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# BROADCASTING TELECASTING

1955

BROADCASTING  
YEARBOOK-  
MARKETBOOK  
ISSUE

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YEARBOOK

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# WDEL

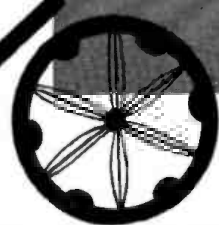
## 5,000 WATTS day and night

Star performer in one of the wealthiest industrial areas in the world, WDEL captures the nation's highest-per-capita-income audience—sends your sales sky high.

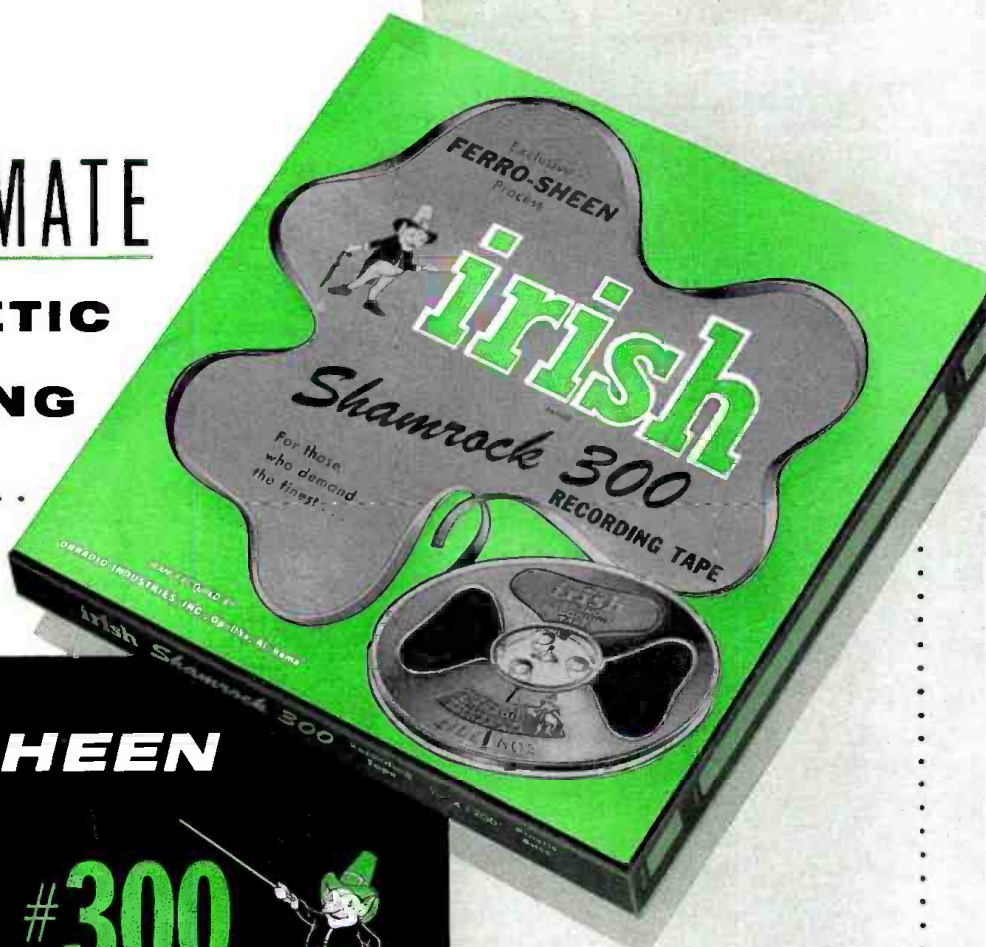


### WILMINGTON, DELAWARE

Represented by  
**ROBERT MEEKER Associates**  
New York Chicago Los Angeles San Francisco



Now  
**THE ULTIMATE**  
**IN MAGNETIC**  
**RECORDING**  
**TAPES . . . . .**



**FERRO-SHEEN**

**irish**  
BRAND  
**SHAMROCK #300**



Here is a tape which some of America's largest recording studios are calling the "ultimate"! Two features raved about are the extremely flat frequency response at the high end of the spectrum and the complete absence of oxide shedding due to absolute bonding and the mirror-like surface imparted by the **FERRO-SHEEN** process.

You too, will find this new **FERRO-SHEEN** recording tape your "ultimate", whether it is for original program recording, tape masters for records and pre-recorded tapes, or for the highest fidelity in pre-recorded tape duplicates . . . in fact anywhere that highest quality professional results are a must.

**HERE ARE OUTSTANDING FEATURES OF irish's FERRO-SHEEN PROCESS**

**EXTENDED FREQUENCY RESPONSE** . . . all the highs . . . all the lows . . . limited only by the recording equipment in use.

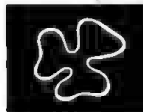
**REDUCED "DROP-OUTS"** . . . nodules and agglomerates virtually eliminated.

**40% to 100% REDUCTION IN HEAD WEAR** . . . mirror-sheen surface operates with negligible friction and abrasion.

**UNEXCELLED BONDING** of oxide and base.

1200' on plastic reel ..... \$3.80 audiophile net  
 2400' on metal reel ..... \$8.60 audiophile net

Order a supply of this remarkable new tape today and discover new thrills in magnetically reproduced sound. At your regular tape supply house or order direct from



\***FERRO-SHEEN** is **irish's** exclusive new process of tape manufacture, which combines a new oxide and binder treatment, a new magnetic surface material and a new plastic base together in a new hotmelt lamination process, resulting in the strongest bond, the highest uniformity of oxide particles, and the smoothest surface ever attained in recording tape manufacture.

**HERE ARE ADDITIONAL FEATURES OF SHAMROCK #300 TAPE**

- New **irish** reel . . . the strongest plastic reel on the American market, heavier by actual weight . . . has more plastic than any other reel. Two very large openings permit easy access to the threading eye.
- Has 4' eye-ease green leader.
- Packed in polyethylene bag.
- Includes **irish** reel-tab . . . provides space for noting subjects recorded and position on reel.

