Pollack
 Station Mgr. Alan Miller
 Comm. Mgr. Hanford Choate
 Program Dir. Dean Rhodes
 Chief Engineer Roland Kissler

K B R C

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 8955
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Art Moore
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Leo H. Beckley
 Commercial Manager H. R. Leander
 Pgm. Dir., Chief Ann. Tom Haveman
 Chief Engineer Walter Bierke

K G Y

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 George Clark
 Membership NARTB, BAB
 General Manager Tom Olsen
 Sta., Comm., Prog. Mgr. Elmer J. Holmberg
 Pgm., Prod., Publ. Dir. Don Jones
 Chief Engineer Charles A. Roark

K O M W

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By KOMW, Inc.
 Business-Studio Address Box 151
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John Keating
 Membership BAB
 President R. L. McNett
 General Manager Dean Nichols
 Commercial Manager Grover D. Allen
 Program Dir. Mary Jane Armstrong
 Chief Engineer Leonard Fleisher

K P K W

PASCO—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Chase & "A" Sts.
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. V. B. Kennworthy
 Sta., Prom. Mgr. W. J. Hunt
 Comm. Mgr. William White
 Prog. Dir., Chief Eng. Walter Molt

K O N P

PORT ANGELES—1945—KBS

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

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
 Transcription Service Lang-Worth
 Gen., Sta. Mgr. J. Ronald Bayton
 Comm. Mgr., Prog. Dir. John R. Puckett
 Prom. Mgr., Chief Eng. B. J. Bayton

K P U Y

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Radio Station KPUY
 Address 1510 Linden Drive
 Phone Number 5-7711
 News Service UP
 Transcription Service Associated
 Owner., Gen., Comm. Mgr. Clarence E. Wilson
 Promotion Mgr. Don Neal
 Program Dir. Beverly Heckle
 Publicity Dir. Pete Hanson
 Chief Engineer Bill Luckhurst

K A P A

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific Bcastg. Corp.
 Address P. O. Box 288
 Phone Number 1010
 Air Time 6 a.m.-12 M.
 News Service AP
 Station Representative Western
 Membership NARTB, BAB
 President Joe Chytil
 Gen., Sta., Comm. Mgr. Hugh McPherson
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Chief Engineer Robert McNamara

K L A 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 Full Time (Ex. Sunday)
 News Service UP
 Transcription Service Cole, World
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. H. E. Ridalls
 Commercial Manager Bill Simpson
 Program Director George Edgar
 Chief Engr. F. C. Cook

KALE

RICHLAND—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: KALE, Inc.
 Address: P. O. Box 367
 Phone Number: 4-3180
 Representative: George Clark
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 News Service: UP
 President: R. S. McCaw
 Gen. Sta. Mgr.: L. G. Dix
 Commercial Manager: Ralph Nachtmann
 Prom., Pub. Dir.: Bob Jones
 Program Dir.: Bob Concie
 Chief Engineer: Joseph Muench

KING

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
 Membership: NARTB, BAB
 President: Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.: Otto P. Brandt
 Commercial Manager: John Eichhorn
 Program Director: Hal Moan
 Publicity Director: Mel Anderson
 Chief Engineer: Arthur A. Shultz

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By: Queen City Bcstg. Co.
 Bus.-Studio Address: 1530 Queen Anne Ave.
 Phone Number: Alder 9800
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Free & Peters
 Membership: BAB
 President: Saul Haas
 Comm. Manager: William F. Tucker
 Program Director: Kenneth Yeend
 Publicity Director: Warren McCloy
 Chief Engineer: James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By: Mt. Rainier Radio & Television Bcstg. Corp.
 Business-Studio Address: Skinner Bldg.
 Phone Number: Elliot 5890
 Air Time: Unlimited
 News Service: UP

Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: C. Howard Lane
 General-Station Mgr.: J. Archie Morton
 Comm. Mgr.: Paul E. Moore
 Promotion Mgr.: Mait Jordan
 Pgm. Director: Homer Pope
 Chief Engineer: Don M. Anderson

KOL

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By: Seattle Bcstg. Co.
 Bus.-Studio Address: 1100 W. Florida St.
 Phone Number: MA. 2312
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Bolling
 Membership: BAB
 President: Archie Taft
 Sta., Gen. Mgr.: Archie Taft, Jr.
 Promotion Manager: Hugh Feltis
 Program Director: 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
 Air Time: 18 hrs.
 News Service: UP
 Transcription Serv.: Associated, Lang-Worth
 Representative: Edward Pety
 Membership: NARTB, BAB
 President, General Mgr.: O. W. Fisher
 V.P., Gen. Mgr.: W. W. Warren
 V.P., Com. Manager: Ray Baker
 Sales Promotion Mgr.: W. J. Hubbach, Jr.
 Program Manager: F. J. Patterson
 Chief Engineer: F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Wash. Telecasters, Inc.
 Add., Trans. Loca.: 2939 Fourth Ave. So.
 Phone Number: ELiot 2480
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 President: Jessica L. Longston
 Gen. Sta. Mgr.: R. E. Pollock
 Program Director: Ted Bell
 Chief Engineer: Verle Jones

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: The First Presbyterian
 Church of Seattle, Wash.
 Phone Number: Mutual 1250
 President: W. T. Whitney
 Sta., Gen. Mgr.: Don Bevilacqua
 Chief Engineer: James S. Ross
 Program Dir.: A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By: Puget Sound Bcstg. Co., Inc.
 Business Address: Camlin Hotel
 Phone Number: Seneca 4848
 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
 Chief Owner: Laura M. Doernbecher
 Commercial Mgr.: Earl T. Irwin
 Program Dir.: Harry Long
 Chief Engineer: D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Operated By: KXA, Inc.
 Bus.-Studio Address: 320 Second Ave., W.
 Phone Number: Alder 8600
 Air Time: 5 a.m.-Local Sunset
 News Service: AP
 Representative: Rambeau
 Membership: NARTB, BAB
 President: Wesley I. Dumm
 Gen., Sta. Mgr.: Hugh A. Smith
 Commercial Manager: R. G. McArdle
 Chief Engineer: John Dubuque

KSPQ

SPOKANE—1922

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Williams and Berthoff
 Address, Trans. Loca.: Realty Bldg.
 Phone Number: Riverside 8033
 News Service: UP
 Co-Owner: Delbert Berthoff
 Co-Owner: Gene Williams
 Chief Engineer: E. P. Antosyn

KGA

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
 Representative: Edward Petry
 President: Rev. Francis E. Corkery, S. J.
 General Manager: Harvey Wixson
 Program Director: Hub Warner
 Chief Engineer: B. B. Boardman

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: KHQ, Inc.
 Bus.-Studio Address: Radio Central Bldg.
 Phone Number: MADison 5131
 Air Time: 19 hrs.
 News Service: AP
 Transcription Service: World
 Representative: Richard Katz
 Pres., Gen. Mgr.: Richard O. Dunning
 Station Manager: Chas. E. Lohnes
 Commercial Manager: W. C. Rhodes
 Program Manager: Birney Blair
 Program Director: R. H. Godon
 Chief Engineer: A. G. Sparling

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Inland Empire Bcstg. Co.
 Bus.-Studio Address: Sprague at Wall
 Representative: Weed
 Pres., Gen. Mgr.: Burl C. Hagadone
 Station Manager: C. E. Rodell
 Program Director: Paul Crain
 Chief Engineer: Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Louis Wasmer
 Address: Radio Central Bldg.
 Phone Number: MADison 3333
 Transmitter Location: 4101 S. Regal St.
 News Service: AP
 Transcription Service: Associated
 Representative: Bolling
 Pres., Gen., Sta. Mgr.: Louis Wasmer
 Manager: Robert H. Temple
 Program Director: E. A. Moseley
 Chief Engineer: William Patterson

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By: Symons Bcstg. Co.
 Address: Television Center
 Phone Number: MAIN 1218

Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....MacGregor
Representative.....Walker, PNB
President.....E. B. Craney
General Manager.....Clay Osborne
Commercial Manager.....B. E. Woolston
Program Director.....A. DeVries
Chief Engineer.....George Langford

Address.....1701 S. 11th St.
Phone.....Market 7181
Transcription Service.....Associated, Lang-Worth
News Service.....AP
Representative.....Weed
Manager.....Lan Higgins
Commercial Manager.....Larry Carino
Program Director.....R. G. Boardway
Chief Engineer.....Max H. Bice

K R E W

SUNNYSIDE—1950

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address.....Sunnyside
Phone Number.....7-2277
News Service.....AP
Representative.....Forjoe
Membership.....NARTB, BAB
President.....Cole E. Wylie

K M O

TACOMA—1922

Frequency: 1360 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....KMO, Inc.
Bus-Studio Address.....P. O. Box 1651
Phone Number.....MAin 4144
Air Time.....6 a.m.-12 p.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
Representative.....Branham
Membership.....NARTB, BAB
President.....Carl E. Haymond
V.P., Gen., Sta. Mgr......Jerry Geehan
Comm. Mgr......Raymond T. McKenzie
Prom., Pub. Dir......Eugene W. Dryden
Program Dir......Richard D. Weeks
Chief Engineer.....John Boor

K T A C

TACOMA—1941

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

K T N T

TACOMA—1952

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Tribune Publ. Co.

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Studio Address.....707½ Main St.
Phone.....3-4717, TW 7323
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representatives.....Keating, O'Connell
Membership.....BAB
President.....Sheldon F. Sackett
General-Station Mgr......Fred F. Chitty
Comm. Mgr......Walter P. Rossman
Sales Prom. Mgr......Al Bauer
Prog., Pub. Dir......George W. Conner
Chief Engineer.....Edgar Means

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
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Grant
Pres., Gen. Mgr......Jack Keating
Commercial Manager.....Don Harris
Chief Engineer.....Bevin Roth

K U J

WALLA WALLA—1928—MBS
 DON LEE

Frequency: 1420 Kc.....**Power:** 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number.....1230
Air Time.....Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NARTB, BAB
Pres., Gen. Mgr......H. E. Studebaker
Sta. Comm. Mgr......Don Wike
Program Director.....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.
 Bus.-Studio Address 2nd & Columbia Sts.
 Phone Number 2757
 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 Wenatchee Broadcasters
 Address P. O. Box 1510
 Phone Number 2468-2469
 Air Time 6 a.m.-12 M.
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 General Mgr. Stuart S. Maus
 Sta., Comm. Mgr. Mark A. Sorley
 Chief Engineer Warren Brown

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Cascade Bdcstg. Co.
 Address P. O. Box 702
 Phone Number 6197
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Weed & Co.
 Membership NARTB, BAB
 President A. W. Talbot
 Gen., Prom. Mgr. R. Lee Black
 Sta. Mgr., Prog. Dir. Thomas C. Bostic
 Publicity Dir. Helen A. Turnell
 Chief Engineer J. Barry Watkinson

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By KIT, Inc.

Business-Studio Address 414 E. Yakima Ave.
 Phone Number 8115
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Branham
 Membership BAB
 President Carl E. Haymond
 Station Manager James A. Murphy
 Com., Prom. Mgr. Jack H. Goetz
 Production Director Jas. W. Nolan
 Chief Engineer H. B. Murphy

K Y A K

YAKIMA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Yakima Bcstg. Co.
 Address P. O. Box 172
 Phone Number 2-7143
 Transcription World
 News Service UP
 Membership NARTB, BAB
 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 miles of news wire than any other news service.

WEST VIRGINIA

Pop. April 1, 1953 (Est.) 2,106,000—Total Housing Units 547,000
Families April 1, 1953 (Est.) 498,000—Stations in State 40

WJLS

BECKLEY—1939—CBS

Frequency: 560 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Building
Phone Number7311
Air TimeUnlimited
News ServiceUP
RepresentativeWeed
MembershipNARTB
Pres., Gen. Mgr. Joe L. Smith, Jr.
Station Manager Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Program Dir. W. S. Jackson
Chief Engineer Al J. Ginkel

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 Number9309
Air Time18 hrs.
News ServiceAP
Representative Walker
President N. Joe Rahall
General Manager R. H. Booth
Chief Engineer Robert Ramsey

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone Number7114
Air TimeUnlimited
News ServiceAP
Transcription Service World, Cole
RepresentativeKatz
Vice President Hugh I. Shott, Jr.
Gen., Sta. Mgr., Chief Eng. P. T. Flanagan
Pgm., Pub. Dir. William Hostetter

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone Number7405
Air Time6 a.m.-12 M.
News ServiceUP
Representative Devney & Co.
Pres., Gen., Sta. Comm. Mgr. J. Lindsley Alley
Program Director Emma Sue Phelps
Chief Engineer Roy Yost

WCAW

CHARLESTON—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Business Address P. O. Box 2791
News ServiceUP
Transcription Service Lang-Worth
Representative McGillvra
Pres., Gen. Mgr. Garland F. Wilkinson
General Manager Selma Pierson
Commercial Manager James H. Tomblin
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 Number28-131
Air TimeFull Time
News ServiceAP, UP
Representative Branham
Membership NARTB, BAB
President Lewis C. Tierney
V.P., Gen. Mgr. John T. Gelder, Jr.
Comm. Mgr. John L. Sinclair, Jr.
Prom., Pub. Dir. Frank E. Shaffer
Program Director Morton S. Cohn
Chief Engineer William E. Dixon

WGKV

CHARLESTON—1938—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Kanawha Valley
Bdcstg. Co.
Address 210 Dickinson St.
Phone Number3-7541
Air Time6 a.m.-3 a.m.
News ServiceAP
Transcription Service Associated
Representative Robert Meeker Assos., Inc.
Pres., Gen. Mgr. R. M. Venable
Program Director Phil Vogel
Sales Prom. Mgr. Charles High
Publicity Dir. Joe Farris
Chief Engineer Harry R. Bowen

WKNA

CHARLESTON—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address 804 Kanawha Blvd.
Phone Number39-971

Air Time.....5:30 a.m.-12 M.
 News ServiceAP
 RepresentativeWeed
 Pres., Gen. Mgr.Joe L. Smith, Jr.
 General Manager.....George J. Gray
 Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Chemical City Bcstg. Co.
 Bus.-Studio Address.....Capitol & Fife
 Phone Number23-136
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeForjoe
 MembershipNARTB, BAB
 PresidentGus Zaharis
 Gen., Sta. Mgr.....Berton Sonis
 Comm. Mgr.....Mel S. Burka
 Program DirectorJoseph J. Herget
 Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....Ohio Valley Bcstg. Corp.
 Address.....444½ W. Pike St.
 Phone Number4-7571
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeBramham
 MembershipBAB
 PresidentAustin Wood
 General Manager.....George H. Clinton
 Sta., Comm., Pub. Mgr.....Fred Zimmerman
 Prog., Prom. Director.....Carl Loose
 Chief Engineer.....Harry S. Brown

WHAR

**CLARKSBURG—1946—MBS-KBS
 ABC**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Mountain State Bcstg. Co.
 Address Trans. Loca.....Radio Plaza
 Phone Number4-5525-8
 News ServiceUP
 Representative....Joseph Hershey McGillvra
 MembershipNARTB
 Pres., Gen., Mgr.....Glacus G. Merrill
 Commercial Manager.....F. T. Gregg
 Program DirectorJames Harper
 Publicity Dir.....Robert Edge
 Chief Engineer.....Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Clarksburg Bcstg. Corp.
 Business-Studio Address.....339 W. Main St.
 Phone Number4-6425
 News ServiceAP
 Transcription ServiceWorld
 President.....O. L. Billingsley
 Gen., Sta. Mgr.....R. C. Warden
 Comm., Sales Prom. Mgr.....Joe M. Larosa
 Prog., Pub. Dir.....Dewitt Wyatt
 Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByW. Va. Radio Corp.
 Address.....P. O. Box 967, Elkins
 Phone Number1300
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 President.....Mrs. A. J. R. Greer
 Sta. Mgr., Ch. Eng.....T. B. Greenhaw
 Program Director.....James W. Kramer

