

Directory of AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV stations see TELECASTING Yearbook)

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; From. Mgr. pmm; Prod. Mgr. pdm;	
ALBERTVILLE							
WAVU 1943	630 500-D	Sand Mt. Bcstg. Co. Box 149 630	LBS North Ala.	Pat M. Courington, p & gm Bob H. Riseling, cm & nd	Mary Gore, pd & wd R. W. Hoffman, ce	Jesse A. Culp, fd Ken McNarron, sd	Wld. AP G RCA
WAVU-FM 1949	Ch. 286 (B) 105.1mc 4.5kw						
ALEXANDER CITY							
WRFS 1947	1050 1,000-D	Piedmont Service Corp. Main St. 1050	KBS Sears & Ayer	James L. Coley, p Lem Coley, g, c & pmm, f & sd	Bob McKinnon, pd & nd	J. W. Whatley, ce	Wld. UP Ray. REL
WRFS-FM 1949	Ch. 291 (B) 106.1mc 4.6kw						
ANDALUSIA							
WCTA 1946	1340 250	Andalusia Bcstg. Co., Inc. P. O. Box 29 844	MBS, KBS	J. Dige Bishop, evp, cm & ce	Kristine Hardage, pd Robert Statham, nd	Howell Pebworth, sd Barbara Nicholson, wd	Wld. AP RCA Col.
WCTA-FM 1950	Ch. 251 (B) 98.1mc 10.5kw						
ANNISTON							
WHMA 1938	1450 250	Anniston Bcstg. Co., Inc. Radio Bldg. 2380	ABC Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd Lurline Smollon, cm	W. Hall Wray, pmm Rose Ponder, pd James A. Hudson, ce	Dewitt Carmichael, nd A. S. Mathews, fd Teena Taylor, wd	Wld. UP Col. GE St. AP Col.
WHMA-FM 1947	Ch. 263 (B) 100.5mc 3.65kw						
WSPC 1949	1390 5,000-LS 1,000-N DA-N	Model City Bcstg. Co. Jefferson Davis Hotel 1850	MBS Walker	Stanton B. Ingram, p W. S. Weatherly, gm John M. Orrison, cm	Robert W. Bandy, pd (Mrs.) Sara F. Jackson, pmm	Thomas B. Atkins, ce Earl Carter, nd Rosebud Waldrop, wd St. AP Col.
ATHENS							
WJMW 1948	1010 250-D	Athens Bcstg. Co. P. O. Box 386 565	LBS	Homer F. Dunnivant, p, g & cm	Robert V. Dunnivant, pd, pmm, n, f & sd	William G. Mitchell, ce Virginia Miller, wd	Cap. AP G UP Col.
ATMORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. Box 205 50	Southeastern	John B. McCrary, p Everett M. McCrary, gm	Bruce Shell, pd Cyril W. Reddoch, ce	Lillian Miller, office m UP Col.
AUBURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Montgomery Highway 1240	LBS Devney	Elmer G. Salter, p, g & cm & sd	Earl Andrews, pd, pmm, n & fd	Ted Bellon, ce Lynn Grund, wd	Wld. AP G L-W INS Ray.
BESSEMER (Birmingham)							
WBEO 1950	1450 250	The Bessemer Bcstg. Co., Inc. 1720 Third Ave., N., Birmingham 5-5241	Clayton	J. E. Lanier, p & gm	Kenneth L. Wood, bus & sls m	William B. Faush, pd Jack Warden, ce INS G RCA
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 5-3231	Interstate United News- papers	George Johnston Jr., p James E. Connolly, gm Otis Dodge, cm	Jane Martindale, pd Bill Borthwick, pmm Maurice E. McKinney, ce Ganus Scarborough, nd	Truman Puckett, fd Bob Umbach, sd Sally Gordon, wd INS G RCA
WJLN(FM) 1948	Ch. 284 (B) 104.7mc 29kw	(WJLD, AM Affiliate)					
BIRMINGHAM							
WAPI 1922	1070 5,000 DA-N	Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116	CBS Radio Sales	Ed Norton, chmn. of bd. Thad Holt, p & treas. E. H. Mitchell Jr., bus. m	Lionel Baxter, radio operations, c & pmm, pd & nd James L. Evans, ce	Maury Farrell, sd Mimi Dennis, wd N. S. Hurley, asst. ce	Wld. UP WE St. L-W AP, INS RCA
WAFM(FM) 1947	Ch. 258 (B) 99.5mc 53kw	(WAPI, AM Affiliate)					
WAFM-TV 1949		Voice of Alabama Inc. 701 Protective Life Bldg.					
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise S. Hanna, o & p G. P. Hamann, gm & tech. d D. D. Campbell, cm	J. T. Orr, pmm Don Norman, fd W. H. McCain, pd & nd	Richard Hawley, sd Mary Badham, wd UP Ray.
WBRC-TV 1949		Birmingham Bcstg. Co. 1727½ 2nd Ave., N.					
WEDR 1949	1220 1,000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 4-4523	McGillvra	J. L. Doss, ptrn. Leah L. Doss, ptrn. John A. Thompson, ptrn. & gm	(Mrs.) Carolyn Mardis, pd John F. Cram, ce	Walter Anglin, sd Mrs. R. J. Pope, wd UP Ray.
WILD 1945	1490 250 (CP) 850 5,000-LS 1,000-N DA-N	Pilot Bcstg. Corp. 3427 27th Ave., N. 4-4511	MBS	Roy M. Hofheinz, p Gerard N. Irwin, gm	Charles White McGehee, pd	Ray Lowery, ce Gabby Bell, sd G
WJLN(FM) 1946	900 1,000-D	(See Bessemer, Ala. Listing)					
WLBS 1946	900 1,000-D	WLBS, Inc. 216½ 21st St., N. 54-2541	LBS	Mary Gorman, gm	Ed Rayfield, pd	Ralph Dennis, ce AP RCA
WSGN 1926	610 5,000-LS 1,000-N DA	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Headley- Reed	Henry P. Johnston, mgng. d J. Harry Callaway, m of gen. sls.	Robert D. Williams, pd James Chenoweth, pmm J. V. Sanderson, ce	Gene Procter, nd Boyd Evans, fd Bill Ward, sd AP RCA
WSGN-FM 1947	Ch. 229 (B) 93.7mc 55kw						

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ALABAMA—(Continued)

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BIRMINGHAM (Cont'd)						
WVOK 1947	690 50,000-D DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Benms, p & gm C. M. Brennan, vp W. E. Benms Jr., secy- treas.	William J. Brennan, c & pmm & ce	Ira Leslie, pd Dan Brennan, nd Fred Wamble, fd Cap. UP
BREWTON						
WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 1000	MBS, KBS Dora- Clayton	W. Emmett Brooks, p & gm	W. E. Brooks Jr., vp Bolling Brooks, cm	Charles E. Land, pd R. D. Craig, ce Cap., SES. AP G
CARROLLTON						
WRAG 1951	590 1,000-D	Pickens County Bcstg. Co. Box 128 2364	Southeastern	Roth E. Hook, co-o & ptnr. W. E. Farrar, co-o & ptnr.	Charles W. Stratton, gm Peggy Jones, cm & wd	Noel Pass, pd, pmm & sd Herb Guthrie, ce Wld. UP G
CLANTON						
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. P. O. Box 110 448	KBS Clark	Dr. J. Kelley Robinson, p Robert B. Taber, g, c & pmm & nd	Helen Parrish, pd & wd Lester Carter, ce	Jim Popwell, sd Wld. AP G
CULLMAN						
WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave., E 910		B. C. Eddins, gm		Assoc. AP
WFMH-FM	Ch. 265 (A) 100.9mc 0.43kw					
WKUL 1946	1340 250	Hudson J. Millar, Jr. Box 211 863	KBS, LBS Alabama	Hudson J. Millar Jr., p, g, c & pmm	Evelyn Buettner, pd & wd Arthur Bachmann, ce	Leon Murphree, fd Ralph Mann, sd Wld. UP WE
DECATUR						
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Barrett C. Shelton, chief exec. John H. Jones, chief exec.	Louis C. Blizzard, g & cm, & nd Jim Fouts, pd, pmm & fd	Melvin Cryer, ce Joe Vincent, sd George Rose, wd Thes. UP WE RCA
WHOS-FM	Ch. 223 (B) 92.5mc 7kw					
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. 522 Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Cletus Quick, cm, pd, pmm & nd	Garlan Sandlin, ce Wayne Sims, sd	Marjorie Nelson, wd Wld. AP G
DEMOPOLIS						
WXAL 1947	1400 250	Demopolis Bcstg. Co., Inc. P. O. Box 261 400	MBS, KBS	William M. Jordan, p & gm	Henry J. Bley, cm Leo Hart, pd	Austin Caldwell, ce & sd Wld. AP RCA
DOTHAN						
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204 1/2 E. Main St. 2-9100	MBS McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Arthur Creamer, pd, n & sd	Lamar Trammell, pmm & fd John T. Hubbard, ce Charles Lawshe, ce Joe Holloway, fd Wld. AP G UP Ray.
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 34100	ABC Shepp- Refner Cummings	Jess Swicegood, p, g & cm Earl Hutto, pd & sd	Wayne Moseley, asst. & pmm, & nd	
WOOF 1948	560 1,000-D (CP) 5,000-D	Dowlander Bcstg. Co. 110 South Foster St. 2-560-0	KBS Sears & Ayer	R. A. Dowling, p, pd Agatha Barnes, office m	Johnny LaCarter, cm	Woodrow Dunlap, ce UP G
ENTERPRISE						
WIRB 1948	1230 250	Wiregrass Bcstg. Co. Enterprise 30		R. E. James, ptnr. R. M. Stanford, ptnr.	J. W. Gardner, gm Helen McClellan, pd	E. L. Hein, ce L-W UP G
EUFULA						
WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. 744	MBS, KBS Southeastern Dora- Clayton	E. B. Fussell, o	Lee S. Bullis, g & cm, pd, pmm	Hugh G. Chastain, ce Wld. UP Col.
FAYETTE						
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co., Inc. Jasper, Ala. 100	KBS Tri-W	W. W. Bankhead, p James Reese, gm	Don Moore, ce Jack Black, cm, n & fd	Hugh Hughes, sd UP Col.
FLORENCE						
WJOI 1946	1340 250	Florence Bcstg. Co., Inc. 850 S. Court St. 2608	ABC Alabama	Joe T. Van Sandt, p & gm Harry Hearst, cm	Pat Slotton, pd, pmm, n, f & wd	Paul Shannon, ce Pete Bingham, sd G
WMFT 1945	1240 250	Tri-Cities Bcst. Co. 800 Cypress Mill Rd. 42	KBS, LBS	Milton S. Killen, p James L. Garrett, vp, gm & fd	Len Hensel, c & pmm Tom York, pd, n & sd	Larry Rohling, ce Virginia Baker, wd AP G
FORT PAYNE						
WFPA 1950	1400 250	Killian Bcstg. Co. Stallworth Bldg. 850		James L. Killian, gm	Jack Dobbs, sm	James Bell, cm L-W AP
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096		Glenn M. Gravitt, p & gm John B. Gravitt, c & pmm	Lester Haston, pd Jess R. Moore, ce, n & fd	Ted Kirby, sd Olive Plunkett, wd Thes. UP WE
GADSDEN						
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	McGillvra	Edwin H. Estes, ptnr. & gm	Cary L. Graham, ptnr. Mac M. Thomas, cm	Weston Britt, pd Calvin C. Williamson, ce Cap. AP WE
WGAD 1947	1350 5,000-LS 1,000 DA-2-N	Coosa Bcstg. Co., Inc. Phillipson Bldg. 5641	ABC General Adv. Service	Curtis Delamar, p & gm J. P. Kirby, cm Frances Seale, pd	H. D. Williams, ce James H. Young, nd	Neal Miller, fd James Stewart, sd Cap. UP
WGWD 1947	570 1,000-D	G. W. Covington Jr. Estate P. O. Box 128 6-6301	Dora- Clayton	Leon Lloyd, gm		Assoc.

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Do you know what a "Hush Puppy" is?

We do!

Do you know how to say "you all"?

We do!

Do you know the Programs Southerners like?

We do!

Voice of Dixie

WVOK

50,000 watts

690 kc

Birmingham, Alabama

an independent station slanting entirely to
the Deep South Taste. We know what
they want—and give it to 'em. That's why
we give our Advertisers Profits.

Call collect:

Ira Leslie—WVOK
National Sales
Birmingham, 6-2924

Radio Representatives, Inc.

New York, Chicago,
Hollywood

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GADSDEN (Cont'd)						
WJBY 1928	1240 250	Gadsden Bcstg. Co., Inc. 108 Broad St. 6-3381	MBS Alabama Sears & Ayer	Bascom H. Hopson, p	Beatrice Tate Benton, gm & pd	Sam A. Benton, cm Glen Nichols, ce INS Fed.
WJBY-FM 1948	Ch. 279 (B) 103.7mc 2.45kw					
GREENVILLE						
WGYV 1948	1400 250	Greenville Bcstg. Co. Box 227 585	LBS	William H. Miller Jr., g, c, & pmm, pd, n, f, s & wd	W. H. Beaver, ce	Wid. UP G
GUNTERSVILLE						
WGSV 1950	1270 1,000-D	Guntersville Bcstg. Co., Inc. Box 32 4201	KBS	H. E. Moore, p Edward Z. Carrell, g, c & pmm	Ray McClendon, pd, n & sd	Lavelle Jackson, ce Thes. UP Ray.
HALEYVILLE						
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 307 389	MBS	William G. Harris, p, gm & ce	Ruth Harris, cm Larry Brent, pd, n & sd	Boots Barber, pmm & wd James Allday, fd Cap. UP RCA
HAMILTON						
WERH 1950	970 1,000-D (CP) 5,000-D	Marion County Bcstg. Corp. Hamilton 120	LBS Southeastern McGillvra	Hugh J. Fite, p, gm, pd & pmm Charles E. Tucker, cm, ce & sm	Clara Jean Green, secy- treas., wd & mus. d	Johnnie Lott, nd Bill Gregory, f & sd L-W, SES. AP Ray.
HUNTSVILLE						
WBHP 1937	1230 250	Wilton H. Pollard 318 W. Clinton St. 313	MBS, KBS North Alabama	W. H. Pollard, p, g & cm	Grady M. Reeves, pd, pmm, n & sd	James Potter, ce UP
WFUN 1946	1450 250	Huntsville Bcstg. Co., Inc. 410 W. Holmes St. 2423	LBS Sears & Ayer	J. B. Falt Jr., p, g & c, & pmm	John Garrison, secy- treas., sm, pd, ce, n, f & sd	Pat Blades, wd AP G
WHBS 1946	1490 250	The Huntsville Times Co., Inc. Huntsville 2345	ABC Headley- Reed	John F. Neal, gm Joe Sims, cm	Jay Shepherd, pd & nd Bill Meeks, pmm	Dave Williams, ce Fred Digesu, sd AP WE RCA
WHBS-FM 1947	Ch. 236 (B) 95.1mc 16kw					
JACKSON						
WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. Box 35 2413	KBS, LBS	T. H. Gaillard Jr., p, g & cm	Charles Ballas, pd & fd Ben Briggs, pmm, n & sd	E. A. Allen, ce Dora Lee Clay, wd AP Col.
JASPER						
WWWB 1946	1240 250	Bankhead Bcstg. Co. Bankhead-Long Bldg. 100		James E. Reese, exec. d	William C. Edgemon, m AP
LANETT						
WRLD 1944	1490 250	Valley Bcstg. Co., Inc. 602 Cherry St. 2-2771	ABC, KBS McGillvra	J. C. Henderson, p Paul Reid, gm	Aileen Love, pd Jay Lamb, pmm	R. R. Magill, ce Thes. AP WE RCA
WRLD-FM 1948	Ch. 275 (B) 102.9mc 10kw					
MARION						
WJAM 1951	1310 1,000-D	Neely Bcstg. Co. Marion 2981		L. M. Neely Sr., ptrn. Kathleen W. Neely, ptrn.	L. M. Neely Jr., gm	Erle Hanna, sm Cap. AP G
MOBILE						
WABB 1948	1480 5,000 DA-N	Mobile Press Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. E. Chandler, p W. J. Hearin, exec. vp D. H. Long, g & cm	Paul Boles, pd Phil Forrest, pmm Wm. Murphy, ce	J. B. Titterman, sd G. R. Brock, wd Wid. UP WE
WABB-FM 1948	Ch. 271 (B) 102.1mc 51kw					
WALA 1930	1410 5,000 DA-N	Pape Bcstg. Co., Inc. 210 Government St. 3-3756	NBC Headley- Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd & nd W. B. Pape, pmm	R. B. Hurley, ce James McNamara, sd St. AP RCA
WKAB 1947	840 1,000-D	Pursley Bcstg. Service Mobile 76345	LBS Forjoe	Louise P. Pursley, p R. H. Moore, cm J. T. Jackson, pd	J. H. Johnson, pmm H. E. Miller, ce	Ross Smitherman, sd (Mrs.) B. Micklejohn, wd
WKRG 1946	710 1,000-LS 500-N DA-N	Kenneth R. Giddens & T. J. Rester P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, p F. E. Busby, g & cm	John Neal, pd Shirley Rester, pmm	Richard Cole, ce L-W AP RCA
WKRG-FM 1946	Ch. 260 (A) 99.9mc 3kw				 WE
MONROEVILLE						
WMFC (CP)	233 (B)	The Monroe Bcstg. Co.		Jimmy Faulkner, ptrn.	Bill Stewart, ptrn.
MONTGOMERY						
WAPX 1941	1600 1,000 DA-N	United Bcstg. Co., Inc. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, p & gm Hoke S. Williford, c & pmm	Louise Martin, pd Owen Lehr, ce Charlie Davis, nd	Crawford Rice, fd Dave Manners, sd Helen Niles, wd L-W UP RCA
WBAM (CP)	740 50,000-D DA	Deep South Bcstg. Co. c/o Mrs. J. F. Richard- son, Pres. R.F.D. 3, La Grange, Ga.				
WCOV 1938	1240 250	Estate of G. W. Covington Jr. 5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	O. M. Teate, pmm W. L. Weatherly, ce	Ray Hardin, nd Dorothy Armand, wd Cap. UP Col.
WCOV-FM 1948	Ch. 233 (B) 94.5mc 4.1kw				 GE

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WJJJ 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co., Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p John C. Hughes, gm H. A. McLendon, cm	E. Caldwell Stewart, pd E. J. Duke, pmm A. Fred Wright, ce	Red Ryan, nd Ed Brown, fd Paul Raymon, sd	Thes. UP Ray.
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. No. 4 S. Perry St. 5245	LBS Meeker Dora- Clayton	Dr. S. D. Suggs, p Mrs. Francis S. Sewell, vp	Thomas W. Sewell, g & cm Roberta Frost, pd Felix Robertson, pmm, n & sd	John L. Lamar, ce Crawford Roquemore, fd Dot Conway, wd G
WSFA 1930	1440 5,000-LS 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley- Reed	Howard E. Pill, p David E. Dunn, asst. to p Wm. W. Hunt, cm Julia Looney, natl slm	Lee Gooch, pd Wilson Carnes, fd Alice Mayfield, pmm & wd	Cliff Shelkofsky, ce Marguerite Daniel, nd Dick Reid, sd	Wld. AP

MUSCLE SHOALS

WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230, Sheffield 1450	MBS Devney	Frank M. Farris Jr., o & p	William A. Reeves Jr., gm & nd George Manush, pd & sd	Melvin G. Hunt, act. ce Grace Fisher, wd	Wld. UP
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OPELIKA

WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS, KBS	John C. Cooper Jr., gm Edgar J. Turk, cm	G. E. Snyder, pd John E. Smollon, ce	William Kennedy, n & sd Margaret Ramsay, wd	Thes. UP Col.
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ROANOKE

WELR 1949	1360 1,000-D	Roanoke Bcstg. Co. 801 Main St. 410	Clayton	J. W. Buttram, m	John Hodges, pd		
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RUSSELLVILLE

WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Jasper 100	KBS Tri-W	Walter Will Bankhead, p James E. Reese, m of opers.	Hal Kirby, g & cm & sd James W. Elliott, pd & nd	Charles G. McLellan, ce & fd UP Col.
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SCOTTSBORO

WCRI 1951	1050 250-D	Pat M. Courington P. O. Box 394	LBS Tennessee Valley	Pat M. Courington, o Eaton P. Govan Jr., m, cm & fd	Lila Jean Keller, pd James G. Wallace, ce	William P. Williams, n & sd Vnette B. Govan, wd	Wld. AP G
WROS (CP)	1330 1,000-D	Mrs. Rose M. Kirby Scott St. 701		Rose M. Kirby, ptrn.	Hugh T. Kirby, ptrn.		

SELMA

WGWC 1946	1340 250	Estate of G. W. Covington Jr. Box 686 2746	CBS Holman	John F. Townshend, g & cm & ce	(Mrs.) Marie Luker, pd		Cap. G
WHBB 1935	1490 250	Selma Bcstg. Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson, p Julien Smith Jr., g & cm	Bill Hoops, pd Erin Reynolds, pmm	T. F. Kelly Jr., ce Katy Cothran, wd Col.

SHEFFIELD

WSHF (CP)	1380 1,000-D	Daylight Bcstg. Co.		Richard B. Biddle, p			
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SYLACAUGA

WFEB 1945	1340 250	Alabama Bcstg. Co. Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, g, c & pmm, pd & sd	Maurice Estes, ce Conrad Pickren, nd	James McKay, fd Helen Carter, wd UP
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. Inc. 11½ W. 2nd St. 2-4354		Curtis O. Liles, p & gm Howard M. Peters, cm	Robert M. Duck, pd & pmm	John F. Norris, ce AP Ray.

TALLADEGA

WHTB 1945	1230 250	Voice of Talladega Inc. Sylacauga Highway 2205	MBS, KBS	R. A. Davidson, p, gm & sd Myron T. Snoddy, cm	Alma Marie Haynes, pd Lee Whitehurst, pmm Johnny Mack Driskill, pdm	John Lester Fisher, ce Frank Haynes, fd	Cap. AP Col.
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TROY

WTBF 1947	1490 250	Troy Bcstg. Corp. College Drive 980	MBS, KBS	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wld., SES. AP WE
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TUSCALOOSA

WJRD 1936	1150 5,000-LS 1,000-N DA-N	Mrs. Wilhelmina Doss First Nat'l Bank Bldg. 4464	LBS Walker	(Mrs.) Wilhelmina Doss, o & gm Dick Biddle, asst. m	L. M. Mayer, cm Charles Welsh, pd, pmm & nd	J. G. Cobble, ce LeRoy Paul, sd Nellie Drake, wd	Wld. UP G
WNPT 1951 (North- port)	1280 1,000-D	West Alabama Bcstg. Co. P. O. Box 181 8-2765	West Alabama	William G. Harris, m	Ruth Harris, cm Jimmie Thompson, pd	T. H. Todd, tech. sup.	L-W Col
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS Sears & Ayer	Bert Bank, ptrn. & gm Lamar Brouscumb, ptrn. Jeff Caleuran, ptrn.	Bob Chisholm, cm Neil Lovett, pd & pmm T. H. Todd, ce	Barry Collins, nd Hugh Thomas, sd Louise Broderick, wd	Thes. AP RCA

ARIZONA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
BISBEE KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell, Ariz. 9	MBS Don Lee Ariz. Net. Blair	Carleton W. Morris, o Arlo Woolery, gm	Raymond Helgesen, pd John Harris, ce	Lou Evans, ne	Wid. UP
CLIFTON KCLF 1950	1400 250	Dwight Harkins Enter- prises Inc. Box 548 320	LBS	Dwight Harkins, (Amuse- ment Enterprises, Inc.) p Chet Darwin, g & cm, n & sd	Frank Toomey, m & ce Russ Wonnacutt, pd & pmm	Johnny Walker, fd UP Col.
COOLIDGE KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Main at Roosevelt Sts. 4451	CBS Forjoe	William F. Parady, gm Kenneth Hooker, cm & sd	Jim Murdock, pd & nd Bill Jackson, pmm	Roland Wiseman, ce Daphne Millwee, wd	SES. UP WE
DOUGLAS KAWT 1946	1450 250	Carl Morris Box 1118 173	NBC Ariz. Bcstg. Raymer	Carl Morris, p Glenn B. Webber, gm	Jack Murphy, cm	Jack French, pd	Cap. WE
FLAGSTAFF KCLS 1950	1340 250	Saunders Bcstg. Co. 110 W. Birch 946		Charles J. Saunders, o, g & pmm, n & fd	Dorothy Saunders, pd & wd	Charles McNeill, ce & sd AP Ray.
KGPH 1950	1230 250	Frontier Bcstg. Co., Inc. Weatherford Hotel 51	LBS Forjoe	A. S. Holm, gm E. C. Phillippi, cm Alan J. Gardiner, ce	Mary Jane Phillippi, pd & wd Jack Willis, nd	Bill Brechan, fd Mark Sapp, sd	Cap. AP GE
GLOBE KWJB 1938	1240 250	Gila Bcstg. Co., Inc. Globe 41	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm	Eric L. Manola, cm Robert E. Hawkins, pd & pmm	Mathew M. Burak, ce	St. AP
KINGMAN KGAN 1949	1230 250	J. J. Glancy P. O. Box 1208 Blue 462	LBS	J. J. Glancy, p	Kathlene Covarrubias, cm	Donald Cummings, ce	SES. UP RCA
MESA KTYL 1947	1310 1,000-LS 500-N DA-N	Sun Valley Bcstg. Co. P. O. Box 885 5737		Dwight Harkins, p & gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Bill Harrison, ce Ben Smith, nd	Jim Brookbank, sd Marg Curtis, wd	St. UP G Col.
KTYL-FM 1950	Ch. 284 (B) 104.7mc 50kw						

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COVERING ARIZONA'S

BILLION

DOLLAR

MARKET

Visitors and residents will spend more than \$1,000,000,000 in Arizona this year.



KOY with its 5,000 watts non-directional on 550 kc. plus its affiliated Arizona Network stations can deliver this market more effectively and more economically than any other medium. Ask any John Blair man.



The Arizona Network

MUTUAL
DON LEE

KTUC - - - PHOENIX - 550 kc.

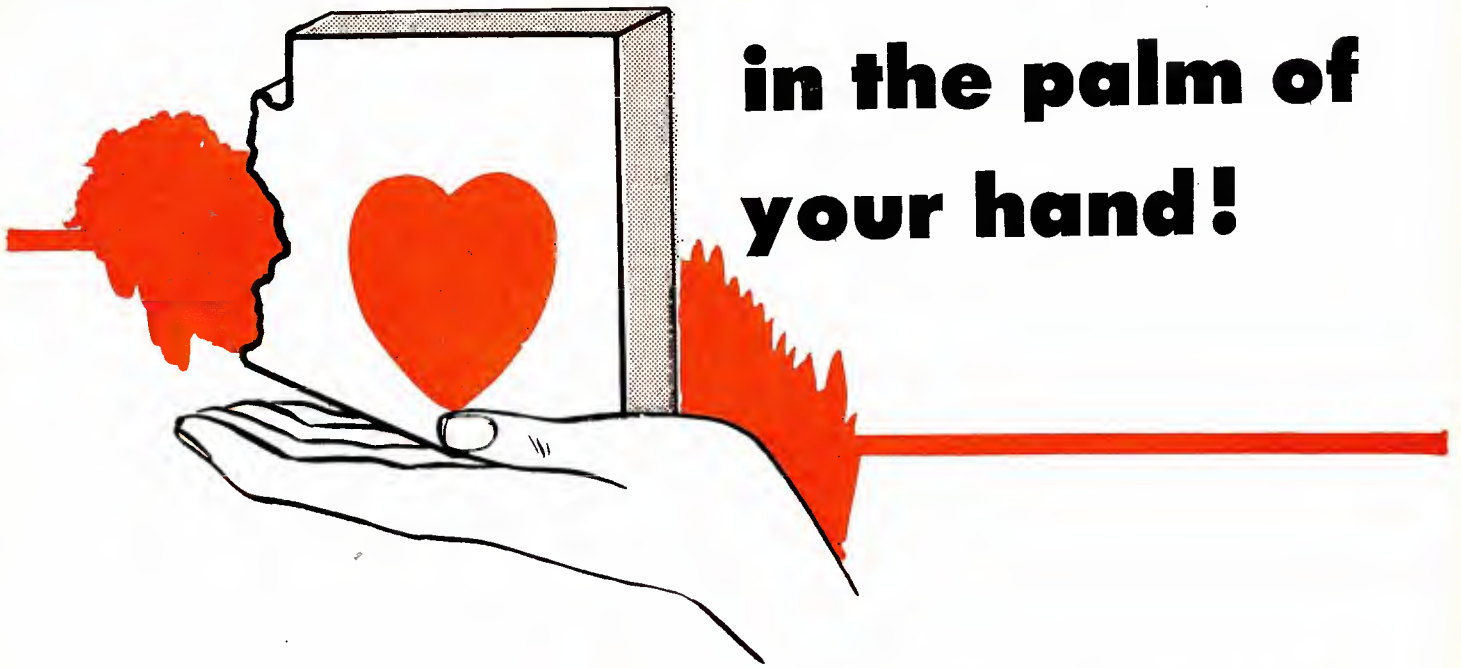
KSUN - - - TUCSON - 1400 kc.

KYMA - - - BISBEE - 1230 kc.

 - - - YUMA - 1400 kc.

THE HEART OF ARIZONA . . .

in the palm of your hand!



- ▶ **HALF A MILLION ARIZONANS**
and
- ▶ **OVER A MILLION TOURISTS**
in our retail trading area are waiting
for YOUR SALES MESSAGE

ADAMS HOTEL, PHOENIX



IT'S
KOOL
The *Gene Gentry* Station in PHOENIX

Key Station of the
Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's
richest area, comprising 75%
of the State's population.



YOUR CBS RADIO STATION

IN ARIZONA

5,000 WATTS DAY and NIGHT 960 KCs

Phone, wire or write for availabilities today

NATIONAL REPRESENTATIVES

George P. Hollingbery Co.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
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NOGALES								
KNOG 1948	1340 250	Border Bcstg. Co. Inc. Nogales 770	O'Connell	Robert Marcus, p Samuel Marcus, vp & gm	Ben Greenhaw, ce Jim Mansfield, sd	Elta Derrick, wd	Wld. UP WE	
PHOENIX								
KIFN 1949	860 250-D	Western Bcstg. Co. 1975 S. Central 3-6155	Oakes	Frank P. Redfield, p & gm John K. Redfield, cm	Pedro Moraga, pd, n & sd Edgar B. Pool, ce	Laurie Lopez, wd	SES. UP G	
KOOL 1947	960 5,000 DA-N	Maricopa Bcstrs. Inc. Adams Hotel 8-6421	CBS Radio Net. of Arizona Hollingbery	Gene Autry, p Charles H. Garland, gm George Agnew, cm	Lew Lowry, pd & sd Thomas Keeland, pmm & asst. m Miles F. Shepherd, ce	Frank James, nd Homer Lane, fd Dee Junker, wd	St. UP RCA	
KOY 1922	550 5,000-LS 1,000-N	KOY Bcstg. Co. 840 N. Central Ave. 4-4144	MBS Don Lee Ariz. Net. Blair	John L. Hogg, p & cm Albert Johnson, m & pmm John R. Williams, pd	Clifford R. Miller, ce William J. Lester Jr., pdm Paul Gribben, co-nd	Harvey Mott, co-nd Ernie Douglas, fd Bill Close, sd	Wld. UP WE	
KPHO 1943	910 5,000 DA-N	Phoenix Bcstg. Inc. 631 N. First Ave. 4-7367	ABC Petry	John C. Mullins, p & gm	Chas. F. Montano, cm Francis (Bud) Murphy, pd	George L. McClanathan, ce AP WE	
KPHO-TV 1949		Phoenix Television Inc. 631 N. First Ave.		(For full information see TELECASTING Yearbook)				
KRIZ 1950	1230 250	Howard M. Loeb 2345 Westward Blvd. 4-8436	LBS Burn-Smith	Howard M. Loeb, p, gm & nd Sheldon Engel, cm	Ray Odom, pd & sd Guy DiAngelis, pmm James Groll, ce	Bill Lewis, pdm Madeline Wise, wd UP GE	
KRUX 1947	1340 250	Radio Arizona Inc. 1441 N. First St 2-2371	Cooke West Coast Radio Sales	Allerton Cushman, o & gm Jack C. Goodsell, sm Charles E. Schleuter, slm	Herman Ackerman, pd Robert Jarvis, acct. exec. Marvin Edwards, ce	Larry Geraghty, nd Ed de Forest, sd Anne Brock, wd	Assoc. UP Col.	
KTAR 1922	620 5,000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm E. W. Harvey, vp & cm A. C. Anderson, vp & ce	B. R. Fulbright, secy- treas. Rol Laughner, pd & fd Robert Pollard, pmm	John Snow, nd John Harrington, sd Effie Cooke, wd	Cap., St., Thes. AP WE	
PRESCOTT								
KYCA 1940	1490 250	Southwest Bcstg. Co. P. O. Box 1631 244	NBC Raymer	Harold Ritter, p & gm	Roberta M. Pfister, pd	John E. Nagley, ce AP	
SAFFORD								
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm	Lester McBride, pd Harl Barnett, pmm Mark H. Webb, ce	Otis E. Whelan, n & fd L. M. Whittaker, sd Bonita McBride, wd	Thes., Wld. AP WE	

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You Can't Afford
to Overlook this Market!

500,000 PEOPLE...
 \$1,000,000.000 TO SPEND!

You get Both
RADIO & TELEVISION
ON **KPHO**
PHOENIX, ARIZONA

National Representative—Edward Petry & Co.
 President, JOHN O. MULLINS
 Gen. Manager, HARRY STONE

Growing Larger BY the DAY

Market-wise, too!

Arizona's Grand Canyon is being widened and deepened at the rate of more than a 1,000,000 tons of silt a day . . .

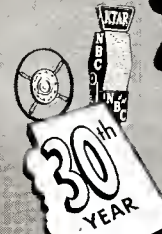
The length and breadth of the Arizona market is expanding similarly . . .

*Population 1940.....	499,261
1950.....	749,587
(Phoenix and Maricopa County 1940.....	186,193
1950.....	331,770)
*Income 1940.....	\$237,000,000
1950.....	\$935,000,000
(Agriculture 1940.....	\$ 53,000,000
1950.....	\$276,000,000)

The 7 line connected NBC stations of the Arizona Broadcasting System are delivering this rich market (plus the Imperial Valley and Southeastern California through the enlarged facilities of KYUM, Yuma) to hundreds of successful advertisers. There is business here for you, too.

*Research Department—Valley National Bank

K T A R



- KTAR... Phoenix
5000 W - 620 KC
- KVOA... Tucson
1000 W - 1290 KC
- KYUM... Yuma
1000 W - 560 KC
- KGLU... Safford
1000 W - 1480 KC
- KWJB... Globe
250 W - 1240 KC
- KYCA... Prescott
250 W - 1490 KC
- KAWT... Douglas
250 W - 1450 KC

Representative
PAUL H. RAYMER CO. NEW YORK • CHICAGO • DETROIT • BOSTON • MEMPHIS • SAN FRANCISCO • HOLLYWOOD

PHOENIX, ARIZONA

ARIZONA—(Continued)

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TUCSON						
KCNA 1947	580 3,000-LS 500-N DA-N	Catalina Bestg. Co. P. O. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm	Harry B. Chambers, slm Wm. K. Rider Jr., pd & sd	Thomas W. Epperson, ce Freda S. Botkin, wd AP G
KOPO 1947	1450 250	Old Pueblo Bestg. Co. 115 W. Drachman 4-0431	CBS Radio Net of Arizona ForJoe	Gene Autry, p E. S. Mittendorf, gm Paul Plunkett, cm	Gerry O'Brien, pd & nd Cliff Stillinger, pmm Vernard Cimnyotti, ce S. J. Kossack Jr., slm Charles Blower Jr., pd Tom Wallace Jr., ce	Bernie Perlin, sd Virginia Benoit, wd Joe Crystall, fd AP Ray.
KTKT 1950	1490 250	Thomas Wallace 500 W. Elm 37540	LBS Best	Tom Wallace, p Art Sidelinger, gm Manny Ornelas, cm	Tom Wallace Jr., pd Tom Wallace Jr., ce	Ken Stodder, sd Evelyn Gipson, wd
KTUC 1929	1400 250	Tucson Bestg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Don Lee Blair	Lee Little, p, g, c & pmm Mac C. Matheson, bus. m	Stan Norman, pd	Clifford Livingston, ce SES., Wld. UP WE
KVOA 1929	1290 1,000	Arizona Bestg. Co. 43 E. Broadway 3-2555	NBC Ariz. Bestg. Raymer	R. B. Williams, p & gm Harper M. Phillips, bus. m Jack Underwood, cm	Ben L. Slack Jr., pd Fred J. Gerletti, pmm Ray H. Holsclaw, ce George T. Callison, nd	Lowell D. Cable, fd James W. Hays, sd Kathryn Kay, wd Cap., Thes. AP RCA
WINSLOW						
KVNC (CP)	1010 1,000-LS 500-N DA-2	Gila Bestg. Co. 1218 6th Ave., Sufford, Ariz.				
YUMA						
KSWB 1951	1240 250	Southwestern Bestg. Co. Yuma 3-6222	LBS	Chet Darwin, p, gm & sd Louis Roberts, cm	Russ Wonnacott, pd, pmm & nd	Frank Hancock, ce UP G
KYMA 1950	1400 250	KOY Bestg. Co. 699 Ave. B 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, g, c & pmm Bob Vache, pd, n, f & sd	Dick Smith, ce Gary Hayes, mus. d	Helen Hague, wd Wld. UP WE
KYUM 1940	560 1,000	Yuma Bestg. Co. 1901 1st St. 33305	NBC Ariz. Bestg. Raymer	John J. Louis, p Ray C. Smucker, gm Roy Jorgensen, cm Bob Jones, pd	Grant Lee, pmm Leavenworth Wheeler, ce Pat Carrick, nd	Maurice Higgins, fd Glenn Edwards, sd Nita Jones, wd Cap., Thes. AP, UP, INS WE
ARKANSAS						
ARKADELPHIA						
KVRC 1947	1240 250	Arkadelphia Bestg. Co. 789	MBS Best	Cecil Cupp, p J. M. Moore, gm	Bill Deaton, c & pmm, pd, n, f, s & wd	S. J. Woodworth, ce AP RCA
BATESVILLE						
KBTA 1950	1340 250	White River Valley Bcstrs. Inc. P. O. Box 255 1112	MBS Razorback	Jared E. Trevathan, p Braxton L. Combs, g & cm & sd	J. Andrew Wright, pd	William A. Smith, ce Thes. AP RCA

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SOUTHERN ARIZONA

RICH with Copper, Climate, Cotton, Cattle, and INDUSTRY!
TUCSON is the center of this four county area . . . PIMA, PINAL, COCHISE, SANTA CRUZ.

KCNA

is the only station covering this area

5000 WATTS

DAY-580Kc

500 WATTS NIGHT DIRECTIONAL OVER TUCSON

\$150,000,000 retail sales Tucson
 14,197,196 remaining in Pima Co.
 31,233,252 remaining in Cochise
 38,542,211 remaining in Pinal
 12,462,789 remaining in Santa Cruz
 \$246,335,448 Total

Plus Phoenix in Maricopa County, Lordsburg, New Mexico and Northern Sonora, Mexico



COVERING SOUTHERN ARIZONA WITH THE SUN
ASK GEORGE P. HOLLINGBERY

BLYTHEVILLE

KLCN 1921	900 1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	LBS Pearson	Harold L. Sudbury, p, g & cm	Ernest Simmons, pd J. T. Sudbury, pmm	Marion Skinner, ce Don Whitney, f & sd	L-W AP G
KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw						

CAMDEN

KAMD 1946	1450 250	Camden Radio Inc. P. O. Box 5859 6791	MBS Ark, Razorback	Walter E. Hussman, p David Crockett, gm	Donald Cathey, cm Callis Carter, pd & sd	Dorris C. Hunter, ce Marty Butler, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard Randolph Hotel Eldorado, Ark.					

CONWAY

KCON 1950	1230 250	Conway Bestg. Co. Ark. State Teachers Campus 189	KBS, LBS Razorback	J. E. Clayton, p, g & cm & nd Muriel Cobb, pd & wd	Edwin McClenden, pmm Herman G. Stermer, ce & fd	Grant Hazelwood, sd	SES. UP Col.
KCON-FM (CP)	Ch. 249 (A) 97.7mc 0.97kw						

CROSSETT

KAGH 1951	1240 100	Ashley County Bestg. Co. 900 Main St. 750		T. C. Fleet, co-o J. H. Fleet, co-o & gm	Clifton O. Wilson, cm Harry G. Howard, pd	Hildegard T. Fleet, office m Wm. McKelver, n & sd AP Ray.
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EL DORADO

KDMS 1950	1290 1,000-D	David M. Segal Randolph Hotel 3-9190	KBS Devney	David M. Segal, p & gm C. E. Siddon, s & cm	Tom Sansing, pd	Thomas A. Sebaugh, ce M. F. Kissko, pmm	Wld. UP Col.
KELD 1935	1400 250	Radio Enterprises, Inc. Home Finance Bldg. 3-6126	ABC Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm	(Mrs.) D. Pondrom, pd & wd John H. Long, ce	E. R. Hall, nd W. G. Darland, sd	Assoc. AP Col.

FAYETTEVILLE

KGRH 1946	1450 250	Fayetteville Bestg. Co. 922 N. Leverett St. 862	MBS Razorback Walker	Hayden McIlroy, p Fred J. Stevenson, g & pmm	Edwin Gideon, cm Wallie Ingalls, pd & sd George Dotson, ce	Dick Evans, nd Mary Ingalls, wd	SES. AP G
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FORREST CITY

KXJK 1949	950 1,000-D	Forrest City Bestg. Co. Nat'l. Bank Bldg 950	KBS, LBS Continental	William B. Fogg, p, g & cm	Lloyd Denny, pd Charles Simms, pmm, n & fd	Walter Smith, ce	L-W AP G
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FORT SMITH

KFPW 1930	1230 250	Tulsa Bestg. Co. 232 N. Albert Pike Rd. 4105	CBS Avery- Knodel	John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Larry Nolan, pd George Ketcham, pmm Willard Kunkel, ce	Pat Garner, nd Dorothy Gibson, wd	Wld. UP WE
KFPW-FM 1947	Ch. 235 (B) 94.9mc 14kw						



☆ *Ready To Serve YOU*
FROM OUR NEW, MODERN
RADIO CENTER

KFPW

The VOICE that SELLS in FORT SMITH

MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

● **AVERY-KNODEL, Inc.**
National Representative
JOHN ESAU—Vice Pres.-Gen. Mgr.
J. P. WALKER—Station Manager
L. A. BLUST—Gen. Sales Mgr.

THE KFPW MARKET	
POPULATION	202,000
RETAIL SALES	\$124,971,000
NET EFFECTIVE BUYING INCOME	\$139,934,000



KFPW

**CBS
IN
FORT SMITH**

AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Li- brary, News Service Transmitter
FORT SMITH (Cont'd)						
KFSA 1947	950 1,000-LS 500-N DA-N	Southwestern Pub. Co. 920 Rogers Ave. 3126	ABC Razorback Pearson	Donald W. Reynolds, p Weldon Stamps, g & cm Geraldine Winner, pd	Karl Kastner, pmm Robert Platt, ce Roy Bowman, n & sd	Pat Porta, fd Jerry Winner, wd UP Col.
KFSA-FM 1948	Ch. 296 (A) 107.1mc 0.32kw				 GE St. AP WE
KWHN 1947	1320 5,000 DA-N	KWHN, Bestg. Co., Inc. Radio Center 8967	MBS Rambeau	Parkman R. Feezor, sta. d & cm	Bruce Dennis, ce Dave Bateman, fd	Addie Barlow, wd UP G
HARRISON						
KHOZ 1946	1240 250	Harrison Bestg. Corp. Radio City Addition 1240	MBS, KBS	Robt. S. Wheeler Jr., o & gm	Mel Lynn, cm Bruce C. Washburn, pd	Fred E. Ward, ce Leon Shaddox, n & sd UP G
HELENA						
KFFA 1941	1360 1,000 DA-N	Helena Bestg. Co. 215 York St. Main 59	MBS, KBS Arkansas Razorback Continental	Sam W. Anderson, mgng. ptrn. & gm Bill Bigley, cm	Hugh W. Smith, pd, pmm, n & fd A. P. Decker, ce	Robert A. Wallace, sd Katie M. Phipps, wd L-W AP G
HOPE						
KXAR 1947	1490 250	Hope Bestg. Co. Hope 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley Jr., gm & ce	Wesley Ninemire, cm Haskell Jones, pd, n & sd	Florence Tooley, wd AP Col.
HOT SPRINGS						
KTHS 1942	1090 10,000-LS 1,000-N	Radio Bestg., Inc. 135 Benton St. 1160	ABC Branham	John D. Ewing, p	John J. Wolever, gm	Cecil Suitt, ce L-W AP
KWFC 1940	1340 250	SPA Bestg. Co., Inc. 819½ Central Ave. 412	MBS Razorback Young	Dr. N. B. Burch, p Marvin L. Hull, gm C. J. (Gus) Dickson, cm	Vivian Merriott, pd Larry Mansfield, pmm Everett T. Kennedy, ce	Harvey Stegman, n & sd Martha Hickman, wd Thes. AP Col.
JONESBORO						
KBTM 1930	1230 250	Regional Bestg. Co. 605 Madison 5597	MBS, KBS Razorback	Jay P. Beard, p & gm Bernard C. Hargreaves, lcl sis m	Katherine S. Hargreaves, pd SES., Wid. AP G
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8kw				 Thes. AP Col.
KNEA 1950	970 1,000-D	Radio Jonesboro, Inc. Hotel Noble 8381	Sears & Ayer	R. H. Halbert, p Dick Crane, gm Paul Hoffman, cm	Neal Bunn, pd & sd Charles Quinton, pmm Wesley Bell, ce	Phil Moss, nd Paul Barnett, fd Betty Sutherland, wd Assoc. UP RCA

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IN THESE MARKETS

it's A. M.

MORNING & EVENING

Yes, and for A.M. radio in these markets —
"SPOT" the call-letters as listed here!



KFBRS
Springdale
ARKANSAS

PLUS
ABC



KHBG
Okmulgee
OKLAHOMA



KFSA
Fort Smith
ARKANSAS

Represented Nationally by
JOHN E. PEARSON CO.

Great Locally!

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, Pres.

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

LITTLE ROCK

KARK 1928	920 500-N DA	Arkansas Radio & Equipment Co. 112-14 E. Capitol Ave. LD 99	NBC Arkansas South-central Petry	T. H. Barton, chm. of bd & gm Julian F. Haas, cm Douglas J. Romine, pd	A. C. Dowden, pmm Dan L. Winn, ce Robert Kem, co-nd	Ed Chestnut, co-nd Robert L. Bulice, fd Wilson Hurst, sd Dorothy Sims, wd	Cap. AP, UP RCA
KGHI 1927	1250 1,000-LS 500-N DA-N	KGHI Bcstg. Service P. O. Box 3099 27-9166	ABC Hollingbery	A. L. Chilton, ptrn. L. H. Chilton, ptrn. S. C. Vinsonhaler, ptrn. & gm	Kermit L. Richardson, cm Virginia Ewing, pd & wd Barbara H. Amsler, pmm	V. O. Vandusen, ce Chester Pierce, sd Ray.
KLRA 1927	1010 10,000-LS 5,000-N-DA-N	Arkansas Bcstg. Co., Inc. P. O. Box 550 2-5427	CBS Taylor	J. N. Heiskell, p R. Joe Myers, adm. asst. W. V. Hutt, gm	Oscar Alagood, pmm Harris Owen, pd Kermit F. Tracy, ce	Mark Weaver, nd John R. Holmes, fd George Moore, sd	St. AP, UP RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Bldg. 5-5321	LBS	Leonard Coe, gm Glenn Robertson, m Fred Schmutz, pd & nd	James Gattens, pmm Dale Mahurin, ce	Bill Crews, sd Dorothy Wimberly, wd	Assoc. UP G
KXLR 1946	1450 250 (CP) 1150 5,000-LS 1,000-N DA-N	Arkansas Airwaves Co. 217 E. Third St. 4-8928	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd Earl Butler, ce	Bobbie Forster, nd Bob Fulton, sd	Thes. UP G

MAGNOLIA

KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	KBS Pearson	Joe F. Rushton, p Richard Tuck, gm	Ray Wells, ce	Lowelle Langley, cm, pd, pmm, n, f & sd	Wid. AP Ray.
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MALVERN

KDAS 1951	1420 1,000-D	Malvern Bcstg. Co Young Insurance Bldg. 1584	LBS Cotton Belt Devney	David M. Segal, p Robert Choate, s & cm	Jack Ridgeway, pd	Fred Parks, ce	Wid. G
KGRO (CP)	1380 1,000-D	L. Q. Coleman Route 2					

MENA

KENA 1950	1450 250	KENA Bcstg. Co. South Reine St. 878	MBS, KBS	R. B. Bell, ptrn. & gm	Bernice Bell, ptrn. & wd	O. D. Fredick, ce	St. UP Col.
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NEWPORT

KNBY 1949	1280 1,000-D	Newport Bcstg. Co. Newport 749	Razorback	C. W. Craft, p Dick Wiethan, gm, n & fd	Gene Howe, cm J. C. Clayton, ce	Carlton Gardner, sd LaVerne Morgan, wd UP RCA
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OSCEOLA

KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. Highway 61, S. 860	KBS Razorback	H. F. Ohlendorf, p Ted Woods, gm & nd	Betty G. Woods, cm Murray Schroyer, pd	Harold M. Jones, ce Ann Edrington, wd	St. AP RCA
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PARAGOULD

KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 627	KBS Razorback	Ted Rand, gm T. M. Self, bus m Ray Dexter, sm & sd	D. F. Bateman, cm Joe Nearnes, ce Russell Schwamb, nd	Ted Porter, fd Wilma Wheelis, wd AP G
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KARK covers a broader area, with the largest audience, morning, afternoon and evening, at a lower cost per thousand families than any other Little Rock station!

No Other Station in Arkansas—Only

KARK

Delivers
At 50-100% Level, Daytime BMB*
42 ARKANSAS COUNTIES
whose 1950
RETAIL SALES
totaled over
\$625 MILLION
That's MORE than the 1950
combined total retail sales in
VERMONT and NEVADA!

*BMB, Spring, 1949

All sales figures copr. 1951 SALES MANAGEMENT Survey of Buying Power.

Contact us or your nearest PETRY man for full details.

FOOD STORE SALES
totaled over
\$128 MILLION

That's MORE than the combined total food store sales in Albany, N. Y., Salt Lake City, Utah, and Lansing, Mich.!

DRUG STORE SALES
totaled over
\$16 MILLION

That's MORE than the combined total drug store sales in Trenton, N. J., Glendale, Calif., Tacoma, Wash., and Racine, Wisc.!

FIRST IN LITTLE ROCK
Says Hooper!

Little Rock, Arkansas Fall-Winter Report No. 9, October, 1950, through February, 1951, reflects the continuing dominance of KARK in Arkansas' blue chip market.

Monday through Friday— 8:00 A.M.—12:00 Noon	KARK	"B"	"C"	"D"	"E"
	30.4	27.0	24.6	9.8	7.7

Monday through Friday— 12:00 Noon—6:00 P.M.	KARK	"B"	"C"	"D"	"E"
	44.5	15.7	16.6	14.9	8.4*

Sunday through Saturday Eve 6:00 P.M.—10:30 P.M.	KARK	"B"	"C"	"D"	"E"
	39.5	31.8	14.5	10.8	**

*Measurements adjusted to compensate for station which signs off at local sunset.
**Daytime station.

FIRST in Coverage, too!

TOTAL WEEKLY AUDIENCE (Daytime): (BMB, 1949)	KARK	"B"	"C"	"D"	"E"
	221,710	189,530	79,570	families Not a BMB Subscriber	64,870

... And in its Primary Area (50%-100% Level 1949 BMB) KARK has 191,320 Families ... 42,030 More Than Station "B"!

KARK dial 920
5000 WATTS
Arkansas' Preferred Station

LITTLE ROCK, ARKANSAS
EDWARD PETRY & CO., INC., National Representative

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tranac. Li- brary, News Service Transmitter
PINE BLUFF						
KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	LBS	Ken Kesterson, gm Clyde Martin, cm	Charles Penix, pd Dave Wallis, sd AP G
KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS, KBS	B. J. Parrish, p, gm & ce Joe L. Wallace, cm Lois Sipan, pd	Robert W. Etter, asst. prom. m Wendell Atchison, nd	Thes. AP RCA
POCAHONTAS						
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. Box 250 500		Adrian L. White, p, g & cm Walt Lawson, pd & nd	Jim Risner, pmm & sd Roy Forrester, ce Jack Wilson, fd Betty Choate, wd	Thes. UP G
RUSSELLVILLE						
KXRJ 1947	1490 250	Valley Bcstrs. Inc. Russellville 299	MBS, KBS Razorback	C. R. Horne, o, m & gm L. L. Bryan, cm	W. C. McKenney, pd & ce Morris Leming, n & sd AP Ray.
SEARCY						
KWCB 1951	1300 1,000-D	White County Bcstg. Co., Inc. P. O. Box 95 1281		Carl N. Dodd, p & gm John Baker, pd	Don P. Jones, slm Homer Harris, ce, n & fd John Argo, sd	SES., Thes. AP G
..... (CP)	1450 250	Mrs. Edith Wood Sweezy 215 E. Third St. Little Rock, Ark.				
SILOAM SPRINGS						
KUOA 1923	1290 5,000-D	KUOA Inc. John Brown U. 77	MBS	John E. Brown Sr., p Storm Whaley, evp & nd	Richard McCartney, gm Ralph Kennedy, pd Cecil Smith, ce Chas. Hoke, fd Boyce Lancaster, sd	Wld. UP WE GE
KUOA-FM 1947	Ch. 209 (B) 105.7mc 2.6kw					
SPRINGDALE						
KBRS 1949	1340 250	Southwestern Pub. Co. Box 29 675	ABC Pearson	Randall L. McCarrell, gm Jerry Bidle, pd & fd	Sally Phillips, pmm Dalton Sanders, ce Bill Dickson, n & sd Lillian Wyllie, wd AP G
STUTTGART						
KWAK 1948	1240 250	Stuttgart Bcstg. Corp. Box 271 842	MBS, KBS Razorback	Beloit Taylor, p Melvin P. Spann, gm	Bill Wells, cm June Spann, pd Frank Newberry, ce	St. UP G
TEXARKANA						
KOSY 1951	790 1,000-LS 500-N DA-N	Gateway Bcstg. Co. Wadley Bldg.	MBS	Dr. W. Decker Smith, ptrn. Joe Davis, ptrn.	Tom E. Dillahunty, gm Herman Cecil, cm Ray Whitworth, pd Chas. Mathis, ce	Thes. AP G
WALNUT RIDGE						
KRLW 1951	1320 1,000-D	Southern Baptist College P. O. Box 67 980	Best	Dr. H. E. Williams, p	Earl Hodges, gm & ce Bill Nicholson, pd & sd	L-W UP Col.
WEST MEMPHIS						
KWEM 1947	990 1,000-D	KEWM Inc. 229 Broadway 463		E. D. Rivers Jr., p	William H. Keller, vp H. E. Ulmer, secy.-treas. UP G
CALIFORNIA						
ALTURAS						
KCNO 1951	570 1,000-D	CONR Inc. P. O. Box 1247 2531		Chester J. Stuart, p, gm & tech. d.	Philip N. Good, vp, cm & pmm Ruth Hudson, pd & wd Ralph S. Click, ce Chas. Reinhart, n, f & sd	St., Cap., SES. UP G
AUBURN						
KDIA 1950	1490 250	Charles E. Halstead Diamond H Ranch 1178	LBS	Charles E. Halstead Jr., o & gm	Mrs. Charles Halstead, wd	PN, BUP G
AVALON						
KBIG (CP)	740 10,000-D DA	John Poole Bcstg. Co. 640 Sunset Blvd. Hempstead 3205		John H. Poole, p & gm	Robert McAndrews, cm Cliff Gill, opers. m. UP G
BAKERSFIELD						
KAFY 1946	550 1,000 DA-1	Bakersfield Bcstg. Co. P. O. Box 1448 46421	MBS Don Lee Grant	George Crome, co-o Fiske Harlow, co-o Sheldon Anderson, gm Glenn Rinker, cm James L. McDowell, gm	Naum Healy, pd Robin Blake, pmm Ted Froming, ce Harl Mannes, n & fd Paul LaRuiere, cm Bill Elliott, sd Mary Gregg, wd	Cap. UP Assoc., Cap., SES. UP
KBIS 1950	970 1,000 DA-2	Marmat Radio Co. 957 Oak St. 21465	Nat'l Time Sales Moore			
KMAR(FM) 1950	Ch. 223 (B) 92.5mc 4.7kw	(KBIS, AM Affiliate)				
KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th & Eye Sts. 88431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Jerry Smothers, nd Daren Flickenger, fd	Cap. AP, UP
KERN-FM 1948	Ch. 231 (B) 94.1mc 9.8kw					
KERO 1946	1230 250	Paul R. Bartlett & Albert E. DeYoung 1420 Truxtun Ave. 44548	NBC Avery- Knodel	Paul R. Bartlett, p Albert E. DeYoung, vp Ed Urner, cm	Kenneth Croes, pd Ellen Moore, pmm Robt. Richardson, ce Robt. Elias, n & sd	Wld. UP RCA
KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	F. G. R. Schamblin, p Leo A. Schamblin, gm Curtis C. Sturm, cm & pd	Paul R. Biermann, pmm & nd Leo P. Jarvis, ce Art Mason, f & wd Don Ames, sd	Thes. UP RCA
BANNING						
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	LBS Cooke Grant	C. A. Humbert, g & cm & pd	Montran Babcock, ce Jim Neal, sd	Wld. Ray.
BARSTOW						
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. Box 697 4001	LBS Cooke	W. T. Brown, p Harry White, g & cm	James Harvey, pd & nd Bill Biggs, ce Jack Givson, sd	Wld. UP WE

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Stations of the American Home



KOME 5000 WATTS

daytime (1000 watts nighttime) at 1300 kilocycles.

Population—912,781
Retail Sales—\$697,863,500
Farm Income—\$193,975,000
Radio Families—232,211

KUOA 5000 WATTS

daytime AM and FM at 1290 kilocycles.

Population—250,000
Radio Homes—52,700
Retail Sales—\$124 million
Over \$50 million poultry income alone in KUOA's home counties (Benton and Washington)

KGER 5000 WATTS

full time at 1390 kilocycles.

Population over 5,000,000
Retail sales \$5,250 million
Radio homes—1,750,000
Farm Income—\$306 million
LONG BEACH ALONE
Population 263,800
Radio Homes—103,850
Retail sales—\$347,670,000

THREE "STATIONS OF THE AMERICAN HOME"

Owned by the John Brown Schools organization, KOME, KGER and KUOA AM-FM have always been dedicated to the highest type of commercial operation and service to the largest possible audience.

As "Stations of the American Home," the Brown Stations add impact to all facets of selling directed to the fundamental market—"The American Home."

THE BROWN STATIONS

KOME

8th & Main Streets
Tulsa, Oklahoma

KUOA

Cathedral Bldg.
Siloam Springs, Ark.

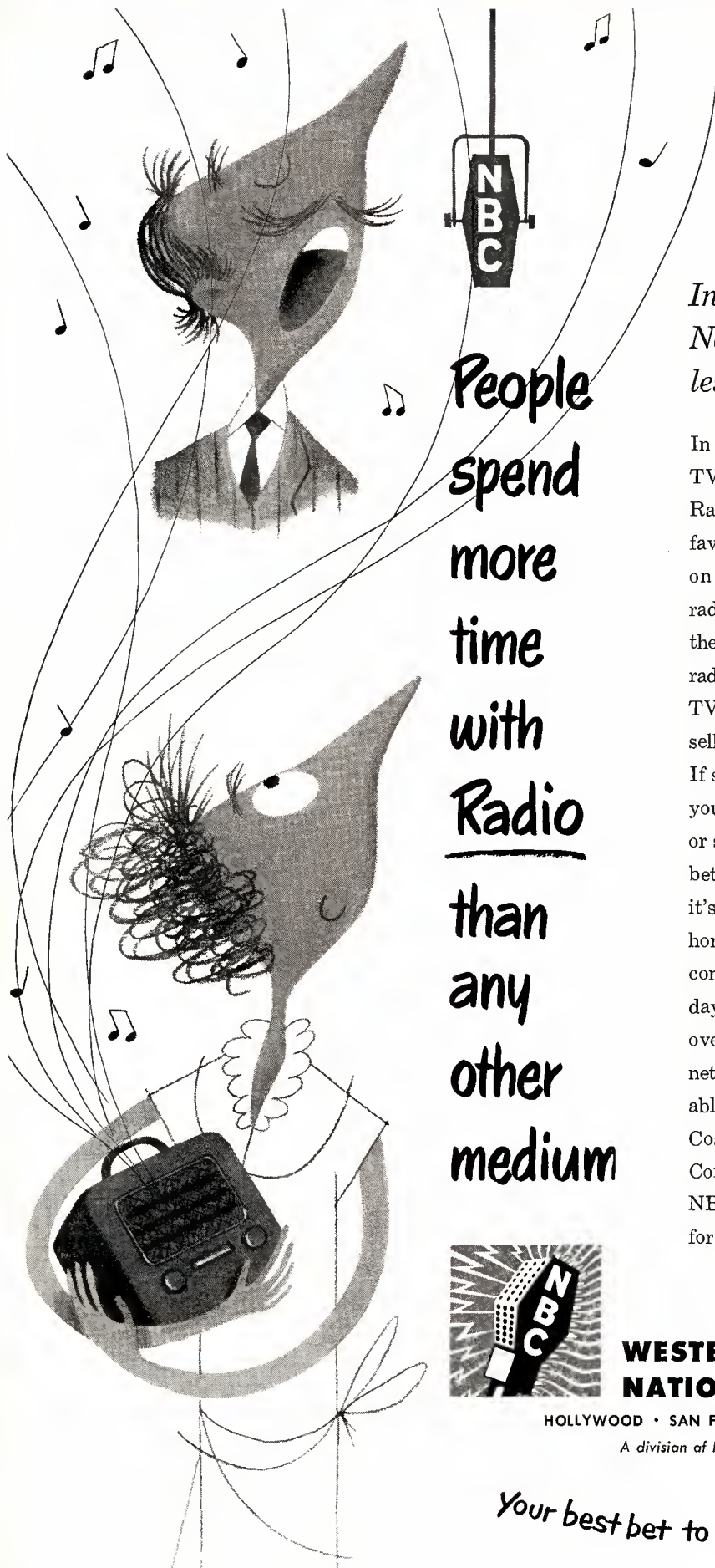
KGER

3745 Atlantic Ave.
Long Beach 7, Calif.

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
BERKELEY						
KPFA (FM) 1949	Ch. 283 (B) 104.5mc 16kw	Pacifica Foundation 2054 University Ave. Ashberry 3-6767		Lewis Hill, exec. d Richard Moore, sta. d	Alfred Partridge, pd Edward Meece, ce	William Triest, prod. d Americo Chiarito, mus. d INS Ray. St. AP WE
KRE 1922	1400 250	Central California Bcstrs., Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm	Don Hamby, cm & oper. m	
KRE-FM 1949	Ch. 275 (B) 102.9mc 9.9kw					
BEVERLY HILLS						
KSRT (FM) (CP)	Ch. 292 (A) 102.9mc 1kw	School of Radio Arts				
BLYTE						
KYOR 1947	1450 250	Broadcast Corp. of America Riverside, Calif. Blythe 2231	LBS	W. L. Gleeson, p George Flansburg, g, c & pmm	Joe Kinser, pd, n, f & sd Lewis E. Smith, ce	Ginni Flansburg, wd
BRAWLEY						
KROP 1946	1300 1,000-LS 500-N	Bcstg. Corp. of America Box 238	LBS Scott, Young	W. L. Gleeson, p John Chandler, gm	Trudy Ruane, pd	Drew Walker, ce Col.
BURBANK						
KBLA (CP)	1490 250	Broadcasters of Burbank 239 Amhurst Dr. Charleston 02111		Gordon Rogers, p & sd Robert S. Marshall, g & cm	Robert Skiles, ce & fd Orville Sanders, nd	Mildred Carr, wd L-W UP
CALEXICO						
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	Grant	Charles R. Love, p W. A. Geddes, gm	Don Gillette, cm	James Coin, ce Ray.
CHICO						
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 2378	MBS Don Lee Grant	(Mrs.) Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Jack Mitchell, pd Russell B. Pope, ce Tommy Nelson, n & fd	Henry (Bud) Henna, sd Dottie Locke, wd St. UP RCA
KVCI (FM) 1947	Ch. 266 (B) 101.1mc 9.8kw					
KXOC 1949	1150 5,000 DA-N	KXOC, Inc. Radio Lane 3200	CBS Pearson Western	Lincoln Dellar, p Donald J. Quinn, vp & gm	Neil McIntyre, pd & pmm	Ewald Berger, ce UP Col.
COALINGA						
KBMX 1950	1470 500-D	John H. Thatcher Box 715 136		John H. Thatcher, o		L-W, SES. UP G
CORONA						
KBUC 1948	1370 500 DA-N	American Pacific Bcstg. Co. Box 111 1370	McGillvra	E. J. Bucknum, p & gm Mary A. Bucknum, asst. m Ralph C. Miller, pd	Charles M. Ferguson, pmm Donald R. Kerr, ce Cliff Miller, nd	Hal Corwin, f & sd Peg Hendrick, wd UP GE
CRESCENT CITY						
KCRE 1950	1400 250	Del Norte Bcstg. Co. Box 577 3061		John K. Perry, co-o Robert E. Grey, co-o, gm & pd	Howard E. Plaschka, ce Peggy Burke, asst. m & nd	Jerry Clausen, sd AP GE
DELANO						
KCHJ 1951	1010 1,000-D	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm, ce Jean G. Johnes, pd & wd	Marshall Colo, pmm Ed Briggs, nd & sd	Bob Colo, fd SES. UP
KHAD (CP)	1340 250	George F. Haddican P. O. Box 367 2931		George F. Haddican, o	L. W. Brammer, gm	St. AP RCA
DINUBA						
KRDU 1946	1240 250	Radio Dinuba Co. 110 N. L. St. 500	LBS West Coast	Egon Hofer, p & gm Dave Hofer Jr., vp	Ruby Thiesen, pd	Russ Friend, ce AP
EL CENTRO						
KXO 1927	1230 250	Valradio Inc. S. 4th St. 1100	MBS Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm Belle Hovey, cm	Doug Fishel, asst. m & fd Stanley Tetley, ce	Marc Hanan, sd Mary Francisco, wd Cap. UP RCA
EUREKA						
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC, LBS Pearson Western Moore	Carroll R. Hauser, p, g & cm Bill Steis, pd, pmm & nd	Dean Elliott, ce Frank M. Smith, slm, f & sd	Sally Drew, wd AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co., Inc. Radio Center 4000	MBS Blair	Wm. B. Smullin, p & gm Don Telford, cm C. Paul Corbin, pd	Robert Stach, pmm Larry King, ce Newton Steward, nd	Ed Arnold, fd Harry Howard, sd Mary Lou Stuart, wd Wid. UP WE
KRED (FM) 1948	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, AM Affiliate)				
FORT BRAGG						
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. Box 616 5671	Forjoe	Edward A. Mertle, o	Craig N. Smith, g, c, & pmm, pd, ce & fd	Marjorie Smith, wd Wid. AP Col.

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People
 spend
 more
 time
 with
Radio
 than
 any
 other
 medium



In the West, NBC Pacific Coast Network reaches more prospects for less money than any other medium!

In New York—most saturated of all TV markets—people spend more time with Radio. Out West the picture is still more favorable for Radio. Only four markets on the West Coast have TV. Network radio reaches 98% of *all* homes... covers the entire Pacific Market. Comparing radio *homes* with TV *homes*, radio tops TV by 216%. Naturally, for greatest selling impact you need both radio *and* TV. If such a combination is too much for your budget... if you have a product or service with *mass* appeal—your best bet is NBC Pacific Coast Network! And it's a better buy than ever. Cost per 1000 homes is *down* 22% for nighttime, compared with 1944... daytime is *down* 39% over 1944! Choice network time is available on NBC Pacific Coast Network. Consult your nearest NBC Sales Office for details.

AVERAGE TIME SPENT WITH EACH MEDIUM BY AVERAGE HOUSEWIFE IN RADIO-ONLY AND RADIO-TV HOMES*		Minutes Per Day
Radio		106
Television		77
Newspapers		40
Magazines		13

*Source: 1951 Hofstra Study in the New York market!

**WESTERN NETWORK
 NATIONAL BROADCASTING COMPANY**

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

A division of Radio Corporation of America

Your best bet to tell'em and sell'em

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
FRESNO							
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm Ed Ropolo, pd	Eldora Roth Cooney, pmm Elbert Dean, ce	Bob Weakley, n & fd	St. AP, INS RCA
KARM-FM 1948	Ch. 270 (B) 101.9mc 7.4kw					 GE
KFRE 1937	940 50,000 DA-2	Calif. Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery- Knodel	Paul R. Bartlett, p Keith L. Mealey, asst. m & d of engr.	Ed J. Freech, pd Harry H. Burum, d of sls. serv. & pmm	Wally Erickson, fd	Wld. UP GE
KRFM(FM) 1946	Ch. 229 (B) 93.7mc 70kw	(KFRE, AM Affiliate)				
KGST 1949	1600 1,000-D	Delle Bestg. Co. Farmer's Market 6-6526	Forjoe	Morrie Mindel, cm Jeanne Bacher, pd & wd	Milt Gerloff, ce Bob Fisher, nd	Bob Love, fd Bill Putman, sd UP Col.
KMJ 1925	580 5,000	McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p Hal Brown, sta. m Joe Tomes, prog. m	Bill Wallace, ce Coyle Chambers, slm Andy Patterson, traffic m	Joe Drilling, n & sd Ed Sturgeon, fd	Cap. AP, UP RCA
KMJ-FM 1949	Ch. 250 (B) 97.9mc 7.3kw					 WE
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Williamson & Anderson Hotel Fresno 2-4163	MBS Don Lee Hollingbery	Robert Schuler, p L. E. Chenault, gm Leslie Daggett, cm	Leo Goldman, pd Jack Grady, pmm & sd Bert Williamson, ce	Hap Haggard, nd Margaret Holmes, wd UP Ray.
GLENDALE							
KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Col Cannon, gm	
KUTE(FM) (CP)	Ch. 270 (B) 101.9mc 11.6kw	Robert P. Adams 1644 Idlewood Rd. Citrus 4-1414		R. P. Adams, p		 Fed.
HANFORD							
KNGS 1948	620 1,000 DA-N	Samuel & Harriett Beaubaire P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, co-o	Mrs. Samuel M. Beaubaire, co-o Don C. Reeves, g & cm & ce	Elmore C. Balthis, pd Don C. Reeves, g & cm, ce	Assoc., St. UP, INS Ray.
HOLLYWOOD (See Los Angeles Listing)							
INDIO							
KREO 1946	1400 250	Bestg. Corp. of America P. O. Box 707 73403	LBS Young Scott	W. L. Gleeson, p & gm	Stanley Reynolds, sm		Assoc., St. Wld. AP
LANCASTER							
KAVL 1950	1340 250	Antelope Bestg. Co., Inc. P. O. Box 1192		W. B. Carter, p & gm Herbert L. Comstock, cm	James B. French, ce Ray Cloud, n & fd	Ray McFarland, sd Wilma Lewis, wd	Wld. SES., UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS, LBS	Herbert W. Brown, ptrn. & gm, pmm, pd, n & sd	David A. Brown, ptrn. & ce	 UP Ray.

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally By

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

LONG BEACH

KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, vp, cm & ce	Robert Lamb, pmm	L-W, St. UP WE
KFOX-FM 1951	Ch. 272 (A) 102.3mc 1kw					
KGER 1926	1390 5,000 DA-N	John Brown Schools of California, Inc. 3745 Atlantic 407-907		John E. Brown Sr., p Storm Whaley, gm Clinton Fowler, cm & pd	Luther Crumbaugh, ce Finis Bell, nd	Bob Klosterman, sd Irene Cook, wd AP RCA
KNOB(FM) 1949	Ch. 276 (A) 103.1mc 32kw	Gerritos Bcstg. Co. 1120 Pine Ave. 8-5519		Jay E. Tapp, gm	Raymond B. Torian, cm & ce	Wait Abbott, pd Ray.

LOS ANGELES

KECA 1929	790 5,000 DA-N	American Bcstg. Co., Inc. ABC Television Center Normandy 3-3311	ABC Spot Sales	Edward J. Noble (ABC) chmn. of bd. Robert E. Kintner (ABC) p Ernest Felix, asst. treas. & act. m (Western Division) Amos T. Baron, radio sls. & sls. m (Western Division)	Dresser Dahlstead, pd (Western Division) John S. Hansen, sls. pmm Philip G. Caldwell, m tech. opers. (Western Division) R. G. Denechaud, sup. engng. opers. Harry Walstrum, prog. m	Francis Conrad, m & d of radio (Western Division) Francis D. La Tourette, n & sd	L-W AP, INS RCA
KECA-FM 1947	Ch. 238 (B) 95.5mc 3.8kw					 GE
KECA-TV 1949		American Bcstg. Co., Inc. ABC Television Center		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000 DA-N	Los Angeles Bcstg. Co., Inc. 645 So. Mariposa Ave. Dunkirk 4-1231		Calvin J. Smith, p, g & cm Howard Rhines, pd	Ron Oakley, ce Lucile Blake, traffic m	Murray Boggs, nd	Assoc. AP RCA
KFAC-FM 1948	Ch. 282 (B) 104.3mc 8.8kw					
KFI 1922	640 50,000	Earle C. Anthony, Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Petry	Earle C. Anthony, p & gm Haan J. Tyler, g sls. m Pat Kelly, pd	Ron Manders, pmm Curtis W. Mason, co- engr. H. L. Blatterman, co- engr.	Chas. E. Hamilton, d of pub. ser. Pat Bishop, nd Nelson McIninch, fd	Wid., Cap. AP, UP RCA
KFMV(FM) 1948	Ch. 234 94.7mc 58kw	Union Bcstg. Corp. of Calif. 6419 Hollywood Blvd. Hollywood Hempstead 5151		Harry Maizlish, o & gm	Dave Drubeck, pd	Robert Brooking, ce	Assoc. RCA
*KFSG 1924	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141		Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce	 WE

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CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.				
LOS ANGELES (Cont'd)								
KFVD 1925	1020 5,000 L-KDKA	Standard Bestg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke Sr., co-o J. Frank Burke Jr., co-o & gm	Vern A. Lindblade, cm Carl Brewster, pd, pmm & nd	Leonard Reeves, ce	L-W, Mac. UP Ray.	
KFWB 1925	980 5,000	KFWB Bestg. Corp. 6419 Hollywood Blvd. Hollywood Hemstead 5151	Rambeau	Harry Maizlish, p & gm Sydney Gaynor, cm Bill Ray, pd	Sydney Yallen, pmm & adv. d	Harry Myers, ce Al Gordon, nd Leonard Maizlish, sd AP, UP RCA	
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm	Marvin R. Briggs, cm Homer Obuchon, ce			
KHJ 1922	930 5,000 DA-1	Thos. S. Lee Enterprises, Inc. 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p (Don Lee Div.) Ward D. Ingram, evp.	Norman Boggs, vp in chg. sls. A. J. LaFrاند, pd H. H. Sonnenburg, pmm	Robert E. Arne, ce Bud Coulson, pub rel. d Les Mawhinney, nd Norma Young, wd	Wld. AP, INS WE	
KHJ-FM 1941	Ch. 266 (B) 101.1mc 4.8kw			(For full information see TELECASTING Yearbook)			
KHJ-TV 1948		Thos. S. Lee Enterprises, Inc. 129 N. Vermont		(For full information see TELECASTING Yearbook)			
KLAC 1946	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hollywood Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, p & o Don Feddersen, exec. vp & gm	Dave Lundy, gen. slm C. G. Renier, pd	R. W. Conner, d of engn. Ed Lyons, nd Sam Balter, sd UP, INS RCA	
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga		(For full information see TELECASTING Yearbook)			
KMGM (FM) 1948	Ch. 254 (B) 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Culver City Texas 03311		William F. McCrystall, gm			Assoc. UP	
KMPC 1927	710 50,000-LS 10,000 DA-N (CP) 50,000 DA-N	KMPC, The Station of the Stars, Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341	LBS H-R Reprs.	John Patt, p Robert O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. m & ce	Mark L. Haas, vp & pd John Gillingham, pmm John E. Baird, d of pub. affairs Tom Frandsen, loc. slm.	Charles H. Cowling, nat'l slm. James McCulla, nd Charles Stone, fd Bob Kelley, sd UP, INS RCA	
KNBH(TV) 1949		National Bestg. Co. Sunset & Vine		(For full information see TELECASTING Yearbook)			
KNX 1924	1070 50,000	Columbia Bestg. System 6121 Sunset Blvd. Hollywood Hollywood 9-1212	CBS Columbia Pacific CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm chg. sls. Alan Axtell, asst. gen. slm.	George W. Allen, pd Sherril W. Taylor, pmm Les Bowman, ce	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd	L-W AP, UP RCA WE	
KNX-FM 1948	Ch. 226 (A) 93.1mc 59kw			(For full information see TELECASTING Yearbook)			 WE

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KFVD

LOS ANGELES
5000 WATTS ON 1020 K.C.

**SELL IT
FIRST
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SOUTHERN CALIFORNIA
BEST**

KMPC

50,000 WATTS DAYS

10,000 WATTS NIGHTS, LOS ANGELES

REPRESENTED BY H-R REPRESENTATIVES, INC.
SOUTHERN CALIFORNIA OUTLET FOR LIBERTY BROADCASTING SYSTEM



BROADCASTING • Telecasting

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
LOS ANGELES (Cont'd)							
KNXT(TV) 1951		Columbia Bestg. System		(For full information see TELECASTING Yearbook)			
KPOL (CP)	1540 5,000-D	Coast Radio Bestg. Corp. 877 S. Tremine Ave. Wyoming 8081		Hugh R. Murchison, p Dr. Harry E. Straub, vp & treas.	Thomas S. Bunn, secy. G		
KRKD 1927	1150 5,000-LS ST-KFSG	Radio Bcstrs., Inc. 312 Spring Arcade Bldg. Tucker 7111		Ned Connor, g & cm Charles Clifton, pd, n & sd	Willis O. Freitag, ce Wld., SES. INS. RCA		
KRKD-FM 1949	Ch. 242 (B) 96.3mc 15kw			 WE		
KTLA(TV) 1947		Paramount Television Productions Inc. 5451 Marathon St.		(For full information see TELECASTING Yearbook)			
KTTV(TV) 1949		KTTV Inc. 5746 Sunset Blvd.		(For full information see TELECASTING Yearbook)			
MARYSVILLE							
KMYC 1940	1450 250 (CP) 1410 1,000 DA-N	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS Don Lee Grant	H. E. Thomas, p Joe D. Carroll, gm	Clifford Greenman, cm Lloyd Hogue, pd Loyd McQueary, ce	Wld. UP RCA	
KMYC-FM 1947	Ch. 261 (B) 99.9mc 4.9kw			 GE		
MERCED							
KYOS 1936	1480 5,000 DA-N	Merced Bestg. Co. P. O. Box 717 1430	MBS Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm A. J. Krisik, c & pmm	Clare Cauffman, pd, n & fd Russell Pope, ce Rod O'Harra, sd Vicki Daly, wd	St. UP RCA	
KVME(FM) 1948	Ch. 242 (B) 97.3mc 8.9kw	(KYOS, AM Affiliate)			 GE	
MODESTO							
KBEE(FM) 1948	Ch. 277 (B) 103.3mc 11.5kw	McClatchy Bestg. Co. 14th & Eye Sts. 2644	Raymer	Eleanor McClatchy, p	J. B. Hancock, ce	Assoc., Cap. UP RCA	
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 10th St. 6824		Cecil Lynch, gm John Boyer, cm	Carl W. Pendergraft, ce John Witherspoon, nd Roy Storey, sd Chris Hermonson, wd	L-W AP Col.	
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 3838	ABC Western Moore Meeker	John H. Schacht, p & gm Judson Sturtevant, slm Gene D'Accardo, pd & nd	Hollie Ritter, pmm Peter K. Onnigan, ce Charley Packard, fd	Wld. AP GE	
KTRB 1933	860 5,000-LS 1,000-N DA-N	KTRB Bestg. Co., Inc. Norwegian Ave. 774	Grant	William H. Bates Jr., p gm & ce Lee Roddy, cm	Milt Hibdon, pd, pmm & sd Charles McEwen, nd	Leonard Anderson, fd Hilda Higbee, wd	Cole, St. UP, INS GE
KTRB-FM 1949	Ch. 281 (B) 104.1mc 4.7kw						
MONTEREY							
KMBY 1949	1240 250	Monterey Bestg. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p.	S. M. Aston, gm Sam H. Bennett, natl. slm. RCA	
MT. SHASTA							
KWSD 1947	1340 250	Shasta Cascade Bestg. Corp. East Alma St. 2124	Moore Western Continental	David H. Rees, co-o & sm Arthur Adler, co-o & gm	Iola Huntingdon, pd Donald F. Keys, ce Bob Laverty, sd	Thes. AP RCA	
NAPA							
KVON 1947	1440 500 DA-1	Napa Bestg. Co., Inc. Foster Rd. 6-2023	LBS Forjoe Western Radio	Luther E. Gibson, gm		SES.	
OAKLAND							
KLX 1922	910 1,000 (CP) 5,000 DA-1	Tribune Bldg. Co. Tribune Tower Glencourt 1-0660	Burn-Smith	J. R. Knowland Jr., p Glenn C. Shaw, gm J. Milton Seropan, cm	Jerry Morton, pd Roswell S. Smith, ce John K. Chapel, nd Mark Gerstle, pdm	Anne Truax, wd AP WE	
KLX-FM 1948	Ch. 267 (B) 101.3mc 20kw				 GE	
KROW 1925	960 1,000	KROW, Inc. 464 19th St. Twinoaks 3-9600	Ra-Tel	Sheldon F. Sackett, p Alan L. Torbet, gm Jack Grant, cm	Russ Coglin, pd Paul Leake, ce William Winter, nd	Vern Loudon, sd Betty Baker, wd Col.	
KWBR 1920	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	Forjoe	S. W. Warner, ptrn. & gm	E. N. Warner, ptrn. & treas. F. Wellington Morse, cm	Jean K. Fisher, pd Paul Gregg, ce RCA	
ONTARIO							
KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 62-754	O'Connell Western	(Mrs.) Jerene Appleby Harnish, p Herb Olson, gm	J. Neale Burns, cm Hal Morelli, pd Floyd Hall, ce	(Mrs.) Marjorie Negus Rogers, wd Assoc. UP GE	
KEDO-FM 1947	Ch. 228 (A) 93.5mc 0.31kw						
OROVILLE							
KMOR 1951	1340 250	Oroville Bcstrs. P. O. Box 1032 1340		J. Steventon, p Roy D. Swanson, gm, pd & nd	William Talbitzer, pmm, cm & sd William Cronan, ce	Fred Hare, fd Von Douglass, wd Thes. UP RCA	
PALM SPRINGS							
KCMJ 1946	1340 250	Palm Springs Bestg. Co. Box KK 2253	CBS Pearson	Joseph E. Gamble, p & gm	Dorothy Fanning, pd Phil Stone, pmm	Robert Harbison, ce & sd Paul Grannis, nd AP	
PALO ALTO							
KIBE 1949	1220 250-D	Assoc. Grocers Co-op. Seattle, Wash. Elliott 0770		James B. Rhodes, p Jay B. Rhodes, gm	Arnold Vezzani, cm Robert Seaman, pd	Paul S. Farrelle, ce Don Klein, sd St. AP	
PASADENA							
KALI 1950	1430 1,000-D DA	Consolidated Bestg. Co. 758 E. Colorado Ryan 1-7149	Schepp- Reiner	Henry Fritzen, p	Jack Reeder, vp Charles T. Hughes, secy- treas.	Assoc. UP RCA	

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Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:

6540 Sunset Blvd., Hollywood 28, Calif.

STUDIOS: Avalon and Hollywood

*Source on request



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tranc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
PASADENA—(Continued)							
*KPFC 1924	1240 100 SH	Pasadena Presbyterian Church Inc. 54 N. Madison Ave. Sycamore 3-2191		Myron Nichols, p Leon Hall, gm & pd	Joe Meeker, pmm & prog. sup.	Clayton Blake, ce Jim Brown, nd Col.
KWKW 1942	1300 1,000 DA-N	S. California Bestg. Co. 800 Sierra Madre Villa Rayn 1-6744	Forjoe	Marshall S. Neal, p William J. Beaton, g & cm Bill Garr, pd	Claire Hughes, pmm Paul W. Spargo, ce Bob Knouse, nd	Gordon Baker Lloyd, fd Andy James, sd UP RCA
KWKW-FM 1947	Ch. 252 (A) 93.3mc 0.33kw						
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bestg. Co. 1401 S. Oak Knoll Ave. Sycamore 6-0201		Loyal K. King, p, g & cm	Jack Reeder, ce Carl Saunders, nd	Dr. LeRoy Smith, fd Marion Atkinson, wd	Wld. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Leslie H. Hacker Radio Station KPRL 204	MBS, KBS Grant	Leslie H. Hacker, p Dale Schwartz, gm & ce Jack Wasson, cm	Bob Wilton, pd & fd Barbara DeNike, pmm, n & wd	Hugh Harling, sd	St. RCA
PETALUMA							
KAFP 1950	1490 250	Petaluma Bcstrs. P. O. Box 480 2-7255		V. A. L. Linder, p, gm & pmm	W. A. Exline, vp, pd & M. E. Linder, secy. & cm	Forrest Hughes, ce Gene Linder, fd Ted Kenessey, sd	Thes. UP G
PITTSBURG							
KECC 1949	990 1,000 DA-N	KECC, Inc. 235 Railroad Ave. 2-2964	Grant	Mel D. Marshall, gm John C. MacFarland, cm Ted Mermod, pd	George S. Spelvin, pmm William P. Grether, ce L. S. Gilman, nd	Herb Markall, sd	L-W., Wld. UP WE
POMONA							
KPMO 1947	1600 500	Dean H. Wickstrom 1240 E. Holt Ave. Lycoming 2-1293		Dean H. Wickstrom, p Wally Seidler, sm Florence E. Wickstrom, pd	Donald Kerr, ce Bruce Twerrill, sd	Marsha Clark, wd UP Ray.
PORTERVILLE							
KTIP 1947	1450 250	J. F. Tighe P. O. Box 1312 1450		J. F. Tighe, o			
RED BLUFF							
KBLF 1946	1490 250	Tehama Bestg. Co. 346 Oak St. 354	LBS Moore	Arvo Haapanen, p, gm & ce	(Mrs.) Jane Harter, wd	 G
REDDING							
KVCV 1936	600 1,000 DA-1	Golden Empire Bestg. Co. Box 717 Merced, Calif. 1646	MBS Grant	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Robert Hoskins, pmm Russell Pope, ce	Charles Castor, nd Vince Lambert, f & sd Fran Bruce, wd	St., Wld. RCA
KVRE (FM) 1948	Ch. 280 (A) 103.9mc 1kw						
RIDGECREST							
KIWL (CP)	1240 250	Indian Wells Bestg. Co. Box 252					
RIVERSIDE							
KPRO 1941	1440 1,000	Bestg. Corp. of America P. O. Box 987 6290	KBS, LBS Scott Young	W. L. Gleeson, p & gm Charles Henson, cm Paula Nish, pd	Richard Sampson, ce Bill Paul, nd	Don Dalson, fd Bob Wareham, sd Mary Gleeson, wd	Cap., Wld. AP, INS Col. GE
KPOR (FM) 1946	Ch. 248 (B) 97.5mc 81.6kw						

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SACRAMENTO

KCRA 1945	1320 5,000-LS 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm John Dupell, cm I. Earle Russell Jr., pd	Irma Davis, pmm W. Herbert Hartman, ce Hal Laftoon, nd	Bill Conlin, sd Frances Paige, wd	Wild. AP, UP WE GE Cap., Thes. AP, UP
KCRA-FM 1947	Ch. 241 (B) 96.1mc 11kw						
KFBK 1922	1530 50,000 DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith Collins, gm	Perry Nelson, cm Richard Burdick, pd	Louise Schultz, pmm Stam Sronce, ce GE Cap., Thes. AP, UP
KFBK-FM 1947	Ch. 245 (B) 96.9mc 3.2kw						
KROY 1937	1240 250	Harmco Inc. Sacramento Hotel Bldg. Gilbert 2-0758	CBS Avery- Knodel	Clyde F. Combs, vp & gm	William H. Blackburn, pd & pmm William Karpisek, ce	Henry Thornley, n & sd Scotty Mortland, fd	Assoc. UP, INS WE UP Col.
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS Pearson Western	Lincoln Dellar, p Robert W. Dumm, gm	Dean Seaton, pd & sd Ewald Berger, ce	Beth Shelby, wd UP Col.
KXOA-FM 1947	Ch. 300 (A) 107.9mc 12.5kw						
KGMS (CP)	1380 1,000-D DA	Capitol Radio Enterprises 1100 N. St.					
SALINAS							
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS Western Burn-Smith	John C. Cohan, gm William M. Oates, cm Neal Edmundson, pmm	Ross Taylor, pd, n & sd Herbert Hanes, ce	Anne LoPresti, wd	Cap. AP
SAN BERNARDINO							
KCSB 1948	1350 500 DA-N	San Bernardino Valley Bcstrs 770 Mill St. 8-2245	Forjoe	Essie Binkley West, p T. F. Whyte, gm	Charles Bennett, pd, pmm & sd Dean Kiner, ce	John Du Bose, n & fd Nadine Hill, wd	Thes. AP WE
KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 Fifth St. 4761	MBS Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Donald Cummings, cm Paul H. Martin, nat. sls m	Evelyn Fagin, pd Gene Lee, pmm George Ewing, ce	John Harder, nd Howard Baichly, fd	Wild. UP RCA
KITO 1947	1290 5,000 DA-2	KITO Inc. 569 Fourth St. 7807	ABC Pacific Regional Hollingbery	J. J. Flanagan, p & gm Charles B. Foll, cm Arnold K. Benum, pd & pmm	Richard Klitzing, ce Robert Van Roy, nd Fred Reinhardt, fd	Wyn Stewart, sd Marjorie Sharpe, wd	Cap. UP RCA
KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Cooke Moore	James W. Gerrard, p & cm Norman H. Rogers, vp, g & pmm	George W. Brock, vp & ce Bob Stone, pd Van C. Newkirk, treas.	Roy R. Thomas, secy. Charles Palmer, nd Twyla Stewart, wd	SES. AP RCA
SAN BRUNO							
KSBR(FM) 1947	Ch. 263 (B) 100.5mc 250kw	Radio Diablo Inc. 793 San Mateo Ave. Juno 8-1465		Orrin H. Brown, p Arthur Arrigoni, ce			St.

KCRA

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- 11th in PER CAPITA EFFECTIVE BUYING INCOME
- 21st in PER FAMILY EFFECTIVE BUYING INCOME
- 40th in FURNITURE—HOUSE—RADIO SALES
- 47th in DRUG SALES
- 51st in AUTOMOTIVE SALES
- 52nd in TOTAL RETAIL SALES
- 55th in GENERAL MERCHANDISE SALES
- 57th in FOOD SALES
- 59th in TOTAL EFFECTIVE BUYING INCOME

REPRESENTATIVES:
ROBERT MEEKER & ASSOCIATES

CALIFORNIA—(Continued)

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SAN DIEGO							
KCBQ 1946	1170 5,000-LS 1,000-N DA-1	Charles E. Salik Hotel Manor Jackson 4103	CBS Columbia Pacific Avery- Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Grady Edney, pd	Regina Bess, pmm Charles J. Sherburne, ce Lorena James, bus. m	Dick Boynton, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd	L-W UP RCA
KFMB 1941	550 1,000 DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	ABC Branham	John A. Kennedy, chmn. of bd. Howard L. Chernoff, gm W. O. Edholm, gen. slm (For full information see TELECASTING Yearbook)	Hobby Myers, cm Paul W. White, exec. editor, pd & nd Lisle F. Shoemaker, pmm	Walter Mathews, pdm Thornton Chew, ce Bill Bozarth, sd	Cap., SES. AP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave.					
KFSD 1926	600 5,000 DA-1	Airfan Radio Corp., Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, m	Leroy Bellwood, ce	Wld. INS RCA
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw						
KGB 1927	1360 1,000	Don Lee Bcstg. System 1017 First Ave. Franklin 6151	MBS Don Lee Blair	Willet H. Brown, p Wilt Gunzendorfer, g & cm, s & wd	Matt Long, pd Joe Kline, ce	Johnnie Black, nd	Wld. AP
KSDO 1947	1130 5,000-LS 1,000-N DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	LBS Pearson	Jack Heintz, vp, g & cm	Wilson Edwards, pd	Vern Milton, ce	St. AP WH
KSON 1947	1240 250	Studebaker Bcstg. Co., Inc. 630 F St. Franklin 5175	Forjoe	Fred Rabell, co-o, p, g & cm	Dorothy Johnson, co-o, vp, asst. m, pd, wd & pmm	Norman Burwell, ce	Assoc. AP RCA
SAN FERNANDO							
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks State 4-6291		F. J. Smalley Jr., p & gm Howard P. Gray, cm	Allan McKee, pd Jay Rice, ce	Shirley De Priest, traffic m	Cap. UP RCA
SAN FRANCISCO							
KCBS 1912	740 50,000 DA-2	Columbia Bcstg. System Inc. of Calif. Palace Hotel Yukon 2-7000	CBS Columbia Pacific CBS Radio Spot Sales	Frank Stanton (CBS) p Arthur Hull Hayes, vp & gm Jules Dundes, d of sls & adv.	Fred Ruegg, pd Howard Gossage, pmm Alan Cormack, ce William Cullenward, d of press info.	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd	L-W AP, UP GE
KCBS-FM 1948	Ch. 279 (B) 103.7mc 44kw						
KDFC(FM) 1947	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 369 Pine St. Yukon 2-6271		William R. Crocker, p	Edward Davis, g & cm	Cecelia Ulfelder, pd Buck Campbell, ce	Wld. WE
KFRC 1924	610 5,000	Don Lee Bcstg. System 1000 Van Ness Prospect 6-0500	MBS Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Dink Templeton, pmm & sd Ernest Underwood, ce	James McArdle, sup. engr. Al Berglund, nd (Mrs.) Josephine Martin, wd AP, INS WE
KGO 1924	810 50,000 DA-1	American Bcstg. Co. 155 Montgomery Exbrook 2-6544	ABC ABC Spot	Robert Kintner (ABC) p Gayle Grubb, vp & gm Alan Johnstone, cm	Harry Stone, mgr net sls Keith Kirby, pd Gordon Grannis, pmm A. E. Evans, ce	Vic Reed, nd Ira Blue, sd	Assoc., Cap., St. AP, INS WH GE
KGO-FM 1947	Ch. 291 (A) 106.1mc 50kw						
KGO-TV 1949		American Bcstg. Co. 155 Montgomery					
KG SF(FM) 1947	Ch. 247 (B) 97.3kw 10kw	Warner Bros. (KWBR) 327 21st St. Higate 4-1212	Forjoe	S. W. Warner, gm	F. W. Morse, sm	 UP
KJBS 1924	1100 1,000-D L-WTAM	KJBS Bcstrs. 1470 Pine St. Orway 3-4148	H-R Reps.	E. P. Franklin, p & gm	Stanley G. Breyer, cm Roger Roberts, ce	Charles F. Pendleton, pd & nd	L-W, St., Mac, Assoc., Cap., UP, INS WE
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot	Joseph H. McConnell (NBC) p Lloyd E. Yoder, gm Alfred W. Crapsey, cm	Paul Speegle, pd Dean Moxley, pmm Curtis Peck, ce Hal Wolf, sd	George Greaves, asst. gm John Thompson, nd Henry Schnacht, fd Dorothy Rankin, wd	Assoc., The, AP, UP, INS RCA
KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw						
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352		Grant R. Wrathall, o		 RCA
KRON(FM) 1948	Ch. 243 (A) 96.5mc 44kw	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100		Charles Thieriot, gm Norman Louvau, cm	Lansing Bailey, pd	R. A. Isberg, ce AP RCA
KRON-TV 1949		The Chronicle Pub. Co. 901 Mission					
KSAN 1925	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171		S. H. Patterson, p Lee C. Mikesell, g & cm	Clint Sherwood, pd & pmm Norwood J. Patterson, ce	Frank Arthur, n & sd Susan Alex, wd UP RCA
KSFO 1925	560 5,000-LS 1,000-N	The Associated Bcstrs., Inc. Van Ness & Greenwich Sts. Prospect 6-6200	Headley- Reed	Wesley I. Dumm, p Richard C. D. Bell, asst. to p Philip G. Lasky, gm	John G. Campbell, cm Franklin M. Dumm, secy- treas. Robert A. Hansen, pd	Kay Mulvihill, pmm A. E. Towne, d of engrg. Herb Kennedy, fd Faye Stewart, wd	St., Wld. UP, INS
KPIX(TV) 1948		KPIX Inc. Van Ness & Greenwich Sts.					
KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Bcstg. Co Fairmont Hotel Douglas 2-2536	LBS Hollingbery	J. Elroy McCaw, p Jock Fearnhead, gm	Ken Hilderbrandt, cm Harrison Woolley, pmm Paul Beck, ce	Art Primm, nd Les Keiter, sd UP RCA
SANGER							
KSJV 1947	900 1,000-D	Radio Sanger Co. P. O. Box 247 2501	LBS O'Connell	Earl J. Fenston, p Julian J. Nielsen, gm	Davis C. Camp, asst. m, pd & fd	Russell Friend, ce Walt Novell, nd	Wld. UP Col.

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SAN JOSE

KEEN 1947	1370 1,000 DA-1	United Bcstg. Co., Inc. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, gm Robert Blum, cm & sd	George Snell, pd & pmm Willis Green, ce	Glenn Dunham, fd Jean Martin, wd UP Ray.
KLOK 1946	1170 5,000-LS (CP) 5,000-LS 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm Richard E. Ryan, cm	Ruth Poindexter, pd & wd Billy Cunningham, ce	R. A. Poindexter, nd Bob Custer, sd AP RCA
KSJO 1946	1590 1,000-LS 500-N DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	LBS	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Richard W. O'Donnell, slm Norman Paul, pd & asst. m, n & fd	Jan Jarvis, pmm & wd Bob Webb, ce Frank Herron, sd	Wid. UP WE
KSJO-FM 1947	Ch. 237 (A) 95.3mc 1kw					 GE
KXRX 1948	1500 1,000 DA-2	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western Moore	J. E. Levitt, p & gm Gordon Graham, c & pmm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce UP RCA

SAN LUIS OBISPO

KATY 1949	1340 250	San Luis Bcstg. Co. Carpenter Bldg. 3171	ABC Western	John R. Rider, ptrn. & gm Morden R. Buck, ptrn.	D. D. MacLeod, cm Chap Rollins, pd & fd James H. Eaken, ce	Alan Bowles, music d Joe Doran, nd Cliff Rettig, sd UP Ray.
KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson 851 Higuera St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Joseph Shuttleworth, cm	Arthur Hapgood, pd Hugh Harling, pmm & sd Dale Schwartz, ce	Don Mitchell, n & fd Evelyn Mitchell, wd	St. AP RCA

SAN MATEO

KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 811 S. B St. Diamond 4-2594	Grant Good Music Bcstrs.	Stephen A. Cisler, p Howard J. Smiley, vp & gm	Douglas Pledger, pd Douglas F. Mariska, ce	Lucille Seese, music d UP Ray.
KVSM 1946	1050 250-D	Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, p Gilbert L. Bond, gm	Frank Livermore, office m	Merwyn F. Planting, ce	Cole UP Tem.

SAN RAFAEL

KTIM 1947	1510 1,000-D	Marin Bcstg. Co. 1117 Fifth Ave. 1510		Roy A. Brown, p Hugh Turner, vp	Clifford Trotter, cm Peter Miller, pd	Virginia Steiner, pmm Kitty Oppenheimer, wd UP Ray.
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SANTA ANA

KVOE 1926	1480 1,000 DA-N	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberley 3-8321	MBS Don Lee Pearson	Ernest L. Spencer, p & gm Donner P. Spencer, cm	Deane S. Long, sm George Marshall Dewey, pd	Bob Gleeson, pmm & sd Stanley G. Guenther, ce Art Sipherd Jr., nd	Cap., Mac. UP RCA
KVOE-FM 1947	Ch. 244 (B) 96.7mc 1kw					 GE

**IN
NORTHERN
CALIFORNIA
THE
BIG TEN
IS
COVERED
BY
KYA**

**Pulse Inc. May through October 1951
Shows KYA Leading All
8 Bay Area Independents**

**SPORTS
NEWS
MUSIC
NITE and DAY
IT'S
KYA
SAN FRANCISCO**

Represented Nationally by Geo. P. Hollingbery Co.

**The
BIG TEN
2,711,374
PEOPLE
"PLUS"**

1950 U. S. Bureau of Census
Estimated Population

- (1) San Francisco Co. 760,381
- (2) Alameda Co. 734,740
- (3) San Mateo Co. 234,030
- (4) Santa Clara Co. 288,852
- (5) Santa Cruz Co. 65,920
- (6) Contra Costa Co. 297,400
- (7) Solano Co. 102,174
- (8) Napa Co. 40,453
- (9) Sonoma Co. 102,685
- (10) Marin Co. 84,739

**IN KYA'S PRIMARY
COVERAGE**

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
SANTA BARBARA						
KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Don Lee Western Pearson	Lincoln Dellar, p & o Colin M. Selph, vp & gm Fred M. Hall, asst. m & pd	Bob Byrne, traffic m & nd Ewald W. Berger, ce Bob Carter, supvr. engr.	John McCormick, sd Peggy Walker, wd UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, p, gm & nd James Blomfield, cm	Mary Ann Casey, pd & wd Michael J. McKeogh, pmm	Raymond Kubly, ce Jose Medina, fd Gordon Stafford, sd Thes. UP RCA
KTMS 1937	1250 1,000 DA-1	News-Press Pub. Co. De la Guerra Plaza 3911	ABC Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, g & cm	Ed Sprague, pd & sd Cliff Badger, pmm Ed Shedd, ce	Al Sanders, nd Tommy Kleveland, fd Ellen Winkelmann, wd L-W AP
SANTA CATALINA ISLAND						
KBIG (CP)	740 10,000-D DA	John H. Poole Bcstg. Co. 1109 Security Bldg. Long Beach, Calif.		John H. Poole, o	Robert J. McAndrews, cm Cliff Gill, oper. m
SANTA CRUZ						
KDON 1935	1460 5,000 DA-1	Salinas Newspapers Inc. 123 W. Alisal St. Salinas, Calif. 6451	LBS Forjoe	Merritt C. Speidel, p Gilbert V. Baymiller, gm Lawrence B. Butler, cm	Orel Phillips, pd Omer Wright, ce	George Whisler, fd Irene Sweet, wd Wld., Cole UP WH
KSCO 1947	1080 1,000-LS 500-N DA-N	Radio Santa Cruz P. O. Box 1080 1080		Charles V. Berlin, mgng. ptrn., g & cm, pd & ce	Johnny Lamb, sd	Majorie McKeon, wd St., Thes. AP RCA
SANTA MARIA						
KCOY 1947	1400 250	News-Press Pub. Co. 114 W. Cook St. 5-2644	ABC 101 Net. Raymer	T. M. Storke, ptrn. Charles A. Storke, ptrn. J. W. Benes, gm	Bobbie Lee Davis, pd & wd Bryant Smith, nd	Sam Taylor, f & sd Cap. AP Ray.
KSMA 1945	1240 250	John H. Poole 510 W. Morrison St. 5-2582	O'Connell	James (Joe) Hagerman, co-m	John I. Groom, co-m UP
SANTA MONICA						
KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 4-6761		Arthur H. Croghan, p, g & cm	Warren Deem, pd	John Morecroft, ce UP WE
SANTA PAULA						
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. Santa Paula 940		C. Harvey Haas, p, gm & pd Ace Martin, c & pmm	Bob Funnell, ce Bob Rae, f & sd	Carry Lane, wd AP Col.
SANTA ROSA						
KSRO 1937	1350 1,000 DA-1	Finley Bcstg. Co. Finley & Fresno Sts. 110	LBS Grant	(Mrs.) Ruth E. Finley, p Charles P. Scott, g & cm	Al Pearson, pd & nd Verne Hassett, ce	Bud Magrini, sd Harriet Barnes, wd UP RCA
SEGUIN						
KWED 1948	1580 1,000-D	Garfield Kiel & Weldon Lawson 200 S. Camp St. 1580	Best	Garfield Kiel, gm Stan McKenzie, sta., c, pmm & sd	Henry Lehnhoff, pd Louie Sowders, ce Jim Caldwell, n & fd	Faye Chessher, wd L-W UP WE
SONORA						
KROG 1949	1450 250	Mother Lode Bcstg. Co. Sonora 426		Ianthe Densmore, o	Ken Randolph, gm	Clayton Coldwell, ce St., SES. AP Ray.
STOCKTON						
KGDM 1926	1140 5,000 DA-N	E. F. Pepper 519 E. Market 4-4551	CBS Blair	E. F. Pepper, p E. Smith, g & cm M. Humphreys, pd	E. Pierini, pmm J. Tyrone Kelley, ce Bell Lange, n, f & sd	Elsie Flower, wd Wld., UP, INS WH
KGDM-FM 1946	Ch. 225 (B) 92.9mc 1.4kw				 REL
KSTN 1949	1420 1,000-DA-1	San Joaquin Bcstg. Co. Clark Hotel 4-7338	Hollingbery	D. M. Greene, gm	Ellis Lind, pd	Carl McGee, ce UP Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC Raymer	Eleanor McClatchy, p Howard L. Bailey, sm James E. Longe, pd	Frank Nesmith, ce Paul Huebner, nd John Mackenzie, fd	Jim Ranger, sd Cap., Thes. AP
KXOB 1947	1280 1,000 DA-N	Valley Bcstg. Co. Hotel Stockton 4-7313	MBS Don Lee Western Pearson	Lincoln Dellar, p Grant Pollock, g & cm Daren McGavren, pmm	Homer Van Derwerker, pd & fd Ewald Berger, ce	Albert Chance, nd Bob O'Brien, sd Carol Lynn Montgomery, wd UP Ray.
SUSANVILLE						
KSUE 1948	1240 250	Nolan Hallowell & James E. McKahan P. O. Box 610 2020	Moore	Nolan Hallowell, ptrn., g & pmm James E. McKahan, ptrn.	Leslie E. McLarrin, cm & sd Wm. E. Cruse & Dale M. Dwellely, pd	Harold C. Houston, ce, n & fd Gwen W. Waltz, traffic m & wd Wld., Cap. UP
TAFT						
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101		Kenneth Aitken, c & sm	 UP
TULARE						
KCOK 1945	1270 1,000 DA-N	Herman Anderson Box 119 6-2866	MBS Don Lee Grant	Herman Anderson, p Sheldon Anderson, gm J. Alan Rinehart, sm	Stan Simpson, cm Art Brock, pd, n & sd	Jean Hixson, pmm, f & wd Don Ferguson, ce Cap. UP Col.
TURLOCK						
KTUR 1949	1390 1,000 DA-N	Turlock Bcstg. Co. P. O. Box 526 4-5827	LBS O'Connell	Wallace Lindskoog, p H. Ansell McMillen, g & cm	David Wisner, pd, n & fd	Alsie Iris Throp, traffic m Max Sayre, ce L-W, SES. Thes. UP
UKIAH						
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Moore Western	Bartley T. Sims, p & gm Louis DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley P. Ryno, ce Grover Gent Jr., nd	John Franklin, fd Phillip Trine, sd Dru Stewart, wd St. AP RCA
VALLEJO						
KGYW 1947	1190 250-D	Calif.-Nev. Bcstg. Co. 3267 Sonoma Blvd. 3-5667	Moore Western	H. Q. Jucken, ptrn. David McKay, ptrn. & gm	Ralph W. Stillings, sls & cm Wm. L. Roberts, ce	Hal Engebretson, n & sd Olive Fowles, wd UP
VENTURA						
KVEN 1948	1450 250	Coast Ventura Co. Box 1611 Miller 3-8675		Harry Engel, gm Sid Held, cm	Dana Marble, pd, n & sd Jack Powell, pmm Donald C. Brown, ce	Ed Walden, fd Jane Smith, wd UP Col.
KVVC 1948	1590 1,000 DA-1	KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS, LBS Grant	W. H. Haupt, p	Roland B. Vaile, sm	Charles A. Farmer, ce RCA

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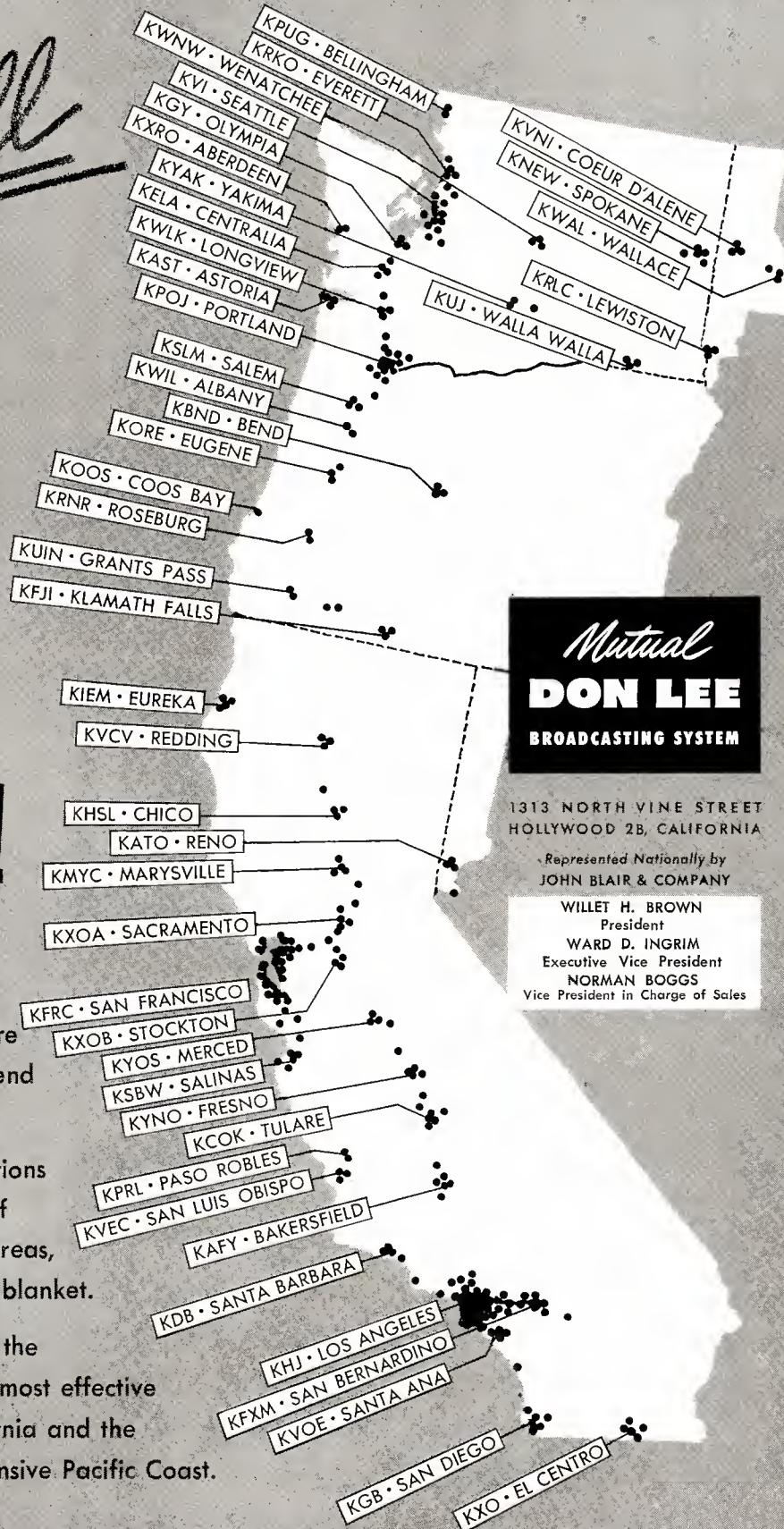
ON THE ENTIRE PACIFIC COAST

**They *still*
listen
where
they
live
and buy!**

Don Lee is the **ONLY** network reaching Pacific Coast people where they live—where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is **STILL** the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.



Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 2B, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

WILLET H. BROWN
President
WARD D. INGRIM
Executive Vice President
NORMAN BOGGS
Vice President in Charge of Sales

CALIFORNIA—(Continued)

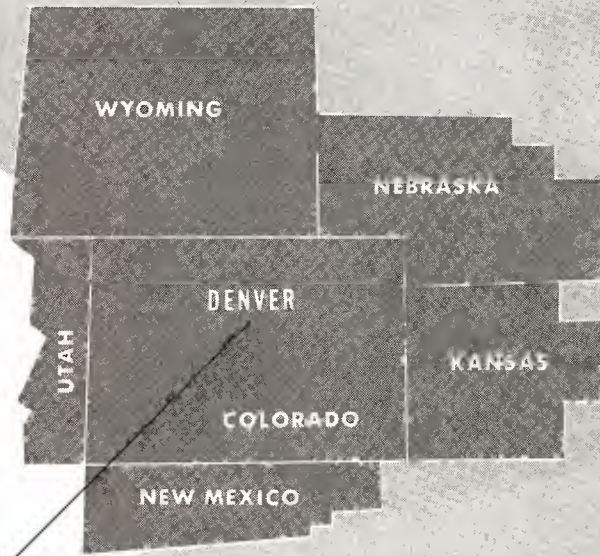
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transe. Li- brary, News Service Transmitter
VICTORVILLE					
KVRV (CP)	960 5,000-D	Francisco Rental Co.			
VISALIA					
KKIN 1946	1400 250	Tulare County Bcstg. Co. Hotel Johnson P. O. Box 1589 4-5811	Forjoe	Lyman A. Treaster, p, gm, ce & fd	Albert F. Blain, c & pmm Don Warren, n & sd Mildred Hummel, wd AP
WASCO					
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 366 2145		E. J. Peters, p Theo. G. Heinrichs, gm Ed Eidsen, cm	Bob Bann, pd Robbie Robertson, ce Don Rodewald, n & fd Don Knowles, sd Pat Geisler, wd L-W UP Col.
WATSONVILLE					
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	Hoffman	Patrick H. Peabody, p Hal E. Chase, gm	Don Smith, pd & fd James Howard, ce Ford Warner, nd Dale Phillips, sd Mary Lou Banovac, wd L-W AP GE
YREKA					
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Yreka 624	LBS Moore	Ernest Millbourn, p Holt C. Wardrip, gm	Wm. R. Maginnis, cm, ce Thomas G. Moran, slm Don Comstock, sd SES., Wld. AP RCA
YUBA CITY					
KUBA 1947	1600 1,000-LS 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville 3-7309	LBS Western West Coast	C. V. Ullom, p Roger R. Hunt, gm Clyde Goodnight, cm	Bill Noethens, pd Lloyd Klemp, pmm & sd John Rolih, ce Ambrose Roy, nd Don Brown, fd Erika Ryan, wd & traffic d St., Thes. AP

COLORADO

ALAMOSA					
KGW 1929	1450 250	E. L. Allen P. O. Box 179 26	KBS, LBS	E. L. Allen, p & gm Lloyd Allen, cm, pd, f & wd	Charles Dynes, pmm & sd C. W. Brokaw, ce SES. UP G
BOULDER					
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine H-R Reps.	Herb Hollister, p Russel Shaffer, vp, g & cm	C. O. Allen, pd Blair Dobbins, ce Bob Butz, nd Earl Hicks, sd Marge McGavren, wd St. AP Col.
CANON CITY					
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine	Raymond M. Beckner, p, g & cm & nd	Guy C. Underhill, pd & wd Denver Wells, ce H. A. Brink, fd UP
COLORADO SPRINGS					
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine	Joseph H. Rohrer, p, g & pmm Harry W. Hoth, cm	Jean Gitz, pd & wd Robert W. Fitzmorris, ce Paul C. Crozier, bus. m Wes Bradley, nd Bob Burghart Jr., sd L-W, St., Thes. AP RCA
KVOR 1923	1300 1,000	Voice of the Rockies, Inc. Exchange Nat'l. Bank Bldg. Main 278	CBS Raymer	James D. Russell, p, g & cm	Isabelle McClung, pd & wd Cecil Seavey, pmm & sd H. Cozine Strang, ce Hal Bumpus, n & sd Assoc. UP WE
CRAIG					
KRAI 1949	1230 250	Northwestern Colo. Bcstg. Co. Craig 707	KBS Columbine Best	Dale G. Moore, m George Cory, gm	George Norvell, cm & sd Dick Fuss, pd Robert Sidwell, ce Cap. UP WE
DENVER					
KFEL 1923	950 5,000 DA-1	Eugene P. O'Fallon, Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, gm Frank Bishop, mgng. d W. H. Conklin, cm	Dale Morgan, pd Kennie MacDowd, pmm Thomas G. Morrissey, ce Jack Fitzpatrick, n & sd Gus Swanson, fd Assoc., SES. INS WE
KFEL-FM 1948	Ch. 247 (A) 97.3mc 23.5kw				WH
KLZ 1922	560 5,000 DA-1	Aladdin Radio & Television Inc. 17th & Lincoln St. Main 4271	CBS Katz	Harry E. Huffman, p Hugh B. Terry, gm Main Morris, cm Mathew McInevy, pub. service d	Lee Fondren, natl. slm Charles Roberts, pd Dick Barber, co-pmm Carl Herzman, fd Harvey Wehrman, ce John Cunners, co-pmm Sheldon Peterson, nd Larry Varnell, sd St. AP, INS RCA
KLZ-FM 1945	Ch. 231 (B) 94.1mc 5.3kw				WE
KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	LBS Columbine Rambeau	F. W. Meyer, p A. G. Meyer, gm Edwin Koepke, cm	Lowell B. Switzer, pd Richard M. Leonard, pmm, n & sp. events d Glen James, ce Bill Reed, sd Jean Jaspersen, traffic d Frank White, music d Wld. AP WE
KOA 1924	850 50,000	National Bcstg. Co. 1625 California St. Main 6211	NBC NBC Spot	Joseph H. McConnell (NBC), p Charles C. Bevis Jr., gm	Robert H. Owen, asst. gm & ce Duncan McColl, cm Earle C. Ferguson, pd Cyril Penley, pmm William R. Day, nd Assoc., Thes. AP, UP, INS GE
KOA-FM 1948	Ch. 239 (B) 95.7mc 23.5kw				RCA

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in the Region of the Rockies



more
people
tune
to

KOA than any other station

D E N V E R

REPRESENTED BY NBC Spot Sales



WEEKLY **KOA** AUDIENCE

RADIO FAMILIES*

DAYTIME

462,210

NIGHTTIME

646,340

Including

91% OF COLORADO RADIO FAMILIES

78% OF WYOMING RADIO FAMILIES

*BMB-1949

THE ONLY 50,000-WATT STATION SERVING COLORADO AND WYOMING

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
DENVER (Cont'd)							
*KPOF 1928	910 5,000-LS 1,000-N SH	Pillar of Fire 1845 Champa St. Aruada 1135		Arthur Kent White, p Kathleen M. White, gm	Robert B. Dallenback, pd & pmm	Paul Schissler, ce L. Ray Sharpe, asst. pd
KTLN 1948	1150 1,000-D	Radio Station KTLN Park Lane Hotel Race 4636	Radio Reps.	Leonard Coe, o John L. Buchanan, gm Dean D. Jarvis, cm	Jack Helling, pd Jim Buchanan, pmm Oran E. Kelley, ce	Rich Froemke, n & sd Kaytee Ellen, wd	Cap. UP Assoc., L-W UP RCA
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC Free & Peters	W. D. Pyle, p & co-ce T. C. Ekrem, sm & co-ce Con Hecker, cm	Vince Corbett, pd Ben Stanton, pmm Don Bestle, nd	Les Stark, fd Art Peterson, sd	UP UP RCA
DURANGO							
KIUP 1935	930 1,000 DA-N	San Juan Bcstg. Co. P. O. Box 799 117	MBS Holman	R. E. O'Brien, gm T. Ralph Bennett, cm Don Hoover, pd & sd	Lindsay Becker, pmm Vander Linden, ce Pat O'Brien, nd	George Dammers, fd Lee O'Brien, wd	L-W, SES, Thes. UP G
ENGLEWOOD							
KGMC (CP)	1220 1,000-D	The McMa Agency c/o Radio Station KTNM Box 668, Tucumcari, N.M.					
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colo. Bcstg. Co. 1600 La Porte 2600	Columbine H-R Reps.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Gregg Chancellor, pd Cecil Whitchurch, ce	Dwight Clark, nd Bill Hansen, sd AP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	Columbine Best	Robert H. Dolph, p & gm Donell K. Smith, cm Richard E. Oldfield, ce	John W. Emery, pd, pmm, f & sd	Helen Cudworth, n & wd	Cap. UP G
GLENWOOD SPRINGS							
KGLN 1950	1340 250	Western Slope Bcstg. Co. Silver Spruce Lodge 777	MBS	Rex Howell, co-o Chas. Howell, co-o	Jerry Fitch, g & cm & nd Harold G. Reed, pd & pmm	Carl Q. Anderson, ce Gene Curtis, sd UP G
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado, Inc. P. O. Box 629 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tessman, g & cm Bob Collins, pd	Mildred Fuller, pmm Lloyd L. Wilson, ce Gene Wilburn, n & sd	Jim Eicher, fd Muriel Hammer, wd	Cap., Wid., Thes. INS Ray. L-W UP GE
KFXJ 1926	920 1,000-LS 500-N	Western Slope Bcstg. Co., Inc. P. O. Box 30 1300	MBS Holman	Rex Howell, p E. Anson Thomas, g & cm Jack Puter, pd Rosa Lee Samuels, pmm	Bob Lebsock, ce Ed Lewis, sd	Lyle Mariner, nd Bill Warner, fd Peg Thomas, wd	UP UP GE

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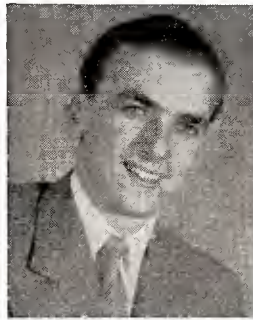
AMERICA'S LARGEST SPECIAL FEATURE SALES ORGANIZATION: GBA PRODUCTIONS



J. G. GALLUCCI
President



N. T. GALLUCCI
Gen'l Manager



L. W. GALLUCCI
Sales Manager



JO GALLUCCI
Secretary

How's YOUR sales picture! The Gallucci Brothers and Associates sales organization can and have shown many a station that our work can provide a real "shot-in-the-arm" for their net profit. We can present many a testimonial from management detailing the manner in which we have "hyoped" their sales effort. Contact the G boys and you'll find yourself a job well done.

727 MERIDEN ROAD, WATERBURY, CONNECTICUT • WEST OF THE ROCKIES: P.O. BOX 1224, DENVER, COLORADO

GREELEY

KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	Francis Price, p & gm Everett Shupe, cm Jack Redus, asst. m & pd	Bill Stewart, pmm Harry Brewer, ce Cooper Welch, nd	Carl Jordan, fd Bob Oakley, sd Sue Mosler, wd	Cole, L-W, SES UP WE Wld. AP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	LBS Columbine McGillvra	Elwood H. Meyer, gm Joseph W. Mongold, cm	Fred Finlay, pd	John Roscoe, ce	

LA JUNTA

KBNZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Columbine Inter- mountain Clark	William W. Shepherd, p, gm & sd Charles E. Zimmerman, vp	Philip Roewe, cm & fd Robert D. McGregor, asst. sm & pmm	Dale K. Allison, pd & nd L. S. Roser, ce Hortense Shepherd, wd	UP G
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LAMAR

KLMR 1949	1340 250	Southeast Colo. Bcstg. Co. North Sante Fe Trail 804	LBS Columbine Continental	Ralph Eaton, p Orth Bell, gm E. E. Gene Eckles Meazell, pd	Barry Tucker, slm Lewis E. Smith, ce	Bob Harper, sd Martha Coffey, wd	Wld. AP GE
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LEADVILLE

KLVC 1951	1230 250	Leadville's Top of the Nation Station, Inc. 520 W. 6th St. 70	KBS, LBS Columbine	Vir N. James, p Donald F. Stephens, m	Flora Stephens, pd	Donald G. Youmans, ce	UP G
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LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. 301 Main St. 1050	Continental	Jack P. Dubberley, p & gm Reed Walker, cm	Willis Evans, pd Dick Lee, pmm Walter Robinson, ce	Mrs. Reed Walker, traffic m & wd	L-W UP G
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MONTROSE

KUBC 1947	1260 1,000-LS 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 199	Columbine Best	Joe Hartman, p of bd. George Cory, gm Bob Hale, cm & sd	Robert Sidwell, pd, ce, n & fd Jack Welch, mus. d Harley Pryor, m of Delta Studios	Don Synder, pd of Delta Studios Lillye Hosner, wd	Cap. UP WE
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PUEBLO

KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co., Inc. 211 W. 5th St. 8522	MBS Inter-Mt. Columbine Pearson Keenan & Eickelberg	F. W. Meyer, p Douglas D. Kahle, gm Robert L. Clinton, cm	Larry Gordon, pd & pmm Dale Redlingshafer, ce Bill Doty, nd	Cliff Hendrix, fd Bill Paxton, sd	Thes. AP WE
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KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth 1255	LBS Cooke	Dee B. Crouch, p, gm, pd, pmm & sd	Barry Tucker, cm Jack Lundquist, ce	Charles Lerch, nd	St. AP G
KGHF 1928	1350 5,000-LS 1,000-N DA-N	Colorado Bcstg. Co., Inc. P. O. Box 293 3877	ABC McGillvra	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	William Bruce, pd Howard McGill, pmm Willis Shanks, ce	Bob Thompson, n & sd Irwin Cunningham, fd Mildred Elkins, wd	SES., Wld. UP G

SALIDA

KVRH 1948	1340 250	Vir N. James Salida 30	KBS, LBS Columbine Clark	Vir N. James, p & gm Carroll Lee, cm Jack Diehl, pd & sd	Clo B. James, pmm Philip Parmelee, ce	Dr. Lawrence Barrett, nd Leola Farlow, wd	UP RCA
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STERLING

KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	KBS	Elmer G. Beehler, o & gm			
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TRINIDAD

KCRT 1946	1240 250	Mel-Bert Bcstg. Co. P. O. Box 772 338	LBS Columbine Continental	Mel Cooper, ptrn., gm & ce Bert Coyle, ptrn. & cm James E. Blair, o & gm	Geo. Barron, pd John M. O'Connor, sd	(Mrs.) E. M. Cooper, wd	L-W UP G
KSTR 1946	1280 1,000-LS 500-N	James E. Blair P. O. Box 787 414	MBS		Kenneth Stabaugh, sm		UP G

CONNECTICUT

BRIDGEPORT

WICC 1926	600 1,000-LS 500-N DA-1	Thomas S. Lee Enter- prises, Inc. 144 Golden Hill 6-1121	MBS Yankee Petry	Thomas F. O'Neil, evp Robert L. Kennett, gm Charles W. Parker, c & pmm	Ralph Klein, pd Rogers B. Holt, ce Robert McGuire, nd	Fred Allen, sd May Bradshaw Hayes, wd	Assoc. AP WE
WLIZ 1947	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	Young	Philip Merryman, p & gm Manning Slater, cm & sd	Wallace Dunlap, pd James Elliot, nd	Jane Quinn, wd	Thes. AP Ray.
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC Conn. State Rambeau Brogatti	Harold Thomas, p & ce Levon Thomas, gm	Ray Colonari, cm Jack Dahby, pd & nd	Grace Kaltenbach, traffic m	UP Col.

BRISTOL

WBIS 1948	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. 9265	LBS McGillvra	Frederick W. Beach, p Cal B. Kolby, g & cm	Bob Leonard, pd & nd Richard A. Ricci, ce	Sally Easton, wd	UP G
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DANBURY

WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565		James B. Lee, o Sol Robinson, m. c & pmm	H. Elizabeth Williams, asst. m	Paul Baker, p & sd Walter Hollis, ce	SES., Wld. UP
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GREENWICH

WGCH(FM) 1948	Ch. 240 (A) 95.9mc 0.38kw	Greenwich Bcstg. Corp. 25 Greenwich Ave. 8-4200		Walter S. Lemmon, p & m	Charles J. Hines, sd		UP
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HARTFORD

WCCC 1947	1290 500-D	Greater Hartford Bcstg., Inc. Hotel Bond 5-6648	Indie Sales	William Savitt, co-o & p Max Savitt, co-o & treas. Paul Martin, s & cm	Barbara Heintz, traffic m Ivor Hugh, mus. d	John Rameika, ce Burt LaCoe, prod. d John Brubaker, nd	UP GE
WDRG 1922	1360 5,000 DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS New England Raymer	Franklin M. Doolittle, p Walter Haase, sm	William Malo Sr., cm & pmm Harvey Olson, pd & nd	Italo Martino, ce Jack Smith, sd Alice Rothwell, wd	UP RCA
WDRG-FM 1939	Ch. 229 (B) 93.7mc 7kw						REL

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
HARTFORD—(Continued)							
WONS 1935	1410 5,000 DA-2	Thomas S. Lee Enter- prises, Inc. 54 Pratt St. 7-9131	MBS H-R Reps.	William O'Neil, p Ed Palen, co-m & pd	Frank McGivern, co-m, c & pmm	Rogers B. Holt, ce Helen Morris, wd	Assoc. UP WH
WTHT 1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Conn. State McKinney	F. S. Murphy, publisher (Hartford Times) C. Glover DeLaney, gm L. R. Schoenfeld, cm	Phillip Becker, pd Mitchell C. Betters, pmm C. S. Masini, ce S. B. Gammell, nd	R. K. Blackburn, asst. m & tech. d Una King, wd Baaron Pittenger, sd	AP RCA
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC New England Weed	Paul W. Morency, vp & gm Walter Johnson, asst. gm ch. sls. Irwin Cowper, asst. slm	Leonard J. Patricelli, prog. m Paul Lucas, asst. prog. m Bernard Mullins, d of pub. rel.	Herman D. Taylor, plant m Tom Eaton, nd Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W SES. AP, INS WH
WTIC-FM 1940	Ch. 243(B) 95.5mc 8kw			Paul Lucas, prog. m			REL
MERIDEN							
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. 5-5747	LBS	Carl A. Schultz, p Alex Buchan, gm Gus Kruttschnitt, cm	Joe Trantino, pd G. Langfelder, ce	John Egan, nd Sid Mann, sd	L-W, Wld. UP
WMMW- FM 1948	Ch. 239 (B) 95.7mc 7kw			C. W. Schultz, gm			G
MIDDLETOWN							
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. 7-2555		Richard J. O'Brien, mgng. d	William J. O'Brien Jr., mgng. d	Kenneth A. F. Bishop, chief operator	
NEW BRITAIN							
WHAY 1949	910 5,000 DA-2	Central Conn. Bcstg. Co. 22 Grove Hill 3-2721	Young Bannan	Aldo DeDominicis, p Leo Borin, sm & pd Thomas F. Meade, slm	Hillis W. Holt, ce William F. Turner, office m	Charles Gilson, n & fd Carter N. Clemehts, sd Betty Kimball, wd	L-W UP RCA
WKNB 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 3-3603	Forjoe	Julian Gross, p Peter B. Kenney, gm Joseph Mariani, pd & nd	William H. Ray, secy. Erwin Forbush, fd	Phil Hale, sd Ruth Young, wd	AP Ray.
NEW HAVEN							
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. 7-0171		Victor W. Knauth, co-o & p Daniel W. Kops, co-o, vp & gm	Richard J. Monahan, cm Richard E. Barrett, pd Mary Boland, pmm Ellen Switzer, sp. events d	Ernest S. Gellman, ce Thomas W. Bentley, nd Richard Petty, sd Joanne Robins, wd	Thes. AP, UP Ray.

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FOR LEADERSHIP AND SERVICE

IN NEW HAVEN **WAVZ** AND IN RADIO

"The Newspaper of the Air"

Won five top awards in 1951

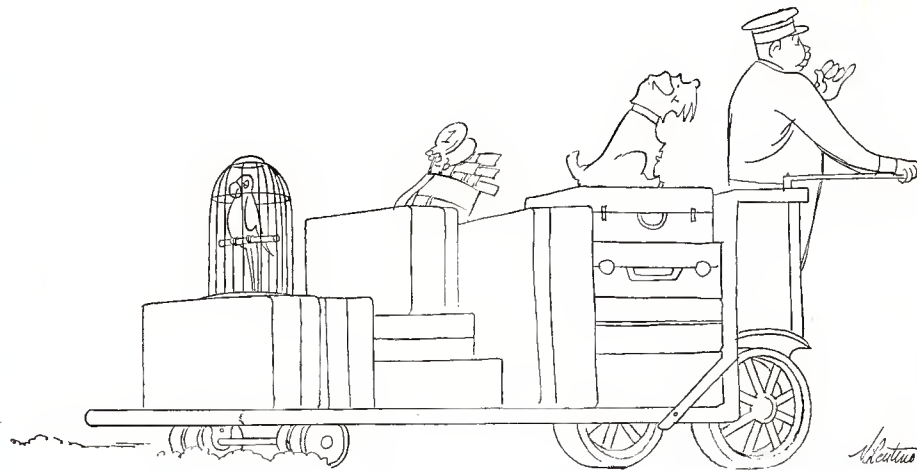
<p><u>FREEDOMS FOUNDATION</u></p> <p>"Speaking up for Freedom"</p>	<p><u>SIGMA DELTA CHI</u></p> <p>"Public Service in Radio Journalism"</p>	<p><u>DUPONT FOUNDATION</u></p> <p>"Outstanding and Meritorious Service"</p>
<p><u>VARIETY MAGAZINE</u></p> <p>"Outstanding News Coverage"</p>	<p><u>BILLBOARD MAGAZINE</u></p> <p>"Public Service Promotion"</p>	

<p>Daniel W. Kops Vice-President</p>	<p>Victor Knauth President</p>	<p>Richard J. Monahan Commercial Manager</p>
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because

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THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
NEW HAVEN—(Continued)						
WBIB(FM) 1947	Ch. 264 (B) 100.7mc 7.6kw	Colony Bcstg. Corp. 157 Church St. 5-5413		Samuel Botwinik, p Sol Chatn, gm	Norman Botwinik, cm Ruth Stomne, pd	Michael Leipner, ce GE
WELI 1935	960 1,000 DA-N	Conn. Radio Foundation, Inc. 221 Orange St. 8-1133	ABC Headley- Reed Bannan	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Rudy Frank, pmm Frederick T. King, ce	Robert S. McKernan, nd Howard Eaton Jr., sd Jeanne Porter, wd L-W UP RCA
WELI-FM 1948	Ch. 300 107.9mc 20kw					
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	NBC Conn. State Katz	Patrick J. Goode, p Vincent DeLaurentis, vp & cm Aldo DeDominicis, secy- treas.	J. Vincent Callanan, cm Walter A. Nielson, pd William Dukeshire, pmm	Sam P. Mastro, office m W. Rockwell Clark, nd Lawrence C. McNamara, sd Wid. AP, INS Col.
WNHC-FM 1947	Ch. 256 (B) 99.1mc 19.5kw				 GE
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St.			(For full information see TELECASTING Yearbook)	
NEW LONDON						
WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 24365	MBS Yankee Conn. State	Gerald J. Morey, p, gm & ce	Leo B. Keegan, cm, pd & pmm Nelson Brown, asst. pd	David Connors, nd James McEnaney, sd UP G
NORWALK						
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co., Inc. Main & Wall Sts. 8-5566	Rambeau	David W. Jefferies, p, gm & ce Michael J. Cuneen, cm	Joseph V. Lentini, pd & pmm Adrian Conway, nd	Richard Buonerba, sd Joan Harding, wd SES., Wid. UP Ray.
NORWICH						
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. 91 Main St. 7-1613	LBS	John Deme, p & gm Alexander Dubenetsky, ce	John Purrington, nd	Anna K. Purrington, wd Wid. UP Ray.
STAMFORD						
WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC McKinney	Kingsley Gillespie, p Julian Schwartz, gm & nd	Wharton Ford, cm Frank Delfino, pd	Paul Kamensky, ce Harry Downie, sd L-W UP RCA
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw					

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Tested and Proven New Haven's First Station

WELI

YOU CAN'T
SELL
NEW HAVEN
WITHOUT
WELI

FACILITIES

In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus tap local personalities combine to produce top ratings.

COVERAGE

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

RATINGS

WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

COST/1000

In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of \$10.00 broke down to \$.034.

AN H. C. WILDER STATION

WELI · NEW HAVEN, CONN. 1000W 960KC. ABC HEADLEY-REED REPRESENTED

TORRINGTON

WLCR 1937	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm George Phillips, pd & pmm Alfred Pollokot, ce	Pete Stoner, nd Ray Atherton, fd	Hal Norman, sd Lillam Ludlum, wd	Wld. UP RCA
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC Conn. State Rambeau Borgatti	Harold Thomas, p & ce Edmind Waller, gm John J. Morris, cm	Richard Killbourn, pd, s & nd	Al Ayre, pmm AP G

WATERBURY

WATR 1934	1320 1,000 DA-1	WATR, Inc. 440 Meadow St. 4-5875	ABC Conn. State Rambeau	Harold Thomas, p Samuel Elman, g & cm Wally King, pd	Wallace Gordon, pmm Russell Jensen, ce Joseph C. Callan, nd	Al Vestro, sd Miriam Hurlburt, wd UP Col.
WBRY 1934	1590 5,000 DA-1	American Republican, Inc. 136 Grand St. 3-1125	CBS Nutmeg Avery- Knodel Kettell- Carter	William B. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm Walter O. Howard, pd	Robert Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd Robert Stewart, fd	John A. Cluney, sd Maybelle Hinton Osborne, wd	Wld. AP RCA
WWCO 1946	1240 250	Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, p & gm Gus Nathan, cm	Robert Crager, pd John Carrigan, ce	Roy Roman, nd Betti Doyle, wd AP Col.

DELAWARE

DOVER

WDOV 1948	1410 1,000-D	Delaware State Captital Bcstg. Corp. Dover 5816	Rambeau	Cecil F. Freed, p Mildred Carroll, gm, pd & wd	William S. Freed, cm Russel F. Lee, ce	Nat Wright, sd	Wld. AP G
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GEORGETOWN

WJWL 1951	900 1,000-D	Rollins Bcstg., Inc. DuPont Highway 2567	Rollings	John W. Rollins, p O. Wayne Rollins, vp Frank R. Knutti, gm	Norman M. Glenn, cm Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd Leslie D. Esgate, wd	Thes. AP GE
WJWL-FM 1951	Ch. 268 101.5mc 8.2kw						

WILMINGTON

WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co., Inc. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank S. Carrow, p L. Byron Jenkins, gm (Mrs.) Elizabeth Jenkins, asst. m & wd	William L. Smith, pd William S. Ewing, cm Donald Mathewson, pmm, n & sd	Herbert H. Eckstein, ce Alan Barklay, mus. & fd	Assoc. WE
WDEL 1922	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7268		Clair R. McCollough, sta. exec. J. Gorman Walsh, gm	J. Robert Gulick, gen. slm. Harvey Smith, nd	Richard Eydelotte, pmm, J. E. Mathiot, tech d	Wld. UP
WDEL-FM 1950	Ch. 227 (B) 93.7mc 20kw						
WDEL-TV 1949		WDEL Inc. 10th & King Sts.					(For full information see TELECASTING Yearbook)
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, p, g & cm Robert J. McFann, pd & pmm	H. Edwin Kennedy, ce Harry Thernal, nd Richard L. Bair, fd	Marjorie Price, wd Robert Kelley, sd UP RCA
WTUX 1947	1290 500-D	Port Frere Bcstg. Co., Inc. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm Weneda L. Clark, pd	William A. Gehlert, pmm Wayne C. Neuhaus, ce Claude Husted, nd	Lee Ellsworth, fd Roland Twigg, sd Justina Spagnolo, wd	Thes. AP Ray.

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Connecticut

HARTFORD'S only station

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every day.

1290 K.C.

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(Time, News, Temperature, including weather every fifteen
minutes, every weekday.)

DISTRICT OF COLUMBIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
DISTRICT OF COLUMBIA						
WARL (AM-FM)		(See Arlington, Va. listing)				
WASH(FM) 1945	Ch. 246 (B) 97.1mc 15kw	Everett L. Dillard 1319 F St., N.W. District 1356	MBS, Continental	Everett L. Dillard, o Hudson Eldridge, gm	William R. Cerri, pd Eugene Jurastinski, ce Rogert E. Best, pmm	Doris Kepner, traffic m Standard World News RCA
WUST (AM-FM)		(See Bethesda, Md. listing)				
WBUZ(FM)		(See Bradbury Heights, Md. listing)				
WCFM(FM) 1948	Ch. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assn. 1120 Connecticut Ave., N.W. Republic 8688	Continental Biddick	Wallace J. Campbell, p George A. Bernstein, gm	Imogene Putnam, pd Warren McDowell, ce	Harold Schanagel, traffic m Assoc., Wld. UP Fed.
WEAM		(See Arlington, Va. listing)				
WFAX		(See Falls Church, Va. listing)				
WGAY (AM-FM)		(See Silver Springs, Md. listing)				
WGMS 1947	570 1,000-D	The Good Music Station, Inc. 1125 Vermont Ave., N.W. Executive 8676		Morris Rodman, p M. Robert Rogers, gm Patrick Hayes, cm	Pierson Underwood, pd Nicholas Chaconas, ce Ray Wilson, sd	Anne Blair, wd Assoc. AP Col.
WGMS-FM 1948	Ch. 278 (B) 103.5mc 20kw					
WINX 1941	1600 1,000-D	(See Rockville, Md. listing)				
WMAL 1925	630 5,000 DA-1	The Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC Katz	S. H. Kauffmann, p K. H. Berkeley, vp & gm Ben B. Baylor Jr., cm	Charles L. Kelly, d of prog Frank Harvey, ce	William Neel, nd James Gibbons, sd Ruth Crane, wd St. AP, UP RCA
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw					
WMAL-TV 1947		The Evening Star Bcstg. Co., Inc. 724 14th St., N.W.				(For full information see TELECASTING Yearbook)
WOL 1924	1450 250	Peoples Bcstg. Corp. 1000 Connecticut Ave., N.W. Metropolitan 0010	LBS Taylor	Murray D. Lincoln, p Herbert E. Evans, gm Ben E. Wilbur, sm	Sid Slappey, cm George W. Campbell, pd Robert M. Adams, pmm Patrick H. Kelly, bus. m	Harold Reed, ce Karl Bates, nd Sam Kaufman, sd SES. AP, UP WE
WOL-FM 1946	Ch. 266 (B) 98.7mc 20kw					
WOOK 1940	1340 250	United Broadcasting Co. 8th & Eye Sts. NW Republic 8000		Richard Eaton, p, g & cm, nd & id Arnold B. Fort, sm Clifton D. Holland, pd	Harvey Glascock, asst. pres.	Arthur A. Snowberger, ed. UP WNS RCA
WPIK		(See Alexandria, Va. listing)				
WRC 1923	980 5,000 DA-N	National Bcstg. Co., Inc. 724 14th St., N.W. Republic 4000	NBC NBC Spot	Joseph H. McConnell (NBC), p Frank M. Russell, vp charge Wash. Eugene Juster, gm	Mahlon A. Glascock, cm Kenneth French, pd John E. Ghilain, pmm Charles Colledge, ce Arthur Barriault, nd	William Corrigan, fd Arthur Bergman, sd Nancy Osgood, wd Fritz Balzer, mus. d St., Thes. AP, UP, INS RCA

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1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know	Here's the Proof	WOOK (Time) Audience	Indep'nd't A Audience	Indep'nd't B Audience	Network C Audience	Network D Audience	Network E Audience	
WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.	WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.	WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.	6:45AM	9050	1000	17465	8285	1400
			7:00AM	22055	3695	50830	22053	2165
			11:30AM	5225	1400	15400	7520	2165
			12:00Noon	6755	7460	5225	2165	2165
			12:30PM	5990	7460	5225	4460	2165
			1:00PM	5225	7460	19760	3695	2165
			1:30PM	5225	7460	6755	4460	3695
			2:00PM	5225	4460	3695	4460	4460
			2:30PM	6755	3695	8285	8285	2930
			3:00PM	11345	3400	12875	8285	2165
			3:30PM	13640	3400	3695	7520	1400
			4:00PM	12875	2930	4460	8285	1400
			4:30PM	11345	1400	5225	7520	1400
5:00PM	8285	1000	5400	5990	1400			

Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

WOOK—WASHINGTON'S FIRST AND ONLY FULLTIME INDEPENDENT STATION
ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758

WRC-FM Ch. 230 (B)
1947 93.9mc
20kw

WNBW(TV) National Bcstg. Co., Inc.
1947 724 14th St., N.W.

(For full information see TELECASTING Yearbook)

WTOP 1932	1500 50,000 DA-N	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS Radio Sales	Philip L. Graham, chmn. of bd John S. Hayes, p & gm George Hartford, cm	Lloyd Dennis, pd Cody Pfanstiehl, pmm Clyde M. Hunt, vp chg. oper. & eng. Granville Klink Jr., ce	Claude Mahoney, fd Arch McDonald, sd (Mrs.) Elinor Lee, wd	Cap. AP, UP, INS WE
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WTOP-FM Ch. 242 (B)
1949 96.3mc
20kw

WTOP-TV Warner Bldg. (For full information see TELECASTING Yearbook)

WTTG(TV) Allen B. DuMont Labs. (For full information see TELECASTING Yearbook)

WWDC 1924	1260 5,000 DA-2	Capital Bcstg. Co. 1627 K St., N.W. Sterling 3800	MBS Blair	Joseph Katz, p Ben Strouse, gm Herman M. Paris, cm	Norman Reed, pd Irving Lichtenstein, pmm Ross Beville, ce	Denis Sartain, nd Bob Wolff, sd Hazel Markel, wd	L-W, St. AP, UP WE
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WWDC-FM Ch. 266 (B)
1946 101.1mc
20kw

Wld.
WH

FLORIDA

BELLE GLADE

WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 8 2063	Best	Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, vp & gm	Phil Haire, slm	C. S. Clemans, ce	Thes., SES, Wld. G
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BRADENTON

WDHL 1946	1490 250	Manatee Bcstg. Co., Inc. Memorial Pier 3-7561	LBS Best	Lou Jacobson, p & gm Charles Castle, ce	Carl Van Sittert, nd Ed Ayres, fd	Woodie Wallach, sd Atch McCabe, wd	Assoc. AP G
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CLEARWATER

WPIN 1947	680 1,000-D	Fla. West Coast Bcsters. Royal Palm Hotel, St. Petersburg 7-0511	Indie Sales Holman	Arthur Mundorff, g & cm, pd	Manly St. Jean, ce		AP G
WTAN 1948	1340 250	Clearwater Radio Bcstrs. Inc. P. O. Box 1109 3-3084	KBS LBS McGillvra	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm & sd	L. H. Falconnier, pd John M. Callan, ce	Howard Hartley, nd Fern Andrews, wd	Cap., Wld. UP Col.

THE WASHINGTON METROPOLITAN AREA COVERED BY WRC HAS A POPULATION OF NEARLY 1,500,000, INCLUDING THE RICH COUNTIES OF PRINCE GEORGES IN MARYLAND AND ARLINGTON AND FAIRFAX IN VIRGINIA.

A new Federal pay raise will add \$100 million to the buying power of the Washington area for 1952—an area with annual retail sales of over a billion and a half dollars.

WASHINGTON RANKS SEVENTH ACROSS THE NATION IN TOTAL RETAIL SALES, SIXTH IN DRUG STORE SALES, SEVENTH IN AUTOMOTIVE, EIGHTH IN APPAREL, AND TENTH IN FOOD AND HOUSEHOLD SALES.

WRC, first in Washington, is serving this multi-billion dollar market for the 29th year.

WRC HAS THE TOP-RATED MORNING MAN, BILL HERSON—THE TOP-RATED MORNING NEWSCASTER, HOLLY WRIGHT—AND THE TOP-RATED EARLY EVENING LOCAL NEWSCASTERS, LEIF EID AND EARL GODWIN.

WRC has 13 out of 18 top-rated nighttime network shows.

PUT YOUR SALES MESSAGE ON WRC, WHERE RATES ARE REASONABLE, LISTENERS LOYAL AND RESULTS REALISTIC.

(Ratings—American Research Bureau, October, 1951)

(Market data—SRDS Consumer Markets, 1951-52)

FIRST in WASHINGTON
WRC



5,000 Watts • 980 KC

REPRESENTED BY NBC SPOT SALES

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
CORAL GABLES							
WTTT 1949	1490 250	Atlantic Shores Bestg. Inc. 350 Aragon Ave. 83-4663	McGillvra	David H. Freedman, gm	C. Lee Phillips, c & slm	Milt Mitke, pmm	Assoc.
WVCG 1948	1070 1,000-D	Peninsular Bestg. Co. 223 Aragon Ave. 48-7411	Best	George W. Thorpe, p & gm Robert S. Stevens, pd	Barbara L. Binns, pmm & wd Lawrence C. Mennitt, ce	Bob Hildreth, nd Mel Singer, sd	Assoc. AP RCA
CRESTVIEW							
WCNU 1948	1010 1,000-D	Gulfshores Bestg. Co. P. O. Box 518 3511	KBS, LBS	D. G. O'Neal, co-o & p	Samuel F. Townsend, gm	H. French Brown, secy & treas.	L-W AP G
DAYTONA BEACH							
WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o A. B. Esch, gm	Ray Clancy, sta. m John S. Pitts, cm	Mary Josephine Bledsoe, pd W. K. Ellenwood, ce	SES. UP RCA
WNDB 1948	1150 1,000-D (CP)	News Journal Corp. 128 Orange Ave. 2-0531	LBS Perry	Jerry Stone, gm & cm William R. Steadman, pd & pmm	F. A. Scott, ce Steve Hunter, nd	Bob Patillo, sd Jean Davis, wd	Wid. AP GE
WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw						
WROD 1947	1340 250	Daytona Beach Bestg. Corp. P. O. Box 991 4626	MBS Best	E. J. Sperry, p, g, c & pmm	R. C. Fellows, pd Lyman W. Menard, ce	J. P. Frady, office m S. P. Wilds, sd	Assoc. UP Col.
DeLAND							
WJBS 1948	1490 250	John Stetson U. 220 E. Hubbard Ave. 1490	MBS	C. L. Menser, gm	Robert Walton, cm Mark Barker, pd & nd	Lauren Mickle, ce Sam Mansfield, sd	Thes. AP Col.
FT. LAUDERDALE							
WBRD 1950	1580 250-D	Broward Bestg. Co. P. O. Box 78 2-2563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	J. Elliott McCauley, pd & sd Carter Holmes, pmm & nd	William W. Latham, ce Ted Spur, fd	St. UP WE
WFTL 1946	1400 250	Gore Publishing Co. 1785 S.E. 15th St. 3-2511	LBS Sears & Ayer	R. L. Bowles, g & cm Jack Swart, pd	Merle Sanford, ce Orville Revelle, nd	Dick Meyers, sd	L-W AP Col.
FORT MYERS							
WINK 1940	1240 250	Fort Myers Bestg. Co. 54 East First St. 4-1341	CBS KBS Cooke	Arthur McBride, co-o Daniel Sherby, co-o & vp A. J. Bauer, g & cm, pd & nd	Dan Harlacher, pmm James Lacey, ce & fd Robert Milar, treas.	Frank Nodine, sd Alice Fuller, wd AP RCA

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VACATION LAND SUMMER AND WINTER

W M F J

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY MCGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FORT PIERCE

WIRA 1948	1400 250	Indian River Bcstg. Co. P. O. Box 1401 1400	NBC MBS	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie Silver, pd & wd James Sowinski, ce Eugene Bennett, traffic m	John Glynn, mus. d Anne Wilder, fd Bill Strickland, sd	St. UP G
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GAINESVILLE

WGCG 1948	1230 250	Alachua County Bcstg. Co. P. O. Box 501 5791	KBS, LBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm	Pierre A. Bejano, pd Lee Shannon, pmm & wd	Jim Fisher, nd Stan Reich, sd	Assoc., Wld. AP L-W SES. AP
WRUF 1928	850 5,000 DA-N	U. of Florida Campus 3261	MBS Burn- Smith	Garland Powell, d John Dunnivant, cm Raymond Dantzler, pd	James Montgomery, pmm Garvin Combs, ce Norman Davis, nd	Otis Boggs, sd Clyde Beale, fd Patricia Eriksen, wd	
WRUF-FM 1948	Ch. 281 (B) 104.5mc 12kw						

HOLLYWOOD

WHWD (CP)	1320 1,000-D	Circle Bcstg. Corp. c/o Ralph Tanner Box 1335, Ona Locka, Fla.
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JACKSONVILLE

WIVY 1948	1050 1,000-D	WIVY, Inc. 135 Riverside Ave. 4-7722	Clark	Edw. J. Oberle, p Al Kiersey, gm & nd	Randy Jones, cm D. E. Pace, pd Claude Taylor, pmm	Jim Stephens, ce Fred Geraci, sd	
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair Cummings	John T. Hopkins III, gm & ce	J. W. Douglass, cm	Marion Trowell, pd & pm	Thes. AP WE
WJAX-FM 1948	Ch. 236 (A) 95.1mc 11.5kw						
WJHP 1940	1320 5,000 DA-N	Metropolis Co. 500 Laura St. 4-7711	LBS MBS Perry	John H. Perry Jr., p Milford A. Reynolds, gm Charles Harris, pmm	Beecher Hayford, ce Jim Underwood, nd Marshall Rowland, fd	Fred Schilling, sd Alice Withee, wd	L-W UP RCA
WJHP-FM 1948	Ch. 245 (B) 96.9mc 32kw						
WMBR 1927	1460 5,000 DA-N	Florida Bcstg. Co. 605 S. Main St. 9-4475	CBS Avery, Knodel	Frank King, p & gm Charlie Stone, nat'l cm	Harry Talbert, loc. cm & sd Jack Newsom, pd	Larry Scarborough, pmm & nd E. E. Vordermark, ce	Wld, UP, INS Col.
WMBR-FM 1948	Ch. 241 (B) 96.1mc 63kw						
WMBR-TV 1949		Florida Bcstg. Co. 702 Flagler St.					
WOBS 1948	1360 1,000-D	Southern Radio & Equip- ment Co. 10 E. Forsyth St. 6-4231	Forjoe	J. R. Sharpe, p Jim Macri, gm	R. L. McQuage, cm Jack Harrell, pd & nd	Wm. F. Askew, ce Wy Rivers, wd G

(For full information see TELECASTING Yearbook)

**FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mc

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tranac. Li-brary, News Service Transmitter	
JACKSONVILLE (Cont'd)							
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Katz	James R. Stockton, p Robert R. Feagin, gm J. W. Carter, loc. sim Bill Fraker, pd	Evelyn Cooper, pmm James R. Donovan, ce Freda Jane Sanders, traffic m	Charles Pilling, fd John MacLean, sd Dorothy Horsfall, wd	Cap. UP
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, o Harold S. Cohn II, g & cm	Mrs. John Phillips, pd Deen Harold, pmm Harold B. Russey, ce	Ruth H. Cohn, secy. Elsie Jean Cohn, wd	Assoc. Wld SES. Thes. RCA
JACKSONVILLE BEACH							
WJVB 1947	1010 250-D	Jacksonville Beach Bcstg. Co. Jacksonville Beach 5-3674	KBS, LBS Best	J. Lyle Williams Jr., p, g & cm Janeen Kee, pd	Daniel M. Long, ce Marian Virtuoso, sp. events d	Robert E. Carter, nd Bill Williams, sd Mary Mason, wd Ray.
KEY WEST							
WKWF 1945	1600 500	John M. Spottswood Stock Island 510	MBS Perry	John M. Spottswood, p, g & cm & nd	Mary S. Spottswood, pd	Charles R. Lowe, ce	St. UP RCA
LAKE CITY							
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o, g & cm	Owen W. Parnacott, pd, pmm Richard Dyer, ce	Alma H. Temple, treas. Alma Laurice Holloway, wd	Assoc. UP
LAKELAND							
WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g, pmm William P. Lee, asst. m, & ce	Powell Adams, cm Mary Whistle, pd	Earl Rahrer, nd Rick McFarland, sd	Assoc. UP RCA
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm	Ted Covington, pd & nd Duane F. McConnell, ce & bus. m	Graham S. Mela, fd Bill Snyder, sd Gloria Revels, wd	Cap. AP G
LAKE WALES							
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 389 2-9831	LBS	Sarkes Tarzian, p S. W. Keen, vp G. Max Kimbrel, gm & ce	Ted Linton, cm Joan Galloway, pd, & nd	Boone D. Tillett Jr., secy- treas.	Wld. AP G
LAKE WORTH							
WEAT 1948	1490 250	(See West Palm Beach, Fla. listing)					
LEESBURG							
WLBE 1949	790 1,000 DA-1	WLBE, Inc. Box 297 552	LBS Best	(Mrs.) Eleanor Hunter, p T. Hoke McCallie, g & cm	Dick Coleman, pd	J. Allen Brimmer, ce & fd	SES. AP Col.
LIVE OAK							
WNER 1949	1450 250	John A. Boling P. O. Box 655 1450	LBS KBS Fla. State	John A. Boling, o Norman O. Protsman, gm	Faith M. Protsman, pd Clarence S. Parker, ce	John L. Alford, nd	SES. UP RCA
MARIANNA							
WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	LBS Cummings	John H. Phipps, p	L. Herschel Graves, gm		St. AP
MELBOURNE							
WMMB 1948	1240 250	Melbourne Bcstg. Corp. Drawer 790 574	LBS Best	Henry Dravneek, p Austin Van Catterton, gm Victoria C. Martin, adv. d	Beverly Flemming, cm Barbara Bancroft, pd & wd	Kenneth R. Waltz, ce Glenn Weber, sd	Cap. UP Col.
MIAMI							
WFEC 1949	1220 250-D	Howard D. Steere 350 N.E. 71st St. 89-7534	Best	Howard D. Steere, o & cm	Robert Lyons, m	George Henke, ce UP G
WGBS 1939	710 50,000 LS 10,000-N DA-2	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Stanton P. Kettler, mgng. d Miller N. Babcock, cm	Ewald Kockritz, pd & audience promotion Miller N. Babcock, sls. pmm Albert W. Shropshire, ce	Robert Bingham, nd George Chamberlin, fd Stan Ernest, sd Jane Butler, wd	L-W, UP INS RCA
WGBS-FM 1948	Ch. 242 (B) 96.3mc 1.5kw					 WE Thes. AP, UP, INS WE
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Bolling	Daniel J. Mahoney, p James M. LeGale, gm Robert L. Fidar, cm	Scott Bishop, pd Martha Henriquez, pmm Milton Scott, ce	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd RCA
WIOD-FM 1946	Ch. 248 (B) 97.3 54kw					 Assoc. UP, INS, RCA
WMIE 1948	1140 10,000 LS 5,000-N DA-N	Sun Coast Bcstg. Corp. Hotel Everglades 3-5556	LBS Young	E. D. Rivers Sr., o Robert G. Venn, gm	Bill Rega, pmm R. P. Jones, merch. d. Russ Bennett, ce	John Price, nd Reggie Martin, sd Wld. AP GE
WQAM 1920	560 5,000-LS 1,000-N	Miami Bcstg. Co. duPont Bldg. 2-6121	ABC Blair	John S. Knight, p Owen F. Uridge, gm E. Harry Camp, cm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd AP GE
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					 WH
WTVJ(TV) 1949		Southern Radio & Tele- vision Equipment Co. 17 Northwest 3rd St.					
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. 3-7405	Cooke	Paul Brake, p, gm & ce M. L. Carter, asst. m, pd, pmm & wd	Bernard Neary, cm Noah Tyler, nd	Calvert Carter, fd Bill Sheetz, sd AP WE
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					 WH
MIAMI BEACH							
WINZ 1946	940 1,000 DA-1 (CP) 50,000-LS 10,000-N DA-2	Hollywood Bcstg. System 304 Lincoln Rd. 58-7311	Forjoe	Rex Rand, g & cm Denny Kirwan, pd & sd John Reynolds, ce	Margaret Ann York, traffic m.	Phil Rogers, mus. & prod. d AP, INS RCA

(For full information see TELECASTING Yearbook)

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WKAT 1937	1360 5,000-LS 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711		A. Frank Katzentine, p John I. Prosser, evp & gm	Walter A. Callahan, vp. chg. sls. C. A. Wampler, bus. m	 UP
WKAT-FM 1947	Ch. 226 (B) 93.1mc 285kw						
WLRD(FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334		Alan H. Rosenson, p & ce	Marshall Jay Simmons, gm & pd	Al E. Spears, cm	L-W, Wld. WE St. UP Col.
WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm, n & sd Charles Hartwick, ce	Frank Kurtz, fd Doris Forsythe, wd	
NEW SMYRNA BEACH							
WSBB 1951	1230 100	Beach Bcstg. Co. P. O. Box 697 760		Walter T. Slattery, ptrn & cm	James D. King Jr., ptrn., pd & sd	Roland W. Jordan Jr., ptrn & ce	Thes. UP Tem.
OCALA							
WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co., Inc. No. 1 Broadcast Place, P. O. Box 831 128	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm John F. Nicholson, cm & sd	James B. Smith, pd, n & fd	D. N. Richardson, ce Ruth Whitley, wd	L-W, Cap. UP Col.
ORLANDO							
WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co., Inc. P. O. Box 3707 6181	CBS Blair Cummings	Harold P. Danforth, p & gm William G. McBride, sls. d	Rosalind Boggs, pd James E. Yarbrough, ce Kathy Lancaster, publ d Edward J. Lord, mus. d	Phil Gaines, nd Carter Scofield, fd Donald McAllister, sd Bill Berry, wd	Assoc., Thes. Wld., AP, UP
WDBO-FM 1949	Ch. 222 (B) 92.3mc 34kw					 WE
WHOO 1947	990 10,000-LS 5,000 N-DA-N	Orlando Daily News- papers, Inc. Ft. Gatlin Hotel Bldg. 9900	ABC LBS Pearson	Martin Andersen, p Clarence H. Bracy, g & cm	Dan Daniel, pd, n & sd Ann Rupert, pmm Don Compton, ce	Carl Hallberg, loc. slm. Bob Kilgore, fd Ruth Smith, wd	St. Wld. AP RCA
WHOO-FM 1948	Ch. 243 (B) 96.5mc 59kw			Thomas Seaver, pd		 Fed.
WLOF 1940	950 5,000 DA-N	Hazlewood, Inc. Angebilt Hotel Bldg. 8163	MBS Raymer	William Joe Sears, p J. Allen Brown, evp, g & cm	(Mrs.) Ruth Donahue, pd & wd Pat Kerr, pmm W. Dodd Daniel, ce	Paul Marlowe, nd Bob Keith, fd (Mrs.) Louise Grant, office m	L-W UP RCA
WORZ 1947	740 1,000 DA-2	Central Fla. Bcstg. Co. 740 No. Orange Ave. 2-2451	NBC Weed	Will O. Murrell, o Eugene D. Hill, g & cm	Walter E. Sickles, pd Sam Roen, pmm William Miller, ce	Robert Deihl, n & fd Jim Wilson, sd Marcia Roen, wd	Thes. AP RCA
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.45kw					 RCA
PALATKA							
WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 3-5-4	LBS Best	L. C. McCall, co-o, gm & ce J. E. Massey, co-o	Herbert M. Young, c & pmm Johnny W. Gillis, pd,	George Duck, fd Chris Hermedes, sd Evelyn Longworth, wd	L-W UP Col.
PALM BEACH							
WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515	ABC Perry	Charles E. Davis, p & gm Donald S. Greenlief, cm	Florence Hicks, pd	Clyde Walkden, ce	L-W, Wld., UP G Fed.
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw					 Fed.
PANAMA CITY							
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. W. Beach Dr. 3-1777	MBS Perry	John H. Perry, p C. B. Kelley, gm	Byron Hayford, ce & asst. to gm	John Thomas, pd Davis Wilson, ce	L-W UP Ray.
WDLP-FM 1951	255 (B) 98.9mc 4.8kw					
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176	ABC, LBS Devney	E. L. DuKate, p & gm	E. G. Holmes, ce	 AP Col.

WDBO YOUR GREATEST SELLING POWER ... in Central Florida

Orlando's Pioneer Radio Station Est. 1924

ORLANDO, FLORIDA
580 K.C. 5000 WATTS
WDBO-FM 92 MCS 35000 WATTS

Columbia Broadcasting System

NATIONAL REPRESENTATIVES: BLAIR, CUMMINGS

1950 Retail Sales in the 21 WDBO counties totaled \$582,687,000*.

WDBO has approximately 19,000 more daytime families and 17,000 more nighttime families who listen regularly (6 or 7 days or nights a week) than the other 3 Orlando stations combined**.

The same report shows WDBO's gain over the previous report is 20%—and rates have not been increased!

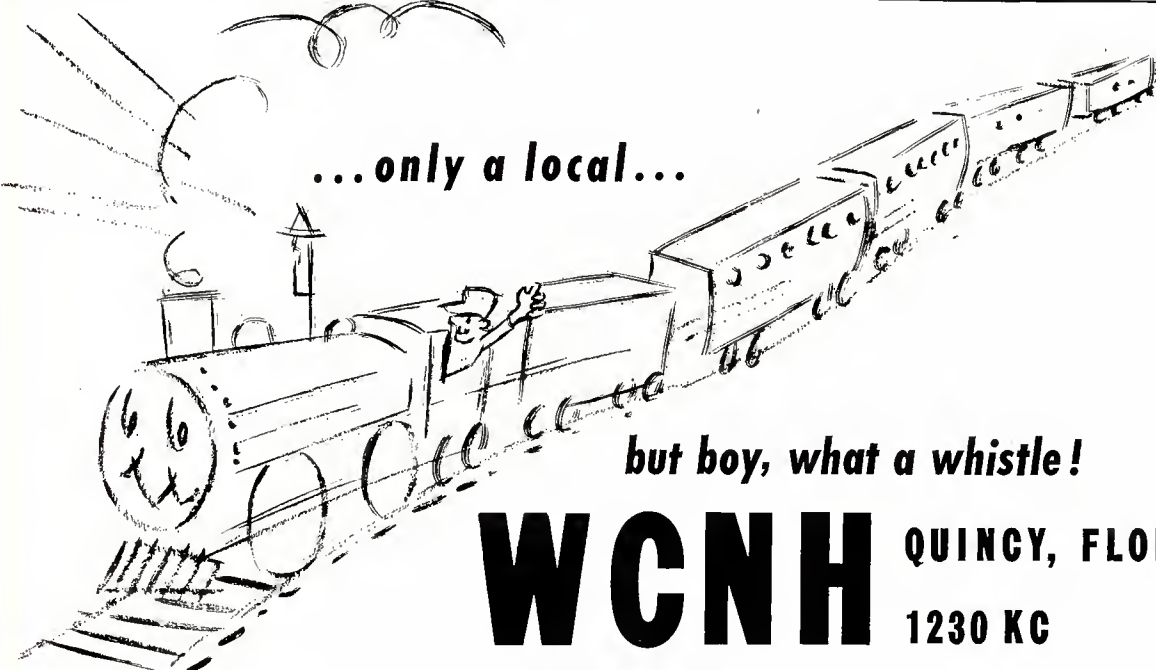
*1951 Sales Management

**Current BMB Report

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News- Service Transmitter
PENSACOLA						
WBSR 1946	1450 250	WBSR Inc. WBSR Bldg. 6173	CBS Holman Clayton	Patt McDonald, p Don J. Lynch, vp & gm	Boris Mitchell, pd, sd Bert Mead, ce	James Miller, nd Taris Savell, wd Wld. AP
WCOA 1926	1370 5,000 DA-N	Pensacola Bcstg. Co. 118 East Interdencia 4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm Irving F. Welch, cm & fd	Russell Hirsch, pd & pmm Harold Heath, ce Roland Wolfe, nd	Don Griffith, sd Sally Henderson, wd L-W UP RCA
WEAR 1947	1230 250	Gulfport Bcstg. Co. 2nd & Heyer St. 84449	ABC, MBS, LBS Pearson	Charles W. Smith, p Mel Wheeler, vp, g & cm Roger Nash, pd	Katherine McCauley, pmm Jim Smith, ce Gene Cagle, d	Darih Barger, nd Dick Nickelson, sd Jennie Duke, wd AP G
PLANT CITY						
WPLA 1949	1570 250-D	W. A. Smith P. O. Box 1588 526	KBS Best	W. A. Smith, p George Friend, g & pmm Joseph J. Wilson, cm, nd	Frankie Blackweider pd	James L. Derrick, ce, sd Chuck Saunders, fd Cole UP
QUINCY						
WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300	LBS Best	Richard J. Gardner, p A. B. Letson, gm, ce & sd	Jerry Melvin, cm Dewey C. Newton, pd & nd	Betty Barnes, wd L-W UP WE
ST. AUGUSTINE						
WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS Knodel	Mrs. J. C. Bell, p John E. Bernhard Jr., evp, g, c & pmm	Frankie C. Walker, sec., treas. pd & nd Ernest Raistrick, ce	Bob Sheppe, fd Fred Vaill, sd Imogene Young, wd
ST. PETERSBURG						
WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm	Vera New, cm	Louis J. Link, pd & ce Assoc. UP RCA
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS Ra-Tel	Nelson P. Poynter, p F. J. Kelly, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce	Dick Bingham, sd Beth McNelly, wd Cap., Wld. UP RCA
WTSP-FM 1948	Ch. 273 (B) 102.5mc 37kw				 WE

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... only a local...

but boy, what a whistle!

WCNH

QUINCY, FLORIDA

1230 KC

Serving the rich, shade grown tobacco region of Northern Florida

AFFILIATED WITH LIBERTY BROADCASTING SYSTEM BEN LETSON, MANAGER

COVER THE BIG, ABLE-TO-BUY
AUDIENCE IN ONE OF AMERICA'S
FASTEST-GROWING MARKETS

Talk about growth! Take a look at these figures for the Tampa-St. Petersburg market.

In the short period of three years — from 1948 to 1951 — here's what happened in key economic indices in this important Florida market:

Population	UP 16.5%
Retail Sales	UP 39.1%
Food Store Sales	UP 32.1%
General Merchandise Sales	UP 53.1%
Effective Buying Income	UP 15.8%

Remember! The Tampa area is quite different from the rest of Florida. Here diversified commerce, industry and agriculture create steady buying power right around the calendar.

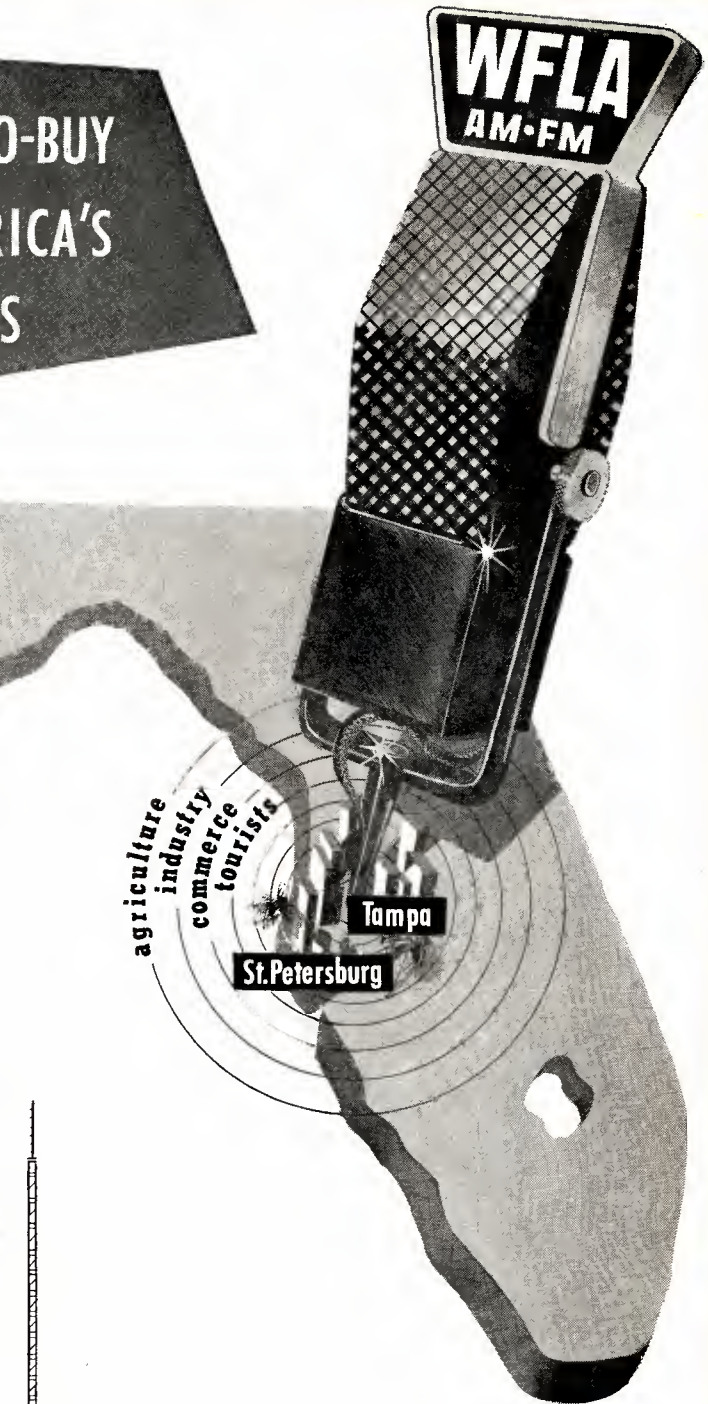
You get maximum radio coverage when you use WFLA . . . solid coverage of both city and trade areas, with the double barreled impact of AM and FM.

Figures from 1951 Sales Management Survey of Buying Power.

The Tampa Tribune Stations

WFLA **AM**
FM
TAMPA, FLORIDA

NBC AFFILIATE
5000 WATTS DAY AND NIGHT



- When you come to Florida this year, be sure to visit the Florida West Coast. Take a good look at Tampa, St. Petersburg and the surrounding communities. You will quickly discover why this section of Florida is becoming one of the most important markets in the Southeast.

**NO TV INFLUENCE
IN THIS MARKET**

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE—HARRY E. CUMMINGS, JACKSONVILLE, FLORIDA

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran- sc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
SANFORD							
WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	Best	Myron A. Reck, o & gm Dick Aiken, cm	J. Marion Harman Sr., pd, n & wd Emerson Browne, ce	Ralph Spotts, fd James W. Fields, sd UP Col.
SARASOTA							
WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 3666	KBS, LBS Best	A. G. Fernandez, p & gm	R. W. Hanesworth, pd, sm & nd	Red Ermisch, sd	St. AP G
WSPB 1939	1450 250	WSPB, Inc. City Island Ringling 6-8811	CBS Pearson	R. C. Jones Jr., p John B. Browning, gm J. McCarthy Miller, cm	David C. Hale, pd Ruth E. Hearn, pmm James E. Grant Jr., ce	Dean Fleischman, sd Dottie Mead, wd	Wld. UP RCA
SEBRING							
WJCM 1950	1340 250	Highlands Bcstg. Co., Inc. P. O. Box 233 8-1811	Best	Henry L. Jollay, p	J. R. H. Wilson, g & cm, pd, pmm, ce & fd	Miriam Beck, n & wd Al Frank, sd	St. UP Ray.
TALLAHASSEE							
WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joe Hosford, pd William Snowden, ce	Bob Delaney, sd Peggy Flynn, wd	Wld. AP RCA
WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.72kw						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark	Frank W. Pepper, p Frank W. Hazelton, g & cm	Chas. L. Clifton, ce	(Mrs.) Ruby S. Meigs, secy.	Assoc. UP G
TAMPA							
WALT 1947	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	LBS Perry	W. Walter Tison, p, g & cm	Sandy Geer, pd & nd Coburn Gum, pmm J. B. Tison, ce	Bill MacKechnie, f & sd Eva Byron, wd	Cole, L-W AP RCA
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm	Kenneth W. Skelton, pd, pmm & nd William Pharr Moore, ce	Mark E. Swingley, fd Sol J. Fleischman, sd Kay Dowst, wd	Assoc. AP GE
WDAE-FM 1947	Ch. 264 (B) 100.7mc 35kw			C. Jack King, ce			
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-3982		E. P. Martin, p Alpha Martin, vp	Elmo B. Kitts, ptrn., gm & ce	Bob Martin, pd Jimmy Willson, nd INS Col.

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SARASOTA'S Sales Equal to City More Than Twice Its Size With WSPB, Market Is Even LARGER . . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume—106% above the national average! As a result, Sarasota . . . far ahead of fast-growing Florida in population and sales gains . . . is now outselling many larger markets.

Sarasota is becoming more and more important in your sales plans every day. The surest . . . and economical . . . way to sell this booming market is through WSPB, which reaches a two-county area with more than \$73,000,000 retail sales.

WSPB

CBS RADIO

SARASOTA, FLORIDA

Represented by JOHN E. PEARSON COMPANY

New York

Chicago

Kansas City

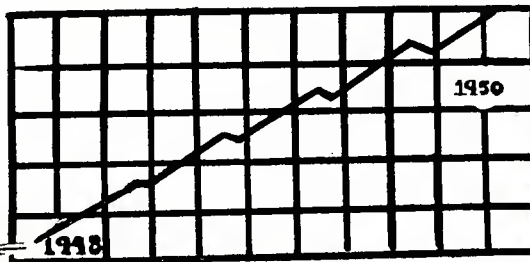
SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales . . . 30 in Food . . . 47 in Furniture-Household-Radio Sales. (All other sales withheld.)

IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales . . . 14 in Food . . . 12 in Furniture-Household-Radio . . . 16 in Total Income.

WFLA 1925	970 5,000 DA-N	The Tribune Co. P. O. Box 1410 2-7788	J. C. Council, p George W. Harvey, gm Melvin Myer, cm Paul M. Jones, pd	Tom Matthews, pmm Joseph Mitchell, ce Fred Reiter, nd Mardi Liles, fd	Milton Spencer, sd Emily Moody, wd	L-W, Thes. AP UP RCA	
WFLA-FM 1925	Ch. 227 (B) 93.3mc 53kw					----- WH	
WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. 812½ Nebraska Ave. 33-2251	Best Harold A. Dunlap, o, m & gm Thomas E. Wolfe, cm	Ellen Sauls, pd Nora M. Tehan, traffic m Laurence Castro, ce	Ralph Mueller, sd Robert Kulz, sd AP G	
WEST PALM BEACH (Lake Worth)							
WEAT 1948	1490 250	James Robert Meachem P. O. Box 791, Lake Worth 4422	NBC Pearson	James Robert Meachem, p, g & pmm Clifford H. Glick, cm	Don James, pd, nd Andrew Keicher, ce	Charles Bryan, sd (Mrs.) Aino Carlson, wd	Cap. AP Ray.
WIRK 1947	1299 1,000 DA-2	Ken Sell Inc. 715 S. Flagler Dr. 2 17 44	MBS Cooke	Joseph S. Field Jr., p, g & cm	James C. Steele Jr., pd & pmm William P. Heitzman, ce	John Wooten, fd Rome Hartman, sd Bernadine Webster, wd	Assoc. INS Col.
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker	Stephen Willis, gm			
WINTER HAVEN							
WSIR 1947	1490 250	Citrus Belt Bcstrs., Inc. 665 W. Lake Howard Dr. 32-561	MBS Devney	Frederick L. Allman, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce Larry Rollins, nd UP Ray.
GEORGIA							
ALBANY							
WALB 1941	1590 1,000 DA-N	Herald Pub. Co. Leesburg Rd. 1590	ABC Burn- Smith	James H. Gray, p Tommy R. Stillwagon, sm (Mrs.) Mildred N. Huie, cm	William Bowick Jr., pmm Ben R. Wills, ce	Don Ferrandou, nd J. D. Davis, fd Marvin Lorig, sd Newana Hill, wd R. A. Carlton, ce W. C. Fowler, fd	Wld. AP Ray.
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec. m	L. M. George, sta, c & pmm W. H. Flint, pd, n & sd		Assoc. UP WE
AMERICUS							
WDEC 1947	1230 250	Americus Bcstg. Co. 109½ Windsor Ave. 3681	MBS Continental Dora- Clayton	James R. Blair, p & gm Charles C. Smith, cm, pd & sm	John L. Rivard, ce Robert V. Rogers, fd	Sue Marshall Smith, wd C. C. Smith, nd	Cap. AP Ray.
ATHENS							
WGAU 1938	1340 250	J. K. Patrick & Co. Bobbie Mill Rd. 1741	CBS, KBS GALS	C. A. Rowland Sr., p R. Lewis Doster, g & cm	Mary L. Betts, pd Bill Evans, ce	Ed Thilenius, nd AP Col.
WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw					 GE

IT'S HAPPENED SINCE *the* 1948 CENSUS



*Geo. P. Hollingsbery
exclusive rep.*

Since the 1948 census, total retail sales in Columbus have increased 11.3%. Food sales are up 6.9%. Home furnishings 17.2%. Automotive 52.9%! Columbus is Georgia's second market and one of the fastest growing markets in America. WRBL is the buy for complete coverage of this booming area. Contact WRBL, or Hollingsbery for the complete story.

5000 WATTS

**1ST IN GEORGIA'S
2ND MARKET**



WRBL COLUMBUS, GA.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
ATHENS (Cont'd)						
WRFC 1948	960 1,000-LS 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm Charles A. McClure, cm Mary Ann Martin, pd & wd	William A. Simpson, pmm & sd L. D. Drewry, ce	H. Randolph Holder, nd R. D. Stephens, fd Assoc. UP G
ATLANTA						
WAGA 1937	590 5,000 DA-N	Fort Industry Co. 1018 W. Peachtree St. Emerson 2541	CBS Katz	George B. Storer, p James E. Bailey, gm Claude Frazier, nat'l adv. m	Jack Collins, loc. adv. m Don Naylor, pd & fd Para Lee Brock, pmm & wd	George Smith, ce Dale Clark, nd Jim Woods, sd Assoc. AP WH
WAGA-FM 1948	Ch. 277 (B) 103.3mc 42kw				 WE
WAGA-TV 1949		The Fort Industry Co. 1018 W. Peachtree			(For full information see TELECASTING Yearbook) WE
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377	LBS Hollingbery	J. W. Woodruff Sr., p J. W. Woodruff Jr., exec. m	James O. Hardin Jr., g & pmm, pd & fd James A. Davenport, cm G. C. Livingston Jr., ce	Lee Nance, nd Bill Mims, sd Julia Rose, wd UP INS WE
WATL-FM 1948	Ch. 248 (B) 97.5mc 44kw				 GE
WBGE 1947	1340 250	Mike Benton Georgian Terrace Hotel Vernon 1194	Burn-Smith	Mike Benton, p H. S. Langham, m Stan Raymond, cm & sd	Robert J. McGarity, pd & nd Howard Parrish, ce	Jewell Camp, traffic d Alice Bell, wd AP GE
WBGE-FM 1947	Ch. 238 (B) 95.5mc 1.85kw				 GE
WEAS 1947		(See Decatur listing)			 WE
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0666	Dora-Clayton	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Adrian K. Knight, pd William F. Kennedy, ce	Robert H. Brisendine, sd WE
WGST 1923	920 5,000-LS 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC, MBS Blair Coleman	Frank M. Spratlin, chmn. radio committee John Fulton, g & cm	Jack Kelly, pd, n, f & sd Paul Sanford, pmm	Ben Akerman, ce Dean Dickens, wd AP RCA
WGST-FM 1949	Ch. 231 (B) 94.1mc 88kw				 GE
WLTV(TV) 1948	790 5,000-D	Broadcasting Inc. Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196	MBS Pearson	Robert W. Rounsaville, p & m	Don Mitchell, sm Bol. Corley, pd	Harold G. Price, ce Herb Harris, n & sd Cap., Wld. UP RCA

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... Let's Compare **WGST's** ...

COVERAGE · AUDIENCE · RATES

COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE

WGST		.54 cents per 1,000 listeners
NEWS P		\$1.43 per 1,000 readers
TV		\$2.42 cents per 1,000 viewers.

* 165,610 RAD. HOMES
† 165,300 CIRCUL.
‡ 104,000 TV SETS

* BMB 1949
† ABC 1949
‡ Estimated by TV stations April, 1951

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST:
CHAS. C. COLEMAN

AN IMPORTANT FACT TO REMEMBER

OF THE 10 RADIO STATIONS IN ATLANTA...

waga

*Gives you more
listeners per dollar!**

*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta and latest rates in SRDS.



waga is CBS
IN ATLANTA, GA.
590 on the dial

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Li- brary, News Service Transmitter	
ATLANTA (Cont'd)							
WSB 1922	750 50,000	Atlanta Newspapers Inc. Biltmore Hotel Elgin 6711	NBC Petry	J. M. Cox Jr., p J. Leonard Reinsch, mngng. d	John M. Outler Jr., gm Frank Gaither, sm Elmo Ellis, pd	Vincent Piano, pmm G. F. Daugherty, ce Walter Paschall, nd	St., Wld. AP, UP WE RCA
WSB-FM 1944	Ch. 253 (B) 93.5mc 52kw						
WSB-TV 1946		Atlanta Newspapers Inc. Biltmore Hotel		(For full information see TELECASTING Yearbook)			
AUGUSTA							
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 6-1053	LBS Augusta Sales	Melvin Purvis, ptrn. Geo. Nicholson, ptrn. Chester Jones, ptrn. George M. Scott, pd	Ted R. Woodard, ce George Fisher, gm Charles H. Pointel, gd	Fred J. Runde Jr., prom. d & nd AP Ray.
WAUG-FM (CP)	Ch. 289 (B) 105.7mc 9.2kw						
WBBQ 1947	1340 250	Savannah Valley Bcstg. 515 Fifteenth 4-5441	MBS Walker	George G. Weiss, p John W. Watkins, g & cm Edward H. Dunbar, pd	John G. Lyon, pdm & nd Marvin W. Tarpley, ce	Bill Riddle, sd Mickey Watkins, wd AP G
WGAC 1940	580 5,000-LS 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery- Knodel	A. D. Willard Jr., p & gm D. MacDonald, vp M. E. White, loc. cm Warren Hites, pd	Jack Francis, pmm Jack Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Richard Terfler, sd Joyce Hayward, wd	Thes. UP RCA
WJBF 1947	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm	Steve Manderson, cm H. R. Smith, pd	Ernest G. Swint, ce UP Ray.
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Eighth & Broad Sts. 2-6805	CBS Headley- Reed	Ernest D. Black, p W. R. Ringson, gm M. C. Gregory, cm	Frank F. Hubbs, pd & nd Donald G. Shepherd, pmm	Rabun F. Bobo, ce Raymond Culpepper, fd Sheridan Lee, sd	Wld. UP RCA
BAINBRIDGE							
WMGR 1946	1490 250	Decatur Bcstg. Co. P. O. Box 348 777	MBS, KBS	Thomas H. Hanssen, gm Charles W. Dowdy, cm Joe Hill, pd & nd	John A. Dowdy, pmm Harry Hutto, ce	Tom Hanssen, sd Jo Ann Cooper, wd	SES. AP G
BRUNSWICK							
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC McGillvra	Hugh K. Tollison, gm John Lane, cm W. Eddie Wade, pd, pmm & nd (Mrs.) Alma King, p Kenneth E. White, vp, g & cm	Herman Lange, ce Marvin Massey, fd	John Harmon, sd Caroline Stuckey, wd Wld. AP G
WMOG 1940	1490 250	Coastal Bcstg. Co., Inc. P. O. Box 572 1500			Cecil Tankersley, ce Sam Middleton, nd	Mary Fosnight, wd	L-W UP RCA
CAIRO							
WGRA 1950	1300 1,000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 439	LBS GALS	Geise Dozier Jr., p Jim Honey, gm W. C. Woodall Jr., cm	Kenneth Flynt, pd Byron Hurst, pmm Gregg Strang, ce	Hugh Birdsong, nd Bob Riddle, sd Mrs. W. T. Schafer, wd	St. UP Col.
CARROLLTON							
WLBB 1947	1100 250-D	Carroll Bcstg. Co. Peoples Bank Bldg. 980	KBS LBS	W. Ryan Frier, gm			

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WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co., Inc.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
CARTERSVILLE						
WBHF 1946	1450 250	W. Ryan Fier Cartersville 1200	MBS, KBS GALS	W. R. Frier, p & gm Minor Shadburn, cm	Martha Sullins, pd & wd J. T. Norton, ce & fd	L-W UP G
CEDARTOWN						
WGAA 1941	1340 250	Timm Inc. West Ave. 777	ABC	B. F. J. Timm, p Dale Smith, g & cm Fred Webb, pd	Ray Relihan, ce Eddie Lynch, nd Bob McGonagle, fd	Wld. AP RCA
WGAA-FM 1948	Ch. 241 (B) 96.1mc 5.5kw					
COLUMBUS						
WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley- Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	Joe Byars, pd Loretta Exum, pmm M. F. Harper, ce	Wld. AP RCA
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 33603	ABC, MBS Branham	A. H. Chapman, p Maynard R. Ashworth, vp Walter M. Windsor, gm	Albert H. Haack Jr., cm William R. Atkinson, ce	Wld. UP RCA
WGBA-FM 1946	Ch. 236 (B) 95.1mc 15.5kw					
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & pd	B. Ed Johnson, cm A. Perry Gordy, pmm Joseph A. Gamble, ce	Wld. UP, INS WE
WRBL-FM 1946	Ch. 227 (B) 93.3mc 46.2kw				George Theering, n & sd Helen Farmer, wd Bob Foster, fd Col. Assoc. UP, INS WE GE
CORDELE						
WMJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS, KBS GALS	James S. Rivers, p William E. Blizzard Jr., gm & wd O. Grady Cooper, slm	Bryant Lane, pd & fd George Jim Martin, ce UP RCA
COVINGTON						
WMOC 1946	1490 250	The Covington News Inc. Covington 2275		A. Belmont Dennis, p Dick Richards, gm W. Thomas Hay, cm	Jim Rodgers, ce S. G. Turner, sd Robert Leal, nd	Cap., SES., Wld. UP
DALTON						
WBLJ 1940	1230 250	Dalton Bcstg. Corp. Pentz St. 1180	MBS, KBS GALS	H. C. Kenemer, p Wm. B. Davies, gm	Bernice Ewton, pd John S. Andrews, ce	Thes. UP G
DAWSON						
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. Parrott Rd. 416	LBS GALS	Ed Stevens, p W. C. Woodall Jr., gm & sd	George Burton Jr., c & pmm Bill McGuirt, pd, prod. & nd	St. UP Col.
WDWD-FM 1951	Ch. 266 (B) 101.1mc 11kw					
DECATUR (Atlanta)						
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p Nedom Angier, cm	Warren Roberts, sm Imogene Jones, pmm Leslie E. Gradick Jr., ce INS RCA
DECATUR						
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. 546 N. McDonough Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm & pd	Al Ciraldo, c, pmm & sd Sam Dillard, act. ce	St. UP G
DOUGLAS						
WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora- Clayton	Downing Musgrove, p B. F. J. Timm, gm	Edward Lund, pd	Stanley H. Strickland, ce SES., Wld. UP
DUBLIN						
WMLT 1945	1340 250	Dublin Bcstg. Co. Dublin 871	MBS, KBS GALS Continental	George T. Morris, p W. Newton Morris, vp	Roy M. Hubbard, gm W. C. Courson, pd	Wld. AP
EAST POINT						
WTJH 1949	1260 1,000-D (CP) 5,000-D	James S. & Doris R. Rivers P. O. Box 72 Fairfax 4343	KBS	James S. Rivers, p	Willard Belote, g & cm	William J. Hill III, ce UP RCA
ELBERTON						
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS, KBS Continental	Melvin C. Gorman, m	 AP
FITZGERALD						
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 800 Roanoke Dr. 2077	MBS	Otto Griner, p Al H. Evans, g & cm	Armine H. Wood, pd, pmm, n & fd Charles Eugene Player, ce	Jack Wilkerson, sd Kay Lewis, wd Cap. AP G

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WRBL

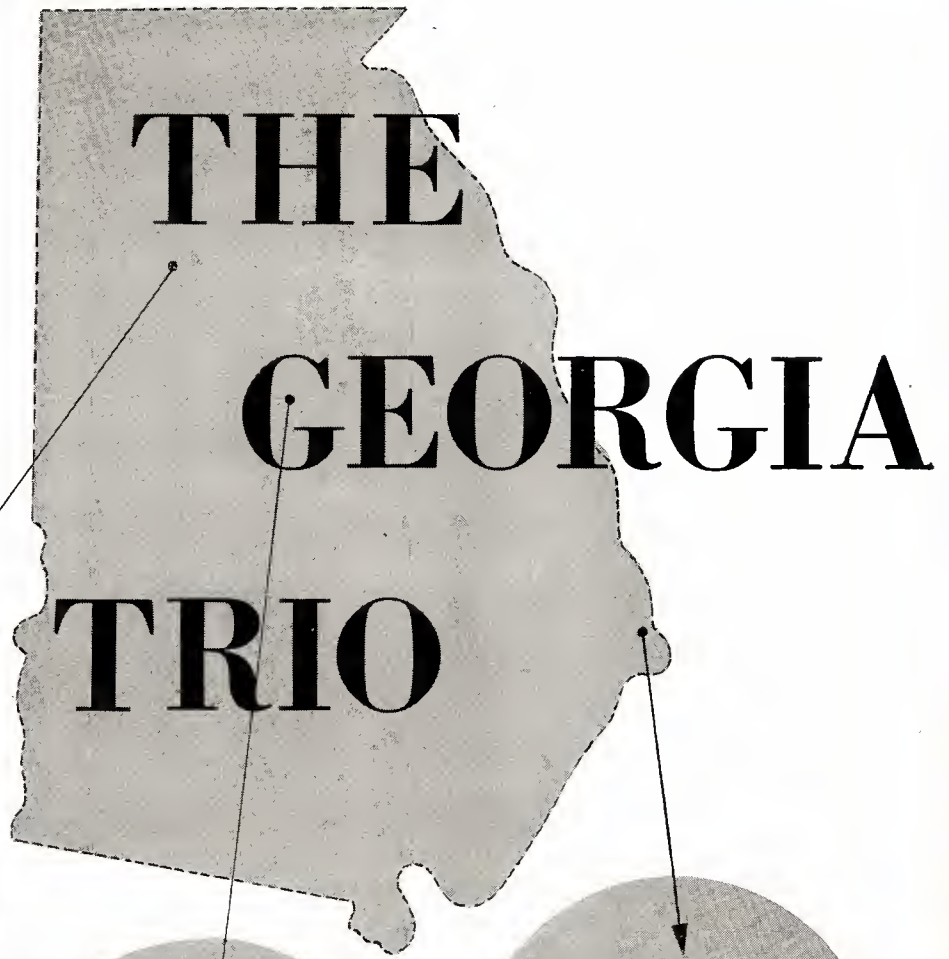
COLUMBUS

1st in Georgia's 2nd Market

— SEE PAGE 113 —

THE GEORGIA PURCHASE

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a
combination
of
stations
can
cover
georgia's
major
markets*



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

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 - listener loyalty built by local programming • dealer loyalties*
- ... IN THREE MAJOR MARKETS

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individually and
as a group by*

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NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

GEORGIA—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
FORT VALLEY						
WFFM 1951	1150 1,000-D	Peach Belt Bcstg. Co. Roberta Rd. 84	LBS	Ed Stevens, p W. C. Woodall Jr., gm Olyn L. Gee, cm & fd	Cecil Grider, slm Orson Swindle, pd Charlie Parish, ce	Royce Jones, pmm, n & sd UP Col.
GAINESVILLE						
WDUN 1949	1400 250	Northeast Georgia Bcstg. Co. 217½ S. Main St. 2341	LBS GALS Continental	Paul C. Plaginos, p John W. Jacobs Jr., g & cm	Julius Still, pd	Wld. AP GE
WDUN-FM 1949	Ch. 280 (A) 103.9mc 0.3kw					
WGGA 1941	1240 250	Blue Ridge Bcstg. Co. 2400 Athens Rd. 1600	MBS, KBS Dora- Clayton	Charles Smithgall, p E. F. MacLeod, cm	Robert P. Schwab, pd James A. Hartley, pmm	F. Keith Brown, ce Lois Porter, wd UP RCA
GRIFFIN						
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 5507	MBS, KBS	A. W. Marshall Jr., p & gm	G. H. Whitley Jr., cm, pd & ce	AP G
HARTWELL						
WKLY 1947	980 1,000-D	Louie L. Morris Box 189 71	GALS	Louie L. Morris, o & p Max G. Pfaender, evp Broadus McLane, ce	Joe Wilder, asst. m, pd, pmm & nd Vernon Chafin, fd	Burch Griffin, sd Virginia Bailey, wd Cap. UP G
JESUP						
WBGR 1949	1370 1,000-D	W. G. Thomas Jesup 2444	KBS Dodson	W. Glenn Thomas, o Fred L. Kea Jr., g & cm	Joe F. Crum, pd D. A. Nichols, ce & fd	George Thompson, sd & sp. events d Cap UP Ray.
LaGRANGE						
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 3505	MBS	Roy C. Swank, p Edwin Mullinax, g & cm & sd	John Boggess, pd Faye Scarborough, pmm	J. M. McKay, ce Joe Hawkins, fd Wld UP G
WLAG-FM 1948	Ch. 281 (B) 104.1mc 1.3kw					Assoc
MACON						
WBML 1940	1240 250	Middle Georgia Bcstg. 230 Second St. 3-5454	NBC Headley- Reed	E. D. Black, p Chas. W. Pittman, gm John Barlett, sta. & pmm	Walter Graham, cm & sd Richard Johnson, pd & nd H. S. Goodrich, ce	Mary Hester Richardson, bus. m Elaine Wood, wd Wld. AP RCA
WBML-FM 1947	Ch. 264 (B) 100.7mc 15kw					
WIBB 1948	1280 1,000-D	The Peach State Bcstg. Co., Inc. Professional Bldg. 2-2505		Thomas H. Maxwell, p & gm	Don Frost, cm	George Patton, asst. m UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373	CBS Katz	George P. Rankin, p & ce Wilton Cobb, gm	Frank Crowther, cm Ed Pendleton, pmm	J. D. Lawhon, tech. d Ben Chatfield, nd L-W UP RCA
WMAZ-FM 1947	Ch. 256 (B) 99.1mc 3kw					GE
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	E. M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Virginia Flynt, pd Jimmy Ricks, pmm Charles A. Walker, ce	Emory Stroberg, bus. m Bob Savage, n & sd Thes. AP
WNEX-FM 1948	Ch. 245 (B) 96.9mc 41kw					
MARIETTA						
WFOM 1946	1230 250	Chattahoochee Bcstrs. S. Cobb Dr. 1746		Fred B. Wilson, p Albert L. Jones, g & cm John Bacheller, pd & pmm	Chuck Strauss, ce Bill Scott, nd Channing Cope, fd	Red Sparks, sd Patricia Mason, wd AP Ray.
MILLEDGEVILLE						
WMVG 1946	1450 250	Jere N. Moore Milledgeville 250	MBS, KBS GALS Griffith	Jere N. Moore, o Michael T. Landy, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce	Bill Bloodworth, nd Cap. UP G
MOULTRIE						
WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS, LBS Ga. Sports Clark	John F. Pidcock, o Roy F. Zess, sta. & cm	Lamar Beaty, ce	Bob Lenihan, fd UP RCA
NEWMAN						
WCOH 1947	1400 250	Newan Bcstg. Co. Court Square 1400	MBS	D. T. Manget, p	J. H. Beard, g & cm	Walter Welch, ce Wld. AP Col.
ROME						
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	James F. Mann, vp B. H. Mooney Jr., vp Lee Mowry Jr., m & sd & co-pmm	Martha Daniel, cm Clarence Salmon, pd, co-pmm, n & wd	Ed Cole, ce Delmas Franklin, fd Wld. AP
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS Ga. Sports Walker	Mrs. John W. Quarles, p Mather Payne, gm Lamar Talley, cm	James Roberts, pd Bill Hart, pmm Robert A. Starr, ce Marvin (Cap) Hicks, nd	Albert Kirby, fd Cecil Kerce, sd Katherine Alford, wd L-W UP WH
WRGA-FM 1947	Ch. 293 (B) 106.5mc 1.15kw					GE
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121 Broad St. 2-0833	LBS Dora- Clayton	Dean Covington, p Ed McKay, g & pmm	Charles Doss, cm, pd & sd Thomas Robertson, ce	Blair Jesse, nd Dorothy McKay, wd Charles Angley, fd AP Ray.
SAVANNAH						
WCCP 1946	1450 250	Dixie Bcstg. Co. 140 Bull St. 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sta. & cm	Charles Beresford, pd Al Jennings, pmm & sd William Moats, ce	Robert Smith, nd Chuck Ford, fd UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Eryan St. 3-8807	ABC Ra-Tel	H. Blair Minick, p & gm Robert F. Finch, cm Milton Bellah, pd & nd	Kenneth Wolfe, pmm Joseph Testo, ce Jesse Mooney, fd	Robert Gallico, sd Annette Horne, wd Wld. AP WE

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WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	LBS GALS Clark	John F. Pidcock, p, gm & pd	John G. Williams, cm James M. Wilder, ce & nd	Dan Lund, sd Larry Shields, wd	AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264		E. D. Rivers Jr., p James L. Woods, gm	Charles C. Farrar, cm Abram Eisenmen, pmm Robert Rivers, ce	Bob Bright, sd Shirley Collins, wd	AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Ga. Sports Blair	Harben Daniel, p & gm Don K. Jones, cm Robert Shipley, pd & nd	Mary Keating, pmm M. E. Thompson, ce Melvin Peacock, fd	Norm Strand, sd Robert Ward, loc. adv. m Dottie Harris, wd	Thes. AP RCA
WSAV-FM 1947	Ch. 262 (B) 100.3mc 15.5kw						
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS Ga. Trio Katz	Wm. T. Knight Jr., p & gm S. P. Driscoll, vp Ben Williams, cm	Ben H. Quick, pd Dwight J. Bruce, pmm, & id Kyle E. Goodman, ce	Ester S. Pruett, office m Wm. D. Randall, nd W. O. King, sd Mary Wilder Davis, wd	L-W UP RCA
WTOC-FM 1946	Ch. 247 (B) 97.3mc 5kw					 GE

STATESBORO

WWNS 1946	1490 250	Statesboro Bcstg. System Ollif St. 502	MBS, KBS	R. H. Thompson, ptrn., g. cm & fd Jim Watson, pd, n & sd	Jack Lopresti, sm Larry Cook, ce	Mrs. Earnest Brannem, wd	Wld. UP Ray.
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SUMMERSVILLE

WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. P. O. Box 213 295	GALS	E. C. Pesterfield, co-o William B. Farrar, co-o & secy-treas.	Lawrence Keown, pd	James S. Stowers Jr., ce	Cap. UP GE
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SWAINSBORO

WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson Covena Rd. 2011		Jack A. Thompson, p & gm R. J. (Dick) Roche, cm & nd	Farris LaVerne Evans, pd John H. Wisely, ce Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap., L-W UP G
WJAT-FM	Ch. 269 (A) 101.7mc 97kw						

THOMASTON

WSFT 1947	1220 250-D	Thomaston Bcstg. Co. Box 689 1300	MBS Ga. Sports GALS	R. E. Hightower, p S. J. Carswell, gm C. D. Thames, cm	Bill Heule, pd R. D. Wharton, ce Jeff Davis, nd	Johnny Williams, fd Larry Scott, sd Lillian Turner, wd	Wld. AP GE
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THOMASVILLE

WKTG 1947	730 1,000-D	Southern Bcstg. System, Inc. Bank of Thomas Co. Bldg. 1501	Clark Dora- Clayton	W. F. Scott Jr., p & gm L. T. Porter, cm	W. B. Hill, pd & nd Bruce Singleton, ce	(Mrs.) Nancy Anderson, wd	Wld. AP Ray.
WPAX 1922	1240 250	H. Wimpy 117 Remington Avenue 909		H. Wimpy, o & gm Al Feinberg, cm	Bill Kelly, pd	James Poole, ce	Cap. UP G

THOMSON

WTWA 1947	1240 250	Hickory Hill Bcstg. Co., Inc. 215 Lumpkin Street 777	MBS, KBS	Edgar H. Kobak, p, gm, pd, f & sd	John R. Morris, c & pmm & nd	Edward W. Williams Jr., Joyce Hayward, wd	Wld. UP RCA
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TIFTON

WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS GALS Clark	W. A. Graham, p James E. Graham, vp, g & cm	Carl Wendel, pd & fd Wendell C. Roberts, ce	Oscar Newsome, n & sd Nadawah Towles, wd	Cap. UP
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TOCCOA

WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Road 544	MBS, KBS Ga. Sports Clark	R. G. LeTourneau, p Virgie E. Craig, gm	Sam A. Gaines, cm Roy E. Gaines, pd, n & sd	Etheldra Davis, pmm & wd J. Carl Meeks, ce	Thes. UP GE GE
WLET-FM 1947	Ch. 291 (B) 106.1mc 7.3kw						

VALDOSTA

WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC McKenny	George B. Cook, p & gm	N. V. Pieler, ce Bob Rogers, fd	Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-LS 1,000-N DA-2	WGOV, Inc. Daniel Ashley Hotel 1420	MBS Ga. Sports Pearson	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p & ce A. B. Smith, g & cm	Jack Jackson, pd Vince Randolph, pmm & nd D. E. May, asst. treas.	Channing Cope, fd Julian Tucker, sd Betty Friis, wd UP Ray. Fed.
WGOV-FM 1948	Ch. 223 (B) 92.5mc 7kw						

VIDALIA

WVOP 1946	1450 250	Vidalia Bcstg. Co. Box 391 327	LBS KBS GALS	Howard C. Gilreath, bus. & gm Joe Eagleson, c & pmm	Nell Windham, pd, wd Loren Dorough, ce	R. E. Ledford, n & fd Charles Rolison, sd	Cole, Wld. UP G
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WAYCROSS

WACL 1951	570 1,000-D	Teletronics Inc. Carswell Avenue 3068		James S. Rivers, p E. K. Avriett Jr., c & pmm	Bob Lay, pd Lloyd E. McKinney, ce Paul T. Hayes, nd	R. R. Mackey, sd Margaret Harrison, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS Ga. Sports Holman	Jack Williams, o John J. Tobola, m & cm Raymond Williamson, pd	Tommy Edwards, pmm & sd Curtis Frazier, ce	Charles Witt, nd Malcolm Thomas, fd Geraldine Fields, wd	Cap., Wld. UP RCA

WEST POINT

WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM 1948	Ch. 275 (B) 102.9mc 10.2kw						

IDAHO

BLACKFOOT

KBLI 1951	1490 250	Blackfoot Bcstg. Co. Blackfoot 780	LBS	William I. Palmer, o Arldon T. Christensen, gm	Carl Winther, cm	Gerald W. Peterson, ce WE
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BOISE

KDSH 1947	950 5,000 DA-N	Boise Valley Bcstrs. 311 N. 10th St. 6820	CBS Free & Peters	Saul Haas, p Westernman Whillock, gm Earl Glade Jr., cm, pd & pmm	James Johntz, ce George Ganz, slm Porter Ward, nd	Darwin Dodds, fd Walt Lowe, sd Anne Schofield, wd	L-W UP WH
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PRESTON									
KPST 1948	1340 250	Voice of the Rockies Inc. Preston 600		Rulon Dunn, gm M. S. Stocking, cm					Assoc. AP
REXBURG									
KRXK 1951	1230 250	Snake River Radio & TV Co., Inc. Box 301 700		Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd Bruce Hymas, pd	Bitt O'Donnel, nd Larry Norman, fd Doris Chapman, wd			Cap., Thes. AP G
KRXK-FM (CP)	Ch. 229 (B) 93.7mc 16.5kw								
SANDPOINT									
KSPT 1949	1400 250	Bauer Bestg. Co. Dover Rd. 555	KBS Rocky Mtn. Biddick	Norman E. Bauer, p, gm & nd	Jack Hatch, sta. & cm & sd Ione Bauer, pd	Bill Frey, ce & fd Marie Rossmiller, wd			St. UP WE
TWIN FALLS									
KLIX 1946	1310 1,000 DA-2	Southern Idaho Bestg. & TV Co. Elizabeth Blvd. & Eastland Dr. 2820	ABC, MBS Inter- mountain Don Lee Avery- Knodel	Frank C. McIntyre, vp, gm & pmm Juneau H. Shinn, cm	Don Allen, pd Eddie Gish, pdm Lloyd James, ce Joe Clements, sd	Bob Brashear, nd Holly Houfberg, fd Carma Haselmire, wd			Cap., Mac., Thes. AP
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bestg. Corp. 241 Main Ave. W. 2400	NBC Weed Keating	O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm	Lenore Parker, pd & pmm Marvin Hartley, ce Bonnie Baird, nd	Jack Farrar, fd Fred Maltz, sd			L-W, St. UP RCA
KTFI-FM 1947	Ch. 259 (B) 99.7mc 3kw								
KVMV 1946	1450 250	Radio Sales Corp. Box 511 2002	CBS Free & Peters	D. Spencer Grow, p Arch L. Madsen, evp Dewain Silvester, gm	Al Lee, pd & ce Clair Halverson, pmm	Jack Hughes, n & fd R. D. Weggeland, sd			Wld. UP Col.
WALLACE (Kellogg)									
KWAL 1939	620 1,000 DA-N	Silver Bestg. Co. Wallace 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, g & cm	George Shreve, pd G. Turner Dreher, ce	Bert Daugherty, asst. ce (Mrs.) Jane Cantrell, wd			Wld. GE
WEISER									
KWEI 1947	1240 250	Inland Bestg. Co. Box 791 700	KBS	Frank S. Gwilliam, p James H. Carlson, gm & ce	Walter B. Lake, cm Leo Ellsworth, pd, n, f & wd	James Hayden, pmm & sd			St. AP WE
ILLINOIS									
ALTON									
WOKZ 1948	1570 1,000-D	WOKZ, Inc. Hotel Stratford 3-5506	McGillvra	Edward A. Wheeler, p William R. Tedrick, g & cm	Robert F. Morey, pd, f & sd Allen Riehl, pmm & nd	Cletus Kennedy, ce Virginia Stewart, wd			St. AP
WOKZ-FM 1948	Ch. 260 (B) 99.9mc 9.1kw								
AURORA									
WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin R. O'Brien, m Vincent G. Coffey, cm Jack Anderson, pd & fd	Jeanne M. Doran, pmm & wd John Kitner, ce	Jim O'Brien, nd Ralph Faucher, sd			L-W INS RCA
AVA									
WAVA 1951	1580 250-D	Ava Bestg. Co. Ava 3311		Leonard F. Johnson, co-o & gm, pd & fd Leonard F. Johnson, co-o, & cm	Glenn Hardestil, pmm Lester Bilderback, ce	Kathryn Lee Johnson, secy-treas. & wd Lee Hayward Eggle y n & sd			SES. UP G
BELEVILLE									
WIBV 1947	1060 250-D	Belleville Bestg. Co. 2100 W. Main St. 5000	Holman	Marvin M. Mollring, p & ce Marshall True, vp John W. Lewis, secy-treas.	Paul O. Godt, gm & pd Clarence Keller, c & pmm	Ted Beinert, nd Russ Benson, fd Tom Murray, sd Ruth Schaffer, wd			Wld. AP
BLOOMINGTON									
WJBC 1924	1230 250	Bloomington Bestg. Corp. 209 E. Washington St. 5281	ABC Pearson	Loring C. Merwin, p Warner C. Tidemann, gm	Harry Swift, cm Fred Muxfeld, pd	Fred L. Bailey, ce Keith Bright, nd			Thes. UP RCA
WJBC-FM 1947	Ch. 268 (B) 101.5mc 15.3kw								
BLUE ISLAND									
WRBI(FM) (CP)	Ch. 232 (A) 94.3mc 1kw	South Suburban Bestg. Co. 12247 S. Western Ave. 1234		John R. Jage, sm	L. NaDean McKeever, bus. m	John C. Svejda, pd			CAP UP
CAIRO									
WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS Pearson	Oscar C. Hirsch, o & ce Merrill C. Currier, g & cm	Robert Stout, pd	E. Sandow Myers, nd		 UP Col.
CANTON									
WBYS 1947	1560 250-D	Fulton County Bestg. Co. Box 554 1877		Harold R. Winsor, p Bill Richardson, gm Robert L. Burns, cm	Don Ruyle, pd & sd Clovis C. Sadler, ce	Al Horrigan, nd Carol Anderson, wd			L-W, Wld. AP G
WBYS-FM 1948	Ch. (A) 100.9mc 0.65kw								
CARBONDALE									
WCIL 1946	1020 1,000-D	Southern Ill. Bestg. 219 W. Main St. 167	LBS	Paul F. McRoy, p, gm, pd & ce Walter Schafer, cm	Ralph Wain, nd Roy Freeman, fd	Bob Yeach, sd Alma Ruth Hankle, wd			Thes. AP Col.
CARMI									
WROY 1948	1460 1,000-D	Carmi Bestg. Co. 101 S. Walnut 4161	KBS Sears & Ayer	Roy Clippinger, p Thomas S. Land, gm Garnet Williams, sm & sd	Dick Beny, pd Howard M. Reedy, pmm Gene McLin, ce	Guy Parish, Fairfield studio m Mari-Lou Maddox, wd			L-W, SES., UP Col. G
WROY-FM 1950	Ch. 247 (B) 97.3mc 11kw								
CARTHAGE									
WCAZ 1921	990 1,000-D	Superior Bestg. Service 502 Wabash Ave. 520	Holman	Zola N. Compton, p	John Palmer, m				
CENTRALIA									
WCNT 1946	1210 1,000-D	WCNT Inc. Route 51 N. 5151		George F. Isaac, p Merle Rogers, cm	William Lytle, pd & sd Peter Brown, pmm & nd	Dwight North, ce			St. UP G RCA
WCNT-FM 1949	Ch. 243 (B) 96.5mc 2.45kw								
CHAMPAIGN									
WDWS 1937	1400 250	Champaign News- Gazette Champaign	CBS Meeker	Mrs. D. W. Stevick, co-o Mrs. Marajen Dyess, co-o	Marc Howard, m	Robert Schenke, ce			Wld. UP GE
WDWS-FM 1948	Ch. 248 (B) 97.5mc 27.5kw								

ILLINOIS—(Continued)

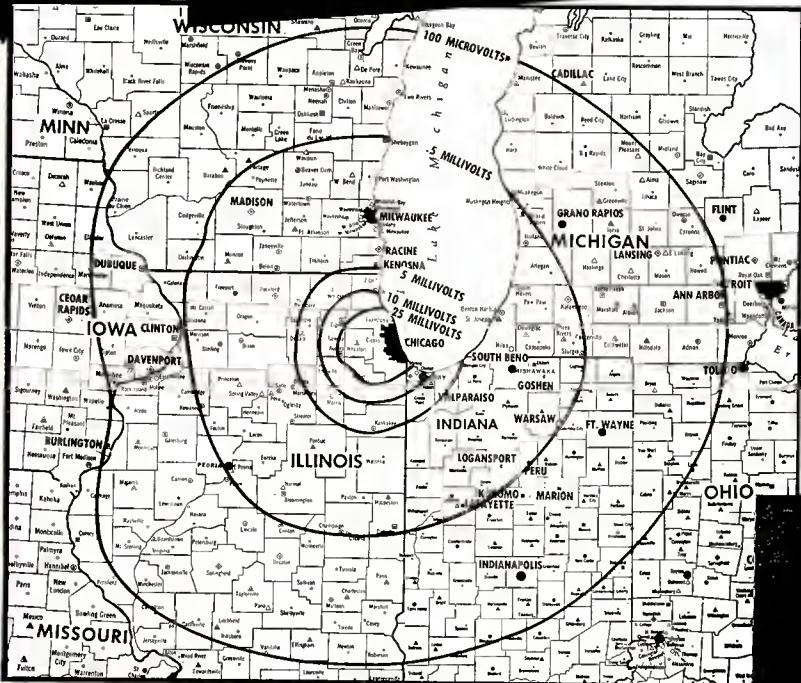
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter
CHICAGO						
WAAF 1922	950 1,000-D	Corn Belt Pub., Inc. (Dovers Journal Div.) 221 N. LaSalle St. Randolph 6-1932	Pearson	Ward H. Neff, p W. E. Hutchinson, gm George E. Hallemann Jr., cm	Bill Bayer, pd Fred Bauman, pmm Carl W. Ulrich, ce	Dick Winters, nd Bill Clark, sd Helen McKinley, wd St. UP
WAAF-FM 1950	Ch. 230 (B) 93.9mc 28kw					
WAIT 1941	820 5,000	Radio Station WAIT 75 E. Wacker Dr. Franklin 2-0660	Young	Gene T. Dyer, p Thomas L. Davis, g & cm	Del Hester, pd	E. W. Jacker, ce RCA St. UP
WBBM 1923	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p H. Leslie Atlas, vp & gm E. H. Shomo, asst. gm	Gilman Johnston, asst. g Al Bland, pd David Kimble, pmm	George V. Sherman, ce Julian Bentley, nd Harry Campbell, fd John Harrington, sd Ray Mattingly, sls, ser. m L-W AP, UP, INS WH
WBBM-FM 1940	Ch. 246 (B) 97.1mc 13kw					
WBIK (FM) 1948	Ch. 242 (B) 96.3mc 19.1kw	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210		John H. Mitchell, gm S. C. Quinlan, pd	William P. Kusack, ce	Eugene McClure, mus. librarian Assoc., SES, Wld. GE
WBKB (TV) 1943		Balaban & Katz Corp. 190 N. State St.				
WCBD 1947	820 5,000 SH	Michael J. Mintern 2714 Enoch Ave., Zion, Ill. 521				
WCFL 1926	1000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC LBS Bolling	Arthur F. Harre, g & cm Robert Platt, pd	Charles E. Willett, ce Victor Barnes, nd	Joe Boland, sd St. UP RCA
WCRW 1926	1240 100 SH	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, g, cm & pd	
WEDC 1926	1240 250 SH	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denmark, p Frank J. Kotnour, g & cm	Bill Mack, pd, pmm & nd Ansel W. Smith, ce	William P. Brady, mus. dir. UP
WEFM (FM) 1940	Ch. 258 (B) 99.5mc 30kw	Zenith Radio Corp. 6001 Dickens Ave. Berkshire 7-7500		E. F. McDonald, p Ted Letzell, gm	Violet Kmetz, pd	Ross Wher, ce St., Thes.
WENR 1923	890 50,000 ST-WLS	American Bcstg. Co. Inc 20 N. Wacker Dr. Andover 3-0800	ABC	John H. Norton, Jr. (ABC), vp in chg. of central div. Edward Lynch, g & cm	Richard Woollen, pd Dean Linger, pmm E. C. Horstmen, ce	Con O'Dea, n & sd Keith Beecher, fd Beulah Karney, wd AP, INS RCA
WENR-FM 1948	Ch. 234 (B) 94.7mc 25kw					

(For full information see TELECASTING Yearbook)
(See Zion, Ill. listing)

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What does a coverage map mean?



PLENTY WHEN YOU'RE SELLING CHICAGO AND 251 KEY MID-WESTERN COUNTIES ON **WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

9,535,600 consumers in the primary! 6,056,200 in the secondary!

**A POTENTIAL \$17,000,000,000
ANNUAL MARKET**

As the Voice of Labor, WCFL has a special tie with the well-paid craftsmen and wage-earners in this prosperous, industrial area.

For full information, contact Art Harre at WCFL, or The Bolling Company.

WCFL

50,000 watts
1000 on the dial

THE RADIO VOICE OF OVER HALF A MILLION MEMBERS
OF THE CHICAGO FEDERATION OF LABOR

666 Lake Shore Drive, Chicago, Ill.
Affiliate of Liberty Broadcasting System



• When the Olson Travel Organization of Chicago decided to use radio to boost sales of their European all-expense tours, they naturally turned to Station WMAQ, the master sales medium of the Middle West.

OTO contracted to sponsor the Saturday morning "Norman Ross Hour" at a cost of approximately \$350 per week. During the very first week, mail inquiries resulted in estimated business totaling over 84 THOUSAND DOLLARS—242 times the original investment. And things have been booming ever since.

Here is further evidence of the dynamic selling power waiting to be harnessed to your sales message. Check availabilities with Station WMAQ or NBC Spot Sales TODAY.

Celebrating
30 Years
of Service

NBC RADIO IN CHICAGO



ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Frog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
CHICAGO (Cont'd)							
WENR-TV 1948		American Bcstg. Co., Inc. 20 N. Wacker Drive		(For full information see TELECASTING Yearbook)			
*WFJL(FM) 1948	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.					
WFMT(FM) 1948	Ch. 290 (B) 105.9mc 9kw	Gale Bcstg. Inc. 4000 Washington Blvd. Sacramento 2-6272		Bernard Jacobs, p & m	Rita Smith, pd		
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm E. M. Hinzman, cm	Herbert Rudolph, pd K. P. Freda, pmm	William Shunk, ce	Assoc. UP WE
WGN 1924	720 50,000	WGN, Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Bruce Dennis, pd Tom Elvidge, asst. pd Charles Wilson, pmm Carl J. Meyers, ce David O. Taylor, d of opers.	Jim Hanlon, publ. & pub. rel. d Robert F. Hurleigh, nd Norman Kraeift, fd Frank Korch, sd Myrtle Stahl, wd	St. AP, UP, INS GE
WGNB(FM) 1941	Ch. 254 (A) 98.7mc 35kw	(WGN, AM Affiliate)		(For full information see TELECASTING Yearbook)			
WGN-TV 1948		WGN, Inc. 441 N. Michigan Ave.					
WHFC 1926	1450 250	WHFC, Inc. 3350 S. Kedzie Townhall 3-6305		R. W. Hoffman, p & gm	F. Matthews, pd	E. P. Hayes, ce UP RCA
WEHS (FM) 1941	Ch. 250 (A) 99.7mc 30kw	(WHFC, AM Affiliate)					
WIND 1927	560 5,000	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170		Ralph L. Atlass, gm John T. Carey, cm H. Leslie Atlass, Jr., pd	Walter Rubens, pmm Kenneth Shirk, ce Walter L. Rubens, prod. d	James Dale, nd Bert Wilson, sd	St. AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD, Inc. 230 N. Michigan State 2-5466	Avery- Knodel	Marshall Field, p Frederick G. Harm, g & cm & pd Robert W. Ward, slm	Dick McNeely, pmm Walter F. Myers, ce Don Lavery, mus. d Carl Warner, nd	Chuck Bill, fd Bob Elson, sd Rosemary Wayne, wd	Cap., St., Thes., Wld., UP RCA
WFMF (FM) 1945	Ch. 262 (B) 100.3mc 33kw	(WJJD, AM Affiliate)					
WLS 1924	890 50,000	Agricultural Bcstg. Co. 1230 W. Washington Blvd Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm C. M. Freeman, cm Harold A. Safford, pd	Warren W. Middleton, pmm Thomas L. Rowe, ce George R. Cook, treas.	Al Boyd, prod. m Arthur C. Page, fd Martha Crane, wd	St. RCA
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot	Joseph McConnell (NBC) p Harry Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m John Keys, pmm Howard Luttgens, ce	William Ray, m & nd Everett Mitchell, fd Johnny Erp, sd	Thes. AP, UP, INS WE
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw			(For full information see TELECASTING Yearbook)			
WNBQ (TV) 1949		National Bcstg. Co. Merchandise Mart					
*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible Insti- tute of Chicago 153 Institute Pl. Michigan 2-1570		Dr. William Culbertson, p H. C. Crowell, evp R. L. Constable, gm	Robert H. Parsons, pd John Raymond, pmm A. P. Frye, ce	Walter Carlson, nd (Mrs.) Frances Youngren, wd	Wld. UP RCA WE
WMBI-FM 1949	Ch. 238 (B) 95.5mc 42kw						
WMOR (FM) 1949	Ch. 274 (B) 102.7 mc 20 kw	Metropolitan Radio Corp. of Chicago Inc. 188 W. Randolph Audover 3-6050		L. B. Melnick, gm	Louis Ronder, pd	Frank Goldstein, ce	Wld. GE
WSBC 1925	1240 250	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd	Julius Miller, cm	Mary V. Baker, wd	SES. UP

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IN ROCKFORD, ILLINOIS

W
R
O
K

*39% OF THE RADIO AUDIENCE

listens regularly to

WROK

*CONLAN SURVEY

FEBRUARY, 1951

A
B
C

A \$675 Million (Non-TV) Market

WROK-FM

Represented Nationally by H-R Representatives, Inc.

In Chicago, it's WGN

5 to 1!

In October, 1951,

an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."