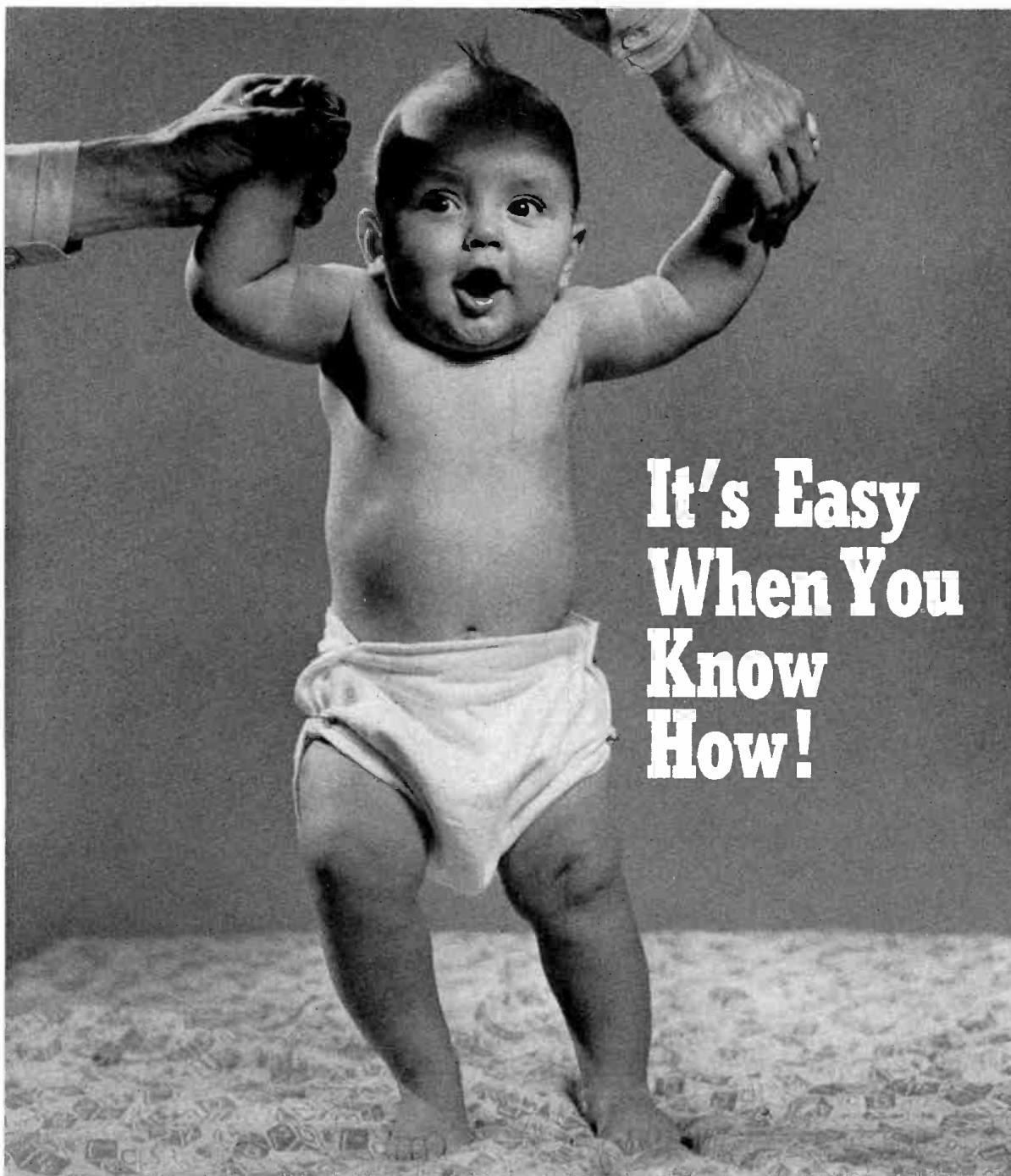
**ORRADIO Industries, Inc.**

World's Largest Exclusive Magnetic Tape Manufacturer

Opelika, Alabama

Export Division: Morhan Exporting Corp., New York, N. Y.  
 In Canada: Atlas Radio Corp., Ltd., Toronto





**It's Easy  
When You  
Know  
How!**

**MEREDITH**  
*Radio and  
Television*  
**STATIONS**

**KANSAS CITY: KCMO Radio & KCMO-TV** The Katz Agency  
**SYRACUSE: WHEN Radio & WHEN-TV** The Katz Agency  
**PHOENIX: KPHO Radio & KPHO-TV** The Katz Agency  
**OMAHA: WOW Radio & WOW-TV** John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

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**1955 YEARBOOK-MARKETBOOK ISSUE**

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Broadcast Advertising • was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953.

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## What do people do about TV commercials?

Some people let their mental screens go blank when a TV commercial goes on. A few say they leave the room. But, fortunately, the vast majority of viewers are quite willing to give any commercial a reasonable amount of attention.

Keeping commercials from going in one eye and coming out the other — getting viewers to go out and buy the product or service offered — calls for creative experience plus analytical thinking.

BBDO's television research department has been pre-testing and post-testing commercials over the past eight years. Techniques used include selected-audience reaction sessions, group interviews and, of course, special telephone surveys after shows.

These methods, and many others, teach us that most people do more than tolerate a good selling commercial. They watch and listen carefully. They *do* go out and buy. With millions of viewers ready to be sold, research and creative ability are an indispensable combination in modern television advertising.

# BBDO

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**

*Advertising*

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS • ATLANTA

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## ABBREVIATIONS IN 1955 YEARBOOK

### EXECUTIVE PERSONNEL

<p>Administrative ..... adm.            Assistant ..... asst.            Associate ..... assoc.            Business Manager ..... bus. m            Chairman of the Board ..... chmn. of bd.            Chief Bookkeeper ..... chief bkpr            Chief Engineer ..... ce            Co-Engineer ..... co-engr.            Co-Owner ..... co-o            Commercial Manager ..... cm            Commercial Production Manager ..... coml. pdm            Comptroller ..... comp.            Continuity Editor ..... continuity ed.            Controller ..... cont.            Copy Director ..... copy d            Director ..... d            Director of Engineering ..... d. of engrg.            Director of Operations ..... d. of opers.            Educational Director ..... educ. d            Executive Officer ..... exec. officer            Executive Owner ..... exec. o            Executive Director ..... exec. d            Executive Producer ..... exec. prod.            Executive Vice President ..... evp            Facility Director ..... facility d            Farm Director ..... fd            Film Director ..... film d            General Manager ..... gm            General Sales Manager ..... gen. slm            Local Sales Manager ..... loc. slm            Manager ..... m            Manager of Tv Operations ..... m of tv opers.            Managing Director ..... mgng. d            Merchandising Manager ..... merc. m</p>	<p>Music Director ..... music d            National Commercial Manager ..... natl. cm            News Director ..... news d            News Editor ..... news ed.            Office Manager ..... office m            Operations Manager ..... opers. m            Owner ..... o            Partner ..... ptrn.            President ..... p            Production Coordinator ..... prod. coordinator            Production Director ..... prod. d            Production Manager ..... pdm            Program Director ..... pd            Program Manager ..... prog. m            Program Supervisor ..... prog. sup.            Promotion ..... prom.            Public Affairs Director ..... pub. affairs d            Public Relations Director ..... pub. rel. d            Public Service Director ..... pub. serv. d            Publicity Director ..... publ. d            Regional Manager ..... reg. m            Research Director ..... research d            Resident Manager ..... res. m            Sales Director ..... sla. d            Sales Manager ..... slm            Secretary-Treasurer ..... sec.-treas.            Special Events Director ..... sp. events d            Sports Director ..... sd            Station ..... sta.            Studio Supervisor ..... studio sup.            Supervising Engineer ..... sup. engr.            Technical Director ..... tech. d            Traffic Manager ..... traffic m            Transmitter Supervisor ..... trans. sup.            Vice President ..... vp            Women's Director ..... wd</p>
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# U.P.