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....208 Adams Street
 Phone Number3100
 Transmitter LocationMonongah
 Air Time.....5 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeKatz Agency
 MembershipNARTB, BAB
 President.....George B. Storer
 General ManagerLee B. Wailes
 Station Manager.....A. G. Ferrise
 Program Director.....William W. Powell
 Chief Engineer.....Harry W. Jackson

WVWV

FAIRMONT—1946—MBS-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
 Bus.-Studio Address.....108 Gaston Ave.
 Phone Number5000
 Air Time.....6:45 a.m.-1:15 a.m.
 News ServiceAP
 Transcription ServiceSESAC
 President.....J. Patrick Beacom
 Gen., Sta. Mgr.....Numa Fabre, Jr.
 Comm., Prom. Manager...Robert Drummond
 Program Dir.....Larry Dietz
 Chief Engineer.....Ray Stanford

WHTN

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
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen. Comm. Mgr. John S. Phillips
 Program Director Raymond Anderson
 Chief Engineer Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone Number 3-3421
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB
 Gen. Sta. Comm. Mgr. F. J. Evans
 Program Director Naseeb Tweel
 Sales Prom. Manager Curtis S. Clark
 Publicity Dir. June Manning
 Chief Engineer Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.
 Business-Studio Address 201 Ninth St.
 Phone Number 38-401
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Sta., Comm. Mgr. C. T. Garten
 Prom., Pub. Dir. Charles Dinkins
 Program Director Bert Shimp
 Chief Engineer Leroy Kilpatrick

WKYR

KEYSER—1952

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Glacus G. Merrill
 Address Box 1526, Clarksburg
 President Glacus G. Merrill

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address 445 Stratton St.
 Phone Number 540
 News Service UP
 Partner Clarence H. Frey
 Partner Robert O. Greever

WVOW

LOGAN—1952—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Logan Bcstg. Corp.
 Address Consolidated Bus Terminal Bldg.
 Phone 2356
 Transcription Service Lang-Worth
 News Service UP
 Representative McGillvra
 President C. M. Browning
 Gen. Comm. Mgr. H. V. Diefenbach
 Program Director C. T. Snowdon
 Promotion Manager Robert Gaynor
 Chief Engineer Barney Tilley, Jr.

WPEM

MARTINSBURG—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Partners C. Leslie Golliday and C. M. Zinn
 Program Director Eunice J. Schneider
 Chief Engineer Ralph Thomas

WHJC

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Radio Hill
 Phone Number 4771
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President Fred Morningstar
 General Manager Fred Staples
 Commercial Mgr. Roy Hatfield
 Program Dir. Jack Collette
 Chief Engineer Leonard Dykema

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Fayette Associates, Inc.
 Address... 1028 1st Ave.
 Phone Number... 620
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... World
 President... Arnold M. Vickers
 Sta., Prog., Pub. Mgr... Andrew W. Vickers
 Chief Engineer... Campbell J. Craver

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... West Virginia Radio Corp.
 Business-Studio Address... 446 Spruce St.
 Phone Number... 9488
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Membership... NARTB
 President... Agnes J. Reeves Greer
 Station Mgr... John W. Johns
 Comm., Prom. Mgr... George J. Shean
 Program Dir... Jack Fleming
 Chief Engineer... Al Novak

W M O D

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Moundsville
 Address... P. O. Box 308
 Phone Number... 1730
 News Service... UP
 President... Robert W. Munn
 Gen., Prom. Manager... John T. Taylor
 Program Dir... George W. Wright
 Chief Engineer... Jerry Boles

W O A Y

OAK HILL—1946

Frequency: 860 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Robert R. Thomas, Jr.
 Business Address... Oak Hill
 Phone Number... 651
 News Service... AP
 Transcription Service... Capital, Thesaurus
 Membership... NARTB
 Pres., Gen. Mgr... Robert R. Thomas, Jr.
 Chief Engineer... James Bucy

W C O M

PARKERSBURG—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Parkersburg Bcstg. Co.
 Address... 317 Ninth St.
 Phone Number... 7-4491

News Service... AP
 Transcription Service... World
 Representative... McGillvra
 President... Joseph M. Handlam
 Gen., Sta., Mgr... A. N. Archer
 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... 7-5475
 News Service... UP
 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
 Program Dir... Sherman Grimm
 Publicity Director... Hazel N. Mercer
 Chief Engineer... V. G. Brooks

W W Y O

PINEVILLE—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Wyoming Bcstg. Co., Inc.
 Address... Box 184
 Phone Number... 2711
 Air Time... 6 a.m.-Sunset
 News Service... UP
 Transcription Service... Lang-Worth, Cole
 President... R. D. Bailey
 Sta., Com. Mgr... Edward Hawley
 Program Director... Don W. Reed
 Chief Engineer... William D. Stone

W L O H

PRINCETON—1947—ABC-KBS

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
 Partner and President... Harold P. Hunnicutt
 Partner and Treas... Dewey Bailey
 Gen., Sta. Mgr... Melvin F. Barnett
 Commercial Manager... James M. Angel
 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.

Address Franklin Bldg.
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 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 3992 Main St.
 Phone Number 2815
 Transcription Service ... Associated, Thesaurus
 News Service AP
 Representative Rambeau
 President Thomas E. Millsop
 General Manager Edward J. Hirschberg
 Station Manager W. H. McCroba
 Com., Prom. Mgr. Van Lane
 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
 Membership NARTB
 President J. G. Hunt
 Prom., Gen., Comm. Mgr. Ellis Landreth
 Prog., Pub. Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address Premier Mountain
 Phone Number 1150
 News Service UP
 Representative McGillvra
 Transcription Service Capitol
 Membership NARTB
 President Sam Sidote
 General Manager Tom Hicks
 Comm. Mgr. Van B. Darby
 Chief Engineer Howard R. King

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
 Transcription Service Associated
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr. Glenn Short

Program Director Don McWhorter
 Chief Engineer Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Gill-Keefe-Perna
 Pres., Gen. Mgr. K. H. Forney
 Commercial Manager Paul Miles
 Program Director James Smith

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. Himes Vieweg
 Chief Engineer Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Storer Broadcasting Co.
 Address Hawley Bldg.
 Phone Number Wheeling 5383
 Air Time Full time
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President George B. Storer
 General Manager Lee B. Wailes
 Station Manager Wm. E. Rine
 Publicity Dir. Howard W. Meagle
 Assistant Manager Paul J. Miller
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241
 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

WISCONSIN

Pop. April 1, 1953 (Est.) 3,558,000—Total Housing Units 1,068,000
Families April 1, 1953 (Est.) 963,000—Stations in State 64

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
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 World
Representative Meeker
Comm. Gen. Sta. Mgr. Earl H. Huth
Sales Promotion Manager Allan Sampson
Program Director Greg McElrone
Publicity Director Lewis Process
Chief Engineer George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address Ironwood
Phone Number 20
Air Time 5:55 a.m.-11:55 p.m.
Transcription Service Thesaurus
Representative Walker
Membership NARTB
President William L. Johnson
Commercial Manager Donald Hoover
Station Manager Todd Hogan
Sales Prom. Mgr., Prod. Dir. Arnold Peterson
Pgm., Pub. 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 Thesaurus
Membership NARTB, BAB
President William E. Walker
General Mgr. Charles R. Dickoff