WGN...Your Basic Buy... *reaching more homes per week than any other Chicago station*

A Clear Channel Station...
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

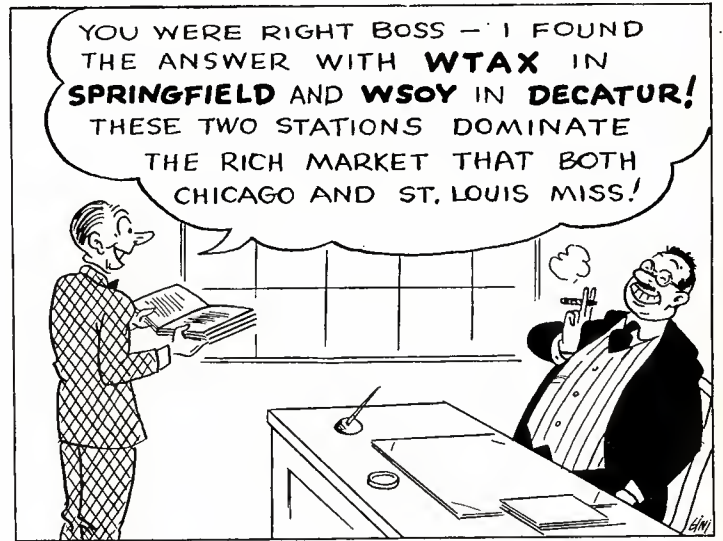
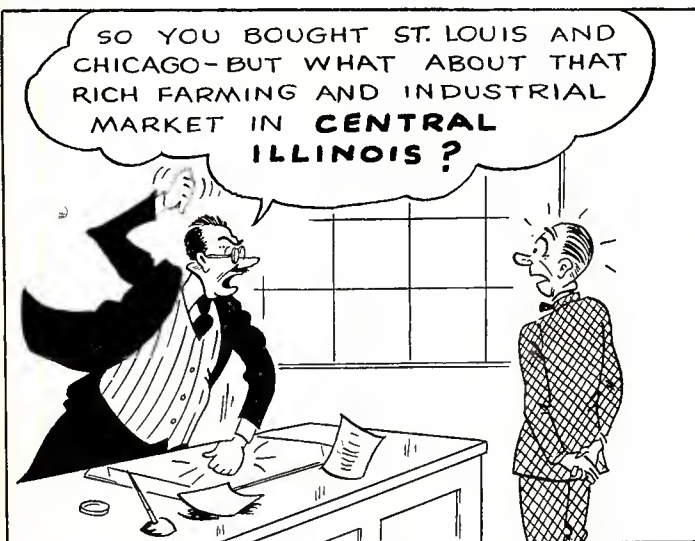
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Exec. vp evp; Gen. Mgr. gm; Chief Eng. ce;	Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
CHICAGO HEIGHTS WCHI (FM) 1950	Ch. 240 (A) 95.9mc 0.225w	Chicago Heights Bcstg. Co. 164 E. 23rd St. Skyline 5-7448	LBS	Anthony Santucci, p, gm & ce	Earl Vieaux, cm Henry E. Bruns, pd	Joe Gansen, sd GE
CLINTON WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Holman Abe Lincoln	J. R. Livesay, p Rolland O. Looper, vp, gm & ce	James Williams, c & pmm Frank C. Jennings, pd	Bill Ward, n & sd John Barton, fd UP RCA
DANVILLE WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS McKinney	Robert J. Burow, g, c & pmm	Honore E. Ronan, pd, nd & wd Theodore G. Magin, ce	Max Shaffer, f, s & sp. events d	St. UP RCA
DECATUR WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder Jr., vp & gm	Howard G. Bill, cm & asst. treas. William F. Miller, pd A. James Ebel, ce Jay Giles, pd & sd Allan Doyle, ce Milburn H. Stuckwisch, sta. sup.	Wick Evans, nd Marty Roberts, fd Mike Siman, sd Julia Boughter, wd Al Rowe, nd Carol Tuschoff, wd	Thes., Wid. UP G
WSOY 1925	1340 250	Illinois Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, c & pmm			Cap., L-W. AP G
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2 kw					 RCA
DeKALB WLBK 1947	1360 500-D	DeKalb Radio Studios, Inc. 153 N. Third St. 2677		George Spitz, p R. C. Brown, gm, s & fd	Zenophon Beake, ce Don Ulery, nd	Lois Montgomery, wd	L-W AP GE
EAST ST. LOUIS WTMV 1935	1490 250	On the Air, Inc. 5th & Broadway Bridge 4625	Sears & Ayer	Alvin O. Eades, p Frank J. Prendergast, gm Elmer Willrich, asst. m	Betty Prescott, pd & wd Erle E. White, ce Gene Clayton, nd	Neil Norman, sd	Wid. UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 55kw						
EFFINGHAM WCRA 1947	1990 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090		Joseph E. McNaughten, p Joseph M. Sutter, g, c & pmm	James Claar, pd, n, f & sd George Kregotis, ce	Marjorie Schuch, wd	Cap., Cole UP G
ELGIN WRMN 1949	1410 500-D	The Elgin Bcstg. Co. 156 Division St. 6930	McGillvra	F. F. McNaughton, Julia T. McNaughton, William D. McNaughton &	Joseph E. McNaughton, co-o Helen Blackman, pd	Marty Geertz, nd Fern Raiston, wd	L-W UP
ELMWOOD PARK WLEY (FM) 1947	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. Tu-re-do 9-1133		Zeb Zarnecki, p	James P. Rodgers, ce	 GE

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TIME BUYING FOR '52 . . . by WSOY and WTAX



NOTE: The largest market in Illinois outside of Chicago is covered by WTAX and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of \$179,602,000.00 each year. The net farm annual income is \$457,403,000.00—\$9,016.00 income per farm family, OVER TWICE the national average.—\$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WTAX
AM and FM
CBS AFFILIATE
SPRINGFIELD

WEED & CO., National Representatives

WSOY
AM and FM
CBS AFFILIATE
DECATUR

EVANSTON

WEAW(FM) 1947	Ch. 286 (B) 105.1mc 36kw	North Shore Bcstg. Co. 2425 Main St. Ambassador 2-1128, Evanston Bcstg. Co. 2201 Oakton St. Shelldrake 3-1590		Edward A. Wheeler, p & gm	Nick Panilo, ce Henry Handiesman, cm	Doris Peterson, pd	Assoc. Col. Cap. RCA
WNMP 1947	1590 1,000-D			Fred S. Newton, p August D. Pfaff, gm	Ivan Bukovsky, ce	Lee D. Mehlig, pdm	

FREEPORT

WFJS(FM) 1946	Ch. 273 (B) 102.5mc 9kw	Freeport Journal Standard Pub. Co. 217 W. Exchange St. State 504		Donald L. Breed, p Floyd Linneman, m & ce	Vince Stierman, cm	Milton Boyd, pd	Thes. AP GE
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co., Inc. 9 N. Chicago Ave. State 436	Sears & Ayer	Vincent S. Barker, p, gm & ce	Dave Taylor, cm & nd	Ralph Reynolds, pd & fd	L-W AP

GALESBURG

WGIL 1937	1400 250	Galesburg Bcstg. Co. Hill Arcade 4626	Rambeau	Mrs. O. M. Custer, p Robert W. Frudeger, gm Cy Nelson, pd	George F. Thoma, pmm Kenneth W. Schleifer, n & sd	A. R. Kemp, fd Roger L. Hoffman, cm Douglas H. Horner, ce	Thes. UP Col.
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HARRISBURG

WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Englis M. Taylor, g & cm Ken Hamilton, pmm & sd	Elmer L. Gladson, ce Bill Baker, fd	Doris Turner, wd Norma A. Slaton, pd Eddie Wise, nd UP WE Fed.
WEBQ-FM 1948	Ch. 260 (B) 99.9mc 4.2kw						

HERRIN

WJPF 1940	1340 250	Orville W. Lyerla P. O. Box 179 381	MBS, KBS Pearson	Orville W. Lyerla, p Charles R. Cook, gm Frank Elders, pd	Charles Weber, pmm Ryburn Yandell, ce	Fred Simmons, loc. slm Chet Townsend, n & sd	L-W UP RCA
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JACKSONVILLE

WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp. Ill. Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, vp, g, c, & pmm T. J. Fairburn, pd & nd	G. J. Cassens, ce William L. Fay, secy. & treas.	E. H. Garlich, fd Barney Lewis, sd Virginia Colwell, wd	Thes. UP G
WLDS-FM 1948	Ch. 263 (B) 100.5mc 9.0kw						

JOLIET

WJOL 1926	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman	Calvin Wilson, p Joseph J. Garvey, g & cm Willard Erwin, secy-treas. Marion Warner, pmm	Eileen Caron, pd Lester Decosta, ce Bob Philbin, sd	Scott Dilworth, fd Glen Logan, nd Mildred Lawrence, wd	Wld. UP G
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KANKAKEE

WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 3-6633	Holman	Leslie C. Small, p Burrell L. Small, gm	Bruce Brown, sm Orren Allain, pd & sd	Richard Eckels, ce Ted Parker, nd	Wld. AP Ray.
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KEWANEE

WKEI (CP)	1450 100	Kee Bcstg. Co. c/o Harold Rathrock, Bedford, Ind.					
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LaGRANGE

WTAQ 1950	1300 500-D	The LaGrange Bcstg. Co. 613 S. 7th Ave. 8250		Russell G. Salter, co-o & gm Chas. F. Sebastian, co-o	Marvin Grey, c & pmm Virginia Tabor, pd & wd	James Weiss, ce Stan Noyes, nd Col.
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LaSALLE

WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 3100		Peter Miller, p William Holm, g & cm William Kostellie, pd & fd	Lawrence McCann, ce Laverne Waltman, nd	Tiny Johnson, sd Betty Oberto, wd	Thes. AP G
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LINCOLN

WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 Lincoln 1370		Ray F. Knochel, p, gm, & d of engrg Dr. Lee N. Hamm, vp & secy	John H. Deal, vp & treas James E. Crowell, nd, prom. d & sp. events d William Brady, pd	Donald Thompson, ce Earle Layman, sd Tom A. Campbell, fd Marion Gordon, wd	L-W AP Col.
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LITCHFIELD

WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100		Hayward L. Talley, p & fd Thomas F. Payton Jr., evp & ce	Ed Johnson, sd Evelyn Smith, wd	Bill Kuntzman, (Carlin- ville m) AP RCA
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MACOMB

WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll 1350	LBS	William E. Schons, gm Gene Spry, pd & fd	Gene Larsen, pmm Earl E. Tipton, ce	Caryl Carstens, nd Carol Kennedy, wd	Cap., L-W UP G
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MARION

WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodds, p & gm Orval Jackson, ce	Don Wesley, f & sd Dorothy Sanders, wd	Larry Ward, nd	Assoc. AP G
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MATTOON

WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway 6464	Holman	J. R. Livesay, p & gm Dwain Bower, cm Robert F. LaMere, pd	Eugene Harper, pmm Ray Livesay, ce Bob LaMere, nd	Alvin Pigg, fd Den Wooddell, sd Phyllis Knight, wd	St. AP Ray, G
WLBH-FM 1949	Ch. 245 (B) 96.9mc 33kw						

METROPOLIS

WMOK 1951	920 500-D	Fort Massac Bcstg. Co. National State Bank Bldg. 775	LBS	James H. Firmin, g & pmm J. Dean Tate, cm Stephen C. Wolf, ce	Jim Hankins, sd Edwin E. Hill, nd Dixie M. Smith, off. m	J. R. Wetherington Jr, pd & wd Gilbert Webb, fd	Thes. PN G
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MOLINE

WQUA 1946	1230 250	Quad City Bcstg. Corp. Radio Center 4-6727	CBS Hollingbery	Dalton LeMasurier, p G. L. Flambo, gm Carter Reynolds, pd John Grandy, cm	Herbert Lafferty, pmm Harold W. Higby, ce Michael Blancard, nd	Joe Anderson, fd Hal Showere, sd Martha Cook, wd	Cap. AP Col.
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MT. CARMEL

WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger N. Cherry St. 937	KBS	James R. Brewer, p Stephen P. Bellinger, gm Vernon R. Nunn, asst. m	Elba Falley, wd Eugene Garrett, pd	Raymond E. Luth, ce Harold Richardson, fd	
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MT. VERNON

WMIX 1947	940 1,000-D	Mt. Vernon Radio & Television Co. Radio Center 3500	LBS Pearson	John R. Mitchell, p James E. Muse, g & cm	Jim Purser, pd & sd Neill R. Westerdale, ce	Don Michael, nd	L-W AP WE
WMIX-FM 1946	Ch. 231 (B) 94.1mc 15.2kw						

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
OAK PARK						
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	LBS	William L. Klein, p Egmont Sonderling, gm	Martin Bouhan, pd Bryan Wright, ce	Wayne Osborne, sd Esther Kindness, wd Assoc. UP Ray
WOPA-FM 1950	Ch. 272 (A) 102.3mc 1kw					RCA
OLNEY						
WVLN 1947	740 250-D	Olney Bcstg. Co. Olney 935	Holman	Marshall H. Poole, p g & cm	Bert DeBarr, pd & nd Paul Hartsey, ce	Ray Baker, sd St. AP Col.
OTTAWA						
WCMY (CP) 1947	1430 500-D	Carl H. Meyer Box 687		Carl H. Meyer, o & gm		SES. UP G
PARIS						
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 2 mi. W. Paris on State Rd. 133 3-1440		Adlai C. Ferguson Jr, p & gm	Les Davis, loc. nd Bud Sunkel, pd & nd	William Hunt, ce & sd Cap. AP G
PEKIN						
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400	Holman	W. Kenneth Patterson, p gm & ce Margaret M. Horner, cm	Robert R. Snow, pd George Udry, pmm Phillip Strand, nd	Fearn Wilson, fd Stuart Armstrong, sd Lee Herrick, wd
PEORIA						
WEEK 1947	1350 1,000 DA-2	West Central Bcstg. Co. Commercial Natl. Bank Bldg. 3-3688	NBC Headley-Reed	U. S. Senator Robert S. Kerr, p Fred C. Mueller, g & cm	Robert Burton, pd Dorothy Klaus, pmm Wayne Lovely, ce	Larry Finley, nd "Chick" Hearn, sd Wld. AP G
WIRL 1948	1290 5,000 DA-2	Ill. Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery-Knodel	Timothy W. Swain, p Tom Gavin, gm	Rudy Luukinen, ce (Mrs.) Effie Sams, wd Dick Herm, fd	Tom Conner, nd Lloyd Harvey, pmm Hank Fisher, sd Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711	CBS Free & Peters	Charles Caley, vp & gm Donald D. Kynaston, cm Charles Barnhart, pd	Marvin H. Hult, pmm A. James Ebel, ce Emil Bill, fd	Jack Quinn, sd Florence Luedeke, wd Brooks Watson, nd Thes. AP, UP Ray
WMBD-FM 1948	Ch. 223 92.5mc 16kw					
WPEO 1950	1020 1,000-D	WPEO, Inc. Box 1229 4-3249	Pearson	T. E. Brewer, gm & ce Gleen Elliott, sm	Robert Lee, pd	L-W UP G
WWXL 1947	1590 1,000 DA-2	Central Ill. Radio Corp. Jefferson Hotel 9106	LBS Meecker	Joseph Giddan, p Paul M. Enright, gm Dodd Boyer, cm	Ed Klein, pd Robert Swadener, ce Lee Rothman, nd	Justin Clark, sd Pat Gayle, wd UP, INS
QUINCY						
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm	Edmund J. Derhake, ce Gene Terry, nd	Paul McClelland, pd & sd Mary Harvey, wd Wld. UP G
WQDI(FM) 1947	Ch. 286 (B) 105.1mc 8.9kw	(WGEM, AM Affiliate)				
WTAD 1926	930 1,000 DA-N (CP) 5,000 1,000 N	Lee Bcstg., Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothschild, gm Lloyd Loers, (loc.) cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce Robert Eickmeyer, nd	Dick Faler, fd Bill King, sd Marion Sexton, wd St. AP, UP G
WTAD-FM 1948	Ch. 258 (B) 99.5mc 53kw					RCA
ROCKFORD						
WROK 1923	1440 1,000-LS 500-N	Rockford Bestrs. Inc. Rockford Newstower 2-6621	ABC H-R Reps	Albert G. Simms, p Walter M. Koessler, gm Bob Edell, nd Lorna Lane, wd	John J. Dixon, cm Maurice P. Owens, pd Don Bowton, fd	Betty L. Thro, pmm Wilfred A. Smith, ce Morey Owens, sd St. AP RCA
WROK-FM 1949	Ch. 248 (B) 97.5mc 16kw					

Data corrected to Dec. 6, 1951. If executives or services for FM are same as A M affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issue d. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Springfield, Illinois

W C V S AND WCVS-FM

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC
❖
Sears & Ayer - Nat'l. Reps.

ROCK ISLAND

WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. Telco Bldg. 6-3441	ABC Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, vp & gm Harlan Ralston, asst. pd Fern Hawks, pmm	Maurice Corken, cm Pat Scott, wd Robert J. Sinnett, ce	Charles F. Harrison, nd & sp. events d	St. UP Col.
WHBF-FM 1947	Ch. 255 (B) 93.9mc 37kw						St. WE
WHBF-TV 1950		Rock Island Bcstg. Co. Telco Bldg.		(For full information see TELECASTING Yearbook)			

ST. CHARLES

WEXI(FM) 1949	Ch. 292 (A) 106.3mc 0.25kw	Greater Ill. Bcstg. Box 269 2963		Bob Martin, pd	Ray Doane, ce	Dick Fitzgerald, sls. d	L-W Ray.
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SPRINGFIELD

WCVS 1924	1450 250	WCBS Inc. 523 E. Capitol 9855	ABC Sears & Ayers	Harold L. Dewing, p C. W. Neeld, g, c & pmm John Geil, pd	Richard Ashenfelter, ce Jim Mitchell, n & sd	Ken Spengler, fd Mary Bruemmer, wd	Wld. AP RCA
WCVS-FM 1947	Ch. 275 (B) 102.9mc 25kw						
WMAY 1950	970 1,000-LS DA-2 500-N	Lincoln Bcstg. Co. Reisch Bldg. 6963	NBC Pearson	Gordon Sherman, p & gm Melvin Feldman, ce	Syl Binkin, pd Mel Kampe, pmm	Pat Fredericks, fd	Thes. UP RCA
WTAX 1930	1240 250	WTAX, Inc. U.S. 66 & E. Cook St. 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	Shelby T. Harbison, pmm & sd E. C. Swaringen, ce	Glen Farrington, nd Spizz Singer, fd LaVerne Best, wd	L-W AP RCA
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw						

STERLING

WSDR 1949	1240 100	Blackhawk Bcstg. Co. Lawrence Bldg. Main 3400		Sam Bartlett, p, gm & fd Lillian Barlett, cm Bruce Richardson, sd	Johnny Rowher, pd Edward Fisher, ce	Bob Ferguson, nd Lois Lamb, wd	Cap., St. L-W UP G
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TAYLORVILLE

WTIM 1951	1410 1,000-D DA	Moyer Bcstg. Co. Taylorville 1410		Russell Armentrout, co-o Roger L. Moyer, co-o	Keith W. Moyer, gm	William Emas, slm UP G
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URBANA

*WILL 1922	580 5,000-D DA-1	U. of Illinois 1010 S. Wright St. 7-6611		George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd	Robert Campbell, pmm John R. Brugger, ce Don Brown, nd	Jack Murray, fd Myron Walden, sd Jessie Heathman, wd	Assoc., Cap. AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptnr, c & pmm	Gene Phillipe, ptnr, pd & ce Harold Nettleship, nd	Steward Cochran, sd Maralyn Holley, wd	St. UP G
WKID-FM 1950	Ch. 277 (B) 103.3mc 2.4kw						

for sales in 25 Central and Southern Illinois Counties

WMAY
SPRINGFIELD
ILLINOIS' 2ND MARKET

and



We're sitting pretty—midway between Chicago on the northwest and St. Louis on the southwest— and no television in between. That's why folks say we're "middlemen to Central Illinois." If you want 900,000 people who spend \$900 million annually, take 'em with one order on one station: WMAY.

POWER? Sure, to burn. Sir, we're the most powerful fulltime station in all Central and Southern Illinois. We're sitting pretty! Join us!

WMAY

SPRINGFIELD, ILLINOIS
Covering Illinois' Second Market
1000 WATTS DAY 500 WATTS NIGHT

GORDON SHERMAN
President
Represented by
JOHN E. PEARSON CO.

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
WAUKEGAN						
WKRS 1949	1220 1,000-D DA	Waukegan News-Sun Bcstg. Co. Box 500 Ontario 9000	McGillvra	F. Ward Just, p Joseph B. Kirby, g & cm	A. F. Sorenson, pd M. D. Hunnicutt, ce	Dolores Ryan St., Thes. AP G
WKRS-FM 1948	Ch. (B) 106.7mc 12kw	Keystone Printing Services, Inc. Box 500 Ontario 9000			 WE
WEST FRANKFORT						
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. S. Logan St. 1300		Gerald L. Staten, gm Felix Adams Jr., gm	Jim Young, ce	Shirley Staten, wd Ervin Coppi, sd Cap. UP G
ZION						
WCBD 1947	820 5,000 SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mgng. d	Carl Q. Lee, cm	
INDIANA						
ANDERSON						
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. Tower Bldg. 3-5321	Holman	L. B. Gallimore, p William Travis, g & cm Bill Shannon, asst. m & nd	Lorraine Travis, pd & wd D. S. Chakas, pmm Robert Crandall, ce	Ted Stamm, fd Russ Conley, sd SES., Wld. AP Col.
WHBU 1923	1240 250	Anderson Bcstg. Corp. Citizens Bank Bldg. 7791	CBS Bolling	C. Bruce McConnell, p John R. Atkinson, g & cm	Sam Roberts, pd L. M. Shroyer, ce	Chuck Bailey, sd Thes. UP Gates
BEDFORD						
WBW 1948	1340 250	Radio Bedford Inc. Radio Farm 4421	MBS W. S. Grant Co.	William C. Smith Jr., p & gm Louis E. Gaines, ce	James D. Baker, pd & fd Harold B. Rothrock, pmm Carl J. Finger, ce	Larry Incollingo, nd Will Darch, sd Abbie Heitger, wd L-W AP Collins
BLOOMINGTON						
WFIU(FM) (CP) 1949	Ch. 279 (B) 103.7mc 33kw	Trustees of Indiana U.				
WTTS 1949	1370 5,000-LS 500-N DA-2	Sarkes Tarizan Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarizan, p Glenn VanHorn, gm	Robert Lemon, c & pmm Paul Lennon, sd	Morton Weigel, ce Joe Trimboli, nd Red Latimer, fd Assoc., Wld. AP RCA, Ray.
WTTV(TV) 1949		Sarkes Tarizan Inc. 535 South Walnut St.				(For full information see TELECASTING Yearbook)
BOONVILLE						
WBNL 1950	1540 250-D	Boonville Bcstg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm & ce	Norman Hall, co-o, asst. m, pd & nd Bill Stevens, pmm & sd	Leroy Drake, fd Geraldine Sanders, wd Cole UP Gates
COLUMBUS						
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397		Joseph Finneran, p Richard Jewell, gm Johnnie Diewart, cm	Ernie Kerns, pd Paul Kelley, ce Charlie Powell, n & fd	Bob Westermeier, sd Dorothy Mayes, wd Assoc., Wld. AP WE
WCSI-FM 1947	Ch. 229 93.7 71kw				 Fed.
CONNERSVILLE						
WCNB 1948	1580 250-D	News-Examiner Co. 405 Central Avenue 1950	Burn-Smith	G. S. Tatmen, secy. E. M. Jackson, gm	R. T. Underwood, asst. m pd & sd	J. C. Wulliman, ce Joanne Geis, wd Wld., Cap. UP GE
WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw					
ELKHART						
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3 1960	NBC Pearson	Richard W. Holloway, gm Donald McFall, ce Jerry Maloney, pd	Kay Schnuck, pmm Lester Zellmer, ce Phillip Haines, nd	Roscoe Stangland, fd Eldon Lundquist, sd Martha Jane Boles, wd Wld. UP RCA
WTRC-FM 1948	Ch. 264 (B) 100.7 33kw				 Fed.
EVANSVILLE						
WEOA 1936	1400 250	WFBM Inc. 24 N. W. Third St. 49215	CBS Katz	Harry M. Bitner Jr., p Don Menke, g & cm Alex Monahan, pd	Ray Lasher, pmm William Schultz, ce Courtney Smith, nd	Kenneth Snapp, fd Dick Anderson, sd Michael Finn, wd L-W AP RCA
WGBF 1923	1280 5,000-LS 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2 1171	NBC Weed	Martin L. Leich, gm Mrs. Pat Roper, pd	Del Greenwood, pmm Erwin Schoeny, ce	Fred Rollison, nd Marvin Bates, sd Wld. UP Col.
WMLL(FM) 1941	Ch. 233 (B) 94.5mc 50kw	(WGBF, AM affiliate)				
WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn Rd. 4 8284	Indie Sales	John A. Engelbrecht, p, g, c, pmm & pd	George F. Stoltz, ce John Munger, nd	Thes., Cap. AP Col.
WIKY-FM 1948	Ch. 281 (B) 104.1mc 19kw				 Fed.
WJPS 1948	1330 5,000-LS 1,000-N DA-2	WJPS Inc. 206 Main St. 5 2221	ABC Walker	Robert S. Davis, p Robert J. McIntosh, gm Jack D. Frew, cm	Jack McLean, pd & nd Betty Sparkman, pmm Gilbert Hoffman, ce	Verne Paule, sp. events d Dick Shilvey, sd St. AP Fed.
FT. WAYNE						
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg.	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sm	Paul Price, pd Robert McCermott, pmm & nd	Wm. Wallace Warren, ce Robert Hill, sd Madge Roemer, wd St. AP
WGL 1924	1250 1,000 DA-2	The News-Sentinel Bcstg. Co., Inc. 201 W. Jefferson St. Eastbrook 3366	ABC Headley-Reed	Miss Helene R. Foellinger, p Henry Page, vp & treas. Pierre Boucheron, gm	Merrill C. Johnson, cm Norman Widenhofer, pd Richard Katt, pmm Donald Holzappel, ce	Jack Guest, fd Len Davis, sd Mary McDonald, wd Thes. UP RCA

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bestg. Co. Inc. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Hilliard Gates, asst. m & sd	Edward G. Thoms, gm Carl E. Evans, cm Calo Mahlock, pd	Eugene A. Chase, ce Wayne Rothgeb, fd	UP RCA
WKJG-FM 1948	Ch. 291 (B) 106.1mc 30kw						
WOWO 1925	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC Free & Peters	Franklin A. Tooke, sm Paul E. Mills, cm Carl W. Vandagriff, pd Jess L. Hadsell, pmm	Bruce H. Ratts, ce Bob Carlin, co-nd Ron Miller, co-nd	Jay Gould, fd Milt Marx, sd Jane Weston, wd	Thes. UP WH
WOWO-FM 1941	Ch. 241 (B) 96.1mc 16.5kw						

GARY

WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel		George M. Whitney, p, g & cm	William Miller, pd Erick Ericksen, pmm	H. F. Grounds, ce RCA
WWCA 1949	1270 1,000 DA-1	Lake Bestg. Co. Inc. Hotel Gary 9171		Dee O. Coe, p & gm Boyd Lawlor, cm Todd Branson, pd & sd	Jim Connors, pmm Victor Voss, ce	Morrison Schwartz, nd Joan Beckman, wd AP Col.

HAMMOND

WJOB 1928	1230 250	South Shore Bestg. Corp. 449 State St. Sheffield 8400	McGillvra	Robert C. Adair, p L. B. Weller, m Ed Rozhon, cm	Wilbert Wobus, pd Jess Peters, ce John Gibbs, nd	Jerry Mitchell, fd Hugh Hill, sd Lee Kent, wd	Wld. UP Ray.
WJIZ(FM) 1948	Ch. 222 (B) 92.3mc 9.3kw	(WJOB, AM Affiliate)					

INDIANAPOLIS

WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian St. Lincoln 8506	CBS Katz	Harry M. Bitner, p Harry M. Bitner Jr., gm William F. Kiley, cm Frank O. Sharp, pd	Dave Milligan, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Dick Pittenger, sd Jeannette Elliott, wd	
WFBM-TV 1949		WFBM-TV 1330 N. Meridian St.		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-LS 10,000-N DA-2	WIBC, Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	Richard M. Fairbanks, p, & gm Robert J. Myers, asst. gm Gilbert I. Berry, gen. slm	William L. Dean, pd, pmm Robert W. Minton, ce Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	Cole, SES AP, UP RCA

**THOSE HIGH HOOPERS
HALF THE WIBC
STORY—**

● Hooper ratings give only a glimpse of the hold which WIBC—Indiana's *first* and *only* 50 KW radio station—has on Hoosier audiences. Hooper* shows WIBC's average rating on locally produced programs *now available* in the weekday 8 a.m.-6 p.m. slot is 74% higher than that of any other Indianapolis station . . . actually 147% higher than the average of all rival stations, for programs in this category. But these high-flying Hoopers—limited as they are


*February, March, April, 1951

to Metropolitan Indianapolis—don't do full justice to "The Friendly Voice of Indiana."
Why? Because WIBC gives you a BONUS of 932,368 additional radio families within its 0.5 MV contour area!

This BONUS COVERAGE is the key to WIBC's position as a top salesman for a long list of the leading national spot advertisers . . . and your cue for top results in the Indiana market!

See your John Blair man today!

**JOHN BLAIR & CO.
National Representatives**



WIBC 1070 KC

*The Friendly
Voice of Indiana*

30 W. WASHINGTON ST.
Indianapolis 6, Ind.

INDIANA (Continued)

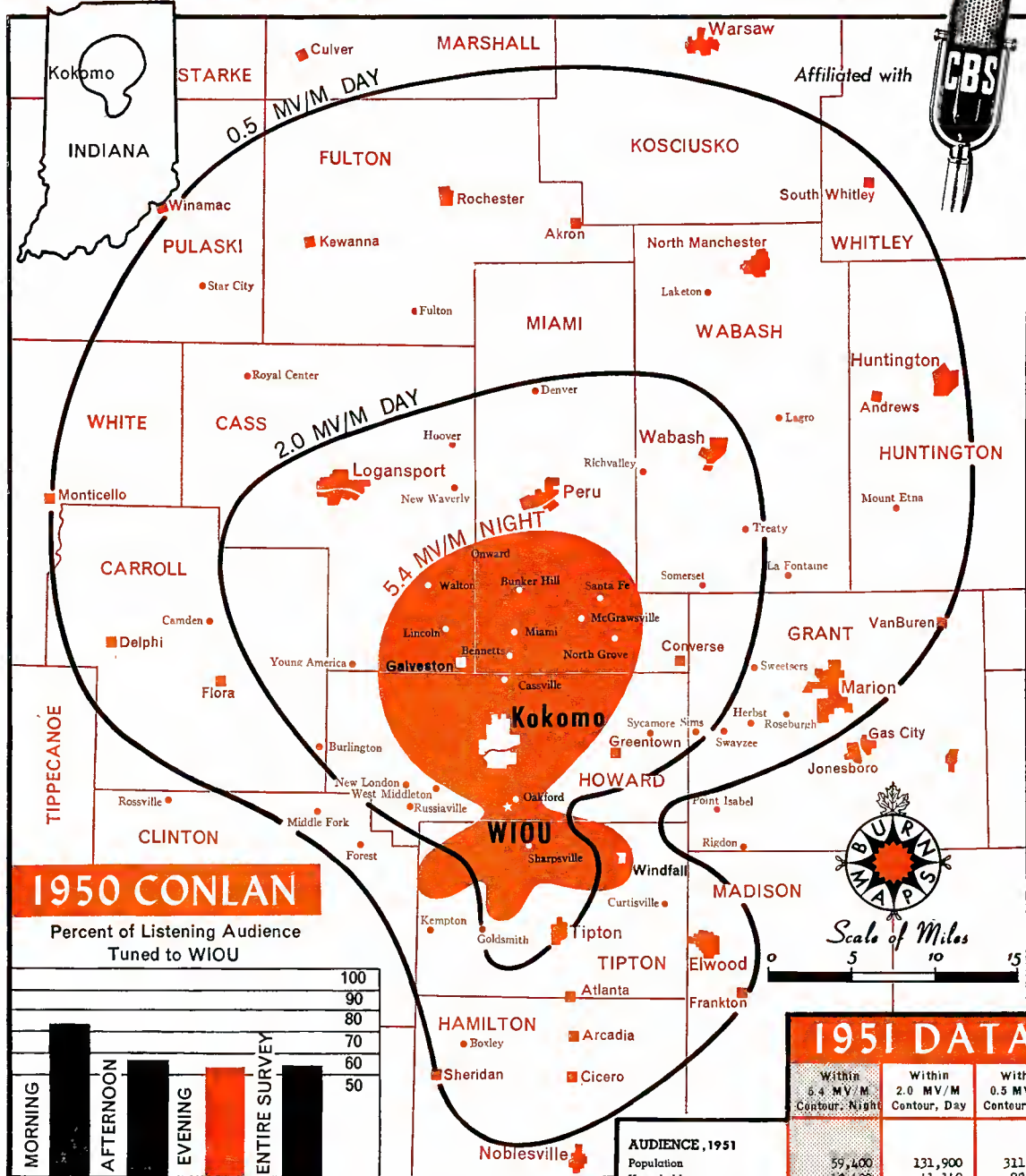
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
INDIANAPOLIS (Cont'd)						
WIRE 1924	1430 5,000 DA-N	Indianapolis Bestg. Inc. 307 N. Pennsylvania St. Plaza 1541	NBC Pearson	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Ward Glenn, pmm Eugene E. Alden, ce	Tom Carnegie, sd Paula Karr, wd Wld. AP, UP RCA
WISH 1941	1310 5,000-LS 1,000 DA-N	Universal Bestg. Corp. 1440 N. Meridian St. Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm William H. Spencer, sm William E. Frosch, pd	Reid G. Chapman, pmm Stokes Gresham Jr., ce Gene Allison, nd	Howard Carlson, fd Luke Walton, sd Catherine Daniels, wd Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494	Indie Sales	Lyman S. Ayres, p Robert D. Enoch, g & cm	Joseph Rockhold, pd Edward Lockwood, ce	John Randall, nd Charles Brockman, sd Cap. UP
JASPER						
WITZ 1948	990 1,000-D	Jasper On The Air Inc. P. O. Box 167 678		Dr. G. E. Metzger, p F. A. Higgins, gm George A. Foulkes, cm	Charles O. Presley, pd, n, f & sd Nick Yalowey, ce	David Tobak, wd Frank Martin, mus. d Pat Freson, traffic d Wld. UP
KOKOMO						
WIOU 1948	1350 1,000 DA-2	North Central Indiana Bestg. Corp. 212½ N. Main St. 6194	ABC Weed	R. H. Blackledge, p John Carl Jeffrey, vp, g & cm	Wm. Randolph Cox, pd Chester V. Rector, ce Robert Bruner, nd	Bob Nance, fd Wm. Pipher, sd Dorothy Shellman, wd St. AP GE
LAFAYETTE						
WASK 1941	1450 250	WFAM Inc. McCarty Lane 4300	MBS Ra-Tel	O. E. Richardson, p E. R. Herkner, sm	Robert H. Elrod, pd & sd Harry C. Garba, ce	Ted Thorne, nd Wld. UP Ray.
WFAM(FM) 1948	Ch. 236 (B) 95.1mc 12kw	(WASK, AM Affiliate)				
LaPORTE						
WLOI 1948	1540 250-D	LaPorte County Bestg. Co. Inc. Rumely Hotel 3734	McGillvra	Hoyt Scott, p & sm	Dr. Edward Young, treas. & gm	Cap. AP
LEBANON						
WINL(FM) 1951	Ch. 296 (A) 107.1mc 0.59kw	Lebanon Bestg. Co. 117 S. Lebanon St. 17		Percy M. McGhee, p, g & cm & ce	Elizabeth L. McGhee, pd	Thes. INS RCA
LOGANSPOUT						
WSAL 1949	1230 250	Logansport Bestg. Corp. P. O. Box 399 4261	MBS	John C. Cotner, p Joe Jordan, g & cm & sd	Howard Bright, pd & pmm Earl Nelson, ce	Ted Burklund, nd Ira McCormack, fd Ann Ginn, wd Assoc. AP RCA
MADISON						
WORX(FM) 1951	Ch. 244 (A) 96.7mc 0.35kw	Pioneer FM Co. Telegraph Hill 962		Frances Knight, g & cm	William M. Poland, pd	Charles N. Cutler, ce Anita Spillman, wd Thes. UP G
MARION						
WBAT 1947	1400 250	Marion Radio Corp. Marion 5500	CBS	John Henry Bone, p, g & cm John Ramp, vp	Lenore Fuller, pd, pmm & wd Charles Westfall, ce	Bill Fowler, n & sd Guy Harris, fd Wld. AP Col.
WMRI(FM) 1948	Ch. 295 (B) 106.9mc 34kw	Chronicle Pub. Co. Inc. 610 S. Adams St. 4059	LBS Hoosier	Gardner J. Thomas, p Richard E. Lindsay, gm	Carl L. Baker, cm Robert Wright, pd	William Simpson, ce Cap. WH
MICHIGAN CITY						
WIMS 1947	1420 1,000-D (CP) 1,000-LS 500-N DA-N	Northern Indiana Bests Inc. 415 Franklin St. 5-5245	LBS Ra-Tel	William N. Udell, p & gm Al Halus, co-cm Robert K. Beel, co-cm Richard S. Oisen, pd	Jean LaGrange, pmm Robert J. Schilling, ce John Gleason, nd Stu McDonnell, fd	Paul Schroeder, co-sd Howard Murdock, co-sd Ruth Bleck, wd UP Ray.
WIMS-FM 1949	Ch. 228 (A) 93.5mc 1kw					
MUNCIE						
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd St. AP GE
WMUN(FM) 1947	Ch. 281 (B) 104.1mc 7.4kw	(WLBC, AM Affiliate)				
NEW ALBANY						
WLRP 1949	1570 1,000-D	Ohio Valley Bestg. Inc. P. O. Box 285 4-2235		Roy L. Hickox, p & gm Speck Pedigo, cm Keith Reising, pd	Joe Gillum, pmm Eugene Fischer, ce	Joe Piggott, n & sd Rita Loesch, wd L-W UP Ray.
NEW CASTLE						
WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600		(Mrs.) Adeline B. Cham- bers, trustee	Scott B. Chambers, gm Howard White, cm William E. Turner, pd	Kenneth Huffman, act. ce E. D. Ogbornie, sm Cap., Wld. AP GE
PORTLAND						
WPGW 1951	1440 500-D DA	Glenn West P. O. Box 608 1094	LBS	Glenn West, p, g & cm, pmm & tech. d Mrs. Glenn West, exec. secy.	Robert E. Leach, pd, n & sd	Harold K. Rippey, fd Betty Leach, wd SES. G
PRINCETON						
WRAY 1950	1250 1,000-D	M. R. Lankford Outer West Broadway 1250		M. R. Lankford, p Bryan Davidson, g & cm, & ce	Jerry Hirsch, pd Lloyd Ray Harry, n, f, & sd	(Mrs.) Ola Criswell, wd St. AP G
RICHMOND						
WKBV 1926	1490 250	Central Bestg. Corp. 25 S. Ninth St. 2-1156	MBS Meeker	Alan B. McCrea, p Lester G. Spencer, gm Roland Nusbaum, c & pmm	Mark Mitchell, pd Louis Duning, ce Ted Westbrook, nd	Liz Miller, fd Spencer Danes, sd Geneta Kern, wd SES., Thes. UP RCA
SALEM						
WSLM (CP)	1220 250-D	Don H. Martin 306 Caleb St.				
SEYMOUR						
WJCD 1949	1390 500-D	Azra C. Baker Seymour 1212		Azra C. Baker, p	John William Clark, pd	Arnold Haun, ce L-W, SES. AP G

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 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WIOU

1,000 WATTS
DIAL 1350
DAY & NIGHT

KOKOMO Indiana



1950 CONLAN

Percent of Listening Audience Tuned to WIOU



We know what our people want . . . and a share of the listening audience that is never less than half and frequently exceeds 80 per cent, is proof that *we give them just that.*

Including the finest programs in the world from the Columbia Broadcasting System.

Farm Listeners hear a special program for two hours each day conducted by Robert Nance, Farm Service Director.

Radio Station WIOU
John Carl Jeffrey, Vice-President and General Manager.
Radio Center Kokomo, Indiana Telephone 6194
Represented by
WEED & COMPANY
New York - Chicago - Hollywood - Detroit - San Francisco
Atlanta - Boston

1951 DATA

	Within 5.4 MV/M Contour, Night	Within 2.0 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE, 1951			
Population	59,400	131,900	311,100
Households	18,400	41,110	98,400
Radio Homes	17,930	40,030	95,620
RETAIL MARKET* 1950			
Food Stores	12,590,000	23,770,000	56,250,000
General Merchandise Stores	5,610,000	13,430,000	26,860,000
Apparel Stores	2,880,000	5,820,000	13,110,000
Home Furnishings Stores	4,210,000	7,430,000	15,800,000
Automotive Outlets	13,330,000	25,900,000	61,200,000
Filling Stations	3,110,000	8,060,000	19,420,000
Building Mtl. Hardware	7,100,000	15,230,000	39,000,000
Eating-Drinking Places	2,920,000	6,840,000	16,490,000
Drug Stores	1,580,000	3,470,000	7,820,000
All Other Stores	5,710,000	13,210,000	27,970,000
TOTAL RETAIL SALES	59,130,000	123,160,000	281,950,000
FARM MARKET, 1950			
	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Number of Farms	7,050	18,360	73,320
Population	29,790	79,150	313,200
Households	8,330	22,100	83,050
Radio Homes	7,890	20,840	78,500
Automotive Vehicles	18,300	48,350	179,700
Cost of Feed Purchased \$000	6,760,000	19,560,000	68,100,000
Value of Products \$000	46,800,000	121,000,000	417,000,000
* by store classes, expressed in dollars \$ *Not shown on map			

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); SMB Radio Families; SRS Consumer Markets, coordinated to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

INDIANA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
SHELBYVILLE						
WSRK(FM) 1949	Ch. 267 (B) 101.3mc 5kw	Shelbyville Radio Inc. 125 E. Washington St. 1776	Hoosier	John C. DePrez, p Donald H. Sexton, g & cm	George Lambert, pd Justin Reuter, ce	Richard Higgs, sd Ruth Green, wd Thes. UP GE
SOUTH BEND						
WHOT 1944	1490 250	South Bend Bcstg. Corp. St. Joseph & Monroe Sts. 7-1356	ABC Bolling	C. Bruce McConnell, p Frank Crosiar, gm & sd C. J. Pajakowski, cm	Jack Melloy, pd & nd Robert Nowicki, pmm Ira D. Kealy, ce	Bruce Chamberlin, fd (Mrs.) Sue Riley, wd Assoc. AP
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main St. Mishawaka, Ind. 5-8620	Burn-Smith	F. R. Householder, p & gm	Charlie Sharpless, cm Vince Doyle, pd, n & sd	Francis Bock, ce Catherine Griffin, wd Wld. UP Col.
WSBT 1921	960 5,000 DA-2	South Bend Tribune 225 West Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p Robert H. Swintz, gm Neal B. Welch, cm Robert Drain, pd	Walter Sweitzer, pmm Herbert G. Cole, ce M. L. Linder, nd	Phillip Combs, fd Joe Boland, sd Eleanor Moore, wd St. Thes. UP RCA
TELL CITY						
WTCJ 1948	1230 250	James R. Brewer Tell City 740	LBS	James R. Brewer, o & m	 AP
TERRE HAUTE						
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, g & cm Harry Frey, pd	Madeline Barry, pmm Howard Stewart, ce Howard Stevens, nd	Bob Ferguson, sd Wanda Campbell, wd Thes. AP, UP
WBOW-FM 1947	Ch. 266 101.1mc 20kw					
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm	Dick Forbes, slm Ben Falber Jr., pd	L. Froeb, pmm Don E. Petit, ce L-W UP
WTHI-FM 1948	Ch. 260 (B) 99.9mc 7.4kw				 RCA
VINCENNES						
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Pearson	Eugene C. Pulliam, p Tom Peden, gm Dick Shaughnessy, pd	Hal Roche, sd Ralph Baldwin, chief tech.	Austin Edmondson, nd Katherine Marsey, wd
WARSAW						
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Rt. #1 65	Holman	Josiah W. Autenrieth Jr., p, g & cm	Jack E. Shannon, pd & fd L. D. Winegardner, ce	Doris Knight, wd Cole AP Ray.
WRSW 1951	1480 500 DA-2	Warsaw Times Union Times Building 155	Hoosier	Raymond B. Williams, p C. Reuben Williams, gm Wm. Mollenhour, cm & pd, pmm	Don Bowdish, ce Vince Gaddis, nd Wm. Johnson, fd	Milo Clase, sd Janet Gilliam, wd Cap., L-W UP Col. WH
WRSW-FM 1948	Ch. 297 (B) 107.3mc 36kw					
WASHINGTON						
WFML(FM) 1948	Ch. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 S. E. 11th St. 1810	Hoosier	Paul R. Bausman, p Robert E. Williams, gm	William B. Shilkett, cm Joseph Edwards, pd	Gerald E. Dyer, ce St. AP GE
WEST LAFAYETTE						
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University Lafayette 92-2385		James S. Miles, gm (on leave) John Henderson, act. m	John DeCamp, pdm, n & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd Assoc. SES., UP Col.
IOWA						
AMES						
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	Continental	W. S. Rupe, p A. A. (Art) Skinner, g & cm	Dwaine Moore, pd & nd Doyle Kelso, ce Chuck Paelas, fd	Warren Gore, sd Ann Walters, wd Cap. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College of Agriculture & Mechanic Arts Iowa State College 2500 Ext. 281		Charles E. Friley, p Richard B. Hull, gm Richard F. Vogl, pd	Neil Mehler, pmm Louie L. Lewis, ce James W. Schwartz, nd	Dale Williams, f & sd Martha Duncan, wd AP, UP RCA
WOI-TV 1950		Iowa State College of Agriculture & Mechanic Arts		(For full information see TELECASTING Yearbook)		
ATLANTIC						
KJAN 1950	1220 250-D	Geo. Basil Anderson Columbus, Nebr.	KBS Biddick	Geo. Basil Anderson, p Melvin Krehbiel, g & cm, & pd	Robert Falk, ce Gerald Bryan, nd	H. A. Preston, sd SES., Wld. AP G

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FOR TERRE HAUTE

REACHES OVER 300,000

Annual Retail Sales \$112,968,000

HIGHEST RATINGS

1000 WATTS 1480 KC

REP. BY BOLLING
New York Chicago Hollywood

Your Best Medium . . . in a Rich, Growing and Isolated Market!

Yes, WTHI reaches a rich Wabash Valley market that is far in excess of the 1950 Terre Haute population figures. And the steady growth of retail sales, both in units sold and dollar value, reflects the market increase. The new industrial building, now in progress, is creating a healthy sizable increase in the number of area production workers, and the yearly buying power by many millions of dollars! This, in itself, is destined to create for Terre Haute an economic "boom". And this market is isolated, by from 70 to 175 miles, from the nearest major trading centers. CBS and top-flight local programming plus constant and vigorous promotion make WTHI your best buy in this fine market.

WTHI is owned and operated by Terre Haute people for the benefit and entertainment of Terre Haute and Wabash Valley residents. More and more, WTHI is known and respected as "The Family Station."

WTHI CBS

TERRE HAUTE, INDIANA

1480 AM

99.9 FM

With Terre Haute's Interest

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm;	
BOONE							
*KFGQ 1927	1260 250-D	Boone Biblical College Boone					
KFGQ-FM 1950	Ch. 237 (A) 99.3mc 0.31kw						
KWBG 1950	1590 1,000-LS 500-N DA	Boone Bcstg. Co. 609 Boone Natl. Bldg. 1590	LBS	Harold L. Fisher, p Stuart N. Sanders, g & cm	George Merker, asst. m Daniel Garretson, ce (Mrs.) Signe Shaler, nd	Don Reed, sd Betty Hubbard, wd	St. AP, INS GE
BURLINGTON							
KBUR 1941	1490 250	Burlington Bcstg. Co. Natl. Bank Bldg. 680	ABC Taylor	G. B. McDermott, p & gm David H. Steinle, c & pmm	Richard Mosena, pd & nd John Gallino, ce	Morris Johnson, f & sd Elyn Mack, wd	St. UP WH
KBUR-FM 1947	Ch. 225 (A) 92.9mc 52kw	Burlington Bcstg. Co. Roosevelt Ave. 6800					
CARROLL							
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams St. 1380	LBS Tall Corn Pearson	C. Everett Bliss, o & gm Bill Parker, pd & nd	Eugene Reiff, ce	Dale Barton, f & sd	L-W UP RCA
CEDAR RAPIDS							
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St., S.W. 4-4194	MBS Burn-Smith	J. F. Hladky Jr., vp & secy. Fred W. Wagenvoord, g & cm	Kenneth M. Calwell, ce Edna A. Herbst, prom. & publ. d & wd	Dick Yoakam, nd Bob Brooks, sd Rex Conn, fd	St. AP, INS Col.
KCRK(FM) 1947	Ch. 245 (B) 96.9mc 50kw						
KWCR 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St., S.W. 3-8265	LBS Tall Corn Pearson	William J. Barron, p John F. Hanssen, g & cm Ralph Willy, pd	James Dickens, ce Truman Walrod, nd	Tom Murphy, sd Wanda Montz, wd UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Sta- tions, Inc. Paramount Theatre Bldg. 6127	CBS Katz	(Mrs.) Helen S. Mark, co-o Wm. B. Dolph, co-o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm	Douglas B. Grant, prog. m Leo F. Cole, pmm George P. Hixenbaugh, ce	Dick Cheverton, nd Chuck Worcester, fd Tait Cummins, sd Jo McEwen, wd	L-W, Thes. AP, UP, INS RCA
CENTERVILLE							
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131	McGillvra	R. K. Beck, p A. M. Farber, gm	Margaret Ashby, pd Ariene Parcel, secy.	R. K. Reimers, ce	L-W UP RCA
CHARLES CITY							
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 100½ Main St. 787	KBS McGillvra	Charles E. Wright, g & pmm Vern Harvey, cm	Doris LaBounty, pd Loren Koesling, ce Vern Bromberg, n & sd	John Burton, fd Dorothy McFarland, wd	Wld. UP Col.

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FIVE

birds with **ONE** stone
one station **WOC**

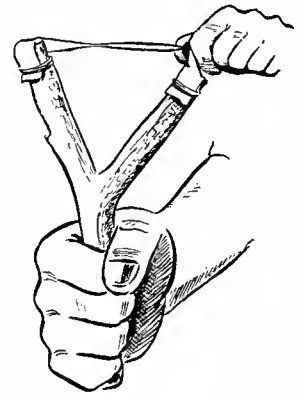
5 CITIES Davenport and Bettendorf in Iowa
Rock Island, Moline, East Moline in Illinois
PLUS . . . a RICH RURAL AREA

What big rich birds they are!

In their five nests are 180,110 people — and these people have an effective buying income of \$1,707 per person — ranging from the big nest at Davenport where effective buying income is an eagle-sized \$1,868 per capita — to East Moline with its whooping \$1,470 per capita. That per capita average of \$1,707 is \$396 per person — or 30.2% — above the national per capita average of \$1,311.

The direct shot to these five birds is WOC. This oldest station west of the Mississippi delivers a BMB audience of 94% daytime and 91% nighttime on the Davenport-Bettendorf side of the river — a BMB audience of 78% daytime and 81% nighttime on the East Moline, Moline and Rock Island side.

And these five big rich birds are just part of WOC's seven-county coverage. Get the facts from your nearest Free & Peters man.



Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

Col. B. J. Palmer, President
Ernest Sanders, Manager
BASIC NBC AFFILIATE
DAVENPORT, IOWA



WOC-AM 5,000 W. 1420 Kc.
WOC-FM 47 Kw. 103.7 Mc.
WOC-TV Channel 5. 22.9 Kw. Video,
12.5 Kw. Audio.

CLINTON

KROS 1941	1340 250	Clinton Bcstg. Corp. 246 Fifth Ave., S. 448	MBS Tall Corn Pearson	W. S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Jack Thomsen, pd & fd Gerald A. Parker, ce Lee White, nd	Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col.
KROS-FM 1948	Ch. 242 (B) 96.1mc 13kw					 RCA

COUNCIL BLUFFS

KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. P. O. Box 509 4041		Robert R. O'Brien, p Robert H. O'Brien, g & cm	Harold Hughes, pd C. W. McManamy, fd	(Mrs.) Iva Smith, wd	Assoc., L-W, Thes. AP Col.
KSWI-FM 1947	Ch. 241 (B) 96.1mc 9.3kw					 GE

CRESTON

KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Creston 55	Tall Corn Pearson	Arthur Horning, p E. M. Horning, g & cm Dorothy Lindley, pd & wd	Gretchen Thomas, pmm Floyd George, ce	Bob Parker, n & fd Dutch Horning, sd	Assoc. AP Ray.
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DAVENPORT

KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co., Inc. 324 Main St. 6-2541	MBS, LBS Tall Corn Pearson	Hugh R. Norman, p & gm Neil Conklin, cm Lois Snively, natl. adv. m & wd	Warren Anderson, pdm & fd I. F. Whalen, pmm	A. M. McGregor, ce Mark Fidler, nd Milo Hamilton, sd	Mac., Cole UP Col.
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp	Wm. D. Wagner, secy. Ernest Sanders, m Mark Wodlinger, slm	Chas. Freburg, pd Fred A. Reed, sls. pmm Paul Arvidson, ce	L-W, Thes. UP Col.
WOC-FM 1948	Ch. 279 (B) 103.7mc 47kw					 RCA
WOC-TV 1949		Central Bcstg. Co. 1002 Brady St.		(For full information see TELECASTING Yearbook)			

DECORAH

KDEC 1947	1240 250	Scenic Bcstg. Co., Inc. State Rd. 1240	MBS Tall Corn Pearson	Vern Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd Curtis Eittreim, ce	Harriett Erdmann, wd Ray Marshall, n & fd	Assoc. AP RCA
*KWLC 1926	1240 250	Luther College Decorah 687		Lee Eitzen, gm & pd	Oliver Eittreim, ce		SES. RCA

DES MOINES

KCBC 1946	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 43151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm	Robert S. Brown, ce	John Goslin, nd AP Ray.
KCBC-FM 1949	Ch. 231 (B) 94.1mc 5kw			Claire Grant, cm			Wld. GE
KIOA 1947	940 10,000-LS 5,000-N DA-2	Independent Bcstg. Co. Tenth & Mulberry 2-9191	MBS	Ralph L. Atlass, p Marvin L. Rosene, gm James L. Kelehan, cm	Lee Harris, pd Janice R. Hull, pmm Lloyd R. Amoo, ce R. J. Nash, nd	Don Ames, fd Bob Elston, sd Betty Wells, wd UP, INS
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	Russ Van Dyke, nd Al Coupee, sd	St., Assoc. AP, UP RCA
KRNT-FM 1951	Ch. 283 (B) 104.5mc 50kw					 WH
KSO 1944	1460 5,000 DA-N	Murphy Bcstg. Co. 800 Farm Bureau Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, vp, g & cm	Bill C. Baldwin, pd F. E. Bartlett, ce	Donald McGibeny, nd Gene Shumate, sd	Cap. AP RCA
KSO-FM 1944	Ch. 247 (B) 97.3mc 15.5kw					
KWDM 1951	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 5th Ave. 2-8363	LBS	George W. Webber, p & cm Robert L. Webber, gm	Edith D. Webber, pd & wd Werner C. Schwarz, ce	F. H. Booton, nd Ford Roberts, fd Al Triggs, sd Bill Dutcher, mus. d.	Cole, SES., Assoc. UP, INS Ray.

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
DES MOINES (Cont'd)							
WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & gm	Harold W. Fulton, sm Wm. D. Wagner, secy. Harold Fulton, cm Jack Kerrigan, pd	Reed E. Snyder, ce Wilfred W. Wood, asst. res. m Jack D. Shelley, nd	SES., Thes. AP, UP, INS WH
WHO-FM 1948	Ch. 262 (B) 100.3mc 400kw						
DUBUQUE							
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351	MBS Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Bert McQuilliam, cm	Arnie Sticrman, pd G. McAleece, pmm, f & sd Bern Stierman, pd	R. I. Hancock, ce George Freund, nd M. Shorten, wd	Assoc., Wld. AP Col. WE L-W UP RCA
KDTH-FM 1948	Ch. 263 (B) 100.5mc 45kw						
WKBB 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC Meeker	James D. Carpenter, evp, gm & sd Harry Hatzenbuehler, loc. cm	Gleason Kistler, pd & fd Vaughn Gayman, asst. m & nd	Robert E. Carpenter, pmm Francis Barker, ce studio Donald Heim, ce trans.	L-W UP RCA
WDBQ(FM) 1948	Ch. 277 (B) 103.3mc 15kw	(WKBB, AM Affiliate)					
FORT DODGE							
KVFD 1939	1400 250	Northwest Bcstg. Co. 912 First Ave., S. Walnut 3761	MBS Tall Corn McKinney Pearson	Edward Breen, p, g & pmm Max Landes, slm	Lester Person, bus. m Drexel Peterson, pd & fd David Sinclair, ce	Ken Peterson, nd Johnny Green, sd Mary Rankin, wd	L-W UP, INS RCA
KFMY(FM) 1947	Ch. 274 (B) 102.7mc 10kw	(KVFD, AM Affiliate)					
FORT MADISON							
KXGI 1948	1360 500-D	KXGI Inc. Marquette Bldg. 1360	Holman	Wm. E. Walker, p & cm Greg Rouleau, gm	Jack Stephan, pmm Robt. Breeding, ce	Chet Szymczak, nd Laetitia Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC 1948	800 1,000-D DA	Johnson County Bcstg. Corp. Box 751 8-1181	Rambeau	Gene Clavssen, gm & nd I. F. Duddleson, cm Herb Olson, pd	Elliott Full, ce G. M. Ludwig, fd	Tom Pettit, sd Molly Justen, wd	L-W UP Col.
*WSUI 1919	910 5,000 DA-1	State Univ. of Iowa University of Iowa 80511		Carl H. Menzer, d	Richard C. Setterberg, pd	S. J. Ebert, ce	Thes. AP, UP RCA
KEOKUK							
KOKX 1947	1310 1,000-LS 500-N DA-2	Keokuk Bcstg. Co. 500½ Main St. 235	Meeker	H. W. Stadler, p Harold O. (Hal) Totten, vp, c, & pmm	C. C. Andrews, pd James L. Mott, ce Don Frost, n & fd	Steve Alan, sd Geraldine Rochow, wd	Wld., SES. UP G RCA
KOKX-FM 1948	Ch. 274 (B) 102.7mc 3.7kw						
MARSHALLTOWN							
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn Pearson	Paul Norris Jr., secy. Times Republican Print Co.	William P. White, g & cm Allan Schrock, pd & pmm Herbert Anderson, ce	Bill Billman, nd Dale Smith, sd	Thes. UP RCA
MASON CITY							
KGLO 1937	1300 5,000 DA-N	Lee Radio Inc. 12½ 2nd St., N.E. 2800	CBS Weed	Lee P. Loomie, p Herbert R. Ohrt, evp H. B. Hook, m & cm Wm. D. Suter, pd	Don Harrer, pmm Walter Rothschild, nat'l slm Roger Sawyer, ce	Chuck Hilton, nd Dick Arnold, fd Bud Suter, sd Jane Hertig, wd	St. AP, UP RCA
KGLO-FM 1948	Ch. 266 (B) 101.1mc 16kw						
KRIB 1948	1490 250	Mason City Bcstg. Co. 5 2nd St., S.W. 5400	MBS Tall Corn Pearson	Louis Abbott, George & William Wolf, ptrns. Paul E. Millen, pd, g & cm	Richard J. Kelley, ce Bob Cavanaugh, nd	Tom O'Connor, sd Mary Jane Anderson, wd	Wld. AP Col.
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	LBS	Robert M. Carson, p & gm Norman W. Rice, cm	Boyd Harvey, pd Hubert J. Marshall, ce	Charles Ney, nd Reuben A. Hall, fd	Assoc. UP G
MUSCATINE							
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser 860	Tall Corn Pearson	George J. Volger, g & cm Don Wooten, pd	Tom Winn, ce Jim Ryan, n & sd	Jack Butcher, fd	Thes., Assoc. UP Col.
KWPC-FM 1948	Ch. 259 (B) 99.7mc 9.3kw						
OELWEIN							
KOEL 1950	950 500 DA-1	Northeast Iowa Radio Corp. 4½ Charles St. 120		Clem Crahan, p Walt Teich, gm Robert A. Morro, asst. m & pd	Ralph Giese, ce Don Ballinger, nd	Ed Jenkins, fd Bob Morrow, sd UP G
OSHALOOSA							
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co., Inc. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm	Robert W. Moore, ce Dick Roberts, nd	Roberta Burns, wd	St. AP Col.
OTTUMWA							
KBIZ 1941	1240 250	KBIZ, Inc. 2513 N. Court 5600	MBS	James J. Conroy, p Alice E. Fisher, cm & nd	Larry Shepard, pd & sd Lloyd Hanson, ce	Chuck Fellers, fd Maxine Leidendeker, wd	Wld. AP Col.
RED OAK							
KRAO (CP)	1600 500-D	Red Oak Radio Corp.					

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WHO CONTINUES TO BE IOWA'S BEST MEDIA BUY

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report No. 2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage *day and night*.

The 1951 Edition of the famed Iowa Radio Audience Survey shows that Iowa radio-set ownership is at an all-time high—98.9% in 1951, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—50.3% of Iowa's radio homes

now have two or more sets, compared to 18.2% in 1940. Sets make today's audience; in Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

Nighttime Listening Up In Spite of Television: Between 5 and 8 p.m., the 1951 Iowa Radio Audience Survey found increased radio listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

WHO, of course, continues to get the greatest share of Iowa listening. For *complete* information, write today for your complimentary copy of the 1951 Iowa Radio Audience Survey. Or ask Free & Peters!

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner or Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SHENANDOAH						
KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Shenandoah 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, g & cm	Earl Blakesley, pd Clair Gross, pmm, n & sd	Wld., SES. AP Col.
KMA 1925	960 5,000-DA-N	May Bcstg. Co. Shenandoah 192	ABC Avery- Knodel	Edward W. May, p Owen Saddler, exec. vp & gm Anthony J. Koelker, asst. sm	Howard O. Peterson, vp in chg. of sls. Glenn E. Harris, pd Harold Arkoff, pmm R. J. Schroeder, ce	Cap. AP, UP RCA
SIoux CITY						
KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	LBS Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, cm Eugene Bouchier, pd	Alvin Smith, ce Millord Miller, nd M. D. Burgess, fd	UP RCA
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, g & cm & nd	Elizabeth Simmons, pd & wd Jean Harraday, pmm	Wld., SES., L-W, Cole AP G
KSCJ-FM 1947	Ch. 235 (A) 94.9mc 11.6kw					RCA
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. 212 Commerce Bldg. 8-0165	MBS Taylor	John C. Kelly, p E. J. Huber, cm & pd	Bob Hansen, pd, n & fd Lennon Kelly, pmm	Wld., SES., L-W, Cole AP G
SPENCER						
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS Tall Corn Pearson	Ben B. Sanders, p & gm Robert L. Bickett, cm	Mason Dixon, n, f, s, & pd T. L. Shumate, pmm	St., Assoc. AP Col.
STORM LAKE						
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Storm Lake 1490		O. J. Grau, p J. I. McCord, g & cm Paul R. Benson, pd	Howard Carlson, ce Budd Duvall, nd	Cap., Wld. AP G
KAYL-FM 1950	Ch. 268 (B) 101.5mc 8.9kw					
WATERLOO						
KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620 1/2 LaFayette St. 6851	McGillvra	John M. Printup, gm	Vern Weegman, pd	Archie Erickson, ce
KWWL 1947	1330 5,000-LS 1,000-N DA-2	Black Hawk Bcstg. Co., Inc. Hotel Russell Lamson 4406	MBS Headley- Reed	R. J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm Walton W. Wilson, ce Ed Falk, nd	Cap. AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery- Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emlyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	SES. INS WH
KXEL-FM 1947	Ch. 289 105.7mc 17.46kw					
WEBSTER CITY						
KJFJ 1950	1570 250-D	Land O' Corn Bcstrs. East Highway 20 1500	KBS	Charles V. Warren, p Wayne J. Hatchett, g, c & pmm	G. D. Warland, pd, n & fd John Ingertson, ce	Betty Trowbridge, traffic m & wd George Vest, sd
KANSAS						
ARKANSAS CITY						
KSOK 1947	1280 1,000-D	KSOK Bcstg. Co., Inc. P. O. Box 602 2666		Oscar S. Stauffer, p S. C. Thompson, gm Eldon Archer, cm	George Carroll, pd Edward Hewe, ce	L-W AP Ray.
ATCHISON						
KARE 1939	1470 1,000 DA-1	Griffith-Buenning Bcstg. Co. Fifth & Kansas 2477	KBS	Paul H. Buenning, ptrn., g & cm	James M. Griffith, ptrn. & fd Jack Lloyd, pd, nd	St. AP WE
COFFEYVILLE						
KGGF 1930	690 10,000-LS 5,000-N DA-2	The Midwest Bcstg. Co., Inc. 8th & Elm 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, g & pmm E. B. Spoonamore, cm	J. Sarto Jaminet, ce Keith Upson, nd Joe Cook, fd	Wld. AP WH
COLEY						
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co., Inc. 390 W. 4th St. 790	H-R Reps.	Don Searle, p George Nickson, vp & gm Bill Martin, vp. chg. sls.	Rex Lathen, reg. slm Quintin McCredie, pmm J. L. Lynch, ce	Thes. UP Col.
DODGE CITY						
KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1370	KBS, LBS Hagg	J. C. Denious, p Wendell Elliott, gm Herschel Holland, pd	D. W. Hoisington, ce Gail Hamilton, fd	L-W AP Col.
EMPORIA						
KTSW 1939	1400 250	Emporia Bcstg. Co., Inc. Soden's Grove 153	MBS, KBS	Robert B. Reed, p Max B. Bicknell, gm Lyle Ticknor, cm Bruce Wimer, pd & nd	Chuck Wilson, pmm Everet Thompkins, ce Vic Hielt, secry. G. F. Reed, treas.	Wld. AP, UP Col.
GARDEN CITY						
KGAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co., Inc. Box 878 3041	Holman	Dale E. Kern, gm Margaret S. Kern, pd E. D. Casey, ce	R. E. Rives, slm Dean Curfman, nd	Assoc. UP G
KIUL 1935	1240 250	Telegram Pub. Co., Inc. 509 1/2 Main 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Doug Hough, cm	Tony Jewell, pd, n & fd, sd	Wld. AP G
GOODLAND						
KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Howard 331		Jim Blair, p & gm	Lyle Fick, ce	Cap. UP G

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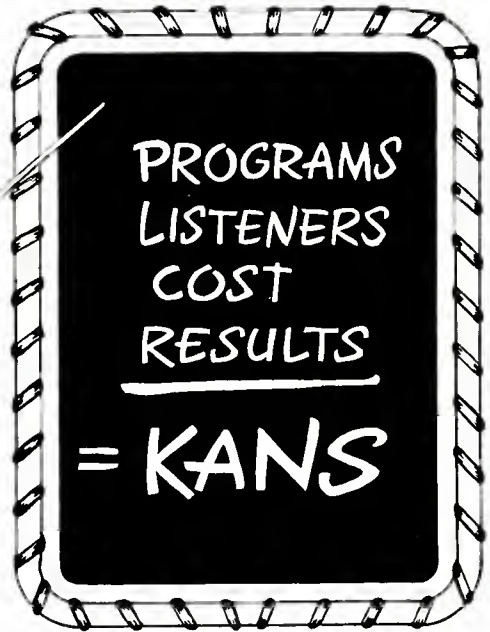
It all adds up!



**WHEN YOU
CONSIDER**

**WHAT
YOU GET**

YOU'LL BUY



KANS

IN WICHITA

5000 W DAY

1000 W NIGHT

NBC

SINCE

1936

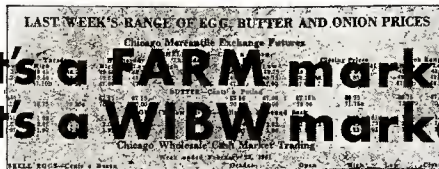
CALL YOUR
O. L. TAYLOR MAN

KANSAS (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GREAT BEND						
KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest Ave. 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm	Sherwood R. Parks, asst. m Ray H. Beals, pd	Bill J. Jarvis, slm & sd Chester A. Wallack, ce James F. Heaton, nd RCA AP Ray.
HAYS						
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 1700	KBS, LBS	Frank Motz, p Bob Schmidt, gm & sd Bud Ryan, cm	James Aryes, pd & nd Glen Barnett, ce	Gayle Combest, fd Janie Roth, wd Cap., Thes. AP RCA
HUTCHINSON						
KWBW 1934	1450 250	Bess Marsh Wyse 427 N. Main 5202	NBC Walker	Bess Marsh Wyse, p, wd Walter V. Turner, gm Jerry Toland, cm	Melvin Haines, prod. m, nd	James Riley, ce Art Rice, sd Wld. AP Col.
KWBW-FM 1947	Ch. 226 (B) 93.1mc 1.5kw				 GE St. AP G
KWHK 1946	1190 1,000-D (CP) 1260 1,000-LS 500-N DA-2	KWHK Bcstg. Co., Inc. 18 W. 5th 3100	McKinney Griffith	Vern Minor, gm Gren Darling, cm	Malcolm West, pd	M. H. Clary, ce
INDEPENDENCE						
KIND 1947	1010 250-D	Central Bcstg., Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Les Brecht, pd	James Teats, ce AP GE
JUNCTION CITY						
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724½ N. Washington St. 1477	Kansas Net. Holman	Ralph L. Weir Jr., o, g & cm & ce James Platt, pmm	Arthur Cowan, pd Bernie Hawley, n & sd	Fay Broadwater, wd UP Col.
KANSAS CITY						
KCKN 1925	1340 250	(See Kansas City, Mo.)				
LAWRENCE						
*KFKU 1924	1250 5,000 ST-WREN	U. of Kansas Lawrence 2700, Ext. 382		Franklin D. Murphy, p R. Edwin Browne, d of radio	Mildred Seaman, pd	R. P. Stringham, ce AP RCA
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. Lawrence 3431		Arden Booth, g & cm Ed Hundley, pd	Gerald Gray, ce	Bette Booth, wd L-W UP WE
LEAVENWORTH						
KCLO 1948	1410 500-D	Leavenworth Bcstg. Co. 418 Cherokee 3620	Best	Alf M. Landon, p M. L. Gleason, g & cm	Bob Buis, pd & pmm, nd David L. Reed, ce	Frank Smith, sd Francis Johnston, wd L-W UP Col.
LIBERAL						
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co., Inc. E. 8th St. 3891		Alf M. Landon, p	Leon S. Salathiel, gm Roy Pearce, cm	Larry Filkins, pd Wayne Pash, ce L-W UP Col.
MANHATTAN						
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm Bill Friday, cm	Marvin Houtz, pd & sd Herbert Lavin, ce Brandon Chase, nd	John Cates, fd Ann Friday, wd SES, Thes. AP G
*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661—Ext. 219		James A. McCain, p L. C. Williams, d of ext. L. L. Longsdorf, radio m	Robert D. Hilgendorf, radio, f & sd Paul DeWeese, asst. radio & nd	Bernard Holbert, ce Miriam Dexter, wd AP RCA
McPHERSON						
KNEX 1949	1540 250-D	McPherson Bcstg Co., Inc. Box 186 1540	LBS	Evart Mills, p Hank Dais, gm Vance Archer, cm	Charles Gerber, pd & nd Royce Baerg, pmm & sd	Claude Hughes, ce & fd Betty Donham, wd SES. AP G
OLATHE						
KPRS 1949	1590 1,000-D	Johnson County Bcstg. Co., Inc. 131 E. Park St. 1200	Continental	W. T. Sutherland Jr., gm	John M. Henry, cm	James M. Wear, pd Cap
OTTAWA						
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobes, p & gm Thomas F. Ruble, cm	D. W. Coltrane, pd, pmm & ce Herbert M. Jobes, sm	H. M. Jobes, n & fd J. N. Jobes, sd Mary Brook, wd Cap. UP G
PARSONS						
KLKC 1948	1540 250-D	Community Bcstg. Co., Inc. 1904 Broadway 4050		Clyde M. Reed Jr., p	Rae Drenner, gm & nd	Lawrence Freisner, ce Assoc., Thes. AP Col.
PITTSBURG						
KOAM 1937	860 10,000-LS 5,000-N DA-N	Pittsburg Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p R. E. Wade, g & cm, pd	Leo Stafford, ce Lou Martin, nd	G. L. Wade, pmm Wld. AP WH
KSEK 1946	1340 250	KSEK Bcstg. Co., Inc. Box 610 742	LBS Mo-Kan Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm	Ray Brasch, ce Dev Nelson, pd & sd	John Hendry, nd Marilyn Seymour, wd Thes. AP GE
SALINA						
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, m	Alfred Thompson, pd Donald Engelhardt, act. ce	A. E. Horner, sd L-W, St. AP WE
TOPEKA						
KJAY 1949	1440 5,000-LS 1,000-N DA-2	S. H. Patterson 908 Kansas 3-1336	LBS Forjoe	S. H. Patterson, o Norwood J. Patterson, gm	David G. Roberts, sm Allen Franklin, pd & nd	Gale A. Totten, ce & fd Walt Lochman, sd INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th 4-3444	MBS Ra-Tel	Bailey Axton, o & gm Allan Curnutt, cm Jack Warren Ostrode, pd	Marie M. McKinney, asst. m	Willard H. Peterson, ce Merle R. Harmon, sd Assoc. AP Col.
WIBW 1926	580 5,000 DA-N ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd L-W, St. AP, UP RCA
WREN 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co., Inc. 411 W. 10th 2-0505	ABC Weed	R. C. Jackman, p Gerald K. Barker, slm Fred L. Conger, bus. m	Carl B. Bliesner, ce & tech. m Max Falkenstien, pd & sd	Frank Jones, n & fd Julie Brooks, wd Wld. UP WH

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FAST FACTS ABOUT THE KANSAS MARKET



it's a **FARM** market
it's a **WIBW** market



FARM INCOME IS NET INCOME

Kansas farm income per household is \$7,737.* This is spendable income because Farm Families don't pay rent and they produce most of their own food. Compare the potential buying power of Kansas Farm Families with that of city dwellers who spend the bulk of their income on food and shelter.

Farm Prices Rose 4% in Month to Best '50 by 39%
Advance Due Largely to Live Stock, Dairy Products, Eggs, Apples, Lower
Poultry Ratio Advanced 3%

The wealth of Kansas comes from the soil. Last year's farm income totaled \$996,457,000.** Sales messages get best results when they're directed to Farm Families and residents of the many small agricultural communities. These groups make up the *real Kansas market*. And, because they also make up WIBW's audience, they concentrate your sales efforts right at the grass-roots buying level.

KANSAS FARM INCOME MAKES HEADLINES



Last year, Kansas farmers received \$201,023,000 for their cattle.† Today these same farms have 3,627,000† cattle on them being fattened for a fat market.



Into the packets of WIBW listeners last year went \$99,545,000 from the sale of poultry and eggs.† With more and more chicks now on farms and enviable prices in view, this year promises a new income record.



OIL

Oil wells are springing up like mushrooms on Kansas farms adding new millions in cash income to bank accounts already bulging after ten consecutive years of huge crops and high prices.

HOGS

Last year WIBW farmers sold \$185,559,000 worth of hogs.† With feed plentiful, prices high and a present swine population worth \$46,624,000,† the outlook for the current year couldn't be better.



America's largest wheat producing state, last year's crop brought Kansas farmers \$356,120,000.† Their corn crop yielded them \$125,804,000.† Expert crop analysts say that everything points to another wonderful crop—the 11th consecutive one for both wheat and corn.



Sheep and wool brought our listeners \$11,281,000 last year.† Today's soaring prices will set new income records for this double-profit "crop."

WIBW—FIRST LISTENING CHOICE OF KANSAS FARM FAMILIES

WIBW is the most powerful, personalized selling force you can possibly use to get the lion's share of the huge Kansas Farm Market. *The buyers themselves say so!* Year after year, in independent, door-to-door surveys, farm and small town

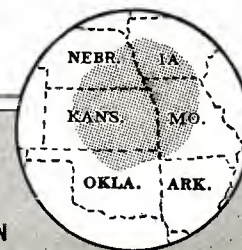
families all across Kansas vote WIBW the station they "listen to most".*** What better choice can you make than the first choice of listeners themselves—WIBW.

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS
TOPEKA, KANSAS

* Consumer Markets '51-'52
** Sales Management '51
*** Kansas Radio Audience '51
† Estimate

KANSAS (Continued)

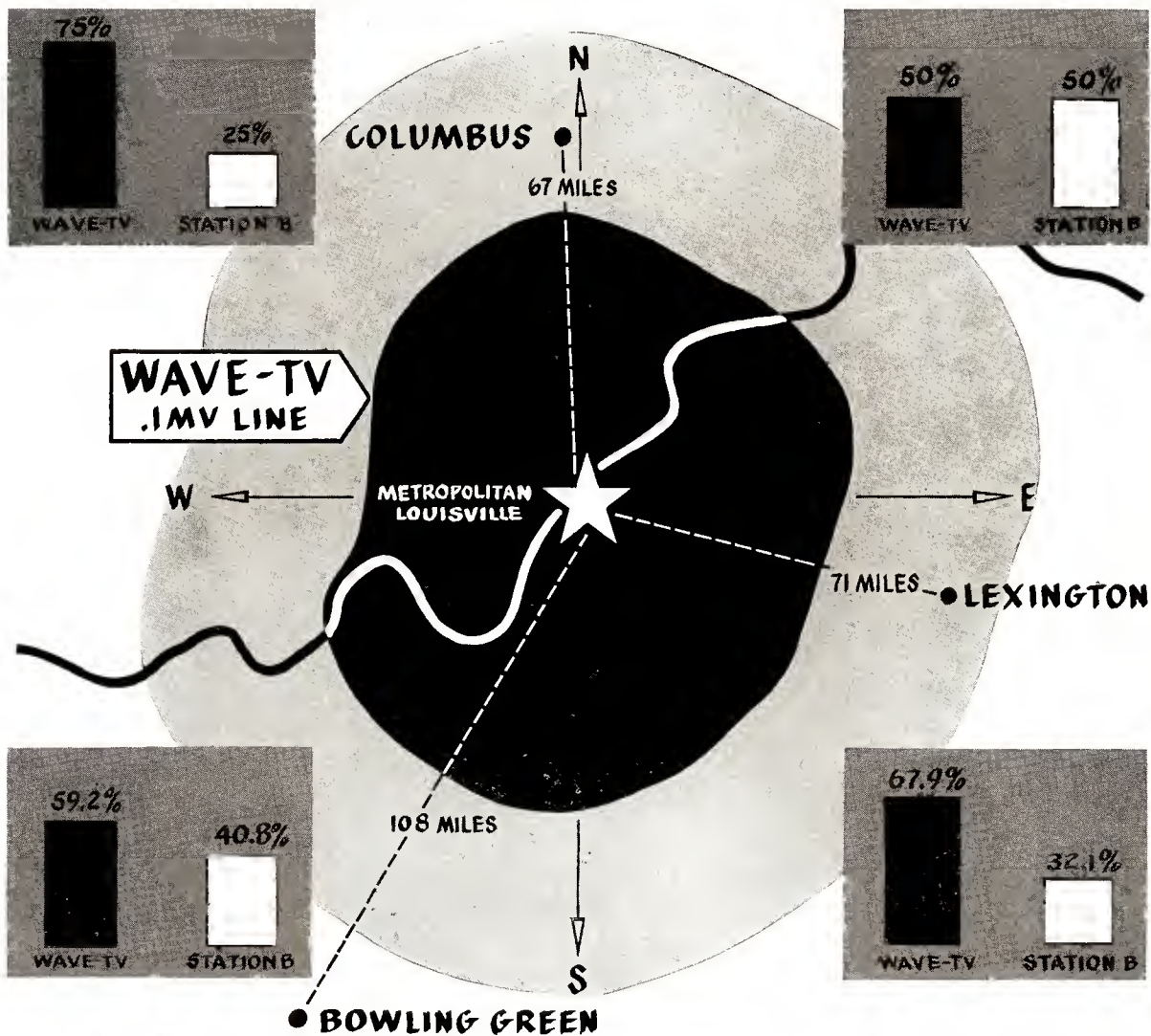
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
WICHITA						
KAKE 1947	1240 250	KAKE Bcstg. Co., Inc. 418 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, gm Martin Bass, cm	Graeme Fletcher, pd & nd Harold Newby, ce	Bill Young, sd Wld. AP RCA
KANS 1936	1480 5,000-LS 1,000-N DA-2	Taylor Radio & Televi- sion Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Vernon Reed, pd & fd Russel L. Lowe, pmm Ted Heithecker, ce	George Gow, nd Dave Wilson, sd Joan Fillingham, wd Assoc. AP, UP Col.
KFBI 1923	1070 10,000-LS 1,000-N DA-N	KFBI, Inc. 200 E. First 2-1447	ABC Avery- Knodel	Howard Lane, p Hale Bondurant, gm Dale McCoy, cm George Wells, pd	B. J. Price, pmm Kay W. Pyle, ce Bob Gadberry, n & sp. events d	Lester Weatherwax, fd Jack Campbell, sd Marie McDonald, wd Wld. UP RCA
KFH 1923	1330 5,000 DA-N	The Radio Station KFH Co. KFH Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdoch, evp Frank V. Webb, gm	Robert S. Hix, cm Thomas P. Bashaw, pd Virgil G. Hinshaw, ce Bob Arthur, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd L-W UP WE
KFH-FM 1948	Ch. 262 (B) 100.3mc 11kw				 GE
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Co. Inc. 2829 Salina Ave. 7-1265	LBS Pearson	Louis Levand, p J. Milton Hall, gm Robert Kent, cm	Don Wells, pd & sd Gordon Hittenmark, pmm Ralph McClellan, ce	Hugh Aspinwall, pdm Kern Trimble, nd Chic Martin, fd Cap., Thes. AP GE
KENTUCKY						
ASHLAND						
WCMJ 1935	1340 250	Ashland Bcstg. Co. 120 20th St. 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm	W. R. Martin, asst. gm, pmm & sd Charles C. Warren, cm	George Marshall, pd & nd Clarence Weaver, ce Betty Allen, traffic m, wd Wld., Thes. UP RCA
WCMJ-FM 1948	Ch. 229 (B) 93.7mc 4.4kw				 WE
BOWLING GREEN						
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. Box 727 4325	ABC McGillvra	J. Ray Gaines, p Al Temple, gm & nd Houston Griffin, cm	N. Dee Huddleston, pd & sd Audrey Jackson, pmm & wd	Haro Durham, co-engr. Jack Hendricks, co-engr. Clem Cockrel, fd Thes. UP G
WLBJ 1940	1410 5,000-LS 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview & Lehman Aves. 3212	MBS, KBS Burn-Smith	Ken D. Given, p, gm & nd Robert Proctor, cm Bill Stamps, pd Bill Kuznitsof, pmm	Rondal Miller, ce Georgia Bates, secy.	Joe Hamilton, fd Helen Griffin, wd Cap. AP G
WLBJ-FM 1948	Ch. 266 (B) 101.1mc 8.6kw				 GE
CAMPBELLSVILLE						
WLCK 1951	1450 250	Taylor County Bcstg. Co. P. O. Box 248 380		R. P. Thompson, p Russell F. Honeyman Jr., gm	Custer Ruley, cm Tom Carlisle, pd & nd Reynolds Large, pmm	James B. Crawley, ce Rex Jones, sd Mary Lou Murphey, wd Cap., L-W, Cole UP G
WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, gm	Frank Hayden, cm & sd Harvey Kingsbury, ce	C. V. Bryan, fd SES., Wld. UP G
CENTRAL CITY						
..... (CP)	1380 500-D	Central City-Greenville Bcstg. Co. c/o L. L. Stone, The Times Argus			 GE
COLUMBIA						
WAIN 1951	1270 1,000-D	Tri-County Bcstg. Corp. Columbia 232		S. C. Bybee, p & gm Lanier Burchett, cm & sd	Rex Osborne, pd & pmm Edwin P. Healy, ce	Oris Gowen, nd Jean Allison, wd Mac., Thes. UP G
CORBIN						
WCJT 1947	680 1,000 DA-N	Corbin Times-Tribune Kentucky & Monroe Sts. 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm & pd	S. G. Hembree, c & pmm Russell Henson, ce	C. R. Austin, asst. ce Archie Wyatt, sd Ruth Mauney, wd Wld. AP G
COVINGTON						
WZIP 1947	1050 250-D	WZIP, Inc. 6th & Madison Juniper 5300	KBS	Arthur L. Eilerman, p, g & cm	E. C. Toleman, pd, ce & fd Walter R. Rehbaum, n & sd	Carmen G. Eilerman, wd L-W, Wld. AP RCA
CUMBERLAND						
WCPM 1951	1490 250	Blanford Radio Co. c/o WHLN, Harlan, Ky.		R. B. Helms, p		
DANVILLE						
WHIR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm David B. Highbaugh, vp, pd, n & fd	Henry C. Lovell, ce	Thomas G. Whitmore, sd Wld. UP Col.
ELIZABETHTOWN						
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. Box 431 5151	KBS, LBS	Walt Gaines, gm		Assoc., Wld UP Col.
FRANKFORT						
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS Burn-Smith	James F. Cox, p & gm Donald Peltz, ce	Russell Brown, sls. m	Alma LaFontaine, pd Cap. UP WE
FULTON						
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp P. O. Box 482 1270		Dr. R. W. Bushart, p of hd of dir. Jack A. Dill, sm, pd & sd	Tommy Lovelace, cm John Garrett Jr., ce Art Brauner, traffic m	Gene Moore, fd Sue Jewell, wd UP G

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WAVE-TV FIRST IN COVERAGE! First in Audience Preference! First In Kentucky!

**63.1% OF FRINGE-AREA RECEIVERS OBTAIN
A CLEARER PICTURE FROM WAVE-TV
THAN FROM LOUISVILLE'S 2ND STATION!**

*(Based on scientific, authoritative survey made by
Dr. Raymond A. Kemper, Head of the Psychological
Services Center, University of Louisville, in 44 towns
and cities in WAVE-TV fringe area, November, 1951)*



WAVE-TV CHANNEL 5 • NBC, ABC, DUMONT
LOUISVILLE, KY.



Free & Peters, Inc., Exclusive National Representatives

KENTUCKY (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
GLASGOW							
WKAY 1946	1490 250	Glasgow Bcstg. Co. Happy Valley Rd. 598	LBS	Gordon E. Brown, p T. Jack Eversole, prog. m & sd	John M. Barrick, cm C. H. Hulse, ce	Louis Ellis, n & fd Donna Walker, wd	Wid. UP WE
HARLAN							
WHLN 1941	1230 250	Blanfox Radio Co., Inc. Harlan 625	MBS, KBS Burn-Smith	R. E. Helms, p & gm J. Francke Fox, vp & ce James T. Morgan, cm & pd	Murray Woroner, pmm & nd O. R. Galliher Jr., secy- treas.	Shirley Phillips, fd Jay Barlow, sd Lois Barthel, wd	Thes. UP G
HAZARD							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. Main 720	MBS Clark	Fred B. Bullard, p Chas. W. Metcalf, vp, pd pmm & nd	Richard H. Goodlette, secy-treas. & sd Hugh R. Dunbar, cm	James C. French, ce	Wid. AP Col.
HENDERSON							
WSON 1941	860 500-D	Henderson Bcstg. Co., Inc. Zion Road 3923	MBS, KBS Meeker	Hecht S. Lackey, p, gm & nd Ewing Graham, cm	Martin E. Schaeffer, pd Robert M. Cleveland, ce Charlie Blake, sd	Kenneth Walbaum, fd Dorothy McCormick, wd	Wid. UP G
WSON-FM 1946	Ch. 258 99.5mc 20kw					 Fed.
HOPKINSVILLE							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co., Inc. Cadiz Road 1025	CBS Meeker	F. E. Lackey, p & gm Katherine Peden, cm John W. Jones, pd & pmm	Raymond Wortham, ce Virginia Cornette, secy- treas.	Tom Covington, n, f & sd	Thes., L-W UP GE
WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.7kw					 GE
LEXINGTON							
WKLX 1946	1300 1,000 DA-N	Fayette Bcstg. Co. Campbell House 3-0433	Walker	E. F. Prichard, Sr., p Ted Grizzard, g & cm	Claude Sullivan, pd & sd	Wm. Yount, ce	L-W, St. AP WE
WLAP 1922	630 5,000-LS 1,000-N DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller Welch, asst. m Henry Allin, pd	Joe DeLong, pmm Henry C. Locklar, tech. sup.	Sue Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd	Wid. UP WE
WLAP-FM 1950	Ch. 233 (B) 94.5mc 3.5kw						
WLEX 1946	1340 250	Central Kentucky Bcstg Co. First National Bank Bldg., P. O. Box 985 3-1975	LBS	J. D. Gay, Jr., p H. G. Bell, bus m & secy- treas.	Joe Eaton, vp Wallace E. Roach, ce		Cap. AP WE
LOUISVILLE							
WAVE 1933	970 5,000 DA-1	WAVE, Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George Norton Jr., p Nathan Lord, gm Larell Waltman, cm	Jim Caldwell, pd Cyrus D. Crites, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kaley, sd Ann Hubert, wd AP RCA
WRXW(FM) 1947	Ch. 236 (B) 95.1mc 16.7kw	(WAVE, AM Affiliate)					
WAVE-TV 1948		WAVE, Inc. 334 E. Broadway					
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p & cm Charles L. Harris, vp & gm Ward Hatcher, pd	L. Doc Cassidy, ppm Wickliffe Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd	L-W UP Fed.
WHAS 1922	840 50,000	WHAS, Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, vp & d Neil Cline, sis. d	Harold C. Fair, pd Richard Hughes, publ. d Orrin W. Towner, tech. d	Dick Oberlin, nd Don Davis, fd Jimmie Finegan, sd	L-W AP WE
WHAS-TV 1950		WHAS, Inc.					
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	LBS Taylor	Harry McTigue, p & gm Charles A. Schacht Jr., slm	Katherine McCarten, pd H. E. Roberts, pmm Melvin Scarsdale, ce	George Partridge, pdm & nd Jim McIntyre, sd Louise Weiller, wd	Wid. UP Col.
WKLO 1948	1080 5,000-LS 1,000-N DA-2	Mid American Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	James F. Brownlee, p Joe S. Eaton, g & cm	Russell J. Dirkey, pd D. C. Summerford, ce	Jean Clos, nd Mark Halleck, sd UP WE
WKYW 1947	900 1,000-D	Radio Kentucky, Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas.	E. E. S. Weldon, vp & sm S. A. Cisler Jr., vp & oper.	Harry Lockhart, pd	Cap. St. AP WE
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 2549 South Third St. Calhoun 3680	Pearson	Robert W. Rounsaville, p & gm	Lee Smith, cm Steve Dawson, ce	Johnny Martin, pd UP
MADISONVILLE							
WFMW 1950	730 250-D	Messenger Bcstg. Co., Inc. Box 387 1885	LBS Continental	Edgard Arnold, p & nd H. W. Wells, gm & fd Elmer L. Kelly, cm & sd	Richard T. Harris, pd Evers Mick, ce	Jo Ann Mills, traffic m Helen Oldham, wd	Cap., Wid., St. AP, UP G RCA
WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.85kw						
MAYFIELD							
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Mayfield Hotel 46	LBS Sears & Ayers	Frank O. Evens, p Wayne Morgan, g, c & pmm	Margaret Dowdy, pd Joseph Hargrove, ce Robert Horton, nd	J. B. Fowler, fd Charlie Scholes, sd Hallie Vandergriff, wd Carolyn Woods, wd	L-W UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co., Inc. Box 26 1015		Rev. H. M. Suthard, p Henry Y. Jones, gm & nd	Carl Leigh, cm Otis L. Davis, pd		Cap. AP G
MAYSVILLE							
WFTM 1947	1240 250	Standard Tobacco Co., Inc. 626 Forest Ave. 1401	MBS	Charles P. Clarke, co-o J. M. Finch, Jr., co-o John W. Betts, gm Horace J. Simpson, cm	Gene A. Waters, pd Harvey L. Cross, ce J. Scott True, fd	Earl D. Jones, co-sd Lawrence McGill, co-sd Dorothy S. Wood, wd	St. Wid. UP G
MIDDLESBORO							
WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. Middlesboro 980	LBS Holman	U. G. Brummelt, p Webster Taylor, gm & pd Mamie K. Henry, c & pmm	Tal England, ce Bud Canamor, n & fd	Bill Boken, sd Halene Green, wd	Cap. AP G

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IN THE *WHAS* TRADITION...



The only radio station
serving and selling
all of the rich Kentuckiana Market



The Nation's First and
Kentuckiana's Only
50,000 watt television station

VICTOR A. SHOLIS, Director

NEIL D. CLINE, Sales Director

KENTUCKY (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co., Inc. P. O. Box 548 1340		Ed Griffin, m			Wld.
NEWPORT							
WNOP 1948	740 1,000-D-DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	LBS Forjoe	James G. Lang, p Anna Mae Rolfe, gm	R. Doug Nunn, pd & nd Joshua Bortz, ce	Robert N. Weis, sd Rosemary Martin, wd	Wld. UP Ray.
OWENSBORO							
WOMI 1938	1490 250	Owensboro Bcstg. Co. Owensboro 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Marshall Bruner, asst. m, f & sd <i>Hugh O. Potter, ce</i>	Hugh O. Potter, g, c & pmm & nd	Cliffordean Potter, pd & wd Harold I. Peters, ce	L-W AP RCA GE
WOMI-FM 1948	Ch. 223 (B) 92.5mc 60kw					 GE
WVJS 1947	1420 1,000 DA-2	Owensboro On The Air, Inc. 324 Allen St. 3-3521	LBS Rambeau	V. J. Steele, p Malcolm Greep, gm John T. Rutledge, cm	Lawrence W. Adams, pd Leola C. Hayden, pmm Robert Earl Jagoe, ce	Larry Adams, nd Chas. C. Steel, fd Irene May, wd	Wld. UP GE
WVJS-FM 1948	Ch. 241 (B) 96.1mc 45kw					 Fed.
PADUCAH							
WKYB 1946	570 1,000-LS 500-N DA-2	WKYB, Inc. 504 Ky. Ave. 800	MBS Ra-Tel	E. J. Paxton, Jr., p & gm Sam Livingston, cm & sd	Joe Knight, pd C. G. Sims, ce	Pat Paxton, wd	Cap. AP RCA
WKYC(FM) 1946	Ch. 227 (B) 93.3mc 31kw	(WKYB, AM Affiliate)				 Fed.
WPAD 1930	1450 250	Paducah Bcstg. Co., Inc. Taylor Bldg. 4100	CBS Meeker	Pierce E. Lackey, p W. Prewitt Lackey, gm Ray Mofield, cm, n & sd	Joe Saxon, pd Evelyn Stahl, pmm & wd Linn Wolff, slm	U. C. Morris, ce Jimmy Youngblood, fd	L-W UP G Fed.
WPAD-FM 1946	Ch. 245 (B) 96.9mc 17kw					 Fed.
PAINTSVILLE							
WSIP 1949	1490 250	W. Howes Meade Meade Bldg. 1196	MBS	W. Howes Meade, p Ted Arnold Silvert, gm Charles Spradlin, cm & sd	John C. Paras, pd James A. Noonan, ce Robert L. Marsh Jr., nd	Bill Barker, fd Dorothy Marsh, wd UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. Pikeville 456		W. J. Ward, p Ken Crosthwait, pd, g, c, & pmm	Guy Ferrell, ce John McGuinness, n, f, & sd	Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Peach Orchard Road 1280	MBS, KBS	Clyde Childers Jr., p Edward Damron, g & cm	Mary Jane Petry, pd William J. Hart, Jr., ce	David C. Winslow, nd John B. Naimo, sd	St., SES. AP RCA
PRESTONSBURG							
WPRT (CP)	960 1,000-D	Kentucky Mountain Bcstg. Co.				 UP Ray.
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Highway No. 62 2072		Leslie Goodaker, o & gm James H. Johnson, cm	Mrs. Leslie Goodaker, pd	Marvin Mahoney, ce	Cap. AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. Box 526 1240	MBS Colton	W. Howes Meade, p Mike Layman, gm Donald F. Orwin, cm	Edward D. VanHook, pd Ralph F. Denton, ce	Bob Haney, sd Virginia Russell, wd	Wld. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, g & cm & fd	Violet Person, pd & wd M. E. Picazo, ce	Louis Bouck, nd	Wld. AP Ray.
VERSAILLES							
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co., Inc. Phoenix Hotel, Lexington 2-7177	MBS Burn-Smith	Garvice D. Kincaid, p Donald J. Horton, gm Lynn E. Knox, cm	O. C. Halyard Jr., pd, pmm & sd Paul Dunbar, ce	Ray Holbrook, nd C. A. McClain, fd (Mrs.) Jane Hart, wd	Thes. AP G

LOUISIANA

ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 90	LBS	George P. Martin, g & cm, ce. & secy-treas.	Ebba Lou Martin, pd & wd		Wld. AP WE
ALEXANDRIA							
KALB 1935	580 5,000-LS 1,000-N DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 32543	ABC Louisiana Weed	Walter H. Allen, p T. B. Lanford, secy-treas. Willard L. Cobb, gm & sls. d Walter Melson, loc. slm	Alexander Marchand, pd Vivian Close, pmm Jesse R. Sexton, ce Nancy Kelley, traffic d Jane Keith, mus. d	Tom Journeay, nd Dave Chapman, fd Marvin Reuben, sd Phyllis Fischer, wd AP UP RCA
KALB-FM 1948	Ch. 245 (B) 96.9mc 11kw					 AP UP RCA

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KSYL 1947	1400 250	KSYL Inc. Bolton Ave., near Highway 71 6611	NBC Everett- McKinney	Milton Fox, p & cm Harold Wheelahan, vp Virgil G. Evans, gm & nd	Bruce Rainey, pd Jack McCall, pmm Thomas Marhefka, ce	Dick Biondi, sd Teresa Raye, wd	L-W AP G
KVOB 1948	970 1,000 DA-N	Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481	MBS McGillvra	Ernest Watson, gm			Assoc. AP
BASTROP							
KTRY 1948	730 250-D	Morehouse Bcstg. Co. Inc. Box 193 1400	KBS LBS Louisiana	Nathan Bolton, p A. R. McCleary, vp Bill Davis, gm G. I. Johnson, cm	Carl Livingston, pd & sd S. E. Eckhardt, ce Mrs. Nathan Bolton, secy.	Mrs. A. R. McCleary, treas. Bettye Beasley, wd	Assoc. St. UP G
BATON ROUGE							
WAFB 1948	1460 5,000-LS 1,000-N DA-N	Modern Bcstg. Co. Inc. Guaranty Income Life Bldg. 4-8571	MBS Young	Charles C. Barnard, p Tom E. Gibbens, gm Richard Gregory, cm	John E. Ferguson, pd, n & sd Robert Clegg, pmm	Donald K. Allen, ce Gordon Loudon, fd Florence Polizzotto, wd	Thes. AP RCA
WAFB-FM 1948	Ch. 282 (B) 104.3mc 3kw						
WIBR 1948	1300 1,000 DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	LBS Cooke	Owen W. Ware, ptrn. G. T. Owen, ptrn. Robert Earle, g & cm	Scott W. Erwin, pd Robert S. Davison, pmm & slm E. E. Chase, ce	Bernard Zuccaro, nd Bill Hickey, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271 (WJBO, AM Affiliate)	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, slm	Ralph H. Sims, pd, f & wd Vernon E. Dudley, ce	Charles P. Manship Jr., secy-treas. Robert H. Searce, sd & nd, sp. events d	Wld. AP UP RCA WE
WBRL(FM) 1941	Ch. 251 (A) 98.1mc 7.6kw						
WLCS 1946	910 1,000	Air Waves Inc. 204 North St. 24411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, gm	Lamar Simmons, cm Mark O'Brien, pmm	Ed Van Valkenburg, ce Daisy Lee Boyd, wd	Assoc. AP, INS WE
WLCS-FM 1948	Ch. 266 (B) 101.1mc .68kw						
BOGALUSA							
WIKC 1947	1490 250	Enterprise Publishing Co. 605 N. Rio Grande St. 1490	MBS Louisiana	Curt Siegelin, gm	John H. Knight, cm		Wld. AP G
CROWLEY							
KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	LBS Louisiana McGillvra	Max Thomas, p B. Hillman Bailey Jr., gm Jay Hoffpauir, cm Daniel Rogers, co-pd	Louis Basso, co-pd John L. McConnell, pmm Clovis L. Bailey, ce Mary Grace M. John, traffic m	Alden C. Sonnier, nd Lee Summer, fd Edmond E. Keim, sd Loycia Aguilard, wd AP G
DeRIDDER							
KDLA 1950	1010 1,000-D	Sabine Bcstg. Co. Box 46 7600		Cyril W. Reddoch, co-o John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Klien Evans, ce Bill Lynch, nd	Roy Bennett, fd Gwen Samuelson, wd	Mac. UP G

MORE INDUSTRIAL EXPANSION

*That's what you like about
the South's Baton Rouge*

Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!

With the announcement of Esso's \$35,000,000 expansion program in Baton Rouge, which will double its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top \$125,000,000. Here are the details:

Name of Company	Amount
Esso Standard Oil Company	\$38,040,000
Ethyl Corporation	4,041,000
Kaiser Aluminum & Chemical Corp.	22,500,000
Solvay Process Division of Allied Chemical and Dye Corp.	15,000,000
Gulf States Utilities Company	22,580,000
Ideal Cement Company	4,360,000
Naugatuck Chemical Division of U.S. Rubber Co.	2,000,000
Consolidated Chemicals, Inc.	3,500,000
Aromatic Refining Company	12,000,000
Baton Rouge Engineer Dept.	2,500,000
Southern Bell Telephone Co.	1,000,000
Baton Rouge Tin Compress	38,532
	\$127,559,532

NBC's 5,000 watt affiliate in Baton Rouge, La.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
HAMMOND						
WIHL 1947	730 250-D	WIHL Bcstg. Co. 205 East Thomas St. 960	Louisiana	F. E. Curnutt, mgng. ptrn. & ce	Mrs. F. E. Curnutt, pd & traffic m	J. K. Ferris, cm AP
HOUMA						
KCIL 1946	1490 250	Charles W. Lamar Jr. P. O. Box 1031 6828	LBS	Charles W. Lamar Jr., o	Frank K. Conwell, gm	Wld. AP
JENNINGS						
KJEF 1950	1290 500-D	Jennings Bcstg. Co., Inc. 1521 Lake Arthur Ave. 1155	Louisiana	Max Thomas, p Cloyis L. Bailey, gm B. Hillman Bailey Jr., cm Albert W. Viguerie Jr., pd	Edgar E. Barton Jr., ce Vivian M. Smith, traffic d Clarence J. Couvillion, nd	Sawyer White, fd J. W. Townsend, sd Jackie Todd, wd UP
LAFAYETTE						
KLFY 1950	1420 1,000-LS 500-N DA-N	Camellia Bcstg. Co., Inc Simcoe & Bienville Sts. 8-9494	MBS	Paul H. DeClouet, p Stanley G. Young, gm & nd	J. W. Corcoran, cm John H. Selleck, pd Mildred R. Bland, pmm & wd	William H. Bland, ce Garland Bonin, fd William A. Patton, sd Cap. UP GE
KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, p Evan H. Hughes, m, pmm & nd	Louis P. Pilcher, ce Al Terry, fd	Sid Crocker, sd Evelyn B. Suthoff, wd L-W AP Col.
KVOL-FM 1949	Ch. 241 (B) 96.1mc 15kw					
LAKE CHARLES						
KLOU 1947	1580 1,000 DA-1	The Pelican Bcstg. Co., Inc. 134 Clarence St. 67277	CBS Louisiana Pearson	Sara M. Anderson, co-o H. Vernon Anderson, co-o John L. Vath, gm	William L. Swanson, cm & nd Sidney H. Morse, pd & sd Annelle H. Bulechek, pmm	C. P. Gilmore, ce Jeb Swanson, traffic d Jerry Barlow, fd J. Moss, wd AP
KPLC 1935	1470 5,000-LS 1,000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Weed	T. B. Lanford, p David Wilson, gm P. E. Mills Jr., cm	A. B. Craft Jr., pd, pmm & ce Bob Thompson, nd	Lyman Hellums, fd Joe Keith, sd Wld. AP UP RCA
KWSL 1947	1400 250	KWSL, Inc. 1 Mill St. 6-1401	MBS LBS Forjoe	Jules J. Paglin, p Roy K. Rhodes, vp, co-m & pd	Tom Gresham, vp & co-m, cm	Levance Carson, ce Sam Tarleton, sd Billie Trahan, wd UP Ray.
MINDEN						
KAPK (CP)	1240 100	Parish Bcstg. Corp. Minden 1985		Anita P. Kirsch, p Ven F. Marshall, gm & nd	Joseph Moser, cm Paul E. Crawford, pd, pmm, & sd	Joel E. Wharton, ce
MONROE						
KLIC 1950	1230 250	Dr. Frank P. Cerniglia 311 Bernhardt Bldg. 3-4616	MBS	Dr. Frank P. Cerniglia, p, g & cm	Lonnie Licata, pd, nd & ce	John Lacy, pmm & sd Cap. UP Col.
KMLB 1930	1440 5,000-LS 1,000-N DA-N	Liner's Bcstg. Station Inc. Hotel Frances 25		J. C. Liner, o Charles Price, g & cm M. Watson, pd	O. L. Morgan, ce L. Gibbs, pmm & sd	Hand Weller, fd Mary Lee, wd Wld. UP G
KMFM(FM) 1948	Ch. 231 (B) 104.1mc 17kw	(KMLB, AM Affiliate)				
KNOE 1944	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 8155	NBC Louisiana H-R Reprs.	James A. Noe, p Paul H. Goldman, vp, g & pmm	Lloyd Lenard, cm Irving Zeidman, pd, n & sd	Jack Ratliff, ce Pete Linton, fd Beth Breese, wd L-W AP RCA
NATCHITOCHE						
KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Inc. P. O. Box 232 2353		Dr. William H. Pierson, p	Charles L. Planchard, gm AP
NEW IBERIA						
KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 965	MBS	George H. Thomas, gm Dierrill Hamm, m A. Hall Allen, cm	Donald Bonin, pd & sd M. E. Case, ce Mark Douglas, nd	Kearney Escagne, fd Ruth Waitrip, wd AP Col.
KVIM 1951	1570 1,000-D	Queen City Bcstg. Service Box 50 2121	LBS	P. M. Cochran, p Gene Cuny, gm	Johnnie CoCo, cm Hank Bonin, pd	Alice Lee Bourque, pmm Billy Bland, ce Assoc. WE
NEW ORLEANS						
WBOK 1951	800 1,000-D DA	WBOK Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray Jr., vp, g & cm	Edward J. Prendergast, pd Jack Murray, pmm & sd	Bob Sanders, ce Harry O'Connor, n & fd Bertha Simpson, wd UP G
WDSU 1924	1280 5,000 DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm A. Louis Read, cm William Ellwell, pd	Marion Annenberg, pmm Lindsey Riddle, ce Lester E. Kabacoff, secy- treas.	Gay Batson, nd Mel Leavitt, sd Joyce Smith, wd Wld. Cap. AP UP RCA GE
WDSU-FM 1949	Ch. 287 (B) 105.3mc 17kw					
WDSU-TV 1948		WDSU Bcstg. Corp. 520 Royal St.			(For full information see TELECASTING Yearbook)	
WJBW 1926	1230 250	Louise C. Carlson 107 Camp St.	Rambeau	Louise C. Carlson, o & gm Bob Smith, pd	Frank J. Recely, ce Jim Landry, nd	Armand Legendre, sd Cap. AP GE
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	Indie Sales	Chester F. Owens, p Myron J. Clarke, gm S. A. Chesley Jr., cm	Henry J. Thiele Jr., asst. m William Nevill, ce	Larry Regan, sd Nancy Grey, wd L-W UP
WRCM(FM) 1946	Ch. 246 (B) 97.1mc 61kw	(AM Affiliate WJMR)				
WTRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tuland 4841	Pearson	Lester Kamin, p & mgng. d Mort Silverman, g & cm	Russell E. Offhaus, asst. m & pmm Malcolm R. LaPlace, pd, n & sd	Samuel Perkins, ce Lavra Lane, wd UP Col.
WNOE 1922	1060 50,000-LS 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS H-R Reprs.	James A. Noe, o James Gordon, p Patt McDonald, vp & gm	E. C. Brown, pd & pmm Ray Boyd, ce Larry Wilson, nd	Jim Steele, sd Marian Phillips, co-wd Mary Jewel, co-wd St. AP RCA

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Your Gateway to
Greater Sales in
the "Billion Dollar"
New Orleans Market!
WDSU
NBC in NEW ORLEANS

*Historic Brulattour Courtyard
Home of WDSU*

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner or Sales Mgr.	Pres. p; Exec. vpv Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; From. Mgr. pmm; Prod. Mgr. pdm;	
NEW ORLEANS (Cont'd)							
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC Petry	N. L. Carter, p	H. W. Wheelanan, gm		
WSMB-FM 1945	Ch. 274 (B) 102.7mc 17kw						
WTIX 1951	1450 250	Royal Bcstg. Corp. Ntl. Bank of Commerce Bldg.					
WTPS 1948	940 1,000-LS 500-N DA-N	The Times-Picayune Pub. Co. 615 North St. Tulane 2411	LBS Branham	L. K. Nicholson, p H. F. Wehrmann, gm	J. R. O'Meallie, cm Louis Grunewald, pdm	G. W. Deblieux, trans. sup.	Assoc. AP UP WE
WTPS-FM 1947	Ch. 239 (B) 95.7mc 27kw						
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3421		A. L. Chilton, p Joe A. Oswald, gm	Wm. D. Matthews, asst. m Ken Elliott, pd	Harrison Mondy, ce	
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS Katz	Rev. T. J. Shields, p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm J. D. Bloom, ce Don Lewis, nd	Flo Shannon, fd Bill Brengle, sd Jill Jackson, wd	St. Thes. AP UP RCA
OPELOUSAS							
KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 2633	MBS KBS Sears & Ayer	W. E. Jones, p & gm E. E. Peyton, cm A. B. Reed Jr., slm	Glen Lee Hunt, pd Freddie J. Herbert, ce	Floyd J. Cormier, n & fd John A. Chauvin, sd UP WE
RUSTON							
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 E. N. Railroad Ave. 1490	MBS	E. C. Faulk Jr., p Ken Whitaker, gm James Spann, ce			L-W UP Col.
SHREVEPORT							
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 710 Milam St. 4-6681	LBS	Martin Kirsch Jr., sm	Ven Marshall, sta d	 UP
KENT 1947	1550 1,000-LS 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Joe Monroe, pd	Bill Monroe, pmm L. J. Carlson, ce Michael A. Roppolo, nd	Bill Rutledge, fd Al Donaldson, sd	St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Weed	Glenn V. Wilson, m	William L. Switzer, sta d		
KRMD-FM 1951	Ch. 266 (B) 101.1mc 11.5kw						
KTBS 1928	710 10,000-LS 5,000-N DA-2	Radio Station KTBS Inc. 312 E. Kings Highway 7-3644	NBC Texas Quality Petry	E. Newton Wray, p & gm Chas. F. Whitesides Jr., loc. slm Dean R. Upson, natl. slm Deane R. Flett, pd	Carol Vinson, pmm C. H. Maddox, ce Ed Cook, trans. sup. Joe Calloway, sd Maurie Wayne, co-n editor	N. L. (Nick) Gearhart, co-n editor Jack Timmons, fd Mildred Tippett, wd	Assoc. AP, UP RCA
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS Branham	John D. Ewing, p Henry B. Clay, gm B. G. Robertson, asst. m	Horace Logan, pd James T. Briggs, pmm	W. E. Antony, ce James Van Sickle, nd	L-W AP, UP RCA
KWKH-FM 1948	Ch. 233 (B) 94.5mc 13.5kw					 WH
AUGUSTA							
WFAU 1946	1340 250	Twin City Bcstg. Co., Inc. 160 Bangor St. 2540	NBC Yankee Borgatti Forjoe	Faust Couture, p Norman G. Gallant, gm Willard Blaisdell, pd	Robert Parker, ce Robert Goldermann, nd Ralph Hunt, fd	Charles Littlefield, sd Catherine Rice, wd	St. AP Ray.
WRDO 1932	1400 250	WRDO, Inc. 175 Water St. 2285	NBC New England Bannan Weed	Adeline B. Rines, p Jack S. Atwood, g & pmm Donald Danks, cm	Leslie Hubley, pd Harold Dinsmore, ce Dan Kelly, nd	Linwood Brofee, fd Wil Whitten, sd Mary Lou Faulkner, wd	Thes. UP RCA

MAINE

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ABC IN NEW ORLEANS

WSMB

5000
WATTS

1350
KC

for 27 Years

*has been serving the South's largest
city, plus Southern Louisiana and Mississippi*

Represented by Edward Petry & Co.

BANGOR

WABI 1924	910 5,000 DA-N	Community Bestg. Service 57 State St. 6446	ABC, MBS I.B.S. Young Kettell- Cartier	Horace A. Hildreth, co-o & p Murray Carpenter, co-o, treas., & gm	Lee Gorman Jr., c & pmm Richard Bronson, pd & fd Walter Dickson, ce	Robert Patten, nd George Gonyar, sd AP
WGUY 1947	1230 250	Guy Gannett Bestg. Services Box 732 7354	CBS Avery- Knodel	Guy P. Gannett, p C. E. Gatchell, gm Samuel G. Henderson Jr., m	Clifton E. Reynolds, pd Roger W. Hodgkins, ce	Charles R. Sanford, sd Beth Deane, wd UP GE
WGUY-FM 1947	Ch. 226 (A) 93.1mc 11kw						
WLBZ 1926	620 5,000 DA-N	Maine Bestg. Co. 100 Main St. 6023	NBC New England Weed	Adeline B. Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce William Michner, nd	Jake Broffee, fd Laurel Clements, wd UP WE

BIDDEFORD

WIDE 1948	1400 250	Biddeford Bestg. Corp. 234 Main St. 44566	MBS Yankee Devney	Arthur A. Deters, p, g & cm & ce	Harry D. Dyer, pd Carl Swanson, sd	Chrysoula Drivas, wd UP G
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HOULTON

WABM 1950	1340 250	Aroostook Bestg. Corp. 1340 North Rd. 2257	MBS Maine Bannan	Harry E. Umphrey, p Harold D. Glidden, gm	Ted Coffin, cm, pd, sm & fd R. W. MacIntosh, ce	Eben Curry, nd Dewey Dewitt, sd Rita Junkins, wd AP RCA
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LEWISTON

WCOU 1938	1240 250	Twin City Bestg. Co., Inc. 223 Lisbon St. 4-6921	MBS Yankee Forjoe	Faust Couture, p. & treas. John C. Libby, gm & sd Oscar Normand, cm	Herbert Fontaine, pd & pmm Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Bernadette Tardif, wd	SES., St. UP RCA
WCOU-FM 1948	Ch. 230(B) 93.9mc 13.7kw					 WH
WLAM 1947	1470 5,000 DA-1	Lewiston-Auburn Bestg. Corp. 129 Lisbon St. 4-5401	ABC	Frank S. Hoy, o & gm Elden H. Shute Jr., p	Gerald T. Higgins, c & pmm F. Parker Hoy, pd & nd	Leslie R. Hall, ce Nancy O'Connell, wd AP

PORTLAND

WCSH 1925	970 5,000 DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England Maine Weed Bannan	Adeline B. Rines, p William H. Rines, gm Albert W. Smith, cm Arthur Owens, pd	Linwood T. Pitman, pmm & asst. m Daniel H. Smith, ce C. Thomas Wade, nd	Linwood H. Brofee, fd J. Donald MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000 DA-N	Guy Gannett Bestg. Services 390 Congress St. 2-7423	CBS New England Avery- Knodel	Guy P. Gannett, p Roger C. Williams, vp Laurence H. Stubbs, vp	Creighton E. Gatchell, vp, treas. & gm Richard E. Bates, cm	Francis H. Farnum Jr., pd, pmm, & nd Roger W. Hodgkins, ce AP, UP RCA
WPOR 1946	1490 250	Oliver Bestg. Corp. 477 Congress St. 3-8111	ABC, MBS Yankee McKinney Borgatti	Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd Marguerite Phillips, pmm	Harry J. Dowd Jr., office m Fae Marble, traffic m Roger L. Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd	St. AP GE

PRESQUE ISLE

WAGM 1931	1450 250	Aroostook Bestg. Corp. 180 State St. 8821	Aroostook Maine	H. E. Umphrey, p H. D. Glidden, gm Forrest Craig, cm	Richard Marchall, pd & nd L. E. Hughes, ce Ted Coffin, fd	Dewey Dewitt, sd Margaret Hanks, wd AP
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WATERVILLE

WTVL 1946	1490 250	Kennebec Bestg. Co. 36 Silver St. 2700	ABC New England Everett- McKenny	Carleton D. Brown, p & gm Harold L. Vigue, cm	Paul Huber, pd & sd Al Martin, pmm & nd	Don Sutherland, ce Marguerite Staples, wd	St. AP RCA
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MARYLAND

ANNAPOLIS

WANN 1947	1190 1,000-D	Annapolis Bestg. Corp. 25 School St. 2500		Morris H. Blum, p & gm	Arthur P. Dietz, ce	 UP Ray.
WASL 1946	810 250-D	Chesapeake Radio Corp. P. O. Box 508 9211		Robert L. Blalock, p & gm Patrick W. Larkin, cm	Muriel E. Blalock, pd & wd Stanley C. Leck, ce	William Earle, n, f, sd	WId. AP Col.
WNAV 1949	1430 1,000 DA-N	Capital Bestg. Co. Box 829 2639	LBS McGillvra	Albert H. MacCarthy, p H. Philip Nesbitt, g & cm, ce	Mary Lane, pd	Robert C. Bicker, pmm	Cap. AP GE
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw					 WH

AMERICAN BROADCASTING COMPANY

YANKEE NETWORK

MUTUAL BROADCASTING SYSTEM

*Portland's
favorite
station —*



PORTLAND, MAINE

*ask
anyone!*

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
BALTIMORE							
WAAM(TV) 1948		WAAM Inc. 3725 Maiden Ave.		(For full information see TELECASTING Yearbook)			
WBAL 1925	1090 50,000-DA-N	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p D. L. Provost, vp & gm Leslie H. Peard Jr., sm John Wilner, vp of eng.	Victor F. Campbell, pd William N. Rock, pm J. M. Kennedy, loc. slm. Arnold Wilkes, d of pub. affairs & edu.	Tom White, news & publ. m William Bareham, ce Mollie Martin, wd	Assoc. AP, INS WH
WBAL-TV 1948		Hearst Radio, Inc. 2610 N. Charles St.		(For full information see TELECASTING Yearbook)			
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp Jr., g & cm	Tom O'Connor, pd, nd Russell H. Morgan, ce	Vincent T. Bagli, sd Polly Dorsey, wd AP RCA
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm	Robert M. Richmond, asst. m of natl. sls & prom. George L. Filling, pd	Martin L. Jones, ce Bill Dyer, sd Bettie McCall, wd Wm. Conhurst, nd	Wld. AP WH
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw			(For full information see TELECASTING Yearbook)			
WCMB 1924	680 10,000-LS 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm, pd & nd	G. Porter Houston, ce	W. Greg Halpin, sd	L-W AP, INS RCA
WFBR 1922	1300 5,000 DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robert S. Maslin, p John E. Surrick, vp & gm J. H. L. Trautfeiter, vp & treas.	W. Bert Hanauer, pd Robt. S. Maslin Jr., publ. d & secy. William Q. Ranft, ce	William S. Pirie Jr., d of sls. John M. Alderson, nd Stewart R. Kennard, d of sp. events	Wld. AP, UP RCA
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Headley- Reed	Thomas G. Tinsley Jr., p & gm	Robert C. Embry, cm Nedra Berryman, pd	Allen Hedrick, ce	St. AP WE
WITH-FM 1945	Ch. 282 (B) 104.3mc 20kw			(For full information see TELECASTING Yearbook)			
WMAR(TV) 1947		The A. S. Abell Co. Baltimore		(For full information see TELECASTING Yearbook)			
WSID 1947	1010 1,000-D	United Bcstg. Co. of Eastern Md. 109 W. Baltimore St. Saratoga 8250		Richard Eaton, p & nd Albert Lanphear, vp, g & cm	Helen Wherley, pd Will Taylor, pmm & fd	Lee Reckling, ce	
WWIN 1951	1400 250	Belvedere Bcstg. Co. 5740 Reistertown Mohawk 4400	Ra-Tel	Thomas F. McNulty, p & gm	Lenore N. Feldman, pd Bentley Stecher, sls m	Harold A. Kemp, ce Ralph Fennewell, sd	Assoc. AP WE WH
WWIN-FM 1948	Ch. 234 (B) 94.7mc 20kw			(For full information see TELECASTING Yearbook)			
BETHESDA							
WUST 1947	1120 250-D	Broadcast Management Inc. 1343 U St., N.W., Washington, D.C. Hobart 1233	Best	Harold E. Sheffers, p & gm	Carl Robinson, pd	Richard Regan, ce	L-W UP Col.
WUST-FM 1949	Ch. 292 (A) 106.3mc 0.5kw			(For full information see TELECASTING Yearbook)			
BRADBURY HEIGHTS							
WEUZ(FM) 1948	Ch. 244 (A) 96.7mc 0.42kw	Chesapeake Bcstg. Co. Inc. 4421 Southern Ave., S.E. Hillside 8796	Transit Pad'o H-R Reprs.	Leslie L. Aitman, p & gm			

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<p style="text-align: center;">In</p> <p style="text-align: center;">Baltimore's</p> <p style="text-align: center;">Metropolitan Area, 1st in sales in Md.</p> <p style="text-align: center;">IT'S</p> <p style="text-align: center;">WSID that gets the bid Baltimore's Favorite Independent</p> <p style="text-align: center;">WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.</p> <p style="text-align: center;">In Baltimore WSID has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.</p>	U B C	<p style="text-align: center;">In</p> <p style="text-align: center;">Hagerstown,</p> <p style="text-align: center;"><i>Capital of Western Maryland</i></p> <p style="text-align: center;"><i>2nd in sales in Md.</i></p> <p style="text-align: center;">IT'S WARK-CBS in the area</p> <p style="text-align: center;">'Mark WARK' on your list</p> <p style="text-align: center;">Auxiliary Studio, Waynesboro, Pa.</p> <p style="text-align: center;">Leads any TWO other stations in listening audience according to all surveys available.</p> <p style="text-align: center;">For more listeners and more value Call UBC, 109 W. Baltimore St. Baltimore, Saratogo 8250 or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758</p>
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38,000 Square Miles! 496,810 Radio Families!