## United Press news programs for radio

<b>BASIC NEWS</b>	World News Roundup	Weekdays, 8 times; Sun., 4 times
	The World in Brief	Weekdays, 13 times; Sun., 18 times
	United Press Headlines	Weekdays, 7 times; Sun., 4 times
<b>SPORTS</b>	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Great Moments in Sports	Monday through Friday
	Sizing Up Sports	Sunday
	Sports-at-a-Glance	Twice daily
<b>FOR WOMEN</b>	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
<b>HUMAN INTEREST</b>	Your Home	Saturday
	Time Out	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	In Movieland	Saturday
	Flashback	Monday through Saturday
	United Press Almanac	Every day
	On the Record	Wednesday, Saturday
	Of Human Interest	Monday through Friday
	Let's Take a Trip	Saturday
<b>FARMING</b>	Daily Market Summary	Monday through Saturday
	Rural Roundup	Monday through Friday
	R-F-D Review	Monday through Saturday
<b>COMMENTARY &amp; REVIEW</b>	Today's United Press Commentary	Monday through Friday
	Under the Capitol Dome	Monday through Friday
	United Press News Analysis	Monday through Friday
	Names in the News	Monday through Friday
<b>BUSINESS &amp; SCIENCE</b>	Weekly Business Review	Saturday
	Today in Science	Monday through Friday
	Calling All Drivers	Saturday

1550 stations from coast to coast receive from United Press an average of more than 45 news programs and news features every day — besides scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

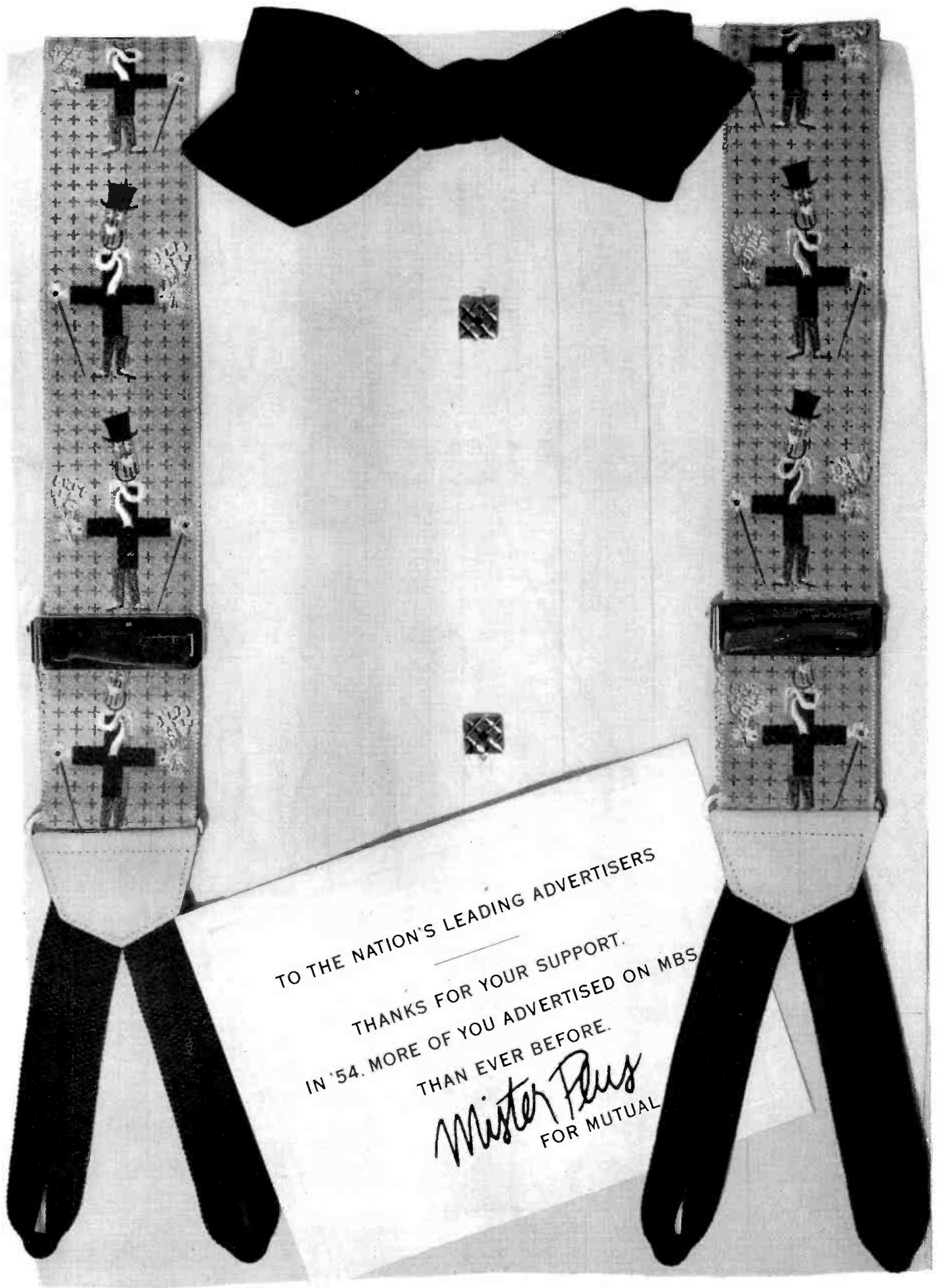
### PLUS The Sunday show

A full hour of features—documentaries, news reviews, striking quotes, human interest and personality stories, comment on business, politics, government, foreign affairs, books, records, stage and screen, farming, sports, fashions, home-making. Interspersed with musical recordings and announcer comment, the material is enough for a program block of at least two hours. All of this in addition to U.P.'s regular Sunday news dispatches.



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*for American  
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WESTINGHOUSE  
**STUDIO ONE**

*for Westinghouse  
Electric Corporation*

**BEST OF  
BROADWAY**

*for Westinghouse  
Electric Corporation*

**BIG TOWN**

*for  
Lever Brothers*

**CLIMAX!**

*for  
Chrysler Corporation*



ARTHUR  
GODFREY

*for Pepsodent  
Division Lever Bros.*

HALLS OF IVY

*for National  
Biscuit Company*

DEATH VALLEY  
DAYS

*for Pacific Coast  
Borax Company*

DISNEYLAND

*for  
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*for  
Chrysler Corporation*

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GREAT LIFE

*for  
Chrysler Division*

IMOGENE  
COCA SHOW

*for  
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GARRY  
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*for Swift & Company*



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KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
.....			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

### MIDWEST SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
.....			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

### MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

## Analysis of 1954 Radio Advertising

FOR the first year in 16 and the second in all radio history total time sales by the nation's radio stations and networks during 1954 failed to hit a new all-time high. The combined radio station-network net sales of \$453,385,000 for the year fell 5% short of the \$477,206,000 net sales for 1953, which stands as the all-time record for yearly radio business.

These figures are for net time sales, after all frequency and promotional discounts but before the deduction of commissions to agencies, sales representatives and other sales expenses. On a gross basis, with time sales figured at the one-time rate before any discounts of any kind, radio stations and networks did a combined business in 1954 of \$715,146,000.

Radio's time sales were off last year from the year before in every category except local business, which added an estimated \$1 million to its 1953 total for a gain of 0.4%. Radio networks continued their downward trend of the last six years, reduced time charges and increased discounts making the loss in network revenue far greater than the decline in the number of sponsored network hours. Spot time sales also were off 5.9% last year, the first time in the 20 years that sales records have been kept that spot business failed to surpass the volume of the previous year. Regional networks likewise suffered a decline, for the third consecutive year, but this business accounts for only 1% of the overall radio total.