Comm. Mgr. W. B. Walker
Sales Prom. Mgr. Eugene Walker
Program Dir. 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
Air Time 5:30 a.m.-Local Sunset
News Service AP
Transcription Service Thesaurus
President Lloyd Burlingham
General Mgr. L. O. Fitzgibbons
Station Mgr. Hazel M. Fitzgibbons
Commercial Manager Joe Moen
Prom., Pub. Dir. Roland Spongberg
Chief Engineer Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Beloit Bcstg. Co.
Business-Studio Address Hotel Hilton
Phone Number College 6024
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative George W. Clark
President Sidney H. Bliss
Gen., Sta., Prom. Mgr. John H. Rhodes
Commercial Manager Gene Steinhorst
Program Dir. Bob Rathe
Publicity Dir. Ruth N. Barr
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
Representative McGillvra
President, General Mgr. James J. Conroy
Station Manager Stan Torgerson
Comm., Prom. Mgr. Paul Albrecht
Program Dir. Dean Osmundson
Chief Engineer Lee Gunderson

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Add.....203 S. Earstow St.
 Phone Number.....6149
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Hollingbery
 Membership.....NARTB
 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

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
 Transcription Service.....World
 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.....Norbertine Fathers
 Phone Number.....Adams 1
 News Service.....AP
 Representative.....Weed
 Managing Director.....Rev. M. J. Beemster
 General-Station Mgr.....Haydn R. Evans
 Sales Prom. Manager.....Lee Stinson
 Program Director.....Rodger Mueller
 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.....225 N. Adams St.
 Phone Number.....Howard 6300
 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
 Program Director.....Don Arthur

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 1440 Kc....Power: 1000 Watts d.:
 500 Watta n.
 Owned-Oper. By....Green Bay Newspaper Co.
 Business Address.....P. O. Box 620
 Phone Number.....Howard 6400
 Air Time.....6 a.m.-12 M.
 Newspaper Affiliation....."Press-Gazette"
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....McGillvra
 Membership.....NARTB
 President.....V. I. Minahan
 General Manager.....A. B. Turnbull
 Station Manager.....John M. Walter
 Commercial Manager.....Glen R. Holznecht
 Program Dir.....Jack Stelling
 Publicity Dir.....James Bartlett
 Chief Engineer.....Elmo Reed

W T K M

HARTFORD—1950

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
 Membership.....NARTB
 Pres., Gen. Mgr.....Walter Zastrow
 Sta., Prom., Pub. Dir.....Don Zastrow
 Comm. Mgr., Prog. Dir.....Redd Hall
 Chief Engineer.....Herbert Jordan

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
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Newspaper Affiliation....."Daily Gazette"
 Representative.....George W. Clark, Inc.
 Membership.....NARTB, BAB

President.....Sidney H. Bliss
 Gen., Sta. Mgr.....V. W. Williams
 Commercial Manager.....Charles W. Bessire
 Prom., Pgm., Pub. Dir.....Ralph Schroeder
 Chief Engineer.....Wayne Clay

WLIP

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
 Chief Engineer.....Casimir Lubinski

WKBH

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
 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
 Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....La Crosse Bcstg. Co.
 Business-Studio Address.....112 N. 4th St.
 Phone Number.....2-6042
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB
 V. P., Gen. Mgr.....Verl Bratton
 Prom., Prog. Dir.....John Bondeson
 Chief Engineer.....George W. Egli

WLCX

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
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....McGillvra

President.....James J. Conroy
 Gen., Sta. Mgr.....Milo G. Knutson
 Comm. Mgr.....Roy E. Nicholson
 Prom., Pub. Dir.....Catherine Guillaume
 Program Dir.....Rosemary Castor
 Chief Engineer.....Phillip Euhling

WLDY

LADYSMITH—1948—KBS

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
 Program Dir.....Joseph Dahlvig
 Chief Engr., News Dir.....Jeff Evans

WHA

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
 News Director.....Roy Vogelman
 Chief Engineer.....John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....3-5311
 Transmitter Location.....Fitchburg
 News Service.....AF
 Transcription Service.....Thesaurus
 News. Affil....."Capital Times," "Wisc. State
 Journal"
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Commercial Manager.....Howard A. Johnson
 Program Director.....Robert N. Dick
 Publicity Director.....Joyce Wickware
 Chief Engineer.....Norman Hahn

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
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Morgan Murphy
 General Manager Ralph O'Connor
 Comm., Prom. Mgr. Richard S. Nickeson
 Program Director Morton Wagner
 Publicity 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
 Air Time Full Time
 News Service UP
 Transcription Service Capitol
 Representative Headley Reed
 President Stewart Watson
 Gen., Comm. Mgr. Michael Henry
 Program Director Audrey Johnson
 Chief Engineer Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS-WISC.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 5015
 Transmitter Location Easy St.
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Indie Sales, Inc.
 Membership NARTB
 President, Gen. Mgr. Francis M. Kadow
 Program Director George H. Erdman
 Sales Prom. Mgr. L. J. Splitl
 Chief Engineer W. F. Duben

WWOC

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Manitowoc Bcstg. Co.
 Address Box 101
 Phone 7763
 News Service AP
 Transcription Service Thesaurus
 Representative McGillyvra
 Ptnr., Gen. Mgr. Edward Allen, Jr.
 Ptnr., Chief Engineer Edward Jacker

WMAM

MARINETTE—1939—NBC

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

THE LITTLE STATION
 WITH THE

BIG WALLOP!



MARINETTE
 WISCONSIN

NBC AFFILIATE
WMAM

J. D. Mackin, General Manager

MENOMINEE
 MICHIGAN

Represented Nationally by George W. Clark*, Inc.

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 Standard
 Representative George W. Clark
 Membership BAB
 President William E. Walker
 General Manager Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr. Ed Maxwell
 Program Director Pat Kehoe
 Chief Engineer Al Alexander

W D L B

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Own-Oper. By Dairyland's Bcstg. 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
 Comm. Mgr. Roger Thomsen
 Sales Prom. Mgr. Ron Smith
 Program Dir. Paul Olsen
 Chief Engineer Jerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WIGM, Inc.
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Pres., Gen. Mgr. Charles H. Nelson
 Program Director Richard Johnson
 Chief Engineer Ray Bonhart

W M N E

MENOMONIE—1951—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By Capitol City Bcstg. Co.
 Address 603½ Broadway
 Phone Number 1156
 Transcription Service Lang-Worth
 News Service UP
 President William F. Johns, Jr.
 Gen., Sta., Comm. Mgr. Dr. Wendell Hansen
 Sales Prom. Mgr. James Bailey
 Prog., Pub. Dir. Douglas Weikley
 Chief Engineer Glen Reed

W L I N

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By Alvin E. O'Konski
 Business Address Merrill
 Phone Number 1444
 Air Time 6:30 a.m.-12 M.
 News Service AP, UP
 Membership NARTB, BAB
 Transcription Service Standard, Capitol, Cole
 Representative Rambeau
 President, Gen. Mgr. Alvin E. O'Konski
 Chief Engineer Chris Zercher

W E M P

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
 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 Lou Riepenhoff
 Program Director Tom Shanahan
 Chief Engineer Rolland Paske

W F O X

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By Wisconsin Bcstg. System, Inc.
 Address 208 E. Wisconsin Ave.
 Phone Number Broadway 2-1272
 News Service AP
 Representative George Clark, Inc.
 Pres., Gen. Mgr. Charles J. Lamphier
 Station Manager George DeGrace
 Program Director Charles La Force
 Chief Engineer George Dodge

W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
 Owned-Oper. By Hearst Corporation
 Address 540 N. Plankinton Ave.
 Phone Number Division 2-3000
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative The Katz Agency
 Membership NARTB
 President Charles McCabe
 Manager Harry D. Peck

Comm. Mgr. R. E. Shireman
 Sales Prom. Mgr. Gerald S. Cohen
 Program Director Jack Raymond
 Chief Engineer Donald A. Weller

W C A N

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number Broadway 6-2154
 Air Time 18 hrs.
 News Service UP
 Representative O. L. Taylor
 President Lou Poller
 Gen., Sta., Comm. Mgr. Alex Rosenman
 Prog., Pub. Dir. Burt Levine
 Chief Engineer Herbert Eckstein