You Get MORE

COVERAGE

When You Buy

WBAL

**Radio
Baltimore**

**50,000 Watts
NBC in Maryland**

Nationally Represented by EDWARD PETRY & CO., Inc.

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
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CAMBRIDGE							
WCEM 1947	1490 100	Shore Bcstg. Co. Box 333 1580	MBS	John Downing, p Norman V. Bergholm, g, c & pmm	Edward Brigham, pd & sd Jerrold Merrit, ce	Tom Maguire, nd Betty Robbins, wd	Wld. AP
CUMBERLAND							
WCUM 1948	1490 250	Tower Realty Co. Williams Rd., East City Line 5400	CBS Meeker	Karl F. Steinmann, p Malcolm A. Campbell Jr., gm & sd Roy H. Knotts, cm	Robert Barber, pd Eldred Steinmann, pmm W. Paul Clendinning, ce	William Criswell, nd Russ Reynolds, fd Susan Smith, wd	Thes. AP RCA
WCUM-FM 1948	Ch. 275 (B) 102.9mc 1.3kw						
WDYK 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reps.	Richard A. Raese, p Dan Hydrick Jr., vp & gm Floyd V. Cozad, cm	James M. Martinson, pd & sd Ed Meyer, pmm & nd	George Sokol Jr., ce Dick Jamison, fd Betty Stair, wd	St. AP Col.
WTBO 1928	1450 250	Maryland Radio Corp. Commercial Bank Bldg. 299	NBC Branham	Charles E. Smith, p & gm Henry J. Guzik, cm & pmm	Michael Hurst, pd & sd John Ridgway, ce Robert Rosamond, nd	M. Virginia Rosenbaum, wd	Wld. UP
FREDERICK							
WFMD 1950	930 1,000 DA-N	Monocacy Bcstg. Co. Frederick 1626	CBS	Laurence Leonard, p & co Alan W. Long, gm & cm	Evelyn Leonard, pd	Victor Bankowski, ce	AP RCA
WFMD-FM 1947	Ch. 260 (B) 99.9mc 2kw						Wld. AP WE
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St. 4500	CBS United Radio Reps.	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips Jr., g & cm Hunter Reams, pd & fd	Lynn Keller, pmm G. Harold Brewer, ce AP
WJEJ 1932	1240 250	Hagerstown Bcstg. Co., Inc. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, p & gm W. H. Paulsgrove, cm & pmm	Robert F. Leshner, pd George W. McIntire, ce Glenn Thomas, n & sd	Dave Allen, fd Marie Whitcraft, wd	L-W AP GE
WJEJ-FM 1947	Ch. 284 (B) 104.7mc 9.4kw						
HAVRE DE GRACE							
WASA 1948	1330 1,000-D	Chesapeake Bcstg. Co. P. O. Box 97 800	KBS Schepp- Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm	W. Edwin Baekey, pd & pmm, nd	Charles E. Veazie, ce Anita Lou Baekey, wd	Wld. UP Ray.

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CENTER OF THE STORIED DEL-MAR-VA PENINSULA

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

Beautiful RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

ELEVEN-COUNTY AREA

Automotive	\$60,886,000
Bldg., Hdwe.	33,760,000
Apparel	13,751,000
Eat, Drink	13,187,000
Food	53,022,000
Drugs	4,740,000
Filling Stations	16,558,000
Furniture, Radios	13,373,000
General Mdse.	11,940,000
Other retailing	80,537,000

SHARE OF AUDIENCE

(Monday thru Friday)

10:00 AM-12 Noon	68.7%
12:00-6:00 PM	81.0%
6:00-10:00 PM	77.6%

FM AFFILIATE

WESN

12 KW — 97.5 MC

QUALITY PROGRAMS

POPULATION: 300,100 — RADIO HOMES: 81,245

John W. Downing, President

Charles J. Truitt, Gen. Mgr.

NATIONAL REPRESENTATIVES: BURN-SMITH CO., INC.

ROCKVILLE

WINX 1947	1600 1,000-D	United Bestg. Co. 259 E. Montgomery Ave. 4357		Richard Eaton, p Albert Lanphies, vp	Richard C. Scheele, gm Arthur A. Snowberger, ed	(Mrs) Phyllis Johnson, pd Col.	
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SALISBURY

WBOC 1940	960 1,000 DA-N	The Peninsula Bestg. Co. Radio Park 6131 (WBOC, AM Affiliate)	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, g, c & pmm	John W. Downing Jr., pd & nd	Jack W. Ward, ce David Bueret, fd Elizabeth Wheaton, wd	Wld., L-W AP RCA
WESN(FM) 1947	Ch. 248 (B) 97.5mc 12kw						

SILVER SPRING

WGAY 1946	1050 1,000-D	Tri-Suburban Bestg. Co. Kemp Mill Rd. Shepherd 1050	Metro- politan Network	John W. Kluge, p Joseph L. Brechner, gm James Crismond, cm	Ernie Tannen, pd J. Robert Herr, traffic m	Arthur McDougall, ce Chuck Dulane, nd	Wld. AP Col.
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MASSACHUSETTS

ATTLEBORO

WARA 1950	1320 1,000 DA-2	Attleboro Radio Assoc. Inc. 8 N. Main St. 8-1320	Bannan	Keith S. Field, gm William A. Dawson Jr., cm	William J. Torpey, nd David P. Mohr, pd Richard Cahlmers, pmm	Kenneth Dolan, ce Jo Sherman, wd	Thes. UP RCA
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BOSTON

WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Walter Evans, p W. C. Swartley, sm C. M. Meehan, slm Avner Rakov, prog. m	John G. Stilli Jr., adv. & sls pmm W. H. Hauser, ce F. Whitmarsh, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd	Thes. AP, UP WH
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WBZ-FM Ch. 225 (B)
1942 92.9mc
20kw

WBZ-TV Westinghouse Radio
1948 Stations Inc.
1170 Soldiers Field Rd.

WCOP 1150
1935 5,000 DA-2

Baker, Beaman and
Whisnand
485 Boylston St.
Copley 7-0123

WCOP-FM Ch. 264 (B)
1948 100.7mc
20kw

WEEI 590
1924 5,000 DA-1

Columbia Bdcstg. System
182 Tremont St.
HUBbard 2-2323

CBS
CBS-New
England
CBS Radio
Spot Sales

Frank Stanton, p
Harvey J. Struthers, gm
Emmett J. Heerdt Jr., cm
Raymond G. Girardin, pd
Marie H. Houlihan, publ.
d

John J. Murray, d of
opers
Charles B. H. Vaill, pmm
Harold A. Dorschug, ce
Charles Ashley, nd

Jesse H. Buffum, fd
Arthur C. King, sd & pdm

L-W
AP, UP
GE

WEEI-FM Ch. 277 (B)
1948 103.3mc
20kw

WHDH 850
1926 50,000 DA-2

Matheson Radio Co., Inc.
6 St. James Ave.
Hancock 6-5500

Blair

Robert Choate, p
William E. McGrath,
mng. d
Arthur T. Brush, cm

George M. Perkins, pd
William E. Shea, pmm
Philip K. Baldwin, ce
John Day, nd

Joseph Kelly, fd
Curt Gowdy, sd
Christine Evans, wd

L-W
AP, UP
GE
St.
AP
WH

WHDH-FM Ch. 233 (B)
1948 94.5mc
20kw

WHEE 1090
1946 1,000-D

WBMS Inc.
35 Court St.
Lafayette 3-6100
(See Lawrence, Mass, listing)

Forjoe

Jack N. Berkman, p
Lambert B. Beeuwkes, g
& cm

William Stewart, pd, publ.
& pmm
Don Snider, ce

Steve James, nd
Ken Malden, sd
Polly Haddad, wd

WE
UP
WE

WLAW 600
1937 50,000 DA-1

WMEX 1510
1934 5,000 DA-1

The Northern Corp.
70 Brookline Ave.
Commonwealth 9300

LBS

William S. Pote, gm
Larry Flynn, cm

WNAC 1260
1922 5,000 DA-N

Thomas S. Lee Enter-
prises
21 Brookline Ave.
Commonwealth 6-0800

MBS
Yankee
H-R Reps.

Linus Travers, evp
chg. sales

WNAC-FM Ch. 253 (B)
1948 98.5mc
20kw

WNAC-TV
1948

Thomas S. Lee Enter-
prises
21 Brookline Ave.

(For full information see TELECASTING Yearbook)

WORL 950
1950 5,000-D

Pilgrim Bdcstg. Co.
92 State St.
LAFayette 3-4000

Bolling

Joseph A. Dunn, p
Arthur E. Haley, gm &
cm

Norman Prescott, pd
Robert M. Cabitt, pmm
Richard D. Jordan, nd &
sd

John W. Parker, ce
Claire Crawford, asst. slm

AP
Ray.

WVOM 1600
1948 5,000 DA-1

The Boston Bdcstg. Corp.
1 Harvard St.
Beacon 2-5650

McGillvra

Benjamin Bartzoff, vp &
gm Ken Strong, cm

UP

The most popular show in Boston

RAY WHITLEY

(8:15 to 11:00 a.m. Monday thru Friday)

**Star of Stage, Screen,
Television and Radio**

Now pulling over 3,000 pieces of mail a week

**5,000
watts**

W M E X
Boston, Mass.

MEMBER
**Liberty
Broadcasting
System**

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
BROCKTON							
WBET 1946	990 1,000-D	Enterprise Pub. Co. 60 Main St. 7062	Colton	Charles A. Fuller, gm Earle G. Clement, cm Kenneth G. Dalton, nd	Mark L. MacAdam, tech. d Walter Dunbar, sd	Arthur Jones, fd Freddie Seymour, wd	SES. Thes. AP Col. GE
WBET-FM 1948	Ch. 249 (A) 97.7mc 0.8kw						
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank Lyman Jr., p John Thornton, vp Frederic S. Bailey, m	Ed Penney, pd Arthur Richardson, ce Virginia Kenny, traffic m	Ken Elliott, n & sd Evelyn Victor, wd AP Tem.
WXHR(FM) 1947	Ch. 245 (B) 96.9mc 5kw	(WATO, AM Affiliate)	Continental	John Thornton, g & cm	Mary Ann Von Reckling- hausen, pd		
CHICOPEE							
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgway Springfield 6-1323	North Eastern	David Hayes, p Ralph J. Robinson, evp, g & cm	Charles O'Malley, pd & sd John S. Begley, treas.	H. Richard Glinka, ce AP RCA
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Walker	George L. Sisson Jr., mgng. d	Nellie F. McCain, bus. m	 UP
WSAR 1921	1480 5,000 DA-2	Fall River Bcstg. Co., Inc. Academy Building 7-9477	ABC Headley- Reed Bannan	Melvin Lahr, treas. & gm John Crowley, pmm Bill O'Brien, sd	Neil Sullivan, cm John Pavao, ce	Angus Bailey, pd Joe Welch, nd	L-W UP WH
FITCHBURG							
WEIM 1941	1280 1,000 DA-N	WEIM Fitchburg, Inc. 717 Main St. 3-3766	MBS Yankee Walker	Henry G. Molina Jr., p Al Maffie, sm James Chalmers, cm & sd	David Rodman, pd & pmm	Theodore Kalin, ce Dotty McKittrick, wd AP GE
WFGM 1950	1580 1,000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897	Devney Bannan	Ansel E. Gridley, p, gm & cm Donald L. Coleman, ce	John Wisley, pd & pmm Merlyn Prestes, nd & fd	Duke Savitt, sd Shirley Ostberg, wd INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7409	Kettell- Carter	Richard E. Adams, g & pmm & pd	James H. Shoemaker, cm Francis W. Bartol, ce James Robbins, nd	Lee Emmerich, sd Nancy Anderson, wd	Wid. UP Ray.
GARDNER							
WHOB 1946	1490 250	The Gardner Bcstg. Co. Green St. 1490	Bolling	W. J. Barkley, p W. F. Rust Jr., gm	R. A. Brennan, cm Arthur Vaughn, pd	John LaBonte, ce AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee Bannan Walker	John W. Haigis, o & gm Thomas J. Kelly, pmm	Donald A. Tuttle, fd Horace W. Nichols, cm Leland F. Wheeler, ce	Ira L. Hewey, pd & sd Graydon Spragg, nd	Thes., Assoc., Wid. AP Col. REL
WHAI-FM 1948	Ch. 252 (A) 98.3mc 1kw						
HAVERHILL							
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	New England Kettell- Carter	John T. Russ, gm Paul A. Hurd, ce	Robert I. Kimel, cm Eilene Kneeland, wd	Kenneth D. Ash, pd & sd AP Ray.

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WEIM

FITCHBURG, MASSACHUSETTS

1000 W. FULLTIME 1280 KC

"The Voice of Central Massachusetts"

MARKET DATA

Population	430,560
Radio Families	109,780
Retail Sales	174,341
Drug Sales	5,755
Food Sales	57,770

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

MUTUAL—YANKEE

Represented by THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK

KETTEL-CARTER IN BOSTON

HOLYOKE

WHYN 1941	560 1,000 DA-N	Hampden Hampshire Corp. 180 High St. 8238	MBS Yankee Walker Bannan	Charles N. DeRose, gm Patrick J. Montague, cm	John Vondell, pd	A. Paley, chief oper.	L-W UP RCA
WHYN-FM 1948	Ch. 216 (B) 93.1mc 3.2kw			Charles Tamm, chief oper.		 GE
WREB 1950	930 500-D	Valley Bcstg. Co. 323 High St. Holyoke 2-3296 Martin Scheuer	Sigward O. Holmes, p	Francis P. Shea, nd Ruth Mason, wd W. Wallace Robinson, g & cm	Ralph J. Benedict, ce Francis J. Hamel, pd Tom Eaton, sd	Assoc.; SES. AP G

LAWRENCE

WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 54 Essex St. Lawrence 37171 Indie Sales, Inc.	George H. Jaspert, p & gm Ernie Labranche, sd	William Mitten, pmm & nd	Christine Cartwright, wd Nick Caruso, fd AP GE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 278 Essex St. Lawrence 4107	ABC Weed & Co.	Irving E. Rogers, p Richard T. Hickox, pd Anne D. Minahan, wd	William A. Ripple, gm Fred A. Sullivan, pmm	Mrs. Nora Kirby, cm George A. Hinckley, ce	Wld. UP WE
WLAW-FM 1947	Ch. 229 (B) 93.7mc 20kw						

LOWELL

WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404		Israel Cohen, p & gm Gerald F. Cronin, cm Milton B. Kaye, pd	Joseph S. Danis, asst. pd & nd Theodore Cohen, ce	Catherine Brogan, office m UP Ray.
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Sq. 8715	MBS Yankee	Gerald Harrison, p Carl S. Wheeler, vp Haskell Bloomberg, cm	Ann Bradford, wd Dana W. Fitzgerald, sm A. G. Micheals, ce	Tom Clayton, pd & sd Fred Simmons, nd R. B. Newton, asst. ce	Assoc. UP WE
WLLH-FM 1948	Ch. 258-B 99.5mc 12.2kw						

LYNN

WLYN 1947	1360 1,000-D	Puritan Broadcast Service Inc. 7 Willow St. 5-6200		Theodore Feinstein, p & gm Winslow Bettinson, d of sta. opers.	Leonard Myers, cm John Parker, ce	Dom Cerulli, nd Ruth Hetu, wd UP Col.
WLYN-FM 1948	Ch. 288 (A) 105.5mc 0.52kw						

MEDFORD

WHIL (CP) 1949	1540 250-D	Conant Bcstg. Co.					
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NEW BEDFORD

WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	McGillvra	Joseph P. Duchaine, p Otto F. A. Arnold, gm O. S. Perry, cm	Harold H. Hoover Jr., ce Frank Burgmeier, nd	Edward L. Merritt Jr., pd Harriet Hall, wd UP RCA
WBSM-FM 1949	Ch. 247 (B) 97.3mc 20kw						
WNBH 1921	1340 250	E. Anthony & Sons Inc. 432 County St. 8-5228	MBS Yankee Walker Bannan	Basil Brewer, p Paul Perreault, gm Edward Boghosian, pd	James Gleason, sd Z. V. Grobowski, ce Betty Pumilia, wd	David Shurtleff, cm & pmm Robert Sayre, nd	Wld. AP RCA
WFMR(FM) 1946	Ch. 251 (B) 98.1mc 20kw						

HOMETOWN, USA

WHAI—IDEAL TEST STATION IN NEW ENGLAND

WHAI MARKET—8 superiors—Sales Management

WHAI LISTENERS—equal urban and rural

WHAI LISTENING—twice next five combined

WHAI KNOWHOW—Hometown Knowhow since 1938

WHAI REPS—Bannan in Boston and Walker Co.

WHAI—IDEAL TEST STATION IN NEW ENGLAND

WHAI GREENFIELD,
MASSACHUSETTS

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
NORTH ADAMS							
WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Highway 1230		J. Gordon Keyworth, p, g & cm Benjamin A. Hubley, pd	Belva C. Keyworth, office m Richard J. O'Brien, com. rep.	William B. Dailey, chief tech. Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Courtlandt Nicoll 20 State St. 860		Courtlandt Nicoll, p & gm Richard Woodies, cm Tom Varnum, pd & sd	Blair Wallisor, advisory pd Gerald O'Grady, ce	John Hitchcock, nd Mary Woodies, wd	Assoc. UP RCA
NORTHAMPTON							
WHMP 1950	1490 250	Pioneer Valley Bcstg. Co. 78 Main St. 4275		John H. Williams, p Alexander W. Milne, gm & cm	Harold Schumacher, ce Joseph Fennessey, pd & nd	Peter H. Winn, sd Dorothy Drewsen, wd	St. AP RCA
PITTSFIELD							
WBEC 1947	1490 250	Western Mass. Bcstg. 30 Eagle St. 8292	ABC Kettell- Carter McKinney	Donald B. Miller, p W. Wendell Budrow, g, c & pmm	Robert Hennabery, pd Walton T. Ayer, ce Edward Farrell, nd	Dana Jones, fd Roger O'Gara, sd Alice O'Meara, wd	L-W AP GE
WBEC-FM 1943	Ch. 232 (A) 94.3mc 1kw					 Ray.
WBK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row Pittsfield 2-1553	MBS Yankee Walker	Leon Podolsky, p John T. Parsons, gm Walter Kearsy, cm	Dick Bolander, pd Ted Holmes, pmm Leonard Lavendol, ce Leon Beeler, nd	Miles McCarry, fd Dan Healy, sd Isabel Parker, wd	Assoc. UP WH
QUINCY							
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300		James D. Asher, ptrn., pmm & ce	Joseph H. Tobin, ptrn. & pd	William Edward, nd	Wld. AP Col.
SALEM							
WESX 1950	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Joseph H. Tobin, p William C. Asher, g, c & pmm	James D. Asher, treas. William Lamprey, compt.	Henry Forbes, pd Ruth Putnam, wd	Wld. UP
SPRINGFIELD							
WACE 1946	730 1,000-D	(See Chicopee, Mass. listing)					
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peter	Walter Evans, p Walter E. Benoit, vp Edwin R. Bornoff, gen. slm	W. C. Swartley, sm C. M. Meehan, slm Harold E. Randol, ce	John G. Stilli Jr., adv. & sls pmm W. Gordon Swan, prog. m WE
WBZA-FM 1942	Ch. 246 (B) 97.1mc 20kw					

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BUY ACE IN SPRINGFIELD!

DOMINANT STATION WITH FIVE YEARS ACCEPTANCE
MUSIC... NEWS... MAJOR LEAGUE BASEBALL

POWER!

RESULTS!

LOW COST!

730 KC

1000 WATTS



**NYC & CHICAGO
INDIE SALES INC.**

Regional Broadcasting Company
SPRINGFIELD • CHICOPEE • HOLYOKE
MASSACHUSETTS

**BOSTON
KETTELL-CARTER**

Ace Voice of Western Massachusetts

WJKO 1949	1600 5,000-D	Springfield Bcstg. Co. 137 State St. 2-7487		C. M. Manitsas, gm, s & n & pd	E. G. Hewinson Sr., cm & ce	Mrs. Walter Baacke, wd UP RCA
WJKO-FM 1948	Ch. 270 (B) 101.9mc 10kw						
WMAS 1932	1450 250	WMAS Inc. Springfield 7-1414	CBS Petry	Gerald Harrison, p Carl S. Wheeler, vp Robert Donahue, gm	John Michnovetz, ce Robert M. Feldman, cm Noah LaMountain, nd	Turner Cooke, pd Paul Peltier, pmm Mae Brown, wd	Assoc. UP WE
WMAS-FM 1947	Ch. 234 (B) 94.7mc 3.2kw						
WSPR 1936	1270 1,000 DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingsbery Bannan	Alan C. Tindal, p Wayne Henry Latham, pd & nd	Howard S. Keefe, pmm George R. Townsend, ce Kristian Solberg, treas.	Robert L. Jones, sd Dorothea King, wd	L-W AP RCA
WSPR-FM 1949	Ch. 250 (B) 97.9mc 13kw						

TAUNTON

WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528		J. Marshall McGregor, p J. Milton Hammond, gm Joseph G. Quill, sta. m & pd	Ed Stawniak, cm Owen Kelliher, ce	Bob Doyle, nd Ed Litchfield, sd	L-W UP G
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WALTHAM

WCRB 1951	1300 1,000-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	Bannan	Richard C. O'Hare, p Deuel Richardson, gm & pd	Theodore Jones, exec. m James H. Bonney, ce	Martin Tall, nd W. B. Sherman, sd UP Ray.
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WARE

WARE 1948	1250 1,000-D	Donald W. Howe Ware 1250	Radio Reprs. Borgatti	Donald W. Howe, p, gm & cm Bill O'Neil, nd	Tom Colton, pd & fd Dick Goodwin, sd	Fred Joslin, ce Wanda Giza, wd	Assoc. AP Ray.
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WEST SPRINGFIELD

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Walker Borgatti	Lawrence A. Reilly, p & pmm	James L. Spates, d of opers, pd & ce Holland Cameron, cm	Dick Stedman, sd	Wld. INS G
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WEST YARMOUTH

WOCB 1940	1240 250	E. Anthony & Sons Inc. South Sea Ave. Hyannis 502	MBS Walker Bannan	Basil Brewer, p Paul W. Stiles, g & cm	Zig Grobowski, ce Blanche Robinson, wd	Joyce Johnson, pd R. Maxwell-Willeson, nd	Wld. AP RCA
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WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw						
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WORCESTER

WAAB 1931	1440 5,000 DA-1	The Olin Corp. 34 Mechanic St. 2-5611	ABC McKinney	Bruff W. Olin Jr., p & gm	George J. Kapel, cm Felix Bonvouloir, ce	Donald C. Stevens, pd	St. AP RCA
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WGTR(FM) 1949	Ch. 256 (B) 99.1mc 5kw	Thomas S. Lee Enterprises, Inc. 151 Main St. 2-5676	H-R Reprs.	William O'Neil, p	William R. Sweeney, g & cm	Robert A. Reynolds, ce REL
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WNEB 1946	1230 250	New England Bdcstg. Co. Park Bldg. 6-4672	Bolling	John J. Hurley, gm Andrew F. Hickey, nd Paul C. Lytle, bus. m	Edward T. McCann Jr., cm Ken Coleman, sd	Vernon Wilson, ce Jeanne Connelly, wd UP Ray.
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WORC 1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS Yankee Headley- Reed	George Taylor, p Robert Engles, vp	Kenneth B. Murray, gm Arthur Sydney, cm William Pierce III, pd	Dorothy Murray, pmm Harry L. Cohoon Jr., ne AP RCA
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WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Krueger, sta. m	A. J. Brissette, prog. m & prod. m Andrew C. Fuller, publ. d & pmm	Robert J. Brown, cm E. A. Browning, ce Edward W. Quinn, slp, m & research d	Assoc., Wld. AP RCA
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WTAG-FM 1940	Ch. 241 (B) 96.1mc 10kw					 GE
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MICHIGAN

ADRIAN

WABJ 1946	1500 250-D	James Gerity Jr. Treat Rd. 9000	Holman	James Gerity Jr., p O. Wm. Myers, gm Harley M. West Jr., cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Phil Sanford, sd Aileen Lindbert, wd	Cap. UP
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ALMA

WFYC 1948	1280 1,000-D	WFYC Inc. 408 Gratiot Ave. 95		L. R. Kamperman, p Robert W. Cessna, gm Ray Beckwith, cm	Bob Clayton, pd Stan Heineman, pmm & fd	Harold Frisbee, ce Dave Somerville, nd Lillian Curtiss, wd	L-W, Wld. UP Ray.
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ALPENA

WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm	Ole Lund, slm	
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ANN ARBOR

WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p Steve Filipiak, gm James H. Hopkins Jr., cm	Cecelia Ward, pd & wd James Allen, ce	Robert Brown, nd Bob Gage, sd	Wld. AP WE
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WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p Edward F. Baughn, evp & gm	Kenneth MacDonald, cm Pat Quinn, pd George Stearns, ce	Otis Hardy, nd Howard Heath, fd Robert Ufer, sd	St. AP WE
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WPAG-FM 1947	Ch. 254 (B) 98.7mc 2.2kw						
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BAD AXE

WLEW 1950	1540 250-D	Saginaw Bcstg. Co. Van Dyke Rd. 1010	Headley- Reed	Milton L. Greenebaum, p Jack Parker, vp Clifford Thomas, cm	James Muehlenbeck, resi- dent m & nd	Meredith Koerner, ce Don Cloutier, sd	St. AP
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MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
BATTLE CREEK						
WBCK 1948	930 1,000 DA-N	Michigan Bcstg. Co. Security Nat'l Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm	E. F. Cahill, pd Wendell A. Crum, ce Robert Merklein, nd	Lyman Kiel, sd Connie Keller, wd Thes. UP RCA
WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank 5655	ABC Bolling	D. E. Jayne, gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce L-W, St. AP
WELL-FM 1947	Ch. 271 (B) 102.1mc 45kw					WE
BAY CITY						
WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, g & cm	Charles E. Anthony, pd Ralph H. Carpenter, ce	Frank J. Walsh, n & sd G. Edward Vallender, fd Wid. UP WE
WBCM-FM 1946	Ch. 241 (B) 96.1mc 41kw					
WGRO 1949	1260 500-D	Griner Dillon Bcstg. 4451 Wheeler Rd. 3-1260	KBS LBS Sears & Ayer	Gail D. Griner, p & gm Edward T. Dillon, cm & pd	Floyd Woody, ce	Virgil O'Dell, sd AP
BENTON HARBOR						
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Fairplain Ave. 5-2113	Holman	Stanley R. Banyon, p J. P. Scherer, gm Theodore Vernasco, cm	John Pershing Chase, pd & fd Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, co-wd Virginia Mischke, co-wd L-W, Thes., Wid. AP RCA
WHFB-FM 1947	Ch. 260 (B) 99.9mc 9.28kw					
CADILLAC						
WATT 1955	1240 250	Midwestern Bcstg. Co. Box 219	MBS, KBS Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt Chandler, sim Bill Kiker, ce	SES. AP
COLDWATER						
WTVB 1949	1590 1,000-D	Twin Valley Bcstrs. Inc. Box 32 1230	KBS, LBS McGillivra	George Hosek, p E. Harold Munn Jr., sm & ce	Frederick G. Hodge, office m Jack E. Douglas, pd	Jack Foglio, n & fd Richard DeFay, sd Dolores Orth, wd Assoc., Cap., Cole AP G RCA
WTVB-FM 1950	Ch. 252 (A) 98.3mc 0.77kw					
DEARBORN						
WKMH 1946	1310 5,000-LS 1,000-N DA-2	WKMH Inc. 441 Wildwood 4-7181	LBS Headley- Reed	Fred A. Knorr, p & gm George M. Millar, cm Milton Maltz, pd	Jerrold Martin, ce Clare Linn, prod. chief Dale Marr, nd	Terry Washburn, fd Frank Sims, sd L-W UP, INS RCA
WKMH-FM 1950	Ch. 262 (B) 100.3mc 7.7kw					

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WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- 26 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by **THE BOLLING CO.** ★ 250W • 1400 **WELL WELL-FM**

**WWJ throws new light
on time-buying in the
DETROIT market**

- WWJ's primary coverage area accounts for 67% of Michigan's total retail sales!
- WWJ's primary coverage audience has the largest family income of any major market in the USA.
- WWJ's 1951 primary area has 331,000 more radio homes than in 1940—207,000 more than in 1946.
- **All-Time high** of 1,262,500 radio homes now in Detroit—728,000 are "radio only" homes!
- **Plus** a bonus audience of 501,900 car radios*—and in Detroit more people depend on day-to-day transportation than in any other major market.
- WWJ delivers more Detroit listeners than any other station, 6 P.M. to midnight, Monday through Friday.*
- WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.
- **25% of WWJ's clients** have been on the station for over 5 years.
- **Radio's highest awards** to WWJ during its 30 years of public service add prestige to your product—lower sales resistance.

For effective, economical sales impact in the great Detroit market, today's WWJ is a "must" buy!

*source: PULSE ratings



FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp epp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter	
DETROIT							
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ont. Bestg. Co. Ltd. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. Edward Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd Art Gloster, pmm	William J. Carter, ce W. H. Gatfield, treas. E. M. Saunders, d of pub. rel. M. R. Pratt, traffic d	Val Clare, nd Austin Grant, fd Art Laing, sd Myrtle Labbitt, co-wd Mary Morgan, co-wd	St., Wld. UP, INS RCA
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw				(See Pontiac Listing)		
WCAR 1939	1130 1,000-D CP 50,000-LS 10,000-N DA-2						
WDET(FM) 1949	Ch. 270 (B) 101.9mc 52kw	UAW-CIO Bcstg. Corp. of Michigan WDET Radio Pl. Vermont 3-3048		Mildred M. Jeffrey, g & cm	Paul Morris, pd Ted Andras, ce	Lina Uterti, traffic m	Assoc. AP GE
WEXL 1926	1340 250				(See Royal Oak Listing)		
WJBK 1928	1490 250	The Fort Industry Co. 500 Temple Temple 3-7900	Katz	George B. Storer, p Richard E. Jones, vp & cm	Richard Fischer, pd Peter Storer, pub svc d Joyce Chapman, pmm	Paul O. Frincke, ce Harry R. Lipson, slm Al Nagle, sd UP, INS RCA WE
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw				(For full information see TELECASTING Yearbook)		
WJBK-TV 1948		The Fort Industry Co. 500 Temple					
WJLB 1926	1400 250	Booth Radio & Television Stations, Inc. 600 Buhl Bldg. Woodward 5-2000	Forjoe	John L. Booth, p & gm Eric V. Hay, cm	George Kendall, pd & nd Edwin E. Nyy, pmm	Edward H. Clark, ce Richard Pavey, sd	Wld. AP WE
WJLB-FM 1941	Ch. 250 (B) 97.9mc 3.3kw						
WJR 1927	760 50,000 DA-N	WJR, The Goodwill Sta., Inc. Fisher Bldg. Trinity 5-4440	CBS Petry	John F. Patt, p Worth Kramer, gm Wm. G. Siebert, secy- treas. F. Sibley Moore, asst. tr	George F. Leydorf, vp charge engrg. Elmer O. Wayne, slm Franklin Mitchell, pd James H. Quello, d of pub. rel. & adv.	F. A. McPhillips, sls service mgr. Jack White, nd Marshall Wells, fd Van Patrick, sd Agnes Clark, wd	L-W, Thes. AP, UP, INS WE
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw						

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Gives Advertisers the

GREATEST
COVERAGE

at

LOWEST
RATE

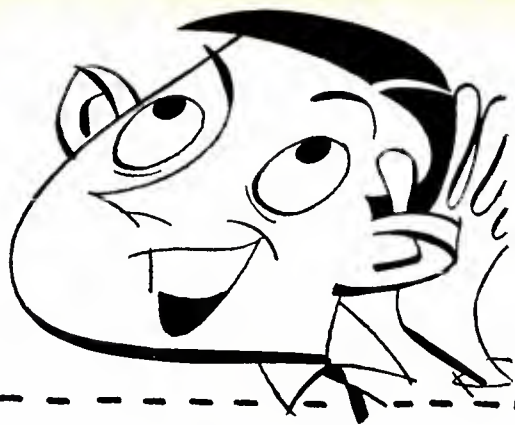
of any Major Station in the

DETROIT
AREA

50,000
WATTS
800 Kc.

Guardian Bldg. Detroit,
Adam J. Young, Jr. Inc.
National Rep.
J. E. Campeau
President
MUTUAL

millions listen!

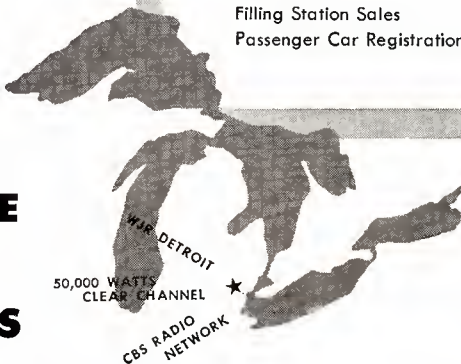


millions buy!



W J R

the
GREAT VOICE
of the
GREAT LAKES



WJR Market Data*

(WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania)

WJR Share of Total U. S. Market

Population	12,601,300	08.3%
Radio Homes	3,785,540	08.6%
Retail Sales	\$13,613,431,000	09.3%
Food Sales	\$ 3,266,766,000	09.4%
Drug Sales	\$ 464,447,000	10.3%
Filling Station Sales	\$ 739,614,000	10.1%
Passenger Car Registrations	4,116,934	10.2%

Greater Detroit Market (Wayne, Macomb and Oakland Counties)

Population	2,991,200	01.9%
Radio Homes	856,640	01.9%
Retail Sales	\$ 3,550,832,000	02.4%
Food Sales	\$ 804,135,000	02.3%
Drug Sales	\$ 153,060,000	03.4%
Filling Station Sales	\$ 174,774,000	02.3%
Passenger Car Registrations	1,007,627	02.5%

These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area. Remember . . . first they listen . . . then they buy!



WJR Eastern Sales Office: 665 Fifth Ave., New York
Represented nationally by Edward Petry & Company
Radio—America's Greatest Advertising Medium

*Complete coverage and market data booklet available on request.

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
DETROIT (Cont'd)						
WKMH 1946	1310 5,000-LS 1,000-N DA-2			(See Dearborn Listing)		
WLDM(FM) 1949	Ch. 238 (B) 95.3mc 20kw	Lincoln Bcstg. Co. 15401 W. Ten Mile Rd. Jordan 4-5835		Ellis C. Thompson, g & cm	Harold I. Tanner, pd Jerome F. Steadley, ce	Assoc., Thes., St., Wld. REL Thes., L-W AP, UP WE
WWJ 1920	950 5,000 DA-N	The Evening News Assoc. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	William J. Scripps, d of radio Harry Bannister, gm Don DeGroot, m Melvin C. Wissman, gen. prog. m	Jake Albert, pmm Edgar J. Love, gen. engr. m Wendell Parmelee, slm James Eberle, pub. affairs d	Charles Penman, prog. & pdm Tom MacMahon, ne John Merrifield, f
WWJ-FM 1941	Ch. 246 (B) 97.1mc 48kw			(For full information see TELECASTING Yearbook)		
WWJ-TV 1947		The Evening News Assoc. 615 W. Lafayette		(For full information see TELECASTING Yearbook)		
WKYZ 1925	1270 5,000 DA-N	WKYZ, Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Mich. Radio ABC Spot	James G. Riddell, p Harold Christian, cm Harold L. Neal Jr., asst. sim	J. E. McCarthy, studio sup. William Morgan, adv. & sis. prom. d.	Charles Kotcher, ce Thomas A'Hearne, nd Don Wattrick, sd
WXYZ-FM 1948	Ch. 266 (B) 101.1mc 30kw			(For full information see TELECASTING Yearbook)		
WXYZ-TV 1948		WXYZ, Inc. 1700 Mutual Bldg.		(For full information see TELECASTING Yearbook)		
EAST LANSING						
*WKAR 1922	870 5,000-D	Michigan State College East Lansing 8-1511 ext. 488		R. J. Coleman, gm Larry Frymire, pd Norris Grover, ce	J. Kenneth Richards, pdm Don Potter, ne	Bob Shackleton, sd Howard Hass, fe
ESCANABA						
WBBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190	MBS Walker	George D. Lindenthal, g & cm	Robert E. Wagner, pd, pmm & sd Jack Foster, ce	John Hagerman, nd Edna Wagner, wd
FLINT						
WAJL(FM) 1949	Ch. 296 (A) 107.1mc 0.4kw	Advertisers Press, Inc. 573 Mary St. 8-5341	H-R Reps.	Donald Johnson, ptr. Myron Winegarden, ptr	Richard S. Carter, gm Lester Hollander, cm	Warren Wood, pd Francis Bowles, ce
WBBC 1947	1330 1,000 DA-2	Booth Radio & Television Stations, Inc. 112 W. Water St. 9-8886	MBS Weed	John L. Booth, p W. Eldon Garner, gm Jerry Schroeder, pd	Jim Rush, pmm & nd G. Elwood Ryan, ce	Ed Berryman, sd Maude Stewart Beagle, wd
WCLC (CP) 1947	1470 1,000 DA-1	Adelaide L. Carrell 1623 Utica Ave. Tulsa, Okla.				Cap. UP GE Wld. AP Col.

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Don't squint, sir . . .

TAKE A GOOD SECOND LOOK AT DETROIT

We're in Royal Oak—that's closer to Detroit than the boroughs to New York.

We sell coverage in terms of potential sales. Not just "square miles."

In our three primary counties: **Wayne**

Oakland

Macomb

Counties

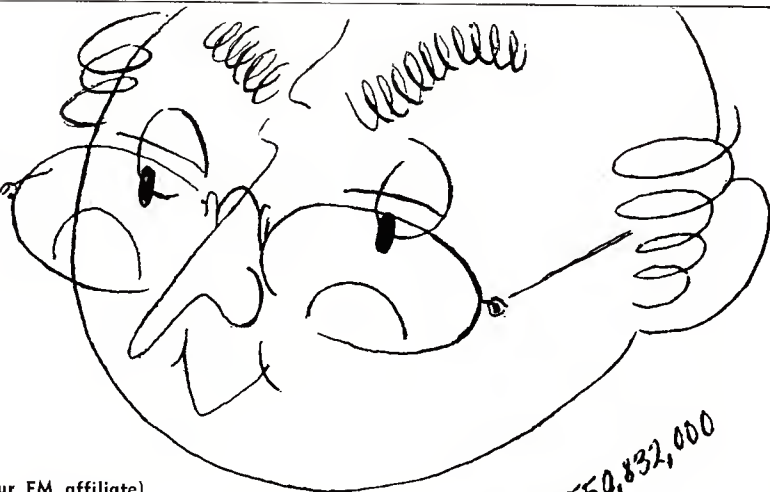
(WOMC . . . our FM affiliate)

MORE coverage where most retail sales are made

MORE coverage where most food sales are made

MORE coverage where most apparel sales are made

MORE coverage where most drug sales are made



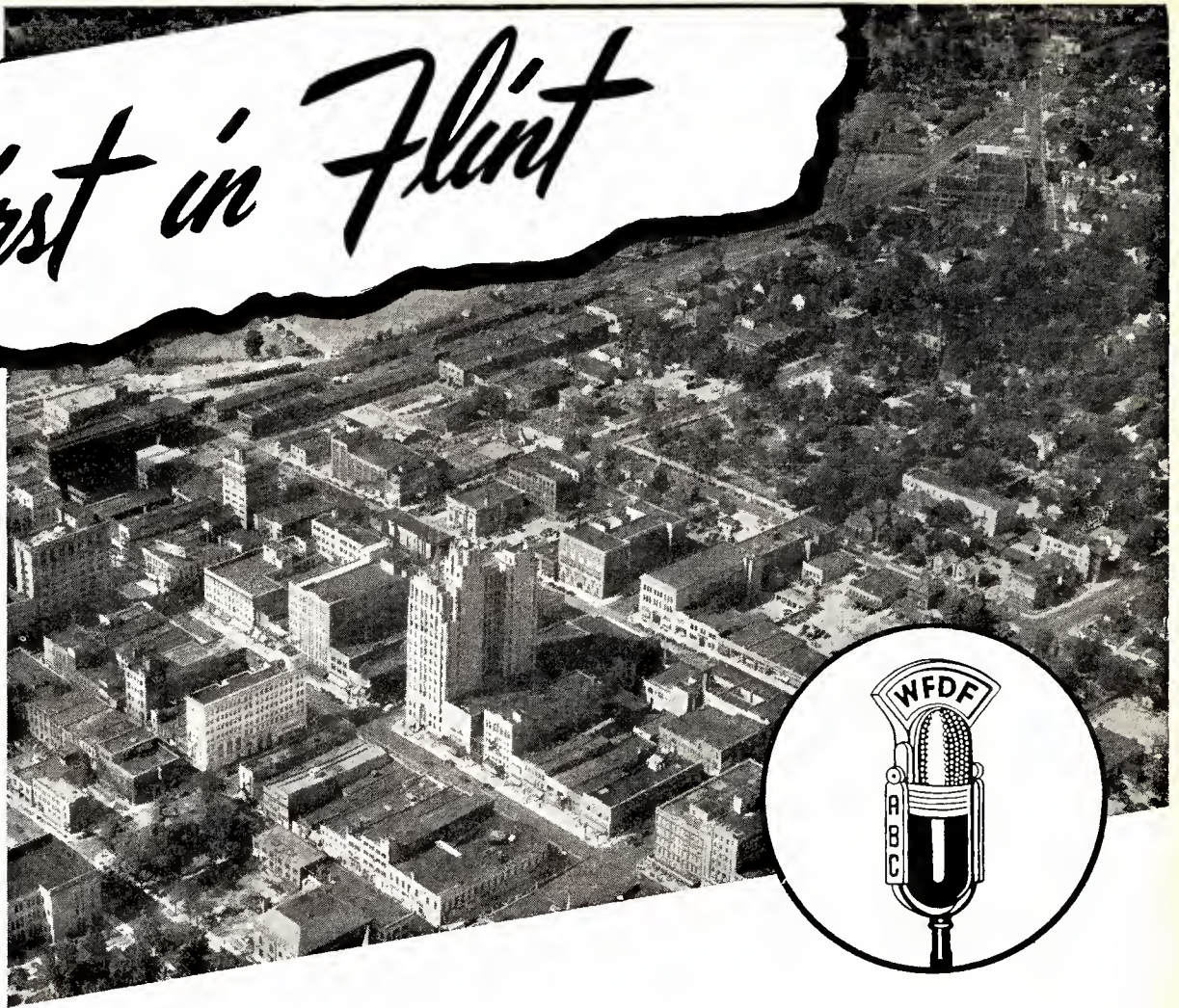
\$3,550,832,000
\$814,135,000
\$279,067,000
\$153,660,000



MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES FOR 26 YEARS

Jacob B. Sparks, Pres. & Gen. Mgr. • Garnet G. Sparks, V. P. & Ch. Eng. • Gordon A. Sparks, Sec'y-Treas. & Mgr.

First in Flint



The largest General Motors plant city in the nation . . . that's busy, booming Flint. Total G.M. employment tops 63,000, and in 1950-51 Flint's G.M. employees out-earned and outnumbered those of any other U. S. City including Detroit. Flint is the home of Buick, Fisher Body and A. C. Spark Plug Divisions of General Motors and contains two of the largest Chevrolet plants as well.

And . . . WFDF is FIRST in FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . first in an ACTIVE market where upwards of \$300,000,000 changes hands every year . . . first in a RICH market where wages are 32.4% higher than the national average!

Yes . . . WFDF is FIRST in FLINT . . . first in listeners every hour of the day or night.* Tell your sales story over WFDF and make sure of a share in the rich FLINT market!

** See your latest Hooper*

910 Kilocycles

WFDF

BASIC AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis
—WEOA Evansville

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
FLINT (Cont'd)							
WFDF 1922	910 1,000 DA-1	Trebit Corp. Mott Foundation Bldg. LI. 2-7158	ABC Katz	Harry M. Bitner Sr., p Lester W. Lindow, gm	Marvin Levey, sls pmm Elmer A. Knopf, pd Frank D. Fallain, ce	Jack Lewin, nd Chuck Bergesen, sd	Cap., Thes., St. AP RCA St. UP Tem.
WMRP 1946	1510 250-D	Methodist Radio Parish, Inc. 573 Mary Street 3-5112	Best	Victor Longfield, p William H. Morford, gm & pd	Homer Blumerich, ce Frank N. Miner, treas.	Ron Teuber, sd	L-W UP
WTAC 1946	600 1,000-LS 500-N-DA-1	Trendle-Campbell Bestg Co. 740 S. Saginaw Street 2-1136	NBC Raymer	George W. Trendle, p H. Allan Campbell, gm	J. R. McKinley, cm Laurence Arnold, pd Frank Folsom, ce	Robert Flynn, nd Leon S. McNew, sd
GAYLORD							
WATC 1950	900 1,000-D	Midwestern Bestg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm Gerald Crittenden, cm	Ken Haven, pd Wm. Kiker, ce	Bob Durrett, nd Dusty Rhodes, sd	St. AP G
GRAND HAVEN							
WGHN (CP)	1490 250	Grand Haven Bestg. Co. Grand Haven					
GRAND RAPIDS							
WFRS(FM) 1947	Ch. 223 (B) 92.5mc 10.5kw	Grand Rapids Bestg. Corp. 316 Murray Bldg. 84-222		Gerald R. Loop, p & gm Robert L. Epstein, secy- treas.	Ron Harper, pd	H. Ben Winski, ce	Assoc. UP Fed.
WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 430 Federal Square Bldg. Glendale 6-9541	Best	William Kuiper, p & gm Henry Swierenga, cm Henry Bosch, pd	Jack Timmer, ce (Mrs.) June Hinken, traffic d Gordon Kibby, nd, pub service d	Don Steele, fd & sd Marie Gezon, wd	Assoc. AP Ray.
WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave., N. E. 9-4-111	McGillvra	Paul F. Eichhorn, p & gm	R. Thompson Mabie, pd	Richard Groenevelt, ce Joseph Hooker, nd	St. AP WE
WJEF 1945	1230 250	Fetzer Bestg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce Martin Gialmo, loc. & cm, pmm	John W. O'Harrow, natl. slm (Kalamazoo) Donald W. Richardson, pd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Robert S. Wellbeloved, sd June Lewis, wd	Thes. AP WE
WJEF-FM 1951	Ch. 229 (B) 93.7mc 550.0kw	Fetzer Bestg. Co. 124 W. Michigan Ave. Kalamazoo, Mich. 3-1223	Avery- Knodel				
WLAV 1940	1340 250	Versluis Radio & Television, Inc. 6 Fountain St., N. E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Hy M. Steed, vp, g & cm	Bob Kirby, pd & nd L. A. Versluis Jr., pmm Lee G. Stevens, ce	Gene Peterson, sd Dorothy Franke, wd	St. UP RCA
WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.75kw						Federal
WOOD 1924	1300 5,000 DA-N	Grandwood Bestg. Co. Grand Rapids National Bank Bldg. 9-4211	NBC Katz	Harry Bitner Sr., p Willard Schroeder, g & cm Howard J. Silbar, sls svc m	Frank Sisson, pd Dave Hoyle, pmm Robert Wilson, ce Bob Runyon, nd	Dick Henry, fd Bob Smith, sd Gretchen Lee, wd	L-W UP
WOOD-TV 1949		Grandwood Bestg. Co.					(For full information see TELECASTING Yearbook)
HOLLAND							
WHTC 1948	1450 250	Holland Bestg. Co. 5 E. 8th St. 9482	Grant	W. A. Butler, p Sandy Meek, g & cm	Robert Nelson, pd George Jackson, pmm John Klungle, ce	Robert S. Greenhoe, sd Jean Hill, wd	L-W, Wid. AP Col.
HOUGHTON							
WHDF 1929	1400 250	Upper Michigan Bestg. Co. Douglas House 1	MBS Walker	George L. Burgan, o & ce	Albert W. Payne, gm	Earl Norden, nd	Wid. AP
IRON MOUNTAIN							
WMIQ 1947	1450 250	Iron Mountain-Kingsford Bestg. Co. 211 East Ludington St. 2031	ABC Northern	Frank J. Russell Jr., p W. F. Russell, secy-treas.	Russell J. Staffeld, gm William C. Johnson, cm	Paul F. Anick, ce	Thes. UP G
IRON RIVER							
WIKB 1949	1230 250	WIKB, Inc. Iron River Nat'l. Bank Bldg. 102	MBS, KBS Upper Midwest Walker Lawson	H. H. Frailing, p J. F. Kauper, g & cm	R. E. Sorensen, pd & pmm E. A. Kaari, ce	Ralf Smith, nd & fd Len Johnson, sd	Wid. G
IRONWOOD							
WJMS 1931	630 1,000 DA-N	Upper Michigan Wisconsin Bestg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p	Donald R. Hoover, gm Laura Johnson, pd	Arne Dahlbacka, ce	Wid. UP Col.
ISHPEMING							
WJPD 1947	1240 250	Ishpeming Bestg. Co. Jenks Block 1892	KBS Bunyan	James P. Deegan, p, g & cm Paul C. Crowley, pd & sd	Carl E. Tupala, pmm & nd Bernard R. Maloney, ce	Nick Lauri, fd Lois Ruth Holmgren, wd	St. AP Ray.
JACKSON							
WIBM 1927	1450 250	WIBM, Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, p Roy Radner, vp Wm. Cizek, m	Jack Underwood, pd Dar Hollinrake, pmm C. W. Wirtanen, ce	Fred Sackrider, fd Howard Thompson, sd AP RCA
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw						
WKHM 1951	970 1,000 DA-2	Jackson Bestg. & TV Corp. 505 Dwight Bldg. 4-6949	MBS, LBS Headley- Reed	Fred A. Knorr, p & gm	Walter Patterson, mgng. d & cm Roland Grambau, ce	Joe Wright, sd	Wid. UP WE
KALAMAZOO							
WGFG 1947	1360 1,000 DA-N	Southwestern Michigan Bestg. Co. State Theatre Bldg. 4-0111	NBC, ABC H-R Reps.	Harold F. Gross, n	L. Joe Bolles, gm	Warren Anderson, nd UP
WKZO 1923	590 5,000 DA-N	Fetzer Bestg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce John W. O'Harrow, natl. slm & pmm	Harry E. Travis, pd Frank Benesh, nd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Leonard Colby, sd Joanna Standish, wd	Thes. AP RCA
WKZO-TV 1950		Fetzer Bestg. Co. 124 W. Michigan Ave.					(For full information see TELECASTING Yearbook)

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YOU MIGHT FLY NON-STOP AROUND THE WORLD* —

**BUT . . .
YOU NEED
THE FETZER STATIONS
TO REALLY BOMBARD
WESTERN MICHIGAN!**



WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, *and here's the proof!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated rural audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, alone, WKZO-WJEF have an unduplicated coverage,

**The United States Air Force did, in February, 1949.*

night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY

(CBS RADIO)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

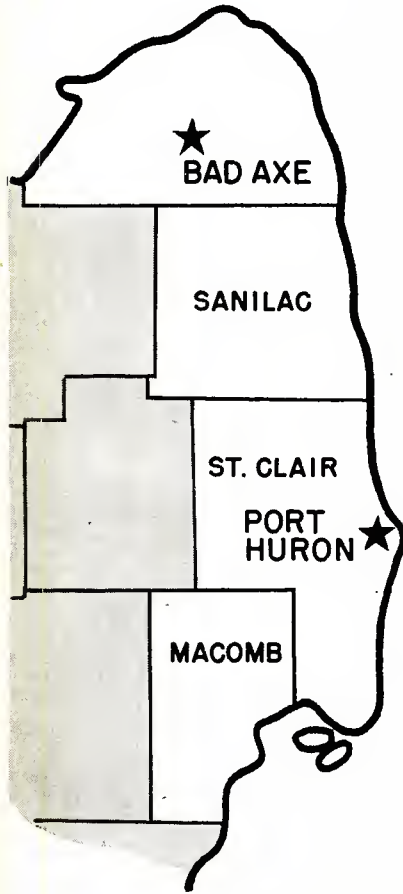
FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
LANSING							
WILS 1947	1320 1,000 DA-N (CP) 5,000-LS 1,000 N DA-2	Lansing Bestg. Co. 407 N. Washington Ave. 2-1655	MBS Rambau	W. A. Pomeroy, p, g & cm John C. Pomeroy, sm & ce	Alex Dillingham, pd Adrian Swets, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Lee Tuttle, wd	Cap., L-W AP RCA
WJIM 1934	1240 250	WJIM, Inc. Bank of Lansing Bldg. 2-1333	ABC, NBC H-R Reps.	Harold F. Gross, p Howard K. Finch, gm Roger S. Underhill, cm Richard E. Nason, pd & pmm	Donald T. Silbert, ce Louise McCullough, traffic m	Marion Stutes, nd Johnny Parker, sd Maxine Elliott, wd	St. Wld. UP RCA
WJIM-TV 1950		WJIM, Inc. Bank of Lansing Bldg.		(For full information see TELECASTING Yearbook)			
LAPEER							
*WMPC 1926	1230 250; SH	The Liberty Street Gospel Church of Lapeer					
LUDINGTON							
WKLA 1944	1450 250	Raymond A. Plank 204 East Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Ereen, cm & wd, pmm	Tom Matthews, pd, n & sd	Don Hack, fd UP WE
MANISTEE							
WMTE 1951	1340 250	Manistee Radio Corp. Radio Road 1340	Best	Dr. Tom A. Manwell, p E. J. (Jack) Powell, gm Edward Owens, cm	Al LaGuire, sm & pd John Porterfield, ce & fd John Sullivan, nd	Bob Bidlack, sd Chris Emunson, wd	L-W AP G
MARINE CITY							
WSDC 1950	1590 1,000-D DA	Radio St. Clair, Inc. 5300 Marine City Highway 3471	Best	Jerry W. Coughlin, p & gm Robert J. Campbell, cm John S. Beil, pd, n & sd	Harry Coughlin, pmm George Carroll, ce Robert McKendrick, fd	Francis Burns, wd	SES. INS Ray.
MARQUETTE							
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bestg. Co., Inc. 4th & Washington Sts. 616	MBS Northern	Frank J. Russell Jr., p Leo G. Brott, gm Raymond G. Ulbrich, sm & sd	Robert Luke, cm Eldon Wallace, pd & nd John Dahl, pmm	Gordon Brozek, ce Russ Avi, fd Shirley Sonnenstine, wd	Thes. UP G
MIDLAND							
WMDN 1948	1490 250	Rich Publishing House, Inc. Midland 4000		Phil T. Rich, p Jos. A. Sturgeon, gm & nd	Spencer Denison, pd & sd Peter Wolf, ce & fd	Beth Anderson, wd	L-W AP G
MOUNT CLEMENS							
WMLN(FM) 1947	Ch. 292 (A) 106.3mc .34kw	Macomb Publishing Company 67 Cass Ave. 3-1501		Paul W. McKee, p	Mark T. McKee Jr., gm	Wilburn A. Schattler, ce UP GE

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**the ONLY primary coverage
of Michigan's Thumb . . .**

WHLS, Port Huron WLEW, Bad Axe

**A combination that puts the power where
the population is . . .**

Only this combination can do the local job for the national advertiser unmatched by any other station or any other media. We'll deliver 1000 listeners for 31¢. That makes WHLS and WLEW Eastern Michigan's most economical advertising medium.

**cover the Thumb counties . . . HURON, MACOMB,
ST. CLAIR, SANILAC**

with the combination of . . .

WHLS, PORT HURON WLEW, BAD AXE

MT. PLEASANT

WCEN 1949	1150 1,000-LS 500-N-DA-N	Paul A. Brandt 112½ E. Broadway 33-171	KBS	Paul A. Brandt, o Robert Meskill, g & cm Jim Bailey, pd, n & fd	Chet Rogoza, pmm Stephen P. Cole, ce Bruce Theunissen, sd	Gertrude Dimpel, wd	Wld., St. AP G
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MUSKEGON

WKBZ 1926	850 1,000 DA-1 (CP) 5,000-LS 1,000-N-DA-2	Arch Shawd 432 Apple Ave. 26051	ABC Forjoe	Arch Shawd, o Robert E. Johnson, pd	Bill Bennett, pmm George Krivitzky, ce	Dalton Hille, nd	L-W, Thes. AP, UP Ray.
WKBZ-FM 1948	Ch. 225 (B) 98.9mc 4.7kw						
WKNK 1949	1600 5,000-LS 1,000-N-DA-N (CP) 5,000 DA-N	Nicholas W. Kuris Federal Square 32-126	MBS Best	Nicholas W. Kuris, p & gm Henry Veenstra, c & pmm	Jean Adams, pd Dick Clark, ce	Paul Elliott, n & fd Jack Wisenberg, sd Betty Van Haver, wd	Wld. UP G
WMUS 1947	1090 1,000-D	Greater Muskegon Bcstrs., Inc. Muskegon 4-1672	Holman	Dr. S. E. Duplissis, p John L. Roach, g & cm	Miles M. Olsen, pd & pmm, nd John Lotz, ce	Helen Hepburn, wd	SES. UP WE

OAK PARK

WLDM(FM) 1949	Ch. 238 (B) 95.5mc 20kw			(See Detroit Listing)			
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OWOSSO

WOAP 1948	1080 250-D	Owosso Bcstg. Co. 2301 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, g & cm	Merrill Walker, pd, pmm & nd Maynard Carson, ce	Joseph Kinosky, fd Harold Wallace, sd Ann Lieberman, wd	L-W AP GE
WOAP-FM 1948	Ch. 276 (A) 103.1mc 1kw						

PETOSKEY


WMBN 1946	1340 250	Midwestern Bcstg. Co. Petoskey	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, sim	Johnny Cossens, pd	
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PONTIAC


WCAR 1939	1130 1,000-D CP 50,000-LS 10,000-N DA-2	WCAR, Inc. 2146 Telegraph Rd. Federal 3-7141	Pearson	H. Y. Levinson, gm			SES. AP, INS
WCAR-FM 1948	Ch. 258 (B) 99.5mc 20kw						

PORT HURON

WELLS 1939	1450 250	Port Huron Bcstg. Co. 932 Military St. 28536	MBS KBS LBS Grant	Herman L. Stevens, co- pnr. Hammon L. Stevens, co- pnr.	John F. Wismer, g & cm & sd Richard A. Whitford, pd & pmm	Russel S. Thrun, ce Stanley Smith, nd Lyle Patterson, fd	Wld. L-W UP RCA
WTTH 1947	1380 1,000 DA-1	Times Herald Co. 903 6th St. 5171	ABC Weed	Harold E. King, gm William L. Weil, cm Alice Anderson, pd	Marion Stoner, ce Bob Thaw, nd	Ed Forbes, fd	St., Thes. AP G



IN MICHIGAN, IT'S THE THUMB . . .



HITCH TO W T T H TO HIKE YOUR SALES IN THE RICH THUMB AND RIVER AREA OF MICHIGAN . . . POPULATION 341,950 (1950 CENSUS) . . . RETAIL SALES, \$277,958,000 (1950 EST). CANADIAN COVERAGE: LAMBTON COUNTY, POPULATION 71,000 AND RETAIL SALES \$40,260,000.

HITCH TO W T T H AND YOU HITCH TO PORT HURON'S FIRST STATION SAYS CONLAN'S NOV. 4, 1951 REPORT (BOTH STATIONS PARTICIPATING). W T T H HAS 30.9% OF THE NIGHTTIME AUDIENCE AND 29.8% OF THE TOTAL AUDIENCE SURVEYED.

TO GET WHERE YOU WANT TO GO . . . W T T H'S THE PRIME MOVER.

WTTH

PORT HURON, MICHIGAN 1000 WATTS ABC 1380 KC

HAROLD E. KING, MANAGER WILLIAM L. WEIL, COMMERCIAL MGR.
REPRESENTED BY WEED & COMPANY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
ROGERS CITY						
WHAK 1949	960 1,000-D	Rogers City Bcstg. Co. Moltke Drive 175	Best	Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Harry Brege, pd Jack Brown, fd Ward Mayrand, sd	Delores Klann, wd L-W, Wld. UP Ray.
ROYAL OAK						
WEXL 1925	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth Jordan 4-6523		Jacob B. Sparks, p & gm Garnet G. Sparks, vp & ce	Gordon A. Sparks, secy- treas., cm & pd & nd	Ernie Holder, sls & pmm St. AP INS RCA, Ray.
WOMC(FM) 1948	Ch. 282 (B) 104.3mc 18kw	(WEXL, AM Affiliate)				
SAGINAW						
WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 South Washington 3-4471	Holman	William J. Edwards, p co-o, g & cm H. H. Wolfe, co-o, sm & fd	Tom Whittaker, pd & sd Robert Dyer, pmm Max W. Thomas, ce & opers. m	Doris Naegle, traffic m Britt Temby, nd Mary Lou Dyer, wd L-W UP Ray.
WSAM 1940	1400 250	Saginaw Bcstg. Co. 117 W. Genessee 2-8161	NBC Great Lakes Headley- Reed	Milton L. Greenebaum, p Jack Parker, vp & cm	Howard Finger, pd & sd Jean Wright, pmm	Harold McCullen, ce Oscar Huff, nd St. AP
WSAM-FM 1947	Ch. 251 (B) 98.1mc 1.7kw					
WSGW 1951	790 1,000 DA-2	Booth Radio & Television Stations, Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p & mgng. d Robert W. Phillips, vp, g & cm	Robert Elliot, pd Mary Kay, pmm & wd John T. Travers, ce Frank Wells, nd Don Andrews, fd	William Frink, sd Wld. St. AP WE
SAULT STE. MARIE						
WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Northern Net.	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd & fd	Charles Pratt, pmm Wm. F. Morris, ce Homer Foster, nd	Bruce Martyn, sd Vera Hotton, wd Thes. SES. AP RCA
STURGIS						
WSTR 1951	1460 500-D	Southern Michigan Bcstrs. P. O. Box 67 1199	KBS LBS McGillvra	E. Harold Munn Jr., gm Charles R. Palmquist Jr., sm & sd	James Harden, pd & nd	Rama Pierson, wd Thes. AP RCA
TRAVERSE CITY						
WTOM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm		
WYANDOTTE						
WJW(FM) 1947	Ch. 276 (A) 103.1 1kw	Wyandotte News Co. 3042 First St.				
MINNESOTA						
ALBANY						
KASM 1950	1150 500-D	Stearns County Bcstg. Co. Albany 1150	LBS Continental	Wm. H. Blattner, p Urban J. Keppers, gm Raphael Schnell, cm	Arlene Adrian, pd John Nugent, pmm, n & sd	Clyde Weivoda, ce Robert Ochs, fd Sally Hanauska, wd L-W UP G
ALBERT LEA						
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. Albert Lea 2338	ABC Rambeau Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm Kenneth Peterson, cm	George Wolf, secy-treas. Jack Hoetger, pd & nd Margaret Haley, pmm Marie Prosser, nd	Robert Holt, ce Dave Pickard, f & sd Thes. SES. UP Col.
ALEXANDRIA						
KXRA 1949	1490 250	Alexandria Bcstg. Corp. Alexandria 1000	LBS Lawson	R. C. Brown, gm Everette Q. Walters, cm Kenneth Bechtel, pd	Gerald Lentz, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, wd L-W UP Col.
AUSTIN						
KAUS 1948	1480 1,000 DA-2	Cedar Valley Bcstg. 405-A North Main 8836		Harry Smith, p L. L. McCurnin, g & cm	Tom Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd Wld. AP GE

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WHAT HAPPENS *when the SPONSOR makes his OWN Survey?*

Wilson & Company sent representatives to 100 farm homes in the K A T E primary area.

99 WERE RADIO HOMES

69 LISTENED TO THE WILSON HOUR ON KATE

7 LISTENED TO THE LIVESTOCK QUOTATIONS ON THE "NEXT" STATION.

89 LISTENED TO THE LIVESTOCK QUOTATIONS ON KATE

4 LISTENED TO THE LIVESTOCK QUOTATIONS ON OTHER STATIONS.

National Representative—William G. Rambeau

Regional Representative—Bulmer & Johnson—Minneapolis

(Minnesota, Iowa and the Southern Minnesota Network)

K A T E - - ABC in Southern Minnesota and Northern Iowa

Albert Lea—Austin Broadcasting Co., Inc.

Est. 1937

BEMIDJI								
KBUN 1946	1450 250	Butler Bcstg. Co., Inc. 419½ Beltrami Ave. 1900	MBS Lawson	Edward W. Butler, p, g, c & pmm Gwenyth Butler, pd & wd	Art Vandersluis, ce Steve Cannon, nd	George Palo, fd Cliff Morlan, sd	SES. UP	
BRAINERD								
KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 East Oak St. 2243	MBS Upper Minn. Walker Lawson	E. Thomas O'Brien, p & gm Donald F. Jones, cm	(Mrs.) Lucile G. Grosse, pd James A. Peterson, ce Charles Peterson, fd	Burton Oien, n & sd (Mrs.) Patricia E. Krantz, wd	Cap. AP G	
BRECKENRIDGE								
KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave., Wahpeton, N. Dak. 567	LBS	Kline E. Bower, p Herb Nelson, g, c & pmm George Kaufmann, pd & sd	H. Grant Unkenholz, ce Virgil Fortner, nd	Art Hermansfeld, fd LaVore Freeborn, wd	St. UP Col.	
CLOQUET								
WKLK 1950	1230 250	Cloquet Bcstg. Co. 124½ Ave. C 1450	Continental	James A. McDougall, gm Dale R. Peterson, cm & sd	Ralph Hanssen, pd Darrel Gander, ce	Ken McDougall, nd Beverly Norgren, wd	L-W UP Col.	
CROOKSTON								
KROX 1948	1260 1,000-LS 500-N DA-N	Crookston Bcstg. Eagle's Bldg. 1050	LBS Upper Midwest Cook Lawson Grant	D. A. McKenzie, p Garfield L. Fox, gm, n & fd	Jerome A. Dahlberg, pd & sd	William J. Kiewel, ce Evelyn Baustian, wd	Thes. UP Ray.	
DETROIT LAKES								
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Roger Awsumb, pd	Sumner Rasmussen, ce Doris Hoffman, wd	Wld. AP G	
DULUTH								
KDAL 1936	610 5,000 DA-N	Red River Bcstg. Co., Inc. 10 E. Superior St. 2-2628	CBS Avery- Knodel	Dalton LeMasurier, p Odin S. Ramsland, g & cm Richard Lawrence, pd	Mal Robertson, pmm R. A. Dettman, ce Bill Krueger, nd	Don Dahl, sd Liz Brown, wd	L-W AP RCA	
WEBC 1924	1320 5,000 DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead Bulmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd, asst. m & nd Norman P. Gill, ce Don Mason, sd	Charles B. Persons, d of engrg. D. T. Grussendorf, fd Charlotte Beaudoin, wd	SES., Wld. UP	
WREX 1948	1080 10,000-LS 5,000-N DA-2	Lake Superior Bcstg. Co. 213 East Superior St. 7-2911	MBS Weed	T. M. McCabe, p W. H. Lounsberry, gm & ce	Robert J. Rich, c & pmm Gordon Paymar, pd & fd Loren Paynter, nd	Dennis Murphy, sd Mildred Kayute, wd	Cap. UP RCA	
EVELETH								
WEVE 1947	1340 250	Carl Bloomquist Park Hotel 991	MBS, KBS, LBS Lawson	Carl Bloomquist, p Arthur F. Nelson, gm Robert Daniels, pd	Celia Begich, pmm & wd Joe Cerar, ce	Don Wright, nd Al Williams, sd	St. AP Col.	
FARIBAULT								
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	LBS Pearson Lawson Ind. Bcstg.	Herbert H. Lee, ptrn. & gm Palmer Dragsten, ptrn. & cm	Jack E. Hyde, ptrn. & ce Jergen Nash, pd Francis Robbins, nd	Thomas Bachrach, sd Mera Ballis, wd	Cap., St. AP Ray.	
FAIRMONT								
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS Upper Midwest Walker Lawson	Leo J. Seifert, p Frank Endersbe, gm Everett Ohrt, pd	Larry Lawson, ce Ray Stougaard, nd	Danny Olson, sd Annabel Webb, wd	Thes. UP RCA	
FERGUS FALLS								
KGDE 1926	1230 250 CP: 1250 1,000-LS 500-N DA-N	Fergus Radio Corp. Fergus Falls 3986	MBS Great Northern Walker	Harold L. Dell, exec. d & secy-treas. Don Albertson, sm	Frederic T. Dell, asst. m & nd	Harold E. Allen, ce Peggy Jo, wd AP Col.	
GRAND RAPIDS								
KBZY 1948	1490 250	Itasca Bcstg. Co. 207½ N. 1st Ave. 198	MBS	Robert D. Kennedy, o, p, g & cm	Bernard Germ, pd, pmm & nd	Ross Fesenmeyer, ce Charlotte Kernkamp, wd UP Col.	
HIBBING								
WMFG 1951	1240 250	Head of the Lakes Bcstg. Co. Hibbing 3-7531	NBC Arrowhead Balmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm	Oscar H. Peterson, cm Ruth E. Coe, pd & pmm	Norman Gill, ce	SES., Wld. UP Col.	
LITTLE FALLS								
KLTF 1950	960 500-D	Capital City Bcstg. Co., Inc. 105½ Broadway E. 367	Power- Johns	Thornton G. Simpson, p Wayne L. King, gm & sd Albert L. Beck Jr., cm & nd	Robert J. Hasselman, pd & wd	Gordon O. Lommen, pmm & fd Donald J. Powers, ce UP Col.	
MANKATO								
KTOE 1950	1420 1,000 DA-N	Minn. Valley Bcstg. Co. Box 727 4537	ABC	H. W. Linder, p D. O. Linder, gm Bill Smith, cm	Wayne Will, pd & fd Wayne Grant, pmm, n & sd	Don Ranniger, ce Maurine Pederson, wd UP G	
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Southern Minn. Net. Meeker	John F. Meagher, g & cm Bob Gardner, pd Marilyn Mason, pmm	Jim Houts, ce Bob Amick, nd George Brooks, fd	Chuck Pasek, sd Mildred Flohr, wd	Thes., St. AP RCA	
KYSM-FM 1947	Ch. 278 (B) 103.5mc 47kw					 GE	
MARSHALL								
KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	Russell Nelson, ce Bill Farrell, nd	Monroe Johnson, sd UP Ray.	
BROADCASTING • Telecasting								

MINNESOTA—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter		
MINNEAPOLIS-ST. PAUL								
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451	Rambeau	Henry Klages, p Lee L. Whiting, gm Ray Tenpenny, cm	Harry Zimmerman, pd Harvey Headen, ce Glen Champlin, nd	Bill Dolefy, sd Irma Coffron, wd	St. AP RCA	
KSTP 1928	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. PRior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, evp & treas.	Miller C. Robertson, vp in chg. sls. C. Brooks Henderson, prog. & prod. sup. & nd	Joseph C. Cook, publ. & prom. d John H. McMahon, ce Cal Karnstedt, fd Jack Horner, sd	Thes., Wld. AP, UP	
KSTP-FM 1946	Ch. 271 (B) 102.1mc 5.82kw							
KSTP-TV 1948		KSTP Inc. 3415 University Ave.						
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 7881		Dr. William F. Graham, p Loren F. Bridges, gm	Clarence La Bonte, ce	Forrest Boyd, sd	SES. UP WE	
KTIS-FM 1949	Ch. 253 (B) 98.5mc 5.3kw							
*KUOM 1923	770 5,000-D ST-WCAL	University of Minnesota Eddy Hall Main 8177		James L. Morrill (U. of Minn.) p Burton Paulu, gm	Northrop Dawson Jr., pd Berten Holmberg, ce Raymond P. Christensen, nd	Ray Wolf, fd (Mrs.) Jo Nelson, wd Irv Fink, pdm	UP RCA	
WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 Second Ave., So. Main 1202	CBS CBS Radio Spot Sales	Gene Wilkey, gm Roy Hall, cm Robert P. Sutton, pd	Fred Heywood, pmm Charles H. Smith sl pmm Eric Rehnwall, merch, m	J. J. Beloungy, ce Jim Bormann, nd Larry Haeg, fd	L-W AP, UP, INS WE	
WDGY 1923	1130 50,000-LS 25,000-N DA-2	Twin Cities Bcstg. Corp. Nicollet Hotel Bridgeport 2271	LBS Avery- Knodel	James Stuart, p Harry D. Peck, gm S. D. Rich, cm John Leslie, pd & asst. m	Gerald Cohen, pmm Don O'Brien, sd Charles Winkler, ce James McGovern, nd	Dean Sherman, fd Kenneth Olson, studio sup.	St. AP, UP WH	
WLWL 1940	1330 5,000 DA-1	Independent Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Radio Sales	Ralph L. Atlas, p C. T. Hagman, gm Samuel N. Nemer, cm	Jack Swenson, pd & pmm Gene Brautigam, studio engr.	Merle Bjork, trans engr. Jack Swenson, nd Dick Enroth, sd	UP RCA Assoc.	
WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	Forjoe	Frank M. Devaney, gm N. L. Bentson, cm	Norm Page, pd & nd Warren B. Fritze, ce	Eugenia Grandlund, traffic m Marty O'Neill, sd	WE AP Fed. L-W UP Col.	
WMIN-FM 1947	Ch. 258 (B) 99.5mc 16kw							
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	Sears & Ayer	William V. Stewart, p & gm Merle Forland, cm	(Mrs.) Becky Ann Stewart, pd & wd Lloyd Sherman II, pmm	George Anfang, ce Jack Hastings, nd Gary Healy, fd Ray Christenson, sd	John M. Sherman, ce Charles McCuen, nd Rollie Johnson, sd Arleth Haerberle, wd	Assoc., RCA AP, UP WE
WTCN 1925	1280 5,000-LS 1,000-N	Mid Continent Radio- Television Inc. 50 S. 9th St. Lincoln 0552	ABC Dairyland Free & Peters	Robt. B. Ridder, chmn. of bd. Wm. J. McNally, p F. Van Konynenburg, vp & gm	Robert N. Ekstrum, cm Charles Miller, d of radio Judy Bryson, pd Bob Wold, pmm		RCA	
WTCN-FM 1946	Ch. 246 (B) 97.1mc 11kw							
WTCN-TV 1949		Mid Continent Radio-TV Inc. 50 S. Ninth St.						
MONTEVIDEO								
KDMA 1951	1450 100	Midwest Bcstg. Corp. West U. S. Highway 212 125		H. W. Linder, p	Willard Linder, gm	Jack Lynch, cm G	
MOORHEAD								
KVOX 1937	1340 250	KVOX Bcstg. Co. 403 Center Ave. 3-1522	MBS Great Northern Walker	E. J. McKellar, p	M. M. Manny Marget, gm & sd	Robert L. Owens, cm Don Geiken, ce	Wld. UP WE	

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UNPRECEDENTED DIRECT RESULTS

WPBC

980

on Your Dial
Daytime Regional
Check Rates

980

on Your Dial
Daytime Regional
Check Rates

News Every Hour—Good Music ALL DAY

Sears & Ayer, National Rep.

William V. Stewart, Pres. & Gen. Manager



It Adds up!

- ① **Sound Policy**
- ② **A Symbol of that Policy**
- ③ **Public Acceptance of Policy**
- ④ **Performance to Back the Policy**

SALES IN THE MINNEAPOLIS-ST. PAUL MARKET

- ① **Sound Policy:** To insist upon our staff being PEOPLE as well as being performers; to win respect and confidence by the kind of folks they are—on and off the air.
- ② **To symbolize that confidence — *The Town Crier!*** In early days people knew his bell, his voice; and so the friendship of a voice with many people was formed. It is just as true today.
- ③ **Public acceptance of our policy:** Proved by 104 local advertisers who have been with WTCN an average of 7 years each.
- ④ **Performance backs the policy:** The 10 top personalities at WTCN average 15 years of radio experience.

**A Sound Station Policy is the Basis for a
Sound Advertising Medium**

WTown **C**rier **N**of the
Northwest

MINNEAPOLIS—ST. PAUL

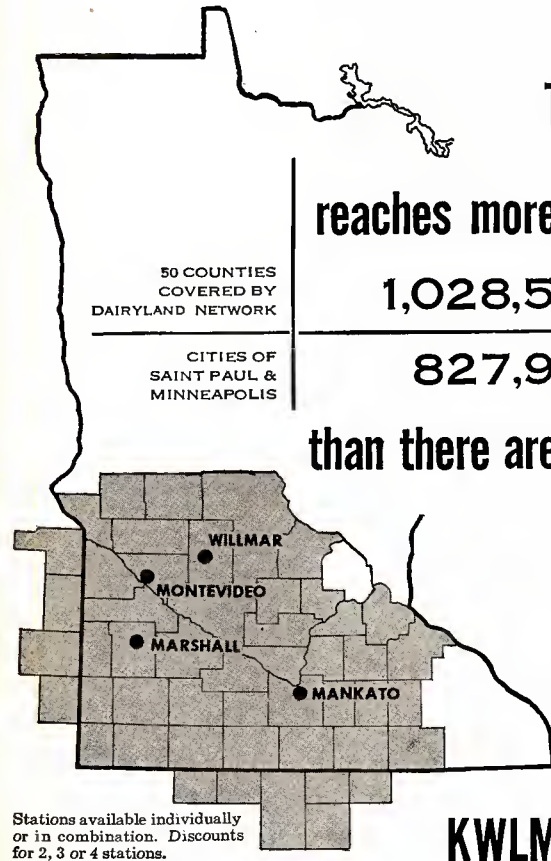
RADIO ABC—1280 TELEVISION ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. 905		Walter K. Mickelson, p Jack H. Duncan, g & cm & ce	Wip Robinson, pd & fd Jane Windom, pmm & wd	Bob Arnott, nd Geo. Korenscheon, sd	L-W, Wld. AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College Northfield 500		Milford C. Jensen, gm & ce James V. Anderson, pd	Dr. Martin Hegland, pmm Gerald R. Thompson, nd Eldon Underdahl, fd	Rolf Charlston, sd Miriam Ascher, wd Margaret H. Wendlandt, office m	Assoc. AP WH
*WCAL-FM 1949	Ch. 239 (B) 95.7mc 49ktw						
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. 307 Vesterby 2359		William F. Johns Jr., p, g & cm	Harry Rand, pd & nd Carl Wilford, ce	Nancy Thompson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. Red Wing 3512		Fred C. Clarke, p & ce Maxine Jacobs, gm	Peter Lyman, pd & nd Dorothy Lyman, pmm	Rhona Richie, wd	Assoc., Cap. AP G
ROCHESTER							
KLER 1948	970 500-LS 1,000-N DA-2	Rochester Bcstg. Co. 229 1st Ave., S.W. 22757	ABC Pearson	(Mrs.) Alice Mayo, p Walter T. Bruzek, g & pmm	Robert A. Fick, cm Vera Keefe, pd & wd Ruben Rieck, ce	Walt Dahms, nd John Stern, sd UP RCA
KROC 1935	1340 250	So. Minn. Bcstg. Co. 100 1st Ave., Bldg. 3924	NBC Bulmer & Johnson	(Mrs.) Gregory P. Gentling, p G. David Gentling, gm Jerry Brataas, cm	Cal Smith, pd & sm Warren Miller, pmm Bernie Lusk, sd Bob Cross, ce	Ray Thompson, nd Jerry Boyum, fd Mary Miller, wd	Thes. UP Col.
ST. CLOUD							
KFAM 1938	1450 250	Times Pub. Co. Weber Building 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm John F. Green, cm & pmm	(Mrs.) Laurel Westrom, pd	Robert B. Witschen, ce Gene Nelson, nd	Thes. AP RCA
KFAM-FM 1948	Ch. 284 (B) 104.7mc 50ktw					
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC Rambeau	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace MacBriar Jr., pd & nd Herm Schneider, pmm	Robert Muchow, ce Don Brockman, sd	Wld. UP G
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371		Albert Tedesco, exec. d Reinhard Steinley, gm Victor Tedesco, cm Donald S. Doty, pd	Paul DeNault, pmm Robert Muchlo, ce Dean Johnson, nd	Burt Olson, fd Finn Crea, sd Joyce Smythe, wd	SES. UP G

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



The DAIRYLAND RADIO NETWORK...

reaches more people	covers more homes	has more listeners
1,028,500	300,261	291,430
827,900	257,010	253,670

than there are in both Minneapolis and St. Paul! (and no TV!)

Four home-town stations that offer big coverage at low cost! More than a *million people* . . . more than a *billion dollars* in retail sales . . . in 50 counties in 3 states! In this area alone is nearly 60% of Minnesota's total farm income, and 27% of Minnesota's total retail sales. This is the midwest's prosperous farm market—best sold by radio, best covered by the Dairyland Network. **FOR COMPLETE FACTS AND FIGURES, PHONE JOHN E. PEARSON CO.** or write: Harry Linder, KWLM, Willmar, Minn.

*Source, SRDS, 1951-52

Stations available individually or in combination. Discounts for 2, 3 or 4 stations.

KWLM WILLMAR ABC 1340 KC
 KMHL MARSHALL ABC 1400 KC
 KTOE MANKATO ABC 1420 KC
 KDMA MONTEVIDEO ABC 1450 KC

STILLWATER

WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 S. Main St. 46	Cooke Power-Johns	Elmer Peterson, gm	James Conley, cm		L-W UP
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THIEF RIVER FALLS

KTRF 1947	1230 250	Henry K. Arneson Thief River Falls 13	Bulmer & Johnson	Henry K. Arneson, p Wendell F. Husebo, gm	Alverda Noel, pd Henry Bothman, ce & fd	Al Christofferson, sd Kathrine Barzen, n & wd	L-W UP
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VIRGINIA

WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. Virginia 2000	NBC Arrowhead Northwest Hollingbery	Walter C. Bridges, vp & gm Harold J. Parise, c & pmm	Harry Wills, pd & nd Charlie Persons, ce Alys Mae McBride, traffic & office m & wd	August Neubauer, fd Amundo DeYoannes, sd	SES., Wld. Col.
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WADENA

KWAD 1948	920 1,000 DA-N	Assoc. Bcstrs. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. W. Phillips, p Carl E. Holt, g, cm & pd	Milton LaDue, ce Jim Buchan, nd	Ken Hall, sd	Thes. UP G
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WILLMAR

KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Pearson	H. W. Linder, p Willard Linder, gm	Jack Lynch, cm Joe Martinson, pd	Wendell Tallakson, ce Irene Peters, wd	Cole UP WE
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WINONA

KWNO 1938	1230 250	Winona Radio Service 216 Center 3314	ABC Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Dave Moffitt, pmm Stan Johnson, ce Gordon Holte, nd	Charles Williams, sd Ethel Holte, wd	St. AP RCA GE
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw						

WORTHINGTON

KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm	Arne Karhu, cm Ty Mack, pd	Clinton Knapp, ce Mervin Gardner, fd	L-W UP Ray.
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MISSISSIPPI

ABERDEEN

WMFA (CP)	1240 250	Prairie Bcstg. Co. Aberdeen	KBS Mid-South	Joe Phillips, gm	Belle R. McPherson, pd	C. W. McPherson, ce	Cap. AP G
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BILOXI

WLOX 1948	1490 250	WLOX Bcstg. Co. Hotel Buena Vista 5582	MBS Rambeau	James S. Love Jr., p Ray Butterfield, gm & sd	Thomas B. Majure, cm & ce Antoinette McCorkle, pd	Joe Price, nd Claire Wood, wd WE
WVMI 1950	570 1,000-D	Radio Associates, Inc. P. O. Box 152 6961	National Time Sales	Odes E. Robinson, p Gene Tibbett, g & cm	Robt. D. Campbell Jr., pd & nd	Geo. O. Tillotson, ce	Thes., L-W UP Col.

BOONEVILLE

WBIP 1950	1400 250	Booneville Bcstg. Co. U. S. Highway 45 North 678	LBS	E. O. Roden, gm L. A. Bryan, sm, pd, pmm, ce & nd	David E. Vowell, cm W. Keith Wroten, fd	R. J. Bonds, sd Jane McClutcheon, wd	Cap. UP G
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BROOKHAVEN

WJMB 1950	1340 250	Brookhaven Bcstg. Co. W. Chicasaw St. 1298	Continental	Tullius Brady, gm			L-W, Wld. AP
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CENTREVILLE

WGLC (CP)	1580 250-D	S. W. Bcstg. Co. of Miss.	KBS	Louis Alford, gm	W. M. Jones, sm		CAP UP
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CLARKSDALE

WROX 1943	1450 250	Birney Imes, Jr. 257 Delta Avenue 1566	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm P. B. Hinman, sm	Jack Cristil, pd, n & sd Helen Sugg, cm & wd	C. D. Graves, ce Les Carlson, fd AP RCA
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CLEVELAND

WCLD 1949	1490 250	Cleveland Bcstg. Co. Highway 61 990	LBS McGillvra	Claude D. Raney Jr., gm	Gay Rowse, office m		Wld. AP
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COLUMBIA

WCJU 1946	1450 250	WCJU Inc. South Main St. 755	MBS, KBS	Lester Williams, cm			
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COLUMBUS

WACR 1950	1050 250-D	Miss. Bcstg. Co., Inc. WACR Bldg. 768	Miss.	Withers Gavin, p & gm			St. UP
WCBI 1940	1340 250	Birney Imes Jr. Columbus 1430	MBS, KBS Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, g & pmm	J. W. Eatherton, cm Florence Thrower, pd	Thomas McFerrin, ce Dick Crago, n & sd AP RCA

MISSISSIPPI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
CORINTH						
WCMA 1946	1230 250	Corinth Bcstg. Co., Inc. Ray Building 5575	MBS, KBS Dixie Burn-Smith	Frank M. Davis, M.D., p Aaron B. Robinson, vp & gm	(Mrs.) Jean Ford, pd Joe P. Van Dyke, cm James D. Anderson, ce	John E. Bell, sm Tom Weaver, nd Fred Dillon, sd Wid. UP WE
GREENVILLE						
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Co. 118 S. Broadway 4559	Miss. Cot- ton Belt Devney	David M. Segal, p Edward M. Guss, g & cm Wallace D. Hoy, pd & fd	Jack Baruth, pmm & nd Welton Jetton, ce	Tom Sansing, sd Letitia Boyles, wd St. UP Col.
WJPR 1939	1330 1,000-LS 500-N DA-N	Radio Services Co., WJPR 107 South Poplar St. 9040	MBS, KBS Miss. Sears & Ayer	Emmet H. McMurry Jr., gm Frank W. Baldwin, cm	Barbee Ashley, pd Margo Stephens, pmm Percy L. Kuhn, ce	Tommy Tiller, n & sd Thomas H. Golding, fd Wid. AP G
GREENWOOD						
WABG 1950	960 1,000-LS 500-N DA-N	Cy N. Bahakel 222 Howard Street 3010	LBS	Cy N. Bahakel, p	Frank Benson, cm AP Col.
WGRM 1937	1240 250	P. K. Ewing Walnut Street 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Van Power, cm AP
GRENADA						
WNAG 1949	1400 250	Birney Imes Barwin Hotel 740	MBS, KBS Mid-South	Birney Imes, o Bob McRaney, gm	Monroe Looney, sta. & cm, pd & pmm	Benard H. Loebe, ce Billy Burns, sd RCA
GULFPORT (Biloxi)						
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS, LBS Miss. Sears & Ayer	Hugh O. Jones, p & gm Mrs. O. L. Owens, cm	C. (Eddie) Vann, pd & asst. m	Charles T. Hook, ce Bob Weatherly, sd AP RCA
WGCM-FM 1948	Ch. 263 (B) 101.5mc 3kw					Wid. WE
HATTIESBURG						
WFOR 1925	1400 250	Forrest Bcstg. Co., Inc. 302 Hemphill St. 1886 (WFOR, AM Affiliate)	NBC, KBS Rebel Hollingbery	C. J. Wright Sr., p Charles J. Wright Jr., gm E. M. Jenkins, cm Bud Norval, pd	Carl Anderson, pd Bud Norval, pmm	B. B. McLemore, ce Don Cunningham, sd Wid. UP
WRFM(FM) 1949	Ch. 250 (B) 97.9mc 2kw				 RCA
WHSY 1948	1230 250	Hub City Bcstg. Co., Inc. P. O. Box 1008 3180	ABC, LBS McGillvra	Charles W. Holt, p, g & cm Bob Robinson, asst. m (Mrs.) Connie Holt, sm	Bill Tracey, pd Olga Hagler, pmm Charles Sharpling, ce	Jack Dix, n & sd Bruce Gillmore, fd Alice Biven, wd L-W AP G
JACKSON						
WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce Cap., Wid. UP
WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw			Robert R. Smathers, ce	 WE
WJQS 1947	1400 250	Miss. Bcstg. Co., Inc. Edwards Hotel 3-9681	CBS Miss.	Withers Gavin, p & gm		St. UP
WJKN 1945	1450 250	Jackson Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673	Indie Sales	James T. Ownby, p & gm	Hy Davis, pmm & sd	Judy Jackson, wd AP
WRBC 1947	620 5,000-LS 1,000-N DA-N	Rebel Bcstg. Co., Inc. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm Forrest Cox, pd, n & fd	G. B. Benson, ce Percy Powers Jr., sd	Marjorie Lee, wd Assoc. AP RCA
WSLI 1938	930 5,000 DA-N	Standard Life Bcstg. Co. Robert E. Lee Hotel 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	Bruce K. Smith, pd & pmm C. R. Perkins, ce	Jim Neal, fd Bill Goodrich, sd Dorothy Dawley, wd Wid. AP RCA
KOSCIUSKO						
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. Box 392 782	KBS, LBS	Cy N. Bahakel, p & gm	Erlene Leach, pd	Wayne A. Oliver, ce Wid. AP Col.
LAUREL						
WAML 1932	1340 250	New Laurel Radio Sta. Inc. 442 Sixth Avenue 5601	NBC, KBS, LBS Rebel Hollingbery	Harold M. Matison, p Granville Walters, g & pmm	M. M. Caver, cm Stan Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Paul Carlisle, fd Patty Overstreet, wd Wid. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437½ N. Magnolia St. 7227	MBS McGillvra	Chalmers McCallum, co-o & p (Mrs.) Norma H. Leggett, co-o, secy-treas. & gm	Joseph L. Williams, office m W. E. (Teck) Jones, cm Dave Kane, pd & nd	Jimmie Hilbun, ce Dean Matteson, fd Larry Kiggins, sd UP WE
MACON						
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Miss.	Withers Gavin, p & gm	 UP
McCOMB						
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. of Miss. McComb 1884	KBS, LBS	Louis Alford, co-o & gm Phillip D. Brady, co-o & ce	Albert M. Smith, co-o W. R. Tyler, cm	Karl Austin, pd Malcolm Jones, pmm L-W UP G
WSKB 1939	1250 5,000-LS 500-N DA-N	McComb Bcstg. Corp. P. O. Box 111 37				

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 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna,
 same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
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MERIDIAN

WCOC 1926	910 5,000-LS 1,000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	CBS Miss.	Withers Gavin, p & gm			St. UP
WMOX 1946	1240 250	Birney Imes, Jr. 9th St. & 23rd Avenue 2-0171	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm Joseph W. Carson, sm	Ed Holladay, cm Earl L. Bradsher Jr., pd & nd	Alois Betmarik, ce Beri Moore, sd AP RCA RCA
WMOX-FM 1946	Ch. 253 (B) 98.5mc 3.4kw		LBS			
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens National Bank Bldg. 3-1441	ABC Rebel Headley- Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd George Shannon, pmm, n & sd	Joe H. Saxon, ce INS WE

NATCHEZ

WMIS 1941	1240 250	Natchez Bcstg. Co. Box 330 8211	NBC, KBS Miss. Louisiana	P. K. Ewing, p P. K. Ewing Jr., g & cm Ervin Parks, pd	(Mrs.) Aurelia Tobias, pmm George W. Wilson, ce Harry Burguard, nd	C. L. Barry, fd W. R. Priester, sd Mrs. Louis Baroni, wd UP G
WNAT 1949	1450 250	Old South Bcstg. Co. Box 54 4621	ABC	(Mrs.) Laurie G. Rat- cliffe, p Paul Schilling, g & cm	S. J. Parks Jr., ce (Mrs.) Theima Berdon, office m	Elwood (Bud) Kresal, sd	St. UP GE

PASCAGOULA

WPMP 1951	1580 250-D	Crest Bcstg. Co., Inc. P. O. Box 348 83	LBS Magnolia	Wm. R. Guest Jr., p & Donovan Murphy, sm & nd	Lee Smith, pd & sd Ann Lunsford, traffic m & wd	Fred Strothers, ce M. P. Lewis, fd	Cap. INS WE
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PHILADELPHIA

WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	LBS, KBS	William H. Cole, o & m, g & cm	James A. Sparks, pd, pmm, n & sd	Edgar C. Goforth, ce Mrs. Jerry Cole, wd	Cap. UP Col.
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PICAYUNE

WRJW 1949	1320 1,000-D (CP) 5,000-D	Moseley Bros. Picayune 474	LBS KBS	W. L. Moseley, gm Maxie Stephens Jr., cm & fd	Archie Rushing Jr., pd & nd	Mary Wierengo, pmm & wd Floyd Colee, ce	L-W, SES. UP RCA
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STARKVILLE

WSSO 1948	1230 250	Starkville Bcstg. Co. WSSO Bldg. 1230	KBS Mid-South	Grady Imes, p Joe Phillips, g & cm, pmm	(Mrs.) Belle McPherson, pd	Travis Palmer, ce	Cap. AP WE
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TUPELO

WELO 1944	1490 250	Tupelo Bcstg. Co. WELO Bldg. 1400	MBS, KBS Mid-South	Birney Imes Jr., p Bob Evans, gm Reeves Whirley, cm	Chuck Givens, pd & sd LeRoy Green, ce Malley Byrd, nd	Red Purnell, fd Daisy Haddon, wd AP RCA
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VICKSBURG

WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co., Inc. Post-Herald Bldg. 312	MBS Sears-Ayers	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce	Cap. AP RCA
WVIM 1948	1490 250	Radio Miss., Inc. Box 76 1920	LBS	James T. Ownby, p	Frank Holifield, sta. & cm	 G

WEST POINT

WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS Mid-South	Bob McRaney Sr., p & gm Hugh Shankle, sm, pd & pmm	Les Campbell, cm & sd George Corkren, ce	John Starling, fd WE
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YAZOO CITY

WAZF 1947	1230 250	WAZF, Inc. Taylor Roberts Bldg. 1300	KBS, LBS	Guy Corley, p & gm Guy Williams, cm	Fred Rand, pd & sd Tom Roane, pmm	Don Flinspach, ce Margaret Reeves, wd AP G
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MISSOURI

ALTON

KALM (CP)	1290 1,000-D	Robert F. Neathery Box 446 West Plains, Mo.		Robert F. Neathery, p			
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CAPE GIRARDEAU

KFVS 1925	960 1,000-LS 500-N DA-N	Hirsch Bcstg. Co. 324 Broadway 2104	MBS Pearson	Oscar C. Hirsch, p	R. L. Hirsch, g & cm	 UP G
KFVS-FM 1948	Ch. 239 (B) 95.7mc 8kw					 WE
KGMO (CP)	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3843	LBS	William C. Brandt, co-o & pd	Richard C. Brandt, co-o & gm William M. Bryan, co-o & ce	Robert L. Schultz, cm John J. Parker, sd G
KGMO-FM 1950	Ch. 249 (A) 97.7mc .31kw					

CARTHAGE

KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS, LBS Continental	L. C. McKenney, co-o, gm & fd J. J. Daly, co-o, m & gen. slm	Lee Crocker, pd Phil Hannum, pmm George Province, ce	Les Kennon, nd Jim King, sd Edith Snyder, wd	Cap. AP G
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CARUTHERSVILLE

KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 965		J. E. Taylor, p Robert L. Harrison, gm & secy. Raymond Miller, cm	Denis Govern, pd & nd Harry A. Moreland, pmm & sd Dewey Lusk, ce	Harry Levin, vp & treas. Norman Shain, fd Ruth M. Goldsmith, wd	Thes., Wld. UP G
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CHILLICOTHE

KCHI 1950	1010 250-D	Cecil W. Roberts Highway 36 South 1920	LBS Conwell	Cecil W. Roberts, p Howard G. Rion, gm	R. Wayne Cox, c & pmm (Mrs.) Pauline Bants, pd	James L. Preston, ce UP G
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CLINTON

KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	Cotton Belt Devney	David M. Segal, p & gm Lee E. Baker, gm Bill E. Brown, act. & cm	Virgil Eugene Stone, pd, n, f & sd	Marvin Landon, ce	Wld. UP Col.
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MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
COLUMBIA							
KFRU 1925	1400 250	KFRU Inc. Highway 40 & 63 South 4141	ABC	H. J. Waters Jr., p Mahlon R. Aldridge Jr., gm & sd	Felix J. LeGrand, cm Harold Douglas, pd & fd	Robert H. Haigh, ce Shirley Mason, wd	L-W, Wid. AP GE
CONCORDIA							
KFRM 1947	550 5,000-D DA	(See Kansas City listing)					
FARMINGTON							
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster 710	LBS	Cecil W. Roberts, p	F. P. (Ted) Graves, gm Maxine Bequette, pd	Bill Westbrook, ce	UP G
FESTUS							
KJCF 1951	1010 250-D	Jefferson County Radio & Television Co.		C. M. Poindexter, gm	Donald M. Donze, cm		UP
FLAT RIVER							
KFMO 1947	1240 250	Lead Belt Bcstg. Co. Flat River 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g & cm	Virginia Collins, pd & n & wd	Earl L. Whitener, pmm Gilbert Collins, ce	UP Col.
FULTON							
KFAL 1950	900 250-D	Missouri Central Bcstrs. Palace Hotel Bldg. 1400	LBS	R. W. Nickles, co-o, gm, cm, pmm, d of engrg. & fd	Roger P. Fox, co-o & pd Nolia Fox, exec. secy.	Orpha G. Nickles, treas. & wd Ken Wood, sd	Cap. UP WE
HANNIBAL							
KHMO 1941	1070 5,000-LS 1,000-N-DA-1	Courier-Post Pub. Co. 102½ South Main 3450	MBS Pearson	E. L. Sparks, p, secy.-treas. Wayne W. Cribb, gm & pmm	P. H. Cunningham, cm Gene Hoenes, pd Ben Parrish, ce	George Allen Jr., n & fd Al Alexander, sd Edna Teed, wd	Thes. AP WE
INDEPENDENCE							
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 North Osage Clifton 9810	LBS	Craig Siegfried, p, g & cm Harry Becker, pd Bob Dawson, pmm	Eldon Ryan, ce Bob Hoyt, nd	Harold Ensley, sd Dorothy Flanders, wd	AP G
JEFFERSON CITY							
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe Street 6-3137	MBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g & cm, pmm	Ralph L. Rose, pd	Leroy S. Hackmann, ce	L-W, Thes. AP Col.
KWOS-FM 1948	Ch. 253 (A) 98.5mc 9kw						
JOPLIN							
KFSB 1948	1310 5,000-LS 1,000-N-DA-2	Four States Bcstrs., Inc. 1027 Main St. 1310	Meeker	Harry Easley, p W. H. Clark, vp, g & cm Ed Johnson, pd & pmm	Ralph E. Meador, ce Jim Randall, nd Leonard Brown, fd	Don Gross, sd Faye Seiler, wd	L-W UP G
KSWM 1946	1230 250	Air Time, Inc. 1928 West 13th Street 7260	CBS Rambeau	Austin A. Harrison, p, gm & ce	John D. Whitt, cm Ronald Robson, pd, pmm & sd	Ken Crowe, nd	Wid. UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS Sears & Ayer	D. J. Poynor, p, g & cm Bess Boyer, office m	Golda Shaunce, pd Jack P. Langford, ce Lee George, nd	W. W. Grigsby, sd Maxine DeVaney, wd	L-W, Thes. AP Col.
WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw						Fed.
KANSAS CITY							
KCKN 1925	1340 250	KCKN Bcstg. Co., Inc. 300 Waittower Bldg. Victor 3864	Capper	Ben Ludy, gm Joe Story, loc. m. & slm	George Stump, pd Ann Sine, office m	Eric Tainter, nd	L-W, St. AP, UP RCA
KCMO 1936	810 50,000-LS 10,000-N DA-N	KCMO Bcstg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, cm	S. B. Tremble, pd F. C. Strawn, pmm Karl Troeglen, ce Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd	Assoc. Thes. AP RCA
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw						Wid. AP, UP RCA
KFRM 1947 (Concordia)	550 5,000-D DA	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d of prom. C. E. Moler, ce Mildred Whiting, secy.	John Farmer, act. nd Phil Evans, fd Sam Molen, sd	L-W AP, UP RCA
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d. of prom. A. R. Moler, ce Mildred Whiting, secy.	John Farmer, nd Phil Evans, fd Sam Molen, sd	Wid. AP, UP WE
WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Gand Ave. Harrison 1200	NBC Christal	Roy A. Roberts, p H. Dean Fitzer, mgng. d E. Manne Russo, cm Harry J. Kaufmann, pd	Harold Glazer, pmm J. A. Flaherty, ce V. S. Batton, sm Walton Boding, nd	Rod Turnbull, fd Ernest Mehl, sd Martha Spalding, wd	St. Thes. AP RCA
WDAF-TV 1949		Kansas City Star Co. 3030 Summit		(For full information see TELECASTING Yearbook)			
WHB 1922	710 10,000-LS 5,000-N DA-2	WHB Bcstg. Co. Scarritt Bldg., 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm Dick Smith, pd & nd	Chuck Rosenfeldt, pmm Henry Goldenberg, ce	Bruce Grant, fd Larry Ray, sd Sandra Lea, wd	Assoc. AP RCA

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when you buy the*



Buy **KSD**

*... with the **LARGEST** daytime
half-millivolt coverage area of
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc
day and night!*

KSD •

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: **FREE & PETERS, Inc.**

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
KENNETT						
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 8-4616		Paul C. Jones, p & gm Charles H. Harrison, sm Joe Bankhead, cm	John T. Reeder, pd Robert H. Connor, ce Paul E. Norton, nd	Johnny Mack, fd Charles Watson, sd Marian Norton, wd Cap., St. AP G
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw				 GE
KIRKSVILLE						
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 5-3781	LBS	Sam A. Burk, p, g & pmm R. M. Harpster, cm	Lee Jones, pd & fd Charles Porter, ce Robert S. Herrin, nd	Warren Hewitt, sd St. AP G
LEBANON						
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm	E. L. Hendry, ce L-W UP
MARSHALL						
KMMO 1949	1300 1,000-D	KMMO, Inc. P. O. Box 513 2323	LBS CBS	J. M. Silvey, gm Harold Douglas, m	Roger A. Gordon, c & pmm	Bettie Baldwin, pd Bill Williams, ce L-W UP G
MEXICO						
KXEO 1948	1340 250	Audrain Bcstg. Corp. 1725 E. Liberty 2340	MBS Pearson	John A. Badaracco, p W. Earl Dougherty, g, & cm & fd	Monty Moncrieff, pd & pmm Robert B. Bruner, ce	Jim Buffington, nd Kirby Allen, sd AP WE
MOBERLY						
KNCM 1950	1230 250	Moberly Bcstg. Co. Box 396 1600	Conwell	Jerrell A. Shepherd, o & gm	John Conwell, cm	James M. Lipsey, pd L-W, Thes. UP G
MONETT						
KRMO 1950	990 250-D	Carthage Bcstg. Co. Monett 858	KBS, LBS Continental	L. C. McKenney, co-o & gm J. J. Daly, co-o & gen. sm	James Allwood, m, pd & fd Victor Cox, pmm & nd George Province, ce	Floyd Stewart, sd Carolyn Crane, wd AP G
NEVADA						
KNEM 1949	1240 250	Cecil W. Roberts Third & Allison 13	KBS, LBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm Al Meschi, cm	Dorothy Henry, pd Paul Gregg, ce	Dick Barnes, sd SES. UP G
POPLAR BLUFF						
KWOC 1938	1340 250 (CP) 930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co., Inc. KWOC Bldg. 3922	KBS Pearson	A. L. McCarthy, p & gm Byron Kearbey Jr., sm & sd Jerry J. Higley, pd	C. O. Gray Jr., loc. advert, m Donald Lidenton, ce	John A. Thies, nd Glenn R. Scott, fd Kay Carter, wd SES. UP G
KWOC-FM 1948	Ch. 233 (B) 94.5mc 16kw				 G
ROLLA						
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Soest Rd. 380	KBS, LBS	Luther W. Martin, co-o, g & cm & nd	Martin M. Mitchum, co-o, & ce	Wilson C. Burkhead, co-o, pd, pmm & fd Russ Freuss, sd Cap. AP
SEDALIA						
KDRO 1939	1490 250	Milton J. Hinlein 2100 West Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Bob Harvey, pd Leman E. Jones, ce	Oland Tucker, fd Cathryn Siron, wd UP RCA GE
KDRO-FM 1949	Ch. 259 (B) 99.7mc 15kw				 GE
SIKESTON						
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		L. R. Bowman Jr., p H. C. Young, g & pmm	R. L. Watkins Jr., pd, fd & sd R. L. Hirsch, ce	Lee Martin, cm & wd St. AP Col.
STE. GENEVIEVE						
KSGM 1947	1450 250 (CP) 980 500 DA-1	Donze Enterprises Inc. 245 Merchant St. 580	KBS	Elmo L. Donze, p, gm, pd & pmm	Betty Jane Donze, cm & wd	Leonard M. Rose, ce UP Col.
ST. JOSEPH						
KFEQ 1923	680 5,000 DA-2	KFEQ, Inc. KFEQ Bldg. 4-0813	MBS Headley-Reed	Barton Pitts, p & gm Glenn G. Griswold, cm E. Carleton Schirmer, pd	J. Ted Branson, pmm Wally Johnson, pdm J. Wesley Koch, ce	Dee D. Denver, nd Harold J. Schmitz, fd Bob Russell, sd Nancy Major, wd Paul Roscoe, sd Wld, SES. AP, UP Col.
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. Co. 113 South 7th 4-6346	LBS Forjoe	Basil L. Kaufman, p Bill Whitlock, evp & gm Tom Carey, sm	Allen R. Menefee, pd Harry Teegarden, ce Larry Parker, nd	Paul Roscoe, sd L-W AP G
ST. LOUIS						
*KFUO (Clayton) 1924	850 5,000-D	Lutheran Church— Missouri Synod 801 DeMun Avenue Delmar 3030		Rev. Herman H. Hohenstein, d Rev. E. J. Knoernschild, pdm	Wm. C. Krato, bus. m E. F. Schoenleber, mus. d.	Albert H. Wiese, ce Assoc. UP WE
KFUO-FM 1947	Ch. 256 (B) 99.1mc 6.7kw				
KMOX 1925	1120 50,000	Columbia Bcstg. System 401 S. 12th St. Central 8240	CBS CBS Radio Spot Sales	J. L. Akerman, gm P. S. Anderson, cm Mark Russell, pd C. W. Doeblen, pmm	Harry Harvey, ce Robert F. Hyland Jr., exec. asst. George M. Clare, pdm Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce	Stan Daugherty, mus. d Rex Davis, nd Ted Mangner, fd Jack Norwine, sd Pete Yarger, co-ce Assoc. AP, UP AP, UP RCA
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive Street Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm		
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St.				
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. American Hotel Main 0600	Forjoe	William E. Ware, p & gm William A. Knight, cm Bob Terry, pd & sd	Dolores J. Ryan, pmm Edward B. Bench Jr., ce Dick J. Kasten, asst. m	Rosemarie DiCarlo, traffic m Bob Sheehan, nd Russell C. Kaiser, prog. coordinator John Traxler, pdm Jack Griffin, nd Cap. UP Ray.
KWK 1927	1380 5,000 DA-N	KWK, Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta. d V. E. Carmichael, vp in chg. sls.	John W. Tinnea, asst. sta. & pd Fred J. Mueller, pmm Nick J. Zehr, ce AP WE

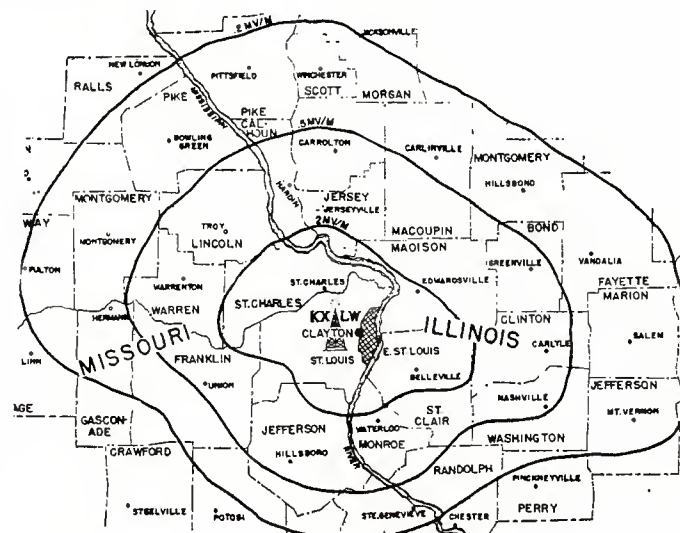
(For full information see TELECASTING Yearbook)

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MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ST. LOUIS (Cont'd)							
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	S. E. Sloan, p & gm Leslie P. Ware, sta. d	E. Frank Brown, pd	W. E. St. Vrain, ce	L-W UP G
KXOK 1938	630 5,000 DA-2	KXOK, Inc. KXOK Bldg. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. (Chet) Thomas, gm V. N. Springgate, cm Charles E. Burge, asst. slm Ralph Stufflebam, d	Elmer Muschany, pd Foster H. Brown, pmm Bruce Barrington, exec. asst. to m & nd	Arthur Rekart, ce Charley Stookey, fd France Laux, sd	Assoc., St. AP, UP WE
KXOK-FM 1947	Ch. 229 (B) 93.7mc 7kw						
WEW 1921	770 1,000-D	Saint Louis University 3642 Lindell Blvd. Franklin 5665		George A. Volz, gm	John G. Walsh, pmm	J. A. Volk, ce Allan Thompson, mus. d.	Assoc. L-W UP, INS
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	LBS Pearson	L. A. Benson, p & gm R. M. Hetherington, vp in chg. sis.	Edward M. Galloway, pd Marilyn Rohan, pmm Wells Chapin, ce	Nick Pagliara, natl. slm John Carr, nd	L-W AP G
SPRINGFIELD							
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville Ave. 4-2822	NBC Hollingbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd & wd	Dudley Morris, pmm E. Dennis White, ce Paul Adams, nd	Keith G. Wells, sd	Thes. AP
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561	MBS	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, pd	Doris Henderson, pmm Charles Grayston, ce Richard Hainline, nd	Bob Lee, sd	SES., St. UP G
KTTS 1942	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, g & pmm	Bob Burke, cm Wendell Smith, pd William Curry, ce	Bill Bowers, nd William Maynard, sd Nancy Hopkins, wd	Wld. AP RCA
KTTS-FM 1948	Ch. 234 (B) 94.7mc 11kw						
KWTO 1933	560 5,000-LS 1,000-N DA-N (CP) 5,000 DA-N	Ozarks Bcstg. Co., Inc. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p & gm C. Arthur Johnson, vp & treas Leslie L. Kennon, asst. m	Lou Black, pd Bill Bailey, pmm Fritz Bauer, ce	R. M. Keltner, slm Floyd Sullivan, nd Loyd Evans, fd Vern Hawkins, sd	L-W UP
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman Warrenton 198	Continental	W. T. Zimmerman, o & gm Leo Waters, cm Don Clem, pd & nd	Cal Morris, ce King Engle, fd Bob Lloyd, sd	Fern Sands, wd UP G
WEST PLAINS							
KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS	Robert Neathery, p & gm & ce	Fritze Williams Dixon, cm John Billingsley, pd Orval Barton, nd	Monk Stricklen, sd	St. AP G RCA
KWPM-FM 1951	Ch. 247 (B) 97.3mc 1.15kw						

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KXLW

1320 kc

IS THE TOP INDEPENDENT STATION IN

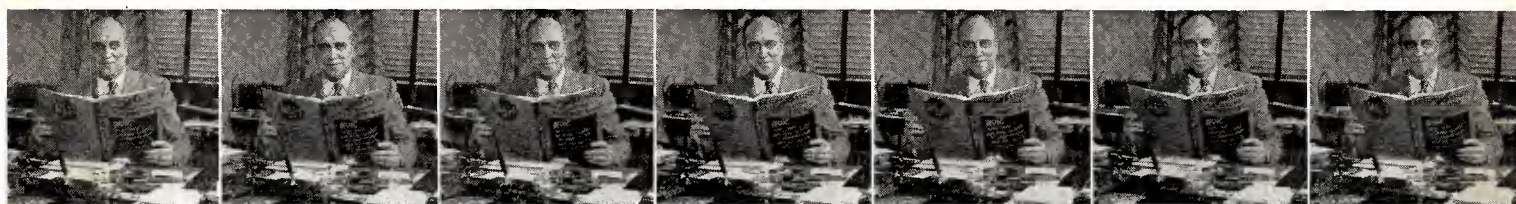
ST. LOUIS

THE NATION'S 8th LARGEST MARKET

NATIONAL REPRESENTATIVE

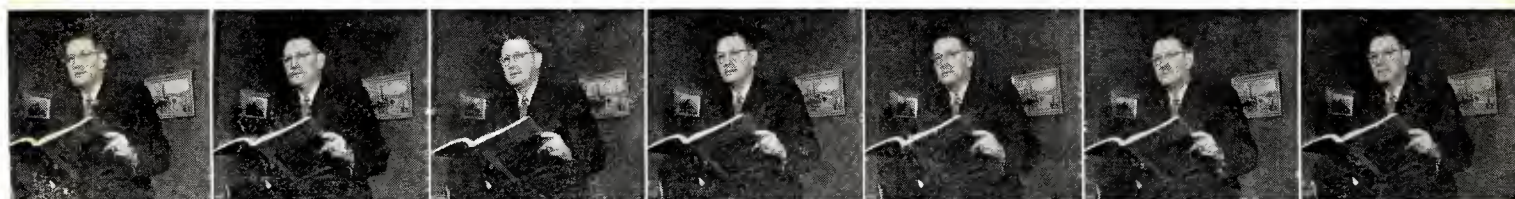
THE BOLLING COMPANY

again...and again...and again



Frank Silvernail, BBD&O

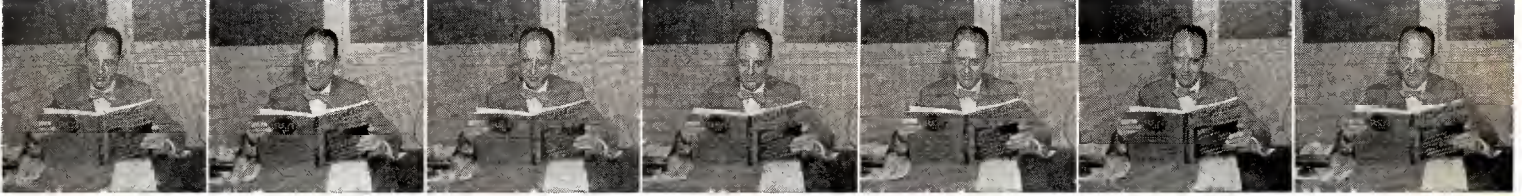
day in...day out...the



Frank Coulter, Young and Rubicam

Broadcasting Yearbook

is used by the



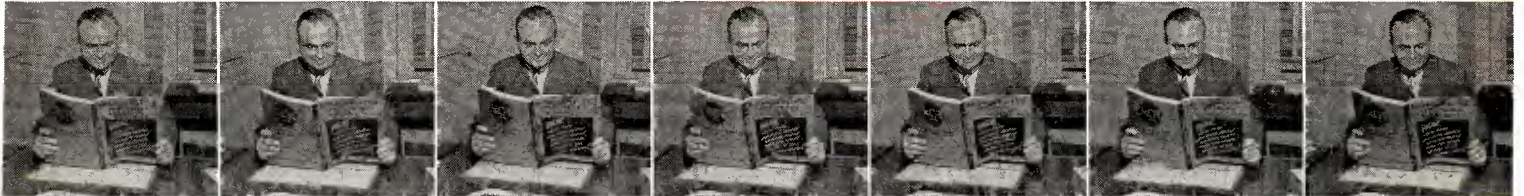
Stanley Pulver, Lever Brothers

buyers who place



George Kern, Benton & Bowles

time on your station



Charles Wilds, N. W. Ayer

MONTANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
ANACONDA						
KANA 1946	1230 250	Mosley's Inc. Anaconda 136	ABC, CBS, NBC McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	T. K. Ryan, sd Helen M. Ryan, pd & wd	L-W UP Ray.
BILLINGS						
KBMY 1946	1240 250	Billings Bestg. Co. Box 2124 3-3838	MBS Inter- mountain Avery- Knodel	Rockwood Brown, mgng ptnr. Ken Nybo, g & cm	Charles G. duBois, pd & pmm T. A. Hildbrand, ce Ruth Ann Hines, wd	Assoc. Cap. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & North Broadway 2-2222	NBC Katz	C. O. Campbell, p Ed Yocum, g & cm Virginia Braunberger, pd	Ward X. Crowley, pmm Jeff Klichli, ce Harry Turner, nd	St. SES Wld. UP RCA
KOOK 1951	970 5,000 DA-N	The Montana Network 7002 S. Billings Blvd. 9-5970	CBS Rocky Mtn. Hollingbery	C. L. Crist, p J. Carter Johnson, vp V. V. (Bud) Clark, gm	Jerry Moen, cm Ed Peiss, pd & sd Grant French, ce	Cliff Ewing, nd Eileen Riedl, wd Thes. AP
BOZEMAN						
KBMN 1950	1230 250	Penn Engineering Co., Inc. North 7th Ave. 2105		G. Norman Penwell, p & gm	C. J. Chucovich, cm Dan Snyder, pd	Ed Kolman, ce Ralph Evans, nd Assoc. UP WE
KXLQ 1939	1450 250	KREB Bestrs. Inc. Box 345 1420	NBC Z-Bar Pacific Northwest Walker	Ed Craney, p Ernest A. Neath, g & pmm	J. Ray Bridges, cm Wally Reid, pd	Jack Provis, ce Edith Reid, wd UP RCA
BUTTE						
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS Cooke	Frank Reardon, p		Thes. UP
KOPR 1948	550 1,000 DA-N	Copper Bestg. Co. Finlen Hotel 6546	ABC Inter- mountain Hollingbery	Frank C. Carman, p Ed Cooney, vp & gm	George Chance, cm James Harrold, pd	James Foster, ce Horst Burgman, sd Wld. UP G
KXLF 1929	1370 5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar Pacific Northwest Walker Moore	E. B. Craney, p	Arne E. Anzjon, g & cm	W. J. Provis, ce Mac. UP
GLENDALE						
KXGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice M. Schlasner, cm Charlotte C. Mansur, pd & wd	Donald J. Powers, ce Maury Martin, sd Cap. UP Col.
GREAT FALLS						
KFBB 1922	1310 5,000 DA-N	Buttrety Bestg. Inc. First Nat'l Bank Bldg. 4377	CBS Weed	Fred Birch, o V. P. Wilkins, gm	W. J. Towner, cm Wm. H. Mathews, pd	Wilbur Muhr, ce Wld. UP WE
KMON 1948	560 5,000 DA-N	Montana Farmer Bestg. Corp. Tribune Bldg. 4382	ABC, MBS Inter- mountain Avery- Knodel	Alexander Warden, p, secy-treas. Robert H. Warner, gm	Frank W. Kaull, cm Mel Hallock, pd, n & fd Eugene Bunker, trans. sup.	Herb Hunter, sd Irene Foley, wd L-W AP RCA
KXLK 1947	1400 250	Great Falls Bestg. Co. Park Hotel 2-2453	NBC Z-Bar Pacific Northwest Walker	Paul A. Hatton, m	Wythe Walker (eastern) slm	Tracy Moore (western) slm
HAVRE						
KOJM 1947	610 1,000-DA-2	North Montana Bestg. Co. Liberty Hotel Bldg. 1096-7	MBS Inter- mountain Cooke	O. R. Rubie, p Charlotte H. Brader, gm	Frank Krshka, cm & sd James R. Saenger, pd	George H. Bauer, ce Pauline Saenger, wd Cap. UP WE
HELENA						
KCAP 1949	1340 250	Lewis & Clark Bestg. Corp. 1705 Jerome Pl. 4030	MBS Inter- mountain	James Flinn, p Robert Fleming, g & cm D. M. Lewing, pd	H. J. Rueggs, pmm Dean Mack, co-ce & fd Lee Dobler, co-ce	Allen Nowatny, nd Bob Johnson, sd Assoc. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air P. O. Box 797 1240	NBC Z-Bar Pacific Northwest Walker	A. T. Hibbard, p Barclay Craighead, gm	Carl Argabrite, cm Gene Hogan, pd	Ralph Gassler, ce UP RCA
KALISPELL						
KGEZ 1927	1340 250 (CP) 600 1,000 DA-2	Donald C. Treloar 7 Main St. 331-2		Donald C. Treloar, p & gm Robert Bennett, cm	Norm Fisher, pd Dick Vick, pmm, n & sd Paul Johnston, ce	Glenn Millhouse, fd Jean Fitzwater, wd St. Wld. UP Col.
LEWISTOWN						
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Inter- mountain	W. G. Kelly, p	M. T. Obie, g & cm	David L. Sather, ce Wld. AP WE
LIBBY						
KLCB 1950	1230 250	Lincoln County Bestrs. Inc., P. O. Box 565		O. G. Coburn, gm		
LIVINGSTON						
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Inter- mountain Avery- Knodel	Paul B. McAdam, p & gm Jack Hinman, cm Gerald E. Tyo, pd & nd	John Haslam, pmm Edwin Wood, ce	Bill Zaputil, f & sd Mim Skogestad, wd Wld. UP G

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MILES CITY

KRJT 1941	1340 250	Star Printing Co., Inc. 13 North Sixth St. 1340-60	MBS, KBS Inter- mountain Avery- Knodel	(Mrs.) Sarah M. Scanlan, p Ian A. Elliot, gm & nd	Fred Hunnes, cm T. J. Biedrzycki, pmm & sd Donald Holen, pd	William Sebastian, ce Max Porter, fd Mary B. Saunders, wd	L-W, Wld. UP RCA
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MISSOULA

KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	Marion E. Dixon, pmm. pd & fd Clifford Baker, ce	Cyrus Noe, n & sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Mont. Assoc. Box 1503 4114	NBC Z-Bar Pacific Northwest Walker	Pat M. Goodover, p, gm & pd	Bill Gillis, cm John Campbell, pmm & sd	Dave Green, ce	UP RCA

SHELBY

KIYT 1946	1230 250	Tri County Radio Corp. P. O. Box 185 560	MBS, KBS Inter- mountain Cooke	John J. Hurley, o & p Bill Murphy, gm John Lyon, cm	Geo. Potter, ce Bob Bucher, fd	Bud Turk, sd Ruth Larson, wd	UP WE
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SIDNEY

KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 Central Ave. 408	MBS Great Northern Lawson	E. E. Krebsbach, p E. Clair Krebsbach, cm Keith Krebsbach, pd	Harriet Sundet, pmm O. H. Halvorson, ce Ken Dornan, nd	Fay Crush, fd Bob Roderick, sd Fay Halvorson, wd	Cap. AP RCA
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NEBRASKA

ALLIANCE

KCOW 1949	1400 250	Sandhills Bestg. Corp. 1030 W. 3rd St. 1300		Hans Jagers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce	Jim Kithcart, nd George Vogel, sd	Wld. UP G
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BEATRICE

KWBE 1949	1450 250	Blue Valley Bestg. Co., Inc. 112½ North 6th 1245	MBS Nebraska	Charles (Vanda) Brugh, gm & pd Gordon (Bud) Pentz, c & pmm	Wilbur Emerson, ce Larry Pryble, n & fd	Bill Howard, sd Elsie Heyen, wd	Cole, Thes., Wld. AP WE
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BROKEN BOW

KCNI 1949	1490 250	Custer County Bestg. Co. Broken Bow 611	LBS	Bud Crawford, p, g & cm, pd, ce	Georgia A. Crawford, wd Bob Conger, sd	Donald F. Hill, fd Scott Insley, nd	Cap. UP G
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COLUMBUS

KJSK 1948	900 1,000-D	Geo. Basil Anderson P. O. Box 460 5154	KBS Continental Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd & wd Max Reeves, ce	Carl Rafferty, n & sd Gene Jones, fd	SES., Thes., Wld. AP G
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FREMONT

KFGT 1939	1340 100	Walker Newspapers Inc. 118 East 5th St. 1060	MBS	Lester A. Walker, gm			Cap. AP
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GRAND ISLAND

KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Cedar at Division 703	ABC H-R Rep.	Don Searle, p Bill Martin, vp, g & cm Rex Lathen, reg. sim	Nay Deines, pd & sd Quintin McGredie, pmm U. L. Lynch, ce	Geo. Kister, pub. service, n & fd Helen Clark, wd	SES., Wld. UP Col.
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HASTINGS

KHAS 1940	1230 250	Nebraska Bestg. Co. Tribune Bldg. 2-5101	MBS, KBS	Fred A. Seaton, p Duane Watts, g & cm.	Lloyd Thomas, pd, pmm, n & fd Duane Allison, ce	Bill Veidt, sd	St. INS RCA
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KEARNEY

KGFW 1930	1340 250	Central Nebr. Bestg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS Nebraska	Lloyd C. Thomas, p & gm John W. Yeager Jr., cm	Elen Selah, pd & wd Jack Lewis, ce	Don Sherrill, nd Bill Morris, f & sd	Wld. UP Col.
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LEXINGTON

KRVN 1951	1010 25,000-D DA-1	Nebraska Rural Radio Assoc. Inc. 104 West Eight St. 716	LBS Taylor	Jay Person, p Max Brown, gm Dan Bellus, cm	Gary Schroeder, pd Thomas Copeland, ce	Patricia Doyle, traffic m & music d Art Pendray, fd	St. AP RCA
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LINCOLN

KFOR 1924	1240 250	Combelt Bestg. Corp. Stuart Bldg. 2-6965	ABC Petry	James Stuart, p George T. Bastian, evp	George X Smith, s & cm Ken Greenwood, pd & sd Lydia Nekuda, pmm & wd	Charles W. Winkler, ce Kenneth Wayman, nd	Cap., St. AP WH Assoc. Wld. AP WE
KFOR-FM 1948	Ch. 275 (B) 102.9mc 22kw						
KLMS 1949	1480 1,000 DA-2	Lincoln Bestg. Corp. 130 North 16th St. 2-7579	Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm			
KOLN 1947	1400 250	Inland Bestg. Co. 211 Federal Securities Bldg. 2-7218	MBS Pearson	Paul R. Fry, p Harold E. Anderson, g & cm William E. Lucas, pd	Twila Walker, pmm Marvin Korinek, ce Betty Craig, nd	Bud Shaner, sd Elsie Neely Sanderson, wd	

McCOOK

KBRL 1947	1450 250	The McCook Bestg. Co., Inc. Highway 83 at "J" St.	MBS McGillvra	LeRoy W. Lenwell, p, gm & ce	Gilbert Mitchell, pd	Jack Rogers, nd	St. AP G
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NORFOLK

WJAG 1922	780 1,000 L-WBBM	Huse Pub. Co. 6th & Norfolk Ave. 432	Walker	E. F. Huse, p Bob Thomas, gm Vernon Stedry, cm	Glen Hixson, pd Evans Meier, pmm & sd Frank Wiedenbach, ce	(Mrs.) Mae Lee, office m Cleo Schroeder, fd Mary Moore, wd	St. AP
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NORTH PLATTE

KNBR (CP)	970 1,000-D DA	John Townsend 212 N. Jeffers St.		John Townsend, o Emil Odean, gm	Vincent Freeman, cm	Stanley L. Deppen, pd & nd Leland Fenecey, music d	SES, Thes. UP
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Blair	John Alexander, p & gm Joseph A. diNatale, cm & sd	Bill Wood, pd Wilma McNeel, pmm H. Jay Blakesley, ce	Jerry Wing, office m & wd Charlie Craig, nd Ed Launer, fd	L-W, Wld. AP

NEBRASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter
OMAHA						
KBON 1942	1490 250	Inland Bestg. Co. 676 World Insurance Bldg. Jackson 3282	MBS Pearson	Paul R. Fry, p Richard E. Welna, sm & ce	Ernest S. Priesman, cm Richard F. Low, pd Beverly Bush, prnm	Dick McCann, nd Ed Morgan, sd Mayme Allison, wd Assoc. AP WE
KBON-FM 1948	Ch. 254 (B) 93.7mc 8.7kw			Edward M. Morgan, cm		Assoc. Wld. GE
KFAB 1924	1110 50,000 DA-N	KFAB Bestg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred S. Sidles, p Harry Burke, gm	Harold Soderlund, cm Lyell Bremser, pd & sd Don Shoemaker, pmm Art Stewart, trans. engr.	Carl Uhlarik, nd William MacDonald, fd Nancy Condon, wd L-W, SES. AP, UP WH
KMTV(TV) 1949		May Bestg. Co. 2615 Farnam St.		(For full information see TELECASTING Yearbook)		
KOIL 1925	1290 5,000 DA-N	Central States Bestg. Co. 511 South 17th St. Jackson 7626	ABC Nebraska Petry	James Stuart, p W. J. Newens, gm Arden Swisher, cm	Virgil Sharpe, pd Charles Frandsen, pmm Charles Winkler, ce	James Craren, nd Bob Steelman, sd Belle West, wd Cap. St. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bestg. Co. Kilpatrick Bldg. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp & gm Gaylord Avery, cm & pd G. William Armstrong, pmm	Dale L. Moudy, ce Frank C. Lester, studio sup. James F. O'Neill, pdm	Walter Kavanagh, nd Donald Loughnane, fd Jack Sandler, sd Marian Crook, wd AP, UP RCA
WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred O. Bohlen, chmn. of bd. E. T. Meredith Jr., p Frank P. Fogarty, gm	Ray Olson, pd Bill Wiseman, slm Merrill Workhoven, pdm Ken Quaife, pmm	William J. Kotera, ce Jim McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd St., Wld., SES. AP, UP WE
WOW-TV 1949		Radio Station WOW Inc. 3509 Farnam St.		(For full information see TELECASTING Yearbook)		
SCOTTSBLUFF						
KNEB 1948	960 1,000-LS 500-N DA-2	Platte Valley Bestg. Corp. Golden Rule Bldg. 1620	MBS Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Betty Hoff, pd & wd Duke Whitfield, pmm Les Proctor, ce	Arthur Taylor, nd Fred Walgren, fd Keith Roper, sd Cap., L-W AP GE
KOLT 1929	1320 5,000-LS 1,000-N DA-2	Hilliard Co. 1517½ Broadway 856	CBS McGillvra	L. L. Hilliard, p & gm Lew Hunter, cm Wm. G. Walter, pd	Viril Davis, pmm Harland Morrison, ce Bill Brennan, nd	Dick Ingwerson, fd Tony Kehl, sd St. UP G
SIDNEY						
KSID (CP) 1942	1540 250-D	Sidney Bestg. Co.	McGillvra	Wm. C. Grove, p		

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200,000 EARS AHEAD of its nearest competitor!