Television is credited, or blamed, with the responsibility for most of radio's loss of business, the theory being that many advertisers prefer to use the broadcast medium that offers sight as well as sound than the one with sound only. Be that as it may, television prospered mightily in 1954. A preliminary estimate made by TvB puts tv's total net time sales, station and network combined, at \$515 million, better than 36% ahead of the 1953 net of \$384.5 million.

TvB breaks down its estimate as follows: Tv networks—\$242 mil-

*EDITOR'S NOTE: Estimated radio net time sales for 1954 are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. The formula for computing totals was originally developed for BROADCASTING by Dr. Herman S. Hettinger, nationally-known economist. Statistical information was audited by Sinrod & Tash, Washington, certified public accountants, who delivered to BROADCASTING only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants. This method of estimating net time sales has been proved highly accurate through the years.*

**TABLE I**  
RADIO NET TIME SALES 1953-1954

Class of Business	1953	% Total	1954 (Estimated)	% Total
National Network .....	\$ 92,865,000	19.5	\$ 76,219,000	16.8
Regional & Miscellaneous Network ..	5,192,000	1.1	4,666,000	1.0
National & Regional Non-Network ..	129,605,000	27.2	121,935,000	26.9
Local .....	249,544,000	52.2	250,565,000	55.3
<b>Total .....</b>	<b>\$477,206,000</b>	<b>100.0</b>	<b>\$453,385,000</b>	<b>100.0</b>

lion; tv spot—\$148 million; tv local—\$120 million, emphasizing that these are preliminary figures.

Other advertising media last year also topped their 1953 totals but by narrower margins than those which separated 1953 and 1952 billings.

Newspapers, in 1954, had national advertising billings estimated at \$625-630 million, up from \$601 million for 1953. The increase for the year, however, is far less than the \$75 million which separated the 1953 total from the \$526 million of

national advertising in newspapers in 1952. These figures, it should be noted, cannot be compared to the radio total of \$453 million, for two reasons. First, they are calculated at the one-time rate, without any discount of any kind. Second, the newspaper figure covers national advertising only and excludes all local space sales.

Magazines in 1954 did a gross business of \$605 million, according to estimates made by Publishers Information Bureau. This is \$6.5

million higher than the 1953 gross of \$599 million, but that total was \$45.5 million above the 1952 figure, indicating that magazines, like newspapers, suffered a considerable slowdown in their rate of growth during last year.

The magazine figures are calculated at the one-time gross rate, before any discount of any kind, and so are comparable to radio's gross billings of \$715 million. It is significant that even with its losses, radio as a medium grossed 18.2% higher last year than magazines.

Direct Mail last year amounted to \$1,320,000,000, according to an estimate of the cost of producing and mailing this type of advertising made by Direct Mail Advertising Assn., which reported that the 1954 figure represents a 6% increase over the 1953 total.

The tables accompanying this text are worth more than a cursory glance. Table I, comparing 1954's net radio time sales for national networks, regional networks, spot and local business with those of 1953, shows a shift in the relative importance of each type of business during the year. Table II shows how the relationship among these types of radio business has varied over a 20-year span.

The nationwide radio networks,

**TABLE II**  
RADIO NET TIME SALES—1935-1954

Year	National Network		Regional Network		National Non-Network		Local		Total	
	1935	% Change from previous year	1935	% Change from previous year	1935	% Change from previous year	1935	% Change from previous year	1935	% Change from previous year
1935 <sup>1</sup>	\$ 39,737,867	.....	.....	.....	\$ 13,805,200	.....	\$ 26,074,476	.....	\$ 79,617,543	.....
1936 <sup>2</sup>	56,192,396	41.4	2,854,047	.....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1937	56,612,925	0.7	.....	.....	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1938	62,621,689	10.6	.....	.....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1939	71,919,428	13.1	1,869,583	.....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1940*	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1941	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	55,898,916	4.2	190,147,052	5.8
1942	93,389,177	21.6	5,255,508	61.6	59,352,170	16.2	64,104,309	18.9	229,102,164	20.0
1943	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,542,747	26.1
1944*	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1945	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1946	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1947	133,723,098	4.5	7,329,255	4.3	104,759,767	14.4	170,908,165	15.6	416,720,279	11.4
1948	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1949	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1950	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1951	102,528,000	-10.0	7,334,000	-13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1952	92,865,000	-9.4	5,192,000	-29.2	129,805,000	4.8	249,544,000	4.1	477,206,000	0.9
1953	92,865,000	-9.4	5,192,000	-29.2	129,805,000	4.8	249,544,000	4.1	477,206,000	0.9
1954†	76,219,000	-17.1	4,666,000	-10.1	121,935,000	-5.9	250,565,000	0.4	453,385,000	-5.0

<sup>1</sup> Nation-wide and regional networks combined.  
<sup>2</sup> Data not available.  
\* Figures prior to this date not comparable in all categories.  
† 1954 figures estimated.



**TABLE III**  
ESTIMATED RADIO  
GROSS BILLINGS—1954

Class of Business	Estimated Gross Billings
National Network	\$139,006,000
Regional & Miscellaneous Network	6,943,000
National Non-Network	196,332,000
Local	372,855,000
<b>TOTAL</b>	<b>\$715,146,000</b>

for example, in 1940 accounted for 45.5% of all radio business. By 1948, when these networks reached their peak in dollar revenue, their share of the industry total had dropped to 32.1%. In 1953 they did 19.5% of the total radio business and last year only 16.8%.

Meanwhile, local radio business was reversing the national network trend and becoming an increasingly important part of the total. In 1940, local business brought in 28.7% of radio's total revenue. By 1948, it accounted for 32.1% by 1953 for 52.2% and last year for 55.3%.

Spot and regional network advertising have maintained more consistent relationships to the whole body of radio business. Spot business was 23.8% of the total in

**TABLE IV**  
ESTIMATED RADIO GROSS  
BILLINGS  
1927-1954

Year	National network			Total
	Others	Others	Others	
1927	\$ 3,833	\$ 987	\$ 4,820	
1928	10,227	3,873	14,100	
1929	19,196	7,804	26,800	
1930	27,694	12,806	40,500	
1931	37,502	18,498	56,000	
1932	39,107	22,793	61,900	
1933	31,516	25,484	57,000	
1934	42,659	30,228	72,887	
1935	49,315	38,209	87,524	
1936	59,671	47,880	107,551	
1937	68,828	75,314	144,142	
1938	71,728	78,390	150,118	
1939	83,114	88,000	171,114	
1940	96,456	123,344	219,800	
1941	106,900	154,274	261,174	
1942	118,200	167,280	285,480	
1943	151,791	200,499	352,290	
1944	190,777	256,033	446,710	
1945	190,747	288,583	479,330	
1946	193,010	319,400	512,410	
1947	190,930	364,470	555,400	
1948	198,996	417,600	616,500	
1949	187,800	441,200	629,000	
1950	183,069	489,482	672,551	
1951	174,719	511,249	685,968	
1952	163,453	551,522	714,975	
1953	160,535	580,278	740,813	
1954	139,006	576,140	715,146	

1940, 25.1% in 1948, 27.2% in 1953 and 26.9% last year. Regional network business has stayed between 1% and 3% of the total throughout.