W M I L

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
 Air Time Day Time
 News Service UP
 Transcription Service SESAC, Cole
 Representative Forjoe
 Membership NARTB, BAB
 President Gene Posner
 Gen. Mgr. Jerome Sill
 Program Director Arthur H. Vogel
 Chief Engineer Gino Monaco

W O K Y

MILWAUKEE—1950

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bartell Bcstg., Inc.
 Bus., Studio Address Empire Bldg.
 Phone Number Broadway 1-8428

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By The Journal Co.
 Business Address 720 E. Capitol Dr.
 Phone Number Broadway 1-6000
 Air Time 19 hrs.
 News Service AP
 Representative Christal
 V.P., General Mgr. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Manager George Comte
 Research & Devel. Co-ordinator L. W. Herzog
 Sales Manager Neale V. Bakke
 Mgr., Engineering Philip B. Laeser
 Mgr., Pub. Serv. & Prom. Bruce Wallace
 Traffic Manager Fran Bignell

W E K Z

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Operated By Green County Bcstg. Co.
 Address P. O. Box 460
 Phone Number 1260
 Transcription Service Capitol
 News Service AP
 President Kenneth Stuart
 Gen., Sta. Mgr. Grant A. Ritter
 Program Director Stan Neuberger
 Chief Engineer Rex Eyler

W N A M

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
 Air Time 6 a.m.-12 M.
 News Service UP
 V. P., General Manager Don C. Wirth
 Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—1941—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Oshkosh Bcstg. Co.
 Transmitter Location 1235 Bowen St.
 Phone Number Stanley 4580
 Transcription Service Capitol
 Representative Pearson
 Pres., Pgm. Dir. Wm. F. H. Johns, Jr.
 General Manager Bill Jones
 Chief Engineer Don Zuehike

W P D R

PORTAGE—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Portage Bcstg. Co.
 Address Box 53
 Phone 1200
 President W. T. Comstock
 General Manager Warren Anderson
 Commercial Manager E. P. Phelps
 Program Director Keith Pettack
 Chief Engineer Walter Wisnicky

W I B U

POYNETTE—1925—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By William C. Forrest
 Bus., Transmitter Address Poynette
 Phone Number Poynette 98
 News Service UP
 Transcription Service Standard, SESAC
 Pres., Gen., Sta. Mgr. William C. Forrest
 Program Dir. Sarah A. Forrest
 Chief Engineer L. Stanley Sadler

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Prarie Bcstg. Co.
 AddressBox 36
 Phone637
 News ServiceUP
 PresidentEdwin Erdman
 Gen., Comm. Mgr.,
 Chief Engineer.....W. C. Schlaugat, Jr.
 Program Director.....J. W. Hassebrook

WRAC

RACINE—1950—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WRAC, Inc.
 Address423 Main St.
 Phone Number2-1627
 News ServiceUP
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....C. M. Martin
 Sta., Prog. Mgr.....Bob Martin
 Comm. Mgr.....Marty Geertz
 Publicity Dir.....Dick Fitzgerald
 Chief Engineer.....Ray Doane

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wisc. Network Corp.
 Business Address.....441 Main St.
 Phone Number4-3311
 News ServiceAP
 Representative.....Walker
 Newspaper Affiliation“Journal-Times”
 MembershipNARTB, BAB
 President.....J. D. McMurray
 General Manager.....Harry R. LePoidevin
 Station ManagerHarold J. Newcomb
 Commercial ManagerGerald D. Nelson
 Program Director.....Lyman Merens
 Promotion Manager.....Amelia French
 Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1952

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 AddressReedsburg
 Phone1037L
 General Manager.....C. W. Peck

AP SELLS

For Stations and Sponsors—

For instance . . . WFHR

“Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

GEORGE T. FRECHETTE,
 General Manager,
 WFHR, Wisconsin Rapids, Wis.

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Onelda Bcstg. Co.
 Business Address Rhineland
 Phone Number 1240
 News Service UP
 Representative McGillvra
 Transcription Service Thesaurus
 President James Cleary
 Gen., Comm. Mgr., Prog. Dir. Bruce G. Beichl
 Sales Prom. Mgr. Robert Frye
 Program Director John Wadd
 Chief Engineer Charles Marvin

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By WJMC, Inc.
 Address Trans. Loca. 1615 S. Main
 Phone Number 550
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery
 President W. C. Bridges
 Commercial Manager Russell J. Brown
 Program Director Bob Topinka
 Chief Engineer Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Richland Bcstg. Co.
 Address P. O. Box 192
 Phone Number 20
 News Service UP
 Trans. Serv. SESAC, Lang-Worth, Thesaurus
 Membership NARTB, LAB
 President Arthur Overgaard
 Gen., Comm. Mgr. T. R. Kelley
 Chief Engineer Pete Athanas

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owner Shawano County Leader Pub. Co.
 Business-Studio Address 107 E. Green Bay St.
 Telephone Number 666
 Representative Lawson
 News Service UP
 Transcription Service World
 General Manager Mrs. Jeanne Donald
 Station Mgr. David W. Hodgins
 Chief Engineer Clifford G. Graff

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By WHBL, Inc.
 Bus.-Studio Address P. O. Box 27
 Phone Number 4844-5
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated
 Exec. V.P. C. E. Broughton
 Comm. Mgr. John Harvey
 Publicity Dir. Doris Domnie
 Program Director Glen James
 Chief Engineer Herbert J. Mayer

W K L J

SPARTA—1951—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Sparta-Tomah Bcstg. Co.
 Address 124 S. Water St.
 Phone Number 3307
 Transcription Service SESAC, Associated
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr. Jon F. Lohmer
 Comm. Mgr. Howard Nordine
 Sales Prom. Mgr. Orion Samuelson
 Program Dir. Andy Carsen
 Chief Engineer Marvin Moberly

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Oper. By Stevens Pt. Bcstg. Co.
 Business-Studio Address 414 Main St.
 Phone Number 2744
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President W. F. Johns, Sr.
 General Manager A. L. Mayer
 Program Director Joe Cotter
 Chief Engineer R. Tellekson

W D O R

STURGEON BAY—1948

Frequency: 910 Kc. Power: 500 Watts d.
 Owned-Oper. By Door County Bcstg. Co. Inc.
 Address 15th & Utah
 Phone Number 593
 Transcription Service Thesaurus
 News Service AP
 Pres., Gen. Mgr. Edward Allen, Jr.
 Commercial Manager Jack Baker
 Program Director Dolores Allen
 Chief Engineer Joseph Genovese

W O K W

STURGEON BAY—1951

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Door County Radio Co.
 Address Rhode Island St.
 Phone Number 1050
 News Service UP
 President Sumner Harris
 Station Manager Herbert H. Graefe
 Chief Engineer Jack Schaefer

W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Operated By Ridson, Inc.
 Business Address 921 Tower Ave.
 Phone Number Superior: 4451
 News Service UP
 News. Affil. "Herald & News Tribune"
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB
 President Robert Ridder
 General Manager Rodney A. Quick
 Comm. Mgr. William (Kirby) Lukoskie
 Program Director Lew Martin
 Chief Engineer Melvin Laskey

W T R W

TWO RIVERS—1951—KBS

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Two Rivers Bcstg. Co.
 Address 1817 Washington
 Phone Number 324
 Transcription Service Capitol
 News Service UP
 President Wendell Hansen
 Gen. Mgr. Norman C. Haagenson
 Comm. Mgr. Howard Luebke
 Chief Engineer Elmer Johnson

W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Watertown Radio, Inc.
 Address 104 W. Main St.
 Phone Number 2215
 Transcription Service Thesaurus
 Representative Schepp-Reiner
 Membership NARTB
 Pres., Gen. Mgr. Carl V. Kolata
 Program Dir. Arnold Kane
 Chief Engineer Leonard Benson

AP SELLS

For Stations and Sponsors—

For instance . . . WKBH

"Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM. AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

