

sonnel includes R. D. McCornack, assistant to the president; Ray Baker, commercial manager; W. W. Warren, program manager, and Richard E. Green, manager of national sales and sales service. The station is said to be the only one in the Northwest with its own home economist. Its new building also houses Pacific Northwest headquarters of United Press.

KTW
Seventh Ave. and Spring St.,
Seattle
Main 2056 and Seneca 0644
1250 kc 1 kw

OLDEST station in the Pacific Northwest is KTW, founded in 1920. Owned by the First Presbyterian Church of Seattle (Dr. F. Paul McConkey, pastor), KTW operates part-time, sharing its frequency with KWSC Pullman. Schedule provides broadcasting time from 7:30-11 p.m. Sundays and 7:30-10:30 p.m. Thursdays and all legal holidays.

Programming Emphasis Is Exclusively Religious

Programming emphasis is exclusively religious. While the station is non-commercial, some of the religious programs it carries are sponsored. Staff includes James S. Ross, manager and chief engineer, Robert Stuart Vogt, program director, and three licensed engineers.

KRSC KRSC-FM KRSC-TV
2939 Fourth Ave. South, Seattle
Elliott 2480
1150 kc 1 kw
98.1 mc 15 kw
Channel 5 (TV) 22.5 kw

IN 23 YEARS, KRSC has grown from a 50 w broadcasting station located in a garage on Lake Washington into a 1 kw operation, with FM and TV affiliates. Established in November 1926 by Palmer K. Leberman, who is still president of Radio Sales Corp., the KRSC licensee, the station moved headquarters several times in ensuing years: To the Henry Bldg. in 1927; to the Spring Apartment Hotel in 1929; to the penthouse of the Washington Athletic Club two years later, then to 819 Fairview Place, and finally to the present location.

Robert E. Priebe, station general manager, joined Mr. Leberman during the first year of operation. Other executives who have been with the station from its early days are George A. Freeman, chief engineer, and Ted Bell, program manager. Al P. Hunter is sales manager. Personnel has virtually tripled since September 1948. An important newcomer is television producer-director, Lee Schulman.

In KRSC's early days, the station built its audience with "lots of music at all hours," and the oldest consecutive broadcast in Seattle—the *Frederick and Nelson Concert Hour*—is still running on KRSC. Since the fall of 1935, the station also has offered exclusive radio coverage of high-school football

games, as well as broadcasts of other school and professional sports events.

The station was first in Seattle with FM, Feb. 1, 1947, and TV, Nov. 25, 1948. KRSC-TV is still the only video outlet in Washington, and carries programs of NBC-TV, CBS-TV, ABC-TV and DuMont Network.

KTNT (FM)
1701 South Eleventh, Tacoma
Market 7181
97.3 mc 10 kw

NEWEST commercial station in the area, KTNT went on the air Oct. 26, 1948, when there were an estimated 12,000 FM receivers in the primary coverage area excluding Seattle. The area's FM circulation is estimated at 40,000 sets. Owned by *Tacoma News Tribune*, the station introduced Transit Radio to the area, via vehicles of the Tacoma Transit Co., Feb. 15, 1949.

Station manager is Leonard H. Higgins; assistant manager and chief engineer is Max H. Bice.

In addition to routine Transit Radio programming, KTNT carries a variety of local live shows in the evening, including commentaries, sports, discussion panels and music from local schools.

KTBI
Center at Pine, Tacoma
Broadway 2241
810 kc 1 kw-D

ONE OF the last stations to be licensed by FCC before the war, KTBI was established by a group of local businessmen under the corporate name Tacoma Broadcasters Inc., in 1941. H. J. Quilliam, president of Muzak in Seattle, bought the station in 1945 and moved in as president in the spring of 1946, when the station was shifted from 1490 kw 250 w fulltime to the present daytime assignments.

Facilities Built for TV; Application Filed

KTBI moved to its present location in the north end of the city in 1947. The facilities were built with television in mind, and a TV application has been filed.

The station's schedule runs slightly ahead of the clock, so that KTBI is airing music while other stations in the area are giving station breaks. Station specializes in vertical cut transcriptions, using both World and Associated services.

In addition to "Tubby" Quilliam, Ed Lovelace as general manager, KTBI executives include King Mitchell as commercial manager, Ann Bennfield as program director and Walt Eddy as chief engineer.

KVI
Camlin Hotel, Seattle
Seneca 4848
Rust Bldg., Tacoma
Broadway 4211
570 kc 5 kw

ESTABLISHED in Tacoma in 1928 by E. M. Doernbecker and a group of associates KVI has maintained studios in Seattle for ten of the past 21 years. An application to designate the main studios as Seattle was approved by FCC effective March 30, 1949, although studios will be maintained in both cities.

Mrs. Laura M. Doernbecker, widow of the founder, is present owner, and her daughter, Mrs. Vernice Irwin, is station president and general manager. When Mrs. Irwin took over in 1937, she was one of the few women station managers west of the Mississippi. Earl T. Irwin is commercial manager.

Established as an independent station, KVI became the Tacoma outlet for CBS in 1932, reverted to independent status in 1941, and gained its present affiliation with Mutual for Seattle and Tacoma in 1946.

Most of the local advertising accounts come from Seattle. Best result getter is said to be *Sunrise Club*, with Harry Long as m. c. The program dates to the beginning of the station.

KXA
312 Bigelow Bldg., Seattle
Seneca 1000
770 kc 1 kw

KXA was established in 1926 on 570 kc. Owner of the station is KXA Inc., with Wesley I. Dumm as president and other stockholders of KSFO San Francisco among the directors. Lincoln W. Miller, executive vice president, came to the station early in 1948, after several years with KXOA Sacramento and the U. S. State Dept.

Since inception, KXA's program policy has been to emphasize music and news, and it is still the only station in Seattle to provide a five-minute news summary every hour throughout the broadcast day. Four of these newscasts have been expanded to quarter hours daily to utilize the talents of veteran Seattle newscaster Dick Keplinger, who broadcasts from a special studio at his home. Station goes off the air at local sunset time, coming back on at 10 p.m. and broadcasting until 2:45 a.m., the latest time of any station in Seattle.

Robert Kilpatrick is local sales manager. One of the station's chief selling arguments is its place on the dial, which is "in the area where 89% of Seattle listens." Reason is that KXA is the only Seattle independent located between the local network outlets. Other executives include Ben Harkins, program director, and John Dubuque, chief engineer.

THE PEOPLE WHO BUY... HEAR KVI SEATTLE

With its 5000 watts on 570 kilocycles—KVI blankets the richest part of the Washington market with a strong signal that sells merchandise.

NOW with main studios in Seattle's Camlin Hotel, KVI continues to maintain studios in Tacoma, giving plus service to its listeners and to its advertisers. On its favorable low frequency—KVI is heard far south into Oregon and north into Canada... bringing popular local and network programs to thousands of Pacific Northwest radio homes. No wonder so many timebuyers find: the BUY is KVI!

**MORE
PULLING POWER
PER KILOWATT**

KVI is proud of the responsiveness of its audience. Test after test has shown KVI gets more returns per dollar spent... has more pulling power per kilowatt. Ask your Hollingbery representative for proof.

KVI

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National Representative: George P. Hollingbery Co.