Tables III and IV report radio's gross billings for 1954 and for the

**TABLE V**  
RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUP  
1953

Product Groups	Gross Billings	%* Total	Est. Gross Billings	%* Total
1. Agriculture & Farming	\$ 1,185,824	0.7	\$ 820,440	0.6
2. Apparel, Footwear & Accessories	1,222,782	0.8	563,064	0.4
3. Automotive, Automotive Equip. & Accessories	8,025,398	5.0	9,612,540	7.0
4. Beer, Wine & Liquor	1,895,798	1.2	3,332,124	2.4
5. Building Material, Equip. & Fixtures	1,557,965	1.0	1,723,656	1.2
6. Confectionery & Soft Drinks	3,012,255	1.9	2,666,472	1.9
7. Consumer Services	2,392,750	1.5	1,371,180	1.0
8. Drugs & Remedies	21,125,242	13.1	17,586,900	12.7
9. Entertainment & Amusements	8,936	...	1,624	...
10. Food & Food Products	35,125,576	21.9	29,070,900	20.9
11. Gasoline, Lubricants & Other Fuels	4,960,230	3.1	5,417,280	3.9
12. Horticulture	107,324	...	166,188	0.1
13. Household Equipment & Supplies	6,494,710	4.0	3,771,552	2.7
14. Household Furnishings	1,651,862	1.0	299,868	0.2
15. Industrial Materials	994,342	0.6	524,088	0.4
16. Insurance	2,242,145	1.4	2,262,816	1.6
17. Jewelry, Optical Goods & Cameras	1,112,890	0.7	1,268,652	0.9
18. Office Equipment, Writing Supplies & Stationery	701,139	0.4	1,191,552	0.8
19. Political	779	...	15,380	...
20. Publishing & Media	297,075	0.2	584,520	0.4
21. Radio, TV Sets, Phonographs, Musical Instruments & Access.	2,488,712	1.5	1,925,136	1.4
22. Retail Stores & Shops	15,759	...	...	...
23. Smoking Materials	15,007,937	9.3	10,343,796	7.4
24. Soaps, Cleaners & Polishes	15,890,407	9.9	14,994,672	10.8
25. Sporting Goods & Toys	129,380	...	143,270	0.1
26. Toilettries	26,028,032	16.2	19,247,940	13.8
27. Transportation, Travel & Resorts	823,111	0.5	882,224	0.7
28. Miscellaneous	6,036,184	3.8	9,118,392	6.6
<b>TOTAL</b>	<b>\$160,534,544</b>		<b>\$139,006,226</b>	

\* % will not necessarily add to 100 because of rounding.

28 years beginning with 1927, the first full year of radio network operation. Table V analyzes radio network revenue by classes of advertisers, showing the dollar volume and the percentage-of-total accounted for by each class in 1953

and 1954. To cite but a single example, the drop in smoking material advertising, chiefly cigarettes from 9.3% to 7.4% of the national radio network gross in a single year is a revealing statistic to any serious student of advertising

## RADIO STATION OPERATING COSTS

SALARIES and wages consumed 53% of the expense dollar at radio broadcasting stations during 1953, according to an analysis by Charles H. Tower, manager of the NARTB Employee-Employer Relations Dept. (No figures for 1954 are available.)

Breaking down the salary-wage item, Mr. Tower found that program salaries absorbed 16.8%, general administrative 13.4%, technical 12.7% and sales (including commissions) 10.1%.

Salaries and wages comprised a higher share of the expense dollar at stations in the \$200,000-\$350,000 income bracket, the analysis shows, with 56.8% of the dollar going for this purpose. The ratio was smallest, 41.9%, at the stations in the \$1,000,000 and up revenue group.

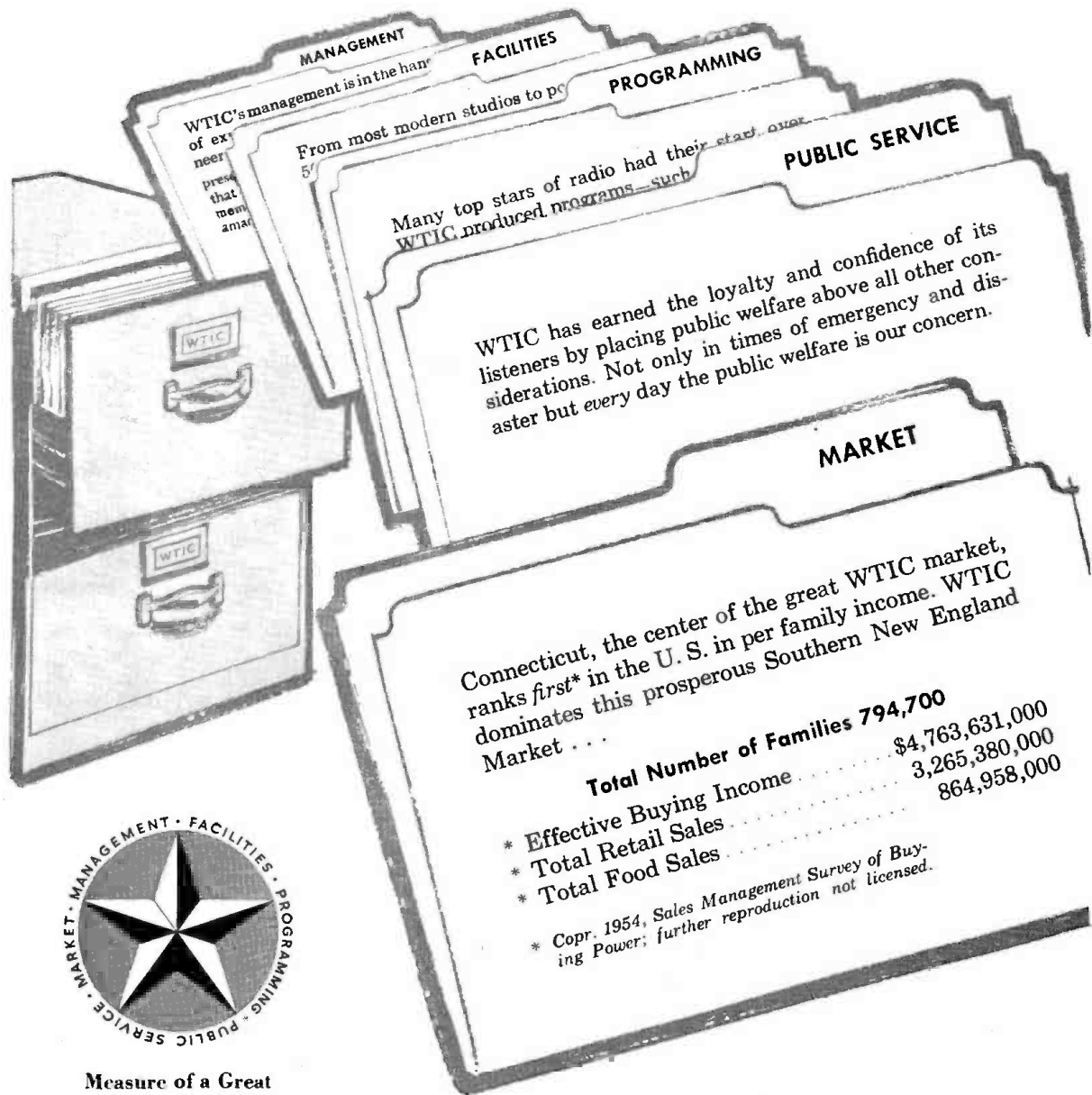
Program salaries were found to be a higher expense item in stations of the \$150,000-\$200,000 class than in any other class. They were lowest in the \$1,000,000 and up group.