HOWARD DAHL,
 President and General Manager,
 WKBH, La Crosse, Wisconsin

W A U X

WAUKESHA—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By. Waukesha Bcstg. Co.
 Business-Studio Address. 319 W. Main St.
 Phone Number 6636
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Holman
 Membership NARTB
 President. Norman E. Schley
 Gen., Sta. Mgr. Mig Figi
 Commercial Manager. Charles E. Williams
 Prog. Dir. Donald Froehlich
 Chief Engineer. Adin Randall

W O S A

WAUSAU—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By. Alvin E. O'Konski
 Address Wausau
 Phone 1444-5
 Representative Rambeau
 Transcription Service. Capitol, Standard, Cole
 News Service. AP, UP
 General Manager. Harold Ladin
 Commercial Manager. Danworth Turner
 Program Director. Jack Larkin
 Promotion Manager. Leon Gabriel
 Chief Engineer. Chris Zercher

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper By. The Journal Co. (The
 Milwaukee Journal)
 Business-Studio Address. 714 Fifth St.
 Phone Number 6521
 Air Time 17 hrs.
 News Service AP
 Transcription Service Thesaurus

Representative Meeker
 Station Manager. Ben F. Hovel
 Membership BAB
 President. John R. Tomek
 Gen. Mgr. Richard R. Tomek
 Station Mgr. Richard D. Dudley
 Comm. Mgr. Edward Hagen
 Sales Prom. Mgr. James Frey
 Program Director. George Bundner
 Publicity Dir. Don Debyle
 Chief Engineer. Roland W. Richardt

W B K V


WEST BEND—1950

Frequency: 1470 Kc. Power: 500 Watts d.
 Owned-Oper. By. West Bend Bcstg. Co.
 Address. Decorah Rd. & Indiana Ave.
 Phone Number 1640
 Transcription Service Thesaurus
 News Service UP
 President. Carl H. Rhode
 Gen. Mgr. August C. Berkholtz
 Comm., Prom. Mgr., Ch. Eng. Paul J. Mueller
 Program Dir. Roy Ambrose
 Chief Engineer. Paul J. Ripple

W F H R

**WISCONSIN RAPIDS—1940
 MBS-WIS.**


Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. William F. Huffman Radio
 Business Address 141 W. Grand Ave.
 Phone Number 1340
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World
 Representative. Devney & Son
 Membership NARTB, BAB
 President. Louise F. Huffman
 Gen., Sta., Mgr., Prom. Dir. Geo. T. Frechette
 Commercial Manager. L. J. Zuraski
 Prog., Pub. Dir. James Tighe
 Chief Engineer Gordon Miller



KILL CANCER

BY SUPPORTING

THE CANCER FUND



WYOMING

*Pop. April 1, 1953 (Est.) 309,000—Total Housing Units 94,000
Families April 1, 1953 (Est.) 87,000—Stations in State 14*

K S P R

CASPER—1930
MBS-INTERMOUNTAIN

Frequency: 1470 Kc..... Power: 1000 Watts
Owned-Operated By..... Donald L. Hathaway
Business Address..... Box 930
Phone Number..... 3-5777
Air Time..... Full Time
News Service..... UP
Transcription Service..... World, Associated
Representative..... Sears & Ayer
Membership..... NARTB, BAB
Owner, Pres., Mgr..... Donald L. Hathaway
Commercial Manager..... Frederic W. Hulsmith
Program Director..... Marcus R. Nichols
Publicity Director..... James Wade
Chief Engineer..... Duane W. Simons

K V O C

CASPER—1946—ABC

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... KVOc Bcstg. Co.
Bus.-Studio-Transmitter Address..... 1540 So.
Wolcott St.

Phone Number..... 2-4511
Air Time..... Full Time
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... McGillvra
Membership..... NARTB
President..... Duane Simons
Station Manager..... William F. Shotts
Commercial Manager..... I. E. Shahan
Program Director..... Ethel Buckley
Chief Engineer..... John Mursu

K V W O

CHEYENNE—1952—MBS
INTERMOUNTAIN

Frequency: 1370 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Great West Co.
Address..... Box 926
Phone..... 2-6433
Transcription Service..... Lang-Worth
News Service..... AP
Representative..... Avery-Knodel
President..... Wm. T. Kemp
Gen. Mgr., Chief Eng..... Frank Toomey
Station Manager..... Don Veta
Nat'l Sales Mgr..... Lynn Meyer

KVWO

MUTUAL
INTERMOUNTAIN

Cheyenne
Wyoming

1370 Kc

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Business-Studio Address Plains Hotel
 Phone Number 4-4461
 Air Time Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB, BAB
 News. Affil. Wyoming Eagle, Wyoming State
 Tribune
 President Tracy S. McCracken
 General Manager William C. Grove
 Commercial Manager Charles Cahill
 Sales Prom. Mgr. Dave Young
 Program Director Mae Sunada
 Publicity Director Margaret O'Brien
 Chief Engineer R. C. Pfannanschmid

K O D I

CODY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Absaroka Bcstg. Co.
 Address P. O. Box 762
 Phone Number 444
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative McGillvra
 News. Affil. The Times
 Membership NARTB
 President Paul Stock
 Gen., Sta., Comm. Mgr. Chuck Wilson
 Program Director C. Allen
 Chief Engineer Bill Ross

K O V E

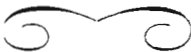
LANDER—1948—KBS—MBS
 INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Edward J. Breece
 Business Address P. O. Box 436
 Phone Number 488
 Air Time 6 a.m.-11 p.m.
 News Service UP
 News. Affil. Wyoming State Journal
 Representative Continental
 President Edward J. Breece
 Sta., Gen. Mgr. Jack L. Breece
 Comm., Prom. Mgr. Dorothy L. Reed
 Program Director Robert Allen
 Publicity Director Marlene Young
 Chief Engineer Gary Fehlauer

K O W B

LARAMIE—1948—ABC

Frequency: 1340 Kc. Power: 250 Watts d.
 Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
 Address Box 972
 Phone Number 4888
 Air Time Full Time
 News Service AP
 Representative McGillvra
 President F. O. Rice
 General Manager Carroll Mohr
 Sta. Mgr., Pgm. Dir. L. O. Smith
 Comm., Sales Prom. Mgr. J. C. Steele
 Consulting Engineer Warren Mallory



FOR

STATION

REPRESENTATIVES,

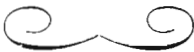
IMPORTANT

TELEPHONE

NUMBERS

SEE

PAGES 100-107



K P O W

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By: A. J. Meyer
 Address: Box 879
 Phone Number: 222
 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Commercial Mgr.: Ken Doty
 Gen., Sta. Mgr.: Al Meyer
 Program Director: Agnes Fields
 Chief Engineer: J. S. Kilness

K R A L

RAWLINS—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Rawlins Bcstg. Co.
 Address: Rawlins
 Phone Number: 1003
 Air Time: Full Time
 News Service: AP
 Representative: Joseph Hershey McGillvra
 Membership: NARTB
 President: Tracy S. McCracken
 Gen., Sta., Comm. Mgr.: Jack C. Vagner
 Program Director: Anita Phisterer
 Chief Engineer: Gordon E. Clarke

K W R L

RIVERTON—1948—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Joseph P. Ernst
 Address: 1314 Charles St., Worland
 Phone Number: 760
 Representative: Joseph Hershey McGillvra
 News Service: AP
 Membership: NARTB, BAB
 President, Ch. Eng.: Joseph P. Ernst
 General Manager: Mrs. Mildred Ernst
 Station Manager: Mrs. Cleo Berry
 Commercial Manager: Bud Moore
 Program Director: Bob Lee

K V R S

ROCK SPRINGS—1938

MBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By: Wyoming Bcstg. Co.