EVERY DAY

EVERY NIGHT

<p>BMB 6 or 7 DAYS a week:</p> <p>WOW.....306,060</p> <p>Second Station..202,630</p> <p>103,430</p>	<p>BMB 6 or 7 NIGHTS a week:</p> <p>WOW.....259,420</p> <p>Second Station..160,570</p> <p>98,850</p>
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EXTRA PAIRS OF EARS

EXTRA PAIRS OF EARS

For the shock-proof Omaha-Plus Market...

590 KILOCYCLES - a strong signal for 200 miles!

BASIC NBC AFFILIATE - listening habits 27 years in the making!

ALERT, ACTIVE LEADERSHIP - Maintained 27 years by constant, aggressive, promotion and merchandising.

RELY ON THIS UNBEATABLE COMBINATION

RADIO
WOW
OMAHA

Radio WOW and WOW-TV are Meredith Stations

FRANK P. FOGARTY,
General Manager

JOHN BLAIR CO.,
Representatives

NEVADA

ELKO

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260		Chris Sheerin, p John J. Gammick, g & cm & sd	Ned Lynch, pd & pmm	Lee Peer, ce & nd	St. UP Ray.
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ELY

KELY 1950	1230 250	Hansen & Bradley P. O. Box 1088 2077		David I. Hansen, co-o, co-gm & co-ce	Dale V. Bradley, co-o, co-gm & co-ce	David T. Ireland, pd & nd Paul E. Norris, pmm	Cap., Wld. INS Col.
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LAS VEGAS

KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm R. O. Dow, ce	Ed Oncken, nd Bob Clemens, sd INS Col.
KENO-FM 1947	Ch. 280 (A) 103.9mc .33kw					 GE
KLAS 1948	1230 250	Las Vegas Bcstg. Co. Box 1510 4646	CBS Hollingbery	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Maxine Lunt, pmm	Gregg Gelhart, ce Annilee Gordon, wd GE
KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC	David McKay, p Jack Kehoe, sm	George Corneal, pd Bill Binford, ce	Len Ross, sd UP WE
KRAM 1948	920 1,000-LS 500-N-DA	Boulder City Bcstg. Co. Hotel Flamingo 920	MBS, KBS Avery- Knodel	Edward J. Jansen, p Truman B. Hinkle, g & cm	Jean Paul King, pd, n & sd	Paula Clark, pmm Fred Young, ce	Wld. UP Col.

RENO

KATO 1946	1340 250	Sierra Bcstg. Co. Box 2231 2-4501	MBS Don Lee Pearson Western	R. K. Wittenberg, p & ce	R. L. Stoddard, gm & sd	Robert Hughes, cm
KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hewitt M. Kees, sm Merle L. Snider, cm	Bruce D. Branson, prog. m Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd	Cap. UP
KOLO 1946	920 1,000 DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, g & cm Bill Ruff, pd & nd	Bob Tower, pmm Merle Peterson, ce	Noble Crew, fd Roz Smith, wd UP
KWRN 1947	1490 250	Nevada Radio-TV, Inc. Riverside Hotel 3-6156	ABC, LBS Grant	Kenyon Brown, p Frank McLaurin, gm Jack Stodelle, cm Mark Curtis, pd	Jim Luce, pmm W. C. Comer, ce Gene Elyot, nd	Walt Reese, fd Bob McClure, sd Tosca, Masini, wd UP RCA
KWIK 1946	1440 1,000 DA-1	Eastern Ida. Bcstg. & TV Co. Bannock Hotel 3400	ABC, MBS Inter- mountain Avery- Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Dick Wright, pd & pmm Delbert Williams, ce John Suchy, nd	Martha, Sorenson, traffic d Bill O'Donnel, sd Norma Adamson, wd	Wld. AP

NEW HAMPSHIRE

BERLIN

WMOU 1946	1230 250	White Mts. Bcstg. Co., Inc. 40 Main St. 1797	KBS Radio Reprs. Kettell- Carter	John W. Guider, o & p Jock MacKenzie, gm, pd, pmm & sd	Ambrose F. Hickey, cm Herschel M. Howe, act. ce Ruth M. Richards, treas.	Robert H. Holland, nd Myrtle Anderson, wd	L-W AP Ray.
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CLAREMONT

WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Fred C. Stearns Jr., sta. & cm F. Richard Hill, pd	Albert J. Davis, ce Joseph V. Shaw, nd UP
WTSV-FM 1948	Ch. 291 106.1mc 4.8kw						

NEW HAMPSHIRE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tranac. Library, News Service Transmitter
CONCORD						
WKXL 1946	1450 250	Capitol Bcstg. Co., Inc. 110 N. Main St. 4180	CBS Young	Henry Silver, p Maurice Silver, vp Samuel Camann, treas.	Thomas Frank, gm & pd Sydney E. Clarke, cm Robert Wright, ce	Donn Tibbets, sd Vera Tovey, wd AP RCA
HANOVER-LEBANON						
WTSL 1950	1400 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Henry Lewis, cm Malcolm Morse, pd	William Heiser, ce UP
KEENE						
WKNE 1927	1290 5,000 DA-1	WKNE, Corp. 17 Dunbar St. 2080	CBS Meeker	Joseph K. Close, p & gm Frank B. Estes, cm Osborn C. Wade, pd	Ted B. Sawyer, pmm Ernest Batchelder Jr., ce George W. Smith, treas.	Howard Wheelock, nd Stacey Cole, fd Don Roberts, sd Ruth Redington, wd Wld. AP WH
LACONIA						
WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS Yankee Kettell-Carter	Genevieve Windgate, p Arthur I. Rothafel, gm	Irving Kaizer, pd Walter Avery, ce	George Ehrlich, sd Lillian Walker, wd AP G
MANCHESTER						
WFEA 1932	1370 5,000	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Young	Morris Silver, p Warren H. Journay, g & pmm & pd	Saul Gross, cm Reginald A. B. Schow, ce Frank Finning, pdm	George Christie, sd Adeline Casseboom, wd L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm Norman Bailey, sm	Ralph Gottlieb, cm William Carlisle, pd Royston Phillips, ce	Leo Cloutier, sd Connie Stackpole, wd UP
WKBR-FM 1947	Ch. 261 (A) 101.1mc 1kw					
WMUR 1951	610 5,000-LS 1,000-N DA-2	Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Hon. Francis P. Murphy, o & p Hervey Carter, m & cm Gordon E. Moore, asst. m	Bernie Mack, pd & pmm Vincent H. Chandler, ce Tom Power, nd	Bob Webster, fd Bob Martin, sd Esther Ayer, wd Wld. UP RCA
NASHUA						
WOTW 1947	900 1,000	Nashua Bcstg. Corp. Lund Rd. 5000	Walker	Arthur A. Newcomb, p & gm	Norman R. Delude, c & pmm Paul H. Keefe, pd	William B. Young, ce Edward Lecius, n, f & sd Pat Sprague, wd Wld. UP Ray.
WOTW-FM 1948	Ch. 292 (A) 106.3mc 1kw					
PORTSMOUTH						
WHEB 1932	750 1,000 L-WSB	WHEB, Inc. 3 Pleasant St. 4080	MBS Walker	Charles M. Dale, p & gm Lucien E. Dumont, pd & nd	Antonio Vaccaro, ce John D. Kane, sd	(Mrs.) Phyllis M. Dumont wd Wld. AP Col.
ROCHESTER						
WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite Bolling Borgatti	A. J. K. Malin, p & gm M. Chester Ball, cm Howard B. Martin, sm	George Michael, pd, f & sd Mary G. Verrette, traffic m Thomas E. McLaughlin Jr., ce	Harold Hutchins, nd Martha Mallory, wd UP Col. G
ALPINE						
WFMN-FM (KE2XCC) 1943	Ch. 226 (B) 93.1mc 6kw	Edwin H. Armstrong Alpine Closter 5-1088				
ASBURY PARK						
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	McGillvra	Wayne D. McMurray, p Thomas B. Tighe, sm Ernest W. Lass, gm	Margaret S. Curtis, cm & wd Everett Rudloff, pd	Frank Huber, ce Frank Wilgus, nd Assoc. AP RCA GE
WJLK-FM 1947	Ch. 232 (A) 94.3mc 1kw					
ATLANTIC CITY						
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson Kennedy	Fred Weber, p Russell E. Truex, cm Ed Davis, pd	George Lewis, pmm Blair Thron, ce Sue Hanna, traffic m	Fred Haggerty, nd Edward Wolpart, sd Hazel Hartman, wd UP RCA G
WFPG-FM 1948	Ch. 253 (B) 98.5mc 15.5kw					

NEW JERSEY

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Serving the 107th Market of the Nation

WFPG Atlantic City, N. J.

CBS Radio Network for New Jersey

with MORE play-by-play sports • MORE network programs • MORE news from its 408 FOOT TOWER
(Tallest structure in New Jersey, south of Newark)

Studios on



Steel Pier

WSTV
Stuebenville

WPIT
Pittsburgh

WHEE
Boston

WFPG
Atlantic City

WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Convention Hall 4-1340	ABC, MBS ForJoe	Richard Endicott, p David H. Freedman, gm & cm Jack Sheffrin, pd & nd	Harriet Lippman, pmm Earle Godfrey, ce	Ralph Glenn, sd Mildred Freeland, wd	Assoc., Wld. AP RCA
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Carl's Corner 2930	Clark	Russell Henderson, p Paul Alger, vp & gm Jerry Alden, cm & sd	Joseph A. McCulley Jr., pd Allen Simms, pmm Francis Fekel, ce	Don Hart, n & fd Jane Mixner, wd	Thes. UP RCA
WSNJ-FM 1947	Ch. 255 (B) 98.9mc 9kw					 RCA
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600		Willard C. Schriver, d John Cleary, g & cm	Robert Swanson, pd & sd John Kennedy, pmm	John Zander, ce Mary Haines, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, p & gm Gordon Giffen, sm	Jerry Williams, pd & pmm Fredrick Chassey, ce Robert Ross, nd	Doug Warren, sp. events d	Assoc., SES. AP Ray.
ELIZABETH							
WPOE(FM) 1949	Ch. 244 (B) 96.7mc 1kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Robert C. Crane, p Seymour De Witt, sm, pd & ce	Ned Black, cm Johnny Whalen, sd	Marion E. Neeson, wd & adm. asst.	Assoc., SES. UP RCA
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. Park Square Bldg., P. O. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.
NEWARK							
WAAT 1922	970 5,000 L-S 1,000-N DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400		Irving R. Rosenhaus, p & gm	Edward S. Lennon, vp in chg. sls. & cm George Green, pd	Frank V. Bremer, vp & ce Edward H. Reeves, engr. in chg. opers. AP Col. Col.
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw					 Col.
WATV(TV) 1948		Bremer Bcstg. Co. 1020 Broad St.			(For full information see TELECASTING Yearbook)		
WHBI 1921	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	William A. Masi, pd & pmm	Herman Foster, ce WE
WNJR 1947	1430 5,000 DA-N	North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700		Edward W. Scudder Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce Tom Costigan, nd	Will Peigelbeck, fd Louise Powers, wd	St. UP RCA
WNJR-FM 1948	Ch. 274 (B) 102.7mc 20kw					 WH
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingbery	Ivon E. Newman, chief officer, vp, gm & cm	Helen Sutton, sm	Bernard Kellom, ce	Wld. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, p Robert L. Williams, gm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd Victor Takach, ce	Joseph Dembo, nd Tony Marano, sd	Wld. AP RCA
WCTC-FM 1948	Ch. 252 (B) 98.3mc 1kw					 Col.
WDHN(FM) 1948	Ch. 228 (B) 93.5mc 1kw	Home News Pub. Co. 137 Church St. Kilmer 5-4000		Hugh N. Boyd, gm Neil F. Arveschoug, cm, pd & ce	Eugene Halasz, asst. ce	James Parker, asst. pd RCA
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co. Inc. 66 Hamilton St. Armory 4-3400, Pennsylvania 6-2945		Richard Drukker, p	D. J. Wright, evp & gm	Earl Lucas, ce	Assoc., SES, L-W AP, UP

This is **WNJR** the station that is Custom-tailored for the Great Northern New Jersey audience!

Where **LISTENERS** tune first for fast-breaking Jersey News!
They expect—and get—"on-the-spot" coverage of all top news events, major disasters and elections. They hear the best in music, the latest in sports.

Where **ADVERTISERS** know that WNJR is a must station to sell and service the 3,833,000 people in this major market.

FLASH!
RADIO DOLLARS, the audience-building, sales producing premium plan, is now at work in North Jersey exclusively on

WNJR
RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J. Market 3-2700
Ortlandt 7-8070

NEW JERSEY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter
PLAINFIELD					
WXNJ(FM) 1947	Ch. 280 (A) 103.9mc 1kw	WXNJ Inc. 111 E. Front St. 6-1039		Lucien M. Merle, p James R. Bird, sm	Thes. INS
PLEASANTVILLE					
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971		Charles Rupp, p John G. Struckell, gm & pd Milton Thurlow, ce Bill Gregory, nd George Anthony, sd Larry Carle, pmm Peggy Lucca, wd	St. GE
TRENTON					
WBUD 1947	1260 1,000 DA-1	Morrisville Bestg. Co. 108 N. Broad St. 4-7191		Vena S. Hardin, p Richard M. Hardin, gm James Stolcz, cm Fred Walker, pd & pmm William A. Brewer, ce Harry Alleva, nd Harold Saidt, sd Nan Rednor, wd	Wld. AP G SES.
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Frank Brooks, pd	Assoc., L-W UP
WTOA(FM) 1949	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bestg. Co. 558 Ingham Ave. 5-8541	Transit Radio H-R Reprs.	Jerome P. McCarthy, m	Assoc., L-W UP
WTTM 1941	920 1,000 DA-1	Trent Bestg. Corp. 541 E. State St. 5-8515	NBC Forjoe	Elmer H. Wene, p S. Carl Mark, evp. & gm Fred L. Bernstein, cm Irving Gruper, pmm Theodore P. Kilmer, ce Fulton Arnold, sd	AP RCA
VINELAND					
WWBZ 1946	1360 1,000 DA-N	Community Bestg. Service, Inc. 633 Wood St. 7-1360	Kennedy	Joseph M. Bullock, p Fred M. Wood, gm & fd John Serra, cm Dorothy H. Carlson, pd A. Harry Zoog, ce	Wld. UP Col.
WILDWOOD					
WCMC 1951	1230 100	Francis J. Matrangola 3300 Pacific Ave.		Francis J. Matrangola, o	
ZAREPHATH					
*WAWZ 1930	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, p Kathleen White, gm Norman Fournier, pd N. L. Wilson, ce	

NEW MEXICO

ALAMOGORDO					
KALG 1950	1230 250	William Wayne Phelps Box 268 311	MBS Don Lee Inter-mountain Avery-Knodel	Wayne Phelps, p, gm, cm & pd Merilyn Cromer, wd Pete Paulos, ce Floyd Grady, sd	UP G
ALBUQUERQUE					
KDEF (CP) 1927	1280 1,000-D 610 5,000	Frank Quinn 619 N. 17th St. New Mexico Bdcstg. Co. Kimb Bldg. 3-4543	CBS Weed	A. R. Hebenstreit, p Bob Van Driel, pmm Vergie Abeyta, traffic m & wd Leonard Dodds, ce A. M. Cadwell, vp & gm	Wld. AP, UP RCA Cap. L-W UP Ray.
KOAT 1946	1240 250	Alvarado Bestg. Co., Inc. 122 S. Tulane 5-7501	ABC Young	Herbert Wimberly, p	Ray Malmberg, pd Donald Delaney, ce
KOB 1921	770 50,000 LS 25,000-N (CP) 50,000	Albuquerque Bestg. Co. 5th & Silver 3-4411	NBC Branham	T. M. Pepperday, p J. I. Meyerson, gm Rolf Nielsen, pd Mary Moses, pmm George Johnson, ce Robert McCoy, co-nd Tom Doyle, co-nd Cecil Herrill, fd Charles Teas, sd	St. AP, INS RCA
KOB-TV 1948		Albuquerque Bestg. Co. 234 S. Fifth St.		(For full information see TELECASTING Yearbook)	
KVER 1947	1340 250	KVER Bestg. Corp. 317 N. Broadway 3-1744	MBS Inter-mountain Great West Avery-Knodel	Bert Arnold, vp & gm Ted Nelson, asst. gm Keith Tye, sm Miles Johns, cm Larry Darley, slm Wilfred Smith, ce Jack Lynn, pd & nd Joe Cole, fd Jack Moran, sd Jule Erickson, co-wd Ricci Bush, co-wd	AP G

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KVER

ALBUQUERQUE, N. M.

Mutual Intermountain Networks

KVER gives concentrated coverage of the newest, fastest growing metropolitan market area in the United States. It's Albuquerque's sports station, featuring Major & Minor league baseball, football and basketball. Spanish programs throughout the day appeal to Albuquerque's Spanish speaking people, representing over 50% of its population.

Represented By
**AVERY-KNODEL
INC.**


NEW YORK — CHICAGO
SAN FRANCISCO
DALLAS — ATLANTA
LOS ANGELES

ARTESIA							
KSVF 1946	1450 250	Artesia Bestg. Co. 1450 S. Roselawn 650	MBS, KBS Inter- mountain	Martin Yates III, p Dave Button, gm	Dave Adams, cm Pat Ketelsen, ce	Rusty Ayers, nd & sd Lucille Smith, traffic m	St. UP G
CARLSBAD							
KAVE 1936	1240 250	Carlsbad Bestg. Corp. 601 N. Canal St. 5-4101	CBS Southwest Taylor	Val Lawrence, p Norman Loose, gm	Vernon Spidahl, cm Alexander Pitcaithley, pd	Harland Nifong, ce Mike Kirmeyer, sd AP G
KPBM 1950	740 1,000-D	Coronado Bestg. Co. 313 West Mermod 5-5373	Liberty McGillvra	Maurice F. McEvoy, p & gm	Luther S. Pully Jr., ce Darrell A. Swayze, cm	Wayne F. Scott, pd	L-W AP G
CLAYTON							
KLMX 1949	1450 250	Ari-Ne-Mex Bestg. Corp. Fair Grounds Box 7 616		Arthur Jernigan, p Franklin E. Vale, gm, pd, pmm, n & fd	James J. Morris, cm Robert D. Waters, ce	Darrell Tucker, sd Mildred McCalet, wd	Cap. UP G
CLOVIS							
KCLV (CP) KICA 1933	1240 100 980 1,000 DA-N	New-Tex Bestg. 904 Rose St. Hugh DeWitt Landis & Ross B. McAlister 520 Pile St. 5511	MBS Inter- mountain Melville	Hugh DeWitt Landis, ptrn., g & pmm C. O. Kendrick, cm	Juanita Goodman, wd Vernon Hughes, ce Harold Cook, pd	Bob Cook, nd Joe Collins, sd	Assoc., L-W AP RCA
FARMINGTON							
KVBC 1951	1240 250	Valley Bestg. Co. Box 1117 307 W		Marvin E. Bowles, p, gm & ce	Don Houston, nd Maxcyne Parker, cm	Marilu Marshall, pd	L-W UP RCA
GALLUP							
KGAK 1946	1230 250	The Thunderbird Bestg. Co. P. O. Box 1150 1177	KBS McGillvra	Merle H. Tucker, p, gm, & pd	Robert Adamson, ce & fd	Mida Tucker, secy-treas. & wd	Cap. L-W UP
HOBBS							
KWEW 1938	1490 250	KWEW, Inc. 116 E. Dunnan Hobbs 3-3137	MBS, KBS Southwest Taylor	Mrs. Theresa Whitmore, p Harry McAdams, gm & nd	Gilbert Haugen, asst. m & sd Dortha Montgomery, pd	Roy T. Evans, ce Phil C. McGee, cm Pam Clark, wd	Mac., L-W UP RCA
LAS CRUCES							
KOBE 1947	1450 250	Mesilla Valley Bestg. Co. 902 N. Main St. 1121	MBS Inter- mountain Best	C. L. Knight, p Lydia S. Sleepy, gm & wd Robert O. Bradley, cm	Carl J. Gustafson, pmm Howard L. Maudlin, ce & sd	Bruce Pedersen, nd Cecil Herrell, fd UP
LAS VEGAS							
KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS Inter- mountain Best	Ernest N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd	A. F. Schultz, ce	St. UP G
LOS ALAMOS							
KRSN 1949	1490 250	Alvarado Bestg. Co. Community Center 2-4422	ABC, LBS Young	Herbert W. Wimberly, p A. M. Cadwell, gm Robert Y. Porton, c & pmm	William Spack Jr., pd & nd John L. Lockhart, ce	Jack McCormick, sd Kay Richardson, wd	Cap. UP RCA
PORTALES							
KENM 1950	1450 250	Plains Bestg. Co. Box 1019, Roswell, N. M. 600	LBS Taylor	Theresa Whitmore, p G. F. (Jud) Roberts, gm	Clarence Garner, cm	William McCreary Jr., ce LaNelle Eason, wd	L-W, Mac. UP G
RATON							
KRTN 1948	1490 250	Southwest Bcstrs. Inc. P. O. Box 710 Las Vegas, N. M. 12	MBS Inter- mountain Best	E. N. Thwaites, p & gm	Stanley K. Brown, sta. & cm & sd	A. F. Schultz, ce	St. UP G
ROSWELL							
KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson 2000	MBS Southwest Inter- mountain Taylor	Theresa Whitmore, p G. F. "Jud" Roberts, gm & sd	Almarie Oldfield, pd L. J. McNemee, ce	Lorraine Ackroyd, wd	L-W, Wld. UP G
KSWS 1947	1230 250	McEvoy Bestg. Co. 401 N. Richardson 2400	ABC McGillvra	Paul B. McEvoy, p John A. McBoyle, gm	Jack Schafer, cm Ray R. Summersgill, ce	Mary L. Jones, pd & wd	Assoc. AP Ray.
SANTA FE							
KTRC 1946	1400 250	Alvarado Bestg. Co., Inc. 208 E. Marcy St. 3-6335	ABC, LBS Young	H. W. Wimberly, p Al Paul Theil, pmm & nd	A. M. Cadwell, vp & gm Acton Tillery, ce	Hugh M. Gray, pd, c & sta. m Bee Marks, wd	Cap. UP RCA
KVSF 1935	1260 1,000	Santa Fe Bestg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, g & cm & nd	Arleen Davy, pd Bob FitzGerald, pmm	Elvin J. Vanderwood, ce Claire Tremaine, wd	Wld. AP, UP WE
SILVER CITY							
KSIL 1946	1340 250	Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 611	CBS Southwest Taylor	A. Carl Dunbar, p & cm	James H. Duncan, gm, pd & nd	Edward C. Orris, ce Bob Zimmerman, sd AP Ray.
TRUTH OR CONSEQUENCES							
KCHS 1946	1400 250	Sierra Bestg. Co., Inc. 401 Broadway 161	KBS Continental	L. R. Trainer, p Russell A. Walz, gm & nd	H. B. Gardey, cm Babe Robinson, pd	Sam Bradley, ce & sd	Cap. UP G
TUCUMCARI							
KTNM 1941	1400 250	The Mc Ma Agency 2nd and Main Sts. 100	MBS, KBS Inter- mountain	Grady Franklin Maples, co-o, m, pmm, n & sd	R. B. McAlister, co-o R. S. (Dick) Fox, cm	Kathryn Ann Stephenson, pd & wd David Fred White Jr., ce UP G

NEW YORK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ALBANY							
WABY 1926	1400 250	Eastern New York Bcstg. Corp. Albany 2-3353	LBS Rambeau	David Kyle, p Edward L. Trudeau, gm	Paul Dennis, c & pmm Toni Brady, pd & wd	Tom Stapleton, ce Bill Pope, sd	UP Col.
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	James T. Healey, p & gm Al Kellert, sm	Paul Baron, pd O. A. Sardi, ce	Bill Pope, sd Mildred Aiello, wd	St. AP Col.
WPTR 1948	1540 50,000 DA-1	Patron Bcstg. Co., Inc. Hotel Ten Eyck 5-3345	Weed	J. Myer Schine, p Morgan Ryan, vp gm W. Russell David Sr., vp, sm & natl. slm	Bill Schnaudt, cm Glen Walrath, pd Howard Maschmeier, nd & pmm	Dwelle S. Hoag, ce Ellis Barrett, fd George Miller, sd Ethel Barrett, wd	Assoc., SES AP, INS GE
WROW 1947	590 5,000-LS 1,000-N DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Johnny Lee, asst. gm	Harry R. Littler, c & pmm Keyes Perrin, n & pd Charles Heisler, ce	Edward Lange, sd Elaine Drooz, wd	SES., Wld. UP RCA
WROW-FM 1948	Ch. 230 (B) 93.9mc 2.1kw						GE
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, d of opers.	Eugene J. Fitzpatrick, cm Paul Krutz, ce	Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA
AMSTERDAM							
WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	LBS	William F. Schnaudt, gm	Ray Cheney, pd, asst. & pmm Guy Rauer, ce	John Page, sd Joan MacGregor, wd	Wld. UP Col.
AUBURN							
WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	William O. Dapping, p Frederick L. Keesee, gm	Robert B. Morgan, cm	Herbert House, ce	SES, Wld. AP RCA
WMBO-FM 1949	Ch. 241 (B) 96.1mc 18kw	Auburn Pub. Co. 34 Dill St. 3-6211		Charles D. Osborne, p			GE
BATAVIA							
WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, p & gm Robert E. Newstead, cm	J. Gordon Bridge, pd & pmm Fred Callender, ce	Jim Gerrety, n & sd Matt Regan, fd Lucy Burke, wd	L-W AP RCA
BINGHAMTON (Endicott)							
WENE 1947	1430 5,000 DA-1	Empire Newspapers- Radio Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mngng. d	Stephen W. Ryder, sm Harold E. Graves, pd & pmm	Sheldon W. Weyland, ce Harold Hancock, n & fd James A. McKechnie, sd	Assoc. AP G
BINGHAMTON							
WINR 1946	680 1,000-LS 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4313	NBC Hollingbery	Donald Kramer, p C. A. Bengtson, gm E. R. Vadeboncoeur, sta. exec.	H. R. Nicholson, slm George O'Connor, pmm, & nd	Charles Bishara, pd A. A. Kelley, ce Bob Cullings, sd	L-W UP Col.

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.




324,395 Customers*

Now
1000 Watts Days • 500 Watts Nights
on 680 KC

*Population, New Daytime Coverage
 134,020 New Nighttime Coverage

AFFILIATE



BINGHAMTON, N. Y. George P. Hollingbery, National Representatives

What kind of a
TEST CITY
 is ROCHESTER, N. Y.?

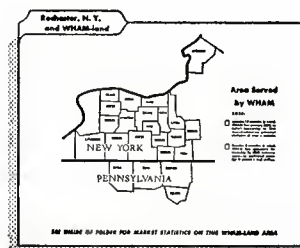
● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a **MUST** on test market programs. Here are the exact rankings for Rochester:

- #1 in New York State
- #1 in the Middle Atlantic States
- #7 in all cities of population from 250,000 to 500,000
- #15 in all American cities of all sizes

BUT . . . "Rochester, N. Y." — as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market **area** of both urban and rural population. Hence the next question:

What is the **BEST**
RADIO BUY
 in ROCHESTER?

● **WHAM** — and **WHAM** **outstandingly** — the **only** station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of **WHAM'S** coverage.



FACTS for FREE!

Write **WHAM**—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the **WHAM-land** area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM




The Stromberg-Carlson Station
 NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
 Geo. P. Hollingbery Co., National Representative

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
BINGHAMTON (Cont'd)							
WKOP 1947	1360 1,000-LS 500-N-DA-N	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Handshaw, cm Wallace Buman, pd & fd	Robert S. Keller, natl. pmm	Charles Hallinan, ce Frank Dolan, nd	Wld. AP Ray.
WNBF 1927	1290 5,000-DA-N	Clark Associates Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p C. D. Mastin, gm L. L. Rogers, asst. gm & treas.	S. N. Heslop, cm E. M. Scala, pd E. R. McCloskey, pmm	L. H. Stantz, ce Sam Page, fd William Kunkle, sd Sara Burbank, wd	Thes. UP WH
WNBF-FM 1942	Ch. 263 (B) 100.5mc 12kw					
WNBF-TV							REL
(For full information see TELECASTING Yearbook)							
BRISTOL CENTER							
WBVT(FM) 1948	Ch. 238 (B) 95.1mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, slm	J. A. Short, prog. m M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
BROOKLYN							
*WBBR 1924	1330 5,000 DA-1 St-WEVR, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p S. B. Friend, gm	A. M. Cora, pd & nd R. H. Leffler, ce	E. Shalkoski, fd Verda Hauenstein, wd	Assoc. INS RCA
BUFFALO							
WBEN 1930	930 5,000-DA-N	WBEN Inc. Hotel Statler Mohawk 0930	NBC Petry	Edward H. Butler, p Alfred H. Kirchhofer, vp C. Robert Thompson, gm Frank W. Kelly, m	Chester E. Daly, slm W. Robert Rich, pd Joseph A. Haeflner, pmm Ralph J. Kingsley, tech. d	Richard J. Burke, nd Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd	L-W, St., Thes. AP, UP, INS RCA
WBEN-FM 1946	Ch. 293 (B) 106.5mc 105kw					
WBEN-TV 1948		WBEN Inc. Hotel Statler					Fed.
(For full information see TELECASTING Yearbook)							
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Mohawk 1400	Young	Roy L. Albertson, p James M. DeMunn, gm	Howard Schellenberg, sls dir. Thomas L. Vines, ce	William Miles, nd Gene Korzelius, sd	AP, UP RCA
WBNY-FM 1947	Ch. 225 (B) 92.9mc 48kw					
WEER 1924	970 5,000 DA-1	WEER Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p Cy King, gm William Doerr Jr., cm	Lloyd Gibson, pd William Schweitzer, pmm Frank Ridgeway, ce	Gene Barry, nd Charley Bailey, sd Mrs. Dorothy Shanks, wd	AP, INS WE
WGR 1922	550 5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd I. R. Lounsberry, p & gm Norman E. Nobes, secy-treas.	E. R. Kirshenstein, asst. treas. N. Cohen, cm (local) F. Robert Greene, cm (nat'l. spot) R. J. Strigl, pd	R. H. McPherson, pmm K. B. Hoffman, ce David Getman, co-nd Allen Lewis, co-nd Siegmund Smith, sd	UP
WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main St. Grant 5101	ABC Avery-Knodel	Clinton H. Churchill, p & gm Roger M. Baker, asst. to p Irving Haag, pd Leon Wyszatycki, o Ted Wyszatycki, gm James C. McKinney, cm	Alfred E. Anscombe, pub. rel. d Leroy Fiedler, ce Hugh Shannon, nd Joe Ricco, pd Frank Saj, ce	Wally Wagoner, fd Bill Mazer, sd Helen Neville, wd	Wld. UP WH
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1900	Forjoe			Frank Friedrich, n & sd Trudy Peoples, wd	UP, INS WE
WWOL-FM 1948	Ch. 280 (A) 104.1mc 7.7kw					
CHERRY VALLEY							
WVCV(FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, slm J. A. Short, prog. m	M. B. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
CORAM							
WFSS(FM) (CP) 1948	Ch. 278 (B) 97.5mc 15kw	Suffolk Bcstg. Corp. Box 82				

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Better Coverage in the RICH

BINGHAMTON MARKET!

155,600 Radio Homes and \$500,000,000 Total Retail Sales

In the last ten years Broome County has had an increase of 11.4% in population*. For the complete details please contact Burn-Smith.

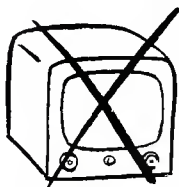
* J. Walter Thompson Cream of Your Market Survey

WKOP
 1000 WATTS • 1360 KC

CORNING WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Advertisers English Keenan Bldg. 2608	McGillvra	Paul L. Carpenter, p & gm	Paul E. Carpenter, sm	Harry Lee, pd	Cap., L-W UP
WCLI 1950	1450 250	Elmira-Corning Bcstg. 114 Walnut St. 64651	ABC Meeker	W. A. Underhill, p Walter Valerius, gm Gordon M. Jenkins, cm	C. Ronald Graham, pd Allen N. Bell, ce Richard Tobias, nd	George P. Droelle Jr., sd Joan Purcell, wd	Assoc. AP G GE
WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw						
CORTLAND WKRT 1947	920 1,000-LS 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990		Leighton A. Hope, p Keith W. Horton, cm	William J. Griffiths, pd & sd William Barron, ce	Jack Oranch, nd Dan Kavanaugh, fd Eileen Winchell, wd	L-W, St. UP GK
WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw						
De RUYTER WVCN(FM) 1948	Ch. 286 (B) 105.1mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, slm J. A. Short, prog. m	M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
DUNKIRK WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756		Alois A. Schmidt, p, gm & pd Paul M. Renckens, vp	Bernard F. Goodrich, cm Robert Gifford, pmm George Smith, ce	Gerald M. Dash, treas. Van C. Miller, f & sd Ruth O'Connor	Thes., Wld. UP Ray.
ELMIRA WELM 1947	1400 250	Elmira-Corning Bcstg Corp. 222 E. Market St. 2-1400	ABC, CBS Walker	W. A. Underhill, p Walter Valerius, gm Claude R. Snyder Jr., c & pmm	Kenneth Powell, pd Allen N. Bell, ce Gordon M. Ridenour, nd	Jack Slattery, sd Edna Bartlett, wd	St. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette, Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, slm	Frederick W. Hodge, pdm Charles Muller, pmm Thurlow A. Greene, ce	Stanley J. Hayes, pub. affairs d Bill Pope, sd	L-W AP RCA
ENDICOTT WENE 1947	1430 5,000 DA-1	(See Binghamton, N. Y. Listing)					
FREEPORT WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p & gm Murray C. Evans, cm Ada Cheesman, pd	Neal Seaman, pmm Bob Milos, ce	John Frogge, nd Byron Englander, sd	L-W AP Col.
FULTON WOSC 1948	1300 1,000-D	Cassill Radio Corp. Hotel Pontiac, Oswego, N. Y. Oswego 3088	LBS Devney	Harold W. Cassill, p H. Harrison Flint, g & cm	Robert Fitzgerald, pd Richard Horan, ce	Jack Burgess, sd Harriett Douglas, wd	L-W UP GE
GENEVA WGVA 1947	1240 250	Star Bcstg. Co., Inc. Geneva Federal Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Bill Swasey, sd	St. AP Col.
GLENS FALLS WWSC 1946	1450 250 (CP) 1410 1,000 DA-N	Great Northern Radio, Inc. 13 Warren St. 2-6518	ABC Rambeau	Martin R. Karig II, p & gm	Alfred Brown, cm & sd Carl Mattison, pd	Joseph Thomas, ce Vic Wiley, nd	AP
GLOVERSVILLE WENT 1944	1340 250	Sacadaga Bcstg. Corp. 8 W. Fulton St. 4900	CBS McGillvra	George F. Bissell, p Jack Charles, g & cm Robert Dingman, pd	Harry W. Monroe, asst. pd & nd Henry Clark, pmm Richard Stewart, ce	Beverly Eagen, office m Phil Spencer, sd Grace Adams, wd	UP

ONE radio station dominates

A NEW \$100 MILLION MARKET ON THE MAP OF NEW YORK!



No TV outlet in
Elmira!
WENY sells listeners
in this busy market

at the lowest available cost per thou-
sand.



OWNED AND OPERATED BY
ELMIRA STAR-GAZETTE, INC.

REPRESENTATIVES:

Everett-McKinney, Inc. Lee F. O'Connell Co.
New York—Chicago Los Angeles—San Francisco

WENY

NBC in Elmira, N. Y.

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Chief Eng. ce; Prom. Mgr. pmm;	
HEMPSTEAD							
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Joseph A. Lenn, vp for sls.	Frank E. Knaack, vp for eng. Roger Wayne, pdm	Arthur E. Patterson Jr., sp events d Jerry Carr, n & fe	Assoc., Thes., Wld., UP Col. Fed.
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw						
HORNELL							
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	McKinney	Don L. Sellers, vp, g & cm Mike Ryan, pd & pmm	Howard Huff, ce Garry Merker, nd	Harry Hornbecker, f & sd Anna Sellers, wd	Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillvra	Louis G. Buisch, p Donald J. Curran, sm Sheffield Davis, cm	Edward Spoo, pd James A. Gram, ce Peter F. Newton, nd	Ira Blixt, fd Edward Murphy, sd Marion Gale, wd	Thes., Wld. AP GE
WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw						
HUDSON							
WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 8-3341	KBS Kramer	John F. Kearney, ptrn, & gm	Robert P. Strakos, ptrn. & cm James F. McDonough, pd & ce	Robert T. France, n & sd Thomas Gregory, fd	Wld. UP Col.
HUNTINGTON							
WGSM 1951	740 1,000-D DA	Huntington-Montauk Bcstg. Co., Inc. 237 Main St. 4-6740		Byron T. Sammis, p Edward J. Fitzgerald, g & cm	James L. McGrath, pd & fd Don MacLachlan, pmm Perley Tribou, ce	Ray Rebhann, ne Arnold Lewis, sd Gwen Jones, wd	Thes. UP
ITHACA							
WHCU 1921	870 1,000 L-WWL	Cornell U. Savings Bank Bldg. L-3438	CBS	Michael R. Hanna, gm Earl Cobey, cm Joseph Short, asst. m	S. M. Woodside, asst. m, n & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc., St. UP
WHCU-FM 1947	Ch. 247 (B) 97.3mc 40kw	Cornell U. 118 N. Tioga St. 3341	Rural Radio	H. S. Brown, cm	Thomas Humphrey, ce	Donald K. deNeuf, asst. m WE
JAMESTOWN							
WJOC 1948	1340 250	Air Waves, Inc. 415 W. Fourth St. 5-108	MBS McGillvra	Harry E. Layman, p, gm & ce	Harold P. Kane, cm Jerry Lawson, pd & sd	Len Hataway, nd Catherine Erickson, wd AP WE

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BEST BUY for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales—\$214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAMMING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community."

Data Sources:—

Market: U.S. Census 1950

Sales Management 1951

Ratings: Conlan — 1951

Represented by Rambeau

WHLI | A M 1100
FM 98.3

**HEMPSTEAD
LONG ISLAND, N. Y.**

Paul Godofsky,
President and
General Manager

*the voice of
Long Island*

WJTN 1924	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm	George Pfeeger, pd Harold Kratzert, ce Jesse Price, nd	Robert Webster, fd Jim Roselle, sd Connie Samuelson, wd	Assoc., Mac. UP G
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.3kw						
KENMORE (Buffalo)							
WXRA 1948	1080 1,000-D	Western New York Bcstg. Co. 1515 Niagara Falls Blvd. Amherst 1160	Rambeau	Edwin R. Sanders, ptrn. & tech. d Thaddeus Podbielniak, ptrn. & gm	Robert Bartemus, cm James F. Frieling, pd Burton W. Flanders, pmm	Roger W. Fleming, ce John McClean, nd Charles C. Burr, sd	Assoc. AP Col.
WXRC(FM) 1949	Ch. 277 (B) 103.3mc 4.6kw			Thaddeus Podbielniak, cm Bradley D. Steiger, pd			
KINGSTON							
WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm	Edward R. Eckert, pd & fd Ernest M. Ward, pmm Joseph McNelis, ce	Robert Browning, nd Richard McCarthy, sd Dorothy Pederson, wd	WId. UP RCA
LIBERTY							
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. Liberty 1680	LBS	Seymour D. Lubin, p & gm Harry G. Borwick, cm	Alfred Turk, pd & sd Kenneth Foster, ce	Ned Schnurman, nd Folly Bergin, wd UP WE
LITTLE FALLS							
WLFH (CP)	1230 100	Rock City Bcstrs. Albany & 2nd Sts.	MBS KBS	Arthur S. Feldwan, p	M. Robert Feldwan, gm	 AP WE
LOCKPORT							
WUSJ 1949	1340 250	Union-Sun & Journal, Inc. 320 Michigan St. 3-5944	McGillvra	Egbert D. Corson, p John R. Gelzer, g & cm	Carol Corson, pmm & wd Solomon Azar, ce	Johnny Davis, sd	WId. AP GE
WUSJ-FM 1949	Ch. 257 (A) 99.3mc 0.8kw						
MALONE							
WICY 1946	1490 250	North Country Bcstg. Co. 65 Woodward St. 187	MBS, KBS	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd & pmm Adolph Stromer, ce	John Flynn, n & sd Grey Gunderman, wd G
MASSENA							
WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd & nd	Michael Tarkulich, ce Dan Burgess, fd Eddie Carvin, sd	Assoc. UP Tem.
WMSA-FM 1948	Ch. 287 (B) 105.3mc 13kw		Rural Radio			 RCA
MIDDLETOWN							
WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119		James M. Patt, p & gm	George Shepard, pd Charles Lissner, ce Charley Zaines, nd	Albert Larson, fd Joe Ryan, sd	Thes. AP G
NEWBURGH							
WGNV 1933	1220 1,000-D	WGNV Bcstg. Co., Inc. 161 Broadway 4600		Merritt C. Speidel, p George W. Bingham, gm Joseph W. Rake, cm	Richard F. Crans, pd & pmm Marvin S. Seimes, ce	Wm. Forrest, nd Margaret Robinson, wd	St. UP WE
NEW ROCHELLE							
WGNR 1950	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm Carl Calman, cm	Steve Fischer, pd Peter Fetridge, ce	Rudy Ruderman, nd Chip Cipolla, sd	L-W UP G
WGNR-FM 1948	Ch. 228 (A) 93.5mc 1kw					 REL

WGSM

Exclusively
Covers the

WORLD'S GREATEST SUBURBAN MARKET

THE SINGLE ADVERTISING MEDIUM SUPPLYING
INTENSIVE COVERAGE
of
NASSAU — SUFFOLK Counties
N. Y.

- ... where a million people spend a billion dollars annually
- ... where there are more retail sales than in any one of 14 states
- ... where New York City is moving

BONUS COVERAGE:
Remainder of "The Golden Ring Around New York"

1000 watts 740 kc

WGSM

from
Huntington,
N. Y.
at the best spot on the
N. Y. radio dial

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
NEW YORK							
WABD(TV) 1944		Allen B. DuMont Labs., Inc. 515 Madison Ave.		(For full information see TELECASTING Yearbook)			
WABF(FM) 1942	Ch. 253 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television, Inc. 654 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p	Alvin Hirschmann, evp	Harold Hirschmann, asst. slm	
WBNX 1927	1380 5,000 DA-N	WBNX Bcstg. Co., Inc. 260 East 161 St. Melrose 5-0333	King	A. L. Haskell, p William I. Moore, vp, g & cm	Frank Johnson, co-pd	Edward Ervin, co-pd	SES., St. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p Carl Ward, gm Don Miller, slm Sam J. Slate, pd	Don Foley, pmm J. D. Gilbert, ce D. Gordon Graham, d of prog. prod. & pub. affairs	Bob Kelleher, asst. pmm M. Campbell, sls service m Edmund Chester, nd	AP, UP, INS Fed. WH
WCBS-FM 1941	Ch. 266 (B) 101mc 1.5kw			(For full information see TELECASTING Yearbook)			
WCBS-TV 1941		Columbia Bcstg. System, Inc. 485 Madison Ave.		(For full information see TELECASTING Yearbook)			
WEVD 1927	1330 5,000 DA-2 ST-WEBR, WHAZ	Debs Memorial Radio Fund 117 West 46th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce AP RCA
WEVD-FM 1951	Ch. 298 (B) 107.5mc 20kw						
WFDR(FM) 1949	Ch. 282 (B) 104.3mc 17kw	WFDR Bcstg. Corp. 170 Broadway Judson 2-1190		F. F. Umhey, p	Lou Frankel, g & cm	B. V. Arnou, ce	Assoc. AP RCA
WGHF(FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF Inc. 10 East 40th St. Lexington 2-4927		W. G. H. Finch, o & p Linton Wells, evp & gm	Gordon Myers, vp & pd	Veikko K. West, ce	Cap., SES., St. Wid. UP WE
WHOM 1928	1480 5,000 DA-2	Atlantic Bcstg. Co., Inc. 136 West 52d St. Circle 6-3900		Fortune Pope, p & gm Charles Baltin, vp Ralph Costantino, pd	Edward R. Redmond, exec. sld	Dan Alfieri, pmm George Steiger, ce UP WE
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11 kw					 GE
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp 28 W. 44th St. Bryant 9-6000		Robert E. Dunville, p Harry Folts, gm Joseph G. Besch, asst. gm	Harry Kirwan, cm Joe Tery, pd Dick Winters, publ. m	Paul Von Kunits, ce Charles Hall, nd Jo Halpin, wd	Assoc. UP, INS WH

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WFBL-Syracuse

offers you

- The greatest share of radio audience—by far—in Syracuse. Always the leader in Hooperatings.
- Merchandising and promotion support that has been acclaimed by such trade journals as Tide, Sponsor and Broadcasting.
- The good-will and co-operation of 52 Supermarkets doing more than 50% of the total retail grocery sales in Syracuse.

WFBL
Syracuse, N. Y.

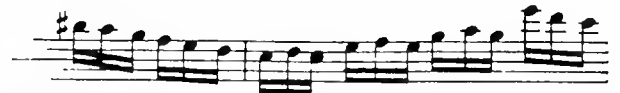
CBS since 1927



THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



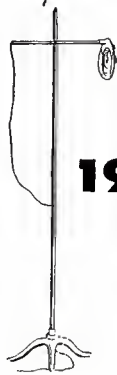
OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

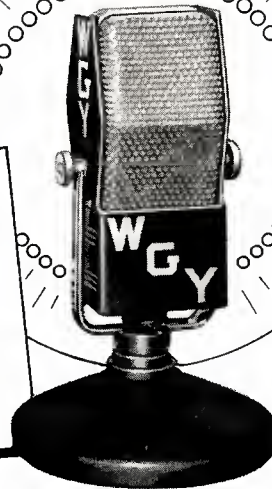
Represented nationally by Paul H. Raymer Co.

30 Years of Leadership



1922

**WGY's
Pearl Anniversary**



1952

- Serves a doily audience three times greoter thon that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience roting for NBC programs is impressively larger than the notional overoge.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
NEW YORK (Cont'd)							
WOR-FM 1941	Ch. 254 (B) 98.7mc 3.4kw		Kettell- Carter Keenan- Eickelberg	 GE		
WOR-TV 1949		General Teleradio, Inc. 1440 Broadway		(For full information see TELECASTING Yearbook)			
WOV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard E. O'Dea, p Ralph N. Weil, evp & gm Herbert Schorr, cm	Arnold Hartley, vp & pd Carroll B. Forbes, pmm Emile Hill, ce	Thomas Morgan, nd Ruth Thompson, pub. d	St., Mac AP WE
WPIX (TV) 1948		WPIX, Inc. 200 E. 42nd St.		(For full information see TELECASTING Yearbook)			
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Julius Ochs Adler, 1st vp Elliott M. Sanger, evp & gm	Norman S. McGee, vp chg. sls Eleanor N. Sanger, pd Mary Rice Anderson, pmm	Louis J. Kleinklaus, ce Godfrey N. Nelson, secy. Orvil E. Dryfoos, treas. Albert A. Grobe, prod. m	Assoc. WE Assoc. AP WE
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw			 WE		
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-30 53th St. Woodside, N. Y. Newtown 9-3300		William H. Reuman, p Edith Dick, sm Selvin Donneson, slm	Fred Barr, pm & nd	Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE
NIAGARA FALLS							
WHLD 1949	1270 5,000-D DA	The Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Headley- Read	Earl C. Hull, vp & GM Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce Harold Green, nd	John Ruta, sd Shirley Arch, wd	Assoc., St. Wld. UP Ray.
WHLD-FM 1946	Ch. 253 (B) 98.5mc 46kw		Rural Radio			 Fed.
WJLL 1948	1440 1,000-D	John J. Laux 129 Main St. 5796	LBS Grant	John J. Laux, p Tom W. Talbot, g & cm George Campbell, pd	Gus Czaplack, ce Jim Thompson, n & sd Nancy Holland, wd	Lou Schriver, fd UP Gates
OGDENSBURG							
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. Ogdensburg 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, gm Hal Gilman, pd & pmm	Ellsworth Hall, ce Jolly Bergeron, nd Ben Turnbull, fd	Frank Mason, sd Flo Beach Rowe, wd UP RCA
WSLB-FM 1946	Ch. 291 (B) 106.1mc 13.5kw					 Fed.
OLEAN							
WHDL 1928	1450 250	WHDL, Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney Rural Radio	E. B. Fitzpatrick, p John R. Henzel, evp & gm	Donald W. Merriman, asst. & cm & sd Ned McGrath, pd & fd	Otis L. Atherton, ce Anne L. Anstaett, wd	Wld. AP Col.
WHDL-FM 1948	Ch. 239 (B) 95.7mc 43kw					 WH
ONEONTA							
WDOS 1947	1400 250	Oneonta Star, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Eugene J. Brown, gm Francis H. Brinkley, mgng. d	Ernest F. Oliver, sm Charles Hobart, pd & nd Wiley Bates, ce	Lee Hickling, fd Sandy Squires, sd Esther Walling, wd	Assoc. AP GE
OYSTER BAY							
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500	McGillvra	R. Lee Hollingsworth, p, gm & ce Harry Minkoff, cm Joan Bennett, pd	Tommy Hollingsworth, pmm & nd Elizabeth M. Hollings- worth, secy-treas.	Diesel Tractor, fd George Sima, sd	Mac. UP G
PATCHOGUE							
WALK (CP)	1370 500-D	Suffolk Bcstg. Corp.					
WPAC 1951	1580 250-D	Patchogue Bcstg. Co.					
PEEKSKILL							
WLNA 1948	1420 500-D	Highland Bcstg. Corp. Radio Dr. 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm	Francis V. Lovgh, cm Samuel D'Onofrio, nd	James Grehan, sd	SES., Wld. AP Ray.
PLATTSBURG							
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC, LBS	George F. Bissell, p Jan King, asst. m	Frank Allen, pd, pmm & sd	James Roddy, n & fd	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p & gm Thos. A. Robinson, vp Armand A. Mancuso, secy.	Betty Kraus, pd & wd Martin D. Mannix, pmm, n & fd	John M. Nazak, ce & treas. Chester O. Bosworth, sd	St. AP G
POUGHKEEPSIE							
WEOK 1948	1390 1,000-D	Mid-Hudson Bcstrs., Inc. 385 Main St. 8300	Devney	Arthur J. Barry Jr., g & cm Harold Hennig, pd	John Burke, ce Henry Brief, nd Wm. Robinson, fd	Lou Pells, sd Muriel De'gre, wd	Wld. UP RCA
WKIP 1940	1450 250	Poughkeepsie News- papers, Inc. Radio Division Rear Nelson House 6800	ABC	M. C. Speidel, p George W. Bingham, gm Richard A. Dwelley, cm	Richard Crans, pd & pmm Marvin S. Seimes, ce	John W. Cutler, n & sd	Assoc. AP RCA
WHVA (FM) 1947	Ch. 284 (B) 104.7mc 2.3kw		Rural Radio	(WKIP AM Affiliate)		 UP GE
ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC, Inc. Sheraton Hotel Hamilton 8920	ABC CBS, NBC, MBS, LBS Raymer	S. W. Townsend, p & gm George Schautz, cm Richard Miner, pd & pmm	Robert Emch, ce Fred R. Ripley, sm Don Jones, nd	Carl Chamberlain, sd Betty Scott, wd	Thes. AP Ray.
WHAM 1947	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm, bcstg. div. John W. Kennedy Jr., ce Charles W. Siverson, gen. pd	Sylvester Novelli, asst. pd Armin N. Bender, pmm A. W. Kelley, asst. slm Kenneth Gardner, ce	David E. Kessler, nd George F. Haefner, fd Robert Turner, sd Anne Rogers, wd	Wld. UP WH

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... FIRST BY LENGTHS!



... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	226	136	38	4	0	11
TIES.....	17	15	2	0	0	0

★ WHEC carries ALL of the "top ten" daytime shows!
 — — —
 WHEC carries the top seven evening shows and is tied for ninth and tenth places!

BUY WHERE THEY'RE LISTENING: —

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.



WHEC

MEMBER GANNETT RADIO GROUP

of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

NEW YORK—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
ROCHESTER (Cont'd)							
WHFM(FM)	Ch. 255 (A) 1939 93.9mc 20kw			Clarence A. Brethen, trans. eng. WE		
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St.		(For full information see TELECASTING Yearbook)			
WHEC	1460 1925 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wlig, gm Lemoine C. Wheeler, cm & sd	William J. Adams, pd & pmm Lowell MacMillan, prod. & sd	Bernard C. O'Brien, ce Ralph Knox, nd	St. AP WE
WRNY	680 1947 250-D	Monroe Bcstg. Co., Inc. 191 East Ave. Hamilton 9775	LBS Forjoe	George B. Kelly, p W. Eccles Huff, g & cm	Kenneth Henderson, ce Robert Barager, nd Harry Russell, fd	David Curtin, sd AP Ray.
WRNY-FM	Ch. 250 (A) 1949 97.9mc 7.7mc					 GE
WSAY	1370 1936 1,000 DA-1 5,000 DA-N	Federal Bcstg. System 328 Main St., E. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d	Russel K. Schmidt, cm	
WVET	1280 1947 5,000 DA-N	Veterans Bcstg. Co., Inc. 17 Clinton Ave., S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer Walz, cm Paul C. Louthier, pd	Arthur Murrellwright, sls. pmm Marell Cole, asst. ce	David Roberts, nd Walter Riley, sd	Assoc. UP Col.
ROME (Utica)							
WKAL	1450 1946 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Trela, cm	Louis A. Barile, pd George Taylor Bolton, pmm & fd	James Delaney, ce Harold Wunsch, nd Philip Tosti, sd Norma Trainor, wd	L-W UP Col.
SARANAC LAKE							
WNBZ	1450 1937 250	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Clark	Jacques DeMattos, p & gm Thomas Day, vp	Jeanne DeMattos, secy- treas. H. B. Williams, ce	Raymond Turner, pd John Garwood, sd	Thes. AP RCA
SCHENECTADY							
WBCA(FM)	Ch. 266 (B) 1941 101.1mc 1.55kw	Capitol Bcstg. Co., Inc. 408 State St. 3-1423		Leonard L. Asch, m			Assoc.
WGY	810 1922 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Spot Sales	Chester H. Lang, vp & publ. rel. (GE) Bartlett J. Rowan, asst. in bcstg. div. Robert B. Hanna Jr., sm R. W. Welpott, asst. sm H. M. Solomon, adm. asst.	Robert F. Reid, slm Henry M. Solomon, adm. asst. to sm Galeb Paine, prog. sup. George L. Peck, prom. & publ. sup.	Williard J. Purcell, ce William T. Meenam, nd Earl J. Pudney, prod. sup. Merl L. Galusha, f sup. Robert Bender, se	Wld., Thes. AP, UP GE
WGFM(FM)	Ch. 258 (B) 1940 99.5mc 6kw						
WRGB(TV)	1949	General Electric Co. 1 River Rd.		(For full information see TELECASTING Yearbook)			
WSNY	1240 1944 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	Young	Winslow Leighton, p & gm Thomas Seeley, cm David A. McClintock, pd	Irvin P. Beck, ce Robert K. Wallace, nd Stephen A. Fitz, sd	Margaret Morse, wd	L-W AP
SYRACUSE							
WAGE	620 1941 5,000-LS 1,000 DA-N	WAGE, Inc. 108 W. Jefferson St. 2-0277	ABC Taylor	Frank G. Revoir, p Doug Johnson, gm Fred I. Geiger, cm	George D. Drisko, pd Ernie Simon, pmm Donald F. Langham, ce	Joe Cummiskey, nd Bob Hendrickson, sd Joan Lorry, wd	St. AP WE
WFBL	1390 1922 5,000 DA-N	Onondage Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Robert G. Soule, vp Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Gantter, pd & nd Hendrick Soule, pmm James J. Kelley, ce William S. Estabrook, secy	F. C. Soule, treas. Marjorie K. Hill, asst. treas. Ray Krise Owens, nd Alvah Warner, fd	Cole UP WE
WHEN(TV)	1948	Meredith Syracuse TV Corp. 101 Court St.		(For full information see TELECASTING Yearbook)			
WNDR	1260 1947 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS, LBS Rambeau	Franklin H. Small, vp & cm Arthur C. Kyle Jr., gm	Eric Fields, pd Neldon L. Kidd, asst. treas.	Robert Dye, ce Glenn Williams, nd James Gordon, sd Susan Trent, wd	SES., Wld. AP RCA
WNDR-FM	Ch. 273 (B) 1948 102.5mc 8.5kw						

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W W R L NEW YORK

*Powerfully Selling America's Greatest Market at
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German, Czechoslovakian and the Negro Market.*

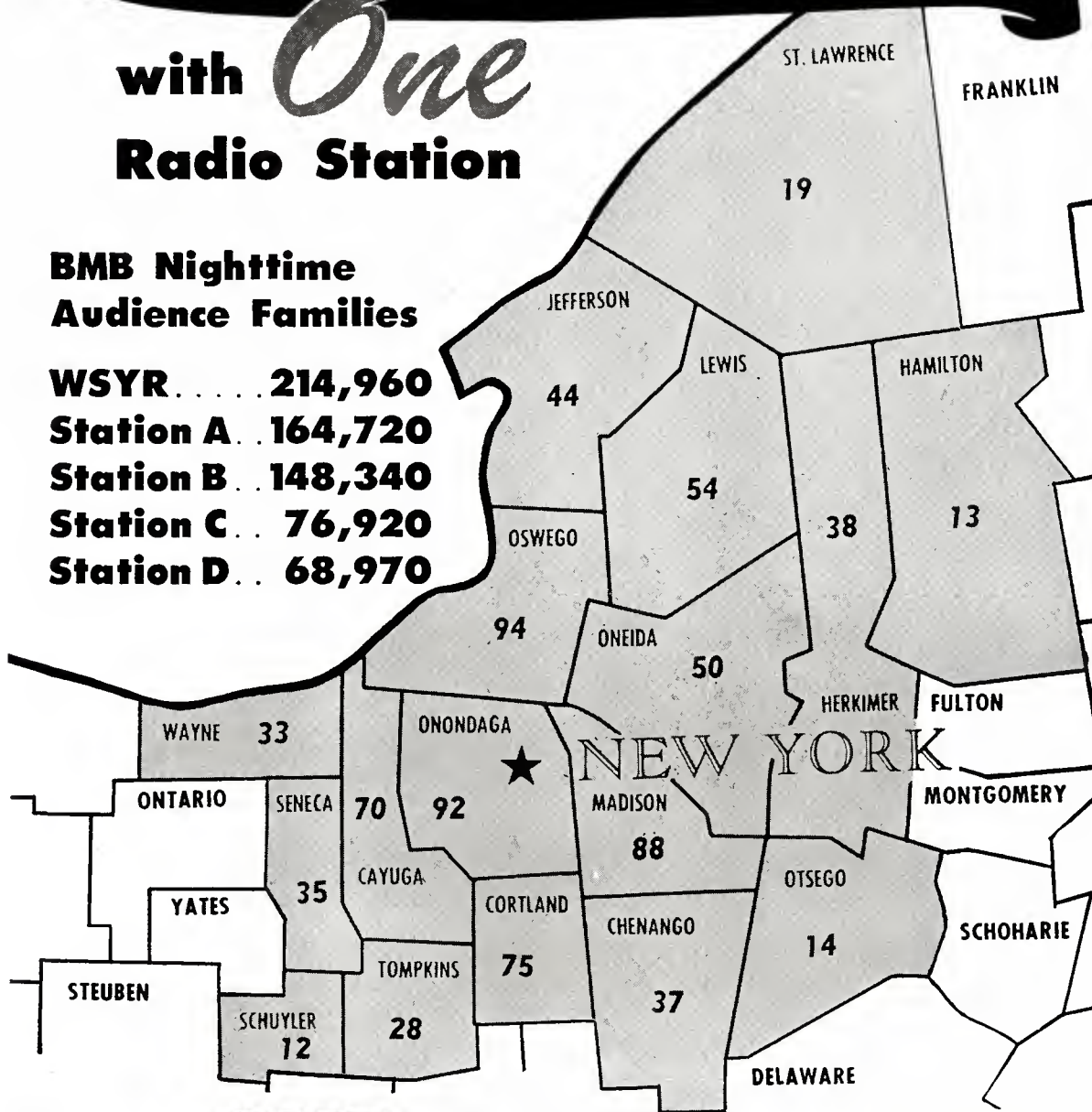
5,000 WATTS NEwtown 9-3300 1600 Kc

You Can Cover the Rich Central New York Market

with *One*
Radio Station

**BMB Nighttime
Audience Families**

WSYR 214,960
Station A . . 164,720
Station B . . 148,340
Station C . . 76,920
Station D . . 68,970



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WSYR ACUSE
570 KC

**WSYR — AM-FM-TV — The Only Complete
Broadcast Institution in Central New York**

NBC Affiliate • Headley-Reed, National Representatives

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Li- brary, News Service Transmitter
SYRACUSE (Cont'd)						
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, g & cm Hamilton M. Woodle, pd & nd	Don Muir, ce Charles Shaw, fd Red Parton, sd	St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley- Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm A. G. Belle Isle, vp & ce	W. R. Alford Jr., cm Bill Rothrum, pd Caley Augustine, pmm	Fred Hillegas, nd E. F. Doubleday, fd Ernie Cuno, sd GE
WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw			(For full information see TELECASTING Yearbook)		
WSYR-TV 1950		Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg.			 GE
TROY						
WFLY(FM) 1943	Ch. 222 (B) 92.3mc 5.4kw	The Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio	Frank L. York, gm Robert C. Godrich, sm Russell B. Wilde, cm	Don G. Girard, pd	Arthur Stuarts Jr., ce Assoc., Cap. AP GE
*WHAZ 1922	1330 1,000 S-WBEB, WEVD	Rensselaer Polytechnic Institute Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm A. Olin Niles, pd & sd	Carl J. Kung, Jr., ce & nd Mary M. McKeever, wd	
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co., Inc. 92 Fourth St. Ashley 4-1100	CBS Headley- Reed	H. C. Wilder, p W. W. Carter Jr., gm John W. Sutphen Jr., cm	Randolph S. English, pd James F. Baker Jr., pmm A. H. Chismark, tech. d	John J. Givney, nd Roy Shudt, sd L-W UP RCA
WTRI(FM) 1946	Ch. 272 (A) 102.7mc 3.5kw				 GE
UTICA						
WGAT 1946	1310 1,000-LS 500-N DA	Central Bcstg. Co. Kellog Rd. New Hartford, N. Y. 29231	LBS Meeker	J. Eric Williams, p Roland Fowler, cm	C. D. Williams, pmm Hans Winkler, engr. in charge	Nick Dardano, nd Lloyd Walsh, sd AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton Biddick Bannon	(Mrs.) Margaret Bowen Stevens, p & gm Elliott Stewart, evp & sm Gladys P. Moore, vp & secy.	Nathan W. Cook, c & pmm John T. Dowdell, ce Betty Cushing Griffin, prod. d	Robert Mahaney, co-nd James Carnahan, co-nd Edwin Slusarczyk, fd Ellen T. Burt, wd Wld. UP RCA
WIBX-FM 1946	Ch. 245 (A) 96.9mc 9kw			(For full information see TELECASTING Yearbook)		
WKTV(TV) 1949		Cooper City Bcstg. Corp. Smith Hill Rd.			 GE
WRUN 1948	1150 5,000-LS 1,000-N	Rome Daily Sentinel 258 Genesee St. 2-5111	ABC Avery- Knodel	Bradley C. Barnard, p Richard A. Clark, m & cm Edward N. Stemmler, pd, f & sd	Kenneth Thorpe, pmm & nd George S. Wood, co-ce	Carroll Henry, co-ce Anne Inman, wd Assoc. AP RCA
WRUN-FM 1947	Ch. 289 (B) 105.7mc 4.3kw		Rural Radio		 GE
WALTON						
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Rte. 206 1270	KBS	E. Ogden Bush, p Arthur L. Cooper, g & cm	H. C. Fisher, sm, pd & pmm Gene Robinson, ce Ruth G. Felter, mus. d	Arthur C. Kyle, nd Clarence Denton, fd Marvin Lloyd, sd Gen Parker, wd UP G
WATERTOWN						
WATN 1941	1240 250	Watertown Bcstg. Corp. Woolworth Bldg. 975	MBS Devney	G. Harry Righter, p, g & cm	Donald Schryver, co-ce J. Frederick Sprague, co- ce	Donald K. Hopkins, sd St. AP RCA
WWNY 1951	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, o & p Louis Saiff Jr., g & cm Earl R. Kelly, sm	James W. Higgins, asst. sm & pd John Cleveland, pmm	Maynard Davis, ce John G. Case, sd Dorothy Parr, wd Assoc., Wld. UP RCA
WWNY-FM 1948	Ch. 263 (B) 100.5mc 14.4kw		Rural Radio			
WETHERSFIELD						
WFNF(FM) 1948	Ch. 299 (B) 107.7mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm engng. & sta. rel. d H. S. Brown, slm J. A. Short, prog. m	M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce Assoc., St. UP GE
WHITE PLAINS						
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley- Reed	Valentine E. Macy Jr., p Frank A. Seitz, vp & ce John E. Arens, cm	Randall Kaler, pd William L. Fanning, treas.	Harry F. Lippold, secy. Lenny Dillon, sd Joan M. Schneider, wd Assoc., Wld. AP WE
WFAS-FM 1932	Ch. 280 (A) 103.9 0.12kw				 REL.
NORTH CAROLINA						
AHOSKIE						
WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. Ahoskie 333		Charles H. Jenkins, p P. G. Sewell, g & cm Elva Creech, pmm & wd Johnny Palmer, pd & sd	LaVerne Watson, fd J. M. Sherwood Jr., ce	Burt Derman, nd Wld. UP Ray.
ALBEMARLE						
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS, LBS Devney Dodson	M. M. Palmer, p W. J. Page, gm	C. H. Shankle, cm J. T. Newman, pd	J. D. Brooks, ce UP Ray.
ASHEBORO						
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlowe, g & cm	Clyde C. Penny, ce Dorothy Lewallen, wd	A. B. Brown Jr., pd, n & fd Vic Smith, sd Assoc. UP Ray.
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw		Dirie FM			

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ASHEVILLE

WISE 1939	1310 5,000-LS 1,000-N DA	Radio Station WISE, Inc. 100 College St. 3-5381	NBC Devney	Harold H. Thoms, p & gm Lloyd B. Leonard, cm	Harold Moon, pd & sd Floye Bowers, pmm, wd & traffic m	John Randolph, ce Dick Harshaw, nd AP Col.
WLOS 1947	1380 5,000-LS 1,000-N DA-N	Skyway Bcstg. Corp. P. O. Box 2389 2-2431	ABC Taylor	Charles B. Britt, evp A. Kenneth Beachboard, gm	George Roesler, c & pmm William Robertson, pd William Chambers, ce	R. Fred Brown, n & sd William Bennett, fd Sunny Daye, wd	Wld. UP RCA
WLOS-FM 1947	Ch. 282 (B) 104.3mc 9.2kw						
WSKY 1946	1230 250	Radio Asheville, Inc. 12 Church St. 3-4451	LBS Rambeau	Carl Bamford, p Zeb Lee, gm & sd	Cliff W. Bowers, cm Frank Messer, pd	William Clements Jr., ce	L-W AP Ray.
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Co., Inc. 14 O. Henry Ave. 5611	CBS, MBS H-R Reps.,	Don S. Elias, p Cecil B. Hoskins, g & pmm	William H. Hamrick, ce William F. Melia, pd & nd	James A. Hagan, slm Steve Conrad, sd Ellen Callahan, wd	Assoc. AP, UP RCA

BOONE

WATA 1950	1450 250	Wilkes Bcstg. Co. Boone 467	MBS	Mrs. Doris B. Brown, p & gm Roland B. Potter, cm	Charles E. Wilfong, pd, pmm, n & fd Bill K. Phillips, ce	William Craig, sd Catherine Jones, wd AP RCA
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BREVARD

WPNF 1950	1240 250	Pisgah Bcstg. Co. Brevard 745	MBS	Ed M. Anderson, p M. L. Jack Hammette, g & cm William Pascal, ce John I. Anderson, exec. d	Dorothy Wallace, pd Frances Walker, wd	Malcolm Wilson, sd Dave Sherrill, pmm & n & fd AP G
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BURLINGTON

WBBB 1941	920 1,000-D	Alamance Bcstg. Co., Inc. 318 S. Main St. 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm Phil Eakin, cm Ed Brooks, n, f & pd	Ted Hanker, pmm Berry Tysor, ce Bob Thompson, sd	Doris Rickard, wd	Assoc., Cap. AP WE
WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw						
WFNS 1946	1150 1,000-D	Burlington-Graham Bcstg. Co. Burlington 4261	LBS Sears & Ayer	John C. Hanner, gm Wally Mac, pmm Ann Jerome, wd	Alan Friedrich, cm Jim Hall, fd Charles D. Chandler, ce	Bob Jordan, pd Lerry Hockaday, nd Bill Diffie, sd	Wld. UP WE
WFNS-FM 1946	Ch. 230 (B) 93.9mc 2.85kw					 WH

CHARLOTTE

WAYS 1942	610 5,000-LS 1,000-N DA-2 CP: 5,000- DA-2	Inter-City Adv. Co. 120 E. 3rd St. 3-7173	ABC, MBS Avery- Knodel	George W. Dowdy, p Walter H. Goan, gm James P. Poston, cm	Harry C. Barfield, pd & sd Kenneth N. McClure, pmm	B. C. Stewart, ce Gladys Lavitan, wd	L-W, SES. UP Col.
WAYS-FM 1947	Ch. 299 (B) 107.7mc 2kw					 Fed.
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	CBS Spot Sales	J. M. Bryan, p Charles H. Crutchfield, vp & gm Larry Walker, asst. gm M. J. Minor, ce Ken Tredwell, pd	Keith S. Bverly, cm Jack Knell, sp events & nd Bob Rierson, pdm	J. R. Covington, pmm Grady Cole, fd Lee Kirby, sd C. K. Spicer, bus m	Assoc., Wld AP, UP RCA
WBT-FM 1947	Ch. 260 (B) 99.9mc 56kw						
WBT(TV) 1949		Jefferson Standard Bcstg. Co. Wilder Bldg.		(For full information see TELECASTING Yearbook)			
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. P. O. Box 58 2-6669	ForJoe	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Fred W. Vinroot, pd & nd	John G. Surratt, pmm & sd Thomas C. Brandon, ce Eric Dehlin, fd	Frances Crowell, wd	Cap. AP GE
WIST 1951	930 5,000-LS 1,000-N DA-N	Broadcasting Co. of the South	MBS Free & Peters	Ray A. Furr, mng. dir. Tom Mitchell, cm	John N. Parker, ce James A. Frazer, pd	Pat McGuinness, nd	Thes. AP Gates
WIST-FM 1948	Ch. 284 (B) 104.7mc 50kw						
WSOC 1933	1240 250	Radio Station WSOC, Inc. Box 2536 7138	NBC H-R Reps.	Earle J. Gluck, p & gm Armand F. Bodie, pd & sd	Domar A. Lowrance, cm L. L. Caudle Jr., ce	Nelson Benton, pmm Ron Jenkins, nd Patricia Green, wd	St. AP RCA
WSOC-FM 1948	Ch. 278 (B) 103.5mc 38kw					 RCA

CLINGMAN'S PEAK

WMIT(FM) 1951	Ch. 295 (B) 106.9mc 300kw	Mt. Mitchell Bcstrs. Inc. Box 546 Charlotte 8474	LBS	W. Olin Nisbet Jr, p	Thomas L. Maness, pd	J. L. MacFarland, ce	St. Assoc. GE
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CLINTON

WRRZ 1947	880 1,000-D	Radio Station WRRZ, Inc. Butler Building 2354	ABC Walker	W. R. Roberson Sr., p W. R. Roberson Jr., evp	George S. Walston, gm Christine T. Moore, wd	Robert H. Bowden, ce Richard Welsh, pd	Wld. AP G
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CONCORD

WEGO 1943	1410 1,000-D	The Cabarrus Bcstg. Co. Box 527 26000		A. W. Huckle, p Elizabeth G. Huckle, secy.-treas.	Howard McCurry, cm, pd & pmm	James M. Wise, ce	Thes. AP Ray.
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DUNN

WKCB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133	KBS	Lofton A. Tart Sr., p A. Lincoln Faulk, g & pmm Carl E. Lamm, cm Polly Faulk, wd	Joseph C. Kotlas, ce Edward L. Burwell, pd Alan Compton, sd	Jim McMillen, n & fd	L-W UP G
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NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter	
DURHAM						
WDNC 1934	620 5,000-LS 1,000-N DA-2	Durham Radio Corp. 133 E. Chapel Hill St. 6155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp, g & pmm C. James Woodhouse, cm	E. R. Higgins Jr., pd & nd Sue Taylor, office m G. W. Bartlett, ce Woody Woodhouse, sd Frances Jarman, wd	Assoc. UP WE
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw					
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	MBS Cooke	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm Edward Coles, pd & sd	Benjamin Kimball, pmm Edward Norman, ce Leslie F. Carroll, wd & traffic m	Cecil Tucker, nd Charles Cook, fd Cap. INS WE
WTK 1946	1310 1,000-LS 500-N DA-N	Durham Bestg. Enterprises, Inc. 205½ W. Main St. 6-101	ABC Pearson Tobacco	Floyd Fletcher, gm Harmon L. Duncan, cm	Ken Corbitt, pd & pmm Arlis A. White, co-engr. Roy E. Fullen, co-engr. Jack Watts, fd	Charles H. Cash, sd Jane Bullock, wd Cap., Wld. AP RCA
ELIZABETH CITY						
WCNC 1939	1240 250	Albemarle Bestg. Co. E. Colonial Ave. 4370	Burn-Smith	Jos. A. Gill, p Geo. W. Haskett, g & cm & nd	Maud H. McClelland, pd, pmm & wd Benjamin Shannon, ce	James Wood, sd SES. UP G
WGAI 1947	560 1,000-LS 500-N DA-2	WGAI Radio Co., Inc. Kramer Bldg. 4372	ABC, LBS Tobacco	Herbert Peele, p & nd C. Alden Baker, gm	Bob Thomas, cm & pd Connie Hunt, traffic m & wd	Bill Melson, fd Bob West, sd Wld. AP Ray.
ELKIN						
WIFM 1951	1540 250-D	Yadkin Valley Bestg. Co. 739	LBS Continental	John A. Hinshaw, o, m & ce	Johnny Miller, cm, prog. m & sd	Ruby Alexander, wd Cap. UP Ray.
WIFM-FM 1949	Ch. 265 (A) 100.9mc 0.35kw					REL
FAYETTEVILLE						
WFAI 1948	1230 250	Rollins Bestg., Inc. Huske Building 8131	CBS	John W. Rollins, p O. Wayne Rollins, vp James H. Mayes Jr., gm	Tom Harrell, cm & nd Les Coleman, fd	Frank Wormwood, ce Ray Woodard, pd & sd AP Ray.
WFLB 1948	1490 250	Fayetteville Bestg., Inc. P. O. Box 512 7136	ABC, LBS Burn-Smith	Harry B. Stein, p L. W. Allen, gm	William D. Bailey, ce	Charles M. Gaylord, cm William Farrior, pd, n & sd AP RCA
WFNC 1940	1390 5,000-LS 1,000-N DA-2	Cape Fear Bestg. Co. 114½ Anderson St. 4848	MBS Tobacco, Walker	T. K. Weyher, p Victor W. Dawson, g & cm	N. R. Martin, pd, sd & pmm Jack Ikner, ce	Vestal Taylor, n & fd UP WH
WFNC-FM 1947	Ch. 251 (B) 98.1mc 14kw		Dixie FM			GE
FOREST CITY						
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	LBS	Ed M. Anderson, p & gm Fred Blanton, cm & sd	Jane Smith, pd, pmm & wd	Merton Iwerks, ce Charles Melton, n & fd L-W AP
WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw		Dixie FM			REL
FUQUAY SPRINGS						
WFVG 1949	1460 1,000-D	WFVG Bestg. Co. Varina, N. C. 333		J. M. Stephenson, p Marshall T. Pack, gm Auburn C. Hayes, cm Walter Pearson, pd	William Weathers, pmm William Johnson, ce Robert Porter, slm Mark Thomas, nd	Parson Porter, fd Ray Godwin, sd Ruby Lee Pack, wd AP G
GASTONIA						
WGNC 1939	1450 250	Catherine T. McSwain Gastonia 5-0821	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Fred Gray, pd W. C. Groves Jr., ce	F. C. Abernethy, cm L-W UP Ray.
WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw					RCA
WLTC 1948	1370 1,000-D	Gastonia Bestg. Svc. Inc. Box 1010 5-1079	LBS Clark	James B. Petty, p & gm B. C. Morrow, cm	Don Voigt, ce & fd	R. B. St. Lawrence, pmm, pd, s & nd Wld. UP Ray.
GOLDSBORO						
WFMC 1951	730 1,000-D	Southern Radio & Television Corp. Goldsboro 963		Hayden Stuart, p William R. Murray, g & cm	Charles S. Carter, pd & pmm	William W. Bridges, ce SES., Wld. UP WE
WGBR 1939	1150 1,000-DA-2	Eastern Carolina Bestg. Co., Inc. Borden Bldg. P. O. Box 1024 1550	ABC	A. T. Hawkins, p Vassie G. Balkcum, gm & pd N. L. Royster, c & pmm & fd	Daniel B. Trueblood, ce M. G. McFarland, office m & wd	Margaret G. Long, nd Jack Lee, sd Assoc. AP
WEQR(FM) 1946	Ch. 227 (B) 93.3mc 35kw	(WGBR, AM Affiliate)				REL

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we cotton to you . . .

Carolina farmers raise a \$135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.*

Prosperous cotton farmers and textile workers are the basic fiber of WBT's audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.

*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills . . . value of annual production 2 billion dollars!



WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
GREENSBORO						
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co., Inc. O. Henry Hotel Bldg. 6125	CBS Hollingbery	Gilbert M. Hutchison, p & gm William P. Mitchell, cm	Alfred J. Rice, pd Aileen Gilmore, pmm	Earl F. Allison, ce Charles Mitchell, nd Thes., Wld. AP WE
WCOG 1948	1320 1,000 DA-1	Inter-City Advertising Co. P. O. Box 1439 3-6925	ABC Avery-Knodel	George W. Dowdy, p B. George Barber Jr., cm William E. Jackson, Jr., pd & sd	Henry E. Sullivan, gm Ernest C. Pate Jr., ce	Sandra Sisk, wd L-W, UP Ray.
WFMY(FM) 1948	Ch. 247 (B) 97.3mc 34kw	Greensboro News Co. 212 N. Davie St. 3-8611	Dixie FM	E. B. Jeffress, p Gaines Kelley, gm	Virgil V. Evans, cm Arthur C. Stringer Jr., pd	William E. Neill, ce Catherine Sloan, prom. d Assoc., Thes UP WE
WFMY-TV 1949		Greensboro News Co. 212 N. Davie St.		(For full information see TELECASTING Yearbook)		
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph Lambeth, p & gm Earl O. Sullivan, pmm	L. O. Hutchins, cm Bob Montgomery, fd	H. M. Craven, pd Dick McAdoo, sd L-W UP G
GREENVILLE						
WGTC 1940	1590 5,000-LS 1,000-N-DA-N	Carolina Bcstg. System, Inc. P. O. Box 898 3182	MBS Tobacco Pearson	Earl McD. Westbrook, p A. Hartwell Campbell, g & pmm	Carl McKinney, cm Hank Tribbley, ce	Earl Lewis, pd & nd Charles Whedbee, s & fd Cap., Wld. UP
HENDERSON						
WBID (CP)	1450 250	Nathan Frank Henderson 590-W		Nathan Frank, p		
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 736	MBS	S. S. Stevenson, p Nathan Frank, vp, g, c & pmm & fd	Harry Trotman, pd Lewis Hilland, ce Bob Harrison, n & sd	Virginia Frank, wd Cap., L-W, Thes. AP WE
WHNC-FM 1948	Ch. 223 (B) 92.5mc 9kw					WH
HENDERSONVILLE						
WHKP 1946	1450 250	Radio Hendersonville, Inc. Chimney Rock Rd. 9061	MBS, KBS Cook	Beverly M. Middleton, p	Kermit Edney, m	Robert Smith, slm Charles Renfrow, ce Mac. AP G
HICKORY						
WHKY 1939	1290 5,000-LS 1,000-N DA-N	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC Walker	Carl V. Clune, p Edmund S. Long, gm C. G. (Jack) Starnes, pd & pmm	Sunny Hoyle, sd Dr. Harry D. Henry, nd	(Mrs.) Lanthe Campbell, wd SES., Wld. UP Col., WE
WIRC 1948	630 1,000-D	Foothills Bcstg., Inc. 329 First Ave. Hickory 2124		Edmond H. Smith Jr., g, pmm & secy-treas. Margaret A. Smith, n & wd	Lee Douglas, cm Elmer Troutman, ce Dick Benson, sd	Thomas (Tom) E. S. Long, tech. d Mrs. Mattie Padgett, pd Bill Wootten, fd L-W AP Col.
HIGH POINT						
WHPE 1947	1070 1,000-D	High Point Enterprise, Inc. 395-7 N. Main St. 3466	KBS, LBS	R. E. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Nick Lawrence, pd Yancey Cecil, ce Morrison Combs, nd	Bill Currie, sd Assoc. AP G
WHPE-FM 1947	Ch. 238 (B) 95.5mc 37kw					GE
WMFR 1935	1230 250	Radio Station WMFR, Inc. 164 S. Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p & gm Gerald D. Sullivan, asst. pmm	Gary Davis, pd, n & wd Frank Smith, cm Wayne Morgan, fd	Robert Moore, ce Bill Smith, sd Cap., L-W UP G
WMFR-FM 1946	Ch. 258 (B) 99.5mc 38kw					REL
JACKSONVILLE						
WJNC 1945	1240 250	Lester L. Gould Box E 707	MBS Tobacco, Pearson	Lester L. Gould, p & gm Dorothy Gould, asst. to p & pmm Frances A. Bovick, pd & wd	Rodric Jones, cm Howard P. Cohen, ce James J. Cooney, sd	Roger T. Kirk, nd Charlie C. Clark, fd L-W UP G
KANNAPOLIS						
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. P. O. Box 997 870		Fred H. Whitley, p & gm	Foy Hinson, ce	L-W, Wld. UP
KINSTON						
WELS 1950	1010 1,000-D	Farmers Bcstg. Service 1400 W. Vernon Ave. 5151	MBS, KBS Devney	E. L. Scott, p Ed Shepherd, pd	Jack P. Hankins, gm Al Mian, ce	Lynwood Moseley, cm & sd UP
WFTC 1937	1230 250	Kinston Bcstg. Co. 204 E. King St. 4111	ABC, CBS, NBC Burn-Smith	William S. Page, p & gm Carl B. Caudill Jr., pmm, n & sd	Joseph Harold Vester, cm David E. Hardison, ce	Peggy Kyle, wd Bruce Petteway, pd & nd Catherine Cooke, wd L-W UP Ray.
LAURINBURG						
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS, LBS Tobacco Devney	Edwin Pate, p W. S. Brown, cm Truman Brock, ce	J. R. Dalrymple Jr., gm & fd Bill Hogan, pmm & sd Dick Brown, nd	Paul Wynn, pd Rita Ryte, wd Wld. UP Ray.
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw					
LEAKSVILLE						
WLOE 1946	1490 250	Douglas L. Craddock Leaksville 701	MBS	Douglas L. Craddock, p, g, c & pmm	Kenneth Thomas, pd, n & sd	Eldredge Winn, ce Wld. AP RCA
WLOE-FM 1946	Ch. 224 (A) 92.7mc 0.32kw					GE
LENOIR						
WJRI 1947	1340 250	John P. Rabb 107 West Ave. 761	MBS, KBS	John P. Rabb, p & gm Harvey C. Atchisson, ce	F. Kent Atwater, cm & pd C. W. Porter, sd	K. Rabb, wd Max C. Clup, fd

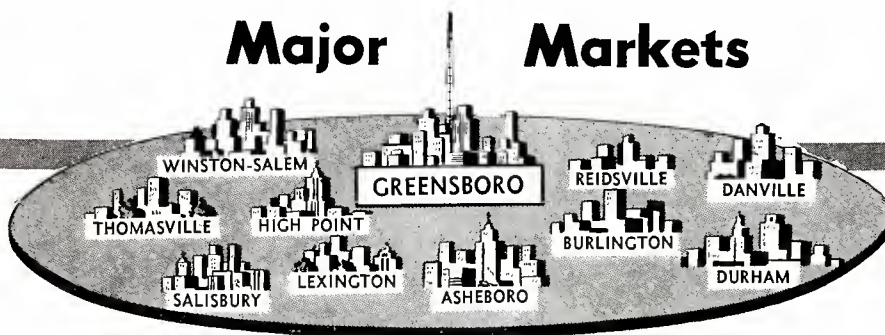
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FOR OVER 25 YEARS

WBIG Has Been the Buy-Word

For One of the South's

Major Markets



One of the nation's outstanding regional stations, WBIG for over 25 years has been serving nearly 1,000,000 people who reside in its 50 mile radius.

WBIG's potential out-of-home audience is a plus factor no radio buyer should overlook: in WBIG's market as of September 30, 1951 there were 279,436 cars; a composite result of 4 spot checks in Greensboro and High Point, N. C. revealed 64.74% of the cars equipped with radios!

WBIG MARKET DATA 16 Counties

1950 Radio Homes*	198,187
1950 Retail Sales†	\$651,567,000
1950 Total Farm Income*	\$90,234,756

* SOURCE: 1951 Broadcasting Marketbook

† SOURCE: 1951 Sales Management

WBIG

A COLUMBIA AFFILIATE

Represented by George P. Hollingbery Co.

THE PRESTIGE STATION



OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
LEXINGTON						
WBUY 1946	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS, LBS Continental	Omar G. Hilton, ptrn. Greeley N. Hilton, ptrn.	Robert Ray, sta. m & pd Robert Raker, cm	E. P. Mallard, ce L-W AP G
WBUY-FM 1949	Ch. 232 94.3mc 0.3kw					
LUMBERTON						
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 1080	MBS, KBS Continental	James McNeil, gm		St. AP
MARION						
WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13 West Court St. 7221	LBS Tobacco	W. P. Erwin, p & gm J. L. Reynolds Jr., vp, pd & pmm	J. C. Pleasant, cm Hubert C. Martin, ce Jessie Reynolds, n & wd	Jim Prince, fd Syd Carrigan, sd UP G
MAYODAN						
WFMB(FM) 1949	Ch. 228 (A) 93.5mc 0.38kw	Mayo Bcstg. Corp. Mayodan Madison 9207	LBS	J. Banner Shelton, p	L. E. Rish, gm & ce	L-W UP G
MONROE						
WMAP 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS, LBS	D. E. Marable, p J. Archie Laney, g & pmm & fd Z. Bright Tucker, cm	Frank A. Funderburk, pd & nd Robert I. Smith, ce	William D. Benton, bus. m Wally Mars, sd Hallie Welsh, wd Wld. UP G
MOORESVILLE						
WHIP 1950	1350 1,000-D	Wayne M. Nelson Mooreville 500	KBS	Wayne M. Nelson, p, g & cm	E. M. Stanton Jr., ce	Cap. UP WE
MOREHEAD CITY						
WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Morehead City 6-3183	McGillvra	Grover C. Munden, p & gm	Jimmy Wallace, cm & pmm	Ray Cummins, pd, ce, s & wd Walt Niemi, n & fd St., Wld. UP WE
MORGANTON						
WMNC 1947	1490 250	Nathan J. Cooper Morganton 1100	MBS	Nathan J. Cooper, o & m Emory T. Alwran, cm	(Mrs.) Madelyn Patton, pd Frank A. Ballew, ce	Douglas Smith, nd Cap. AP Ray.
MOUNT AIRY						
WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	Clark	Ralph Epperson, p, gm & pd W. E. Craddock Jr., cm	Ruby Wray, asst. pd Joe Johnson, pm A. Bruce Fleming, ce	Johnny Joyce, n & sd Neil Smith, fd St. AP Col.
WSYD 1951	1240 250	Mount Airy Bcstrs., Inc. P. O. Box 53 581	MBS	Robert H. Epperson, p, gm & ce	Tom Stewart, asst. m	Erastus F. Poore, cm Jim Harrelson, pd & pmm Col.
NEW BERN						
WHIT 1943	1450 250	Harmon L. Duncan New Bern 4450	MBS Tobacco, Pearson	Harmon L. Duncan, p Ray D. Williams, g & cm Bruce Lee, asst. gm & sd	Stuart Hall, pmm Billy Haire, ce Edythe Williams, nd	Bob Pugh, fd Georgia Bouher, wd L-W UP G
NEWTON						
WNNC 1951	1230 250	Newton-Conover Bcstg. Co. West A St. Extension 930	MBS	Charles Turner, p	Earl Holder, gm & nd Eugene Henry, cm Dennis Long, ce	George Yarbrough, pd Cecille Bost, wd UP Ray.
NORTH WILKESBORO						
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. North Wilkesboro 633		(Mrs.) Doris B. Brown, p, gm & pd	Roland B. Potter, cm Walter Harrold, ce	Ben Talbot, nd Anne Martin, wd Wld. AP Col.
OXFORD						
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		Frank W. Hancock, p James F. Flanagan, gm & sd	Bill Blalock, cm, pd & nd Bob Smith, pmm Archie Hawkins, ce	Hart Curl, fd Doris Dickerson, wd Cap. AP Ray.
RALEIGH						
WNAO 1948	850 10,000-LS 5,000-N DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Weed	Frank A. Daniels, o G. F. Albright, gm David A. Brown, cm & pd	Scott Summers, pmm & nd Eugene J. Reopelle, ce	Wally Ausley, sd Assoc., Cap. UP RCA
WNAO-FM 1948	Ch. 241 (B) 96.1mc 25kw					
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, gm R. W. Youngsteadt, sm Graham B. Foyner, prog m	Henry Hulick Jr., ce J. Edgar Kirk, nd	Joe Reaves, fd Jim Reid, sd Harriet Pressly, wd L-W AP UP WH
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw					
WRAL 1939	1240 250	Capitol Bcstg. Co. 130 S. Salisbury St. 6411	MBS Tobacco Dixie FM Pearson	A. J. Fletcher, p Fred Fletcher, gm	Jesse Helms, pd & nd Virgil Duncan, ce	Ray Reeve, sd AP WE
WRAL-FM 1946	Ch. 263 (B) 101.5mc 54kw					
REIDSVILLE						
WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bcstg. Co. 116½ Gilmer St. 4361	ABC, KBS	H. T. Williams, p Steve Woodson, gm	Forrest Bedell, cm Alfred Nelson, pd	Sam E. Sexton, ce Assoc., Thes. AP Ray.
WREV 1950	1220 250-D	Reidsville Bcstg. Co., Inc. 114½ N. Scales St. 7051	LBS Devney	William M. Oliver Sr., p & gm	Alan C. Friedrich, cm & pmm	W. T. Martin, ce St. UP G
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw				 Fed.