Breaking down expenses by general categories, Mr. Tower found that general-administrative took 34.6% of the expense dollar, running highest at stations below \$50,000 and in the \$200,000-\$350,000 group.

DISTRIBUTION OF THE BROADCASTER'S EXPENSE DOLLAR—1953

Total Broadcast Expenses—100%	major items of operating cost shown as percentage of total station expenses, for each class of station income.									
	Below \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	\$100,000 to \$125,000	\$125,000 to \$150,000	\$150,000 to \$200,000	\$200,000 to \$350,000	\$350,000 to \$1,000,000	Over \$1,000,000	Total
Total Operating Expenses	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>General Categories of Expense:</b>										
Technical expenses	19.7	17.6	16.2	16.6	17.7	14.9	17.8	18.3	17.7	17.1
Program expenses	32.1	31.2	32.4	31.7	30.3	30.5	28.0	32.2	37.7	32.2
Selling expenses	11.1	13.6	14.6	15.8	17.7	17.0	17.1	16.3	13.5	16.1
General and administrative expenses	37.1	37.6	36.8	35.9	34.3	37.6	37.1	33.2	31.1	34.6
<b>Selected Expense Items:</b>										
Salaries and wages, including supervision	54.4	57.6	55.6	56.7	56.4	56.7	56.8	50.8	41.9	53.0
a. Technical salaries	15.1	12.9	12.5	12.3	11.8	11.1	13.1	13.4	13.0	12.7
b. Program salaries	14.9	17.5	17.1	17.4	17.1	17.7	17.6	16.5	13.5	16.8
c. Selling salaries (including commissions to staff salesmen)	9.1	10.5	10.5	11.9	13.1	11.9	11.1	9.1	5.9	10.1
d. General administrative salaries	15.3	16.7	15.5	15.1	14.4	16.0	15.0	11.8	9.5	13.4
Depreciation and amortization	6.5	6.3	5.9	5.9	5.9	5.6	5.8	6.1	5.1	5.5
Transcriptions and recordings	3.6	2.9	2.2	1.9	2.0	1.5	1.0	.9	.6	1.2
Intercity & intracity program relay circuits	2.5	2.7	2.6	3.0	1.9	1.8	1.2	1.1	.6	1.5
Costs of news services (other than salaries)	5.8	4.1	3.7	2.7	2.7	2.2	2.2	1.9	2.1	2.3
Talent expenses (musicians, artists, etc.)	3.4	2.3	2.8	2.7	3.3	4.7	3.9	7.6	14.9	7.2
Royalties and license fees relating to program material	4.1	3.9	4.1	4.0	3.7	3.7	3.8	4.0	4.3	3.9
Cost of engineering parts and supplies	3.2	1.4	1.4	1.5	1.7	1.2	1.5	1.2	1.3	1.3
Rent paid for use of broadcast property	4.4	2.6	3.3	2.4	2.1	2.4	2.8	3.2	4.2	3.2

# WTIC...By Every Measurement A GREAT RADIO STATION



Measure of a Great  
Radio Station

REPRESENTED NATIONALLY BY  
THE HENRY I. CRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

# THE RADIO AUDIENCE IN 1954

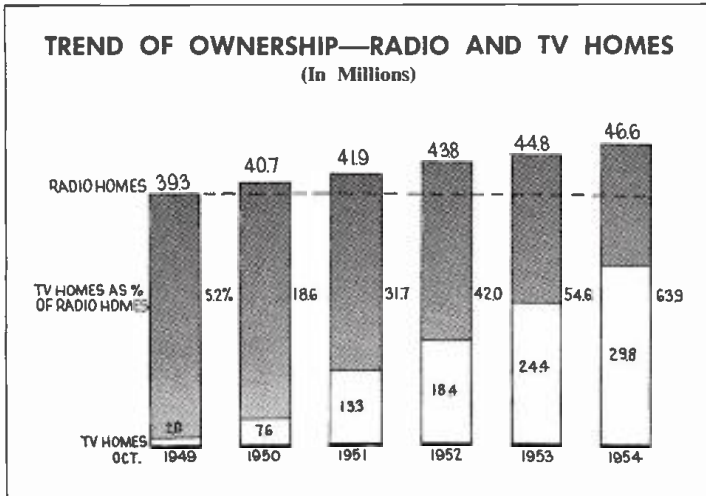
By Arthur C. Nielsen  
President, A. C. Nielsen Co.

1954 was a year in which the older of the two broadcast media held its own in the face of the continued expansion of tv, its turbulent publicity and its greater "excitement values."

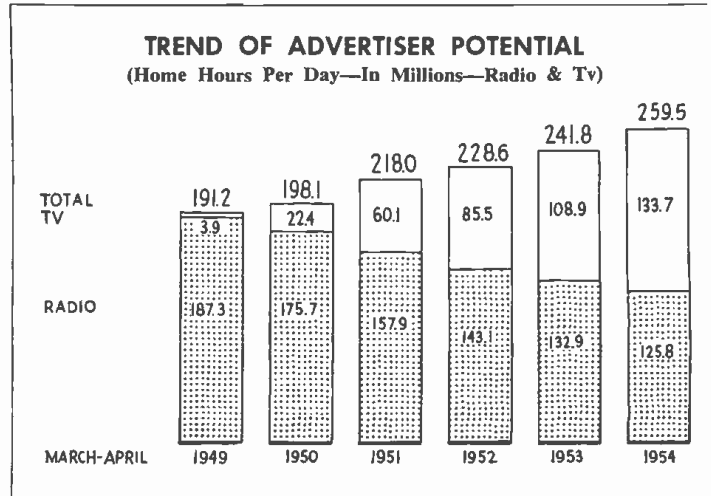
Radio bulged at the seams, growing in several directions at once: more radio-equipped homes, more sets in more places, more listen-

ing. And, as these data show, there were many reasons why shrewd advertisers continued to express their faith in the medium by putting it to use.

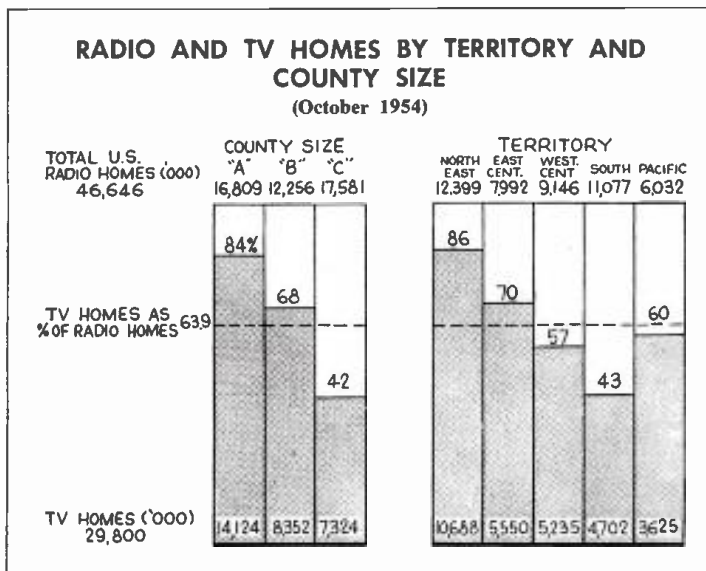
Each of these charts, derived from Nielsen Radio-Television Index data, presents a different facet of audience behavior in 1954.