Address: Box 1067
 Phone Number: 93
 Representative: Avery-Knodel
 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard
 President: D. G. Richardson
 General Manager: Dwight Fisher
 Commercial Manager: Laurel Moseby
 Program Director: Imogene Parr
 Chief Engineer: Dave Wood

K W Y O

SHERIDAN—1934—MBS
 INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By: Bighorn Bcstg. Co.
 Business-Studio Address: 21 N. Main
 Phone Number: 601
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Avery-Knodel
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Jim Carroll
 Comm.-Sales Prom. Mgr.: Don Tannehill
 Pub., Pgm. Dir.: Bob Wilson
 Chief Engineer: Bob Crosthwaite

K G O S

TORRINGTON—1950—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Joseph P. Ernst
 Phone Number: 733
 News Service: UP
 Membership: NARTB
 President: Joseph P. Ernst
 Sta., Comm., Prom. Mgr.: Alice Grange
 Chief Engineer: Leo Haukkala

K W O R

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Joseph P. Ernst
 Address: Box 409
 Phone Number: 733
 Air Time: Full Time
 News Service: AP
 Membership: NARTB, BAB
 President, Ch. Eng.: Joseph P. Ernst
 Gen., Comm. Manager: Mildred V. Ernst
 Publicity Director: Stanley Shustar

TERRITORIES AND POSSESSIONS



ALASKA

KB Y R

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Aleutian Bcstrs.
Business-Studio Address P. O. Box 1960
Phone Number 3-4433

K E N I

**ANCHORAGE—1948-MBS-ABC-NBC
DON LEE**

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address Box 879
Phone Number 20301
Air Time 6:15 a.m.-12 M.
News Service AP, UP
Transcription Service Associated
Representative Wellington Fletcher
President Miriam Dickey
Gen., Sta. Manager A. G. Hiebert
Commercial Manager William Stewart
Publ. Pgm., Prod. Dir. Harold Knutson
Publicity Dir. F. M. Quilleash
Chief Engineer Jack M. Walden

K F Q D

ANCHORAGE—1924—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Commercial Manager John Phillips
Program Director Gerald Mathis
Publicity Director George Ernst
Chief Engineer Chas. Mohler

K F A R

**FAIRBANKS—1939—MBS-NBC-ABC
DON LEE**

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By Midnight Sun Bcstg. Co.
Business-Studio Address Lathrop Building
Phone Number 2125
Air Time Full Time
News Services AP and UP
Representative Fletcher, Wellington
President Miriam L. Dickey
General Manager Alvin O. Bramstedt
Commercial Manager Arvid Erickson
Program Director Richard Greuel
Chief Engineer Jorgen Twieten

K F R B

FAIRBANKS—1948—CBS

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Comm. Mgr. Juanita Underwood
Program Dir. Dale Haviland
Chief Engineer W. R. Nichols

K I N Y

JUNEAU—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Sta., Prog. Manager Richard Peter
Comm. Mgr. William Vernon
Chief Engineer Charles Gray

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..... Aurora Bcstrs., Inc.
Address..... 123 Third St.
Phone..... 508
Transcription Service..... Associated
News Service..... AP
Representative..... Wellington, Fletcher
President..... Austin Cooley
General Manager..... Del Day
Commercial Manager..... Lee Meyer
Chief Engineer..... Matt Gormley

Phone Number..... Seneca 6333
News Service..... AP
Air Time..... Unlimited
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Pres., Gen. Mgr..... William J. Wagner
Station Manager..... Dorothy Bussanich
Program Director..... Edward Hammond
Chief Engineer..... Richard Nicholas

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Frequency: 580 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..... Aurora Bcstrs., Inc.
Address..... 211 Heckman Bldg.
Phone..... 0610
Transcription Service..... Associated
News Service..... AP
Representative..... Wellington, Fletcher
President..... Austin G. Cooley
General Manager..... Roall Erickson
Commercial Manager..... John Funk
Chief Engineer..... Matt Gormley

KIBH

SEWARD—1948—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle
Phone Number..... Seneca 6333
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Alaska, Scott
Pres., Gen. Mgr..... William J. Wagner
Station Mgr..... James B. Lawson
Program Dir..... Allen Hendricks
Chief Engineer..... David Hassinger

KTKN

KETCHIKAN—1935—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle

KIFW

SITKA—1949—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle
Phone Number..... Seneca 6333
News Service..... AP
Air Time..... 5 p.m.-12 M.
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Pres., Gen. Mgr..... William J. Wagner
Pgm. Dir., Sta. Mgr..... Wm. Maynard
Chief Engineer..... Lawrence Brady

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By..... Hawaiian Bcstg. System, Ltd.
Business Address..... P. O. Box 1476
Phone Number..... 4616
Newspaper Affiliation..... Honolulu Star Bulletin
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Transcription Service..... Capitol
Representative..... Free & Peters
President..... J. Howard Worrall
Gen. Mgr., Chief Eng..... C. R. Evans
Asst. Gen. Mgr..... Wayne Kearl
Publicity Director..... Meg Thompson
Program Director..... A. Hansen
Promotion Manager..... Faye Johnson

KILA

HILO—1951—MBS

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By..... Island Bcstg. Co.
Address..... Box 1595
Phone Number..... 5313
News Service..... UP
Representative..... Hollingbery
Transmitter Location..... Seward
Air Time..... 3.30 p.m.-12 M.
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Gen. Mgr., Chief Eng..... James E. Jaeger
Program Dir..... Mickey Abe

KIPA

HILO—1947

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By: Big Island Bcstg. Co., Ltd.
 Business-Studio Address: 140 Iaili St.
 Phone Number: 2177
 Representative: Grant
 President, Manager: A. H. Green

KAHU

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By: Rural Bcstg. Co., Ltd.
 Address: 1639 Kapiolani Blvd.
 Phone Number: 412835
 News Service: AP
 President: Dr. Timothy I. Wee
 Gen., Sta., Comm. Mgr.: Harry En Chu
 Program Dir.: Curt Butler

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By: Hawaiian Bcstg. System, Ltd.
 Address: 1534 Kapiolani Blvd.
 Phone Number: 9-0914
 Air Time: Full Time
 News Service: UP
 Transcription Service: Capitol
 Newspaper Affiliation: "Star-Bulletin"
 Representative: Free & Peters
 President: J. Howard Worrall
 V.P., Gen. Mgr., Chf. Eng.: C. R. Evans
 Asst. Gen. Mgr.: Wayne Kearl
 Publicity Director: Meg Thompson
 Program Director: Arthur Hansen
 Promotion Mgr.: Faye Johnson

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
 Owned-Operated By: Advertiser Pub. Co., Ltd.
 Phone Number: 5-2977
 Air Time: 6:30 a.m.-11:30 p.m.
 News Service: UP
 Representative: Katz
 Membership: NARTB
 President: Lorin P. Thurston
 General Mgr.: William O. Paine
 Commercial Mgr.: George C. Mansfield
 Publicity Director: Lee D. Hirshland
 Chief Engineer: M. A. Mulrony

KHON

HONOLULU—1946
 ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By: Aloha Bcstg. Co., Ltd.