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**NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE**

**AND
NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station

NBC WPTF 50,000
WATTS
680 Kc.
also WPTF-FM

**AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, Inc.**

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ROANOKE RAPIDS							
WCBT 1940	1230 250	WCBT, Inc. 251 Roanoke Ave. 7-8551	MBS, KBS Keller	J. Winfield Crew Jr., p Bernard M. Dabney, g, c & pmm Gerald H. Elliott, asst. m	Donald O. Collins, pd. Claude W. Meares, ce Barbara Turner, traffic m	Al Joseph, sd (Mrs.) Mamie Elliot, wd	L-W, SES. UP WE
WKFM(FM) 1949	Ch. 254 (B) 98.5mc 16kw	(WCBT, AM Affiliate)					REL
ROCKINGHAM							
WAYN 1946	900 1,000-D	Radio Station WAYN, Inc. Rockingham 4041		Wayne M. Nelson, p & gm	Matt F. Gettings, res. m & cm	Wm. E. Henley, ce	Cap. UP
ROCKY MOUNT							
WCEC 1947	810 1,000-D	Eastern Carolina Electronics, Inc. 115 N. Church St. 2-3109	KBS, LBS Tobacco Pearson	Josh Horne, p Mel Warner, g & pmm & & sd	Ray Thompson, cm Ray Wilkinson, pd & nd Grover Taylor, ce	Tal Pollard, fd Bunny Tucker, wd	Assoc. AP Col.
WFMA(FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, AM Affiliate)		Frank Fagan, cm			REL
WEED 1933	1390 1,000 DA-2	W. Avera Wynne Box 752 8149	ABC Burn-Smith	W. Avera Wynne, p & gm R. E. Horner, cm	E. Snipes, pd	Joe Morris, ce	Thes. AP Ray.
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw						REL
ROXBORO							
WRXO 1949	1430 1,000-D	Roxboro Bestg. Co. P. O. Box 130 6013	LBS	Harold S. Taylor, g & cm	Lloyd Perkins, ce		UP WE
SALISBURY							
WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bestg. Co. Drawer 99 276	ABC	C. H. Wentz, p J. E. Smith Jr., g & cm	W. F. Fleming, pd	E. E. Sherman, ce	Wld. UP G
WSTP 1939	1490 250	Piedmont Bestg. Corp. State Theatre Bldg. 2121	MBS Dixie FM Burn-Smith	Bryce P. Beard, p Alex P. (Pat) Beard, g & pmm	Katherine F. Murphy, cm Russell McIntire, pd Carl B. Watson, ce	Polly Eldon, n, f & wd Hal Frazier, sd	Assoc. AP WE
WSTP-FM 1947	Ch. 293 (B) 106.5mc 21.5 kw						REL
SANFORD							
WEYE (CP)	1290 1,000-D	Waldo W. Primm 519 Cross St.					
WSNS(FM) 1950	Ch. 276 (A) 103.1mc 0.33kw	Radio Sanford, Inc. 208 Wicker St. 777		Thomas E. Barker, p Leland B. Nelson, g & cm	George E. Peterson, pd & ce	Emilee Averitt, pd & wd	UP G
WWGP 1946	1050 1,000-D	Sandhills Bestg. Co. 137 S. Steele St. 860	KBS Continental	J. R. McIver, p W. E. Horner, secy-treas. Earl L. Boyles, g & pmm	James E. Ward, cm Del Carty, pd & nd Edward O. Koprivier, ce	Ken S. Harmon, fd Tom Northington, sd Effe Covert, wd	Wld. UP G
WWGP-FM 1950	Ch. 288 (A) 105.5mc 0.49kw						GE
SHELBY							
WOHS 1951	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS	Lee B. Weathers, p Robert M. Wallace, gm & ce	Max P. Butler, c & pmm R. O. Dorsey, pd	Hugh Dover, fd Don McLain, sd	UP Ray.
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw						REL
SILER CITY							
WNCA (CP)	1570 1,000-D	Chatham Bestg. Co. Box 44					
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bestg. Co. Box 177 2434		John S. Townsend, co-o, gm & ce J. Fred Horton, co-o	Joe Foster, cm & pd Robert L. Dupree, nd	Bill Kirby, f & sd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Community Bcstrs., Inc. 113-115 E. Broad St. 2-2942	MBS	Jack S. Younts, pg, g & pmm Joe Warren, cm	Elizabeth Younts, pd	Melvin Kushner, ce	Assoc. AP G
STATESVILLE							
WSIC 1947	1400 250	Statesville Bestg. Co., Inc. Radio Rd. P. O. Box 1189 9078	MBS Continental	Dr. James W. Davis, p Chas. D. Melton, g & cm	Jack N. Tompkins, pd T. K. Abernethy, ce	Bill Brown, nd Hadley Williamson, sd	Cap., Wld. AP Tem.
WSIC-FM 1947	Ch. 289(B) 105.7mc 2.4kw						REL
TAREORO							
WCPS 1947	760 1,000-D	Coastal Plain Bestg. Co. Edgecombe Bank Bldg. 2191	Dora- Clayton	V. E. Fountaine, p Doyle Slatterwaite, gm	J. P. MacNair, cm Eccles Wall, pmm	Lee Hodges, ce	Wld. AP Ray.
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bestg. Co. P. O. Box 750 902		George W. Lyles Sr., p Harold G. Harrison, g & cm	Frank Thomas, asst. cm James M. McAden, ce John Mauti, nd	David Cockman, sd Nell Fouts, wd	Wld. UP G
WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw						RCA
WADESBORO							
WADE 1947	1210 1,000-D	R. P. Lyon & Son Radio Bldg. 427	KBS Dixie FM Continental	R. P. Lyon, p Walter V. Mitchell, gm	James A. Ballard, cm Bill Billingsley, pd	Cecil A. Sills, ce	UP G
WADE-FM 1951	Ch. 240 (A) 95.9mc 0.285kw						GE

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WASHINGTON								
WHED	1340	Beaufort Bcstg. Co., Inc.	KBS, LBS	Lee B. Wynne, p	Harry Shriver, pd & fd	Sandy Pfoutz, nd	L-W	
1948	250	Guaranty Bank Bldg.	Continental	F. K. Ward, gm	John F. Wilroy, ce	Lillie Jackson, wd	UP	
WRRF	930	Tar Heel Bcstg. System	ABC	G. Earl Broome, cm & sd	Merrill Daniels, c & pmm	I. G. Murphrey, ce	AP	
1942	5,000-LS	Bank of Washington	Walker	W. R. Roberson Jr., p	Don Pierce, pd	Bill Abeyounis, n & fd	WE	
	1,000-N DA-N	Bldg.		T. H. Patterson, gm		Earl Salmon, sd		
	403							
WAYNESVILLE								
WHCC	1400	WHCC, Inc.	MBS	Holt McPherson, p	Vestal Jones, cm	Danny McClure, nd	L-W	
1947	250	Main St.		James B. Childress, g & pmm	Theatrice C. Childress, pd	Wayne Corpening, fd	UP	
		680			Frank Wilbur, ce	Al Whitehead, sd	Ray.	
WHITEVILLE								
WENC	1240	Whiteville Bcstg. Co.	MBS	J. A. Maulsby, p	Auburn Dutton, ce	Martha Mendenhall,		
1946	250	Whiteville	Clark	Ward Coleman, gm	Jerry Honeycutt, cm	traffic m		
		120						
WILLIAMSTON								
WIAM	900	Martin County Bcstg.		James H. Gray Sr., co-o	R. B. Armstrong, gm, pd	James Kitchings Jr., ce	L-W	
1951	1,000-D	Co.		Charles R. Gray, co-o	& fd	Jay Roberts, n & sd	UP	
		110 So. Smithwick St.			Carl B. Armstrong, c & pmm		G	
		2478						
WILMINGTON								
WGNI	1340	New Hanover Bcstg. Co.	MBS	J. S. Brody, p	Tommy Thompson, cm	Lou Essick, pmm & sd	Thes.	
1946	250	P. O. Box 869	Tobacco	Allen E. Jones, gm	Paul Parker, pd & nd	Arthur L. Madeley, ce	UP	
		2-2493	Pearson				WE	
WMFD	630	Richard Austin Dunlea	ABC	R. A. Dunlea, p & gm	Bruce Buchanan, pd & sd	E. I. Herring Jr., ce	UP	
1935	1,000 DA-2	Radio Bldg.	Burn-Smith	Claud O'Shields, cm	R. A. Dunlea Jr., pmm	M. Johnston, wd	RCA	
		4840						
WMFD-FM	Ch. 242 (B)							
1949	96.3mc							
	11.5kw							
WILSON								
WGTM	590	Waston Industries Inc.	CBS	Penn T. Watson, p	Bill Gordon, pd	Jim Russell, nd	Thes.	
1937	5,000 DA-2	Wilson	Walker	Allen Wannamaker, gm	Clint Faris, pmm & sd	Bill Glover, fd	UP	
		2188		R. R. Brunson, cm	Bill Malone, ce	Mavis Barnes, sd	Ray.	
WVOT	1420	Wilson Radio Co. Inc.	MBS	H. W. Anderson, p	Joel Lawhon, pd	Callbie Wood, nd	AP	
1948	1,000-LS	Wilson	Pearson	H. W. Severance, gm	(Mrs.) Lynda Thomas,	Jack Foster, fd	UP	
	500 DA-N	5157		P. O. Barnes, cm	pmm	Wes Perry, sd	RCA	
					Dan Williams, ce			
WINSTON-SALEM								
WAAA	980	Community Bcstg.	Forjoe	Roger Page Jr., p	Lawrence F. Patrick II,	Hal Memrick, sd	Cap., Wld.	
1950	1,000-D	Service Inc.	Dora-		pmm	Polly Hartel, wd	AP	
		Atlantic Bldg.	Clayton		Lee King, ce		WE	
		2-4121						
WAIR	1340	WAIR Bcstg. Co.	ABC	George Walker, p & gm	Robert C. Estes, pm	F. O. Carver, nd	Assoc., St.	
1937	250	Pepper Bldg.	Walker	Pat Taylor, cm	Jack Burney, pmm	Harvey Dinkins, fd	UP	
		2-1133		Bernice Morris, pd	Phil Hedrick, d of engrg.	Bob Scott, sd	WE	
WAIR-FM	Ch. 226 (B)							
1947	93.1mc							
	34kw							
WSJS	600	Piedmont Pub. Co.	NEC	Gordon Gray, p	Robert C. Estes, pm	F. O. Carver, nd	Assoc., St.	
1930	5,000 DA-2	419-21 N. Spruce St.	Headley-	Harold Essex, vp & gm	Jack Burney, pmm	Harvey Dinkins, fd	UP	
		5-2311	Reed	Harry B. Shaw, slm	Phil Hedrick, d of engrg.	Bob Scott, sd	WE	
WSJS-FM	Ch. 281 (B)							
1947	104.1mc							
	48kw							
WTOB	1380	Winston-Salem Bcstg.	CBS, MBS	James W. Coan, p	Owen Spann, pd & sd	Betsy Lee McNair, wd	AP	
1947	1,000 DA-1	Co.	Taylor	John G. Johnson, gm	Ben Vogler, ce		G	
		P. O. Box 2798						
		3-4353						

IN

NORTH CAROLINA

WSJS DELIVERS

A 15-COUNTY MARKET

with

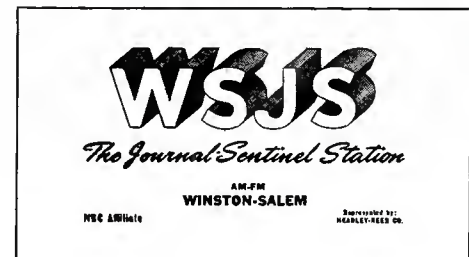
\$531,621,000* RETAIL SALES

* Sales Management 1951
Survey of Buying Power

MORE VALUE

FOR YOUR

ADVERTISING DOLLAR



NORTH DAKOTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
BISMARCK						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Blair	P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm	Cal Culver, pd Larry Kinde, pmm Ivar Nelson, ce	Jack Swenson, nd Doug Anderson, sd Thes., SES. AP, UP RCA
DEVILS LAKE						
KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm	Wilbur Clemenson, pd	Richard Moritz, ce UP WE
DICKINSON						
KDIX 1947	1230 250	Dickinson Radio Assn. 119 - 2nd Ave., West 4113	KBS	Dr. Paul J. Weir, p Orville F. Burda, g & pmm E. A. Spear, cm	William C. Mason, pd & sd Clark E. Franklin, ce Beatrice A. Spear, traffic m	Loren Haacke, co-nd Karl Johnson, co-nd Earl Mann, fd Marguerite Graham, wd SES., St. AP G
FARGO						
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, g, c & pmm	Dave Henley, pd Olaf Gabrielson, ce	Jim Shirek, n & fd Mary Mertens, wd St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl C. Reineke, p & gm Jack Dunn, sm Tom Barnes, slm & fd Ken Kennedy, pd	Roy Pedersen, pmm Juline Savold, ce Glenn Hrint, nd	Bill Weaver, sd Ernie Brevik, pu. service d Thes. AP, UP RCA
GRAND FORKS						
*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota Grand Forks 4-6141		S. Donald Robertson, pd	Arnold E. Petrich, ce G
KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald First Nat'l Bank Bldg. 4-5321	CBS Avery- Knodel	M. M. Opegard, p J. Warren McClure, gm	Herman Livingston, c & asst. to m Jeff Gorham, pd & fd	Arnold F. Petrich, ce Donald J. Kelly, n & fd Peg Jensen, wd St. UP G
KNOX 1947	1400 250	Community Radio Corp. Grand Forks 4-4611	MBS, KBS Great Northern Nat'l Time Sales Upper Midwest	Carroll Day, p Elmer Hanson, gm	Jack French, asst. m, pd & sd Robert Lukasson, cm	Robert Whyte, pmm & nd Clifford Thomfords, ce James Hutton, fd Wld. UP WE
JAMESTOWN						
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co., Inc. 429 S. W. 2nd. 1600	CBS Weed	John W. Boler, p Donn Clayton, gm & nd Jud Milton, cm & co-sd Robert Ingersoll, slm (Bismarck)	James McKnight, slm (Fargo) Don Kinsley, pd & co-sd	Hal Kennedy, pmm Robert Ridgeway, ce Chester Reiten, fd Cis Hadley, wd UP RCA
MANDAN						
KGCU 1925	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 3rd Ave., N.W. 561	MBS Great Northern Walker Lawson	Walton S. Russell, p Paul Gussner, g & gm	Merritt Bushee, pd, n & fd	Ray Barnett, ce Pat Phillips, sd Assoc., L-W AP RCA
MINOT						
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co., Inc. 104-A South Main 51-161	CBS Weed	John W. Boler, p & gm G. H. McKinnon, cm Arv Johnson, pd	Charles Hinshaw, pmm Don Harris, ce W. H. Johnson, nd	Chet Reiten, fd Cis Hadley, wd UP RCA
KLPM 1929	1390 5,000-L, S 1,000-N	Minot Bcstg. Co. Minot 41-146	MBS Great Northern Walker	John B. Cooley, p C. W. Baker, gm & ce E. H. Cooley, cm & fd	James J. Hautman, pd & pmm	Kenneth M. Knutson, nd Robert D. Junkert, sd Rosella Kounovsky, wd AP, UP Col.
VALLEY CITY						
KOVC 1936	1490 250	KOVC Inc. Valley City 408-W	MBS, KBS Great Northern	Robert E. Ingstad, p, g & cm & nd	Russ Kaber, pd, pmm & sd	Chas. Sjostrom, ce Bob Jensen, sp. events d UP Col.
WAHPETON						
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)				
WILLISTON						
KWBM 1948	1450 250	KWBM Bcstg. Co. Box 198 1450		Charles L. Scofield, ptrn. gm, ce & fd	James C. Carson, ptrn., cm & sd L. P. Holloran, pd	Fay Faltys, pmm Rodney Romine, n & wd Wld. UP WE
OHIO						
AKRON						
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o & m Robert B. Wilson, asst. m Secret Williams, sls, prom. d	Harold Hageman, pd & nd Karl Osborne, mus. d & fd Lawrence Hennigan, ce	D. B. Buehrle, asst. sls. d Doc Williams, sd Nina Magno, wd L-W, St. Wld. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l. Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce	Bob Cook, fd Bob Wylie, sd Kitty Brown, wd Assoc. AP, UP RCA
WAKR-FM 1947	Ch. 248 (B) 97.5mc 14.7kw					
WCUE 1950	1150 1,000-D DA-1	Akron Bcstg. Corp. Palace Theatre Arcade Franklin 7114	Forjoe	Tim Elliot, p & oper. m George K. Stroupe, vp & bus. m	Art Ross, pd Jim Smith, pmm & nd George V. Paul, ce George Donlevy, sd	(Mrs.) Evelyn Randolph, traffic m Jack Maurer, loc. slm Ernie Erskine, wd Thes., Cap. UP GE
WHKK 1944	640 1,000 DA-1 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	Sterling E. Graham, p (UBC) R. W. Richmond, vp & gm (UBC) C. W. Green, cm	(Mrs.) George Schitzler, asst. treas. (UBC) Bruce Blake, pd Don O'Neil, pmm Bert Berg, ce	Max Plaughter, nd Rick Reighard, fd Bill Pierson, sd Fran Foster, wd Thes. AP WE
ALLIANCE						
WFAH(FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 15345	LBS	Mrs. Alice Hoiles, p Frank A. Hoiles, gm	Frank LaBarba, cm Robert A. Gates, pd	Gene Peterman, ce J. Orville Stone, nd Wld., L-W, Thes. UP GE

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17 OUT OF 18 PREFER WDAY, FARGO!



According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming

popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. v; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Library, News Service Transmitter
ASHLAND						
WATG 1950	1340 250	Beer & Koehl Mansfield Rd. 15751	Buckeye McGillvra	Robert M. Beer, p & gm Harlan Cook Jr., cm Richard Leidy, pd Edgar Koehl, co-o	Wayne Byers, pdm, n & sd Richard Matthes, ce	Donald Coffman, fd Cathleen Donges, wd L-W, Thes. AP RCA
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw					
ASHTABULA						
WICA 1937	970 5,000-LS 1,000-N DA-2	WICA, Inc. 221 Center St. 26-221	LBS McGillvra	R. E. Rowley, p W. W. Walrath, gm D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	H. H. Sharp, nd Andy Holecko, sd Joan Hart, wd Wld. UP RCA Rel.
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw					
ATHENS						
WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard Box 502 360		A. H. Kovlan, co-o, gm & ce J. D. Sinyard, co-o & cm Joe Klarke, pd	Joe Salley, pmm Don Kinker, nd Ted Covert, fd	Robert Carlisle, s & mus. d Vivian Coates, wd SES. UP
BELLAIRE						
WTRF 1947	1290 1,000-D	The Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm George Cowen, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd Eddie Johnston, mus. d Assoc., Wld. AP GE
BELLEFONTAINE						
WOHP (CP) 1947	1390 500-D	C. H. Chamberlain P. O. Box 438 6681		C. H. Chamberlain, p & gm	Joe Rockhold, cm & pd	Bill Fox, nd Thes. AP
CAMBRIDGE						
WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, vp & gm Richard F. Rose, c & pmm	David C. Lorimer, pd & nd Albert G. Engel, ce & fd	Joseph E. Grimm, sd Wld. AP Ray.
CANTON						
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N. W. 6-8396		(More copy to come)		
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 59475	Buckeye Sears & Ayer	S. L. Huffman, p Clark L. Dozer, sta. m Ronald Stranathan, cm	Robert Valliquette, pd & fd Robert Leedham, ce	Joe Tipton, nd Gene Dillon, sd Carolyn Weintraub, wd Wld., Cap. AP
WHBC 1925	1480 5,000 DA-N	The Ohio Bcstg. Co. 550 S. Market Ave. 67166	ABC Taylor	Roy D. Moore, p Robert C. Fehlman, m Paul E. Gilmore, cm	James Roberts, pd Marian Zwallen, pmm Kenneth L. Sliker, ce	Al Frances, nd John Baker, fd Jim Muzzy, sd Carol Adams, wd Assoc. AP RCA
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw					
CHILLICOTHE						
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 2244	ABC Grant	Truman Morris, co-o & gm John Haliday, co-o	William R. Mnich, st. m Harold Counts, ce Dave Achor, fd	Ron Johnson, n & fd Wld. AP WE
CINCINNATI						
WKCY 1929	1530 50,000 DA-N	L. B. Wilson, Inc. Hotel Sheraton Gibson Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sta. & cm. & ce	Jeanette Heinze, traffic m John Murphy, n & publ. d Frank Sommerkamp, fd	Paul Sommerkamp, sd Mary Monroe, wd St., Assoc. INS GE RCA
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capital 0777	MBS Braham	Jack R. Howard, p M. C. Watters, vp & gm Glenn Clark Miller, sta. m	Earl Corbett, pd & pmm Joseph Epperson, ce	Robert Otto, nd Waite Hoyt, sd L-W AP WE
WCPO-FM 1949	Ch. 285 (A) 105.1mc 10kw					
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St.		(For full information see TELECASTING Yearbook)		
WKRC-TV 1926	550 5,000-LS 1,000-N DA-2	Radio Cincinnati Inc. Hotel Aims Woodburn 0550	CBS Katz	Hulbert Taft Jr., p H. E. Fast, gm Kenneth W. Church, natl. slm	Joel W. Stovall, loc. slm Paul Shumate, pd	W. B. Hines, pmm George A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd Wld. AP WE
WKRC-FM 1947	Ch. 270 (B) 101.9mc 12.6kw		H-R Reprs.	David G. Taft, mngg. d Robert F. Bender, gm	Berne V. Venaas, cm	Helen Nugent, pd AP, UP RCA
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg.		(For full information see TELECASTING Yearbook)		
WLW 1922	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC, MBS	James D. Shouse, chmn. of bd. R. E. Dunville, p & gm Dwight Martin, vp & asst. gm Kieran T. Murphy, vp & treas.	Harry Mason Smith, vp & gen. slm Gwen Shay, sls. traffic m Wm. Robinson, vp, ch. of prog	E. G. Feintheil, pmm R. J. Rockwell, vp ch. of engg. Dallas DeWeese, nd Roy Battles, fd UP, INS
WLWA(FM) 1946	Ch. 266 (B) 101.1mc 9kw					
WLWT(TV) 1948		Crosley Bcstg. Corp. 140 W. Ninth St.		(For full information see TELECASTING Yearbook)		
WSAI 1923	1360 5,000 DA-N	Buckeye Bcstg. Co. 115 E. Fourth St. Main 1068	ABC Avery-Knodel	George Storer (Fort Industry), p J. Robert Kerns, vp & mnggd R.H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm William E. Symons, ce	Bill Robbins, nd Dick Baker, sd Marsha Wheeler, wd L-W, Cap. AP

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Something New Has Been Added in YOUNGSTOWN, OHIO

Effective December 1, 1951
WFMJ affiliated with NBC

A

Presently carrying both
ABC and NBC programs

NBC C

For minute spots and chainbreaks it's WFMJ in Youngstown

**WFMJ BUILT ABC SHOWS TO HIGHEST IN U. S.*
WATCH NBC RATINGS SOAR**

**IN OHIO'S 3rd LARGEST TRADE AREA
33rd IN POPULATION—535,300
34th IN EFFECTIVE BUYING INCOME
39th IN RETAIL SALES
18th PER FAMILY EFFECTIVE BUYING INCOME**

*For years, WFMJ has provided many of the highest Hooper ratings for ABC programs—Winchell, 31.0; Stop the Music, 19.5; Lone Ranger, 13.9; Richard Diamond, 17.1; Don McNeil, 12.4; My True Story, 11.2; This is Your F.B.I., 15.8; Harriet and Ozzie, 19.5. Local Programs 10-12-14.7.

National Representatives **5000 WATTS AM** Headley-Reed Co.
50,000 F.M.

ASSOCIATED PRESS

WFMJ

UNITED PRESS

Local news from The Youngstown Vindicator

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
CLEVELAND							
WDOK 1950	1260 5,000 DA-2	The Civic Bcstrs., Inc. 1515 Euclid Ave. Main 1-3370	LBS Walker	R. Morris Pierce, p Walberg L. Brown, vp & gm	Frederick C. Wolf, asst. to p Charles Hoover, pd	William E. Pettepiece, ce Wayne Mack, slm Gene Davis, sd Judy Sherrill, wd	SES. UP, INS RCA
WERE 1949	1300 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Taylor	Ray T. Miller, p Bob Neal, gm & sd Keith Baldwin, cm	John W. Kurtz, pd Ed Stevens, pmm M. L. Snedeker, ce	Robert Wass, nd Jerry Bowman, fd Maggie Wulff, wd	L-W, Wid. AP, INS RCA
WERE-FM 1948	Ch. 253 (B) 98.5mc 11.5kw						
WEWS(TV) 1947		Scripps-Howard Radio, Inc. 1816 E. 13th St.		(For full information see TELECASTING Yearbook)			
WGAR 1930	1220 50,000 DA-1	The WGAR Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Petry	John F. Patt, p Carl E. George, gm John Garfield, cm Elmer Krause, secy-treas.	Reginald Merridew, pd Julius Glass, pmm Paul Wilcox, sd Robert Fox, ce	Charles Day, nd Bob Smith, fd Esther Mullin, wd	Wid., St. UP, INS RCA
WHK 1921	1420 5,000 DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley- Reed	Sterling E. Graham, p K. K. Hackathorn, gm J. B. Maurer, cm	C. M. Hunter, pd Lou Oswald, pmm R. H. DeLany, ce	Wayne Skakel, nd James Aubele, pdm Eleanor Hanson, wd AP WE
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw						
WJMO 1947	1540 1,000-D	WJMO Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	Young	W. J. Marshall, p Dave Baylor, gm Bob DeTchon, cm	Paul Nakel, prog. m & sd Cy Schdly, pmm	Tom Ghidiu, ce Dave Stashower, nd	L-W UP Ray.
WJW 1943	850 5,000	WJW, Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reps.	W. M. O'Neil, p William Lemmon, vp & gm	Lawrence Webb, vp & treas. Hal Waddell, cm Tom Carson, sd	Bruce MacDonald, pd Gerald Roberts, ce Marvin Cade, nd Jane Stevens, wd	Assoc. UP WE
WJW-FM 1943	Ch. 281 (B) 104.1mc 19kw						
WSRS 1947	1490 250	WSRS, Inc. 2156 Lee Rd. Erieview 1-2005	Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy.	J. D. Kelly, cm Stan Dale, pmm	Ben Whittaker, ce A. Robert Engel, nd	L-W AP RCA
WSRS-FM 1947		(See Cleveland Heights for full information)					

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WE COUNTED THE CUSTOMERS!



	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Lost in the maze of research mumba-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No shore of audience, no comparative ratings, no colored marbles, no 'if come' phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
National
Representatives

1000 WATTS in CLEVELAND

Cleveland's Name Jockeys Around the Clock!

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

MUSIC

Cleveland's most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

BOB WASS News Director... Special Events...
WALTER JENSEN...
JIMMY DUDLEY...
BOB WASS...
17 Newscasts every day... All news re-written & processed...
The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

NEWS

THE CLEVELAND INDIANS *Baseball*

THE CLEVELAND BROWNS *Football*

THE CLEVELAND BARONS *Hockey*

exclusively on

WERE ... Sports station in Cleveland... one of the nation's hottest sports cities

BOB NEAL
WERE Sports Director
Browns play-by-play
Barons play-by-play
Daily Sports programs

JIMMY DUDLEY
Play-by-play Cleveland Indians
and standard Baseball Network
Daily Sports Program

JACK GRANTY
Bill Lery, High School sports
Paul Brown, coach of Cleveland Browns
John Wetland, Hockey & writer
Paul McClellan, Baseball lecture programs

PLUS

Full WERE Merchandising Service. Cleveland's only Radio Merchandising Department.

The O. L. Taylor Company — National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

SPORTS

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. vp Sales Mgr. sm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; S. E. Leonard, ce Edward R. Wallace, n & sp. events d	Coml. Mgr. cm; J. E. Hines, pub. affairs d Tom Manning, sd	
CLEVELAND (Cont'd)							
WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnell, p John McCormick, gm Eugene R. Myers, cm Joseph A. Bova, pd	Clement G. Scarback, pmm S. E. Leonard, ce Edward R. Wallace, n & sp. events d	James P. Chapman, fd J. E. Hines, pub. affairs d Tom Manning, sd	Assoc., Thes. AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 14kw			(For full information see TELECASTING Yearbook)			
WNBK(TV) 1948		National Bcstg. Co. 815 Superior Ave.		(For full information see TELECASTING Yearbook)			
WXEL(TV) 1949		Empire Coil Co. Pleasant Valley & State Rds.		(For full information see TELECASTING Yearbook)			
CLEVELAND HEIGHTS							
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw	WSRS, Inc. 2156 Lee Rd. Erieview 1-2005		S. R. Sague, p, gm & pd George P. Bickford, secy.	J. D. Kelly, slm Stan Dale, pdm	Ben Whittaker, ce AP RCA
				(FM Affiliate of WSRS Cleveland)			
COLUMBUS							
WBNS 1924	1460 5,000-LS 1,000 N-DA-N	RadioOhio, Inc. 33 N. High St. Adams 9265	CBS Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester H. Nafzger, ce Chet Long, nd	William Zipf, fd Bill Corley, sd Fern Sharp, wd	Assoc. AP RCA
WELD(FM) 1940	Ch. 246 (B) 97.1mc 100kw			(FM Affiliate of WBNS)			
WBNS-TV 1949		Dispatch Printing Co. 33 N. High St.		(For full information see TELECASTING Yearbook)			
WCOL 1922	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC H-R Reps.	Charles Sawyer, p & treas. J. Pattison Williams, evp	Phil S. Bradford, pd Harold E. Beard, ce William L. Belaney, pdm	Margie J. Ruddock, publ. d Walter Furniss, nd John F. Buck, sd	Wld., L-W AP, UP RCA
WCOL-FM 1949	Ch. 222 (B) 92.3mc 33kw			(For full information see TELECASTING Yearbook)			
WHKC 1921	610 5,000 DA-N	United Bcstg. Co. 22 East Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, gm Harry H. Hoessly, cm	John B. Moses, pd Rita Thomas, pmm & wd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd WH L-W UP, INS RCA
WHKC-FM 1948	Ch. 254 (B) 98.7mc 15kw			(For full information see TELECASTING Yearbook)			
WLWF(FM) 1949	Ch. 242 (B) 96.3mc 15kw	Crosley Bcstg. Corp. 3165 Olentangy Jefferson 5441	NBC	Robert E. Dunville, p	Jim Leonard, gm	Charles B. Sloan, ce RCA

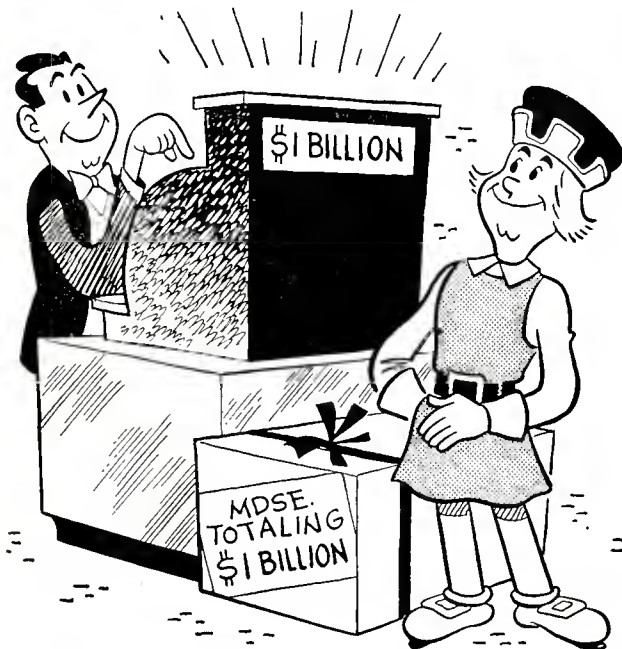
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BILLION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of \$1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

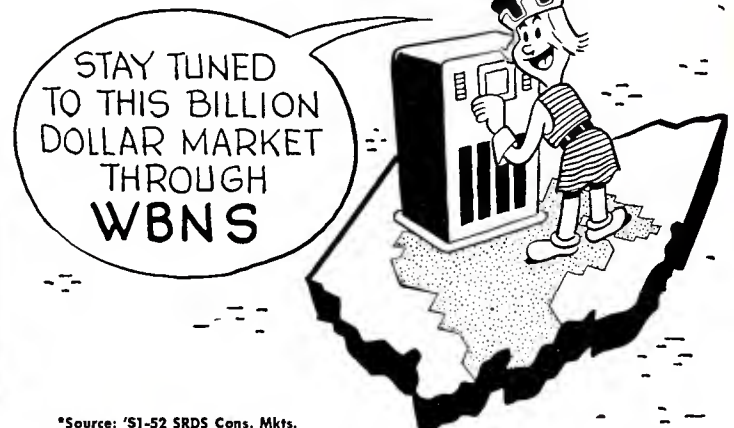


CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO



*Source: '51-52 SRDS Cons. Mkts.

(For full information see TELECASTING Yearbook)

WLWC(TV) 1949		Crosley Bcstg. Corp. 3165 Olentangy River Rd.		Howard L. Bevis (OSU), p	William H. Ewing, prog. sup.	Robert Holsinger, nd L. W. Sarbaugh, fd	Thes. UP RCA
*WOSU 1922	820 5,000 L-WFAA, WBAD	The Ohio State U. Columbus University 3148		Robert C. Higgy, d & ce Jacob B. Taylor, vp & bus. m	William Wilcox, d. of pub. rel.	Marvin Hoeman, sd Birdie Larrick, wd	
WRFD 1947	800 5,000-D	(See Worthington listing)					
WTVN-TV 1949		Picture Waves Inc. 3710 LeVeque		(For full information see TELECASTING Yearbook)			
WVKO 1951	1580 1,000-D DA	Skyway Bcstg. Corp. 274 S. 3rd St. Main 5247	Buckeye ForJoe	Gustav Hirsch, p Bert Charles, gm & sd Robert Hill, cm	Mary Ladyne Weaver, pmm Gene Liggett, ce	John Terry, n & fd Jo Weaver, wd	Assoc., Cap. UP, INS WE
WVKO-FM 1948	Ch. 234 (B) 94.7mc 52.1kw						
COSHOCTON							
WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560		Bruce Wallace, p & gm James Sigman, cm Nora B. Hall, treas.	Michael Joseph, pd & nd D. E. Wiggins, ce Tom Lawrence, fd	Stanley Robinson, sd Iris Latham, wd	L-W, St., Thes. UP Ray.
DAYTON							
WHIO 1935	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS Bolling	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., cm	Wade H. Alley, pd Charles E. Gay, pmm Ernest L. Adams, ce	J. Fred Brophy, nd Sam Steiger, fd Lou Emm, sd	Assoc., St. AP, UP, INS WE
WHIO-FM 1948	Ch. 256 (B) 99.1mc 19kw						
WHIO-TV 1949		Miami Valley Bcstg. Corp. 45 S. Ludlow St.		(For full information see TELECASTING Yearbook)			
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC Weed	Charles Sawyer, p John Pattison Williams, evp Charles N. Evans, gm	Charles Reeder, pdm Jean Broome, pmm H. Lloyd House, ce	Jack Zeigin, nd Mike Olds, sd Betty Ann Horstman, wd	Wid. AP Col.
WLWB(FM) 1948	Ch. 248 (B) 97.5mc 18kw	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101		James D. Shouse, chmn. of bd. R. E. Dunville, p	H. P. Lasker, gm W. J. Williamson, cm Neal Van Ellis, pd	L. G. Sturgill, ce Dorothy A. Sanders, pmm RCA
WLWD(TV) 1949		Crosley Bcstg. Corp. 4595 S. Dixie Highway		(For full information see TELECASTING Yearbook)			
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501	MBS Headley- Reed	Ronald B. Woodyard, p & gm	William J. Warren, cm George Case, pd	Stanley A. Beck, ce	Cap. UP AP
WTWO(FM) 1949	Ch. 284 (B) 104.7mc 43kw	(WONE, AM Affiliate)					

*Proof
Again*

THAT WRFD REACHES MORE RURAL AND FARM PEOPLE AT *Lower Cost* THAN ANY OTHER ADVERTISING MEDIUM IN OHIO!

THIS SURVEY—SUBSCRIBED TO BY SEVERAL OHIO RADIO STATIONS—WAS MADE AT THE 1951 OHIO STATE FAIR BY MARKET RESEARCH OF CLEVELAND. 2,000 PERSONS, REPRESENTING EVERY COUNTY IN OHIO, WERE ASKED THE TWO QUESTIONS BELOW. HERE ARE THE RESULTS AMONG THE TOP THREE STATIONS!

Which Radio Station Do You Listen To?

	Total Mention	% of Total
WRFD	1138	57%
Station A	1399	70%
Station B	401	20%



In Your Opinion Which Station Has the Most Helpful and Interesting Farm Program?

	Number Preferring	% Preferring
WRFD	644	33%
Station A	736	38%
Station B	71	4%

WRFD COSTS ARE 1/8 THE COST OF STATION "A"

TO REACH 500,000 RURAL FAMILIES IN WRFD'S BILLION DOLLAR RURAL MARKET

REPRESENTED NATIONALLY BY O. L. TAYLOR COMPANY

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
DEFIANCE WONW 1948	1280 500 DA-N	Defiance, Bryan, Paulding Bcstg. Co. U.S. Route 24 3-2226	Deveny	Richard W. Crowell, p Glenn R. Thayer, gm	Walter L. Weaver, pd	William Dommer, sd	Assoc. UP G
DOVER WJER 1950	1450 250	Dover Bcstg. Co., Inc. 210 Boulevard 4-2126		Agnes Jane Reeves Greer, p Ford Billings, gm J. C. Cole, sta & pmm	John C. Needs, cm Donald Wolford, pd & nd Clarence Rulong, ce	Al Beardsley, fd Wesley Greenfield, sd Virginia Baird, wd	Wld. UP Col.
EAST LIVERPOOL WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190		Paul B. Saliner, gm	Douglas Bateman, pd & pmm William Siebenthal, ce	Herb Roberts, n & fd Bob Banfield, sd June Bateman, wd Bob Johnson, fd Mary Jane Fielding, wd UP Ray. Wld. AP RCA
WOHI 1949	1490 250	E. Liverpool Bcstg. Co. 516 Market St. 1490	LBS Grant	Richard Beatty, p Richard E. Kaiser, g & cm	Bob Metcalf, pd & pmm Mike Battle, ce Eddie Lane, n & sd		
ELYRIA-LORAIN WEOL 1948	930 1,000 DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255		Roy W. Ammel, p Maurice J. Condon, g & cm Viets Collister, pd	John W. O'Brien, pmm Gerald McCasland, ce Bill Reid, pdm	Don Kirk, nd Jess Stevens, sd Penny Wise, wd	Cap., Wld. UP RCA
WEOL-FM 1948	Ch. 297 (E) 107.3mc 15kw						
FINDLAY WFIN 1941	1330 1,000-D	The Findlay Pub. Co. 101½ W. Sandusky St. Main 1330	McGillvra	R. L. Heminger, p Harold H. Heminger, g & cm	Allen P. Dudley, pd Richard Daugherty, pmm Edgar C. Smith, ce	Bayliss (Jim) Corbett, nd John Hutson, fd Richard K. Davis, sd	Thes. UP, INS GE Col.
WFIN-FM 1948	Ch. 263 (E) 100.5mc 8.2kw						
FOSTORIA WFOB(FM) 1946	Ch. 244 (A) 96.7mc 1kw	Seneca Radio Corp. 125 S. Main St. 4635		Abdrew Emerine, p Mel Murray, gm & pd	Roger Wise, cm Farrell F. Elsea, ce	Charles L. Borchers, secy-treas. Dick Miller, sd	SES. UP GE
FREMONT WFRO 1949	900 500-D DA	Wolfe Bcstg. Corp. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p R. C. Force, gm J. Weddell Kerr, c & pmm	Frank Swartz, pd & fd Allen C. Kauble, ce Dorsey Pardo, nd	Art Smith, sd Mary Anne Weigman, wd	Thes., Wld. INS GE
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw						
GALLIPOLIS WJEH 1950	990 250-D	Ohio Valley on the Air, Inc. Box 244 1160	Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, asst. m	(Mrs.) Phyllis W. Sheets, pmm Paul Franzel, ce (Mrs.) Leanna S. Haskins, nd	William Watterson Jr., fd Charles P. Esterly, sd Marjorie R. White, wd	Cap. UP G

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Eyes and



Ears of a GOOD CITIZEN



Eyes and



Ears of a LIVE SALESMAN

**Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities**



HAMILTON

WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Nat'l. Bank Bldg. 4-6543	MBS, KBS Grant	Robert J. Briede, p Robert L. Odson, exec d & cm	Robert F. Spina, pd & pmm Joseph Briggs, ce	Joseph Weckerle, nd Ray Motley, sd Millie Soule, wd	St. UP
WMOH-FM 1948	Ch. 278 (B) 103.5mc 8.7kw						

IRONTON

WIRO 1951	1230 250	Iron City Bcstg. Co. Radio Plaza 360	MBS, KBS McGillvra	Glaus G. Merrill, p Robert Edge, gm	Dempsey McFann, cm Ed Paulin, pd, n & sd	Chester Christensen, ce Donna Seierist, wd UP G
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LANCASTER

WHOK 1948	1320 500-D	Hocking Valley Bcstg. Co. Memorial Drive 4500	McGillvra	Dr. Walsen Emery, p J. E. Brown, g & cm	Benney Bee, pd & sd Don White, pmm & nd	Charles Houston, ce Barbara Mattlar, wd	Thes. AP, UP G
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LIMA

WIMA 1948	1150 1,000 DA-N	N. W. Ohio Bcstg. Corp. 223 N. Main St. 6-3841	ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Strauser, pd & wd Albert Smith, ce	Don Sherwood, nd Al Stanley, sd	L-W AP RCA
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WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					 WH
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WLOK 1936	1240 250	WLOK Inc. Nat'l Bank Bldg. 6-3411	NBC H-R Reprs.	L. A. Pixley, p Robert O. Runnerstrom, gm	Dave Lee, pd Pete Stanley, pmm Darrell Hunter, ce Joe Rex, nd	Perry Beaumont, fd Ed Ulrick, sd Marian Fletcher, wd	Wld. UP RCA
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WLOK-FM 1948	Ch. 277 (B) 103.3mc 0.34kw					 WE
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MANSFIELD

WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Taylor	Mrs. M. F. Rubin, o J. M. O'Hara, p, g & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce William Kennedy, nd	Pres Roper, fd Richard Norman, sd Elaine Hauserman, wd	L-W AP
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MARIETTA

WMOA 1946	1490 250	Marietta Bcstg. Co. Box 201 1690	MBS Grant	William G. Wells, p	R. Sanford Guyer, gm	Charles E. Clarc, ce	L-W UP Col.
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HERE'S THE PICTURE FOR WFIN FINDLAY OHIO

THE STATION . . . 1000 watts AM, daytime only. 8200 watts FM fulltime. Newspaper affiliated. Over 10 years of service. Top-notch facilities.

THE MARKET . . . Strictly a farm and smaller city area. 10 BMB counties in Northwestern Ohio, with 384,370 population and annual retail sales of \$353 million.

THE LISTENERSHIP . . . Here are Conlan share of audience figures for November, 1951:

Time	WFIN	Next station
8-10 AM	53%	19%
10-12	40	30
12-2 PM	48	27
2-4	41	27
*4-6	38	22
*6-8	29	34
*8-10:30	33	36

* And we were on FM only after 5:15 (8282 Basic calls)



THE PROGRAMMING . . . Sports, News, Music & Farm. Slanted to the particular interests in our own market. Well equipped and staffed in all program phases.

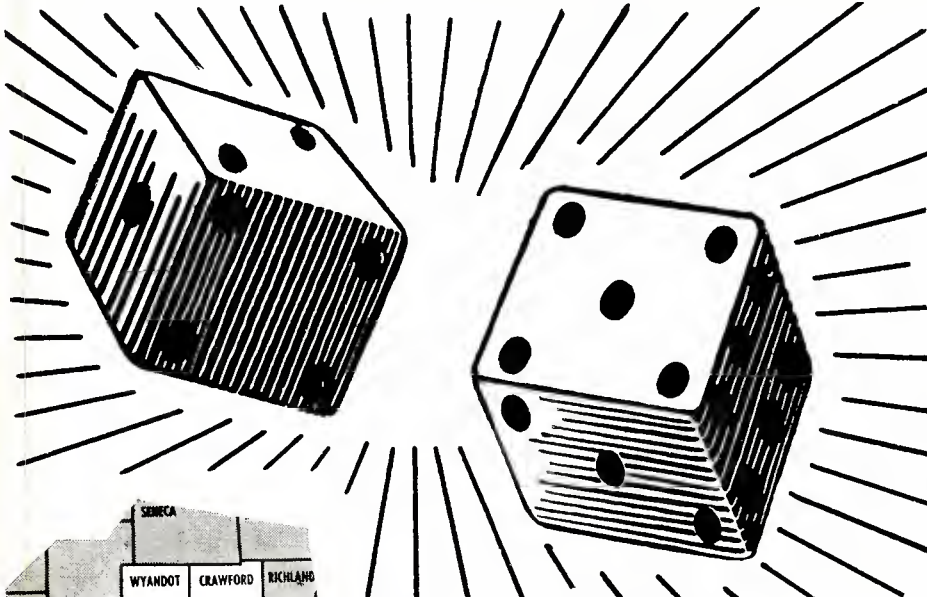
A TERRIFIC FM AREA . . . FM has developed splendidly in this part of the country. Conlan gives us evening FM-only quarter hour ratings ranging from 24 to 46% of the entire radio audience.

JOSEPH HERSHEY MCGILLVRA, Inc., Representatives

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Lib- rary, News Service Transmitter
MARION						
WMRN 1940	1490 250	The Marion Bcstg. Co. WMRN Bldg. 2-6666	ABC Stovin	Robert T. Mason, p & gm Robert M. Sprouse, cm Robert T. Mason Jr., pmm	F. J. Peters, ce Joe Ionne, n & sd	Ray Marsh, fd Madge Cooper, wd Thes. UP RCA
WMRN-FM (CP)	Ch. 295 (B) 106.9mc 7.6kw					
MIDDLETOWN						
WPFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm C. R. (Ranny) Daly, cm Jack Kistler, pd	Jean Murphy, pmm Laurace Beckwith, ce Jack Sheehan, nd	Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd L-W, SES. AP
MT. VERNON						
WMVO(FM) 1951	Ch. 229 (B) 93.7mc 3.2kw	Mt. Vernon Bcstg. Co. Box 86 7-2626		D. T. Burnes, o & p Quentin W. Welty, g, & cm & pd	Eugene Phillips, ce Charles Kilkenny, fd	George Betcher, sd Helen Zelkowitz, wd Thes., SES. UP G
NEWARK						
WCLT 1949	1430 500-D	The Advocate Printing Co. 25 W. Main St. 4007	Standard Meeker	Thomas A. Rogers, gm Robert Pricer, cm	Lewis Greenough, pd & sd Benjamin E. Windle, ce	Ned Stout, n & fd Virginia Vernon, sd Thes. AP G
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw				 GE
PIQUA						
WPTW 1941	1570 250-D	Miami County Bcstg. Co. 1625 Covington Ave. 1420	Grant	Richard E. Hunt, p, g, c & pmm Robert C. Bubp, pd Bob Cook (Grennville) studio resident m	Jim Morrissett, ce Hal Runkle (Troy) studio resident m Ann Steenrod (Sidney) studio resident m	Bill Fox, nd Larry Spitzer, fd Bill Mills, sd Minabelle Hutchins, wd Wld., SES. AP Col.
PORTSMOUTH						
WNXT 1951	1260 1,000 DA-1	Portsmouth Bcstg. Co. Masonic Temple Bldg. 21961	ABC McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd	Bryson Prather, pmm Russell Newman, ce Frank Balmert, nd	George Wood, fd Jack Hurst, sd Lucile Graham, wd O. T. Dresbach, office m Edwin L. Kaufman, nd Lorell D. Nelson, wd St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Buckeye Taylor	Roy D. Moore, p Eugene Carr, d of radio Gerald F. Boyd, m	Edward G. Sheridan, pd Margaret Antol, pmm Maurice L. Myers, ce	Assoc. AP RCA
WPAY-FM 1948	Ch. 281 (B) 104.1mc 7kw					
SANDUSKY						
WLEC 1947	1450 250	Lake Erie Bcstg. Co. 1700 Cleveland Rd. 5170	MBS Buckeye McKinney	Albert E. Heiser, p & gm Ralph S. Silver Jr., cm Jay E. Wagner Jr., pd & sd	Jay Leibach, ce Irwin Hunt, nd	Ray Sherman, fd Nancy Lake, wd Wld., L-W Assoc. AP RCA

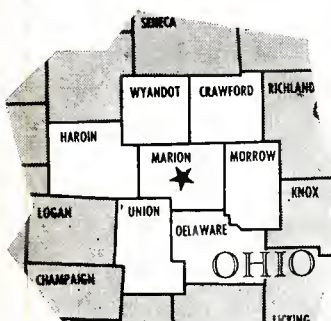
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It's a Natural

W M R N

ABC in Marion, Ohio



It's no secret . . . the dice are loaded! . . . WMRN is a 7-county winner that makes every fade pay off. For WMRN's market area has grown—with new industries, new people; and that means bigger audiences, **stronger purchasing power**. Sell this rich North Central Ohio market on WMRN . . . it's a natural far yau!

SPRINGFIELD

WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC Weed	Charles Sawyer, p J. P. Williams, evp Arthur L. Martin, sm	Robert Christol, pd John McEnaney, pmm Victor Bushong, ce	Peter Hansson, n & sd Alice Bahman, wd	Wld. AP RCA
WJEL 1947	1600 500-D	Champion City Bestg. Co. Guardian Bank Bldg. 3-4676	McGillvra	Chester R. Hinkle, p & gm R. D. Chew, c & pmm Paul Miller, pd	Fred Eckardt, ce Bill Morgan, nd Gene Ross, fd	Larry Edwards, sd Joan Warren, wd	Thes. UP RCA
WWSO 1947	1210 250-D	Radio Springfield Inc. Spring & High Sts. 3-6488	KBS, LBS	Bradley Kincaid, p	E. Pournelle, cm		Cole AP Col.

STEUBENVILLE

WSTV 1940	1340 250	WSTV Inc. Exchange Realty Bldg. 2-6265	MBS Pearson	John J. Laux, g & cm Joseph M. Troesch, pd & pmm	Charles Shepherd, ce Scott McMurray, nd	Francis (Pop) Taylor, fd Red Donley, sd	Wld. UP WE
WSTV-FM 1947	Ch. 268 (B) 103.5mc 2kw					 WH

TOLEDO

WSPD 1921	1370 5,000 DA-N	Fort Industry Co. 199 Pierce St. Birmingham, Mich. Midwest 4-7700	NBC Katz	George B. Storer, p Allen L. Haid, vp & mgg, d Robert Evans, pd	Richard H. Gourley, pmm William Stringfellow, ce Laura Jeffries, traffic m	Wes. F. Shannon, slm James Uebelhart, nd Lee Knight, wd	Wld., L-W UP, INS
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WSPD-FM 1947	Ch. 268 (B) 101.5mc 20kw					
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WSPD-TV 1948		Fort Industry Co. 199 Pierce St. Birmingham, Mich.		(For full information see TELECASTING Yearbook)				
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WTOD 1946	1560 1,000-D	Unity Corp., Inc. 515 Madison Ave. Garfield 5551	Headley-Reed	Edward Lamb, p Sunne Miller, g & cm	Doug Tabner, pd, n & sd Robert Sowers, ce	Larry Owens, fd Barbara Baker, wd	L-W AP Ray.
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WTRT(FM) 1947	Ch. 260 (B) 99.9mc 8.8kw		(FM affiliate of WTOD)			 RCA
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WTOL 1938	1230 250	Community Bestg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm Morton Neipp, cm	Robert Kriehoff, pd & pmm Harold Holmes, ce Charles Baxter, nd	Kenn Lawrence, fd Hal Lawson, sd Dorothy Coon, wd	St. AP, UP WE
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WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw					
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WARREN

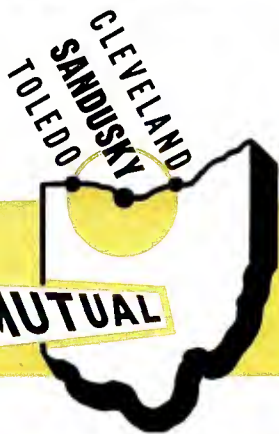
WHHH 1941	1440 5,000 DA-2	The Warren Tribune Radio Station Inc. 108 Main St. 2212	MBS McGillvra	Helen Hart Hurlbert, p	Carl J. Raymond, pd, sm & pmm Robert E. Hardy, ce	William Loftus, nd D. M. Shaver, sd	Assoc., SES. AP RCA
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WASHINGTON COURT HOUSE

WCHO (CP)	1250 500-D	The Court House Bestg. Co. 133 Westward Ave. Dayton					
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WELLSTON

WKOV (CP)	1570 250-D	Stephen N. Kovalon 3 Barbara St. Clarksburg, W. Va.					
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**WE SPAN THE ALL-IMPORTANT
CLEVELAND-TOLEDO GAP**

**W L E C 1450
★ K C ★**

SANDUSKY, OHIO

HOOPER AUDIENCE RATING FALL 1951

TIME	WLEC	A	B	C	D	E
Manday thru Friday 8:00 AM—12:00 Noon	46.8	0.8	2.8	34.0	4.8	6.4
Manday thru Friday 12:00 N—3:00 PM	66.7	*	*	24.3	3.5	1.4
Manday thru Friday 3:00 PM—6:00 PM	56.8	6.3	1.1	18.9	1.1	11.6
Sunday thru Saturday 6:00 PM—10:00 PM	49.8	1.7	0.9	30.6	2.2	9.6

*Na listeners found in sample.

NATIONAL REPRESENTATIVES:
Everett-McKinney

ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
WOOSTER							
WWST 1947	960 1,000-D	Wooster Republican Printing Co. Wooster 760		R. E. Dix, p E. B. Evans, gm & fd K. S. Gordon, cm	R. E. Heeter, pd & nd Willis Sherman, ce	Roy Bates, sd Marge Kunart, wd	Wld., Cap. AP RCA
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw						
WORTHINGTON							
WRFD 1947	800 5,000-D	Peoples Bcstg. Corp. 649 High St. Franklin 2-5342	LBS Taylor	Herbert E. Evans, gm J. D. Bradshaw, m Robert C. Miller, pd & fd	Eugene Miller, pmm Harold Schaaf, ce Robert Geis, pdm	Winfred C. Arthurs, nd David Collins, sd Mary Lou Pfeiffer, wd	AP, INS RCA
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. 4-4421	Standard Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, g & cm Tony Ross, secy-treas. & pd	Robert Locke, pmm Dick O'Hara, nd George Mishler, fd	Fred Rollason, sd Betty Hanzel, wd	Assoc., L-W AP, INS RCA
WFMJ 1939	1390 5,000 DA-N	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC, NBC Headley- Reed	William F. Maag Jr., p & gm Leonard E. Nasman, c & pmm	Ronald W. Richards, pd Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Bill McColgan, sd Marjorie Mariner, wd	SES., St., Thes. AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw						
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. Youngstown 2-1145	CBS Raymer	W. P. Williamson Jr., p & gm J. L. Bowden, sta. d	Don Brice, prog. & pdm Howard Rempes, pmm B. T. Wilkens, ce Jack Jurey, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd	L-W, Wld. AP, UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw						
ZANESVILLE							
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, cm	Robert D. Maley, pd & pmm William A. Hunt, ce	Allan Land, nd Bob Wagner, sd	Wld., AP, UP WE
OKLAHOMA							
ADA							
KADA 1934	1230 250	Tri-Cities Bcstg. Co. P. O. Box 642 12	ABC, KBS Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm	Brown Morris, secy-treas. & sm Monte Bell, pd pmm, f & sd	George Miller Jr., ce Zelmadean Woods, wd Charlie Seybert, nd	St. AP G
ALTUS							
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. Altus 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Roy Judge, bus & cm	AP Ray.
ARDMORE							
KVSO 1935	1240 250	John F. Easley 112 N. Washington 3030	ABC, KBS Oklahoma Taylor	John F. Easley, p Albert Riesen, gm John E. Riesen, cm	Dolly Dutton, pd & pmm Wm. E. Kolb, ce	Haywood Vaughn, nd Wm. McGalliard, fd	SES., Wld. AP Col.
BARTLESVILLE							
KWON 1941	1400 250	Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400	MBS	J. Fred Case, p & gm			
CHICKASHA							
KWCO 1946	1560 250 DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2898	MBS, KBS	Phil Jackson, co-o, g & cm Clarence Wilson, co-o	Lorine Null, pd Reford Melton, pmm Neal Allen, ce & fd	Len Lyon, n & sd	AP G
CLINTON							
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Neptune Park	LBS Best	V. M. Preston, gm			UP
CUSHING							
KWHP (CP)	1600 500-D	William Howard Payne					

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THE TWINS

K

W

S

H

— Ada

— Tri-City

(Seminole, Wewoka and
Holdenville. Listed under
Wewoka.)

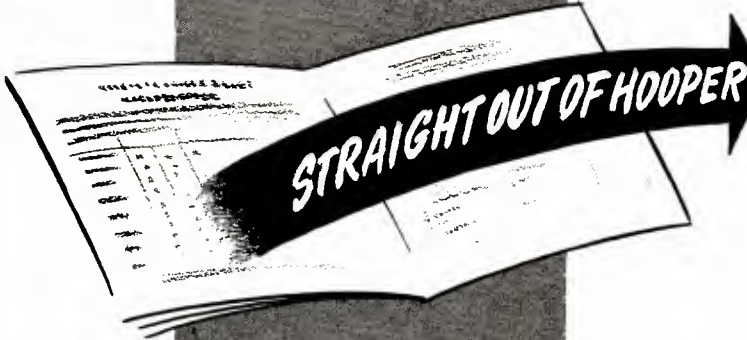
The Twins saturate with interlocking signals and local programming this oil and cattle rich 13 county area in East Central Oklahoma. This area has the greatest concentration of population and retail sales of any group of 13 Oklahoma counties, excluding Tulsa & Oklahoma counties.

Both stations available at one low combination rate.

Represented by **THE O. L. TAYLOR COMPANY**

Straight Facts

about radio advertising in YOUNGSTOWN, OHIO



Youngstown "sets-in-use" figures are close to the top of national averages. Approximately 23% morning, 29% afternoon, and 37% evening.

53 of the top 60 Hooperated programs in Youngstown are on WKBN.

WKBN's total audience is greater than both other Youngstown radio stations combined.

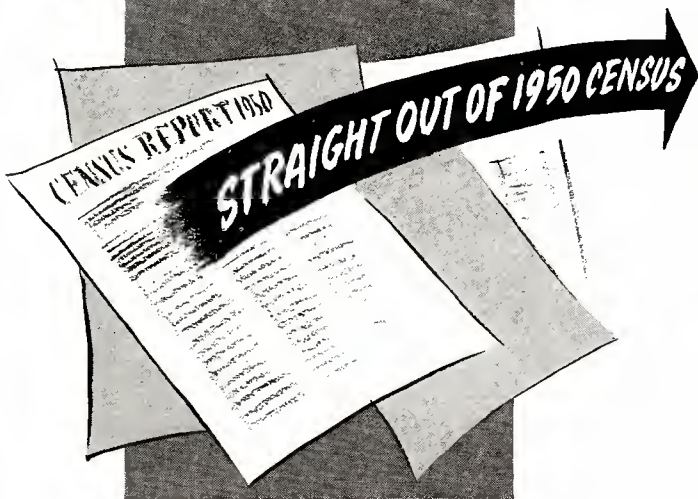
SOURCE: Fall-Winter Report of C. E. Hooper, Inc. for Youngstown, Ohio, Nov. 1950 through March, 1951.



WKBN BMB coverage reaches $\frac{3}{4}$ of a million listeners. Daytime: 21 counties, representing 224,180 families. Nighttime: 16 counties, representing 214,450 families.

WKBN BMB Study #2 coverage shows a 40% increase, night and day, above BMB Study Number One, 1946.

SOURCE: BMB Station Audience Report, Study No. 2, Spring, 1949.



Population of the Youngstown Metropolitan Area is 528,498. Youngstown is the 30th Metropolitan Area in the United States.

Youngstown is the 3rd largest market in Ohio.

SOURCE: 1950 Census of Population, U. S. Dept. of Commerce, Bureau of the Census, Series PC-3, No. 3; PC-8, No. 34A, No. 37A.

represented by RAYMER

WKBN CBS

YOUNGSTOWN, OHIO

5000 WATTS 570 KC.

COMPLETE
HOOPER
AND
BMB DATA
AVAILABLE
UPON
REQUEST



OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
DUNCAN KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drury, p Leo Morris, g & cm & sd Hank Mattison, pd	Joe Fisher, pmm William D. Buford, ce	Bill Brubaker, fd Betty Steel, wd Wld. UP WE
DURANT KSEO 1947	750 250-D	Democrat Printing Co. Box 511 2200	KBS	R. F. Story, ptrn. Bennett Story, ptrn.	Leroy W. Moses, gm Curtis Parish, ce	Alene Jones, office m St. AP GE
KSEO-FM 1947	Ch. 297 (B) 107.3mc 2.9kw					
ELK CITY KASA 1932	1240 250	Southwest Bcstg. Co. 150 N. Randall 731	MBS	Lonnie J. Preston, m		
ENID KCRC 1931	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma Taylor	Milton B. Garber, p Guy B. Farnsworth, gm	H. P. Hale, cm Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd L-W AP Col.
KGWA 1949	960 1,000 DA-1	Public Bcstg. Service, Inc. 115½ E. Broadway 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, gm	Hi Roberts, cm Tom Belcher, pd	Wm. Teitzel Jr., ce Fred Collins, fd Cap., St. UP G
FREDERICK KTAT 1948	1570 250-D	Frederick Bcstg. Co. Hotel Frederick 1010	LBS Oklahoma Best	J. Dan Jones Jr., gm, ce & nd Mary Wheeler, pd & wd	Evelyn D. Jones, bus & pmm	Tom Stewart, fd Glen Givens, sd Cap., Wild. UP G
GUYMON KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. Box 77 888	Best	T. M. Raburn Jr., p, gm & pd	Ed Slater, cm Herbert L. Noyes, ce	Billy Margaret Tomlinson, wd Wld. UP G
HOBERT KTJS 1947	1420 250-D	T. J. Shiner 315 E. 11th St. 1070	Keystone	T. J. Shiner, o & gm J. McCollough, cm	M. J. Shiner, pd Jack Wickezer, pmm	Louis Powel, ce AP G
HOLDENVILLE KWSH 1948	1260 1,000 DA-2	(See Seminole listing)				
HUGO KHNN 1948	1340 250	Little Dixie Bcstg. Co., Inc. 1140		George L. Malone, p Jim Hendrix, g & cm	Dan Bridges, pd & nd (Mrs.) Billie Van Hoose, pmm & wd	Dalton E. Jones, ce Houston Ward, fd SES. AP G
LAWTON KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd Paul Goode, pmm Bill Buford, ce	Bill McReynolds, n & fd Marvin Smith, sd L-W UP
McALESTER KNED 1950	1150 1,000-D	Pittsburg Bcstg. Co. Inc. McAlester 1460		Ray Van Hooser, p & gm Phil Reed, cm Mildred Martin, pd	Ben Strotman, ce Lee Hooper, nd	Jim Wilson, sd Lena Hopkins, wd Cap. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Municipal Bldg. 2411	ABC, KBS Oklahoma Taylor	Wm. E. Young, p James O. (Jim) Wilson Jr., gm & nd Lee Hopper, cm	Geraldine Jones, pd & pmm Bo. Schilb, ce	Bill Gibbons, fd Jay Harmon, sd Betty Heard, wd St. AP G
MIAMI KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS, LBS Western Young	Melvin K. Hutts, p Kenyon Brown, evp	Charles L. Unger Jr., gm Bill York, pd	Louis Stone, ce Russell Martin, sd St. AP WE
MUSKOGEE KBIX 1936	1490 250	Okla. Press Pub. Barnes Bldg. 303	ABC Oklahoma Taylor	Tams Bixby Jr., p Wally Weber, g & cm	Martin Thomas, pd E. O. Edwards, ce	Joe Hasler, nd Bob Carmack, sd Thes. UP RCA
KMUS 1948	1380 1,000-LS 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	MBS, LBS Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm	George Overton, pd & nd Pat Sutter, pmm J. E. Keitel, ce	Bill Mercer, sd Nancy Howard, wd UP G WE
KMUS-FM 1947	Ch. 268 (B) 101.5mc 8.7kw	Muskogee Bcstg. Co.				
NORMAN KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474		Toi Dickenson, p & cm Wm. S. Morgan, ptrn.	Gene Stansberry, pd June W. Morgan, traffic m	Don Daniel, ce Leonard Cohen, sd St., Wld. UP Col.
*WNAD 1920	640 1,000-D	University of Oklahoma Norman 900		John W. Dunn, gm Hugh M. Mix, pd & sd	Mima Smethers, pmm & wd	Remy M. Perot, ce Bill Neal, nd AP WE
OKLAHOMA CITY KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323	YBS Radio Reps.	Kenyon Brown, d Frank J. Lynch, gm	Ron Litteral, slm	Sam H. Bennett, natl slm AP Ray.
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce 3-6358		Byrne Ross, o & gm Fred Farha, cm (Mrs.) Kathleen Burkett, pd & wd	Grant Ladd, pmm Jacob A. Davis, ce	Douglas Carruth, n & fd L. H. Bengtson, sd AP Ray.
KOCY 1923	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George Collission, m & cm	David Loye, pd Royden Freeland, ce	Bob Murphy, sd St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Biltmore Hotel 2-3291	CBS Avery- Knodel	John Toole Griffin, p J. J. Bernard, gm Carroll Loos, cm	Robert M. Eastman, pd Ben H. Holmes, pmm & nd	Morris W. Thomas, ce Carl Neumann, fd Carroll Freeman, sd L-W-SES, St. UP WE
KOMA-FM 1948	Ch. 234 (B) 94.7mc 58kw					
KTOK 1927	1000 5,000-LS 1,000-N DA-2 (CP) 5,000-N DA-2	KTOK, Inc. 1300 W. Main 3-8352	ABC Taylor	O. L. Taylor, p	E. L. Colbourn, cm Cliff Easum, ce	Kenneth Lowe, nd Dick White, sd Thes., Wld. AP, UP RCA
KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Liberty Bank Bldg. 2-6367	Forjoe	Ralph Ball, p Rex M. Lester Jr., gm	Ross Baker, cm Bill Bryan, pd, pmm, n & sd	John Witt, ce Jane Whiteside, wd Wld. UP GE
WKY 1921	930 5,000 DA-N	WKY Radiophone Co. 1300 E. Britton Rd. Britton 2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, vp & sm R. E. Chapman, cm Hoyt Andres, asst. sm	Paul O. Brawner, pd Ray Scales, pmm H. J. Lovell, ce Gene Lyons, asst. ce	Eugene B. Dodson, adm. asst. Ewing Canaday, nd Orval O. Saunders, fd Assoc., St. AP, UP RCA

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WKY

OKLAHOMA'S



*RADIO
STATION*

SERVING OKLAHOMA
FOR 31 YEARS

MORE LISTENERS DAY AND
NIGHT THAN ANY OTHER
OKLAHOMA CITY RADIO
STATION

336,280 *
daytime families

142,190 *
more families than
the next closest station

292,120 *
nighttime families

113,940 *
more families than
the next closest station

*Figures from latest BMB Audience Report

WKY-TV

OKLAHOMA'S



*TELEVISION
STATION*



**PROVED REGULAR
VIEWING RESPONSE FROM
OVER HALF OF OKLAHOMA**

Program schedules published by news-
papers as far distant as Wichita, Kansas,
165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
OKLAHOMA CITY (Cont'd)					
WKY-TV 1949		WKY Radiophone Co. 1800 E. Britton Rd.		(For full information see TELECASTING Yearbook)	
OKMULGEE					
KHBG 1937	1240 250	Okmulgee Bcstg. Co. Box 1350 3646	MBS Pearson	Don Reynolds, p Dan C. Kenan, gm & nd	Cy Fenolio, cm Bill Davis, pd & sd John Brenerman, ce AP
PAULS VALLEY					
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610, Highway 77 North 1470	LBS KBS Best	James T. Jackson, p Phil Crenshaw, gm Mort Halpern, pd, n & sd	George Rountree, ce Jim Gray, fd Mary Frances Jackson, wd Cap., Wld. UP Col.
PONCA CITY					
WBBZ 1926	1230 250-D	Ponca City Pub. Co. Third & Cleveland 3311	MBS, KBS Ra-Tel	Clyde E. Muchmore, ptrn. Allan W. Muchmore, ptrn. Gareth B. Muchmore, ptrn. & nd	Cy Casper, gm Milton E. Sheid, cm William C. Maugans, pd Olen E. Marshall, act. ce Donald Morgan Putman, fd Bill Platt, sd (Mrs.) Esther Sims, wd St. AP G
PRYER					
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & South Mill Sts. 1263	Oklahoma	L. L. Gaffaney, p, gm, pd & nd	Mrs. L. L. Gaffaney, cm R. R. (Jack) Merrill Jr., ce St. AP G
SEMINOLE					
KWSH 1948	1260 1,000 DA-2	(See Wewaka Listing)			
SHAWNEE					
KGFF 1930	1450 250	KGFF Bcstg. Co., Inc. Federal National Bldg. 4390	LBS Taylor	Oscar S. Stauffer, p Wilford C. Dickson, gm	William A. Weaver, cm Darrell L. Ramsey, pd Robert Martin, ce Wld. AP Col.
STILLWATER					
KSPI 1947	780 1,000-D	Stillwater Pub. Co. Box 231 1831	MBS Ra-Tel	C. R. Bellatti, p L. F. Bellatti, gm H. Vance Herrold, cm	James R. Bellatti, sm & pd Paul A. McCollum, ce Jim Wells, nd Jones Ramsey, sd St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.9mc 3.9kw				
TULSA					
KAKC 1946	970 1,000-LS 500-N DA-2	Public Radio Corp. 412 E. 5th St. 4-2401	LBS Walker	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce Jack Moore, nd Mack Creager, sd Marge McCartney, wd L-W AP Col.
KAKC-FM 1947	Ch. 238 (B) 95.5mc 9.5kw				
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. 1242 S. Boston 5-5555	Indie Sales	Fred Jones, p Lawson Taylor, gm Jack Betz, cm	C. Jenkins, pd Nate Wilcox, ce Bob Parker, nd Don Brewer, fd Jay Jones, sd Joanna Melaugh, wd UP WE
KOME 1938	1300 5,000-LS 1,000-N DA-2	Oil Capitol Sales Corp. KOME Bldg. 3-4121	MBS Pearson	John E. Brown Jr., p Storm Whaley, evp	Riley R. Gibson, gm Jean Arwood, pd Roy Brown, ce Don Bell, nd Wld. AP WE
KOTV (TV) 1949		Cameron Television Inc. 302 S. Frankfort		(For full information see TELECASTING Yearbook)	
KRMG 1949	740 50,000-LS 25,000 N-DA-2	All-Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Dean A. McGee, vp C. E. Akers, vp Robert E. Jones Jr., gm	Frank S. Lane, asst. gm & slm David E. Wilson, pd Dale Bethke, pmm Alden S. Wooster, ce Glenn Condon, nd John Martin, fd Dundee Ross, sd Mary Lou Hopkins, wd Cap. AP RCA
KTUL 1934	1430 5,000 DA-N	Tulsa Bcstg. Co. Boulder-on-The-Park 2-3191	CBS Avery- Knodel	John Griffin, p John Essau, vp & gm L. A. (Bud) Elust, cm Karl Janssen, pd	George L. Ketcham, pmm Ed Neibling, pdm Robert E. Snider, ce Dick Campbell, sp. events d Jack Morris, nd Al Clauser, fd Jack Charrat, sd Ev. Beveridge, wd UP WE
KTUL-FM 1945	Ch. 246 (B) 97.1mc 1.25kw				
KVOO 1925	1170 50,000 DA-N	Southwestern Sales Corp Philtower 2-3281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm Gustav Brandborg, cm Tom DeVore, pd	Wm. McClarin, pmm L. W. Stinson, ce Ken Miller, nd Sam Schneider, fd John Henry, sd Estelle Blinar, wd St., Wld. UP, INS WE
WEWAKA					
KWSH 1948	1260 1,000 DA-2	KADA Bcstg., Inc. Seminole 1260	Oklahoma Taylor MBS	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. Pat Murphy, sm & sd	Don Owen, pd & fd Roman Rocoland, pmm & wd Warren Abbott, ce David Cook, nd St. UP Col.
WOODWARD					
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar 1450	MBS, KBS Continental	Edward R. Ryan, p & gm	George L. Archer, ce L-W AP WE

OREGON

ALBANY					
KWIL 1941	1240 250	Central Williamette Bcstg. Co. Queen Ave. & Elm St. 1234	MBS Don Lee Keating	R. R. Cronise, p Warren Stoffer, asst. m Bob Cornell, (Corvallis) m Jim Breedlove, (Lebanon) m	Chet Wheeler, gm John Birrel, cm Ken McCoy, pd & wd Mal Waltman, pmm Herb Davidson, ce & fd Charley Copenhaver, publ & wd Hal Byer, sd Wld. UP RCA
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.71kw				

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DOUBLE AWARD *for* KTUL RESULTS



★ VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

★ CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO
and CLARKE'S
are consistent
KTUL
ADVERTISERS



- THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — *Plus an HONORABLE MENTION!* KTUL IS THE *RESULTS* STATION IN TULSA!



KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. ● AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
ASHLAND						
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351	KBS, LBS Keating	M. S. Hamaker, p Doyle D. Seely, gm & pd Ned Liebman, cm & sd	Donald A. Berg, pmm Arthur E. Schuldt Jr., ce Richard Scott, nd	William Rozell, fd Clare Dantels, wd Cap., Wld. AP G
ASTORIA						
KAST 1936	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS Don Lee McHugh	Robert B. Chessman, p Robert D. Holmes, g & cm & nd	Mary I. Ristola, pd & wd Esther Rabell, pmm Jay Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd St. AP Ray.
KVAS 1950	1230 250	Clatsop Video Bcstrs. Astoria 41	LBS Vicking	L. E. Parsons, p, gm & ce	J. W. Spencer, cm	E. W. Littlehales, pd Wld. UP GE
BAKER						
KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn St. 140	KBS, LBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, gm	Milton L. Levy, c & pmm Kenneth F. Holden, pd & sd	Walter A. Bobisud, ce Lloyd O. McFee, nd Grace L. Baer, wd Wld. UP RCA
BEND						
KBND 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. 114 Oregon Ave. 848	MBS Don Lee Grant	Frank H. Loggan, p & gm	W. H. Barton, cm Kessler Cannon, pd	Robert Dickinson, ce St. UP RCA
COOS BAY						
KOOS 1928	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Forjoe Keating	Sheldon F. Sackett, p Phil Waters, gm Jack Irvine, asst. m & sd	Brad Cole, pd & nd Faye Crabtree, pmm	Nathan Olson, ce Jane Irvine, wd UP RCA
COQUILLE						
KWRO 1949	1450 250	KWRO, Inc. Box 396 3961	Grant	Walter L. Read, p Wm. E. Walsh, secy. William A. Cook, gm	Patsy Barkwell, pd Philip Linn, ce & fd	Jim Hodges, nd Willard Guthrie, sd Assoc., Cap., Cole AP
CORVALLIS						
*KOAC 1922	550 5,500 DA-2	State Board of Higher Education Oregon State College 3-4481		James M. Morris, prog. m, pd & sd	Grant S. Feikert, ce Robert C. Hinz, nd	Arnold C. Ebert, fd Gladys D. Chambers, wd UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th St. 3-3322	LBS Viking	J. C. Haley Sr., p C. W. (Clair) Peck, gm & pd	Doris Peck, cm Stan Cooper, pmm Steve Evans, ce & nd	Don Gay, sd Pat McHugh, wd Cap. AP GE
THE DALLES						
KODL 1940	1230 250-LS 100-N	Western Radio Corp. Box 399 2300	KBS, LBS	V. B. Kenworthy, p & gm Paul E. Walden, sm	Cliff Campbell, pd Lea Phillips, pmm & sd	Ramona Stroh, wd Mac. UP RCA
EUGENE						
KASH 1947	1600 1,000 DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	KBS Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Nidever, pd & wd Clare Mattingly, asst. m & nd	Norville M. Packard, ce Cap., SES. UP Col.
KERG 1949	1280 1,000 DA-N	Guard Pub. Co. P. O. Box 506 5-4304	CBS, LBS Grant	Alton F. Baker, p L. W. Trommlitz, gm	Reg Roos, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd John Tasnady, sd Anita Atwater, wd St. AP G
KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney Keating	Glenn McCormick, d Lee Bishop, gm Bob Hillyer, cm	Bob Eubanks, pd Bob Davis, pmm Floyd Viken, ce & fd	Dolph Janes, nd Virg Parker, sd Emelynn Rohlfis, wd Wld. UP
KUGN 1946	590 1,000 DA-N	KUGN, Inc. P. O. Box 590 4-6216	ABC Viking Meeker McHugh	C. H. Fisher, p S. W. McCready, gm L. N. Young, cm	LeRoy Jolley, pd George L. Hathaway, ce Robert Short, nd	Woodson Slayter, sd Geri Arnold, wd L-W AP RCA
KUGN-FM 1947	Ch. 256 (B) 99.1mc 8kw					
FOREST GROVE						
KFGR 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091		Irving V. Schmidtke, o, g & cm & ce Lois Olsen, pd	Michael G. Carney, pmm Allen Hoffard, n & sd	Gene Jacobsen, fd Eleanor Schmidtke, wd SES, St. AP Ray.

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

And now a "wealthy" word from KERG . . .

Why not? KERG can certainly help to bring you wealth.

KERG's home, Eugene, rates 10th position in per capita volume of retail sales as compared with other cities in its population group.

KERG's listeners in Eugene spent more than \$83 million in 1950. KERG's listeners in Lane County spent \$132 million in 1950. And, these people cannot be reached by any station other than KERG. Why not take advantage of such a buying power?

KERG is not only the wealthy choice . . . but the wise choice. Ask Grant!

the proud CBS affiliate

1000 watts **K E R G** 1280 kc
in Eugene, Oregon

represented nationally by W. S. Grant Company



GRANTS PASS

KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p E. A. Malone, gm	M. K. Ball, cm Dave Allen, pd	N. L. Williams, ce Chris Hansen, nd	AP WE
KGPO-FM 1947	Ch. 245 (B) 96.9mc 3.1kw						

HOOD RIVER

KIHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561		C. H. Fisher, ptrn. & gm C. O. Fisher, ptrn.	Don M. McCutcheon, sm Robert L. Hougium, ce	Jack L. Burger, loc. slm	L-W AP Ray.
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KLAMATH FALLS

KFJI 1922	1150 5,000-LS 1,000-N DA-N	KFJI Bcstrs. Inc. P. O. Box 692 2-2551	MBS Don Lee Grant Keating	W. D. Miller, p Dick Maguire, g & cm & pd	Arlen Sanders, pmm & sd William P. Grimes, ce Chas. A. Potet Jr., pdm & fd	John Barton, nd Marion Cronin, wd	Wld. UP Col.
KFLW 1946	1450 250	Herald Pub. Co. P. O. Box 941 8115	ABC McKinney	Frank Jenkins, p Henry Chandler, gm	Aaron Boe, cm Marjorie Ovgard, pd & pmm	Gilbert Walter, ce	St. AP G

LA GRANDE

KLEB 1938	1450 250	Inland Radio, Inc. Old Oregon Trail 2201	KBS, LBS Oregon Trail	Lee W. Jacol s, p John G. Jones, gm	Ken L. Lillard, cm Evelyn Bridges, pd	Murray M. Durham, ce	L-W UP RCA
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LEBANON

KGAL 1950	930 1,000 D	Linn County Bcstrs. Inc. P. O. 541 8631	KBS	W. Gordon Allen, p Marcus F. DuLaunay, g & cm	Madeline Allen, pd & wd Robert Bruce, pmm, n & fd	Edward C. McElroy Jr., ce Del Olney, sd	L-W UP G
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McMINNVILLE

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs., Inc. P. O. Box 207 3811	KBS Viking Western	Jack B. Bladine, p Lou Gillette, gm Glasco Branson, cm	Blaine Hanks, pd Milt Muir, ce	Homer Rohse, nd Dudley Gaylord, sd	L-W AP WH
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MEDFORD

KMED 1922	1440 5,000-LS 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	Bill Hansen, cm Bud Hohensee, pd	Charles Fields, pmm & ne Russ Jamison, pdm Howard Hammond, fd	Mac., Thes. UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Road 2-5277	ABC Grant	Robert W. Ruhl, p Jimmy Dunlevy, gm Douglas Gaines, cm	John Ahern, pd & nd Betty Brugman, pmm & wd	Dick Woods, ce Tom MacLeod, sd	UP RCA

NEWPORT

KNPT 1948	1310 1,000 DA-N	Yaquina Radio, Inc. Box 276 560	LBS Viking	Tom Becker, p & gm A. H. Becker, pd Dan Kirch, cm & sd	Ed Warmoth, pd & pmm Tom Bracanovich, ce Tal Shade, secy-treas.	Ted Loud, nd Gray Thompson, fd Mo Dixon, wd	Wld. AP Col.
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NORTH BEND

KFIR 1951	1340 250	Bay Bcstg. Co. 1937 Union Ave. 5-7351	LBS	(Mrs.) Josephine Bjarn-son, p	Roger Spaugh, g & cm & ce	Sara Spaugh, pd, pmm, & wd	St. AP G
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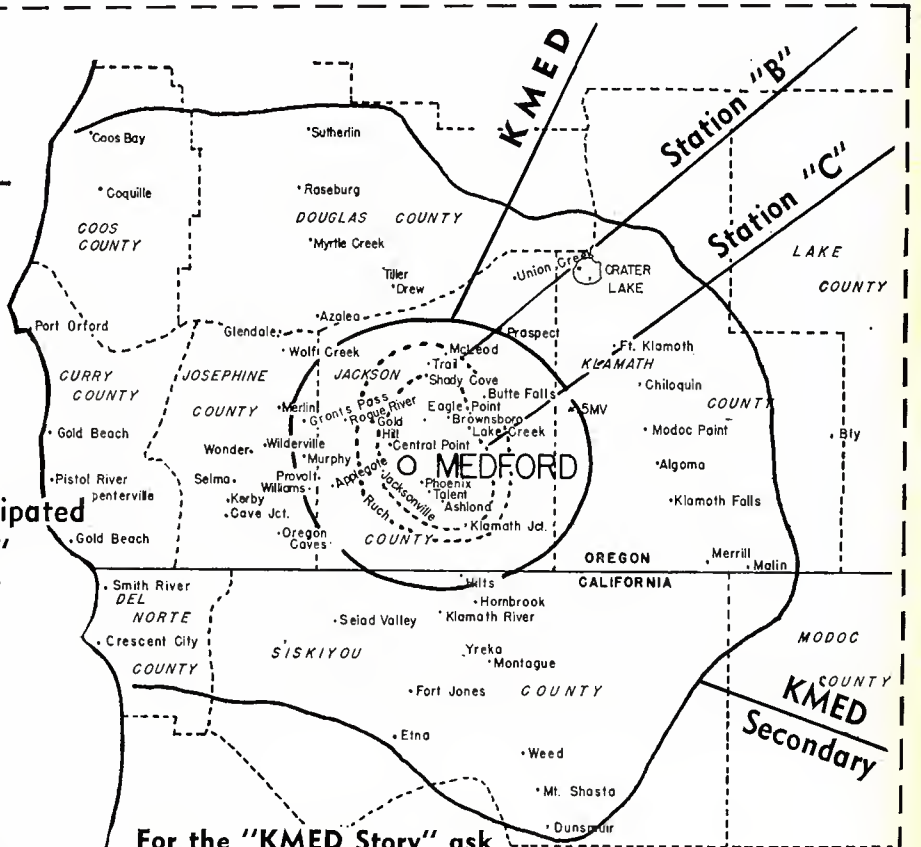
**In 1952 — K M E D ' s
30th ANNIVERSARY YEAR --**

we pledge advertisers our continued fullest efforts in their behalf.

KMED is proud to have—during the past year—originated for NBC the "Shakespearean Festival," a special "Silver Jubilee," and participated in the "National Farm & Home Hour" and the "Standard Symphony Hour."



KMED



For the "KMED Story" ask
Your nearest Robert Meeker man
or write **K M E D - MEDFORD, OREGON**

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. Old Oregon Trail 121	LBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp, gm & sd	John W. Powell, cm Gerard J. Flesey, pd & fd Herbert W. Booth, pmm	Charles E. Harland, ce John R. Humphreys, nd Elaine M. Capps, wd	Wld. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland Listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	LBS	V. B. Kenworthy, p & gm	Ted A. Smith, sm	Denman Dayton, pd UP RCA
PORTLAND							
KBKO 1948	1290 1,000-D	Mercury Bestg. Co. 3908 N.E. Sandy Blvd. Webster 1290	Forjoe	Gordon E. Bambrick, p, gm & pd	Harold Krieger, vp & ce Frances Crane, pmm	Eddie Leahy, sd UP
*KBPS 1923	1450 250	Benson Poly School 546 N.E. 12th Filmore 5469		Patricia L. Green, gm & pd	Charles Weagant, ce	Donna Hunter, prog. coordinator
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Sta- tions, Inc. 1230 S.W. Main St. Capitol 1881	ABC Free & Peters	Walter C. Evans, p (WRS) J. E. Conley, gm R. H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm T. T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WH
KEX-FM 1948	Ch. 222 (B) 92.3mc 56.4kw						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Evergreen 1-5475	LBS McGillvra	Dr. John H. Fitzgibbon, p Irwin S. Adams, g, c, & pmm	H. I. Jackson, asst. m & sd Sonora Hoffman, pd	Edward G. Saxe, ce Laurie Lauritzen, wd	Wld. AP G
KGW 1922	620 5,000 DA-1	Pioneer Bcstrs., Inc. 1320 S.W. Broadway Beacon 6364	NBC Northwest Petry	Mitzi E. Newhouse, p H. Quenton Cox, gm J. N. Wassan, cm	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, d of comm. service	Don Kneass, co-nd Chuck Foster, co-nd Rudy Lachenmeier, sd	L-W, Wld. AP, INS Ray.
KGW-FM (CP)	Ch. 262 (B) 100.3mc 57kw						
KOIN 1925	970 5,000 DA-N	KOIN, Inc. P. O. Box 1031 Atwater 3333	CBS Avery- Knodel	Marshall Field, p Harry H. Buckendahl, gm John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, prom. d Louis S. Bookwalter, d of enrg.	Lester Halpin, nd Luke Roberts, fd Johnnie Carpenter, sd	Assoc., Thes. Wld. AP, UP, INS
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.6kw						
KPAM 1951	1410 1,000-D	Bcstrs. Oregon Ltd. P. O. Box 1230 Broadway 7471		Stanley M. Goard, p, g & cm	Alvin C. Yantiss, pd	Charles K. Dickson, ce	Assoc., Wld. AP WE
KPFM(FM) 1946	Ch. 246 (B) 97.1mc 3.33kw						
KPDQ 1947	800 1,000-D	John W. Davis 2339 S.E. 72nd Ave. Capital 9209		John W. Davis, p & gm Dave Jack, cm	Fred Haskins, pd & fd Charles Moore, ce	Jack Adkins, fd AP
KPOJ 1932	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Harry C. McLain, cm Joseph T. Hallock, pd	Isabell Hoyt, pmm Carol Saling, ce Vern Mueller, nd	Alvin D. Bauer, fd Charlie LaFranchise, sd Roxie Frederickson, wd	Thes. UP
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 44kw						
KWJJ 1927	1080 10,000 DA-2	Wilbur J. Jerman 1011 S.W. 6th Ave. Atwater 4393	Burn- Smith	Wilbur J. Jerman, p & gm Jerry Speerstra, cm Ben T. Crosby, pmm	Dwight D. Loomis, ce Frank Cooley, nd	Bill Hansen, fd Rollie Truitt, sd	L-W UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. 5th Floor Orpeum Bldg. Broadway 6451	Pacific North- west Walker	H. S. Jacobson, p, g & cm Jackson Fleming, pd & pmm	Ralph Miffin, ce James Mount, loc. slm	Ralph Wiegand, nd Ben Buisman, fd	St. UP RCA
PRINEVILLE							
KRCO 1950	690 1,000-D	Radio Central Oregon Inc. Box 188 6239	Viking Grant	N. A. Miksche, p, gm & sd Richard Burger, cm	Leslie McKay, pd & nd Curtis Burnside, ce	Maude Bailey, wd	Thes. UP Col.
ROSEBURG							
KRRR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	MBS Don Lee	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. P. O. Box 847 3-4464	LBS	Donn W. Radabaugh, p Iris Rice Helliwell, gm Lon D. Hunt, cm	Del McKay, pd & fd Jerry Oliver, pmm, n & sd	Ralph Smith, ce May Mathews, wd	L-W, Cap. UP G
SALEM							
KGAE 1951	1430 1,000-D	Allen, Truhan & Clark Marion Hotel		W. Gordon Allen, p & gm Del Olney, pd	Bob Bruce, pmm & nd Fred Peters, bus. m	Gordon Allen, ce AP WE
KOCO 1947	1490 250	B. Loring Schmidt 1426 Edgeward 3-3108	LBS Viking Rambeau	Loring Schmidt, p & gm Seth P. Smith, cm	Carl Ritchie, pd Robt. Suing, ce	Gene Good, n & sd	Assoc., Cap. UP RCA
KSIM 1934	1390 1,000	Oregon Radio Inc. P. O. Box 631 3-4831	MBS Don Lee McKinney	Glen McCormick, p Earle Headrick, g & cm Dave Hoss, pd & pmm	Clyde Carlton, ce Herb Johnson, pdm Esther Konantz, traffic m	Bill Exline, n & sd Glenda McCormick, wd	Wld., L-W UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bestg. Co. Star Route W. 1122	Continental Keating	Tom Hoover, m	Jim Kelley, slm		

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THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

PENNSYLVANIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transe. Li- brary, News Service Transmitter
ALLENTOWN						
WAEB 1947	790 500-LS 1,000-N DA-2	WAEB, Inc. Center Square 4-9364	ABC, MBS Quaker Hollingbery	Howard Wasserman, p Milton Laughlin, g & cm	Thomas A. Earley, pd, n & sd William Gottshall, ce	Clem Walters, fd Helen Hertzog, wd UP WE Assoc., SES.
WFMZ(FM) 1947	Ch. 264 (B) 100.7mc 20kw	Penn-Allen Bcstg. Co. 1524 Linden St. 3-7521		Raymond F. Kohn, p & gm	Horace W. Gross, cm	Daniel Houck, ce
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. 4-4801	CBS Meeker	Henry K. Bauman, p James F. Chambers, m & cm, pd	Paul Mitchell, pmm, n & fd Gerald B. Werst, ce	Syd Paul, sd Marjorie Bauman, wd UP WE Wld. AP G
WKAP 1947	1320 1,000 DA-N	WKAP, Inc. P. O. Box 689 3-3166	Weed	N. Joe Rahall, p Oggie Davies, gm Marshall S. Cleaver, pd	C. Frank Cordaro, ce Alan Raber, n & sd	Lyn Haney, wd
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 4-9511	NBC Headley- Reed	B. Bryan Musselman, o & gm Olivia P. Musselman, c & pmm & wd	George Y. Snyder, pd Reuel H. Musselman, ce	John T. Van Sant, sd Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw					
ALTOONA						
WFBG 1924	1340 250	The Gable Bcstg. Co. 1320 11th Ave. 6467	NBC Quaker H-R Reps.	George P. Gable, p Jack M. Snyder, mgng. d, cm & nd	James Gates, pd, sd Wilbur Farley, pmm George Burgoon, ce	Eugene Hamill, fd Josephine E. Cooney, wd Wld. AP WE
WJSW 1947	1290 1,000-LS 500-N DA-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS Burn- Smith	Herbert T. Wolf, p T. W. Metzger, gm James E. Moren, cm & pd	Charles Flynn, pmm & nd C. I. Metzger, ce	Skip Miller, sd Marjorie Cramer, wd St. UP G
WJSW-FM 1948	Ch. 261 (A) 100.1mc 0.135kw					
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC Meeker	Roy F. Thompson, p, g & cm Dorothy M. Thompson, pd	William S. Clear, pmm, n & sd George R. Burgoon, ce	Dave Deniston, fd Marge Griffith, wd Assoc. UP WE
WVAM 1948	1430 1,000 DA-2	General Bcstg. Co. 2801 Edgewood Drive 8127	CBS Weed	Emanuel S. Leopold, p Robert G. Walter, gm & pd Wilbur M. Union, c & pmm	William R. Butterbaugh, ce John Riley, n & fd	Jeanne Lindaman, wd L-W UP G
APOLLO						
WAVL 1947	910 1,000-D	Triborough Bcstg. Co. 4th & Pennsylvania 72-3921		A. J. West, ptrn. & bus. m Cecil F. Clifton, ptrn. & gm	David Taylor, cm & fd Silas West, pd	H. E. Smith, ce Joe Speeney, nd UP G
BARNESBORO						
WNCC 1950	950 500-D	North Cambria Bcstrs., Inc. Box 277 1010	KBS Quaker	Ralph Greenwood, chmn. of bd, of d Harris G. Breth, p & pmm Richard Todhunter, vp	William J. Thomas, gm LeRoy W. Stauffer, cm, pd & sd	Dyle Miller, ce St. Thes. UP
BEAVER FALLS						
WBVP 1948	1230 250	WBVP, Inc. 1216 Seventh Ave. 4100	LBS	Frank R. Smith, p & gm Thomas B. Price, sm Charles H. Wilson, pd	Jean E. Biggard, pmm Don Dout, ce Charles Onderka, treas. Lillian Smith, secy.	Ernie Kline, nd Arnold Felsher, nd Chuck Wilson, sd Gertrude Trobe, wd St., Wld. AP, UP WE
BETHLEHEM						
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074		Rolland L. Adams, p Arthur C. McCracken, sm Frank L. Collie, c & pmm	Stefan George, pd Edwin L. Rybak, ce Dana McGough, nd	Bernie Black, fd Bill Wright, sd Betty Fry, wd Cap., Thes. UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					
BLOOMSBURG						
WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Robert Eyerly, p Ed Darlington, g & cm	Ellis Erdman, pd, n & sd Robert Fulton, ce	Paul Niesley, fd Editha Adams, wd Assoc. AP Ray.
WHLM 1948	690 1,000-D DA	Harry L. Magee Hotel Magee 1800	LBS Quaker	Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Anthony F. Hogg, ce V. C. Diehm, mgng. con- sultant	Ray Calabrese, nd Walt Lewis, fd Gene Feeney, sd Bertie Nannas, wd Wld. UP G
BRADDOCK						
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p & gm G. C. Matta, cm	George Bozic, pd	R. Linhart, pmm & nd P. Soisson, fd UP G
BRADFORD						
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn- Smith	Joseph M. Cleary, p, pmm & nd James F. Ponder, cm	Lloyd P. Gordon, pd & fd Joseph Sudock, ce John W. Nelson Jr., sd	(Mrs.) Lillian Browning, wd Wld. AP Ray.
BUTLER						
WBUT 1949	1580 500-D	Eagle Printing Co., Inc. McQuiston Rd. 75-778	LBS	Philip B. Hirsch, g & cm Joseph C. Laconi, pd & nd Vernon L. Wise Jr., pmm & slm	Gerald Coleman, ce John Turrell, fd	Shirley J. Scott, wd Thes. AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw					
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701	KBS Tri-State	(Mrs.) Georgia Roseblum Robert Kaufman, gm & nd	Warren Ihlenfeld, pd & sd Paul F. Rex, ce	R. H. MacDougall, fd Gladys Borne, wd WH UP RCA
WISR-FM 1948	Ch. 249 (A) 97.7mc 0.56kw					

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CARBONDALE

WCDL 1230 Carbondale Bcstg. Co. KBS William H. Ware, p William Fletcher, cm John Krieger, prod. d SES.
 1950 250 116 Salem Rd. Cooke W. Richard Carlson Jr., Norah B. Carlson, pd & John Gary, nd UP
 1230 g & pmm Robert G. Adams, ce Edward McKeon, fd G

CARLISLE

WLXW 1380 Philip Mathews KBS Philip Mathews, p Florence Good, chief Henry Palmer, ce
 1948 1,000-D 1785 Holly Pike exec. RCA UP

CHAMBERSBURG

WCHA 800 Chambersburg Bcstg. John S. Booth, gm Sam A. Taylor, pmm & n Charles O'Donnell, fd Assoc.
 1949 1,000-D Co. Earl P. Strine, cm editor James McCurdy, ce UP
 WCHA-FM Ch. 240 (A) Craft Press Bldg. Allen Saunders, pd James McCurdy, ce G
 1948 95.9mc 1110 0.728kw GE

CHARLEROI

WESA 940 Monongahela Bcstg. LBS, KBS Dr. A. S. Sickman, p Mel H. Wigand, ce Ann Balmer, wd St., Thes.
 1947 250-D Corp. Charles R. Duvall, g & cm Wm. C. Richards, n & sd Wm. C. Richards, n & sd AP
 Box 584 George D. Gailey, pd & Ray. 3-6551 pmm

CHESTER

WPWA 1590 Lou Poller For Joe Lou Poller, o, c & pmm Mort Roseman, nd Rhona Lloyd, wd Wld.
 1947 1,000 DA-N Box 30 Harry Simmington, gm & ce Dr. Lincoln Harter, fd Don Chase, sd AP
 3-1641 Melvin Levine, pd James M. Tisdale, p, g & James M. Tisdale, p, g & Robert A. Hibbert Jr., pd James Lynn, sd UP
 WVCH 740 James M. Tisdale Wolf Bldg. cm & ce Frank Wayne, fd Ann Redding, wd RCA
 1948 250-D 2-8861

CLEARFIELD

WCPA 900 Clearfield Bcstrs., Inc. W. K. Ulerick, p & gm L. A. Duck, ce W. O. Mitchell, fd Assoc.
 1947 1,000-D 215 Church Street W. J. Thomas, m & pd & Margaret Nemeth, asst. m Joe Termin, sd Thes.
 5-5541 pmm & nd & wd UP
 G

COATESVILLE

WCOJ 1420 Chester County Bcstg. Quaker William S. Halpern, p & Ellis Shook, pd & nd Donald Kimes, pmm Thes.
 1949 1,000-D Co. 703 E. Chestnut St. gm Louis Seltzer, ptrn. & ce UP
 2100

CONNELLSVILLE

WCVI 1340 Conneltsville Bcstrs., Inc. LBS Raymond Galiardi, p Howard McMeekin, cm Jos. Bassett, nd SES., Wld.
 1947 250 126 W. Crawford Jack Craddock, gm & sd Fran Roberts, pd Virginia Shank, wd UP
 G

DOYLESTOWN

WBUX 1570 Charles M. Meredith William A. Lynch, gm Wld.
 1948 250-D Hart Bldg. 220 AP



wfbg ALTOONA PENNA

Your message on WFBG reaches a potential listening audience of over a quarter million people . . . people eager to purchase your merchandise when presented over "The Station Most People Listen to Most" in Altoona.

29.8* OF THE PEOPLE LISTEN TO WFBG (6:00 AM till 1:00 AM) **59.0*** OF THE TIME

Due to fine programming and outstanding public service, WFBG has dominated the rich Altoona market for the past 26 years.

JACK SNYDER, MANAGING DIRECTOR

HR NATIONAL REPRESENTATIVES

1950 DATA

AUDIENCE, 1950

	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY
Population	149,800	239,400
In Communities	138,900	201,220
On Forms	10,900	38,180
Households	44,300	68,500
In Communities	41,760	59,780
On Forms	2,540	8,720
Radio Homes	41,950	64,100
In Communities	39,630	56,090
On Forms	2,320	8,010

RETAIL MARKET, 1949, \$

Food Stores	36,600,000	49,180,000
General Merchandise Stores	15,130,000	19,700,000
Apparel Stores	8,850,000	10,670,000
Home Furnishings Stores	8,870,000	11,120,000
Automotive Outlets	17,500,000	27,240,000
Filling Stations	5,240,000	10,250,000
Building Mtl.-Hardware	6,700,000	10,530,000
Eating-Drinking Places	8,320,000	12,810,000
Drug Stores	2,280,000	2,840,000
All Other Stores	10,180,000	14,870,000
TOTAL RETAIL SALES	119,670,000	169,210,000

FARM MARKET, 1949

Number of Forms	2,250	7,710
Automotive Vehicles	4,150	14,340
Cost of Feed Purchased \$	1,630,000	6,520,000
Value of Products \$	6,670,000	24,400,000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); BMB Radio Families; SRDS Consumer Markets; coordination to 1949-1950 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont


* Conlan Met. Altoona Area Survey, January 1951. All Stations participating.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter	
DuBOIS							
WCED 1941	1230 250	Tri-County Bcstg. Co., Inc. 80 N. Park Place 1700	CBS, LBS McGilvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paul Finger, pd Ken Johnston, pmm	Ed Paull, n & sd Bernard Gurewich, ce Betty Lee, wd	SES. UP RCA
WCED-FM 1948	Ch. 271 (B) 102.1mc 9.5kw					 Fed.
EASTON							
WEEX(FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Pub. Co. Easton 6155		Nelson S. Rounsley, gm & cm	Charles Thon, pd & ce		Assoc. AP RCA
WEST 1936	1400 250	Associated Bcstrs., Inc. 516 Northampton St. 6131	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Elwood C. Anderson, gm	J. Robert Gulick, gen. slm Eugene Bethman, pd Jean Fitz, pmm	J. E. Mathiot, tech. d	Wld. UP
WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw					
ERIE							
WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC Quaker Avery-Knodel	Jacob A. Young, p Charles E. Denny, gm Art Ingram, cm	Virginia Donachy, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd Virginia Maxwell, wd	Cap., L-W UP RCA
WERC-FM 1947	Ch. 260 (B) 99.9mc 9.7kw						
WICU(TV) 1949		Dispatch Inc. 3515 State St.		(For full information see TELECASTING Yearbook)			
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co. 1021 State St. 23-248	ABC H-R Reprs.	Keith Kiggins, p Ted Nelson, vp & gm	Patrick Shannon, cm C. E. McElroy, asst. m	Clarence Baker, ce	St. UP Col.
WJET 1951	1570 250-D	JET Bcstg. Co. 1635 Ash St. 4-6013		Myron Jones, p & gm Paul C. Rinehardt, cm	William Fleckenstein, ce	Lou Tullio, sd	SES. AP G
WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce Bldg. 23-327	MBS Quaker	Leo J. Omelian, p V. Hamilton Weir, g & cm	Arthur Lester, ce Catherine Donatelli, secy.	Joan Clark, wd	Wld. AP RCA
WLEU-FM 1948	Ch. 250 (B) 97.9mc 7.8kw						
GETTYSBURG							
WGTT 1950	1450 250	Times and News Publishing Co. Harrisburg Rd. 850	KBS, LBS	Henry M. Scharf, mgng. d Murray Goldsborough, g & cm	Maurine Nelson, pd & wd Lester Blair, ce	Edwin Shoop, sd	Thes. AP GE

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in ERIE, PA. PENNSYLVANIA'S 3rd CITY



WERC

**GIVES YOU the MOST PROSPECTS
AT LOWEST COST per THOUSAND**

//

Where ever you go . . . THERE'S RADIO!
EVERY KNODEL INC. national representatives

Where
It
Pays



to advertise in . . Philadelphia

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

Represented Nationally by
Edward Petry & Co., Inc.

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

* Courtesy National Cash Register Company

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
GREENSBURG							
WHJB 1934	620 1,000-LS 500-N DA-2	Pittsburgh Radio Supply House 128 No. Penn. Ave. 3740		Kenneth Brennen, p George J. Podeyn, g & cm	Glenn Grayson, pd Lyle Allen, ce	Bob Johnson, sd	L-W UP WE
GROVE CITY							
*WSAJ 1920	1340 100-SH	Grove City College Grove City 763		Weir C. Ketler, p	Stanley J. Seiple, pd	Dale O. Smock, ce GE
HANOVER							
WHVR 1949	1280 1,000-LS 500-N	Radio Hanover, Inc. Hanover Trust Co. Bldg. 3831	MBS Kennedy	John D. Bare, p & gm H. Vernon Ferster, c & pmm	Mack Edwards, pd & nd Philip A. Rohrbaugh, ce John Kratzert, fd	Cap Grenier, sd Helen Hart, wd	L-W, Wld. UP RCA
HARRISBURG							
WHGB 1945	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC Weed	Herbert Kendrick, p, g & cm	Jack Hooper, pd, pmm, n & sd	William O. Kuntz, ce Lillian Mickley, wd AP RCA
WHP 1924	580 5,000 DA-N	WHP, Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, g & cm Dick Redmond, pd	Beatrice Potteiger, sls. pmm E. Daniel Leibensperger, ce	John Price, nd George Wirt, fd Ed Gundaker, sd	Assoc., St. AP, UP Ray.
WHP-FM 1946	Ch. 247 (B) 97.3mc 4kw					 WH
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 North Second St. 4-0191	NBC Meeker	Clair R. McCollough, sta. exec.	David J. Bennett Jr., gm Donald Wear, pd F. William Clise, pmm	J. Robert Gulick, gen. sm J. E. Mathiot, tech. d Wld. UP
HAZLETON							
WAZL 1932	1490 250	Hazleton Bcstg. Co., Inc. 708 Hazleton Nat. Bank Bldg. 5400	MBS-NBC Quaker Meeker	Victor C. Diehm, p & gm Don Murray, pd Kathryn E. Kahler, asst. to m & pmm	Thomas Tito, sm Elwood Tito, ce	Bill Graham, sd Francis Carter, wd	Wld. AP WE
WAZL-FM 1948	Ch. 250 (B) 97.9mc 7.8kw					
HOMESTEAD							
WHOD 1948	860 250-D	Steel City Bcstg. Corp. Radio Center 1-0172	Interstate	Anthony S. Ortale, p of bd of d Roy E. Ferree, gm	Leonard E. Walk, pd Sid Dickler, pmm	James Herbert, ce Craig Chedwick, sd UP WE
HUNTINGDON							
WHUN 1947	1400 250	Joseph H. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS	John H. Biddle, p William E. Germann, gm & sd	Alfred Goetschius, cm Ernest A. Craig, ce	Eleanor Foster, wd	SES., Wld. UP G

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Again . . . It's HARRISBURG!

Pennsylvania's Top Quality Market

COMBINE HARRISBURG'S STANDING as Pennsylvania's leading Quality Market with the vast new area served by Radio Station WHP and you have a rare opportunity to expand distribution and boost sales.

Not only does Harrisburg lead all major Pennsylvania markets in Income Per Family (6,135), Income Per Capita (\$1,916) and Quality of Market Index (148) . . . BUT this city records 7 out of a possible 9 "Superior Points" in Sales Management's November 10 city rankings study. Although 18th nationally in its population group, Harrisburg comes up with such impressive rankings as 4th in total retail sales,

2nd in drug sales, 6th in general merchandise sales and 5th in furniture-household-radio sales.

And now, your radio dollar goes much farther in this top quality market. For WHP, the dominant voice of Harrisburg for a quarter of a century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc., and assuring you of greater sales returns on every dollar you invest in WHP—The Key Station of the Keystone State.

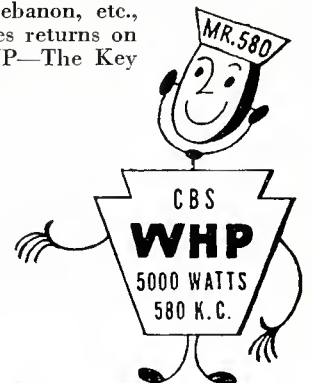
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MEMBER

CBS RADIO NETWORK

WHP



HARRISBURG, PENNSYLVANIA

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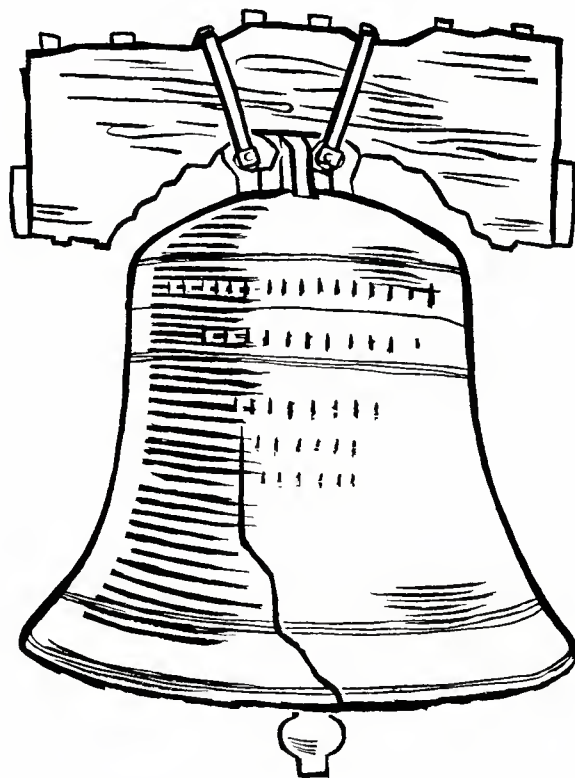
PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
LATROBE WAKU 1951	1570 250-D	Clearfield Bcstrs., Inc. Lovenstein Bldg. 2348		W. K. Ulenick, p W. J. Thomas, gm	LeRoy W. Stautther, m Mark N. Funk Jr., asst. m	H. G. Boeth, pmm Thes., Wld. AP G
LEBANON WLAB (FM) (CP)	Ch. 281 (B) 104.1mc 4.7kw	Radio Lebanon, FM & TV Inc. 1423 Elm St.		Thomas C. Holston, p & sm	E. H. Holston, cm	
WLER 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 3900	Rambeau	Lester P. Etter, mgng. d Julian F. Skinnell, opers. m Philip J. Reilly, cm	Jared R. Rolston, pd, nd Leonard Savage, ce William Zehring, act. ce Alvin C. Berger, fd	Howard Van Voorhis, sd Mary Ellen Kurtz, co-wd Sara Mossman, co-wd Assoc., Wld. AP RCA
WLER-FM 1948	Ch. 261 (A) 100.1mc 0.72kw					
LEMOYNE WCMB 1948	960 1,000-D (CP) 1460 5,000 DA-2	Rossmoyne Corp. Lemoyne Theater Bldg. Harrisburg 4-3005	LBS Quaker Cooke	Edgar T. Shepard Jr., p Ed K. Smith, vp & gm Rudolph O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Pete Wambach, nd	John A. Smith, fd Gordon Jones, sd Thes. AP Col.
LEWISTOWN WKVA 1949	920 1,000-D	Central Penn Bcstg. Co. Box 432 6771	McGillvra	Mrs. Paul J. Newton, p Robert L. Wilson, gm J. Donald Raffensberger, cm	Lynn Bloom, pd Reed Gray, pmm Robert Steltzer, ce Robert Hyle, nd	Zeke Appleby, fd Allan Jay, sd Wini Clark, wd L-W, Wld. UP G
WMRF 1941	1490 250	Lewistown Broadcast Co. Lewistown 7589	NBC Quaker Burn- Smith	J. S. Woods, p T. W. Metzger, gm Robert Howard, cm	Ralph Parker, pd James Keyes, pmm & nd Bernard H. Bopp, ce	Josef Smiley, fd Dale Smith, sd Rita McCoy, wd St. UP WE
WLTN (FM) 1947	Ch. 250 (B) 97.9mc 2.25kw	(WMRF, AM Affiliate)		Dale Smith, cm & pd		
LOCK HAVEN WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4036	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, g & cm & sd	Dave King, pd, pmm & nd K. C. Caum, ce	John McCool, fd Betty Armstrong, wd SES., Thes., Wld. AP Ray.
McKEESPORT WEDO 1946	810 1,000-D	Tri City Bcstg. Co. Box 810 4-7167	LBS	Edward J. Hirshberg, p & gm Robert E. Badger, sm & nd	P. McKim, cm Bob Lloyd, pd Marilyn Berg, pmm	Wilkes Hurley, ce Mike Lee, sd Lucy Jones, wd Thes. AP
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Marke St. 8-8888	Rambeau	Robert M. Cox, p Eugene A. Kline, g, c & slm	Samuel Vidnovic, asst. m & sd Francis Haley, prog. m Charles W. White, ce	Steve Chontos, nd Roy Gallagher, fd Mildred Sheridan, wd Wld., St. UP Ray. Fed.
WMCK-FM 1947	Ch. 285 (B) 104.9mc 0.5kw					
MEADVILLE WMGW 1947	1490 250	Meadville Bcstg. Service, Inc. First National Bank Bldg. 46-725		H. C. Winslow, p Robert Trace, sm & sd	Francis W. Richmond, cm Zane Knauss, pd	Hoyt Stout, ce L-W, Wld. UP GE WH
WMGW- FM 1947	Ch. 262 (B) 100.3mc 10kw					
MORRISVILLE WBUD 1947	1490 250 (CP) Trenton N.J. 1260 1,000 DA-1	Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107	McGillvra	Richard M. Hardin, gm	James Stolcz, sm	Wld. AP
NANTICOKE WHWL 1946	730 1,000-D	Radio Anthracite, Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, p	Jones Evans, gm	CAP., SES., St. UP
NEW CASTLE WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Building 5050	MBS Quaker Meeker	S. W. Townsend, p A. W. Graham, sta. & cm Shirley Kerr, pd & wd	Gene DeCaprio, pmm Robert Emch, ce Len Mohnkern, nd	Lou Dayton, fd Harry Reith, sd Wld. UP RCA Col.
WKST-FM 1948	Ch. 266 (B) 101.1mc 3kw					
NEW KENSINGTON WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	Continental	C. Russel Cooper, p	Edward J. Kroen, g & cm & pd	W. W. Neely, ce L-W, SES., Cole UP RCA
NORRISTOWN WNAR 1946	1110 500-D	Norristown Bcstg. Co. Norristown 8-7600	Walker	Farris E. Rahall, p Joseph A. Pace, gm	Buddy Erode, pd & sd Sam Geise, ce	James Nellany, nd Eileen Stuart, wd SES. AP G
OIL CITY WKRZ 1946	1340 250	WKRZ, Inc. 201 Fair Bldg. 4-1269	MBS, LBS KBS Quaker	Kenneth E. Rennekamp, p & gm Joseph Connor, cm & sd	Richard Thompson, pd & nd Roland Phillips, pmm	Gerald Cushing, ce Pat Nuhfer, fd Wld. UP RCA
PHILADELPHIA KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations, Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Walter Evans, (WRS), p Lester R. Rawlins, gm Robert H. Teter, slm Gordon Davis, pd	Paul I. Woodland, pmm I. N. Eney, ce James Gantz, nd William Givens, fd	Lee Allen, co-sd Alan Gans, co-sd Ruth Welles, wd St. UP, INS WH
KYW-FM 1942	Ch. 223 (B) 92.5mc 20kw					
WCAU 1921	1210 50,000	WCAU, Inc. 1622 Chestnut St. Locust 7-7700	CBS	Donald W. Thornburgh, p & gm Joseph Connolly, vp & pd Robert N. Pryor, vp & pmm	John G. Leitch, vp & d of engrg. Joseph L. Tinney, asst. gm John DeRussy, cm	Alfred Ringler, nd Amos Kirby, fd Wm. Campbell, sd Creighton Stewart, wd L-W AP, UP RCA GE
WCAU-FM 1941	Ch. 251 (B) 98.1mc 11kw					
WCAU-TV 1948		WCAU, Inc. 1622 Chestnut St.				

(For full information see TELECASTING Yearbook)

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Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
PHILADELPHIA (Cont'd.)						
WDAS 1922	1400 250	Max M. Leon, Inc. 1211 Chestnut St. Locust 7-7400	Forjoe	Max M. Leon, p Robert A. Klein, g & cm	M. Leonard Matt, asst. m & nd Richard Booth, pd	Frank W. Unterberger, ce Sherry O'Brien, sd AP
WFIL 1922	560 5,000 DA-2	Triangle Pub., Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker Katz	Roger W. Clipp, gm John D. Scheuer Jr., Asst. gm Norman R. Prouty Radio slm	George A. Koehler, d of adv & prom. T. E. Paisley, Asst. pd Louis E. Littlejohn, ce	Joseph E. Dooley, publ. d Howard Jones, fd Thomas M. Moorehead, sd Mary Jones, wd Assoc. AP RCA
WFIL-FM 1941	Ch. 271 (B) 102.1mc 10kw					
WFIL-TV 1947		Triangle Pub., Inc. Widener Bldg.		(For full information see TELECASTING Yearbook)		
WFLN(FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Co. 8200 Ridge Ave. Ivyridge 2-6000		Lawrence M. C. Smith, p Raymond S. Green, vp & gm	William M. Davison, slm	John K. Thomas, ce Assoc. UP Col.
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058		William A. Banks, p & cm Dolly Banks, g & pmm	Annette Oromaner, pd & wd Arnold Goldman, ce	Len Stevens, n Jerry Gaines, sd Lee Stewart, fd AP RCA
WHAT-FM 1948	Ch. 287 (B) 105.3mc 20kw			Len Stevens, prod. m		
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp	Edward D. Clery, g & cm Douglas Arthur, pd Rupe Werling, pmm & nd	John H. Henninger, ce Ray Walton, sd L-W UP WE
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw					
WIP 1922	610 5,000 DA-1	Penna. Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p & gm Ralf Brent, d of sls Clyde Spitzner, loc. cm Murray Arnold, pd Edward Wallis, pmm	Clifford Harris, tech. sup. Varner Paulsen, asst. pd Sam Serota, sp. events d Reginald Harris, ce Sam Ettinger, n & fd	Jim Leaming, supr. of sports bcstrs. Stoney McLinn, supr. of sports bcstrs. Mary Biddle, wd Wld. AP, UP WE
WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw					
WJMJ 1948	1540 1,000-D	Patrick J. Stanton St. James Hotel Kingsley 5-7000	McGillvra	Patrick J. Stanton, p & gm Charles Stahl, cm	Michael Deegan, pd Jo Oris, pmm Alec F. Iles, ce	Robert Gallagher, n & sd Ruth Chilton, wd SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-4383	LBS Rambeau	William H. Sylk, p Wm. B. Caskey, g & cm Jules Rind, pd	Sam Elber, pmm Charles W. Burtis, ce	James Bowler, nd Matt Guokas, sd AP, UP WH
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw					
WPTZ(TV) 1941		Philco Television Bcstg. Corp. 1600 Architects Bldg.		(For full information see TELECASTING Yearbook)		
WTEL 1925	860 250-D	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 5-1310	Indie	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce	Theodora Kay, wd
PITTSBURGH						
KDKA 1920	1020 50,000	Westinghouse Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Walter Evans, (WRS, Inc.), p Joseph E. Baudino, (WRS, Inc.), gm	Robert G. Duffield, gm George D. Tons, slm Robert E. White, pd	David N. Lewis, pmm T. C. Kenney, ce Thes. AP, UP WH
KDKA-FM 1942	Ch. 225 (B) 92.9mc 9kw					
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS Tri-State Weed	Earl F. Reed, p James F. Murray, g & cm Edwin Trageser, act. pd & pmm	James Schultz, ce Bill Burns, nd	Harold (Pie) Traynor, sd Jane Gibson, wd Wld., SES. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE, Inc. William Penn Hotel Atlantic 1-6900	ABC Quaker Katz	Leonard Kapner, p & gm Carl M. Dozer, cm R. Clifton Daniel, sm & pd	Ed Brown, publ. d & pmm James H. Greenwood ce,	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd Wld. AP, INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw				 WH
WDTV(TV) 1949		Allen B. DuMont Labs., Inc. 750 Bloomfield Ave. Allwood, Clifton, N. J.		(For full information see TELECASTING Yearbook)		
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House 411 7th Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm John H. Buchheit, c & pmm James M. Hughes, pd	Walter W. McCoy, ce Cal T. Mara, publ. d Marian Caughey, traffic m Fred R. Davy, prod. d	Lee Kelton, mus. d Henry Dabeco, nd Robert Pince, sd L-W UP WE
WJAS-FM 1948	Ch. 259 (B) 99.7mc 24kw				 TP
WKJF(FM) 1948	Ch. 229 (B) 93.7mc 20kw	Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2626	LBS H-R Reps.	Agnes J. Reeves Greer, p George L. Sutherland, management consultant	Ralph Weithorn, pd	August Borgen, ce Wld. UP WE
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce L-W AP

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WPIT 1947	730 1,000-D	WPIT, Inc. Pitt Bldg. Atlantic 1-1900	ForJoe	John J. Laux, p Don Ioset, vp, m, c & pmm	George Varnum Jr., pd, n & sd	Michael Komichak, ce Lillian R. Carson, wd	SES. UP G
WWSW 1932	970 5,000 DA-2	WWSW, Inc. Hotel Sheraton Grant 1-5200	Blair	O. M. Schloss Jr., p Ben W. Muros, sm	Harold J. Goldstein, pmm Henry R. Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd UP WH
WWSW-FM 1941	Ch. 233 (B) 94.5mc 8.5kw					 GE

POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000	Rambeau	Herbert Scott, gm Clifford M. Chafey, slm	Ralph E. P. Mellon, ce	Sid Omarr, ne Charles King, sd Faye Scott, bkpr.	Thes. UP
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POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service, Inc. 106 S. Centre St. 5050	MBS Quaker McKinney	Joseph L. Maguire, p Louis H. Murray, gm & pd Frank L. Tamulonis, cm	Milton Seltzer, ce Joe Yorke, nd	John Samm, sd Margaret Portner, wd	Assoc. UP G
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WPAM-FM 1947	Ch. 238 (B) 95.5mc 5.1kw					 RCA
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WPPA 1946	1360 1,000-LS 500-N DA	Pottsville Bcstg. Co. 8 S. 2nd St. 4744	LBS	A. V. Tidmore, p, gm & ce Ralph L. Price, cm	Edward Romance, pd & sd William Tidmore, nd	Romaine Scott, wd	Wid. AP WE
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WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw			William Penn Tidmore, pd	Robert Schnauffer, ce	 RCA
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READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 7-335	ABC Quaker Headley- Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd & pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP
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WEEU-FM 1947	Ch. 225 (B) 92.9mc 9kw					 Ray.
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WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reprs.	Humboldt J. Greig, p & gm Richard G. Fichtchorn, cm	Alan Lane, pd & nd Art Heim, pmm Joseph McCormack, ce	Sam Black, fd James D. Lindemuth, sd Priscilla Parker, wd AP Ray.
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WRWA 1922	1340 250	Reading Bcstg. Co., Inc. 19 N. 5th St. 7173	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, gm	J. Robert Gulick, gen. slm. J. E. Mathiot, tech. d.		Wid. UP
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RED LION

WGCB 1950	1440 1,000-D	John M. Norris Box 88 33471	Kennedy	John M. Norris, o & d, gm & asst. gm	Stanley L. Deppen, pd Vincent Freeman, slm	M. H. McDowell, ce UP G
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ROCHESTER

WRYO 1949	1050 250-D	Beaver Valley Radio Co. Cleveland Ave. 4660		Michael Baker Jr., o David R. Burkhart, g & cm	Lois M. Huey, pd, pmm & wd	Phillip R. Hurlbut, ce Charles Berecek, nd	Thes. UP WE
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SAYRE

WATS 1950	1470 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Tally 0961	KBS	Thompson K. Cassel, o Shaun F. Murphy, sm Walter Knowles, cm	Richard Buzzerd, pd Stan Hinden, pmm & nd Benjamin A. Franklin, ce	Larry Monroe, fd Bill Lawson, sd	Thes, Wid. UP Ray.
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SCRANTON

WARM 1940	1400 250 CP: 590 5,000 DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Joseph H. Salsburg, pd	Mary Lynott, pmm Roswell J. Parker, ce Dave Griffiths, sd	 UP
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WGBI 1925	910 1,000-LS 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 6296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, g, c & pmm	Frank Monaghan, pd Kenneth R. Cooke, ce Robert E. McDowell, sm	Thomas Powell, nd Ralph White Jr., sd	Wid. AP GE
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WGBI-FM 1949	Ch. 267 (B) 101.3mc 1.8kw					 WE
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WQAN 1923	630 500-D	Scranton Times 149 Penn Ave. 5151	Bolling	Elizabeth R. Lynett, ptrn. Edward J. Lynett, ptrn. Cecil Woodland, g & cm	Robert R. Flanagan, pd John P. McGoldrick, ce William Cullen, nd	Jack Guinan, sd Margaret M. Mulrooney, wd	Assoc., SES., St. AP, UP
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WQAN-FM 1948	Ch. 222 (B) 92.3mc 1.8kw		Rural Radio				
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PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
SCRANTON (Cont'd.)							
WSCR 1947	1320 1,000-LS 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	NBC Walker	David M. Baltimore, p & gm Barry Sherman, pd & sd	Willard Shimsky, ce Ted Foreman, nd	Jess Landenberger, fd Anne Culkin, wd	L-W AP Ray.
SHAMOKIN							
WISL 1948	1480 1,000 DA-N	Radio Anthracite, Inc. Rock & Sunbury Sts. 2650	MBS Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, g, c & pmm	Richard Owen, pd & sd Bernard Marshall, ce	Dottie Ward, wd	Thes. AP RCA
SHARON							
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p & gm Marc McCulloch, pd	Evelyn L. Keller, publ. d A. C. Heck, ce	Harold Smith, prod. d Johnny Pepe, sd	Assoc., Cap. Wid. UP WE Fed.
WPIC-FM 1947	Ch. 275 (B) 102.9mc 26kw						
SOMERSET							
WVSC 1951	990 250-D	Somerset Bcstg. Co. Box 231 4186		T. H. Opegard, g & cm	Ernest E. Mark, pd & sd	Carl R. Lee, ce & sm	St. UP G
STATE COLLEGE							
WMAJ 1945	1450 250	Centre Bcstrs., Inc. Box 888 4959	MBS	Richard J. Kennard, p Alethea M. Ulerich, gm Miriam Krebs, cm & wd	Milton J. Bergstein, m & sd John J. Pfeil, pd & nd	Douglas Beman, ce James M. Lias, fd	Wid. AP G
ST. MARY'S							
WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS	C. H. Simpson, ptrn. & gm K. E. Rennekamp, ptrn.	George A. Clark, cm John A. Fay, pd Fred R. Hutchison, pmm David Castlebury Jr., ce	G. A. Hoffman, d of pub. affairs Anson F. King, nd Arnold Kuhn, fd Herbert F. Martin, sd Bess A. Kallas, wd	St. AP G
STROUDSBURG							
WVPO 1948	840 250-D	Pocono Bcstg., Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Elton Hall, sm	Joseph Webster, pd & nd Ernest Transue, ce	Joseph Whalen, sd	Assoc. UP Col.
SUNBURY							
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	ABC Quaker	Harry H. Haddon, p Homer R. Smith, gm W. Robert Trevitt, cm	Eleanor Mertz, office m Basse A. Beck, secy-treas. Michael J. Kane, pd & wd	Nelson Futch, pmm & nd John W. Keller Jr., ce	L-W AP Col. RCA
WKOK-FM 1947	Ch. 231 (B) 94.1mc 4.4kw						
UNIONTOWN							
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. 732 Fayette Title & Trust Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p & gm Harry C. Burwell, c & pmm	Charles Underwood, pd & nd Thomas J. Kikta, ce	Rex Carter, fd James Gismondi, sd Marion J. Rittenhouse, wd	SES. UP Col.