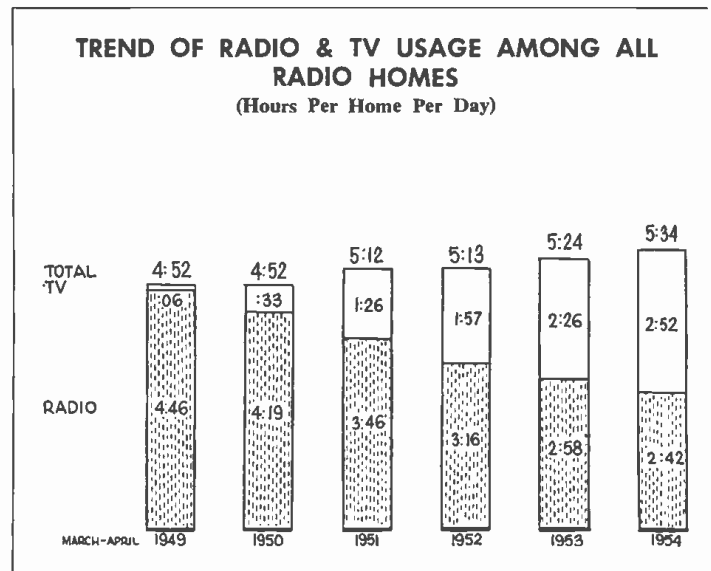
CONTINUING its steady growth in step with our increasing population, radio ownership reached 46,600,000 homes in 1954. Of this number, 64%, or a total of 29,800,000 homes, owned tv sets. Television was becoming heavier competition than ever, but 36% of the country's families could not yet be reached through it.



FOR the advertiser, "home-hours" (number of homes times hours per home) present a convenient summary of overall potential. In 1954, the total of radio home-hours per day was below that of the year before, despite the growth in radio ownership. The tv total was up, and the two-media combination was higher than ever.



WHILE radio continued to follow population distribution evenly, tv showed big variations by county size and territory. The sight-and-sound medium still had its heaviest concentration in metropolitan centers and in the northeastern states; rural areas and the southern states were still behind the country as a whole in saturation. Radio, on the other hand, presented the advertiser with a uniform ownership pattern throughout the country.

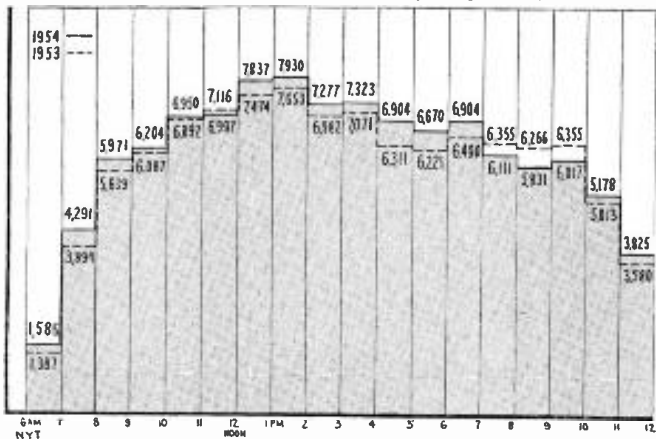


COMBINING homes with and without tv, U. S. radio homes averaged somewhat less radio listening per day (in March-April, for example) than in previous years—16 minutes less per home per day than in 1953. At the same time, the amount of tv viewing per home went up. Putting them together, the two-media total also went up, and combined broadcast activity reached 5 hours, 34 minutes per home per day—a new high.



### TOTAL U. S. RADIO HOMES USING RADIO

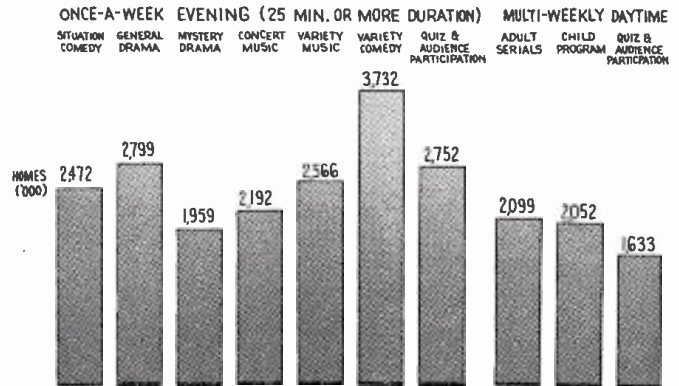
(In Thousands—By Hour of Day—September)



USING September for comparison purposes, the hour-by-hour levels of homes-using-radio were higher, for almost the entire day, than in the same month of '53. It was only in the evening hours that the totals were lower. The midday hours continued to register peak listening for the entire day.

### PROGRAM TYPE COMPARISONS

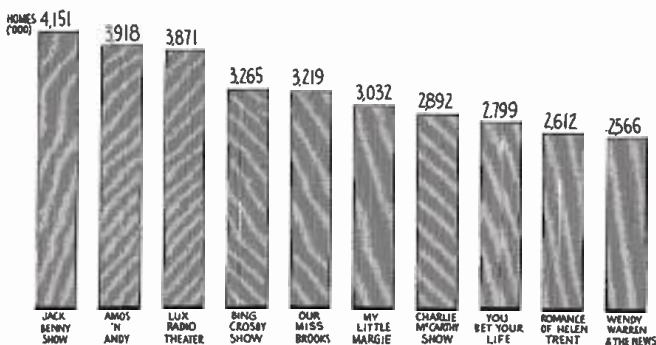
(March 21-27, 1954)



AMONG all network radio evening once-a-week shows, variety comedy programs, on the average, were reaching the largest audiences; general drama shows were next most popular. In the daytime multi-weekly category, serials were again the most popular by a large margin.

### TOP TEN RADIO SHOWS

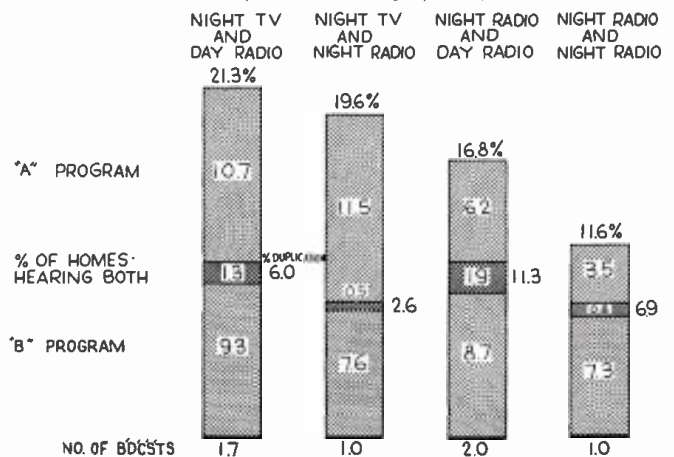
(Day and Night Combined—March-April, 1954)



WHICH shows, among all those broadcast, daytime or nighttime were the most popular? The Jack Benny Show, after so many years, still ranked first, reaching 4,151,000 homes per broadcast during the March-April period. But two daytime shows fell into the select Top Ten—Helen Trent and Wendy Warren—symbolizing the continued importance of daytime radio to sponsors.