Business Address: P. O. Box 1380
 Phone Number: 95295
 News Service: UP
 Trans. Serv.: Capitol, Lang-Worth
 Representative: Grant
 President: R. M. Fitkin
 Chief Engr., Sta. Mgr.: Ira G. Mercer
 Comm. Mgr.: John D. Allison
 Program Dir.: Wright Esser
 Publicit Dir.: Buck Buchwach

KIKI

HONOLULU—1946—MBS

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Oper. By: KIKI, Ltd.
 Address: 320 Ward Ave.
 Phone Number: 63456
 Representative: Weed
 Transcription Service: Lang-Worth
 News Service: AP
 Pres., Gen. Mgr., Chief Engr.: Royal V. Howard
 General Mgr.: Clair A. Weidenaar
 Comm. Mgr.: Peter Simmons
 Sales Prom. Mgr.: Fran King
 Program Dir.: Candy Vroman
 Publicity Dir.: Eddie Anderson
 Chief Engineer: Stan Anderson

KPOA

HONOLULU—1951

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Island Bcstg. Co.
 Business-Studio Address: 575 Kamoku St.
 Phone Number: 95236
 News Service: UP
 Representative: George P. Hollingbery
 Partners: J. Elroy McCaw, John D. Keating
 Gen., Prom., Comm. Mgr.: Fin Hollinger
 Program Dir.: Will Silva
 Chief Engineer: Robert Lang

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned. Oper. By: Pacific Frontier Bcstg. Co., Ltd.
 Address: P. O. Box 1479
 Phone Number: 71933
 Air Time: 18 hrs.
 News Service: INS
 Representative: Adam Young Jr.
 President: Mrs. Alice P. Mayo
 Gen., Comm. Mgr.: Jack A. Burnett
 Sta. Mgr., Prog. Dir.: Ted R. Scott
 Publicity Dir.: Paul Yamamoto
 Chief Engineer: C. W. Evans

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Garden Island Publ., Ltd.
 Bus-Studio-Transmitter Location... Lihue, Kauai
 Box 1748
 Phone Number... Kauai 361, 961
 Air Time... 5:30 a.m.-10 p.m.
 News Service... UP
 Transcription Service... Standard
 General Manager... Charles J. Fern
 Station Manager... Martin H. Sebastian, Jr.
 Commercial Manager... Dwight Mossman
 Program Director... Raymond K. Sasaki
 Chief Engineer... Katashi Nose

K M V I

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts

Owned-Oper. By.....Maui Publ. Co., Ltd.
 Address Trans. Loca..... Wailuku-Maui
 Phone Number981
 Air Time..... 5:30 a.m.-11:15 p.m.
 News ServiceUP
 Transcription Service Standard
 Representative Grant
 Membership NARTB
 President.....J. Walter Cameron
 General Manager..... Ezra J. Crane
 Sta. Mgr., Prog. Dir.....Richard E. Mawson
 Commercial Manager Frank Kovacic
 Publicity Dir..... W. J. Belknap
 Chief Engineer..... Neil Arveschoug

—————PUERTO RICO—————

W A B A

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... L. Hector Reichard
 Address Box 188

W C M N

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By Caribbean Bdcstg Corp.
 Address..... Antonio R. Barcelo St.
 Phone Number..... (Studios) 589
 Membership NARTB
 President Aristides Santoni
 General Manager..... Nabal Barreiro
 Commercial Mgr..... Francisco López Oronoz
 Program Dir..... Digna Olivero Pabón
 Chief Engineer José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
 Owned-Operated By..... Bayamon Bcstg. Co.
 Phone Number..... Bayamon 161

W M I A

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owner..... Inter-American Radio Corp.
 Business Address..... Box 487
 Gen. Mgr., Chief Eng.... Eduardo Biacochea
 Station Mgr..... A. Velez
 Comm., Prom. Mgr..... C. Miner
 Program Dir..... Juan Pimentel

W V J P

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts

Owned-Oper. By Borinquen Bdcstg. Co.
 Address..... P. O. Box 207
 Phone Number789

W M D D

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... Madrazo & Diaz
 Address P. O. Box 187
 Phone Number789

W X R F

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
 Owned-Operated By..... Rafael Fuster
 Business-Studio Address... Calle Hostos No. 42
 Phone Number 243
 Gen., Sta., Comm. Mgr.... Charles L. Cordero
 Pgm., Prod. Dir..... Jose Colon Melendez
 Chief Engineer..... J. H. Conesa

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Mario Acosta
 Business Address..... Iglesia No. 12
 Phone Number799
 Owner-Manager Mario Acosta
 Program Dir..... Angel Ramos
 Publicity Dir..... Laura A. Cuebas
 Chief Engineer..... Jesus M. Aviles

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By..... Jose A. Bechara, Jr.
 Business Address..... Minerva St. 54
 Phone Number983
 President..... Jose A. Bechara

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WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Phone Number 1150
 Studio Address 1150 Guanajibo Ave.
 Air Time 6 a.m.-M.
 Pres., Gen. Mgr. Alfred R. de Arellano, Jr.
 Sta., Comm. Mgr. Reinaldo Dupont
 Sales Prom. Mgr. Blanca L. De Martinez
 Program Dir. Angel Kivera Graciani
 Chief Engineer Marcos Vega Pagán

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Puerto Rico Adv. Co.
 Address Box 869
 Phone Number 869

WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Mayaguez Radio Corp.
 Address Post & Palmer Sts.
 Phone Number 1290
 President Alberto Sanabria
 Commercial Manager Gilbert Mamary
 Chief Engineer Rafael Rodriguez Santiago

WPAB

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. P. O. Box 786, 164 Villa St.
 Phone Number 783, 1177
 News Service AP
 Representative Inter-American Pub'l, Inc.
 Membership NARTB
 Pres., Gen. Mgr. A. Gimenez Aguayo
 Commercial Manager Radames Mayoral
 Program Director Eliseo Borrero
 Chief Engineer Pedro E. Conesa

WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.
 Business Address Box 430
 Phone Number 1015, 1752, 1821
 Representative Guzman, Co., Inc.
 President Arturo Valledejuly
 General Manager Fransisco M. Susoni

Commercial Manager Antonio Miro
 Program Director Luis A. Diaz
 Chief Engineer Julio M. Conesa

WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 335—Hato Rey
 Phone Number Hato Rey 1096

WWW

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By Frank A. Gaudia
 Address P. O. Box 935
 Phone Number 1098
 Owner Frank A. Gaudia

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By José Ramón Quiñones
 Bus.-Studio Address 357 Ponce de León Ave.
 Phone Number 3-0100
 Transcription Service Lang-Worth
 Representative Melchor Guzman
 Membership NARTB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Sales Prom. Mgr., Pub. Dir. Jose E. Franco
 Program Dir. Emilio Medrano
 Chief Engineer Jose Arzuaga

WIPR

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World
 President Mariano Villaronga
 Station Director Jose A. Buitrago
 Program Director Francisco Arrivi
 Chief Engineer Pedro Luis Jimenez

WITA

SAN JUAN—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Electronic Enterprises, Inc.
 Address P. O. Box 3726
 Studio Director Fermin F. Bonni

WIAC

SAN JUAN—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Oper. By Radio Station WIAC
 Address P. O. Box 4504
 Phone Number 2-0014
 Gen. Sta. Mgr. Thomas Muniz
 Commercial Manager Bolivar Perez Rios
 Program Director Roberto Perez Navarro
 Publicity Director Manuel Morales
 Chief Engineer Albert D. Sears

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By El Mundo Bcstg. Corp.
 Business Address P. O. Box 9007
 Phone Number 2-2023
 Newspaper Affiliation "El Mundo"
 Air Time 6 a.m.-12 M.
 Transcription Service Associated
 News Service UP
 Representatives Inter-American Publ., Inc.
 Membership NARTB
 Pres., Gen. Mgr. Angel Ramos
 General Mgr. Raphael Fornier
 Comm. Mgr. V. Lamas, Jr.

Program Dir. Esther Palés
 Chief Engineer Rafael J. Acosta

WKVM

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Frequency: 810 Kc. Power: 25,000 Watts d.
 Address 1000 Ponce de Leon Ave.
 Phone 3-0840
 Representative Young
 Pres., Gen. Mgr. R. P. Perry
 Commercial Manager F. Santiago
 Chief Engineer Rafael Rodriguez

WNEL

SAN JUAN—1934

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Oper. By WNEL, Inc.
 Address 960 Ponce de Leon Ave.
 Phone Number 2-1300
 Representative Pan-American
 Membership NARTB
 Pres., Gen. Mgr. Juan Piza
 Station Mgr. Roberto Bocanegra
 Comm. Mgr. Rodulfo Blanco
 Sales Prom. Mgr. Camilo Fraticelli
 Program Dir. Blanco A. Rivero
 Chief Engineer Victor Cifuentes

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