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

There's New LIFE in SCRANTON

Ever Since W S C R . . .

Became The NBC Affiliate!

We're bringing to the vast market of 350,000 listeners in the Scranton area the favorite NBC Programs! Yes, more than 50% of all NBC Commercial Programs are already booked and aired here in Scranton

since we joined America's No. 1 Radio Network! There's tremendous Sponsor interest in WSCR since we became a full-time station with 1,000 Watts Day and 500 Watts Night on 1320!

Call THE WALKER CO.

or

STATION W S C R — DAVID M. BALTIMORE, Pres. & General Manager
Phone 5242—116 Adams Ave., Scranton, Pa.

WARREN

WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. First Nat'l. Bank Bldg. 3032	A. David Potter Jr., p & gm James W. Potter, cm	W. LeRoy Schneck, pd Homer M. Haines, ce	Charles Tranter, n & sd Ann Stewart, wd	Thes. AP Ray.
WRRN(FM) 1948	Ch. 222 (B) 92.3mc 2.2kw	(WNAE, AM Affiliate)	MBS		 G, Ray

WASHINGTON

WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel Bldg. 4870	MBS McGillvra	William S. Yard, p A. Boyd Siegel, gm	Peter Stanton, cm Mitchell Gray, pd & nd	H. E. Cooper, ce Jack Welch, sd	Wld. UP G, Ray.
WJPA-FM 1949	Ch. 282 (B) 104.3mc 6kw						

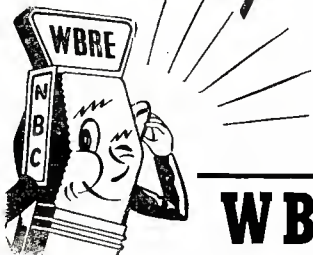
WILKES-BARRE

WBAX 1922	1240 250	John H. Stenger, Jr. 85 W. Union St. 3-0196	MBS Burn- Smith	John H. Stenger Jr., p & ce John H. Stenger III, gm	Ed Kuzma, pd Milan J. Krupa, asst. ce John C. Foster, nd	Jim Hutchison, fd Jones Evans, sd Sally Shortz, wd	Assoc. UP WE
WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, o David M. Baltimore, gm A. C. Baltimore, cm	Franklin D. Coslett, pd & na Charles Sakoski, ce	Louis Savitt, mus. d Jim McCarthy, sd	Wld. AP RCA
WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.2kw						
WILK 1951	980 5,000-LS 1,000-N-DA-2	Wyoming Valley Bcstg Co. 88 N. Franklin St. 4-4666	ABC Quaker Avery- Knodel	Dr. Isaiah C. Morgan, p Roy E. Morgan, gm Thomas P. Shelburne, sm	Harry P. Butler, cm Harold Berg, pd Theodore S. French, ce	Chas. L. Whittier, n & sd James Hutchison, fd	L-W, Thes. UP WH
WILK-FM 1948	Ch. 241 (B) 96.1mc 3.1kw						

WILLIAMSPORT

WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676		J. T. Keliher, p George Lewis, vp Victor C. Wise, secy-treas.	Joseph P. Keliher, d Richard W. Bower, g & John C. Spicer, cm	Vern Hester, pd Kenneth Calahan, ce Bill Deuel, sd Joan Krimm, wd	Thes. AP G
WLYC-FM 1949	Ch. 286 (B) 105.1mc 3.2kw					 RCA
WRAK 1930	1400 250	WRAK, Inc. 244 W. Fourth St. 2-6116	NBC McKinney	George E. Joy, gm J. Wright Mackey, cm Leon E. Kelly, pd	Everett Rubendall, pmm W. Van Person, treas. Glen Sherman, ce	Irving A. Berndt Jr., nd Grace Baier, wd	Assoc., L-W AP RCA
WRAK-FM 1948	Ch. 262 (B) 100.3mc 3.2kw						
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Place 7119	CBS Burn- Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm J. David Fleming, cm	Louis C. Cate, pd & pmm Carl Steinbacher, ce Jerry Kreeger, nd	Will Moyle, f & mus. d Bill Gardner, sd Kay Sasso, wd	Wld. UP RCA

**Wilkes
Barre's
Reliable
EARWay***



**If You Want Coverage
That Counts . . .**

. . . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

* EARWAY . . . means listening power!

**WBRE AM and FM
NBC AFFILIATE WILKES-BARRE, PA.**

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Library, News Transc. Li- Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
YORK							
WNOW 1948	1250 1,000-D	Broadcast Div., Helm Coal Co. 25 S. Duke St. 8-2911	LBS	Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd	Edwin L. Jay, pmm & pub. rel. d Willis N. Weaver, ce Albert H. Gladding, nd	George Hack, fd Chuck Rawlinson, sd Jane Candy, wd	Assoc. AP RCA
WNOW-FM 1948	Ch. 239 (B) 105.7mc 13kw					 Col.
WORK 1932	1350 5,000-LS 1,000-N DA-N	York Bcstg. Co., Inc. 13 S. Beaver St. 6629	MBS, NBC Meeker	Clair R. McCollough, sta. exec. LeRoy K. Strine, gm	James R. Wilson, pd J. Robert Gulick, gen. slm	J. E. Mathiot, tech. d	Thes. UP
WRZE(FM) 1948	Ch. 253 (B) 98.5mc 3kw	White Rose Bcstg. Co. 31 E. King St. 82-373	Continental	Charles Gitt, p	Michael Rebert, vp & gm	Quinten G. Cumeralto, sm, pd & ce	Assoc. AP RCA
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. R. D. 5 81308	ABC Quaker Radio Reps.	Louis J. Appell Jr., p Walter J. Rothensies, evp	Philip K. Eberly, c & pmm Otis Morse, pd & nd Llewellyn Jones, ce	Herman Stebbins, fd Fred Shaffer, sd Ethel Gray, wd	Wld. AP RCA
WSBA-FM 1942	Ch. 277 (B) 103.3mc 20kw						

RHODE ISLAND

NEWPORT							
WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Corp. Newport 4673	Devney	Columbus O'Donnell, p Warren G. Clement, gm & pd	Henry N. Peterson Jr., cm	John Stewart, nd	Assoc., Wld. AP G
PAWTUCKET							
WPAW 1950	1380 500-D	Roger Williams Bcstg. Co., Inc. 34 N. Union St. 5-9000	KBS Colton	Dominick A. Hysko, p & treas. Allen Jones, secy., g & cm	Paul Garnett, pd Henrietta Brazeau, pmm & wd	Jim Bonney, ce Richard Alarie, nd Austin Joyce, sd	Mac. UP G
PROVIDENCE							
WDEM 1947	1290 500-D	Narragansett Bay Bcstg. Co. 111 N. Main St. Jackson 1-6565	Nat'l. Time Sales	Louis A. R. Pieri, p John C. Martin, gm George P. Duffy, pmm	George Arabak, ce Sumner Pearl, nd	David Rosehill, sd Courtney Mitchell, wd UP WE
WDEM-FM 1948	Ch. 299 (B) 107.7mc 20kw					 GE
WEAN 1922	790 5,000 DA-2	Thomas W. Lee Enter- prises, Inc. Crown Hotel Temple 1-0800	MBS Yankee H-R Reps	William O' Neil, p Mowry Lowe, g & cm	Donald W. Morton, pd & pmm Harry H. Tilley, ce	Dexter MacMullen, nd Carolyn Wallace, wd	Assoc. AP WE
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Kettel- Carter Headley- Reed	Robert T. Engles, gm George Taylor, pd	Gus Parmet, slm & sd John E. Metts, bus. m	Carroll Philbrook, ce Bruce Williamson, nd AP
WJAR 1922	920 5,000 DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8521	NBC New England Weed	George O. Griffith, vp & treas. John J. Boyle, gm	M. Sothern Abbott, sls. & prog. m Thomas C. Prior, ce	Benjamin Boyden, nd Betty Gunning, wd	Wld. AP WE
WJAR-FM 1948	Ch. 238 (A) 95.5mc 14kw					 GE
WJAR-TV 1949		The Outlet Co. 176 Weybosset St.					(For full information see TELECASTING Yearbook)
WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Avery- Knodel	G. Pierce Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, fd	St., Wld. AP, UP WE
WPJB-FM 1948	Ch. 286 (B) 105.1mc 20kw					 GE
WPRO 1924	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantation 1-9776	CBS New England Raymer	William S. Cherry Jr., p Arnold F. Schoen Jr., g & cm	John A. Owen Jr., pd	John V. Ferri, ce	L-W, Thes. AP, UP RCA
WPRO-FM 1948	Ch. 222 (B) 92.3mc 20kw					 WE
WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	LBS Forjoe	Frank Rao, p Nicholas Ruggieri, gm	Floyd Keesee, cm Don Rogers, pd	Fabian Hume, pmm Richard Buckley, ce	Assoc. GE
WESTERLY							
WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	KBS Colton Bannan	R. G. Moore, p Warren M. Greenwood, g & cm	Brud Warren, pd, pmm & nd Malcolm Larned, ce Lee S. Greenwood, treas.	Charles Davis, fd Vin Collie, sd Frances Aronson, wd	L-W UP Ray.
WOONSOCKET							
WWON 1946	1240 250	Woonsocket Bldg. Co. 99 Main St. 1240	MBS	Millicent S. Palmer, p Esther P. Hudson, treas.	Mitchell F. Stanley, sm		Wld. AP
WWON-FM 1949	Ch. 288 (A) 105.5mc 0.39kw						

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

★ ★ ★
COVERAGE

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

★ ★ ★
AUDIENCE

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

more
New Englanders
listen to WPRO
than any other
Rhode Island
station.

to reach the
most buyers,

BUY BASIC...



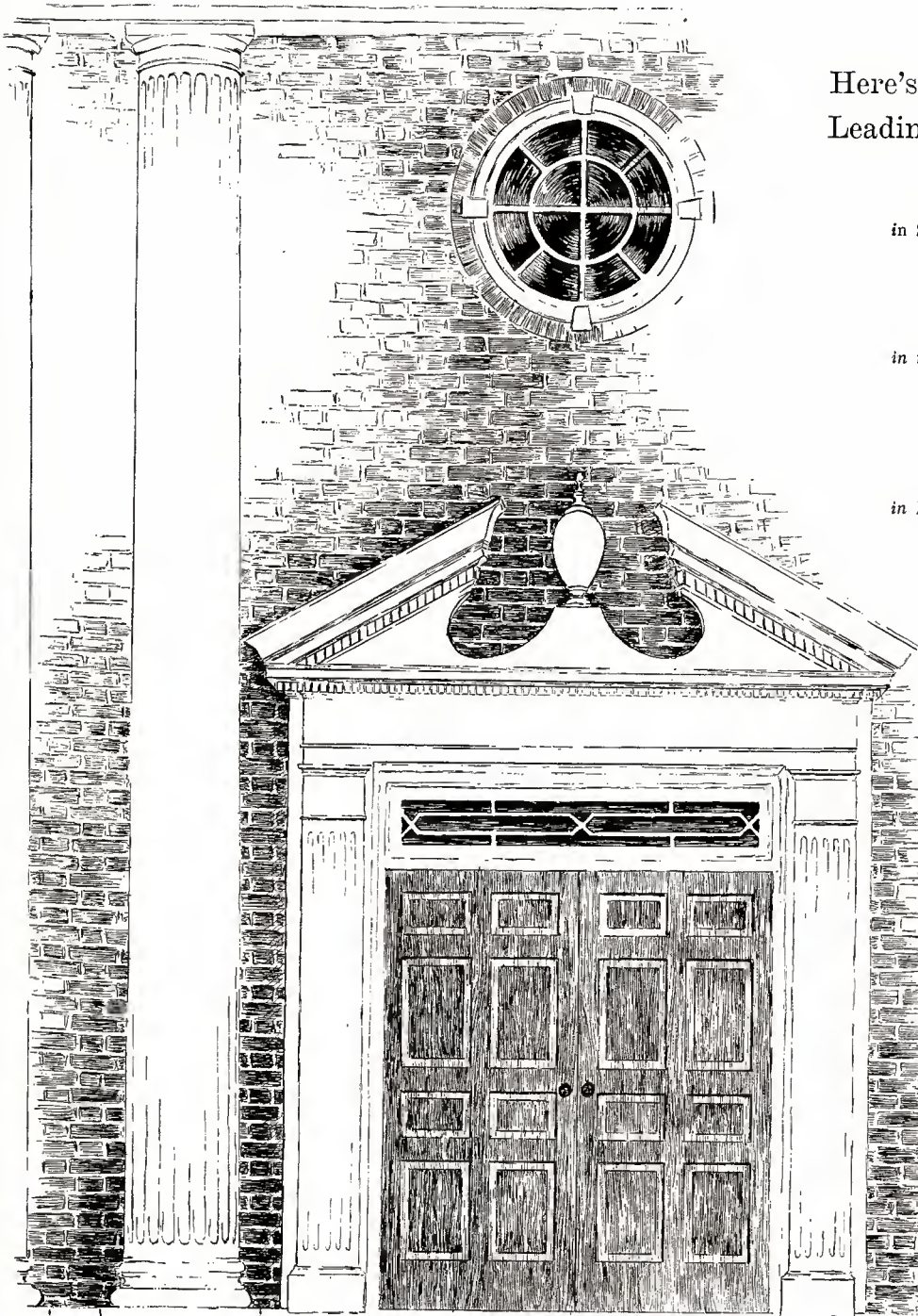
WPRO AM
& FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
AIKEN						
WAKN 1951	990 1,000-D	Aiken Electronics Adv. Corp.		B. T. Whitmore, p Jack Younts, vp	J. P. Williamson, vp John Mare, secy-treas. & mgng. d	W. W. Primm, ce AP G
ANDERSON						
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS Palmetto Burn-Smith Clayton	Wilton E. Hall, o Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd V. Czapko, pmm H. E. Greene, ce	M. Gilliard, nd R. Stanfield, sd Wld. INS WE
WCAC(FM) 1947	Ch. 266 (B) 101.1mc 41kw	(WAIM, AM Affiliate)				
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs., Inc. P. O. Box 211 3262	MBS Devney	C. R. Johnson Sr., p, treas. & gm Richard Warner, slm	Carroll Lee, pd & pmm Al Pratt, ce Bob Fant, sls. rep.	Harry Carroll, nd Bob Liverance, fd Joe Lipton, sd Jo Callahan, wd St. UP WE
BENNETTSVILLE						
WBSC 1947	1550 10,000-LS 5,000-N DA-N	Bennettsville Bcstg. Co. P. O. Box 639 1080	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm	James M. Wiggins, cm Ervin T. Melton Jr., pd & nd	Marquerite Creech, pmm John S. Gronert, ce Charles Sligh, sd AP G
CAMDEN						
WACA 1948	1590 1,000-D	Camden Bcstg. Corp. Camden 80	Clayton	H. S. Bowden, p Tom Richards, g & cm	Chuck Ballard, pd, n & fd (Mrs.) Inez Kilby, pmm	T. F. Richardson, ce Betty Chichester, wd Cap. UP
CHARLESTON						
WCSC 1930	1390 5,000 DA-N	WCSC, Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p Roland Weeks, cm Russell Long, prog. m	Bill Ellis, pmm Wilbur Albee, ce Robert Truere, nd	Robert Tamblin, fd George Norwig, sd Sandra Lyon, wd Wld. UP WH REL. L-W UP RCA
WCSC-FM 1948	Ch. 245 (B) 96.9mc 36kw					
WHAN 1947	1340 250	Charleston Bcstg. Co. Box 183 3-1643	ABC Burn-Smith	S. Lewis Johnson, p Traynor Ferillo, act. m & pd	William P. Birchfield, ce Ray Thomas, sd	Hilda Edwards, wd
WPAL 1947	730 1,000-D	George G. Weiss 149 Wentworth St. 3-6428	Pearson Clayton	Laurens P. Moore, gm	Bob Chrystle, cm	
WTMA 1939	1250 5,000-LS 1,000-N DA-N	Atlantic Coast Bcstg. Co. Box 297 2-2961	NBC Blair	Edward Manigault, p Douglass M. Bradham, gm	Grange S. Cuthbert Jr., cm Vernon M. Bushong, pd	Kay Martin, pmm U. Gordon Knight, ce Alicia Rhett, wd Assoc. AP WH
WTMA-FM 1947	Ch. 236 (B) 95.1mc 49kw					
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS Radio Reps.	J. Drayton Hasite, g & cm		
CHESTER						
WGCD 1948	1490 250	Craig Bcstg. Co. 128 Main St. 1171	MBS McGillvra	A. B. Craig, p Morgan J. Craig, vp	Arthur Cornwall, gm, pd & nd David Phillips, cm	J. L. Kennedy, pmm & sd Vernon Cameron, ce Fred Stewart, fd AP GE
COLUMBIA						
WCOS 1939	1400 250	Radio Columbia Inc. 1202 Main St. 2-5601	ABC, LBS Headley-Reed	E. D. Black, p James W. Hicks, gm Law Epps, cm	Stewart Spencer, pd John Ropp, pmm Roby D. Lambert Jr., ce	Arthur Tate, nd J. Wayne Poucher, sd Barbara Allen, wd Wld. AP RCA
WCOS-FM 1951	Ch. 250 (B) 97.9mc 5.3kw					
WIS 1930	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d	Miller Montgomery, loc. slm Frank Harden, pd Steve Libby, pmm Herbert G. Eidson Jr., ce	Addison P. Penfield, nd Adrian Munzell, fd Hub Terry, sd Kay Collins, wd St., Thes. UP WE
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	Marseco Bcstg. Corp. 1127 Lady St. 28659	CBS H-R Reps.	C. Wallace Martin, p & gm Grenville Seibels, pd & nd	Frances Tuttle, pmm John C. Cosby, ce	Ed Osborne, sd Ruth Gottlieb, wd Assoc., L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS Forjoe	H. Moody McElveen, gm W. C. Bochman, cm	Martha Mathews, pmm Donald Willoughby, ce	Pat Fitzgerald, nd Andy Gary, sd AP RCA
CONWAY						
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra			
DILLON						
WDSC 1948	800 1,000-D	Border Bcstg. Co. Highway 301 470	MBS	L. B. Hyman, p Joseph Martin, gm Alelaide Monroe, cm	Jim Murff, pd & sd Lee Lumpkin, pmm & nd Chris. Stromberg, ce	Al. Mozley, office m Ella Rauch, traffic d Pete Poteatie, fd Thes. UP G RCA
WDSC-FM 1951	Ch. 226 (B) 92.9mc 8.8kw					
EASLEY						
WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS	J. Lake Williams, p Joel N. Hinton, vp Robert O. Moran, gm	Cleatus Brazzell, cm William D. Grove, pd	Ben A. Jones Jr., ce Sue Shaw, wd Cap. UP

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Here's Why WIS is South Carolina's Leading Radio Station—

in South Carolina . . .

In 40 of S. C.'s 46 counties, WIS has a weekly daytime audience of 145,960 families. 60% of these listen to WIS 6 or 7 days weekly.*

in the Columbia trading area . . .

WIS has a weekly daytime audience of 104,810 families with 67.3% listening to WIS 6 or 7 days weekly.* This 20-county area is the state's *largest* market.

in Metropolitan Columbia . . .

WIS has a weekly audience of 29,360 families with 80% listening to WIS 6 or 7 days weekly.* Columbia, South Carolina's centrally located capital, has a population of 85,949, by far the state's largest city. Sales Management estimated 1951 retail sales at \$136,965,000.

There is no TV station within approximately 95 miles of WIS.

WIS has been NBC for 20 of its 21 years—has supplemented its network features with exceptional programming which pulls mail orders from all over South Carolina and from North Carolina and Georgia counties.

*BMB, Spring 1949

*G. Richard Shafto, General Manager
J. Dudley Saumentig, Managing Director*



For all the facts, write WIS—or ask Free and Peters.

**NO OTHER STATION
SERVES SOUTH CAROLINA LIKE THIS!**

An Operation of The
Broadcasting Company of the South

Serving South Carolina from COLUMBIA, S. C.
560 KC—5000 W

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
FLORENCE						
WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC Palmetto Walker	Eugene E. Stone, p Paul H. Benson Jr., g & cm	Sam I. Latimer Jr., pd & nd Frank A. Jenne, ce	Cap., Wid. AP WH UP
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS, LBS	Melvin Purvis, p & gm A. P. Skinner, asst. m & cm	Jim Putnam, pd & pmm W. A. Fritchett, asst. m & ce	UP
GAFFNEY						
WFGN 1948	1570 250-D	Cherokee Radio Co., Inc P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm & nd (Mrs.) Velva Wilder, cm	(Mrs.) Evelyn Parrott, pd & wd (Mrs.) Virginia Gertz, pmm	L-W UP Ray.
GEORGETOWN						
WGTV 1949	1400 250	Georgetown Bcstg. Co., Inc. 216 S. Fraser St. 621	MBS Cooke	Dr. John T. Assey, p	J. B. Delzell, gm Allen B. Wester, sd	Ray.
GREENVILLE						
WAKE 1950	1490 250	Piedmont Bcstg. Co., Inc. 400 Mayberry St. 5-7406	CBS, MBS Taylor	V. D. Ramseur, p J. S. Ayers, gm Edward L. Martin, cm	Robert W. Edwards, pd & pmm H. A. Morris, ce	Wayne Davis, n & fd Jerry Mosteller, sd Lidia L. Walters, wd
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	LBS Walker Keller	Mrs. Scott Russell, p W. Ennis Bray, gm Gordon R. Anderson, sls. d	David A. Moss, pd Evalena Briers, pmm & wd F. B. Bailey, ce	J. Davenport, traffic d Jack Strong, nd Jimmy Simpson, fd W. A. Mullinax, sd
WESC-FM 1947	Ch. 223 (B) 92.5mc 12.5kw					
WFBC 1933	1330 5,000 DA-N	News-Piedmont Co. Polnssett Hotel 2-7616	NBC Avery- Knodel	Roger C. Peace, p B. T. Whitmire, gm R. Q. Glass Jr., cm	Newton S. Smyth, pd & fd Paul H. Chapman, pmm W. E. Garrison, ce	Norvin C. Duncan, nd Verner F. Tate, sd Alice Wyman, wd
WFBC-FM 1948	Ch. 229 (B) 93.7mc 8.7kw					
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. P. O. Box 1499 3-2751	ABC Weed	R. A. Jolley, p & m J. E. Jolley, secy-treas. Ken Wilson, c & pmm	Bill Arrington, pd George Tate, ce Claude Freeman, nd	Wid. AP Col. Fed.
WMRC-FM 1947	Ch. 235 (B) 94.9mc 3.9kw					
WMUU 1947	1260 1,000-D	Bob Jones U. Greenville 26711		Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm & fd	Marvin Steffins, cm Robert J. Vrzal, asst. sm Don C. Smith, ce	Elmer Rumminger, nd Glen Schunk, sd Julia Boyajian, wd
GREENWOOD						
WCRS 1941	1450 250	Greco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Crosland, gm & nd Ralph Norman, cm	Randall Davidson, pd & sd Charles Sparks, ce	(Mrs.) Betty McDonald, pmm & wd L-W, St. AP RCA
WCRS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw					
GREER						
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1057	KBS	E. A. Burch, ptrn. & gm W. R. Frier, ptrn. Chester Munson, cm	Vernon Fox, pd & nd Joe Cole, ce & sd Perry Childers, fd & asst. ce	Betty Beers, wd & office m L-W UP G
HARTSVILLE						
WHSC 1951	1450 250	Hartsville Bcstg. Co., Inc. 1306 College Ave. 654	MBS KBS	Charles H. Campbell, p Raymond Caddell, gm & nd	Gerald Quick, cm & sd Ernest Stokes, pd & fd	Donald A. Brienens, ce Cap. AP Ray.
KINGSTREE						
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761		E. G. Robinson Jr., ptrn., g & cm	M. L. Few, ptrn. D. H. I. Owens, ce	Tilla J. Robinson, wd L-W, Wid. AP
LANCASTER						
WLCM 1951	1360 1,000-D	Arthur Wilson Davis 103 S. Catawba St.				
LAURENS						
WLBG 1945	860 250-D	WLBG Inc. Greenville Highway 2-2331	KBS Palmetto	James C. Todd, p Bob Ross Smith, g, c & pmm & nd	Herb Widmark, pd Jack H. Taylor, ce Murel Alphis Ashley, fd	Richard Todd, sd Betty Barter, wd SES., Wid. UP Ray.
MULLINS						
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. P. O. Box 41 3901	KBS, LBS	William G. Smith, p W. L. Harrelson, vp	James F. Ramsey, g & cm & sd	Robert Allen, pd & pmm George Magera, ce L-W UP Ray.
MYRTLE BEACH						
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061	LBS	Elizabeth Evans, p & gm S. W. Monroe, c & pmm	Gaines Gough, pd W. C. Evans, ce	Tom Lee, fd Betty Dale, wd G
NEWBERRY						
WKDK 1946	1240 250	Newberry Bcstg. Co., Inc. 10 Radio Drive 143	MBS, KBS Palmetto	John F. Clarkson, p James F. Coggins, gm & sd	Emory Bedenbaugh, cm Marcia Coggins, pd & wd	Charles Bowers, pmm, n & fd Ray Gilliam, ce Wid. AP Ray.

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GREENVILLE

Largest Metropolitan Area in South Carolina

Greenville, listed for the first time by the U. S. Census in 1950 as a "Standard Metropolitan Area," ranks 103rd in the nation and FIRST in South Carolina. Greenville leads in the four important classifications listed below, and in many others, including Automotive Registration, Family Income, Building Permits, and Value of Manufactured Products.

This market can best be reached by the use of radio station WFBC, which leads in circulation (104,342 homes) and listenership (every weekly survey to date).

	GREENVILLE	COLUMBIA	CHARLESTON
POPULATION	168,152	142,565	164,856
EMPLOYMENT	45,964	26,634	23,217
WAGES	\$112,640,014.	\$62,217,401.	\$48,677,862.
RETAIL SALES	\$151,050,000.	\$136,965,000.	\$125,097,000.

SOURCES: (1) Population: U. S. Census, 1950. (2) Employment: S. C. Employment Security Commission, 1950. (3) Wages: S. C. Employment Security Commission, 1950. (4) Retail Sales: Sales Management 1951 Survey.

Make Greenville YOUR top market in South Carolina
Use the Number 1 station in the state's Number 1 market



WFBC

**5000 Watts · 19 Hours Daily
and WFBC-FM**

93.7 Channel · 60,000 Watts

GREENVILLE, S. C.

THE NEWS-PIEDMONT STATION

NBC Affiliate for the Greenville, Spartanburg, and Anderson Markets
Represented nationally by AVERY-KNODEL, Inc.

SOUTH CAROLINA—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Libr. Service Transmitter
ORANGEBURG						
WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420		C. S. Heneray, p Frank B. Best, gm	Norman M. Matthews, cm & sd Frank B. Best Jr., pd	Gus Browning, ce Betty Hydrick, wd AP RCA
WTND 1948	1270 1,000-D	WTND Inc. 1 Memorial Plaza 1600	LBS Clark	J. I. Sims, p & gm L. Richard Rhame, pd	I. P. Herrington, co-ce	Larry Stiles, co-ce Assoc., Wid. UP RCA
ROCK HILL						
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Nat'l. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., ptrn., gm & ce William C. Beaty, ptrn., sm & pd	Harper S. Gault, ptrn., cm & nd	John C. Greene, loc. slm Cuyler P. Fields, pdm. Wid. AP RCA
WRHI-FM 1949	Ch. 243 (B) 97.5mc 9.4kw					GE
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co., Inc. Robert Marshall Hotel 3175	LBS Palmetto Continental	W. G. Reid, p G. P. Cobb, gm	C. L. Stevens, cm Bill Curry, pd	Tom Byrd, ce Cap. UP G
SENECA						
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co., Inc. Seneca 8234	KBS, LBS Palmetto Continental	J. A. Gallimore, p, g & pmm & nd Fred Shealy, cm	Virginia F. Gallimore, pd & wd	Herbert Hosea, ce Charlie Boyd, sd L-W, SES. UP G
SPARTANBURG						
WORD 1940	910 1,000 DA-2	Spartan Radiocasting Co. 291 E. Main St. 3-2711	ABC Hollingbery	Walter J. Brown, p John W. Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, prog. & pmm Clyde J. Burdette, ce Dick Sanders, nd	Ottis Layton, fd Charlie Newcomb, sd Dorothy Friend, wd Thes. AP G
WDXY(FM) 1948	Ch. 263 (B) 100.5mc 9.2kw	(WORD, AM Affiliate)				WH St. UP WE
WSPA 1929	950 5,000 DA-N	The Bcstg. Co. of the South 224 E. Main St. 3-3621	CBS Blair	Roger A. Shaffer, mgng. d Guy Vaughan Jr., cm Ed McGrath, pd & sd	Tom J. Fleming, pmm & nd Harold Beckholt, ce	Cliff Gray, fd Jane Dalton, wd UP WE
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw					GE
SUMTER						
WFIG 1940	1340 250	Radio Station WFIG, Inc. Radio Center Bldg. 1340	MBS McGillvra	Fulton B. Creech (Con- trolling Stockholder) T. Doug Youngblood, gm	Fulton B. Creech Jr., cm James Marlowe, pd Michael Karvelas, pmm James L. Williams, ce	John Sherman, nd T. O. Bowen, fd Monty Jordan, wd L-W, Wid. UP RCA
UNION						
WBCU 1949	1460 1,000 DA-N	Union-Carolina Bcstg. Co. 210 E. Main St. 1200	MBS Palmetto Continental	E. H. Hughes, p & gm Bill Stribling, cm & fd	Marilyn F. Scruggs, pd, pmm & wd Thomas W. Weathers, ce	Harry Doggette, nd Dick McCoy, sd Thes. UP RCA
WALTERBORO						
WALD 1947	1490 250	Walterboro Bcstg. Co. Box 12 3861	MBS Palmetto	R. M. Jefferies, p Louis M. Neale Jr., gm	Howard Wilson, cm Louis Long, pd	Ralph Keogh, ce & nd Hugh Ward Jr., sd AP Ray.
SOUTH DAKOTA						
ABERDEEN						
KABR (CP)	1220 250-D	Aberdeen Broadcast Service Route #2, Box 173 2534		Delbert T. Hunt, p, gm & ce	Scott Stearns, nd	Virginia M. Hunt, wd St. UP Col.
KSDN 1948	930 1,000 DA-1	Aberdeen News Co. 12 3rd Ave., S.E. 4573	MBS Weed	Henry J. Schmitt, p Byron McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Bob Allard, nd	Russ Kruse, fd Helen Holgate, wd Wid. AP WE
DEADWOOD						
KDSJ 1947	980 1,000 DA-N	Heart of The Black Hills Station Box 462 186	MBS, KBS	John Daniels, ptrn. Eli Daniels, ptrn., gm & ce	Harry Daniels, ptrn. & cm Bill Plunkett, pd	Hugh Williams, nd Paul Steitzer, wd UP
HURON						
KIJV 1947	1340 250	James Valley Bcstg. Co., Inc. 32 2d St., S.E. 765	Lawson	Max F. Staley, m	Dwight Coursex, cm	Thes.
MITCHELL						
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Ohde, cm & pmm	Francis Kelley, ce Robert Wood, n & sd	Glen Ritterbusch, fd L-W UP WE
PIERRE						
KGFX 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS Continental	Ida A. McNeil, o & d g & cm, pd & pmm, nd	Selwyn Ronning, ce	UP RCA
RAPID CITY						
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. 1815 W. St. Joe St. 2000	CBS Headley- Reed	Robert J. Dean, p Abner H. George, g & cm, & pd	Ellen McDonald, pmm & wd A. E. Griffiths, ce	Norm Heffron, nd Ed Denslow, fd Harley Hanson, sd Assoc., Cap., Wid. UP RCA
KOZY(FM) 1949	Ch. 234 (B) 94.7mc 25kw	(KOTA, AM Affiliate)				UP G
KRSD (CP)	1340 250	Heart of The Black Hills Station c/o KDSJ, Deadwood, S. Dak.		John Daniels, ptrn.	Eli Daniels, ptrn. & gm	Harry Daniels, ptrn. UP G
*WCAT 1922	1230 100-D	School of Mines and Technology 500 E. Saint Joseph St. 1603		Ralph G. Johnson, sm		

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COVERAGE
Sure...We've Got It
BUT...
Like the Gamecock's
Spurs...It's the
PENETRATION
WSPA
Has

In This Prosperous Carolina Piedmont
(Spartanburg-Greenville) Area That Makes
This Station Your Most Potent Mass Salesman!



BMB Report No. 2 Shows WSPA With The
 Largest Audience Of Any Station In The
 Area! 112,010 Daytime Total Weekly
 Audience Families!

And, what an area!...populous...wealthy...
 willing to buy! Just compare these figures:

- Population 1,184,600***
- Net Effective Buying Power \$869,896,000***
- Retail Sales \$717,923,000***



Look at these, too! Twenty-Eight
counties which constitute WSPA's
daytime market . . .

General Merchandise Sales	..\$47,807,000*
Food Sales\$86,614,000*
Drug Sales\$17,722,000*
Furniture, Household and	
Radio Sales\$52,028,000*
Gross Farm Income\$102,301,000*

*SM 1951 Survey of Buying Power



GIVE YOUR SALES A POTENT PERMANENT HYPO
AIR YOUR WARES OVER

WSPA
SOUTH CAROLINA'S OLDEST STATION
SPARTANBURG, S.C.

Represented By:
 John Blair & Co.
 Harry E. Cummings
 Southeastern Representative
 Roger A. Shaffer
 Managing Director
 Guy Vaughan, Jr., Sales Manager

CBS Station For The
Spartanburg-Greenville Market
5,000 Watts -- 950 On Your Dial

SOUTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SIoux FALLS						
KELO 1937	1320 5,000 DA-N	Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841	NBC Pearson	S. Fantle Jr., p & gm Evans A. Nord, cm James Burt, pd & sd	Darlene Nesby, pmm Lester C. Froke, ce Dean Montgomery, nd	Les Harding, fd Marie Horten, wd Cap., St. UP RCA
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 912	Raymer	David J. Kempkes, gm	Richard C. Morenus, cm	Fred Schweikher, pd Wid. UP
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	LBS	H. R. Alton, p Verl Thomson, gm & pd	Jack Ramsell, cm Bud Bird, n & sd	Don Engle, fd Lois Moore, wd L-W AP RCA
KSOO 1926	1140 10,000-LS 5,000-N DA-N	Sioux Falls Broadcast Assn. Inc. 317½ S. Phillips Ave. 4-7545	ABC Avery-Knodel	Morton Henkin, p George R. Hahn, vp & gm George (Bill) Rohn, sm & sd	Rollie R. Williams, cm Murray Stewart, pd Max Pierce, ce	Orrin Melton, nd E. C. (Red) Stangland, fd Bee Baxter, wd Thes. AP RCA
VERMILLION						
*KUSD 1922	920 500 ST-KFNF (CP) 690 1,000-D DA	U. of South Dakota Union Bldg. 601J		I. D. Weeks, p Keith J. Nighbert, gm Richard Thompson, pd	James Prusha, ce Fred Masek, nd	Jack Hunt, sd Allis Rice, wd AP
WATERTOWN						
KWAT 1926	950 1,000 DA-N	Midland Nat'l Life Ins. Co. 5 West Kemp 777	LBS Walker	Ross E. Case, gm Morris Wiscott, cm John Birdsall, pd	Warren McCormick, pmm Francis Alwin, ce Walt Martel, nd	Jim Wood, fd Kenny Glaze, sd Audry McCollum, wd St. UP
YANKTON						
WNAX 1926	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert R. Tinchler, gm Don Sullivan, cm Herb Howard, pd	Dick Harris, pmm Clifton M. Todd, ce Art Smith, nd	Chris Mack, fd Les Davis, sd Wynn Speece, wd Cap. AP, UP GE
TENNESSEE						
ATHENS						
WLAR 1946	1450 250	Athens Bcstg. Co. Athens 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, g & cm	John G. Redwine, pd Leonard Dawson, pmm	J. W. Turner, ce Cap. UP WE
BRISTOL						
WOPI 1929	1490 250	Radiophone Bcstg. Station WOPI, Inc. 310 State St. South 3730	NBC Tennessee Burn-Smith	W. A. Wilson, p & gm Jimmy C. Wilson, cm & fd	Harold Henley, pd & nd Harry Curran, sd	Judy Weston, wd Cap., L-W AP RCA
WOPI-FM 1946	Ch. 245 (B) 96.9mc 18.5kw					
CHATTANOOGA						
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Roy Morris, pd	George McMurtrie, ce Al Thomas, nd	Harry Thornton, sd Chris Conrad, wd L-W AP Col.
WAPO 1936	1150 5,000-LS 1,000-N DA-N	WAPO Bcstg. Service Read House 6-6141	NBC Headley-Reed	R. G. Patterson, gm Helen Patterson, c & pmm Frances Harley, pd	B. B. Barnes, ce Bernard Brown, nd	J. D. Chiett, fd Lee Jackson, sd AP
WDEF 1941	1370 5,000-LS 1,000-N DA	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	ABC Branham	Carter M. Parham, p Ken Flenniken, g & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, nd Gus Chamberlain, sd Cap. UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l. Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, co-o, p & gm Norman A. Thomas, co-o & vp	B. J. Bush, cm Charlie Gullickson, pd Gene Allen Carr, pmm W. Roy Owens, ce	Bob Bosworth, nd Steve Conrad, sd Drue Smith, wd St. Wid. UP Fed.
WDOD-FM 1949	Ch. 243 (B) 96.5mc 42kw					
WDXB 1948	1490 250	WDXB, Inc. 539 Vine St. 6-1114	Forjoe	Joseph Bloom, p David E. Cohen, vp	Chas. W. Trippe, gm Tom Nobles, pd & sd	Lela Gaddis, pmm Byron Fincher, ce GE SES. AP Ray.
WMFS 1951	1260 1,000-D	Lookout Bcstg. Co. 215 W. Ninth St. 53127	McGillvra	Wm. F. Stone, mgng. ptrn. & gm	D. Wert Campbell, cm Larry McKinley, pd	Glenn Channells, ce Gloria Calloway, wd
CLARKSVILLE						
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm Parry Sheftall, cm	Clay Cline Jr., pd, pmm, n, f, & wd	John Bailey, ce Earl Walton, sd Cap. AP RCA
CLEVELAND						
WBAC 1945	1340 250	Robert W. Rounsaville Central Ave. 62	MBS	Robert W. Rounsaville, p Thad Fitch, sm	Edith Lasater, cm & wd Bill Stone, pd & nd	W. D. Stewart, ce Mike Dodd, sd UP RCA
COLUMBIA						
WKRM 1941	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS	R. M. McKay Jr., p, g & cm Al Knott, pd	Mel Dugger, pmm Cameron H. McKay, ce Bill Frasher, n & fd	Joe Cutter, sd Lil Holliday, wd Cap. AP RCA
COOKEVILLE						
WHUB 1940	1400 250	WHUB, Inc. 315 E. Spring St. 789	CBS, KBS Continental	M. L. Medley, gm	Joe C. Medley, sta. d	L-W UP
DYERSBURG						
WDSG 1946	1450 250	State Gazette Bcstg. Co. Box 58 77	MBS, KBS Mid-South	Russell M. D. Bruce, p A. L. Ward, secy-treas.	Frank Armstrong, gm & fd Pierce Laton, cm	Bill Ward, pd Dave Ross, ce Dick Hucknba, nd AP RCA

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ELIZABETHTON							
WBEJ 1946	1240 250	Robert W. Rounsaville & George M. Clark Elk Ave. 2-1241	MBS	Robert W. Rounsaville, p Frazier Cochran, sm James Cox, cm	William A. Selley Jr., pd & nd M. C. Bowers Jr., ce	Terry Sams, sd Ruth Ritchie, wd UP Ray.
FAYETTEVILLE							
WEKR 1948	1240 250	Fayetteville Bcstg. Co. Box 625 1240	MBS, KBS	John R. Crowder Sr., ptrn. James Porter Clark, ptrn. & sd	James W. Tate, sm Teddy Barnes, cm Glenn Slayton, pd	Ernest Tucker, ce Jerry B. Barnes, wd AP Ray.
GALLATIN							
WHIN 1948	1010 1,000-D	Sunner County Bcstg. Co. Gallatin 1010		A. B. Perkins, p	J. B. Thomas Jr., gm	Charles Brewer, cm	Cap. UP WE
GREENEVILLE							
WGRV 1946	1340 250	Radio Greeneville, Inc. Radio Bldg. 797	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm	Tom Lyons, pd, pmm, n, f & sd	Lalle Hampton, ce Florence Lee Rush, wd	Cap. UP Ray.
HARRIMAN							
WHBT 1947	1230 250	Harriman Bcstg. Co. Devonia at Crescent St. 850	MBS, KBS Continental	F. L. Crowder, o & m Hugh Patton, cm	Carl Williams, pd & nd Fred Davis, pmm & sd	Gene Davidson, ce	SES. UP G
HUMBOLDT							
WRJ 1949	740 250-D	Gibson County Ecstg. Co. 210 N. 22nd. Ave. 740	KBS Mid-South	J. Frank Warmath, o & p Howard E. Byrum, gm	Thomas S. Armistead, cm	Irie Brown, ce	L-W UP Col.
JACKSON							
WDXI 1948	1310 5,000-LS 1,000-N DA--N	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS Dixie Burn- Smith	Aaron B. Robinson, p W. H. Winsett, gm Jack Cecil, cm	Jim Hoppers, pd Jack Murphy, pmm James S. Thomas, ce	Frank Melton, nd Tom Williams, fd Jay Black, sd	Cap. UP Ray.
WPLI 1949	1490 250	George Arthur Smith First Nat'l. Bank Bldg. 7-8541	LBS McGillvra	George A. Smith, o Charles J. Wingate, gm & sd	Leonard C. Feilding, cm Charles McMillian, pd David B. Jordan, ce	Al West, nd Geraldine Foster, wd	Cap. UP Col.
WTJS 1931	1390 1,000 DA-N	Sun Pub. Co. 104 E. Baltimore St. 7-3316	ABC Mid-South Branham	A. A. Stone, vp & gm Frank S. Proctor, m Leslie R. Brooks Jr., asst. m	Sam D. Lollar, studio n & fd Robert M. Gordon, ce	Doris Atterbury, pmm & wd Vince Tapler, sd	Wd. AP RCA
WTJS-FM 1947	Ch. 264 (B) 100.7mc 50kw						
JOHNSON CITY							
WETB 1947	790 1,000-D	East Tennessee Bcstg. Co. Press Bldg. 2993	LBS McGillvra	Carl A. Jones, p Cliff Goodman, gm	Berney Bureson, pd E. B. Jones, ce	Kit Carson, wd	Wld. AP Ray.
WJHL 1938	910 5,000-LS 1,000-N DA-2	WJHL, Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster, p & gm W. H. Lancaster Jr., cm	Robert Walker, pd & nd Ken Matthews, pmm O. K. Garland, ce	Raymond Rosson, fd Ed Cowell, sd Patty Smithdeal, wd AP, UP RCA GE
WJHL-FM 1948	Ch. 264 (B) 100.7mc 9.7kw						
KINGSPORT							
WKIN 1951	1320 1,000-D	Cy N. Bahakel Kingsport		Cy N. Bahakel, o			
WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke Dora- Clayton	C. P. Edwards Jr., p Paul L. Overbay, gm	Phil J. Weaver, cm Martin Karant, pd & nd	James E. Davis, pmm & sd Thomas Phillips Jr., ce	Thes., Wld. AP WE
WKPT-FM 1948	Ch. 253 (B) 98.5mc 4.5kw					 RCA
KNOXVILLE							
WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, vp, gm, pd & pmm	James A. Dick, slm	J. Rex Horton, ce	Thes. UP RCA
WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.85kw					 WE
WIBK 1947	800 1,000-D	Independent Bcstg. Co. 406 W. Church St. 4-9866	KBS Cooke	J. Harold Smith, p Marvin I. Thompson, g & cm & pd Margaret Covington, pmm	John D. Caylor, ce Bob Johnson, nd Red Hutsell, fd	Jack Westbrook, sd J. Katherine Thompson, wd AP Ray.
WKGK 1947	1340 240	Clarence Beaman Park Nat'l Bank Bldg. 4-0766	MBS LBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm J. E. (Gene) Bouldin, sm	Milton L. Jones, ce W. E. Bill Sorrell, n & sd		L-W AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, vp & gm	O. L. Smith, cm Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Howard Bowles, office m Cliff Allen, n & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co., Inc. 612 Gay St., S. W. 2-7111	NBC Avery- Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, vp & gm	J. T. McCloud, loc. cm John Reese, pd Wayne Hudson, pmm	Fred M. Andrews, ce Allen Stout, n & fd Mary Walker, wd	Cap. UP RCA
LAWRENCEBURG							
WDXE 1951	1370 500-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS Dixie Burn- Smith	Aaron R. Robinson, p George Eubanks, gm Ghan Smith, cm	Ken Marston, pd & sd Bud Sawyer, pmm	James S. Thomas, ce Frances Baxter, wd	Cap., SES. UP WE
LEBANON							
WCOR 1949	900 250-D	Lebanon Bcstg. Co., Inc. Cumberland Ave. 1540		Theo. F. Ezell Jr., gm Michael R. Freeland, cm	Jack Hendrickson, pd & sd William Johnston, ce	Walt Dillard, nd Marion Simpson, wd	L-W UP Ray.
LENOIR CITY							
WLIL 1950	730 500-D	Arthur Wilkerson Lumber Co. Broadway at Grand St. 1095		Arthur Wilkerson, o & gm Otis Parker, m & cm	Fred Pell, pd	P. C. Melone, ce	SES. UP G
WLIL-FM 1951	Ch. 262 (B) 100.3mc 8.8kw					 GE
LEWISBURG							
WJIM 1947	1490 250	Estate of J. J. Murray East Hill 780	MBS	Louis D. Lingner, g & cm J. E. Sowell, ce	Perry Gillum, n & sd Leon Harrison, fd	Wynona G. Clark, wd	Thes. AP Col.

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tranc. Li-brary, News Service Transmitter
MARYVILLE						
WGAP 1947	1400 250	Aluminum Cities Bestg. Co. Blount Bank Bldg. 2490	KBS, LBS	F. H. Corbett, p & gm Walter E. Moore, cm Curtis La Marr, ce	Joseph F. Wheeler, pd, pmm & sd Kenneth Kribbs, nd	Dave Lynn, fd Betty Jo Law, wd L-W, Thes. AP Ray.
McMINNVILLE						
WMMT 1947	1230 250	McMinnville Bestg. Co., Inc. McMinnville 401	MBS, KBS	Dr. Sam J. Albritton, p Royce Richards, gm Van L. Slack, cm Ernie Richards, pd & nd	Henry G. Trent, pmm Hubert A. Beasley, ce H. V. Massey, fd	Dave Hill, sd Lonnie Walling, wd UP Ray.
MEMPHIS						
WDIA 1941	730 250-D	Bluff City Bestg. Co. 2074 Union Ave. 36-2703	Pearson	John R. Pepper, co-o Bert Ferguson, co-o & gm Harold Walker, cm	Christine Spindel, pd & wd Henry N. Fones, ce David James, pdm	Marie Wathen, nd Ernest Brazzle, fd Bill Gilliland, sd UP G
WFAK 1951	1480 1,000-D	Frank J. Keegan 215 Madison 37-8833		Frank J. Keegan, o Thomas W. Vinton, gm Austin Dolan, traffic m	Vernon Annette, pd & sd Fran Keegan, wd	Hobson Daws, pmm, pub. service & nd Assoc. SES. INS. RCA
WHBQ 1925	560 5,000-LS 1,000-N DA-2	Harding College, Inc. Hotel Gayoso 8-6868	MBS Weed	John Cleghorn, gm Bill Grumbles, cm Gordon Lawhead, pd	Edwin Parker, pmm Welton, Roy, ce Jack Britton, sd	Lee McEachern, n & fd Helen Parker, wd Assoc. AP RCA
WHHM 1946	1340 250	Mid-South Bestg. Corp. 433 Sterick Bldg. 37-4422	LBS Forjoe	P. E. Furlow, p C. K. Beaver, gm Louis Zlotky, cm	Jack Brooks, pd Bob Jones, pmm & nd William Marsh, ce	Bob Sticht, sd Dorothy Abbott, wd Cap. L-W AP, UP RCA
WMC 1923	790 5,000 DA-N	Memphis Pub. Co. Memphis 8-7464	NBC South Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Morland, cm	Wilson Mount, pd Walter E. Frase, pmm Ott Rouse, pdm E. C. Frase Jr., ce	Bob Pigue, nd Walter Durham, fd Charles Sullivan, sd Olivia Brown, wd L-W, Thes. UP
WMC (FM) 1947	Ch. 259 (B) 99.7mc 320 kw					
WMCT (TV) 1948		Memphis Pub. Co. P. O. Box 311 8-7464			(For full information see TELECASTING Yearbook)	
WMPS 1925	680 10,000-LS 5,000-N DA-N	WMPS, Inc. Radio Center 5-2663	ABC Radio Repts.	Harold R. Krelstein, vp & gm	W. B. Rudner, Sta d Joe Deaderick, ce	Tys Terwey, nd Charles DeVois, loc. sim St. SES. AP, UP RCA
WREC 1922	600 5,000 DA-1	WREC Bestg. Service Hotel Peabody 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce L-W, SES. Wld. UP
MORRISTOWN						
WCRK 1947	1450 250	Cherokee Bestg. Corp. Brown Ave. 1450	MBS Holman	Herbert S. Walters, p	Howell Ashford Jr., g & cm	John McCrary, pd James R. Redden, ce L-W AP RCA

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Memphis—

largest city in this Vital Inside U.S.A. area*

*Memphis is larger than those cities actually shown and lettered within the white map section.

NOW!

OVER 800,000 RADIO HOMES IN THE MEMPHIS AREA

- Biggest city in area of more than thirty-one million people
- Twenty-sixth biggest city in the entire nation
- Thirteenth largest wholesale market in the United States

AND THE RADIO STATION THAT HAS SERVED THE MEMPHIS MARKET BEST SINCE 1923 IS

WMC

MEMPHIS

NBC — 5000 WATTS — 790

National Representatives, THE BRANHAM COMPANY

WMC 260 KW Simultaneously Duplicating AM Schedule WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

Two mail order programs sell \$51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700 pound steer?

WSM recently sold 232 of them, for a total of \$51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesman.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move \$51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.



**CLEAR CHANNEL
50,000 WATTS**

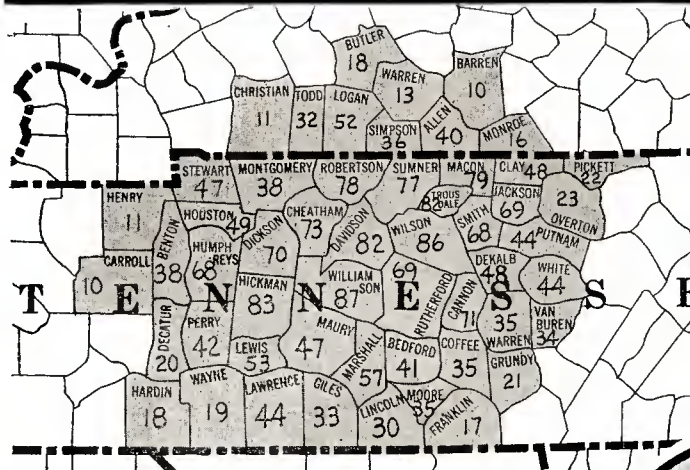
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

TENNESSEE—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tran. Library, News Service Transmitter
MURFREESBORO						
WGNS 1947	1450 250	WGNS, Inc. Box 456 1450	LBS Tennessee Holman	Cecil Elrod Jr., p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., secy. Robertson C. Scott, cm	Harriane Moore, pd John Douglas Hood, pmm Will Dunn, ce Evalyn Schwartz, nd	David Moore, fd Ray Duffy, sd Pat Levitt, wd L-W, Wld. UP RCA
NASHVILLE						
WKDA 1947	1240 250	Capitol Bcstg. Co. First American Nat'l. Bank Bldg 4-0511	Bolling	A. G. Beaman, ptrn. T. B. Baker Jr., ptrn., & gm	Ruth C. Holly, exec. secy. A. G. Kenngott Jr., pd Oscar C. Griffin Jr., ce	Roque Fajardo, nd Larry Munson, sd Helen Russell, mus. d Cap., L-W AP Col.
WLAC 1926	1510 50,000 DA-N	WLAC Bcstg. Service Third Nat'l. Bank Bldg. 6-0161	CBS Raymer	J. T. Ward, o F. C. Sowell, gm E. G. Blackman, cm	Paul Oliphant, pd Frank Gonzales, pmm F. D. Binns, ce	Bob Larimer, nd Herman Grizzard, sd Mary Manning, wd L-W, Thes. UP WE
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co., Inc. Maxwell House Hotel 4-3411	MBS Radio Rep.	Frank W. Mayborn, p George B. Faulder, gm Ruth W. Clinard, asst. m	Clarence L. Waggoner, pmm Charles W. Stokely, ce Robert L. Chaudoin, nd	Joe Nixon, fd Jim Warren, sd Blanche Terucky, wd UP WE
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	MBS, KBS, LBS Dora- Clayton	Van T. Irwin Jr., p, g & cm W. W. Lanier Jr., vp	Mrs. J. O. Morton Sr., vp & secy. Donn C. McInturff, pd	Howard Motlow, ce Ralph Emery, sd St. UP G
WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC, LBS Hollingbery	Louis R. Draughon, p & gm	Eugene S. Tanner, cm Jim McKinney, pd & pmm	Charles R. Duke, ce Jack Simpson, sd Wld., Cole AP Col.
WSIX-FM 1949	Ch. 248 (B) 97.5mc 71kw					
WSM 1925	650 50,000	National Life & Accident Ins. Co. 301 7th Ave., N. 6-7181	NBC Petry	John H. DeWitt Jr., p Irving Waugh, cm Jack Stapp, pd	William R. McDaniel, d of pub. rel. George Reynolds, ce & tech. d	Harold Baker, nd John McDonald, fd Dave Overton, sd Marjorie Cooney, wd GE Thes. AP, INS RCA
WSM-TV 1950		National Life & Accident Ins. Co. 301 7th Ave., N. 6-7181		(For full information see TELECASTING Yearbook)		
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. 1703 Hillmont Drive				
OAK RIDGE						
WATO 1938	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS Dora- Clayton	Marshall Pengra, p David Carpenter, vp, g & cm Carlin French, vp	Frank Pellegrin, secy- treas. Lionel Swan, nd Arthur Metzler, pd & sd	Ellen Jamieson, pmm Marvin Paul, ce Ruth Jamieson, wd AP, UP Ray.
WOKE 1951	1430 1,000-D	Air Mart Corp. P. O. Box 391 Grove Center 5-1333	LBS	Harry C. Weaver, p & gm Richard S. Quinn, cm	William S. Sorrell, pdm & sd	Curtis LaMarr, ce Thes. AP G

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Sell the Billion Dollar Nashville Market . . . ECONOMICALLY - EFFECTIVELY!!



The 53 WSIX BMB counties closely approximate the counties comprising the Nashville Trading Area.

WSIX delivers low, effective selling costs in this area!

Year after year advertisers depend on WSIX to SELL this rich MIDDLE TENNESSEE MARKET . . . where 1950 Retail Sales totalled \$1,149,138,000 with an Effective Buying Income of \$1,443,382,000. These Sales Management figures are for the 53 WSIX BMB counties.

Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime — Spring, 1949.

5000 WATTS • 980 KC • ABC
and **WSIX-FM • 71,000 W • 97.5 MC**
(25 YEARS YOUNG IN JANUARY, 1952)



BMB
Audience Map
based on
Study No. 2

National Representative: **George P. Hollingbery Co.**

PARIS

WTFR 1947	710 250-D	Paris Bcstg. System, Inc Davis Bldg. 1700	KBS	Virgil Lindner Jr., gm & pd	B. C. Kilgore, cm Don Somerville, ce W. C. Mitchell, fd	Joe Bryant, sd (Mrs.) Joy Vowell, wd	L-W AP G
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PULASKI

WKSR 1947	730 250-D	Richland Bcstg. Co. Radio Center 1066	LBS	W. K. Jones, p Virgil Trimm, gm Wallace Beecham, cm & nd	George Martin, pd D. L. Hoover, pmm & sd Richard Spruill, ce	Terrell Jackson, fd Allene Williams, wd	SES. UP Ray.
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SHELBYVILLE

WHAL 1946	1400 250	Shelbyville Bcstg. Co., Inc. Shelbyville 1400	MBS	Harvard Smith, p Charles Christian, g & cm	Charles Bragg, pd Timothy Marsh, ce	Lewis Penuel, nd Joyce Dixon, wd UP Ray.
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SPRINGFIELD

WDBL 1950	1430 1,000-D	Springfield Bcstg. Co., Inc. P. O. Box 464 1287	KBS	Walter A. Duke, p, g & cm	Roberta Bell, pd Ann Duke, ce & wd	Charles Blankinship, fd Ken Early, sd UP Col.
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TULLAHOMA

WJIG 1948	740 250-D	Col. Raymond L. Prescott Jr. Tullahoma 2607	LBS	Raymond L. Prescott Jr., p & gm	James R. Walkup, sm Mary Prescott, cm	William L. Spraggins, ce	Cap. UP G
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UNION CITY

WENK 1946	1240 250	Union City Bcstg. Co. Washington & First 1240	MBS, KBS Burn- Smith	Aaron B. Robinson, p Louis C. Wrather, m & sd Edwin A. Kallenberg, cm	Mrs. Lee Smith, pd James A. Thomas, ce	Dave Banks, nd Hank Huggins, fd	Wid. UP WE
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WINCHESTER

WCDD 1948	1340 250	Arthur D. Smith Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p, g & pmm	Harry W. Sullivan, cm & fd Russell Bradley, pd & nd	Frank Spencer, ce Bill Knight, sd Mildred C. Crawford, wd UP Ray.
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TEXAS

ABILENE

KRBC 1936	1470 5,000-LS 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC Texas State Pearson	(Mrs.) Eva May Hanks, p Howard Barrett, vp	John A. (Bro) Mingus, asst. m Forest Lane, c & pmm John B. Casey, ce	Morris Twomey, fd Ken Cariker, sd La Fawn Green, wd	Cap. AP Col.
KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut Sts. 4-7286	MBS Lone Star Taylor	W. P. Wright, p A. C. Etter, g & pmm	Tyler Stewart, cm Leonard L. Johnson, pd, n & sd	Forrest Tipton, ce	SES., Wid. AP, UP WE

ALICE

KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm	Nat Watson, cm J. Allen Frye, pd	S. L. Spenser, ce Cliff DuBose, fd AP Col.
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ALPINE

KVLF 1947	1240 250	Big Bend Bcstg. Inc. Alpine 37	MBS, KBS, LBS Texas State Southwest Cactus Best	Barny Hubbs, p Jack Hawkins, vp Gene Hendryx, gm	Katherine Connor, pd Randy White, pmm	Earl McCall, ce John Newell, nd UP G
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AMARILLO

KAMQ 1947	1010 1,000-LS 500-N DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	Walter G. Russell, p Robert D. Houck, co-o, secy-treas. & gm Hoyt Houck, vp	Jess Richardson, cm Ray Whitworth, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce	Wel ster Smith, nd Joe Barnes, fd LaVerne Mott, wd	Cap., Thes. AP Ray.
KFDA 1939	1440 5,000 LS 1,000 N-DA	Amarillo Bcstg. Corp. 109 E, 5th St. 6-3343	ABC Branham	Gilmore N. Nunn, p John G. Ballard, g & cm Tom Priest, pd	Kenneth B. Bean, ce	Kelly West, nd Elizabeth Merchant, wd	Wid. UP RCA
KFDA-FM 1948	Ch. 262 (B) 100.3mc 3.4kw					 WE
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eight & Harrison 3-4242	NBC Lone Star Taylor	Gene A. Howe, p Tom Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Peggy Williamson, pmm William H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bill Edwards, sd	Cole, L-W AP, UP RCA
KLYN 1948	940 1,000 DA-N	Plains Empire Bcstg. Co. 1014 W. Seventh St. 2-6773	CBS Western Blair	R. G. Hughes, o & p Howard Roberson, gm (Mrs.) Mae Dorsey, pmm	Janice Fenno, traffic m Eugene Fennimore, ce	Ken Reed, nd Sandra Weatherly, wd Bob Truett, office m	St. UP

ATHENS

KBUD 1948	1410 250-D	Henderson County Bcstg. Co. Box 309 2277		J. B. McNutt Jr., p, gm & ce	Elizabeth Fitzpatrick, wd	 UP G
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ATLANTA

KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. Atlanta 681	Best	H. H. Wommack Jr., p David A. Wommack, gm	Robert Bieloh, cm Norman Bale, pd & nd	James Waites, ce George Dobson, sd Col.
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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
AUSTIN						
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l Bank Bldg. 26213	ABC Texas State Pearson	Wendell Mayes, p Louis R. Cook, g & cm	Warren Beaman, pd & pmm J. E. Lewis, ce	Norwood McLendon, nd Jim Gober, sd St. AP
KTBC 1939	580 5,000-LS 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Lone Star Taylor	Claudia T. Johnson, p J. C. Kellam, gm Sam B. Plyler, slm	Richard (Cactus) Pryor, pd Revis L. Taylor, pmm A. B. Hearn, ce	Paul Bolton, nd Reese Turner, fd Art Vickland, sd Wid. UP WE
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. 1211 E. Sixth St. 7-4476	Nat'l Time Sales Oakes	Ed C. James, p Frank Stewart, gm Joe Harry, cm	Lilia Guzman, pd Frank Foster, pmm Paul Lindhorn, ce	Ed Idar, nd Myrtle Royster, co-wd Margarita Munoz, co-wd RCA L-W UP WE
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Corp. 113 W. Eighth St. 8-8521	MBS, LBS Forjoe	John B. Connally, p Willard Deason, gm	Charles Howell, cm Dave Smith, pd & pmm	Alfred W. Scharath, co-ce
BALLINGER						
KRUN 1947	1400 250	Runnels County Bcstg. Co., Inc. Zappe Bldg. 3151	KBS Best	R. E. Bruce, p Jim H. DeLong, gm & fd	Robert F. McGarvey, cm, n & sd Troy Smith, pd	W. C. Kelley, ce Helen Hampton, traffic m & wd AP G
BAY CITY						
KIOX 1947	1270 1,000 DA-N	J. G. Long Box 1391 642	MBS, KBS	J. G. Long, p Cleveland Griffin, gm & sd	Boyd Porter, cm Paul Young, pd & nd	Charles Cunningham, ce Si Snyder, wd Wid. UP WE
BAYTOWN						
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	C. Q. Alexander, p	O. J. Howell, vp	Sylvia McKinstry, secy-treas. AP
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co., Inc. Box 419 8211	LBS Clark	Robert A. Matherne, p W. M. Lightfoot, vp & gm Richard Rosenfeld, cm	Mary D. Lightfoot, pd Emilio Rodriguez, ce	Dick Eason, nd Ray de Board, fd Wid. UP G
KREL-FM 1949	Ch. 220 (B) 92.1mc 0.82kw					GE
BEAUMONT						
KFDM 1924	560 5,000 DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star Free & Peters	D. A. Cannan, p C. B. Locke, g & cm Conrad Bering Jr., pd	H. F. Caldwell, pmm Harold W. Bartlett, ce	Dave Russell, n & sd Ralph Ramos, fd L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 1432 2-0201	LBS Forjoe	J. M. Gilliam, p & gm	Lynn Toney, prog. m	C. P. Ward, adv m St.
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, gm Les Ryder, sm Ed Henry, cm	Virginia Wade Ryder, pd & wd D. K. Maxted, pmm M. J. Easterwood, ce	Karl von Lewwen, nd Monk Vance, fd Ed Dittert, sd Thes. AP RCA

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SERVING THE GOLDEN COAST AREA
SURROUNDING BEAUMONT, ORANGE, PORT ARTHUR

FIRST IN POWER

KFDM is the ONLY station in this area operating with a power of 5,000 WATTS DAY AND NIGHT.

FIRST IN POPULARITY

Measurements by all standards available to the industry, prove more people listen to KFDM more hours than to any other station in the Beaumont-Port Arthur area.

FACTS

	DT	NT
RADIO FAMILIES	240,800	211,000
POPULATION	933,000	
COVERS 15 COUNTIES in TEXAS and 12 PARISHES in LOUISIANA		
RETAIL SALES\$656,842,000	
NET EFFECTIVE BUYING INCOME\$723,686,000	
(Figures from 1951 S.M. Survey of Buying Power)		

FIRST IN COVERAGE

KFDM is listened to regularly by 104,540 families who reside in 24 counties composing this trade area.

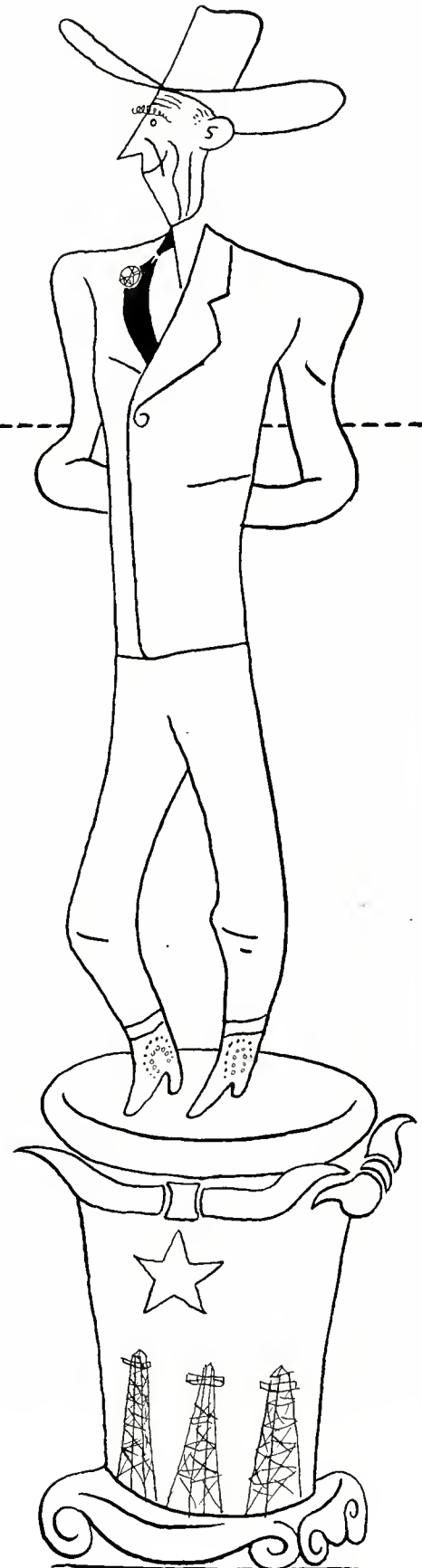
FIRST IN PROGRAMMING

Beaumont's ONLY major network station, KFDM provides a program menu to suit every listener's taste, whether it be for news, drama, music or education, built around the fine shows offered by the AMERICAN BROADCASTING COMPANY.

A B C 5000 WATTS 560
L S C DAY AND NIGHT K. C.
STUDIOS: BEAUMONT, TEXAS

NATIONAL REPRESENTATIVE: FREE & PETERS, INC.

Somewhere West of Eustace Tilley or The Flowering of Amarillo . . .



Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitals are about as near as Austin, the Texas capital. Eighty-three counties in Texas, 3 in Colorado, 16 in Oklahoma, 16 in New Mexico, and 12 in Kansas are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This is why Amarillo, the 158th market in the U. S. in population, is 11th in retail sales per capita.

Amarillo is so far north of South Texas (770 miles from Brownsville) that we are sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle, with the world's largest wheat field, grows 85% of Texas' 35-million-

bushel annual wheat crop. It contains the biggest natural gas field in the world, the second biggest cattle ranch, and more than 4,000 oil wells. ("Cattle can't drink that stuff," said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C. who was riding across a flat stretch of wind-blown road with a Texas rancher. A colorful bird fluttered into, and out of, sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the visitor said, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

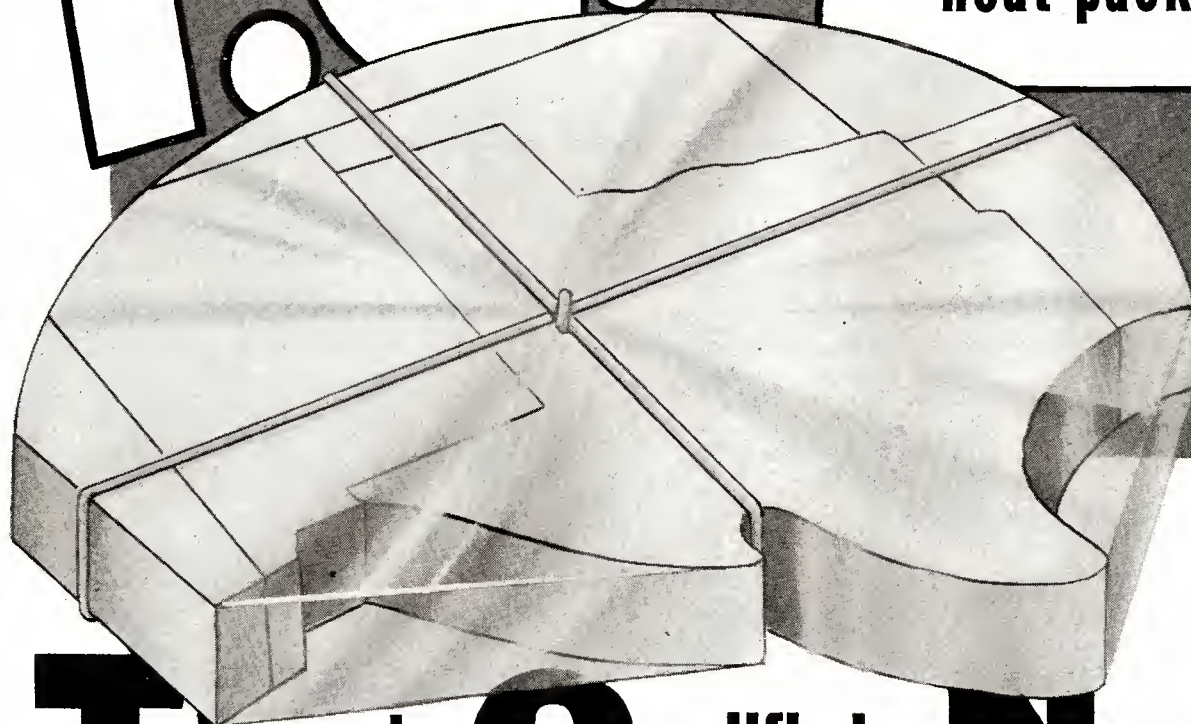
TEXAS—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter
BEAUMONT (Cont'd.)							
KRIC-FM 1948	Ch. 258 (B) 99.5mc 14kw						
KTRM 1947	990 1,000 DA-1 (CP) 5,000-LS 1,000-N DA-2	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Bill McRae, cm Roy Dixon, pd	Joe Trum, pmm Ben Hughes, ce Chas. Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd	Wld. INS G
BEEVILLE							
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490		John D. Rossi, ptrn. & gm	V. L. Rossi, ptrn.	Harry W. Wardwell, pd & ce	Thes. AP Ray.
BELTON							
*KMHB(FM) 1948	Ch. 246 (B) 97.1mc 12kw	Mary Hardin-Baylor Box 544, Baylor Station 707		Frank Magers, pd	John Pierce Bloomer, ce		SES. GE
BIG SPRING							
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson Street 1500	ABC Texas State Pearson	William J. Wallace, p, gm & sd William L. Cox, cm	J. N. Young Jr., pd, pmm & nd	Andrew M. Jones, ce Jerry Odom, wd AP WE
KTXC 1949	1400 100	Big State Bcstg. Corp. City Park 3300	LBS Best Melville	V. T. Anderson, p & gm James O. Taylor, cm Mike Ling, pd, n & sd	E. Rodman, pmm Alfred Martel, ce	Bruce Frazier, fd Ernest Dean Rodman, wd UP G
BONHAM							
KFYN 1948	1420 250-D	Bonham Pub. Co. 903 E. Fourth St. 781		T. Frank Stewart, p Mary Jane McPherson, vp	Clark Bass, secy.-treas.		Wld. UP
BORGER							
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, co-m	Herman Kreiger, co-m & ce Louis Roberts, co-cm	Hally Blymiller, co-cm Jake Shubinski, n & sd	Wld., SES. UP
BRADY							
KNEL 1935	1490 250	G. L. Burns Brady 7777	Best	G. L. Burns, o, gm, pd & pmm	J. S. Sloane, cm & nd Cecil Nelin, ce	Richard Grote, fd Norma Fain, wd AP
BRECKENRIDGE							
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	LBS	R. W. Chapman, p & gm Sid Foster, cm	T. Drake, pd	R. L. Smith, ce	L-W AP G
BRENHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ E. Main St. 655	KBS, LBS	Tom S. Whitehead, p & gm	J. C. Price, cm William J. Sloan Jr., pd	Roland D. Elder, ce Thomas C. Blake, sd	L-W, SES. UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 1000	KBS	David R. Worley, g & cm Nathan Daniel, pd & fd	Sid McIntosh, pmm & sd H. L. (Red) Smith, ce	Don Opheim, nd Bobby Stone, wd	Cap., St. UP Col.
BROWNSVILLE							
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	LBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm	Bob Fowler, pd & pmm Willis A. Wilson, ce	Tom Mireur, n & fd Connie Green, wd	Thes., Wld. AP St. WE
KVAL 1945	1490 250	T. Frank Smith P. O. Box 1792 2-6452	ABC Texas Quality Free & Peters	T. Frank Smith, p	T. Frank Smith Jr., g & cm	A. O. Harvey, ce St. WE
BROWNWOOD							
KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Walker	Wendell Mayes, p & gm Joe B. Foster, cm Wendell Mayes Jr., pd	Joyce Lemma, pmm A. W. Stewart, ce	Bill Jamar, fd Wanda Patterson, wd UP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones, o, gm & ce	M. Ralph Weedon, c & pmm	Calvin Pigg Jr., fd C. N. Hielscher, sd Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Grant Pickens, cm	Jack Bell, pmm & sd Harland E. Riley, ce	John Mossberg, fd Louise Hairston, wd	Cap. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. 217½ Main St. 1085	MBS Best	R. Malone Hagan, co-o & p	George D. Cowan, co-o & gm LeRoy Carter, pd	Nelle Carter, pmm William V. Queen, ce AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. Pulley Bldg. Sulphur Springs, Tex.					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, m, g, c & pmm, pd & ce	Smokey Munsch, fd	 AP
KCLE-FM 1949	Ch. 232 (A) 94.3mc 0.32kw						
COLEMAN							
KSTA 1947	1,000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	Best	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, n & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	Cap., SES. UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas College Station 6-6724	KBS, LBS	Richard L. Webb, m & ce Helen McLendon, cm	John Scogin, pd & nd R. B. Hickerson, fd	George Gray, sd AP Col.

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TQN

... ties up the
booming Southwest
in **ONE**
neat package!



Thorough **Q**ualified **N**ecessary

Thorough...
BMB shows the 3 basic stations with 1,584,906 listening families in the daytime — 1,954,020 families at night . . . TQN stations in this rich market give blanket coverage day and night!

Qualified...
through years of aggressive leadership in coverage and programming — TQN as a network, or on an individual spot station basis is unmatched in selling effectiveness.

Necessary...
because only TQN gives the most effective coverage . . . reaches the folks who control the mighty buying power in a land which is young . . . expanding . . . wide open for **YOUR PRODUCT!**

Texas **Q**uality **N**etwork

Represented By EDWARD PETRY and Co., Inc.

WOAI
SAN ANTONIO

WFAA
DALLAS

KPRC
HOUSTON

SUPPLEMENTARY STATIONS: **KRIS** CORPUS CHRISTI **KVAL** BROWNSVILLE **KTBS** SHREVEPORT

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter
COLORADO CITY						
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	KBS Best Keller	Eldon B. Mahon, co-o John B. Mahon, co-o	Walter B. Grubbs, gm, pd & sd W. D. (Dub) Oliver, c & pmm	Porter A. Richardson, ce Robert A. Lowry, n & fd Martha Hammond, wd Cap., Thes. AP RCA
CONROE						
KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. 324 N. Main 1190		Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Hal H. Coley, pd & nd John W. Neathery, ce Marvin E. Dougharty, fd	Kenneth Ratliff, sd Wilma L. Cole, wd St. UP Col.
CORPUS CHRISTI						
KEYS 1941	1440 1,000-LS 500-N DA-N	Nueces Bcstg. Co. P. O. Box 1460 27411		Kelly Wofford, m		
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC Texas Quality Free & Peters	T. Frank Smith, p & gm W. M. Eikner, cm	Charles Nethery, pd & pmm Albert O. Harvey, ce	Jack Lozier, fd Weldon Robinson, sd Virginia Graham, wd St. AP Col.
KSLX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242	ABC Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm	Henry Schwartz, pd Carol Ann Burg, pmm	W. K. Bridges, ce Dorothy L. Qualls, cont. ch. Thes. UP
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS	L. C. Smith, p J. H. Mayberry, gm	Herbert N. Garrett, asst. m Ben F. Blackmon Jr., sm	Peggy Lindsay, slm A. D. Hayslip, ce Assoc., Cap. UP Col.
KWBU 1943	1030 50,000-D	Texas Baptist Conven- tion Plaza Hotel, 4-5258	Branham	Carr P. Collins (Dallas) chmn. of bd Harry H. Hayes, gm Chas. Debenport, office m & nd	George Wilcox, pdm & sd R. Minnich, traffic m & (English) wd	Nestor Cuesta Jr., ce B. Pierce, fd J. del Robles, (Spanish) wd AP
CORSICANA						
KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	Branham	J. B. West, p	Luther A. Johnson Jr., gm	Wld UP
CROCKETT						
KIVY 1949	1570 250-D	Hamilton H. Callen & James H. Gibbs Box 478 222	KBS	Hamilton H. Callen, ptrn., g & cm & ce	James H. Gibbs, ptrn., pd, pmm & nd Don Gatz, fd	Bill Carter, sd Grace Arledge, wd L-W UP G
CRYSTAL CITY						
KWTN (CP)	1240 250	Winter Garden Bcstg. Co. Crystal City	MBS Nat'l Time Sales	J. H. Mayberry, o, gm & ce	 G
CUERO						
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700	LBS Best, Biddick	A. M. Respondek, p, gm & ce	Edson Foster, cm	Charlice Dietze, pd Wld. UP G
DALHART						
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS, LBS Best	Kenneth B. Bishop, co-o & gm	William J. B. Smith, ce	L-W UP G
DALLAS						
KACE (CP)	740 10,000-LS 5,000-N DA-2	Texas Star Bcstg. Co.				
KIXL 1947	1040 1,000-D	Variety Bcstg. Co., Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, natl. slm & asst. m Charles F. Payne, cm	John Wilson, pdm Bob E. Tripp, ce	Martin Gudenberg, music d Helen W. Lane, traffic m Mrs. Tim Healy, wd Assoc., Cap. Mac. St., Wld., AP WE
KIXL-FM 1947	Ch. 283 (B) 104.5mc 34kw					
KLIF 1947	1190 5,000-LS 1,000-N DA	Trinity Bcstg. Corp. 2100 Jackson St. Randolph 2421	LBS Pearson	B. R. McLendon, p Ray A. Lewis, gm	Joe Roddy Jr., pd Glenn Callison, ce	Bill Pelham, nd Jerry Doggett, sd Cap. UP
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Texas Branham	John W. Runyon, p Clyde W. Rembert, gm J. W. Crocker, asst. m	William A. Roberts, cm Roy George, pd A. J. Putman, pmm	Roy Flynn, ce Wilson Shelly, n & fd Ves Box, sd SES., St., AP, UP, INS WE GE
KRLD-FM 1948	Ch. 223 (B) 92.5mc 40kw					
KRLD-TV 1949		KRLD Radio Corp. Herald Square		(For full information see TELECASTING Yearbook)		
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, g & pmm R. L. Kanatzar, cm	Leonard Holland, pd, n, f & sd Morris M. Ming, ce	Dorothy M. Smith, office m Leonore H. Chilton, wd AP RCA

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**THE SOUTHWEST'S GREAT TWIN
SALES PRODUCING
COMBINATION!**



**DALLAS • FORT WORTH
and
KRLD • KRLD-TV**

THE SOUTHWEST'S LARGEST SALES TARGET!

More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV, Channel 4, Texas' Most Powerful Television Station.

This is why

**KRLD
KRLD-TV**

is your best buy

EXCLUSIVE OUTLETS FOR CBS

PROGRAMS IN DALLAS • FT. WORTH

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

THE BRANHAM COMPANY, Exclusive Representative

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter	
DALLAS (Cont'd.)							
¹ WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. (Ted) Dealey, p Martin B. Campbell, sup. radio-TV Alex Keese, m George K. Utley, cm Kelly Maddox, pd (For full information see TELECASTING Yearbook)	(Mrs.) Wynona Portwood, sls. prom. d Wm. C. Ellis, ce Sid Pietzsch, nd	Murray Cox, fd Ralph Widman, sd Julie Benell, wd	L-W AP, UP RCA
WFAA-TV 1949		A. H. Belo Corp. 1122 Jackson St.					
WRR 1920	1310 5,000 DA-N	City of Dallas Dallas Tenison 6101	MBS Texas State Blair	Durward J. Tucker, g & cm & ce Pete Teddlie, pd & sls. co-ordinator	Eudell Martin, natl. slm Richard Workman, asst. pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd Louise Freedman, wd	Thes. AP WE
WRR-FM 1948	Ch. 266 (B) 101.1mc 68kw					 Col.
DEL RIO							
KDLK 1946	1230 250	Del Rio Bestg. Co. P. O. Box 1162 1234	Howard	J. A. Clements, p Don R. Howard, g & cm	Edward L. Williams, pd, pmm & sd	Nathan M. Brown, ce, n & fd Mary Hayes, wd	St. UP G
DENISON							
KDSX 1948	1220 1,000-D (CP) 950 500 DA-2	Grayson Bestg. Corp. Denison 3400	LBS	B. V. Hammond Jr., p L. L. Hendrick, vp	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd AP Ray.
DENTON							
KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS, LBS Best	Harwell V. Shepard, o & m		 UP RCA GE
KDNT-FM 1948	Ch. 292 (A) 106.3mc 0.76kw						
DUMAS							
KDDD 1948	800 250-D	North Plains Bestg. Corp Box 337 2-5000	Best	Lucian W. Spencer, p & ce	Ken Duke, vp, g & cm & nd Bill Lask, pd & sd	Al Tremble, pmm Jerry Duke, wd	St. AP G
EDINBURG							
KURV 1947	710 250-D	James Cullen Looney Box 480 710	LBS Forjoe	James Cullen Looney, p Allan Dale, g & cm	Jack Moran, pd & nd Albert C. Ryan, pmm & sd	Warren R. Chase, ce Elizabeth Collier, office m UP Ray.
KURV-FM 1947	Ch. 285 (A) 104.9mc 1kw						

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.
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KWFT
 WICHITA FALLS, TEX.
 620 KC
 5,000 WATTS

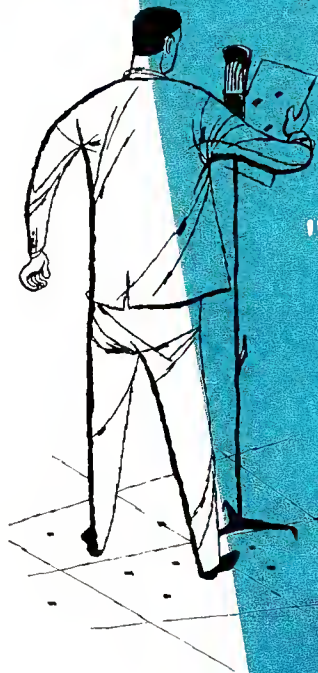
KLYN
 AMARILLO, TEX.
 940 KC
 1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

into a million homes...



"this is WFAA ... Dallas"

A million voices
selling throughout
Radio Southwest*
Your product story
is told in over a
million homes—not
only in the concentrated
Dallas-Ft. Worth metropolitan
area, but in 171 counties
of Texas, Oklahoma and
Arkansas—told to an
audience with a spendable
income of better than
\$7 billion.

Coverage in the
.5MV M Contours:
WFAA-820 (50 KW)
116,000 Square miles,
1,143,000 Radio homes.
WFAA-570 (5 KW)
95,214 Square miles,
964,000 Radio homes.

*Radio Southwest: primary coverage
area of **WFAA-820 WFAA-570**

Radio Service of the Dallas Morning News

Martin B. Campbell, Gen'l Mgr.

NBC - ABC - TQN Affiliates

Edward Petry & Co., Inc., National Representatives

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
EL CAMPO							
KULP 1948	1390 500-D	Wharton County Bcstg. Co., Inc. Box 1390 1390	LBS	Culp Krueger, p Melbadean Wells, gm & wd Horace Wells, cm	Bob Hathaway, pd Joe Miller, ce	Bob Dickson, nd Dick Jones, f & sd	L-W UP Col.
ELECTRA							
KELT 1949	1050 250-D	Oil City Bcstg. Co., Inc. Radio Lane 1051	LBS	A. C. Raines Jr., p Mrs. L. McCowan Chapman, g & cm	(Mrs.) Jean Thompson, pd	Bill Frank Lindsay, ce Myrtle Russell, wd RCA
EL PASO							
KELP 1947	920 1,000-D	Trinity Bcstg. Corp. 106-A Texas St. 3-3658	LBS Pearson	B. R. McLendon, p Dick Weaver, g & cm	Walter Peterson, pd & fd Bob Lindley, pmm & nd	Virgil Cisneros, ce Jane Smith, wd	Cap. UP Ray.
KEPO 1948	690 5,000 DA-2 (CP) 10,000 DA-2	Rowley-Brown Bcstg. Co. 2419 N. Piedras St. 5-2731	ABC Blair	Kenyon Brown, evp Willard L. Kline, gm Nellie Parsons, asst. m	Howard W. Baldwin, cm Cecil Sansbury, pd, pmm & fd E. L. Gemoets, ce	Charles Amador, nd Phil Eakins, sd Joan Carter, wd	L-W, St. UP RCA
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Southwest Taylor	Dorrance D. Roderick, p Val Lawrence, g & cm Ted R. Hunt, pd & nd	T. Wiseheart, pmm & sd E. P. Tallutt, ce	Paul R. Stevenson, fd Lenore Dils, wd	Cap. AP RCA
KSET 1949	1340 250	Rio Grande Bcstg. Co. 706 N. Mesa Ave. 3-2693	MBS Inter-Mt. McGilvra	Fred Hervey, p George Thady, gm Don Brooks, cm	Al Islas, pd W. Johnston (western) pd Frederick J. Sheehan, ce	Paul Harris, fd Ed Sullivan, sd Polly Harris, wd	Cap. AP RCA
KTSM 1929	1380 1,000-LS 500-N	Tri State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, cm Jack Chapman, pd	K. J. Walton, ce Conrey Bryson, nd John Phelan, sd	Patricia Russell, wd	Thes., Wld. UP RCA
FLOYDADA							
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. Ralls Highway 11	KBS Continental Kellar	Ed Holmes, p James E. Stanton, g & pmm & sd	Len Sucher, cm & nd Wayne Robison, pd	Pat Jeter, ce & fd Alma Holmes, wd UP G
FT. STOCKTON							
KFST (CP)	860 250-D	Ft. Stockton Bcstg. Co. 860					
FORT WORTH							
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp 705½ Main St. Fortune 7175	Western	J. H. Speck, p & gm J. N. Mullan, cm	Jim Bradley, pd & nd Chester Grubbs, ce	Caroline Drew, wd	Cap. AP Ray.
KCUL 1949	1540 5,000-LS 1,000-N DA-2	East West Bcstg. Co. 3607 Camp Bowie Blvd. Sunset 6555		Jas. G. Ulmer, p W. Bruce Chambers, gm Jerry Hahn, pd	R. L. McAlister, ce Maydell Wallace, office m	Duane Ramsey, nd Tee Casper, sd	Thes. UP
KFJZ 1936	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Blair	Gene L. Cagle, p & gm Clyde D. Pemberton, cm Hal Thompson, pd	Forrest Clough, pmm Charles B. Jordan, asst. gm	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd	Wld. AP WE

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Biggest .. radio audience in EL PASO and the El Paso Southwest

Biggest .. value for your RADIO DOLLAR

is delivered by

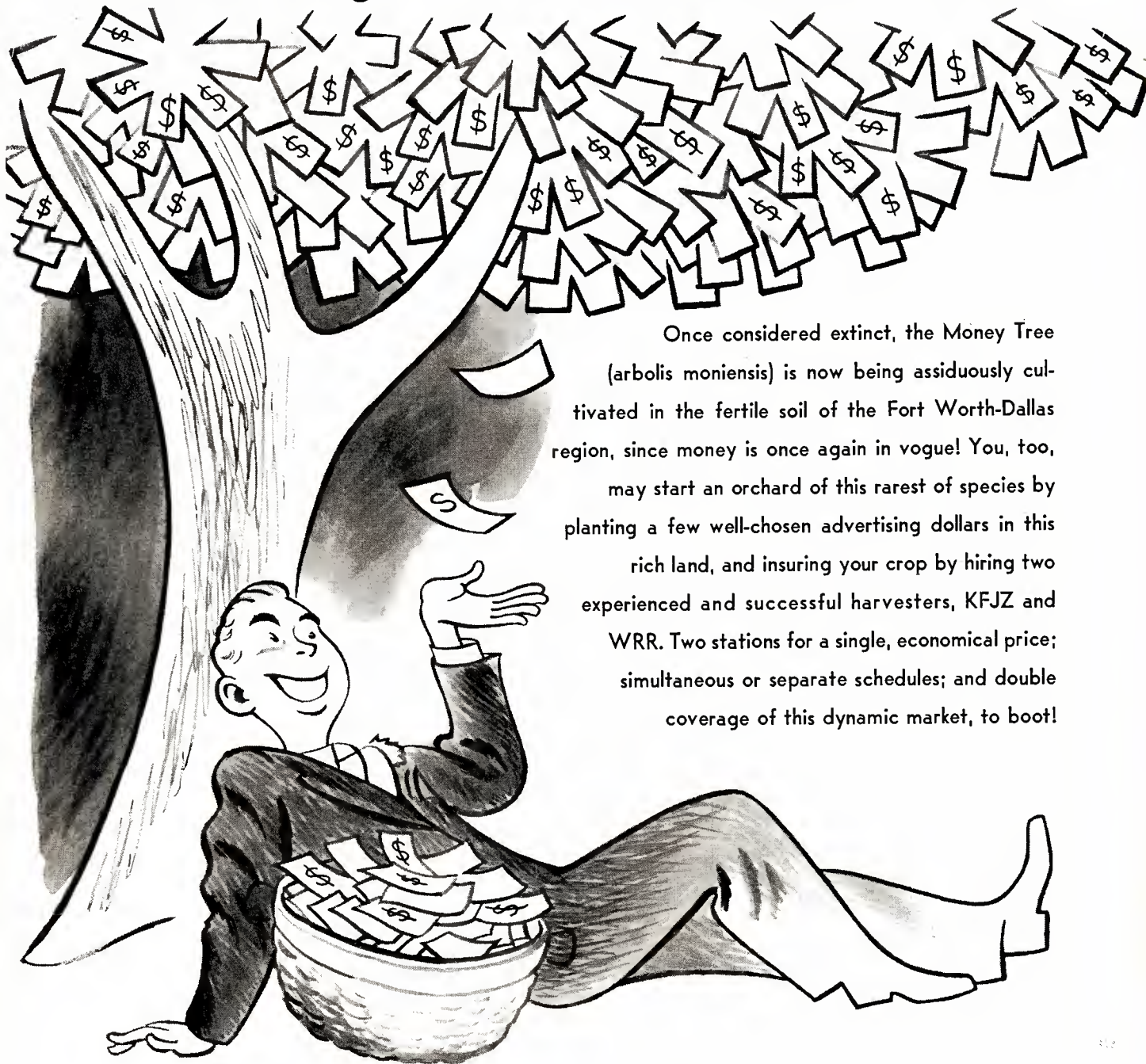
KROD
5,000 watts 600 K. C.
CBS RADIO NETWORK

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

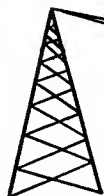
THE EL PASO SOUTHWEST IS A BILLION-DOLLAR PRODUCING AREA — An American Business Bright Spot

The Money Tree Grows in Texas

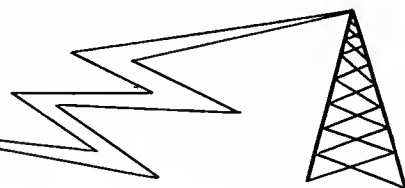


Once considered extinct, the Money Tree (*arbolis moniensis*) is now being assiduously cultivated in the fertile soil of the Fort Worth-Dallas region, since money is once again in vogue! You, too, may start an orchard of this rarest of species by planting a few well-chosen advertising dollars in this rich land, and insuring your crop by hiring two experienced and successful harvesters, KFJZ and WRR. Two stations for a single, economical price; simultaneous or separate schedules; and double coverage of this dynamic market, to boot!

"THE BILLION DOLLAR AUDIENCE"



KFJZ-FT. WORTH



WRR-DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

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

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
FORT WORTH (Cont'd)						
KWBC 1946	970 1,000-D	Worth Bcstg. Co. 3600 Kimbo Road Valley 5741	MBS Rambeau	P. W. Seward, p Lewis Love, gm Pat McFathers, cm	Dean McClain, pd & nd Charles Hobbie, pmm	Melvin Parsons, ce Dorothy Hill, office m AP
KXOL 1947	1360 1,000 DA-N	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. Edison 1448	LBS Pearson	F. M. Skinner, p Herman K. Clark, gm	Hewel Jones, cm J. R. Crouse, ce	Joe Wills, nd Bill Hightower, sd AP Ray.
² WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett St. Lockwood 1981	ABC, NBC Lone Star Free & Peters	Amon G. Carter, p Harold W. Hough, d George Cranston, gm Roy Bacus, cm	Edgar Lally, pd Thaine Engle, pmm & publ. d R. C. Stinson, ce	James A. Byron, nd W. A. Ruhmann, fd Winthrop C. Sherman, sd Assoc. AP RCA
WBAP-FM 1949	Ch. 263 (B) 100.5mc 50kw					
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett St.				
				(For full information see TELECASTING Yearbook)		
FREDERICKSBURG						
KNAF 1947	1340 250	Gillespie Bcstg. Co. Security Bank Bldg. 311	MBS Best	Walter T. McKay, ptrn. & p	Mrs. Merle Moore, ptrn. & vp Norbert A. Fritz, g & cm, & ce	Roy Herbot, nd Walter Fuhrmann, fd AP G
GAINESVILLE						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. Box 222 248	KBS	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm	Jerry Talley, pd, n & fd Charles Cuthrell, pmm Cordell Martin, ce	Frank Fancher, sd Zella Allen, wd St. AP Ray.
GALVESTON						
KGBC 1947	1540 1,000-LS 250-N DA-N	The Galveston Bcstg. Co. Commerce Bldg. 3-4329		James W. Bradner Jr., p & gm Roger Beane, asst. m	Orland Dodson, cm Tom Dawson, pd Jesse Simms, ce	Alec Gifford, nd Johnny Special, sd Frances Kay Harris, wd AP Ray.
KLUF 1922	1400 250	KLUF Bcstg. Co., Inc. 300 Haden Bldg. 5-8676	LBS Rambeau	Orrin Tucker, p Robert J. Savage, gm & nd	Braden E. Clough, pd L. D. Clough, ce	Mrs. E. A. McCluskey, bus. m Wes Perry, sd Wld. UP RCA
KLUF-FM 1949	Ch. 295 (B) 98.7mc 8kw					GE
GLADEWATER						
KSIJ 1949	1430 1,000-D	C. A. Lee T. W. Apartment Bldg. 516	Best	Douglas Charles Reeh, gm, n & sd J. O. Sisk, cm	Joe Talley, pd Tom Perryman, pmm & fd	Lloyd Johnson, ce Jo Ann Scholes, wd Cap. UP G
GONZALES						
KCTI 1951	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Grant Cooke	Frank Wilson Jr., ptrn., pd, pmm, ce & nd	Lawrence M. Walshak, ptrn., g & cm	David Walshak, f & sd SES. AP
GRAHAM						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 748 1200		H. V. Newsom, gm	Eugene Turner, pd	SES.
GREENVILLE						
KGVL 1946	1400 250	Truett Kimzey Box 1015 2066	MBS, KBS Texas State Pearson	Truett Kimzey, p Leo Hachney, g & cm	Jimmy Jones, pd & pmm Paul Robinson, asst. m	Janet Bush, wd AP
HAMILTON						
KCLW 1948	900 250-D	Clyde L. Weatherby Box 592 500		Clyde L. Weatherby, o J. H. Smith, m	H. H. Williamson, cm Al B. Scott, pd	Carl L. Knelly, ce St. UP Col.
HARLINGEN						
KGBS 1940	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Ra-Tel	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Al Beck, ce	Jerry Fisher, nd Assoc., St. UP WE
KSOX 1951	1530 50,000-LS 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS Avery- Knodel	Roy Hofheinz, p Gould Beech, gm Allen Dale, asst. m	Joe Keith, pd Bob Bush, ce	Bert Boyd, fd Mary Helen Guerro, wd UP
HENDERSON						
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 1111 4528	Best	Roy B. Cannon, p	Cliff Crawford, m	SES., Wld. UP
HEREFORD						
KPAN 1948	860 250-D	Hereford Bcstg. Co. Box 868 860	KBS, LBS Best	Marshall Formby, p Clint Formby, gm Bob Blount, cm	Bob Hess, pd & sd Dennis Surber, ce	Margaret Witherspoon, nd Kathleen Cayler, wd Thes. UP G
HILLSBORO						
KHBR 1948	1560 250-D	Hill County Bcstg. Co. Hillsboro 594	LBS Best	Ray J. Williams, p Nelson Galle, gm	Fred Weaver, ce J. K. Lane Jr., cm, pd, n & fd	Betsy Williams, wd SES. UP WE
HOUSTON						
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	LBS Dixie Keller	William Harry Talbot, p King H. Robinson, vp & gm	W. C. Burks, cm Johnny Edwards, pd Bob Keller, pmm	Ed Martin, ce Harry Grier, nd UP G
KCOH 1948	1430 1,000-D	Call of Houston, Inc. 11th Floor, M & M Bldg. Charter 1888	Pearson	Robert C. Meeker, p & gm Fred W. Bates, cm	Bob Henry, pd Harold T. Hazelrigg Jr., pmm	Richard V. Locke, ce Assoc., Wld UP G
KLEE 1948	610 5,000 DA-2	W. Albert Lee Milby Hotel Preston 1161	Young	Cal Perley, gm Bill Edwards, cm & sd	Noel Pettingell, pd	Harold Weinzal, ce Wld. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm Jack Healy, cm	Carl Mann, pd & sd June Jones, pmm O. C. Crossland, ce	Luke Hill, nd Walt Colvin, fd L-W UP G, WE

Note 2: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

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

1

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

2

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

3

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

Share of television audience.

	WBAP-TV	Sta. B	Sta. C
MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.	50.3	22.3	27.4
SUNDAY THROUGH SATURDAY EVE. 6:00 p. m.-11:00 p. m.	44.3	36.6	19.0

4

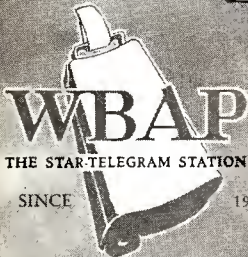
FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

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

WBAP AM-FM-TV
570 - 820
Channel

5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
HOUSTON (Cont'd)							
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Fredora Alexander, pub. d Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd	Thes. AP RCA
KPRC-FM 1946	Ch. 275 (B) 102.9mc 57kw			(For full information see TELECASTING Yearbook)			
KPRC-TV 1949		The Houston Post Co. Lamar Hotel					
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 Keystone 5535	MBS Avery-Knodel	Roy Hofheinz, o & p Bill Bennett, g & cm John Knapp, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Jack Thomas, fd Loel Passe, sd Katie Houston, wd	UP G
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas State Blair	B. F. Orr, p R. F. Herndon Jr., sm Ray E. Bright, slm Thos. B. Jacobs, pd	Louis Simon, pmm Helen A. Bender, traffic m Lester A. Mullan, studio chief	T. L. Hiner, trans. chief Corwin Riddell, nd George Roegner, fd Jim Ross, sd	Wld. AP INS RCA
KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw						GE
KXYZ 1930	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151	ABC Lone Star Free & Peters	Glenn H. McCarthy, p Fred Nahas, evp & gm Howard C. Evans, cm	Ted Hills, pd Ednah Forester, pmm Gerald R. Chinski, tech. sup.	George Peters, nd Guy Savage, sd	St. L-W AP, UP RCA
KXYZ-FM 1948	Ch. 243 (B) 98.5mc 14kw						GE
HUNTSVILLE							
KSAM 1938	1490 250	Huntsville Bcstg. Co. P. O. Box 312 666	MBS, KBS	H. C. Bailes, ptrn. & gm M. E. Cauthen, ptrn. James Roy Greer, cm	Ted Lott, asst. m, pmm & nd Don Gulihur, pd	A. W. Strong, ce & fd Charles Scott, sd Mary Ellen Flynt, wd	Cap., SES. AP G
JACKSONVILLE							
KEBE 1947	1400 250	Billy Averitte Laurie Box 1071 2211	KBS	Billy Averitte Laurie, o Mrs. E. A. Laurie, gm pd & wd	Wiley K. Poston, cm Jerry D. Spencer, pmm	Eugene R. Kintz, ce Joseph Mainz, n, f & sd	L-W, SES. UP
JASPER							
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe J. Fisher, p Mrs. Joe J. Fisher, gm L. B. Herring III, cm	Nida A. Marshall, pd & wd	Fred B. Smith, ce Dan Black, sd	Cap. AP Col.
JUNCTION							
KMBL 1951	1450 100	Kimble County Bcstg. Co.		James E. Calhoun, gm			
KERMIT							
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Highway 302 3481	Melville	George H. Cook, p Victor King, g & cm	James Boultinghouse, pd Eugene Conners, pmm & sd	James Radcliffe, ce Ray Boyd Kilman, nd	L-W UP Ray.
KERRVILLE							
KEVT 1948	1230 250	Kerrville Bcstg. Co.	LBS Best	Dean Turner, m			
KILGORE							
KOCA 1936	1240 250	Oil Capitol Bcstg. Assn., Inc. Box 989 2001	KBS Best	Roy G. Terry, p H. A. Degner, g pmm	James Elamon, pd & sd Karem Soule, ce	Rusty Rusk, nd Mary Pearson, wd	Cap. AP Col.
KINGSVILLE							
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	LBS Best	James H. Clement, p Ben A. Glusin, gm Eston R. Pace, s & cm	Andrew W. Cook, pd R. T. Whitaker, ce	Jack Trussell, sd Dorothy O'Brien, wd	Cap. UP Ray.
LAMESA							
KPET 1947	690 250	Lamesa Bcstg. Co. Box 30 671	KBS	R. O. Parker, p Bob Bradbury, gm Clayton Barkhurst, cm	Olene Blewett, pd C. T. Beckham, pmm	E. R. Cornelius, ce LeRoy Colgan, fd	AP G
LAMPASAS							
KHIT 1948	1450 250	Lampasas Bcstg. Corp. Box 228 721	KBS, LBS Best	Lee H. Gripon, p Harry Van Slycke, g & cm, n & fd	Ken Fulton, pd & pmm Don Peak, ce	Whit Wheeler, sd	L-W UP G
LAREDO							
KVOZ (CP) 1947	1490 250	Uvalde Bcstrs.					
LEVELLAND							
KLVT 1949	1230 250	Forrest Weimhold P. O. Box 866 1030	Best	Gerald H. Sanders, gm	Joe Garrison, cm		St. AP
LITTLEFIELD							
KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400		J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd & wd Jack Duemler, ce & fd	Lloyd Spencer, n & sd	SES. AP G
LONGVIEW							
KFRO 1935	1370 1,000 DA-N	Voice of Longview Curtis Bldg. 411	ABC, KBS Texas State Cooke	James R. Curtis, p			L-W AP RCA
KLTI 1948	1280 1,000-D	Letourneau Radio Corp. P. O. Box 1866 4331	LBS Pearson	R. G. Letourneau, p Lloyd Hawkins, gm Arthur L. Greene, cm	Lawrence Birdsong Jr., pd, n, f & wd	Allen E. Vinson, pmm & sd Kenneth Maxwell, ce	Assoc., St. UP GE
KLTI-FM 1948	Ch. 290 (B) 105.9mc 10kw						
LUBBOCK							
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 1803 Broadway 6348	MBS Pearson	Joe H. Bryant, p & gm George L. Tarter, cm	Bob Sanders, pd Robert L. Snyder, asst. m	Frank Lee, ce Choc Hutcheson, n & fd	Assoc., Wld. AP WE
KFYO 1927	1340 250 (CP) 790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J. 5567	ABC Lone Star Taylor	Gene A. Howe, p Gordon Thompson, g & pmm Leete Jackson, cm	Noel E. (Bud) Thompson, pd, & nd W. S. Bledsoe, ce Jack Creel, fd	John Kennedy, sd Peggy Bell, wd	Cap., St. AP, UP RCA
KSEL 1946	950 1,000-LS 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q 3-0484	LBS Rambeau	Walter G. Russell, p David P. Pinkston, gm Monroe M. Rochester, cm	Wayne Allen, pd Wes Youngblood, pmm & sd Roger Hively, ce	Bob Nash, nd Lynn Ross, fd Barbara Ashbrook, wd	L-W AP Col.

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KPRC

HOUSTON



st

In Radio...

In Television

.....

.....

K P R C  K P R C - T V

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President

•

JACK HARRIS, General Manager

Represented Nationally by EDWARD PETRY & CO.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations				Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.				
LUFKIN								
KRBA 1938	1340 250	Darrell E. Yates Lufkin	KBS Continental	Darrell E. Yates, o & pmm				
KRBA-FM 1948	Ch. 238 (B) 95.5mc 2.9kw							
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 1420	MBS Lone Star Taylor	R. W. Wortham Jr., p Richman G. Lewin, gm Kenneth Barfield, cm	Royce Christenson, pd Don Phillips, pmm Fred C. Hill, ce	Roger Sizoo, n & sd Hampton Keathley, fd Zaidee Brittain, wd	Wld. AP Ray.	
MARLIN								
KMLW (CP)	1010 250-D	Falls County Public Service 106 Commerce St.						
MARSHALL								
KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 7826	MBS, KBS Texas State	F. M. Skinner, p Myrl Stein, gm	Alice C. Becker, pd, pmm & wd	R. L. Clay, ce Bill Merrill, sd	L-W AP Col.	
McALLEN								
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 1700	ABC Texas State Weed	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, mgng. d	Ingham S. Roberts, cm Normand Mann, pd & fd William Meiners, ce	George Scharmen, nd Stuart Graymount, sd Virginia Fenwick, wd UP WE	
McKINNEY								
KMAE 1947	1600 1,000-D	McKinney Air Enterprises 218 E. Virginia St. 183		George W. Smith Jr., p Denise Adkins, gm, pd & wd	Melvin Belew, c & pmm C. W. Rampy, ce & nd	Martin Pyle, f & sd	L-W AP	
MIDLAND								
KCRS 1935	550 5,000-LS 1,000-N DA-2	Clarence & Ruth Scharbauer Scharbauer Hotel Bldg. 2-4393	ABC Texas State Pearson	Clarence Scharbauer, Jr., p J. M. McDonald, gm	G. L. McDonald, cm Doyce Elliott, pd, n & sd	Robert Warren, pmm Tom Yates, ce	Assoc. UP Ray.	
KJBC 1950	1150 1,000-D	Jack Cecil Box 1658 4-5152	KBS	Jack Cecil, p, gm & ce Marine White, cm Claude Hainey, pd & nd	Keith Ward, pmm & sd Dorothy Stafford, secy & wd	Did Dwyer, fd UP Ray.	
MINERAL WELLS								
KORC 1946	1140 250-D	Raymond W. River 808 N. Oak 319	KBS Best	Raymond W. River, p, g & cm Glenn Duke, pd	Jerry Hickman, ce Olie Carriker, nd	Ken Tucker, sd Thelma Doss, wd	L-W AP Ray.	
MONAHANS								
KVKM 1947	1340 250	Monahans Bcstrs. Inc. Radio Center 438	MBS, KBS, LBS South West Cactus Best	Mrs. Charles Stuckey, p William B. Lee, g & cm, n & sd	J. Ross Rucker, pd & fd John Rosenberger, ce	Norma Klinger, wd	Wld. AP G	
MT. PLEASANT								
KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. Box 990 915	LBS	Winston O. Ward, p, gm & ce	Ruby Stanley, pd & wd		L-W AP G	
NACOGDOCHES								
KOSF 1947	1230 250	Kelly Bell P O Box 8 1230	KBS Continental	Kelly Bell, p J. C. Stallings, gm & pd	Frank Murray, cm & ce Bob Atherton, nd	R. L. Bentley, sd	L-W UP Col.	
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co., Inc. 1509 North St. 860	LBS	Wilbur Courtland Fouts, p, g & cm, & fd George Warwick, pd & pmm	Leroy Morgan, ce W. McMullen, nd	Bob Knocktreet, sd Joan Taylor, wd	Cap. AP G	
NEW BRAUNFELS								
KGNB 1950	1420 1,000-D	Comal Bcstg. Co., Inc. 184 Castell 1612		F. T. Wilson, p & gm H. L. Edwards, pd & nd	L. J. Owen, ce Bert Faust, sd	Pat Harmon, wd	Cole, Thes. AP RCA	
ODESSA								
KECK 1947	920 1,000-LS 500-N DA-N	Ector County Bcstg. Co. 120 W. 3rd St. 6-5791	Forjoe	Ben Nedow, g & pmm Sol Schmessman, cm Roy A. Elsner, pd	Ray Worsham Jr., ce Tom Rollins, nd Bob Bryon, sd	Mrs. C. Lee, wd	L-W, SES., St. AP	
KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. 6th 6-4301	CBS Southwest Lone Star Taylor	C. L. Trigg, p & gm Jay H. Mehaffey, cm John Vacca, prog. m	Ed Costello, pub. rel., n & sd	James Simpson, ce Margaret McDonell, wd Cap. AP RCA	
KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Crane Hghwy. 6-6871	MBS, KBS, LBS Cactus Best	R. O. Canon, p Jack W. Hawkins, gm Marguerite Larue, sm	Jack Lee, pd Harold Poole, ce	Bob Smith, nd Carlos Clover, sd	Wld. UP WE	
ORANGE								
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-4381	KBS, LBS Best	Morris Jacobs, p Rockie Stone, gm	Frank Dusenbury, cm & sd Jerome Oppel, pd	Hulan Smith, pmm Lloyd Vincent, ce Col.	

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PALESTINE

KNET 1936	1450 250	Palestine Bcstg. Corp. Box 649 8686		B. A. Laurie, p J. D. Norton, g & cm Marvin Crain, pd	LaVeda Norris, pmm Johnnie Kriegel, ce	Lee Downs, nd Don Norton, sd UP Ray.
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PAMPA

KPAT 1951	1230 250	J. C. Daniels Pampa 2511	LBS Pearson	J. C. Daniels, p J. W. Crabtree, gm C. B. Snoddy, cm	Jim Terrell, pd & sd Edward Murphree, ce Dick Post, nd	Harry Kelly, fd Georgia Behrman, wd	Cap. UP G
KPDN 1936	1340 250	Freedom Newspapers Inc. Box 901 1100	MBS Sears & Ayer	Coy C. Palmer, gm Rudy Marti, cm Garth W. Osborn, ce	K. L. Francher, pd, pmm, n & sd Foster Whaley, fd	Billie Pulliam, co-wd Beverly Baines, co-wd	Wld. AP G

PARIS

KFTV 1950	1250 500-D	Lamar Bcstg. Co., Inc. First National Bank Bldg 166	KBS, LBS Best	Cecil Hardy, p Aubrey T. Harris, gm	Harry J. Porter, cm Norman Butler, pd, n & fd	Stafford E. Davis, ce Frank Bean, sd	SES. UP Col.
KPLT 1937	1490 250	North Star Bcstg. Co. Box 235 1124	ABC Texas State Pearson	Boyd Kelley, p Fred Kincaid, gm Bob Prichard, cm & sd	Will Dickson, pd & nd Paul Daniels, ce Lewis Seibert, secy.	Jeff Methven, fd Donna Anderson, wd AP RCA

PASADENA

KLVL 1950	1480 1,000-D	Felix H. Morales Pasadena State Bank Bldg. Grand 2-1361		Felix H. Morales, p & gm C. B. Rice, cm	Mrs. Felix Morales secy.-treas. & office m	Victor Lara Ortegen, pd Eugene C. McNally, ce Col.
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PECOS

KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 316 S. Cedar St. 999	MBS, KBS, LBS Cactus Southwest Best	Jack Hawkins, ptrn., gm & sd Barney Hubbs, ptrn.	David Martin, cm J. V. Davis, bus. m James Hurley, pd	Harry W. Boehnemann, ce Louise Hawkins, wd UP RCA
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PERRYTON

KEYE 1948	1400 250	Great Plains Bcstg. Co. Perryton 5771	MBS	Carl Ellis, p Irvin R. Buchanan, g & cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd	Cap., L-W AP G
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PLAINVIEW

KVOP 1944	1400 250	KVOP, Inc. Veigel Bldg. 1400	KBS MBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm	Ralph Thorton, pd & sd Tom Field, pmm Wayne Hawkins, ce	Doug Sewell, nd Bob McGrath, fd Yvonne Ragle, wd AP RCA
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PLEASANTON

KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. Box 247	KBS Best	Ben L. Parker, gm			Cap. SES.
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PORT ARTHUR

KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436	LBS	Socs Vratiss, ptrn., gm, ce & sd	Mary A. Petru, ptrn., pd & wd Glenn Hewitt, cm	Hugh McElroy, pmm Hal Parkes, nd Erma Parkes, mus. d	L-W AP G
KPAC 1934	1250 5,000-LS 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouchet Jr., slm Corinne Enos, pd & wd	Freida Halwe, pmm Morris Glenn Boatright, ce	Glenn Earle, nd Gordon Baxter Jr., sd RCA

QUANAHA

KOLJ 1951	1150 500-D	Orville L. Jenkins Box 566 654	KBS	Orville L. Jenkins, p & gm	Helen Norris, cm Dick Dormier, pd	Lester Agee, ce J. R. Chism, n & sd AP G
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ROSENBERG

KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co., Inc. P. O. Box 832 980		Jim Hairgrave, g & cm & fd	Charley Harrison, pd Delores Jochee, office m	Frank Wood, ce	L-W UP G
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SAN ANGELO

KGKL 1928	960 5,000-LS 1,000-N DA-N	KGKL, Inc. St. Angelus Hotel 6715	ABC Texas State Pearson	Henry C. Ragsdale, p Lewis O. Seibert, gm Bill Williamson, cm	(Mrs.) Jean Welch, pd Jane Bosworth, pmm	William Poteet, ce Bob Milburn, sd AP RCA
KTXL 1947	1340 250	Westex Bcstg. Co. 1901 W. Beauregard 7183	MBS Lone Star Taylor	Armistead D. Rust, p B. P. Bludworth, vp Robert L. McClellan, gm	Walton A. Foster, cm & nd O. L. Sams, traffic & pd Marcus Oquin, pmm & sd	Robert Benson, ce Jerry Blair, fd Nancy Darsey, wd UP WE

SAN ANTONIO

KABC 1926	680 50,000-LS 10,000-N DA-N	Alamo Bcstg. Co. Milam Bldg. Fannin 3126	ABC Texas State Blair	Gene L. Cagle, p Bill Michaels, sm Earle Fletcher, asst. m	Jim Wiggins, pd & sd Jim Anderson, pmm Joe Haigh, ce	Barclay Russell, nd Nettie Shaw, wd	Wld. AP WH
KCOR 1946	1350 5,000-LS 1,000-N DA-2	Raoul A. Cortez KCOR Bldg. Cathedral 1301	McKinney Oakes	Raoul A. Cortez, p & gm William P. Smythe, sta. & cm	Ruth Burleson, exec. secy. Stanton L. Morris, asst. m, pd, n & sd	Kenneth R. Hyman, ce Lalo G. Astol, fd Lydia de Garay, wd AP, UP
KEYL(TV) 1950		San Antonio Television Co. Transit Tower Bldg.		(For full information see TELECASTING Yearbook)			
KITE 1947	930 1,000-D	Chas. W. Balthrope 310 Transit Tower Fannin 0335	Pearson	Chas. W. Balthrope, p & gm Alex Coe, cm	Alec Chesser, pd Pearl Brewer, office m John Siercovich, ce	Coit Butler, nd Robert Cutting, fd	L-W AP Col. GE
KITE-FM 1951	Ch. 247 (B) 97.3mc 8.2kw					 GE
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. Inc. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p L. E. Richards, g & pmm & ce	Fidel Cuellar, pd & nd	Ann Lincoln, exec. secy., & wd UP Col.
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-224 W. Commerce St. Cathedral 6211	MBS, LBS Texas State	Howard W. Davis, p, g & cm Tony Bessan, pd	Samuel W. Young, pmm Al Knight, ce	Charlie Walker, fd Ted Johnson, sd WE
KISS(FM) 1946	Ch. 258 (B) 99.5mc 12.87kw	(KMAC, AM Affiliate)				 GE

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
SAN ANTONIO (Cont'd)							
KONO 1927	860 5,000-LS 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, asst. m	James M. Brown, cm Bob Jenkins, pd Jack Roth, pmm	George Ing, ce Ray Hunt, nd Blake McCreless, fd	Cap. AP RCA GE Assoc., Mac. AP, UP RCA
KONO-FM 1948	Ch. 225 (B) 92.9mc 4.4kw						
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Ave. E at 3rd St. Garfield 1251	CBS Lone Star Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, g & cm Harold H. Carr, pd	W. G. Egerton, ce Moulton Kelsey, nd	Dick John, sd Sylvia Kelsey, wd GE Assoc., Mac. AP, UP RCA
KTSA-FM 1947	Ch. 268 (B) 101.5mc 15kw						
WOAI 1922	1200 50,000	Southland Industries, Inc. P. O. Box 2641 Garfield 4221	NBC Texas Quality Petry	Hugh A. L. Halfp, p Arden X. Pangborn, gm Rex Preis, cm W. Perry Dickey, prog. m	Bill Shomette, pd Dallas Wyant, sls. pmm Charles L. Jeffers, d of enrg.	Justin R. Duncan, pub. rel. d Henry Howell, nd Bill McReynolds, fd	Cap., St. AP, UP, INS RCA
WOAI-TV 1949		Southland Industries, P. O. Box 2641		(For full information see TELECASTING Yearbook)			
SAN MARCOS							
KCNY 1948	1470 250-D	Central Bcstg. Co., Inc. P. O. Box 32 883	KBS, LBS Best	Ed C. James, p Tom C. Fleet, gm,-n & sd	Ronald C. Ives, cm Ernest Wood, pd	Sonny Stewart, pmm Rosie Neal, wd & publ. d	L-W UP Col.
SEGUIN							
KWED 1948	1580 1,000-D	Weldon Lawson, Garfield Kiel 200 S. Camp St. 1580	Best	Garfield Kiel, gm	Stan McKenzie, sta & cm	Henry Lehnhoff, pd	L-W
SEYMOUR							
KSEY 1950	1230 100	W. C. Moss, Jr. Box 295 60	KBS Best	W. C. Moss Jr., p, g & cm, & nd	Hugh E. Neeld, pd Hal Fees, sd	Elizabeth Moss, wd	L-W AP G
SHAMROCK							
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	LBS, KBS Best	James D. Abbott, p	Farrell M. Brooks, cm & ce		Cap. WE
SHERMAN (Denison)							
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. Box 665 (Sherman) 201 (Sherman) Box 94 (Denison) 423 (Denison)	MBS Texas Pearson	G. H. Wilcox, p Tom Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	Van C. Hutto, cm (Sherman) Earl Ellington, pd, pmm & nd	Tom Johns, ce Ralph Mills, fd George Vance, sd Dorothy Cox, wd	Assoc., Wld. UP WE
KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, o, cm, pmm & ce O. E. Smith, p Bill Jacob, gm	Jim Shelton, pd Mrs. Jessie Moe Cain, secy.-treas.	Walter Vaughn, n & sd Ed Tolson, fd Carol Rogers, wd AP Ray.
SNYDER							
KSNY 1949	1280 500-D	John Blake Box 1468 1280	LBS Best	John Blake, o	Charles R. Wolfe, gm, pd & ce		L-W UP RCA
STAMFORD							
KDWT 1947	1400 250	David W. Ratliff Stamford 1400	MBS, KBS, LBS	David W. Ratliff, p & gm Paul L. Singer, c & pmm & sd	J. R. Aker, pd O. P. Davis, ce	George Morey, n & fd Mrs. D. W. Ratliff, wd AP WE
STEPHENVILLE							
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid 135 Belknap St. 950	KBS Best	Galen O. Gilbert, p & gm Bill George, c & pmm & sd	Jack Reeves, pd & nd James Groves, ce	Elnora Gilbert, wd	St. UP
SULPHUR SPRINGS							
KSST 1947	1230 250	Hopkins County Bcstg. Radio Road 1230	MBS, KBS Best	W. E. Bradford, p, gm & ce Clovis Pinion, cm	B. J. Morris, pd Tom Brubaker, pmm, f & sd	Margaret Thomas, n & wd AP G
SWEETWATER							
KXOX 1939	1240 250	Radio and News, Inc. Roby Hiway 70 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm	Al Cobb, pd & nd J. T. Allen, ce	Ed Alexander, sd Sally Test, wd	St. UP RCA
TAYLOR							
KTAE 1948	1260 1,000-D	KTAE, Inc. 121 E. Second St. 1260	Best	Gillis Conoley, p & gm John M. Wehby, cm	Bob Heller, pd & nd Bob Mitchell, pmm	Gordon W. Rainey, ce	Wld. UP Ray.
TEMPLE							
KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	Curtis Casey, ce	L-W UP RCA
KTEM-FM 1948	Ch. 298 (B) 107.5mc 1.9kw						
TERRELL							
KTER 1950	1570 250-D	Terrell Bcstg. Corp. Terrell 1710		Paul A. Wnorowski, p & gm	Joe Mac Lemons, cm Dean Tiller, pd Louis Howard, pmm & sd	Martin Pitts, ce & fd Ruby Johnson, wd	SES. UP G

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TEXARKANA

KCMC 1932	1230 250	KCMC, Inc. 315 Pine St. 3-5161	ABC Texas State Taylor	Frank O. Myers, gm Harvey Robertson, ce	Joe McKinney, nd	Hal McWilliams, sd	Assoc., L-W AP WE
KCMC-FM 1945	Ch. 251 (B) 98.1mc 40kw						
KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ State Line Ave. 35-123	LBS Cotton Belt Devney	David M. Segal, p & gm Thomas Alford, cm Les Eugene, pd & sd	Casey Strong, pmm Thomas McFaddin, ce	Bill Mitchel, nd Ernest Hackworth, fd	Wid. UP Col.

TEXAS CITY

KTLW 1948	920 1,000-D	Texas City Bcstg. Service Show Boat Theatre Bldg 5-4418	KBS	Lynn Pentony, m		 UP
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TYLER

KGKB 1930	1490 250	Mrs. Lucille Buford 115 S. College 2-3875	MBS, KBS Pearson	(Mrs.) Lucille Buford, p Marshall H. Pengra, g & cm	Ed Smith, pd & fd Hudson Collins, ce Sam Matthews, nd	John Lenox, sd Bonnie Lenox, wd	Wid. AP RCA
KTBB 1947	600 500-LS 1,000-N DA-N	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	LBS Lone Star Taylor	S. H. Bothwell, d M. E. Danbom, g & pmm William Hill, cm	Donald J. Tausch, pd & nd R. A. Wileman, ce	Bob Murcock, fd Richard Wheeler, sd	L-W UP WE

UVALDE

KVOU 1947	1450 250	E. J. & W. J. Harpole 1450 Batesville Rd. 717	MBS Best	E. J. Harpole, gm Joe Watson Jr., c & pmm, f & sd	Burney Jones, pd Bob Hicks, ce	Les Miller, nd Mrs. E. J. Harpole, wd UP G
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SAN ANTONIO

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
VERNON							
KVWC 1939	1490 250	Northwestern Bestg. Co. 1813 Wilbager St.	MBS, KBS Clark	W. R. Hixon, gm	Harold Burdick, cm		
VICTORIA							
KNAL 1949	1410 500 DA-N	Victoria Bestg. Co., Inc. 120 E. Forrest 1410	LBS Best	Truman Belcher, p Vernon Townsend, g, c & pmm	George Slocum, pd & nd Douglas Smith, ce	Dan Keough, sd Dottie Dotson, wd	Cap., SES. UP Col.
KVIC 1950	1340 250	KVIC Bestg. Co. Victoria Bank & Trust Bldg. 1106	MBS	J. G. Long, p Bob Tharp, gm Dick Lewis, pmm	Jim Traber, cm, pd, n & sd Bob McCown, ce	Cliff Berkman, fd Agda Tharp, wd	Wld. UP WE
WACO							
KWTX 1945	1230 250	KWTX Bestg. Corp. 108½ S. Sixth St. 3-7331	MBS McKinney	M. N. (Buddy) Bostick, p J. M. Brinegar, cm	Chuck Hinkle, pd & sd Robert Walker, pmm	Lester Grubbs, ce Bob Martin, nd	Wld. AP WE
WACO 1922	1460 1,000 DA-N	Frontier Bestg. Co. Amicable Life Bldg. 2-6571	ABC Texas State Weed	Gene L. Cagle, p	Charles B. Jordan, vp	R. E. Lee Glasgow, gm	

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WESLACO

KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Lone Star Taylor	O. L. (Ted) Taylor, p Byron W. Ogle, gm Aubrey Jackson, cm	James D. Cook, pd Ted Cressner, pmm O. Lewis Hartwig, ce	Bob McDonald, n & sd Ron Jansen, fd Sallye Jones, wd	L-W, SES. AP, UP RCA
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WICHITA FALLS

KFDX 1945	990 10,000-LS 1,000-N DA-2	Wichita Radio & Television Co. City National Bank Bldg. 2-8668	ABC Lone Star Taylor	D. A. Cannan, p & gm Howard H. Fry, vp & pmm M. P. Hood, pd	Mott Johnson, natl. slm John Adams, ce	Herb Debelle, n & sd Ann King, wd	SES., Wid. UP RCA
KTRN 1949	1290 5,000-LS 1,000 N-DA-N	Texoma Bcstg. Co. 917½ Scott 2-5214	MBS Pearson	Houston Harte, p A. Boyd Kelley, gm Sidney Allen Grayson, cm & sd	Bill Edgar, pd Robert A. Harmon, ce Billie Foreman, traffic d	Bill Richie, nd Glen Shelton, fd	Cap. AP Col.
KWFT 1939	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 4181	CBS Texas State Blair	Kenyon Brown, p Charles E. Clough, gm Sam H. Bennett, cm	Blaine Cornwell, pd A. L. Pierce, pmm Herbert T. Wiley, ce	Pat Halverson, nd Gerry Wright, wd	St. UP RCA
KWFT-FM 1948	Ch. 260 (B) 99.9mc 9.7kw						

UTAH

BRIGHAM

KBUH 1947	800 250-D	Revella M. Bone 948 W. Forrest St. 948	Continental	Revella M. Bone, p Wade M. Ebeling, g & cm Wes Vernon III, pd & fd	Don Reber, pmm & nd S. L. Stephens Jr., ce	Jerold Speth, sd Doris Bankson, wd	L-W, St. UP
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CEDAR CITY

KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. El Escalante Hotel 398	CBS Inter- mountain	Ivor Sharp, p Arthur L. Higbee, g & pmm & nd	Walter V. Lowe, slm Beth Talbot, pd George E. Jensen, ce	Eddie Peterson, sd Mona T. Higbee, wd	Wid. GE
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LOGAN

KVNU 1938	610 1,000 DA	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS, KBS Don Lee Inter- mountain	Herschel Bullen, p Reed Bullen, g & pmm, n & fd	A. George Raymond, cm Thomas Wayman, pd DelMonte Olesen, ce	Paul Coburn, sd Leah Merrill, wd	Wid. UP Col.
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MURRAY

KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State St. 1360	Tri-City Webb Biddick	Oral J. Wilkinson, o Bob Davies, gm & sd Howard Pingree, cm	Mitzi Patterson, pd & wd Win Neiman, pmm	Fred Weibell, ce	Cap., L-W UP G
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OGDEN

KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Inter- mountain Avery- Knodel	(Mrs.) Edris Glasmann, p George C. Hatch, gm	C. W. Lowder, sm & pd Paula McCune, pmm	Wayne T. Booth, ce Doug Stringfellow, nd	Wid. UP
KOPP 1947	730 1,000-D	KOPP Inc. West 12th St. 3-3124	KBS United	G. Stanley Brewer, p King Harmon, gm & sd	C. Lamar Fagg, cm Charles Gropp, pd & fd	George Bell, pmm Wayne Moss, ce	L-W
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 2-7535	Tri-City Webb Biddick	Arch G. Webb, p, g & cm Helen Backman, pd, n & wd	David B. Affeck, pmm & sd	Ronald Leavitt, ce	St. AP WE

PRICE

KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS, KBS Inter- mountain Avery- Knodel	Jack Richards, p, g & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce UP
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PROVO

KCSU 1947	1400 250	Central Utah Bcstg. Co., Inc. P. O. Box 550 2802	ABC, Tri-City Rocky Mtn. Webb Biddick	Frank A. Van Wagenen, co-o, p & cm	Harold E. Van Wagenen, co-o, vp & pmm Dallin H. Oaks, ce	Dale Brown, n, f & sd Mary Killpack, wd UP
KNEU 1949	1450 250	Mid Utah Bcstg. Co. 307 S. 17th West 4060	LBS United Continental	Lester R. Taylor, p S. Garm Carter, g & cm Robert Brock, pmm & nd	J. D. Jones, pd & sd Larry A. Steppe, ce	Richard Homes, fd Jen Johnson, wd	
KOVO 1939	960 1,000 DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Inter- mountain Avery- Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James Lawrence, pd & sd Robert Chambers, pmm	Lovell Killpack Jr., ce LeGrande Young, n & fd	Wid. UP RCA

RICHFIELD

KSYC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	Inter- mountain Avery- Knodel	William L. Warner, p Frank Peacock, gm	Art Tucker, slm	Lynn L. Meyer, natl slm	Wid UP
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SALT LAKE CITY

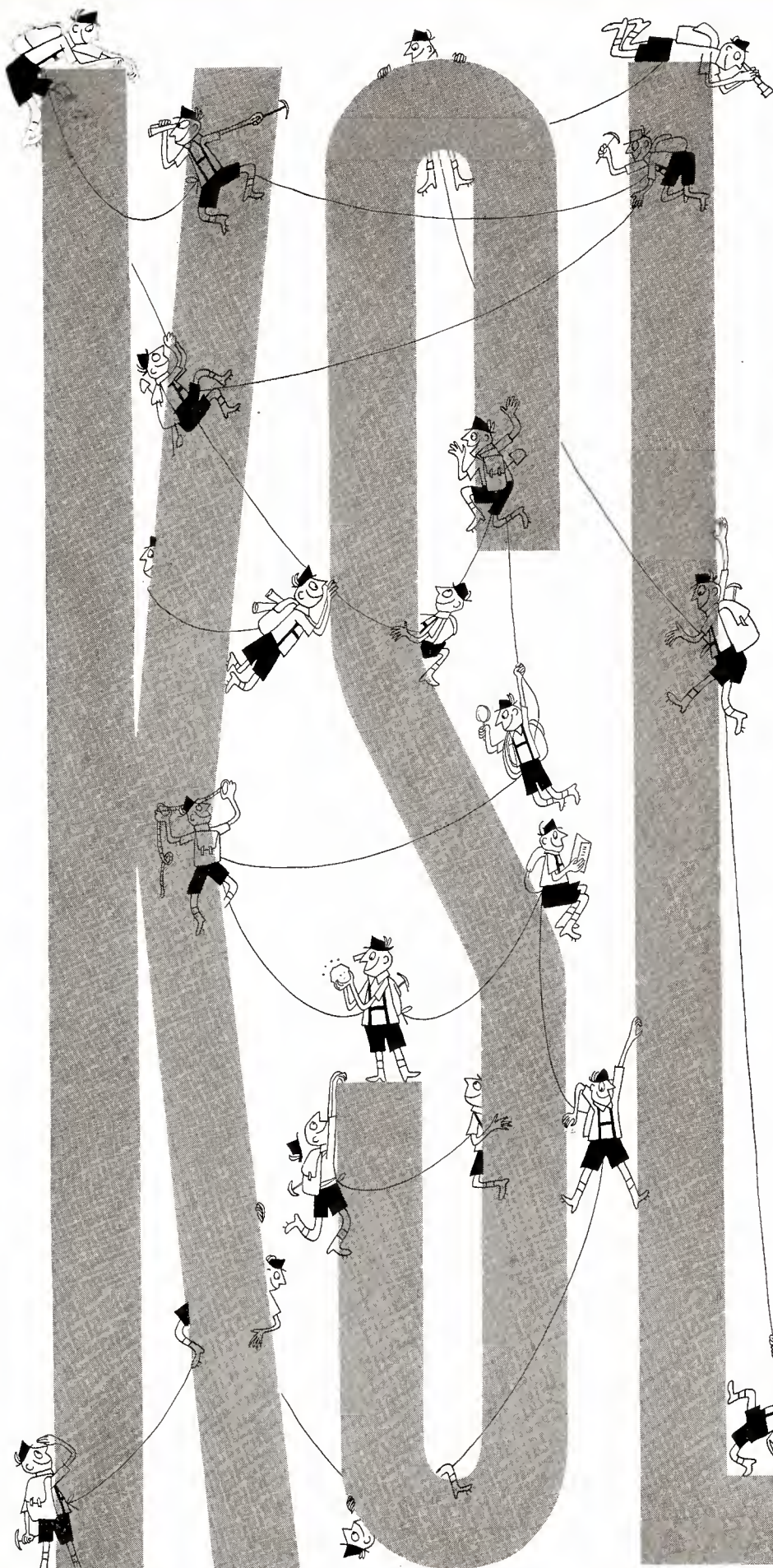
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co., Inc. 143 S. Main St. 4-3561	MBS Inter- mountain Avery- Knodel	George C. Hatch, p Thomas H. Anderson, g & cm Jack S. Paige, pd	Jack Goodman, pmm W. D'Orr Cozzens, ce Lynn L. Meyer, natl. slm Paul Sullivan, nd	Stan Farnsworth, fd Mal Wymann, sd Gordon Owen, wd UP
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & Television Corp. 143 S. Main 5-2991	NBC Blair	S. S. Fox, p & gm Easton Woolley, evp	Holly Moyer, natl slm Emerson Smith, pd	Del Leeson, pmm J. M. Baldwin, ce	Assoc., Thes. UP, INS RCA
KDYL-FM 1947	Ch. 254 (B) 98.7mc 0.9kw						
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.					
KNAK 1945	1280 1,000-LS 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685	LBS United Forjoe	Howard D. Johnson, p Thomas M. Ivory, resident m & nd	Richard I. Nicholes, cm Eldon Walton, pd Lyle Wahlquist, ce	R. M. Johnson, fd Donna Williams, wd UP

(For full information see TELECASTING Yearbook)

UTAH—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter
SALT LAKE CITY (Cont'd)						
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main 5-4641	CBS Radio Sales	Ivor Sharp, evp C. Richard Evans, vp & gm Eugene M. Halliday, sm	Alfred Biorge, slm Joseph A. Kjar, pd Wayne Kearn, pmm	Curtis Neilson, ce Paul Royall, n Elvon Orme, fd SES., Wld. AP, UP WE
KSL-FM 1946	Ch. 262(B) 100.3mc 5.9kw					
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave.				(For full information see TELECASTING Yearbook)
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State St. 3-2737	ABC Rocky Mtn. Hollingbery	Frank C. Carman, p Ray Fadel, sm & pd S. John Schlie, cm	Allen Thomas, pmm C. Wendell Bell, ce Hal Zogg, nd	Hal Callipriest, fd Bill Thompson, sd Jeanne Malstrom, wd St. UP G
VERNAL						
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 E. Main 494	KBS Grant	James C. Wallentine, p Lee Walker, gm, n & wd	Grant Parry, cm Buchanan S. Fulmore, pd & fd	Wallace D. Raker, ce UP
VERMONT						
BRATTLEBORO						
WTSA 1950	1450 250	Granite State Bcstg. Corp. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	W. J. Barkley, p W. F. Rust Jr., gm	P. G. Terhune, cm James Simmons, pd	Joseph Rich, ce UP
BURLINGTON						
WCAX 1927	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS New England Weed	C. P. Hasbrook, p J. D. Swan, m Milton Slater, pd	James Tierney, ce Thomas Braine, loc. slm Lawrence William, nd	Toney Adams, sd Carol King, wd Wld. UP G
WJOY 1946	1230 250	Vermont Bcstg. Co. 633 Main St. 45774	ABC Rambeau	David W. Howe, p A. E. Spokes, g & cm Dick Burt, pmm	John Quill, ce Ben Oman, nd Val Carter, fd	Frank Balch, sd Wynne Casey, wd AP RCA
MONTPELIER						
WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	Grant Borgatti	Charles W. Grinnell, p & gm	Robert Bannon, pd Gerald Marcotte, ce	Elliot Page, sd Elizabeth Byrne, wd L-W AP Col.
RUTLAND						
WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24½ Center St. 3200		(Mrs.) Vena M. Bates, p & gm	Lewis L. Carter Jr., pd & pmm Thomas Kibbe, nd	Richard Westervelt, f & sd Shirley Neilson, wd Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247	MBS, KBS Yankee McGillvra	Philip Weiss, p	J. H. Weiss, g & cm Ken Ellis, pd	N. K. Ramson, ce Thes. UP Col.
ST. ALBANS						
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 78 N. Main St. 1390	Walker	Lloyd E. Squier, o & gm	Warren C. Marsden, cm Stuart Perry, p & pmm	Theodore Boisvert, ce Robert Leavitt, nd Wld. UP Col.
ST. JOHNSBURY						
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. 2344	KBS McGillvra Borgatti	E. Dean Finney, p & gm Richard M. Adams, asst. m Gerald D. Johnson, ce	Kenton R. Mudgett, pd & fd George Peterson, n & sd	April Walters, co-wd Marjorie Dow, co-wd L-W, SES. UP Ray.
WATERBURY						
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS Yankee Bannan Walker	Lloyd E. Squier, p, g & cm Thomas Dodd, pd & nd	Warren Chase, ce Craig S. Parker, pmm	Harold Groud, fd Virginia Dodd, wd Ted Powers, sd Wld. UP RCA
VIRGINIA						
ALEXANDRIA						
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000		Carl L. Lindberg, p, g & cm	Ed Hudson, pd	Barbara Power, traffic m AP G
ARLINGTON						
WARL 1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Highway Owens 7800	Forjoe	Lou Poller, p Raymond W. Baker, vp & gm William W. Jefferay, cm	Ray Armand, pd, n, f, s & wd Cy Blumenthal, treas. & pmm	Stephen Hart, ce Cap. AP WE
WARL-FM 1948	Ch. 286 (B) 105.1mc 2.9kw					
WEAM 1947	1390 5,000 DA-1	WEAM Inc. Radio Bldg. Owens 7100	MBS Cooke	Harold H. Thoms, p Howard Stanley, g, c, & pmm Wayne Farrell, pd	Edward Atkinson, ce Buddy Kling, pub. rel. d John Cooley, mus. d Tom Frawley, nd	Matthew Warren, fd Nat Allbright, sd Sue Sherwood, wd AP Col.
BEDFORD						
WBLT 1950	1490 250	Bedford Bcstg. Corp. P. O. Box 406 8245	MBS	A. P. Marsh Jr., p, gm & ce	J. E. Synan, vp, secy., bus. m & nd	R. A. Owen, vp, treas. pmm & fd R. A. Scott Jr., pd St. AP G
BLACKSTONE						
WKLV 1947	1490 250	Nattaway Bcstg. Co., Inc. Community Bldg. 478		J. L. Manson Sr., p David M. Platt, g & cm, pd., pmm & nd	Sanford Terry, ce	Joe Salvi, sd Julia Starkey, wd L-W AP G
BRISTOL						
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Hotel General Shelby North 3560		J. Fey Rogers, p & slm Robert H. Smith, vp, treas. & gm	Francis Russell, prog. sup. & sd R. V. Robinson, tech. sup.	Frank Spaulding, prom. sup. Jerry Donovan, fd Alice Friberg, wd John Hughlett, ce Assoc. Cole, Wld. AP, UP Ray. Thes. UP G
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co., Inc. Hotel Bristol North 3620	MBS Walker	W. C. Nininger, p W. L. Nininger, gm	Jack Martin, cm & sd Rex Raney, pd & nd Thes. UP G

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EXPLORING ADVERTISING VALUES?

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

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

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

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

NETWORK? Check KSL. Its network is CBS Radio.

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

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

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



SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Li- brary, News Service Transmitter	
CHARLOTTESVILLE							
WCHV 1933	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC McGillvra	Charles Barham Jr., p Robert C. Walker, g & cm R. G. Sketchley Jr., pd	Charles H. Smith Jr., loc. sis rep. Walter Gray, ce Jean Lindsay, nd	Norman Kelsey, fd Garry Donovan, sd Nancy Goodrich, wd	Wid. AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. Corp. 4th & Main St. 2-6177	LBS Devney	Thomas M. Carruthers, p, g, c & pmm	Charles W. Freeman, pd Lawrence Kennedy, ce	Edward Desmond, nd Don LeFebre, sd	St. UP Ray.
CLIFTON FORGE							
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Clifton Forge 2147	MBS	John H. Wilson, p, gm & ce	Nancy M. Johnson, cm	Donald J. Tucker, pd	SES., St. AP WE
COVINGTON							
WKEY 1951	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, o & gm Kenneth Bryant, cm	Willis M. Shawver Jr., pd, pmm & nd Clinton J. Lewis, ce	Jim Termine, sd Jo Spaar, wd	Thes. UP WE
CREWE							
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 5000		C. S. Willis, p & ce John E. Sadler, gm & sd	Freeman H. Stewart, asst. m	Brown Hofer, slm	Wid. AP
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw					
CULPEPER							
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Bldg. 8338	MBS, KBS	Ira C. Hopkins, p John T. Rogers, g & cm Woody Powell, pd & pmm	Robert R. Delaney, ce & sd	Henry Dornhuber, fd (Mrs.) Martha Ross, wd	St. UP G
DANVILLE							
WBTM 1930	1330 5,000-LS 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell, p Edward Gardner, asst. m	E. M. Hurd, cm Milton N. Adams, pd Lyle C. Motley, ce	John Parker, n & fd William Howard, sd Vivien Jackson, wd	L-W AP RCA
WBTM-FM 1947	Ch. 250 (B) 97.9mc 32kw		LBS			
WDVA 1947	1250 5,000-LS 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Nat'l. Bank Bldg. 5300	MBS Burn-Smith Clayton	John D. Pruitt, p Emerson J. Pryor, vp & gm Stover J. Morris Jr., cm	Richard Campbell, pd William Sandefur, pmm Rush Sawyers, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd	Assoc. UP Col.
EMPORIA							
WEVA (FM) (CP)	Ch. 261 (A) 100.1mc 0.79kw	Stone Bcstg. Corp. P. O. Box 588		Mazey E. Stone, p & gm	Harris L. Umstead, cm	Elton Short, ce	Thes AP RCA
FALLS CHURCH							
WFAX 1948	1220 250-D	Lamar A. Newcomb P. O. Box L 0900	Metropolitan ForJoe	Lamar A. Newcomb, p & gm Bill Belton, cm	Genevieve Newcomb, pd Ed Case, pmm Emmett Murphy, ce	Richard Fanning, nd Warren Orr, sd Dorine Barbash, wd	Thes. UP G
FARMVILLE							
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	LBS Clark	Carla B. Keys, o & gm Charles R. Maillet, m	John D. Wilson, pd & sd	Charles K. Chrismon, ce	Cap. UP Ray.
FREDERICKSBURG							
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC, KBS	Richard F. Lewis Jr., evp	Walter F. Harris Jr., m	Charles J. Hinkle, ce	L-W WE
FRONT ROYAL							
WFR 1948	1450 250	Sky-Park Bcstg. Corp. Box 192 750	MBS	Thomas J. Owens, p Kenneth Gordon, g & cm & sd	Tom Gibson, pd & nd Clinton H. Morse, pmm Claude F. Jones, ce	Davis Ross, fd Mrs. Drayton H. Norcom, wd UP WE
GALAX							
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Poplar Knob Rd.	MBS, KBS	Robert V. Morris, p Joe P. Crockett, g & cm	Muriel M. Bell, pd & wd Edward Boyer, ce	Frank Osborne, nd Herman Reavis, f & sd AP Ray.
HAMPTON							
WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS, LBS	Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm James E. Swafford, vp & ce	Charles L. Coker Jr., cm L. W. Kliever, asst. m, pmm, pd & sd J. W. W. Chisman, secy- treas.	Gene Andrews, nd Gene Edwards, fd Joan Granville, wd	Assoc. AP Ray.
HARRISONBURG							
WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC	Frederick L. Allman, p Robert B. Harrington, c & pmm	Richard H. Johnson, pd H. A. Wright, bus. m Warren L. Braun, ce	Charles McGinley, n & sd Homer Quann, fd Virginia Lindamood, wd UP RCA
WSVA-FM 1946	Ch. 264 (B) 100.7mc 7.2 kw					 Fed.
HOPEWELL							
WHAP 1949	1340 250	Hopewell Bcstg. Co., Inc. P. O. Box 621 801	LBS Cooke	Augustus Robbins Jr., p Charles M. Mark, gm	John P. Mercer, pd & sd Robert E. Anthony Jr., ce	Jocelyn Sampson, wd	L-W UP G
LEXINGTON							
WREL 1948	1450 250	Rockbridge Bcstg. Corp 24 S. Main St. 6000	MBS, KBS Cooke	Marshall L. Wilmer, p Milton E. Henson, gm James Coleman, cm	Andrew Peterson, pd James I. Bray Jr., ce Sue Wilson, office m & wd	Bob Bradford, n & fd Jim Benjamin, sd	Cap. AP GE

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LYNCHBURG

WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm Joseph F. Wright Jr., cm	Warren Uttal, pd, pmm & n1 John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd Ann Maxey, wd	L-W AP RCA
WLVA-FM 1946	Ch. 248 (B) 97.5mc 3.7kw					 GE
WWOD 1947	1390 1,000 DA-1	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Jack Weldon, vp & gm Norman T. Simpson, cm & sd	Donald W. Jarvid, pd, pmm & nd	Forest J. Pinkerton, ce Jean Gannaway, traffic m	Thes., Wld. AP, UP Ray.
WWOD-FM 1947	Ch. 261 (A) 100.1mc 0.94kw					 Col.

MARION

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Park Blvd. 9001	LBS Cooke	L. Preston Collins, p Robert C. Wolfenden, vp, c & pmm	C. C. Lincoln Jr., vp Mrs. Robert C. Wolfenden, pd & wd Edward Surface, ce	Leon D. Veville, secy- treas. Bob Kent, n & fd Tom Browne, sd	Wld. AP WE
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MARTINSVILLE

WMVA 1940	1450 250	Martinsville Bcstg. Co., Inc. Chatham Heights 2152	NBC, KBS	William C. Barnes, p John W. Shultz, gm Charles F. Adams, c & pmm	Barbara Zimmerman, pd & wd Dewey W. Muse, ce	Paul E. Zimmerman, mus. & sd Maynard E. Dillaber, nd AP Ray.
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw					 REL.

NEWPORT NEWS

WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg., Norfolk 27031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, gm Edward E. Edgar, cm Robert J. McBride, pd & pmm	Alois Braun, ce William R. Van Buren, secy-treas.	William R. Van Buren Jr., asst. secy-treas. G. Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 36kw						
WHYU 1948	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Thomas O. Bradshaw Jr., pd	Maurice A. Charles, ce	Cap. UP G

NORFOLK

WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Corp. Helene Bldg. 23266	LBS Indie	Joe Light, o	Graeme W. Zimmer, gm Robert J. Rodgers, slm	Roy Penner, pd	
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 45678		(See Portsmouth listing)			

Exclusive Coverage of Virginia's Rich Shenandoah Valley



1000 WATTS FULLTIME ON 550

- 50,080 radio homes (BMB, 1949)
- 65% of WSWA loyal listeners listen 6-7 days per week
- 90% listen 3-7 days per week
- No television coverage
- 5½ hours of live programming daily (6AM - 2PM)



HARRISONBURG, VIRGINIA



FRED ALLMAN,
President

Represented Nationally by
DEVNEY & COMPANY

R. B. HARRINGTON,
Commercial Manager

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
NORFOLK (Cont'd)							
WNOR 1949	1230 250	Norfolk Bestg. Corp. 1019 Bissevain Ave. 27071	Tobacco Walker	L. H. Peterson, p Earl Harper, g & cm	Jack Black, asst. to gm Howard Sheets, ce	Jack Harris, sd	L-W AP
WRAP (CP)	1050 500-D	Rollins Bestg. Co. Radford, Va.					
WRVC(FM) 1948	Ch. 273 (B) 102.5mc 8.7kw	Larus & Brothers Co. 2712 Colley Ave. 4-1100	CBS Radio Sales	C. T. Lucy, gm William R. Preston, pd	S. T. Terry Jr., ce	Robert E. Moody, studio m	L-W, Wld. UP WE
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 56711	NBC Petry	Campbell Arnoux, p & gm John Pepper, g opr. m Robert M. Lambe, cm Joel F. Carlson, pub. rel. & pd	Fred N. Lowe, pmm Richard L. Lindell, ce Gilbert McLeod, nd	Betty E. Reinecke, traffic m Blair Eubanks, sd Alice Brewer White, wd	St. AP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw						
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St.					
(For full information see TELECASTING Yearbook)							
NORTON							
WNVA 1946	1450 250	Blanfox Radio Co., Inc. Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, g & pmm	Bill Holland, cm & pd Gene Thommerdahl, ce	Wally Douglas, n & sd	L-W AP Tem.
ORANGE							
WJMA 1949	1340 250	James Madison Bestg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p	Arthur C. Livick Jr., g & cm Alfred Walthall, asst. gm	Joseph C. Trivette, ce Ann Butler, wd	SES. UP G
PETERSBURG							
WSSV 1945	1240 250	Southside Virginia Bestg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Raymond L. Moss, gm James H. Smith, cm N. W. Andrews, pd	Kirk Anderson, pmm Edward F. Schwarz, ce Donald E. Ruggles, nd Larry W. Travis, fd	Edward Vaughn, sd Katherine M. Nunnally, wd	Cap. AP Tem.
PORTSMOUTH							
WLOW 1947	1400 250	Commonwealth Bestg. Corp. 21st & Manteo 45678	Forjoe	E. L. Scott, p Robert E. Wasdon, vp W. M. Carpenter, gm Robert Drepperd, pd	Jos. B. Matthews, sm Jack Siegel, tech. d & secy.-treas. Ralph Richards, nd	Ralph Wasdon, fd Bill Davis, sd Nancy Penner, wd	Cap. UP Col.
WSAP 1943	1350 5,000 DA-2	Portsmouth Bestg. Corp. 205 Professional Bldg. 7-3488	MBS Burn-Smith	Tom E. Gilman, p J. L. Norfleet, g & cm	David Nelson, pd Billy Hodges, pmm John C. Brigman, ce	Ray Honaker, nd Art Barrett, fd Pete Glazer, sd	Thes. UP Col.
PULASKI							
WPUV 1946	1230 250	Southwest Bestg. Corp. Dora Highway 3-3931	MBS, KBS Sears & Ayer	Mason C. Deaver, p & gm Maruma R. Deaver, vp	Howard R. Imboden, secy. Carl A. Shufflebarger, treas. & bus. m	Richard Parker, pd & nd John A. Columbus, ce	Wld. AP Col.
RADFORD							
WRAD 1950	1340 250	Rollins Bestg., Inc. P. O. Box 1007 2461		John W. Rollins, p O. W. Rollins, vp Wendell H. Siler, g & cm	Alfred L. Mills, pd Fitzgerald McDaniel, ce	Wayne Scott, nd Leslie Esgate, wd	Thes AP GE
RICHLANDS							
WRIC 1951	1050 1,000-D	Clinch Valley Bestg. Corp. Box 218 450		J. Powell Royall Jr., p Max M. Blakemore, secy- treas. & ce	Jess White, vp Joe J. Webb, c & pmm Douglas E. Smith, pd, n & sd	Dallas P. Boyd, fd June E. Ratcliffe, wd	SES., Thes. G
RICHMOND							
WANT 1951	990 1,000-D	United Bestg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Glenn H. Harmon, g, c & pmm	Ted Austin, pd Silas H. Bell, ce Wilbure Lewis, nd	William A. Gibbon, fd Tom Mitchel, sd Estelle Evans, wd WE
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465					
WLEE 1945	1480 5,000 DA-2	Lee Bestg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, g & cm Harvey L. Hudson, pd	George W. McGuigan Jr., Lud Sterling, nd	Joe Mason, sd Betsy Slon, wd	L-W AP WE
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw						

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WANT RESULTS

Use **WANT** A UBC Station

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC
Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

More new advertisers in 1951 than other Richmond station.

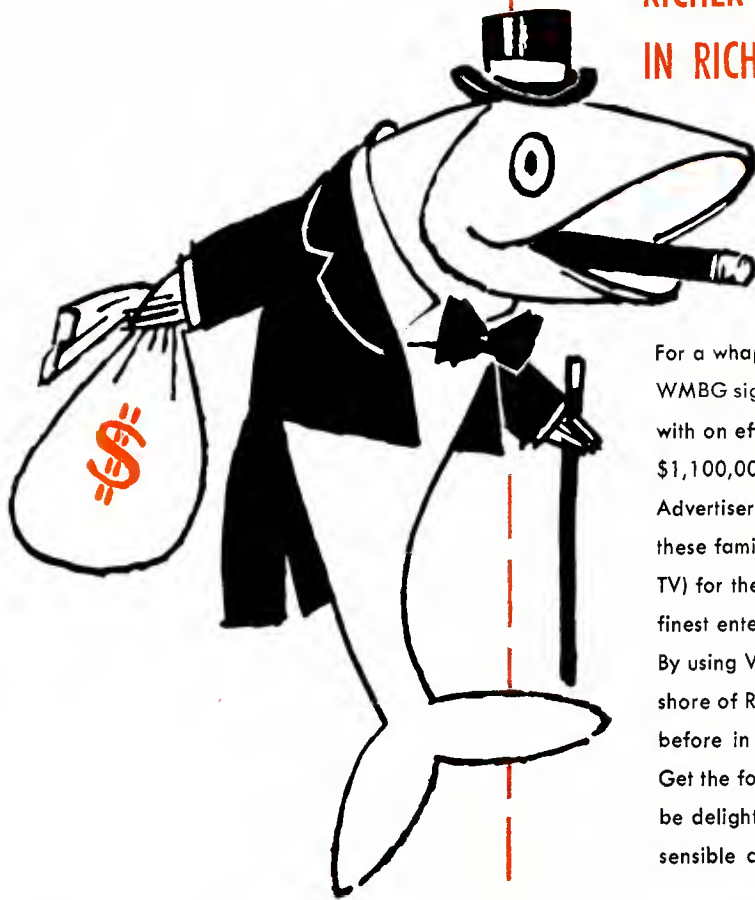
WANT WANT!

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Rayla's, NHA, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

**FISH IN
RICHER WATERS
IN RICHMOND**



For a whopping big soles catch, be a part of the WMBG signal which booms out to 264,000 families with an effective buying income of nearly \$1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Bloir man. You'll be delighted to learn how much you can achieve at sensible cost.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM

WCOD FM

WTVR TV

FIRST STATIONS OF VIRGINIA

**Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company**

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp <i>exp</i> ; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
RICHMOND (Cont'd)						
WMBG 1926	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm	Jack Lewis, pd, n & fd Robert Montgomery, pmm	James Kyle, ce Harry Luke, sd Jerry Lane, wd UP RCA
WVOD(FM) 1946	Ch. 251 (B) 98.1mc 34kw	(WMBG, AM Affiliate)				
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St.			(For full information see TELECASTING Yearbook)	
WRNL 1926	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	David Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, cm Don Martin, pd	Morris Kenig, pmm E. V. Wolstenholme Jr., ce	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd St. Thes. AP WE
WRNL-FM 1948	Ch. 271 (B) 102.1mc 50kw					
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co., Inc. Hotel Richmond 3-6633 (WRVA, AM affiliate)	CBS Radio Sales	C. T. Lucy, gm Barron Howard, bus. m James Clark, slm	S. S. Carey, prog. service m John L. Stone Jr., pmm D. C. Woods, ce	W. R. Bishop, pub. rel. m George Passage, n & sd L-W, Wld. UP WE
WRVB(FM) 1948	Ch. 233 (B) 94.5mc 25kw					
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 7-4684	LBS Indie Sales Burn-Smith	D. H. Robertson, p David Wilburn, g & cm	John Stinson, pd Jack Tucker, pmm	Walter Seidon, ce Lan Singer, sd AP WE
ROANOKE						
WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd Benton B. Boggs, prom. d Charles A. Ballou, asst. pd	J. Edward Newman, ce John W. Eure, nd Donald F. Murray, sd Wld. AP, UP RCA
WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw					
WROV 1946	1240 250	Radio Roanoke, Inc. P.O. Box 1110 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, g & cm	Gordon R. Phillips, asst. m, pd & pmm	Frank A. Hall, ce L-W UP WE
WROV-FM 1948	Ch. 279 (B) 103.7mc 0.28kw					
WLSL 1940	610 1,000 DA-2	Roanoke Bestg. Corp. Shenandoah Bldg. 9227	NBC Avery- Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst. & cm	J. P. Brigg, ce Bill Ashworth, prog. & pmm Ulysses Walsh, ne	Glenwood Howell, fd Harry Wiseman, sd Amy J. Glenn, wd Assoc., L-W, Thes. AP RCA
WLSL-FM 1947	Ch. 256 (B) 99.1mc 4.7kw					

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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.



SOUTH BOSTON

WHLF 1947	1400 250	John L. Cole Jr. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., p, g & cm	John R. Doherty, ce Ella L. Poindexter, pd, pmm & wd	Roy Marsh, sd	Cap. AP
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STAUNTON

WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, o & gm	Charles E. Seebeck, cm Fulton A. King, pd, pmm & nd	Rex C. Houser, ce Robert Sterrett, f & sd	Assoc., Thes. AP WE
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SUFFOLK

WLPM 1940	1450 250	Suffolk Bcstg. Corp. Highway 460 2394	ABC, KBS Sears & Ayer	Fred L. Hart, p & gm Earl Handley, cm, pd, n & fd	Lee Williams, traffic m Veryl W. Rupp, ce	L. E. Pettyjohn, fd Helen Buffkin, wd	Thes. AP Col.
WLPM-FM 1947	Ch. 299 (B) 107.7mc 10.2kw						

WARSAW

WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw 690		Grayson Headley, p & gm William C. Reed, cm	Charles E. Springer, pd	Larry Bittner, ce	St. UP G
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WAYNESBORO

WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS, KBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, g & cm Richard A. Rhodes, pd	Donald D. Curtis, ce Albert Charles, sd	(Mrs.) Helen M. Huff- man, wd	L-W UP
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WILLIAMSBURG

WILB (CP) 1947	740 500-D	Williamsburg Radio Co. 3805 Dover Rd., Richmond					
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WINCHESTER

WINC 1941	1400 250	Richard Field Lewis Jr. Winchester 4855	NBC, KBS	Richard F. Lewis Jr., p Winslow T. Porter, gm	John Carl Morgan, cm & pd	Philip B. Whitney, ce Marion Park, wd	Assoc. UP WE Fed.
WRFL(FM) 1946	Ch. 223 (B) 92.5mc 14kw						

WYTHEVILLE

WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. Grubb Bldg. 840	KBS Devney	A. M. Gates, o Arthur M. Gates Jr., gm	Sidney Tear, cm	Luther M. Norris Jr., ce	Cap., L-W UP G
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WASHINGTON

ABERDEEN

KBKW 1949	1450 250	KBKW, Inc. 701 E. Heron 1015	LBS McGillvra	Archie Taft Jr., p Don G. Bennett, gm Alex Johnson, cm	Ralph Peyton, pd Richard R. Pooley, ce Charles Crosdill, nd	W. W. Willy, fd Bob Hoonan, sd Evelyn Rodrigue, wd	Assoc., Wld. AP Col. UP Ray.
KXRO 1927	1320 1,000 DA-N	KXRO, Inc. 207 1/2 E. Market St. 4098	MBS, KBS Don Lee Grant, Keating	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm	Stanley Craft, pd & sd William L. Fox, pmm Philip S. True, ce	William P. Koski, nd George Curtis, fd Lois A. Johnson, wd	

BELLINGHAM

KPUG 1948	1170 1,000 DA-1	KPUG, Inc. Box 655 6-200	MBS, KBS Don Lee Cooke	Jessica L. Longston, p Robert E. Pollock, gm James Hamstreet, c & pmm	Verle Jones Jr., pd Donald R. Pinney, ce John Di Meo, nd	Ken Jackson, fd Norrie Adams, sd Jeanne Smith, wd	L-W UP WE
KVOS 1927	790 1,000 DA-1	KVOS, Inc. 1321 Commercial Ave. 790	ABC Meeker	Rogan Jones, p Jack Clarke, g, c & pmm Jim Goodrich, pd	Ernest Harper, ce Bert Jackson, nd Hal Reeves, fd	Haines Fay, sd Elaine Wise, wd	Wld. UP WE

BREMERTON

KBRO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 3-5095	Keating	Bruce Bartley, p Loren E. Stone, gm Gil Jacobsen, cm	Bob Gleason, pd Al Stewart, ce Jack Rogers, nd	Bud Bond, fd Linc Perry, sd Edra Boling, wd	Wld. AP WE
KGIB 1950	1540 1,000-D	Kitsap G. I. Bcstrs., Inc. 124 N. Callow St. 7-3757		G. A. Weyland, p James Munro, gm	Paul Crittenden, ce		St. UP Ray.

CENTRALIA-CHEHALIS

KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 6-3321	MBS Don Lee Pearson	J. Elroy McCaw, p Joe Chytil, g & cm Del Spencer, pd & pmm	John Kellev, ce Schuyler Hill, office m	Mabel A. Gwinn, secy- treas. Bob Cleland, n, f & sd Mary F. Huffman, wd	Wld. UP RCA
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COLFAX

KCLX 1950	1450 250	Interstate Radio, Inc. P. O. Box 710 780	KBS, LBS Biddick	T. R. Farrier, p Bert McAllister, gm & pd	W. L. Hopkins, c & pmm	H. D. Young, ce	SES. AP RCA
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ELLENSBURG

KXLE 1946	1240 250	Central Wash. Bcstrs., Inc. P. O. Box 600 2-1488	LBS	Goodwin Chase Jr., p Joe Kendall, gm	Darrel Burns, cm & ce Don Bevilacqua, pd	Ron Forsell, n, f & sd	L-W UP RCA
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EPHRATA

KULE 1950	730 250-D	Columbia Basin Bcstg. Co. Ephrata 730		M. P. Monson, p & m	Elwood E. Eby, ce		St. UP RCA
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EVERETT

KRKO 1922	1380 1,000 DA-N	Everett Bcstg. Co., Inc. Everett Cedar 1144	MBS Don Lee McGillvra	William R. Taft, p, g & cm	Earl Gerdon, pd Dave Foley, ce	Duane Lehr, nd Lloyd Rodstrom, sd	Wld. SES. UP GE
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GRAND COULEE

KFDR 1950	1400 250	Carl F. Knierim P. O. Box 1642 515		Carl F. Knierim, p & gm Lorella W. Henke, cm	Patriciae A. Westerman, pd	Raymond L. Groff, ce	Mac. UP
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KELSO

KELS 1949	1490 250	Northwest Public Services Inc. P. O. Box 90	LBS Viking	Roscoe Day Jr., p Clare O. Banks, gm Martin Welch, sm	Lowell Gibson, pd Warren Kemper, pmm & sd	John Holmes, ce Paul Shoaf, nd Lacey Peoples, fd	Cap., St. UP Ray.
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KENNEWICK

KWIE 1949	610 1,000 DA-N	KWIE, Inc. 11 South Cascade St. 6961	Meeker	Harold A. Clark, p & sm	Marvin E. Johnston, pd	C. J. McCredie, ce & tech. d.	Assoc., Wld. AP Col.
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KIRKLAND

KRKL 1948	1050 250-D	Eastside Bcstg. Co. Civic Center 22-1201		W. A. Chamness, co-o L. N. Ostrander, co-o	Jerry McCumber, gm & nd Bert Demers, cm & sd	Frank Ferry, pd Jack Kerr, ce Margurite Warburton, wd	Cap. UP Ray.
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LONGVIEW

KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS Don Lee Grant	C. O. Chatterton, p & gm J. F. Carlson, cm	Ellen P. Hammond, pd Bob L. Moran, pmm & fd	Ralph I. Brown, ce Art Kulman, n & sd	Wld. UP RCA GE
KWLK-FM 1948	Ch. 280 (A) 103.9m 41kw						

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tranac. Li- brary, News Service Transmitter
MOSES LAKE						
KSEM 1947	1450 250	KSEM Inc. Box 276 234	KBS, LBS Cooke	Jessica Longston, p Allen Miller, g & cm Dorothy Yale, pd & wd	Marge Dudley, pmm & nd Roland Kissler, ce	M. C. "Windy" West, sd Ralph Walton, fd Wld. UP WE
MOUNT VERNON						
KBRC 1946	1430 500 DA-N	Beckley Radio Co. P. O. Box 240 8955	Keating	Leo H. Beckley, p, gm & fd Jack England, cm	Tom Haveman, pd & sd Walter Bjerke, ce	Margaret Lordan, nd Margaret Poynter, wd Wld. UP WE
OLYMPIA						
KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 119 N. Washington 6636	MBS Don Lee Grant	Tom Olsen, p & gm Elmer J. Holmberg, cm	Don Jones, pd & pmm Charles A. Roark, ce	Bill Fox, nd Ben K. Weatherwax, sd Wld., SES. UP WE
OMAK						
KOMW 1947	680 1,000-D	KOMW Inc. Box 151	Keating West Coast	R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Nola Malone, pd Kirk W. Springer, ce	Nick Cain, ne Burt Cast, sd Cap., L-W UP WE
PASCO						
KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. 3337	ABC, LBS Keating	V. B. Kenworthy, p Paul Walden, gm	Ben W. Roscoe, c & pmm, & sd Walter V. Mott pd, & ce	Ken Wright, fd June Edgar, wd Cap. UP
PORT ANGELES						
KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS Keating	C. N. Webster, p & gm Keith Patterson, sm	James Frits, cm	Beven P. Roth, ce Wld. UP WE
PULLMAN						
KBKH 1950	1150 1,000-D	J. Roland Bayton & Maynard F. Hicks P. O. Box 356 1-5251		J. Ronald Bayton, ptrn. & gm Maynard F. Hicks, ptrn.	B. J. Bayton, traffic & pmm & wd John Puckett, cm & sd	Glen R. Southworth, ce Robert F. Concie, pd, n & fd UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		William A. Pearl, act. p Allen Miller, gm William Ladd, pdm	Burt Harrison, pd & nd Ted DeLay, sp. events d	Robert E. Baird, ce Al Bond, fd Cal Watson, sd Assoc., St., Wld., AF, UP GE
PUYALLUP						
KPUY 1951	1450 100	Clarence E. Wilson 1510 Linden Drive 5-8502		Clarence E. Wilson, o, g & cm & nd	Pete Hansen, pd, pmm & sd	Robert E. Vey, ce & fd Bonnie May Wilson, wd Assoc. UP G
RAYMOND						
KAPA 1950	1340 250	Pacific Bestg. Corp. P. O. Box 288 1010	Pearson	Joe Chytil, p Robert C. Finley, g & cm	Fred Hepner, pd Dwight Smart, pmm	C. B. (Bob) DeLapp, ce AF RCA

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there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the only journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And **BROADCASTING • TELECASTING** is covering this beat now for more than 21 years.

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Annual subscription rate for 52 weekly issues—\$7.00.

Annual subscription rate including either **BROADCASTING Yearbook** (53rd issue)—\$9.00 or **TELECASTING Yearbook** (54th issue)—\$9.00.

Annual subscription to **BROADCASTING • TELECASTING** including 54 issues—\$11.00.

Yearbook issues \$5.00 each.

RENTON

KXRN 1947	1230 250	Interlake Bcstg. Corp. North 7th & Park Ave. 5-3424		Robert S. McCaw, p & gm Tom Fuller, cm Fred Jensen, pd	Robert Jones, pmm, f & sd Frank Cook, ce	Ray Pounder (Auburn & Kent Studios), m Dolores Weeks, nd Nancy Hawkins, wd	Cole UP RCA
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RICHLAND

KALE 1950	900 1,000-D (CP)-960 1,000 DA-N	Yakima Bcstg. Co. Box 367 4-4600	LBS Pearson	R. S. McCaw, p Arnold G. Sanborn, sm Ralph Nachtmann, cm	Robert Parnell, pd Joseph Muench, ce	Jerry Colkitt, sd Beverly Keller, wd	Cole UP GE
KALE-FM 1950	Ch. 280 103.9mc .58kw						

SEATTLE

KING 1927	1090 50,000 DA-1	King Bcstg. Co. Smith Tower MUTual 1090	Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp & gm Roger D. Rice, cm Harold Davis, pd	Melvin Anderson, pmm Arthur A. Shultz, ce Harry Jordan, nd	Bill O'Mara, sd Elizabeth W. Evans, pub. service d UP GE
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KING-FM 1948	Ch. 251 (B) 98.1mc 15kw					 RCA
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KING-TV 1948		King Bcstg. Co. Smith Tower		(For full information see TELECASTING Yearbook)			
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS Columbia Pacific Free & Peters	Saul Haas, p William F. Tucker, sim	Kenneth E. Yeend, pd Frankie Goodwin, publ. d James B. Hatfield, ce	Maury Rider, nd Pat Hayes, sd Judith Lane, wd	Thes. UP WE

KIRO-FM 1948	Ch. 264 (B) 100.7mc 4.5kw					 RCA
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KISW(FM) 1950	Ch. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255		Ellwood W. Lippincott, p & ce	Robert H. Waldron, resi- dent m & pd	David Pennell, cm Ray.
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KJR 1922	950 5,000 DA-N	Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890	ABC Avery- Knodel	Marshall Field III, p J. Archie Morton, gm Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, ce Louis S. Bookwalter, d of enrg.	Arthur Gerbel Jr., asst. gm Maitland Jordan, natl. sim Bill Moshier, fd Ann Sterling, wd	Wld. AP RCA
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KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. Northern Life Tower Main 2312	LBS Forjoe	Archie G. Taft Sr., p Archie G. Taft Jr., gm Arthur Q. Moore, cm	Robert W. Harris, pd Perry C. Lind, ce	Wheeler Smith, nd Rod Belcher, sd Sharon Kane, wd	Cap., Wld. UP RCA
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KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave., North Seneca 6000	NBC Petry	O. W. Fisher, p & gm Ray Baker, cm	W. W. Warren, prog. m F. J. Brott, ce Richard E. Green, nat'l s/s & s/s service m	Millard Ireland, co-nd Merrill Ash, co-nd	Assoc., L-W UP RCA
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KOMO-FM 1948	Ch. 225 (B) 98.9mc 14.4kw					
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KRSC 1940	1150 1,000	Radio Sales Corp. 2939 Fourth Ave., S. Elliott 2480	Pearson Moore	J. Elroy McCaw, p Harold E. Ridalls, gm	Wm. L. Simpson, cm Theo. B. Bell, d, n & sd	Les Cabe, ce	L-W AP RCA
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KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		W. T. Whitney, p James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	
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KRSC

SEATTLE'S "CONSUMER-CONSCIOUS" STATION

PROUDLY PRESENTS

KRSC VALUE WEEK!

A 3-dimensional advertising formula applied to over a million potential food-buyers that combines:

1. TAILOR-MADE RADIO SPOT SATURATION
2. DAILY NEWSPAPER TIE-IN!
3. GUARANTEED POINT-OF-SALE DISPLAY AND PROMOTION

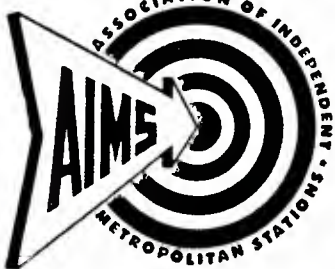
(shelf tabs . . . posters . . . aisle displays)

ALL FOR THE PRICE OF

KRSC SPOT-RADIO!

CONTACT

BILL SIMPSON, Sales Manager



EAST:
John E. Pearson Co.

PHONE
ELIOT 2480

KRSC

2939 FOURTH AVE. SO.
SEATTLE, 4

WEST:
Western Radio Sales

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Libr- ary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
SEATTLE (Cont'd)							
KVI 1928	570 5,000	Puget Sound Bcstg. Co. Inc. Camilin Hotel Seneca 4848	MBS Don Lee Hollingbery	Laura M. Doernbecher, o Vernice Irwin, p & gm	Earl T. Irwin, cm Harry Long, pd & nd	D. M. McDonough, ce	Thes. AP WE
KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	Rambeau	W. I. Dumm, p Lincoln W. Miller, gm	Patti O'Day, pd R. G. McArdie, natl. slm	John Dubuque, ce Bob Ackerley, p & sd AP
SPOKANE							
KGA 1926	1510 50,000 DA-N	Corp. of Gonzaga U. 600 Radio Central Bldg. Madison 5383	ABC Petry	Rev. Francis E. Corkery, p Harvey Wixson, g & cm Hub Warner, pd	A. G. Sparling, ce Earl S. Trumble, loc. slm John Fahey, nd	Dick Nichols, sd Kay Wilson, wd Del Cody, fd	St. UP RCA
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, g & cm Robert H. Wesson, pd & pmm	John Walker, ce Milton O. Fritsch, treas., & asst. secy.	Talbott Tripp, nd Glenn Lorang, fd Margaret Smith, wd	Wld. AP Col.
KNEW 1947	790 5,000 DA-2	Inland Empire Bcstg. Co. 511 Eagle Bldg.	MBS Hollingbery	Burl C. Hagadone, p & gm C. E. Rodell, sm William C. Rhodes, slm Paul M. Crain, pd & pmm	Marie A. McLaughlin, office m Vincent L. Hoffart, ce	James Agostino, nd Kenneth Hutcheson, fd Al LaCom, sd Geri Loomis, wd	Assoc., L-W AP RCA
KREM 1947	970 1,000 DA-N	Cole E. Wylie 215 Realty Bldg. Madison 3333	Forjoe	Cole E. Wylie, p & gm Robert H. Temple, cm	William Stevens, pd	William Patterson, ce	Assoc., L-W AP RCA
KSFO 1922	1230 250	Louis Wasmer 526 W. Riverside Riverside 8033	LBS	Louis Wasmer, o & m Gene Williams, cm	Darrel W. Holt, pd Ed Antosyn, ce	Dave Gordon, nd Robert Plummer, sd	SES., Thes. UP RCA
KXLY 1922	920 5,000	Symons Bcstg. Co. 315 W. Sprague Madison 1218	CBS Pacific Northwest Walker	E. B. Craney, p & gm Bryan Woolston, cm	Martin Boss, pd Jim Manning, pmm	Geo. Langford, ce AP, UP WE
SUNNYSIDE							
KREW 1950	1230 250	Cole E. Wylie Outlook Road 7-2277	Forjoe	Cole E. Wylie, p C. Nat. Harris, gm	Clifford F. Nelson, cm R. M. Nicholas, ce	Ray Ramsey, nd Bill McCurry, sd	St. AP RCA
TACOMA							
KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	Branham Scott	Carl E. Haymond, p Jerry Geehan, gm Raymond T. McKenzie, cm	T. R. Knightlinger, pd & pmm John L. Boor, ce	Daniel Seymour, nd Robert H. Robertson, sd	St., Cap. UP G

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Most of the time, most Yakima and Yakima Valley families listen to station KIMA. It's reasonable too, because KIMA is good radio listening. And in addition to being CBS-Radio for Central Washington, carries a consistently strong schedule of local news, talent and personality programs.

Radio KIMA is an integral, active part of the rich Yakima Valley Community . . . supporting every worthwhile community effort. KIMA sells time too . . . and local sponsors without interruption depend on KIMA to tell their sales stories effectively and economically. KIMA gets results.

National advertisers, adding markets of high sales potential or strengthening existing placements, should know the Central Washington market story. Weed and Company, with offices in New York, Chicago, Atlanta, Detroit, Boston, Los Angeles, and San Francisco, can give you the facts quickly.

CBS RADIO FOR CENTRAL WASHINGTON
KIMA
YAKIMA, WASHINGTON

KTBI 1941	850 1,000 DA-N	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	LBS Indie Sales	H. J. Quilliam, p Ed Lovelace, gm	Nate Bridges, pd Dick Velo, ce	Murray Morgan, nd Clay Huntington, sd	Cole, Wld. UP WE
KTNT(FM) 1948	Ch. 247 (B) 97.3mc 10kw	Tribune Pub. Co. 1701 S. 11th St. Market 7181	Transit Radio	Leonard H. Higgins, m Robert G. Boardway, pd	Max H. Bice, ce	Burke Ormsby, d of n & sp. events	Assoc., L-W AP GE

VANCOUVER

KVAN 1939	910 1,000 DA-1	Vancouver Radio Corp. 707½ Main St. 3-4717		Sheldon F. Sackett, p Fred F. Chitty, secy. & gm	George W. Conner, pd & nd Edgar R. Means, ce	Chuck Boice, sd Fern Hayes, wd	Wld. UP Ray.
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WALLA WALLA

KUJ 1928	1420 5,000 DA-N	KUJ, Inc. 55 East Main St. 1230	MBS Don Lee Grant Keating	H. E. Studebaker, p & gm Donald A. Wike, sta. & cm	Martin Tobin, pd, n & sd Milton MacLafferty, ce	La Verne Russell, fd Denise Hart, wd	Thes. UP RCA
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC	Jack Keating, p, m, pd & pmm Harold C. Singleton, treas. Don Harris, cm	Tyrus McFadden, ce Wayne E. Murphey, n & fd	Carl Hebenstreit, sd Adaline Bussard, wd	Wld. AP WE

WENATCHEE

KPQ 1930	560 5,000 DA-N	Wescoast Bcstg. Co. 2nd & Columbia 2757	ABC, NBC Meeker	Rogan Jones, p James W. Wallace, vp & gm	Pat O'Halloran, c & pmm Dorothy Lee, pd & wd George Frese, ce	Stuart Maus, nd Win Cannon, fd Bill Denton, sd	Assoc., Cole, Wld. UP WE
KWNW 1948	1340 250	1119 N. Wenatchee Ave. 2468	MBS Biddick	Lawrence Leahy, p Bernard H. Droz, gm & nd	Ron Satterwhite, pd & fd Gil Reeves, ce	Stan Strain, sd Carol Scott	St. AP

YAKIMA

KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. Chinook Hotel 6197	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. ops. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE
KIT 1929	1280 5,000-LS 1,000-N	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC, NBC Branham Hollingbery Keating	Carl E. Haymond, o James A. Murphy, g, c & slm	James W. Nolan Jr., pd William G. Moody, pmm H. B. Murphy, ce	Peder N. Wick, n & fd Ray Litzinger, sd Jacqui Tipton, wd	Cap. UP G
KYAK 1947	1400 250	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Pearson	Robert S. McCaw, p W. W. Boone, gm Irving N. Prell, c & pmm	Gerald K. Webb, pd Donald Gardner, ce Al Bowles, nd	Richard Passage, fd Leroy Desilet, sd Betty Smith, wd	Wld. UP RCA

WEST VIRGINIA

BECKLEY

WJLS 1939	560 1,000-LS 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, sm Willard Jackson, cm	William R. Barrett, pmm, n, f & sd	Al J. Ginkel, ce Sioux H. Greig, wd	Cole UP WE Fed.
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw						
WWNR 1946	620 1,000-LS 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Road 9309	MBS Walker	N. Joe Rahall, p Tom Douds, g & cm Earle Thornton, pmm	Estel H. Wills, ce Sam Scott, nd Dennis Hollandsworth, fd	Gene Morehouse, sd Evelyn Hedrick, wd AP WE

BLUEFIELD

WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, g & cm & ce	Barnes Nash, pd	Evelyn Ringler, wd	Cole, Wld. AP Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney	J. Lindsey Alley, p & gm E. E. Ebersole, pd, n & sd	Roy Hill Yost, ce	Emma Sue Phelps, wd	Assoc. UP Col.

CHARLESTON

WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2791 3-7503	LBS McGillvra	Garland F. Wilkinson, p & gm Selma D. Pierson, cm	Al Walker, pd Jack Zellmann, pmm & sd	W. D. Stone, ce Dave Bailey, nd Norma Kenworthy, wd	L-W UP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1016 Lee St. Capital 2-8131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp & gm John L. Sinclair Jr., cm	Morton S. Cohn, pd Frank Annand, asst. pd Harry M. Brawley, pmm William E. Dixon, ce	Ross Edwards, nd Frank Welling, fd Ernie Saunders, sd Jane Ruoss, wd	Assoc. AP, UP G
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 953 3-7541	NBC Meeker	R. M. Venable, p Henry V. Diefenbach, gm Charles H. High, cm	C. P. Vogel Jr., pd & nd Hugh McPherson, pmm Harry R. Bowen, ce	Joe Farris, sd Judy Edworthy, wd	Assoc. AP Col. REL
WGKV-FM 1949	Ch. 253 (B) 98.5mc 5.2kw						

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
CHARLESTON (Cont'd)						
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	ABC Weed	Joe L. Smith Jr., p George J. Gray, g & cm Don O. Hays, pd	A. J. Ginkel, ce Gilbert Brooks, nd	Edward Miller, sd Betty Jean Snidow, wd Wld. AP
WKNA-FM 1949	Ch. 248 (B) 97.5mc 9kw				
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. Capital 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, g & cm Joseph J. Herget, pd & nd	Robert Bower, pmm & sd Paul Sullivan, ce	Shirley Spradlin Wolfe, wd Thes. UP RCA
CLARKSBURG						
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444 W. Pike St. 4-7571	NBC Branham	Austin V. Wood, p George Clinton, vp Fred Zimmerman, sm	Carl Loose, pd, pmm & fd Vilah Brooks, ce	Don McWhorter, nd Jean Oliverio, wd L-W AP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co. Radio Plaza 4-5525	ABC, MBS, KBS McGillvra	Glaucus G. Merrill, p & gm F. T. Gregg, cm James Harper, pd & sd	Beryl Snyder, ce Emily Sommerville, office m	Bob Leonard, nd Irene Lockard, wd UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, c & pmm	Dewitt H. Wyatt, pd, n & fd	R. D. Hough, ce Stephen W. Ison, sd Eleanor Negri, wd Wld. UP Ray.
WPDX-FM 1948	Ch. 236 (B) 95.1mc 2kw				 WE
EAST RAINELLE						
WERL (CP)	1450 250	Greenbrier Bcstg. Co. c/o Sam Caudill Hash Furniture Co., Beckley, W. Va.				
ELKINS						
WDNE 1948	1240 250	West Virginia Radio Corp. Box 967 1300	MBS West Va. Keller	Agnes J. Reeves Greer, p Ford Billings, gm	Jane Beale, pd & wd Bill Wilson, act. sm, cm & nd	Clarence Rulong, ce Bob Blagg, fd Bus Leake, sd Wld. UP G
FAIRMONT						
WMMN 1928	920 5,000 DA-N	The Fort Industry Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p Glenn C. Jackson, gm A. Garen Ferrise, cm	Frank Lee, pd & sd Bill Powell, pmm & nd Joseph Strelauski, ce	Francis Lauzau, fd Martha F. Jackson, wd L-W UP WE
WVVW 1947	1490 250	Fairmont Bcstg. Co. 119 Fairmont Ave. 5000	ABC, MBS	J. Patrick Beacom, o & p Numa Fabre Jr., gm Robert M. Drummond, cm Joseph McQuay, pd	H. Arthur Pearce, pmm Earl Pelkey, ce Charles Phil Braken, nd	Ray Stanford, fd L. C. (Chad) Riley, sd Elaine Hutchinson, wd SES., Wld. AP G
WJPB(FM) 1950	Ch. 222 (B) 92.3mc 4.8kw	(WVVW, AM Affiliate)			 WE

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IT'S A LANDSLIDE FOR WCHS IN CHARLESTON, WEST VIRGINIA

Look at the latest Hooper Radio Audience Index!

WCHS LEADS BY A WIDE MARGIN IN 9 OUT OF 10 RATED TIME PERIODS!

With 5 Stations in town here's the picture:

TIME PERIOD	WCHS AUDIENCE SHARE	SHARE OF NEXT RANKING STATION*
Weekday mornings	42.6	19.4
Weekday afternoons	42.4	19.3
Sunday Evening	43.5	22.1
Monday Evening	56.2	13.9
Tuesday Evening	49.3	21.6
Wednesday Evening	49.7	19.5
Thursday Evening	45.4	18.9
Friday Evening	39.3	29.3
Saturday Evening	39.6	16.8

On The Total Rated Time
Periods WCHS Leads Its
Nearest Competing Sta-
tion By More Than

2½ to 1

*represents 3
different stations

WCHS • 580 kc • 5000 Watts • CBS Radio Network • West Virginia's Number One Station
 Represented by The Branham Company

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
WHEELING (Cont'd)							
WKWK 1941	1400 250	Community Bcstg. Pythian Bldg. 5320	ABC Weed	John B. Reynolds, p & gm Alfred Ihlenfeld, cm Nancy Hilmes Vieweg, pd	Ray Vingl, pmm Fred Baker, ce Dale Schussler, nd	Bob Terry, sd Evelyn Haden, wd	Thes. UP RCA
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw					 Fed. L-W AP RCA
WWVA 1926	1170 50,000 DA-N	The Fort Industry Co. 10th Flr., Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	William McGlumphy, asst. ce James K. Whitaker, n & fd Lew Clawson, sd	
WWVA-FM 1947	Ch. 254 (B) 98.7mc 15.3kw						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. Williamson 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.
WISCONSIN							
ANTIGO WATK 1948	900 250-D	Antigo Bcstg. Co. 936 Superior St. 33		Artemas F. Berner, p Greg McElrone, gm	Donald Burns, cm	Robert Fowler, ce	L-W UP G
APPLETON WHBY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin Upper Midwest McKinney	Earl H. Huth, g & cm Robert Petrie, pd Richard Moore, pmm	George Merkl, ce Ken Mommaerts, nd Lewis Process, fd	Bob Lloyd, sd Adriana Bolwerk, wd	Wld., L-W AP RCA
ASHLAND WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St., W. 1680	MBS Walker	William Johnson, p Todd Hogan, sta. & cm & sd	Mary Jean Anno, pd & wd	Arnold Peterson, pmm & nd Otto Link, ce	Wld. G
AUBURNDALE *WLBL 1924	930 5,000-D	Wis. State Radio Council Auburndale 471	Wisconsin	H. B. McCarty, d	R. W. Hanson, ce	
BEAVER DAM WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4443	Holman	William E. Walker, p Joseph D. Mackin, secy- treas.	Charles R. Dickoff, g & cm Paul Ryan, pub. ser. d	John Saxe, pmm Allster Alexander, ce Bill James, nd Beverly Durance, au, wd	Cap. UP WE

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WCLO.....WGEZ

Janesville *Beloit*

120 MILES OUTSIDE CHICAGO INFLUENCE

EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS

SERVING 355,000 PEOPLE

PROOF OF EFFECTIVENESS

Is Volume Patronage at Card Rates

239 Area advertisers on long term contracts.
40 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the
Janesville Daily Gazette ABC circulation 20,269 and the Beloit Daily News
ABC circulation 17,592.

Write for Market Data and Combination rates
Vern Williams Executive Office Janesville, Wis.

AFFILIATED with Mutual Broadcasting System

William G. Rambeau, NATIONAL REPRESENTATIVE

BELOIT

WBEL 1948	1380 1,000-D	Beloit Bcstrs., Inc. 335 E. Grand Ave. College 1380	L. O. Fitzgibbons, co-o & gm Joe Moen, cm & sd	Robert LaMere, pd Leo Wilson, ce John Rhodes, nd	Bob Scholz, fd Christie Thomsen, wd	AP Ray.
WGEZ 1948	1490 250	Beloit Bestg. Co. Hotel Hilton College 6024	MBS Wisconsin Rambeau	Sidney H. Bliss, o & p John H. Rhodes, gm	Philip F. Kane, pd & pmm Stanley Holmes, ce	Wid. AP WE

EAU CLAIRE

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	MBS Lawson	James J. Conroy, p Stan Torgerson, gm & sd	Curt Hanson, cm Bob Benson, pd	Russ Holmes, ce Patricia Hartel, wd	UP RCA
WEAU 1937	790 5,000 DA-N	Central Bestg. Co. 203 S. Barstow St. 6149	NBC Arrowhead Hollingbery	W. C. Bridges, p Harry S. Hyett, g & cm	Robert E. Nelson, pd & pmm T. O. Jorgenson, ce	Al Henry, nd Carl Johnson, fd Morrie Gordon, sd	Wid., L-W UP
WEAU-FM 1948	Ch. 231 (B) 94.1mc 60kw			Walter C. Bridges, p & gm Harry Hyett, cm	Zora E. Guenard, pd		AP GE
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Forjoe	Thomas K. Werner, p Jack Kelly, gm R. K. Werner, c & pmm	Robert G. Froemming, pd Oscar Sielaff, ce Barbara Werner, mus. d	Jack Kelly, nd & fd Ralph Gooding, sd	Cap. AP G

FOND DU LAC

KFIZ 1922	1450 250	KFIZ Bestg. Co. 18 W. 1st St. 356	MBS Wisconsin Holman	Emery W. Martin, exec. vp Lynn Fairbanks, gm	Lucille Fairbanks, pd Wendell S. Megers, ce Bob Nelson, nd	Ron Bothe, fd Joe Goeser, sd	Wid PN WE
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GREEN BAY

WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng, d Haydn R. Evans, gm	Lee Stinson, cm Clair Stone, pd & sd Hal O'Halloran, pmm	Wallace Stangel, ce Michael Griffin, nd Eddy Jason, fd	AP RCA
WDUZ 1947	1400 250	Green Bay Bestg. Co. Nicolet Bldg. Howard 6300	ABC Badger Pearson	Ben A. Laird, p & gm. Robert Vandersteen, cm Don Arthur, pd & sd	Robert Nelson, s & pmm Leo Westerman, ce	Robert Houle, nd Janet O'Connell, wd	L-W, Wid. UP G
WJPG 1947	1440 1,000-LS 500-N DA-2	Green Bay Newspaper Co. Box 620 Howard 6400	Wisconsin McGillvra	A. B. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm Les Sturmer, pd	Mary Ann Wudlick, pmm Elmo Reed, ce James Bartelt, nd	Vern Lotz, fd Tony Flynn, sd Mary A. Chamberlain, wd	St., Thes. AP RCA
WJPG-FM 1947	Ch. 266 (B) 101.1mc 14.4kw						

THE LITTLE STATION
WITH THE

BIG WALLOP!



N B C

WMAM

MARINETTE, WISCONSIN
MENOMINEE, MICHIGAN

IMPORTANT WMAM AUDIENCE FACTS					
WIS.	Total Population	Urban	Rural	Service Sales (in millions)	Radio Homes
	246,230	106,822	139,408	\$81,130.00	68,778
MICH.	Total Population	Urban	Rural	Service Sales (in millions)	Radio Homes
	189,524	106,313	83,325	\$51,174.05	43,812
Totals	428,868	213,135	222,733	\$132,304.05	112,590

Represented Nationally by Robert Meeker Associates

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
HARTFORD							
WTKM 1951	1540 500-D	Kettle Moraine Bcstg. Co. Hartford 61		Sherman C. Carr, gm & ce	Walter Zastrow, c & pmm Gregg Hall, nd	Tom Lambert, fd Robert Ehle, sd	SES. UP
JANESVILLE							
WCLO 1930	1230 250	Southern Wis. Radio, Inc. 200 E. Milwaukee St. 3316	MBS Wisconsin Rambeau	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd Evelyn Cloutier, wd	Wld. AP RCA
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw	Gazette Printing Co. 200 E. Milwaukee St. 3316					
KENOSHA							
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6182	McKinney	William L. Kipman, o & gm Hugh L. Gately sta. & cm	Gerald Golden, pd Edna R. Kioep, office m C. J. Lubinski, ce	V. Taylor, co-nd E. McNeil, co-nd Irene Nelson, wd	Wld. UP Ray.
LA CROSSE							
WKBH 1923	1410 5,000 DA-N	WKBH, Inc. 409 Main St. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd Paul Ziemer, pmm & nd	Leonard Anderson, pdm	Alvin Leeman, ce Jack Martin, sd	Wld. AP RCA
WKTY 1948	580 1,000 DA-1	La Crosse Bcstg. Co. 112 N. 4th St. 2-6042	ABC Weed	Veri Bratton, evp, g & cm	John Bondeson, pd & pmm J. Harold White, ce	Richard L. Hansen, nd Charlie Kearns, sd	Thes UP
WLCX 1947	1490 250	Bermac Radio, Inc. State Bank Bldg. 4-4521	MBS Upper Mid-West	James J. Conroy, p Milo G. Knutson, gm Jack Fry, cm	Rosemary Castor, pd & pmm Elphin Rinn, ce	Don Knutson, nd Clifford Lue, f & wd Jerry Stevens, sd	UP Col.
LADYSMITH							
WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	LBS Upper Mid-West Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph Dahvig, pd	Corinne Kopp, pmm Jeff Evans, ce & nd Orrin Garwood, fd	Tom Anderson, sd Agnes Foster, wd	Wld. UP GE
MADISON							
WFOV(FM) 1948	Ch. 285 (A) 104.9mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847		Earl W. Fessler, p & gm Wilburt Leppier, cm	Audrey Powers, pd Elmer Weisenel, ce	Rod Gallagher, sd UP Col.
WHA 1922	970 5,000-D	University of Wis. Radio Hall, 5-2988	Wisconsin	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelman, nd Maurice White, fd (Mrs.) Aline Hazard, wd UP WH
WIBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery- Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Fred Gaget, sd	Thes. AP WE
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw						

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WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening!

It's true!
 WIBA delivers the largest share of the daily audience, mornings, afternoons, and evenings among all Madison commercial stations! (Based on October, 1951, Hooper Index).

Write for BMB Coverage maps
 County-by-county—Day and night

AM

WIBA

FM

26 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.



**A RICH
 RADIO AUDIENCE
 IN WIBA'S 20-COUNTY
 DAYTIME COVERAGE
 AREA:**

189,980 Families have radios.*
 87,020 families listen to WIBA
 daytimes through the week.*
 61,700 families listen to WIBA
 regularly 6 or 7 days a week.*
 62,610 farm families earn \$373,-
 336,000—averaging over \$5,900
 each.**

Retail sales total \$653,013,-
 000.***

*BMB, Spring 1949
 **SRDS Consumer Markets, 1950-1951
 ***1948 U. S. Bureau of Census

WISC 1948	1480 1,000 DA-1	Radio WISconsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm Richard S. Nickeson, cm	Morton J. Wagner, pd Beverly White, pmm W. M. Greely, ce Clifford Conohan, nd	Henry Buslee, fd John McGeehan, sd Barbara Lane, wd	Wld. UP
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw						GE
WKOW 1948	1070 10,000-LS 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley- Reed	Stewart Watson, p Michael Henry, g & cm Audrey Johnson, pd	Pat Hernon, prod. & sd V. A. Vanderheiden, ce Jack Davis, nd	Roy Guntow, fd Luella Mortenson, wd	Cap. UP RCA

MANITOWOC

WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Ra-Tel	Francis M. Kadow, p & gm John M. Kadow Jr., cm	Geo. H. Erdman, pd, n & fd L. J. Splitt, pmm W. F. Duben, ce	G. F. Todd, sd Donna Wodak, wd	Wld. UP
WWOC (CP)	980 500-D	Manitowoc Bcstg. Co. P. O. Box 101		Edward Allen Jr., m			

MARINETTE

WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 2-6631	NBC Holman	William E. Walker, p Joseph D. Mackin, gm Howard L. Emlich, cm	Patrick Kehoe, pd & pmm A. L. Stewart, ce Don Metzger, n & sd	John Bell, fd Ruthe Mensing, wd	Cap. UP RCA
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MARSHFIELD

WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p R. W. Behling, gm R. K. Hansen, cm Larry Sundquist, pd	Roger Thomsen, pmm Robert Grosbier, bus. m Gerald Boos, ce	Mercedes Ironside, n & wd Irv Miller, fd Chuck Nienas, sd	Cap., SES. UP Ray. GE
WDLB-FM 1948	Ch. 280 (A) 103.9mc 0.25kw						

MEDFORD

WIGM 1941	1490 250	George F. Meyer Medford 5147	MBS, KBS Continental	George F. Meyer, o, g, c & pmm	Irma Meyer, pd & wd	Raymond R. Bohnert, ce	SES. UP RCA
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**only WKOW-CBS gives you ALL THE CREAM
of America's Rich Dairyland**

**WISCONSIN'S
MOST POWERFUL
RADIO STATION**

WKOW

10,000 WATTS • 1070 ON YOUR DIAL

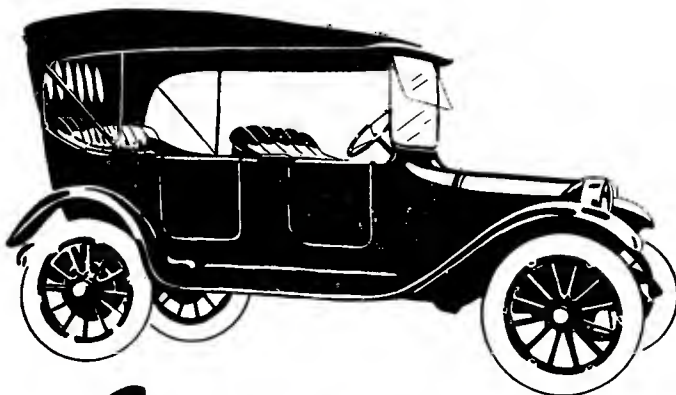
MONONA BROADCASTING COMPANY, MADISON, WIS. • Represented by HEADLEY-REED COMPANY



WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Lib- rary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
MENOMONIE WMNE 1951	1360 500-D	Capitol City Bcstg. Co. Box 88 1156	Power-John	Wm. F. Johns Jr., p Barry Stewart, gm & sd James Bailey, c & pmm	Douglas Weikley, pd & nd Robert Simondet, ce	Archie Johnson, fd Margaret Brandenburg, wd	L-W UP Col.
MERRILL WLIN 1948	550 1,000 DA-N	Alvin E. O'Konski Lake Rd. 1444	MBS, KBS Rambeau	Alvin E. O'Konski, p & gm Leon Gabriel, cm Jack Larkin, pd & nd	Dan Turner, pmm Chris Zercher, ce Miriam Semling, bus. m	Chuck Summers, sd Faye Christiansen, wd	Cap., Cole AP, UP Col.
<i>WLIN-FM</i> 1947	<i>Ch. 264 (B)</i> 100.7mc 10.2kw						
MILWAUKEE WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	Headley- Reed	Glenn D. Roberts, p Hugh K. Boice Jr., gm John Gagliano, cm	Tom Shanahan, pd Ellis Saxton, pmm Rolland Paske, ce	Tom Dyson, pub. service d Don O'Connor, nd Earl Gillespie, sd UP RCA WE AP WE
<i>WEMP-FM</i> 1948	<i>Ch. 231 (B)</i> 94.1mc 35kw						
WFOX 1946	860 250-D	Wisconsin Bcstg. System, Inc. 208 E. Wisconsin Ave. Broadway 2-1272	Pearson	Charles J. Lanphier, p, g & cm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce Sammy Madden, mus. d	Arthur Jones, nd Neil Searles, sd AP WE

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You're too smart...

... to pay \$3,000 for a 1914 automobile. Yet once upon a time same models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For \$50, \$75, \$100, \$150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14-1 Min. Spots	\$108.00	57.3
Net Station #1	5 100-Word Spots	\$122.50	33.0
Net Station #2	5 100-Word Spots	\$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP

MILWAUKEE 3, WIS.

1340 ON YOUR DIAL

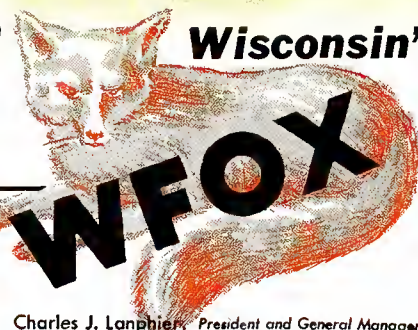
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS

Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

In Milwaukee and
Center of
Entertainment

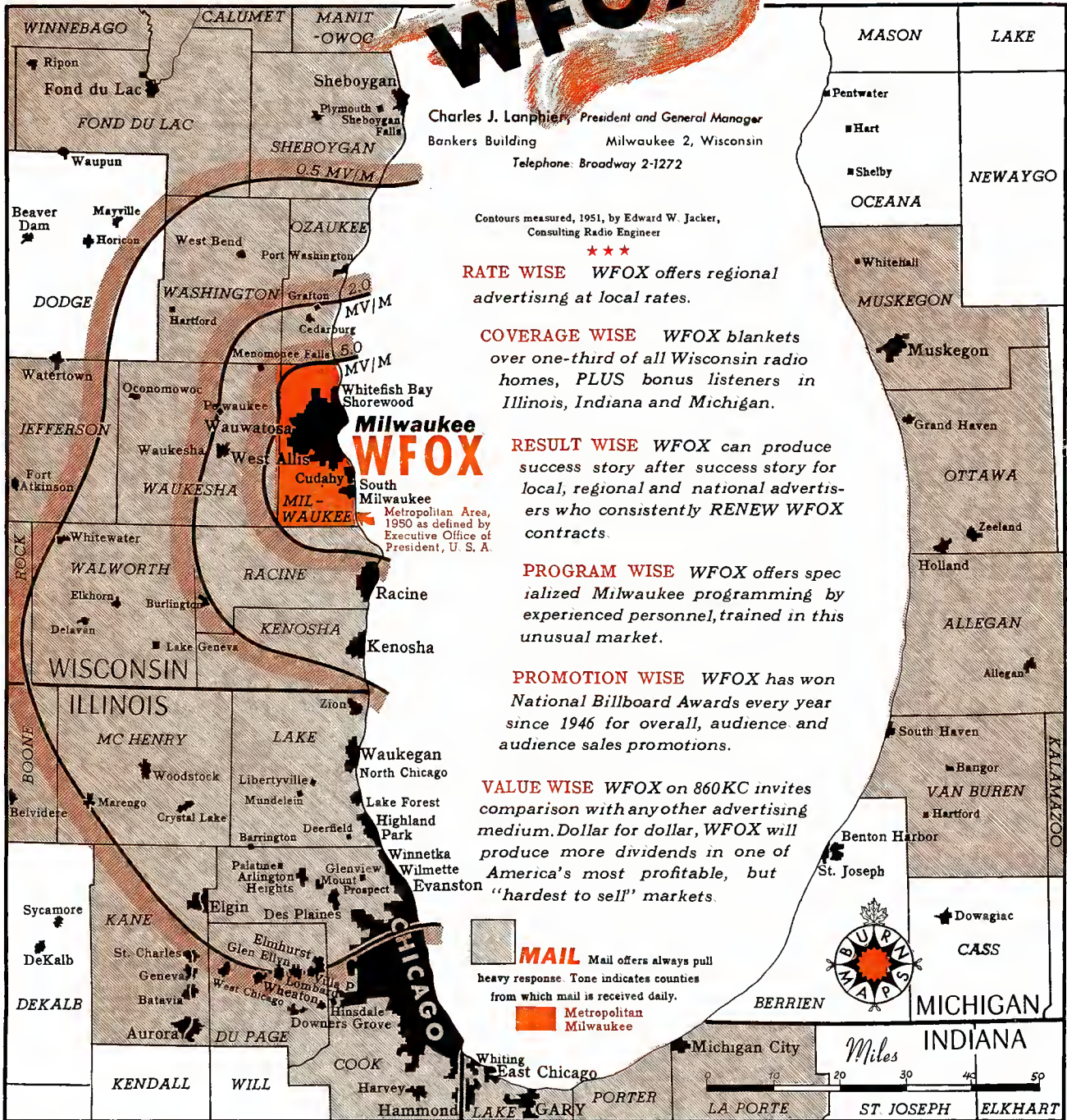
it's



Wisconsin's Richest Market

860 KC

Center of the Dial



Charles J. Lanphier, President and General Manager
Bankers Building Milwaukee 2, Wisconsin
Telephone: Broadway 2-1272

Contours measured, 1951, by Edward W. Jackett,
Consulting Radio Engineer

RATE WISE WFOX offers regional advertising at local rates.

COVERAGE WISE WFOX blankets over one-third of all Wisconsin radio homes, PLUS bonus listeners in Illinois, Indiana and Michigan.

RESULT WISE WFOX can produce success story after success story for local, regional and national advertisers who consistently RENEW WFOX contracts.

PROGRAM WISE WFOX offers specialized Milwaukee programming by experienced personnel, trained in this unusual market.

PROMOTION WISE WFOX has won National Billboard Awards every year since 1946 for overall, audience and audience sales promotions.

VALUE WISE WFOX on 860KC invites comparison with any other advertising medium. Dollar for dollar, WFOX will produce more dividends in one of America's most profitable, but "hardest to sell" markets.

MAIL Mail offers always pull heavy response. Tone indicates counties from which mail is received daily.
Metropolitan Milwaukee

City over 25,000 Population
City 10,000 to 25,000.

1951 DATA

City 5,000 to 10,000
City or Village 2,500 to 5,000
COUNTY

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties		Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
AUDIENCE, 1951					RETAIL MARKET * 1950				
Population	881,000	1,115,000	1,755,000	7,955,000	Food Stores	211,000	267,300	407,000	1,809,600
In Communities	874,890	1,076,350	1,638,100	7,612,000	General Merchandise Stores	164,000	179,700	222,000	1,490,000
On Farms	6,110	38,650	116,900	343,000	Apparel Stores	75,200	88,300	113,500	676,000
Households	260,200	336,000	532,000	2,406,000	Home Furnishings Stores	53,200	66,600	89,100	441,000
In Communities	258,670	326,470	502,800	2,319,300	Automotive Outlets	211,700	263,000	394,000	1,648,000
On Farms	1,530	9,530	29,200	86,700	Filling Stations	34,780	45,900	81,400	325,000
Radio Homes	257,300	331,500	526,000	2,366,000	Building Mtl. Hardware	39,670	72,200	156,200	535,000
In Communities	255,830	322,360	498,000	2,282,700	Eating-Drinking Places	83,600	105,000	155,500	722,000
On Farms	1,470	9,140	28,000	83,300	Drug Stores	26,520	32,600	47,600	249,000
					All Other Stores	89,360	116,600	167,600	819,000
FARM MARKET, 1950					TOTAL RETAIL SALES	989,030	1,237,200	1,833,900	8,694,600
Number of Farms	1,480	8,810	26,400	79,800					
Automotive Vehicles	4,950	28,900	82,300	225,000					
Cost of Feed Purchased \$000	1,020	12,900	36,900	92,000					
Value of Products \$000	9,960	70,100	229,000	612,000					

* by store classes, expressed in thousands of dollars \$000
Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture)
BMB Radio Families, SRS Consumer Markets, coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
MILWAUKEE (Cont'd)							
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Division 2-3000	CBS Katz	G. W. Grignon, g & cm Jack Raymond, pd, n & sd	Richard E. Shireman, Nat'l. slm George DeGrace, pmm Donald A. Weller, ce	F. X. Haggerty, fd Mary Ann LeMay, wd	Wid. UP, INS RCA
WISN-FM 1948	Ch. 275 (B) 102.9mc 55kw						
WMAW 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. 3rd St. Daly 8-2154	ABC Bolling	Clifford Randall, p Jack Bundy, gm LeRoy Ragsdale, cm	Donald McClellan, pd Janet M. Trudel, pmm Ray H. Host, ce	Hal Walker, prod. & sd Elliot Douck, nd	SES. UP Col. Cole, SES. UP Col.
WML 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p	Jerome Sill, g & cm & pd	Gino Monaco, ce	
WOKY 1950	920 1,000 DA-1 (CP) 5,000-D 1,000-N	Bartell Bcstrs., Inc. Empire Bldg. Broadway 1-8428	LBS	Gerald A. Bartell, p	John A. Reddy, pd	Ralph E. Evans, ce	UP Ray.
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Dr. Marquette 8-6000	NBC Petry	Walter J. Damm, vp & gm (The Journal Co.) L. W. Herzog, asst. gm R. G. Winnie, sm Neale V. Bakke, slm	George Comte, asst. m George Nicoud, asst. m Frank Bignell, traffic m Phillip B. Laeser, radio & TV engng. m	Bruce Wallace, pub. serv- ice bcsts. & pmm Jack Krueger, nd Esther Hotton, wd	SES. AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr.		(For full information see TELECASTING Yearbook)			
MONROE							
WEKZ 1951	1260 500-D	Green County Bcstg. Co. Inc. Box 460 1260		Kenneth Stuart, p Willard Schuetze, vp Edwin Schuetze, secy. Doran Zwygart, treas.	Grant Ritter, gm & fd Joseph Urban, asst. m Stan Neuberger, pd Rex Eyler, ce	Charles Booth, nd George McKeown, sd Dorothy Kundert, wd	AP G
NEENAH-MENASHA							
WNAM 1947	1280 1,000 DA-N	Neenah-Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	LBS	Don C. Wirth, vp, g & prog. m & nd Fred W. Sample, slm	James Lindsey, sls. & pmm E. W. Fliegel, ce	Gregg Dunn, fd Bob Cole, sd	Assoc. UP RCA WE
WNAM-FM 1947	Ch. 253 (B) 98.5mc 3.1kw						

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**IF YOU'RE
INTERESTED
IN SPOTS...**

**WISN IS YOUR BEST BUY IN
THE ENTIRE MILWAUKEE MARKET!**

**WHY? . . . Because WISN Has the Best
Local and Network (CBS) Programs.**

**Call Your KATZ MAN
for Results!**

IN MILWAUKEE
THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by
KATZ Agency

OSHKOSH

WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1235 Bowen Stanley 4580	ABC Pearson	William F. Johns Jr., p & pd Allen H. Embury, g & cm	Ozzie Oren, ce Lloyd Wasser, nd Al Mayer, fd	William McDonald, sd Polly Zimmerman, wd	Cap. UP RCA
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POYNETTE

WIBU 1925	1240 250	William C. Forrest Poynette 98	Wisconsin Burn-Smith	William C. Forrest, o			
WWCF(FM) 1947	Ch. 235 (B) 94.9mc 37kw	(WIBU, AM affiliate)					

PRAIRIE DU CHIEN

WPRE (CP)	1280 500-D	Prairie Bcstg. Co. 8440 N. Fox Croft Lane Milwaukee, Wis.					
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RACINE

WRAC 1950	1460 500-D	Belle City Bcstg. Co. 423 Main St. 2-1627	Cooke	Jerome Sill, p Gene Posner, secy.-treas.	Gordon Lewis, g & cm Henry E. Duling, pd, pmm & sd	Howard Immekus, ce Rick Edwards, nd UP GE
WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. 4-3311	ABC Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald D. Nelson, cm Lyman Merens, pd & nd Amelia A. French, pmm	F. Lee Dechant, ce Bill Gumm, sd Marjorie Allen, wd AP RCA
WRJN-FM 1948	Ch. 264 (B) 100.7mc 15kw						

RHINELANDER

WOBT 1947	1240 250	Oneida Bcstg. Co. Rhinelander 1240	MBS, KBS Cooke	John Tomek, p Don Mortwedt, g & cm & nd	Bartley Curran, pd & sd Charlie Bresette, ce	Lee Zimmer, wd	Wld. UP G
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RICE LAKE

WJMC 1938	1240 250	WJMC, Inc. 1615 S. Main 550	MBS Arrowhead Northwest Hollingbery	W. C. Bridges, p Russell J. Brown, cm	Robert Topinka, pd, pmm, n & sd	Robert Kolsky, ce Colleen Vine, wd	SES., Wld. UP RCA
WJMC-FM 1947	Ch. 242 (A) 96.3mc 4.4kw						

RICHLAND CENTER

WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, g & cm	Robert J. Bodden, pd & pmm	Donald Northrop, ce Joseph Koelsch, nd	L-W, SES. UP RCA
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SHAWANO

WTCH 1948	960 1,000-D (CP) 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson Schepp- Reiner	J. P. Heal, gm	D. W. Hodgins, sm		Cap. UP
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SHEBOYGAN

WHLB 1924	1330 1,000-LS 250-N	WHLB, Inc. Sheboygan 4844	ABC Wisconsin Taylor	A. Matt Werner, p G. P. Richards, g & cm	Glen James, pd & nd Doris Domnie, pmm	Herbert J. Mayer, ce Hal O'Halloran, sd	Assoc. AP RCA
WHLB-FM 1948	Ch. 262 (B) 100.3mc 15kw						

SPARTA

WKLJ 1951	990 250-D	Victor J. Tedesco 124 Water St. 3307		Jon F. Lohmer, p & gm	Marvin Moberly, ce		SES. UP G
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STEVENS POINT

WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	L. Larry Zurawski, g, c & pmm	Charles Gossett, pd, n & fd Donald Zuehlke, ce	Jerry Bartosz, sd Doris Bell, wd	SES. UP G
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STURGEON BAY

WDOR 1951	910 500-D	Door County Bcstg. Co., Inc. 15th & Utah 593		Edward Allen Jr., p & gm Jack Baker, cm	Dolores Allen, pd & wd L. J. Lorenzen, ce	Richard Haislet, n & fd Fritz Van Duyse, sd	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co. Rhode Island St. 1050		Sumner Harris, p	Herbert H. Graefe, gm	Carl Raasch, ce	Cap. UP

SUPERIOR

WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm	William Lukoskie, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James Payton, nd	St. UP
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TWO RIVERS

WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington 324		John H. Markel, p Norman C. Haagenson, g & cm	Meredith Greene, pd Elmer Johnson, ce	Mike Meehan, sd	Cap. UP G
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WATERTOWN

WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Albert B. Gale, p & gm Carl V. Kolata, vp & pd	Leonard E. Benson, ce	Willard James, nd	Cap. UP G
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WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
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WAUKESHA							
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main 6619	Ra-Tel	Carl Taylor, p M. Figl, gm Charles Williams, cm	Don Froehlich, pd Adin Randall, ce Paul Clifford, nd	Clarence Smith, fd Gordon Kole, sd Mary Miles, wd	Thes. AP G
WAUSAU							
WSAU 1937	1400 250	WSAU Inc. 714 5th St. 6521	NBC Meeker	Ben F. Hovel, m George Bundner, pd	R. W. Richardt, ce	Keith Jacobs, nd	Thes. AP GE
WHVF (CP)	1230 250	Lakeland Bcstg. Corp. 1021 Broadway 7-7155		Hilding V. Foren, p, gm & ce Mrs. L. Rosalind Foren, wd			
WEST BEND							
WBKV 1950	1470 500-D	West Bend Bcstg. Co. West Bend 1640		Wendell Ciganek, p August C. Berkholtz, gm Don Frazier, pd	Paul Ripple, ce Carl Rohde, treas.	Ken Daum, nd Ray Kessenich, sd	RCA UP G
WISCONSIN RAPIDS							
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 141 W. Grand Ave. 1340	MBS Wisconsin Devney	(Mrs.) Louise F. Huff- man, p George T. Frechette, vp, g & pmm	Bruce G. Beichl, cm James S. Tighe, pd & nd Gordon Miller, ce	Arnie Strope, fd Ed Hanson, sd Peggy Engel, wd	Wid. AP Col.
WFHR-FM 1948	Ch. 277 (B) 103.3mc 2.1kw					 GE
CASPER							
KSPR 1930	1470 1,000	Donald Lewis Hathaway Box 930 407	MBS, KBS Inter- mountain Sears & Ayer ABC	Donald Lewis Hathaway, p & gm Frederic Hufsmith, cm	Marcus R. Nichols, pd James Wade, pmm Duane W. Simons, ce	Jean Ann Dunn, nd William F. Shutts, sd Frances Martin, wd	Wid. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. 1540 S. Wolcott St. 130	ABC	Jack W. Perry, p John R. Bailey Jr., g & cm	Eugene Larrieux, pd & pmm John W. Mursu, ce	William Seaman, n & fd Rhea Hill, wd	Thes. AP G
CHEYENNE							
KFBC 1940	1240 250 (CP) 710 10,000-LS 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4461	ABC McGillvra	Tracy S. McCracken, p Wm. C. Grove, gm Frank Flynn, cm	Dale Sunderland, pd Dave Young, pmm Robert Pfannenschmid, ce	Larry Birleffi, sd Margie O'Brien, wd UP RCA
KVWO (CP)	1370 1,000	Great West Co. 323 Majestic Bldg. 2-7660	MBS Inter- mountain Avery- Knodel	William T. Kemp, p & gm W. J. Harpole, vp	Arthur Line, secy-treas. Martha Arney, pd & wd	William Charles, ce	L-W AP G

WYOMING

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KWVO

Cheyenne Wyoming

1370 KC

MUTUAL INTERMOUNTAIN

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

CODY							
KODI 1947	1400 250	Absaroka Bcstg. Co. 915 Rumsey Ave. 750		A. J. Richard, gm	Phillip H. Barnhart, ce		L-W, Wld. AP RCA
LANDER							
KOVE 1948	1230 250	Edward J. Breece Highway 287 488	MBS, KBS Inter- mountain Continental	Edward J. Breece, p Frank Toomey, gm & ce Maurice Fitzgerald, cm	Jack Breece, pd & pmm Gary Fehlauer, n & fd	Ralph Williams, sd (Mrs.) Del McOmie, wd UP Col.
LARAMIE							
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Box 972 4888	MBS Inter- mountain	F. O. Rice, p Richard F. Connor, gm Wm. Britt Davis, cm	Lynn O. Smith, pd John C. Steele, pmm & sd Kenneth F. Smith, ce	Vandi Moore, nd Edward C. Lenaway, fd Florence Travis, wd	St. AP Col.
POWELL							
KPOW 1941	1260 1,000 DA-N	Albert J. Meyer Box 879 222	MBS, KBS Inter- mountain Avery- Knodel	Albert J. Meyer, p, gm & sd	Mel Whitmire, cm		Cole, As- soc., SES. UP G
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. Box 385 1003	ABC McGillvra	Wm. C. Grove, p Jack C. Vagner, g, c & pmm & sd	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillan, nd AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst Riverton 789		Joseph P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd		 AP Col.
ROCK SPRINGS							
KVRS 1938	1360 1,000-LS 500-N DA	Wyoming Bcstg. Co. Rock Springs 93	MBS Inter- mountain	D. G. Richardson, p & gm Mike Reid, cm & sd	Imogene Parr, pd & pmm Glade Montgomery, ce	Roland DuBois, nd AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-LS 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, KBS Inter- mountain Avery- Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst Box 271 567		J. P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd		 UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst Box 409 733		Joseph P. Ernst, p Mildred V. Ernst, g & cm	Celesta Robinson, pd Joe Henry, ce	Stan Shuster, n & sd J. Cameron Shuster, wd AP Col.

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1951)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. Box 1960 3-4433		Cooke Keith Copper, gm	Jack Borges, d		Cap., Mac. UP
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. Box 879 20301	ABC, MBS, NBC Don Lee Young Wellington	Miriam Dickey, p A. G. Hiebert, gm Wm. Stewart, cm	Harold B. Knutson, pd Charles Conner, pmm Jack M. Walden, ce	Wm. Murray, sd Ruth Briggs, wd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Juanita Underwood, cm	Gerald Mathis, pd Chas. Mohler, ce	Bob Lowrie, sd Genevieve Henning, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Lathrop Bldg. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tweiten, ce	Del Day, s & nd Frances Aley, wd AP, UP RCA
KFRB 1948	1290 5,000 (CP) 790	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Joel Buffington, cm	Graham Kleckner, pd Richard Schoup, ce	Patricia Hargrave, wd	L-W AP RCA
JUNEAU							
KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o & p Richard Peter, gm	Norma Weeks, pd & wd	Charles Gray, ce	L-W AP
KJNO (CP)	630 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KETCHIKAN							
KABI (CP)	580 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Dorothy Jacobson, act. gm & wd	Ed Mack, pd	Charles Gray, ce	L-W AP Col.

ALASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SEWARD						
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Lee Norton, cm	David Hassinger, pd Chas. Mohler, ce	L-W AP RCA
SITKA						
KALA 1950	1400 250	Baranof Enterprises Inc.				
KIFW 1949	1230 250-SH	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm	Wm. Maynard, cm & pd Charles Gray, ce	Muriel Meredith, wd L-W AP RCA
HAWAII						
HILO						
KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS Free & Peters	J. Howard Worrall, p C. T. Thrumston, sm	Roger Coryell, cm R. W. Moore, ce	St. Wld. AF RCA
KILA 1951	850 1,000	Island Bcstg. Co. Nanihoa Hotel 5313	MBS Hollingbery	J. Elroy McCaw, co-o John Keating, co-o	James E. Jaeger, gm & ce Fin Hollinger, net. m	Frank Valenti, sd UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Ialii St. 2177	Aloha Grant	A. H. Green, p & gm		
HONOLULU						
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. 1639 Kapiolani Blvd. 993185	Devney Biddick	Arthur M. Sedgwick, evp & cm	Curtis L. Butler, asst. sm & nd Edward Marion, pd	Harry En. Chu, treas. Louis Fuffa, sd Cap. AP RCA
KGMB 1930	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kadiolani Blvd. 90914	CBS Free & Peters	J. Howard Worrall, p E. Fitz Donnell, gm Louis T. Dwyer, pd	Ernest G. Lindermann, ce Wayne Collins, nd	Joseph Anzivino, sd Betty Smyser, wd St. Wld. UP RCA
KGU 1922	760 2500 L-WJR	Advertiser Pub. Co. Ltd. P. O. Box 3110 5400	NBC Katz	Lorin P. Thurston (Ad- vertiser Pub. Co. Ltd.), p & gm Marion A. Mulrony, m & ce	William O. Paine, asst. m Owen Cunningham, prog. m	William Knowles, nat'l adv. m Pete Simmons, sd Jane Allen, wd Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 95295	Aloaha Grant	R. M. Fitkin, p Ira G. Mercer, gm & ce	Sam Styles, cm Wm. Whedbee, pd	Rex Wills, nd Joe Rose, sd UP RCA
KIKI 1950	860 250	KIKI Ltd. 320 Ward Ave. 6-3456	Moore Western Rad Sales	Royal V. Howard, p, gm & ce William B. Meyers, vp	E. D. Howard, secy-treas. Marcel Cailliet, cm	Clair A. Weidenaar, pd Gordon Gray, n & sd L-W AP, INS GE
KPOA 1946	630 5,000	John D. Keating & J. Elroy McCaw 575 Kamoku St. 95236	MBS Hollingbery	John D. Keating, co-o J. Elroy McCaw, co-o Fin Hollinger, g & cm	William B. Murphy, pd & nd John Sanders, ce	Frank Valenti, sd Christmas Early, wd UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co., Ltd. P. O. Box 1479 71933	ABC Young	Jack A. Burnett, p & gm Irving C. Phillips, (loc.) sim	Ted Scott, pd Vern Bruggeman, pmm C. W. Evans, ce	Arthur Gaeth, nd Gordon Burke, sd Coco Schellhaus, wd RCA
LIHUE, KAUAI						
KTOH 1940	1490 250	Garden Island Pub. Co. P. O. Box 1748 361	Grant Aloaha	Charles J. Fern, p & gm Dwight Mossman, cm Clarence M. Ashman, sm	Raymond Sasaki, pd Katashi Nose, ce Barlow Hardy, nd	Mike Fern, fd Charles Cherry, sd Yuriko Nakamura, wd St. UP Col.
WAILUKU, MAUI						
KMVI 1947	550 1,000	Maui Pub. Co., Ltd. Box 374 981	Grant Aloaha	J. Walter Cameron, p Ezra J. Crane, gm	Frank R. Kovacic, cm Richard E. Mawson, sm & sd	Ronald Miyahira, ce Cole, St. UP RCA

PUERTO RICO

AQUADILLA

WABA 1951	1240 250	Hector Reichard		Hector Reichard, o		
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ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Arecibo 589	Kresto-Denia Chesterfield Astra	Aristides Santoni, p Nabal Barreto, gm	Francisco Lopez Oronoz, cm	Digna Olivero Barrios, pd Jose Soler, ce Ray.
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Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated.
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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Radio Cadena Puerto Rico



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PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
BAYAMON							
WENA 1947	1560 250	Bayamon Bestg. Corp. Bayamon 161		Dr. A. Diaz Atilas, p	D. Diaz Alejandro, gm	Natalio Pabellon, ce G
CAGUAS							
WJFR (CP)	1240 250	Jorama—Fer Radio Corp.				
WRIA 1947	1450 250	Inter American Radio Corp. Caguas 678		Edwardo Biascochea, gm & ce	Charles Miner, cm J. G. Morales, pd & pmm	Agustina Velez, sm RCA
WVJP 1947	1110 250	Borinquen Bestg. Co. Box 207 789		Hector Pereira Buonomo, gm Jorge Luis Arzuaga, cm Ramon Mojica Sola, pd	Ledo. Federico E. Virella, pmm Pedro L. Jimenez, ce	William Valentine Rico, n & sd Freddy Percy, fd Priscila Flores, wd RCA
FAJARDO							
WMDD 1947	1490 250	Madrazo & Diaz P. O. Box 187 132	PRN	Augustin R. Camunas, gm		
GUAYAMA							
WXRF 1948	1590 1,000	Rafael Fuster Hostos #42 243	PRN	Rafael Fuster, p Charles Cordero, gm	Jose Colon Melendez, pd	Julius H. Conesa, ce G
MAYAGUEZ							
WAEL 1948	1400 250	Mario Acosta Iglesia No. 12 799		Mario Acosta, o & gm		
WKJB 1946	710 1,000-LS 500-N	Jose A. Bechara Jr. Minerva St. 54 983	Inter- American	Jose A. Bechara Jr., p Arturo Cortes, gm Jaime Sanjurjo, cm A. Basora, pd	R. Colon Diaz, pmm Henry Fischback, ce Luis Lamour, nd	Bonny Rodriguez, fd B. Cole, sd Diega R. Garcia, wd RCA
WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	PRN Guzman	Alfredo R. De Arellano Jr., p Reinaldo Maldonado Du- pont, asst. m	(Mrs.) Maria A. DeMoran, cm Angel Rivera Graciani, pd	(Mrs.) Blanca L. DeMar- tinez, pmm Marcos A. Vega, ce Francisco A. Ortiz, nd AP GE

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