### AUDIENCE SIZE COMPARISONS—TWO-PROGRAM COMBINATIONS

(Weekly Audiences—April, 1954)



ANALYSES of the overall coverage of several programs used in combination continued to be of crucial importance to many advertisers. The chart shows four typical combinations, in April of '54, indicating the unduplicated audience reached by each combination, the audience exclusive to each show, and the frequency of reception per home reached. Among these four combinations, the evening-tv-plus-daytime-radio pair reached the largest unduplicated audience with the night-tv-plus-night-radio second.

### INTERNATIONAL STATIONS IN THE U. S. AND CANADA

#### U. S. STATIONS

(Operating in 6-25 mc band with powers up to 200 kw)

CBS—WDSI, six installations at Brentwood, N. Y., and Wayne, N. J.

KCBR, five installations at Delano, Calif.

NBC—WNBC, six installations at Bound Brook, N. J.  
KNBH, five installations at Dixon, Calif.

General Electric Co.—WGEO, three installations at Schenectady, N. Y.

KGEL, two installations at Belmont, Calif.

Crosley Corp.—WLWO, eight installations at Mason and Bethany, Ohio.

World Wide Broadcasting Corp.—WRUL, five installations at Scituate, Mass.

Note: Some 30 transmitters operated by independent U.S. licensees are relaying Voice of America programs produced by the Broadcasting Service of the U.S. Information Agency.

#### CANADIAN STATIONS

Canadian Broadcasting Corp.—Has some two dozen international installations, mostly at Vercheres, Que., and Sackville, N. B.

Privately Owned Installations—Canadian Marconi Co., Montreal; Rogers Radio Broadcasting Co., Toronto; Voice of the Prairies Ltd., Calgary, Alta.; Maritime Broadcasting Co., Halifax, N. S.; Eastern Broadcasters Ltd., Sydney, N. S.; Transcanada Communications Ltd., Winnipeg, Man.; Western Broadcasting Co., Vancouver, B. C.; Edmonton Journal Ltd., Edmonton, Alta.

The *Happiest* show

CHUCKLES! LAUGH

EVERY WEEK

5 BIG

BRIGHT

HALF-HOURS

ZIV'S ROLLYCKIN' NEW  
COMEDY HIT!

“THE  
*Eddie Cantor*  
SHOW”

Starring  
**EDDIE  
CANTOR**

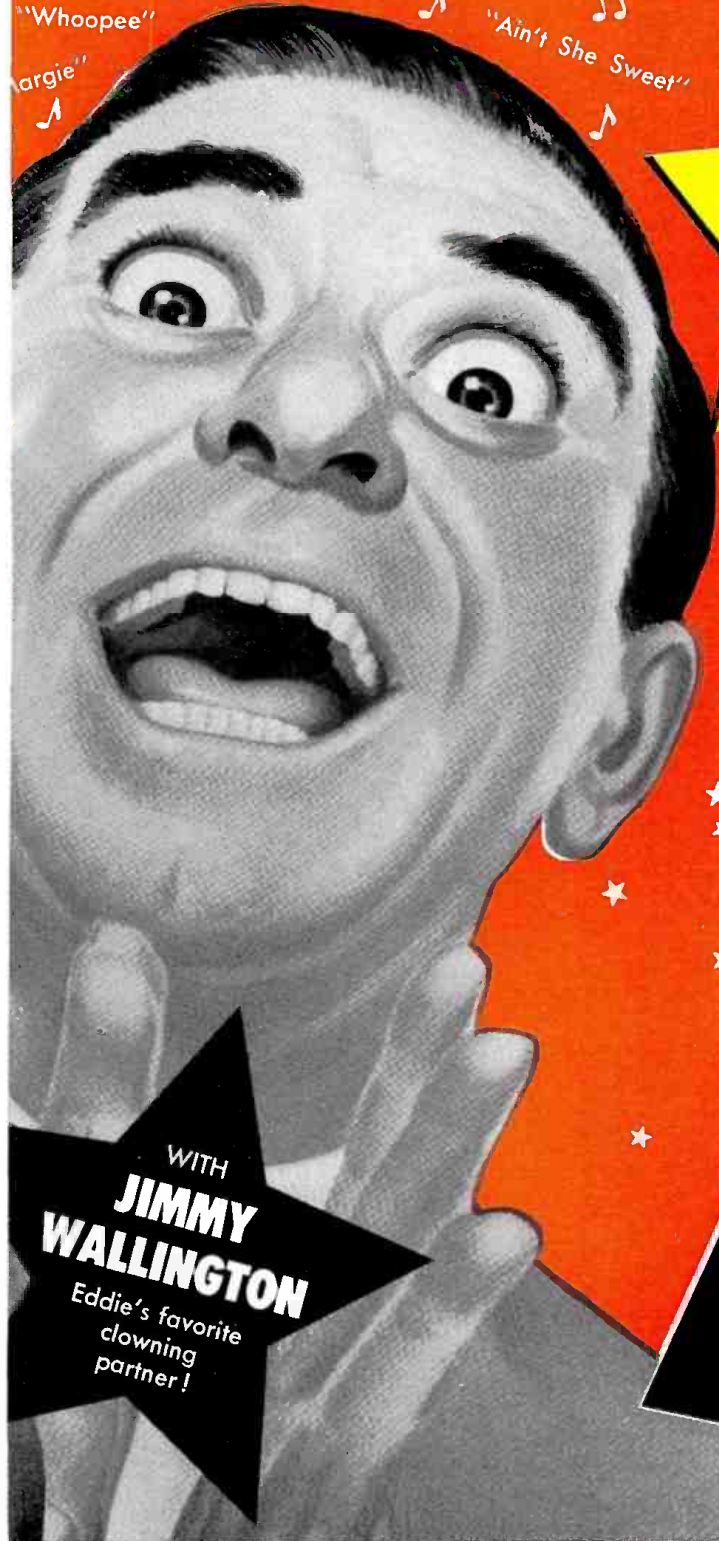




on **RADIO!**

**FUN GALORE!**

"Whoopee"  
"If You Knew Susie"  
"Ain't She Sweet"  
"Margarita"



THERE'S  
**COMEDY!**

THERE'S  
**MUSIC!**

THE  
**BIGGEST**  
COMEDY SHOW  
ever offered to  
Local Sponsors!

THERE'S  
**SINGING!**

**ZIV'S ANSWER TO  
RADIO'S BIG NEED  
FOR BOLD, NEW  
PROGRAMMING!**

Write, phone or wire today for facts on how  
to put the Cantor name to work for you! Hurry!

WITH  
**JIMMY  
WALLINGTON**  
Eddie's favorite  
clowning  
partner!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK  
HOLLYWOOD

## RADIO STATION REPRESENTATIVES AND STATIONS REPRESENTED

*(Editor's Note: Reproduced here is a directory of radio station representatives. The listing of a firm does not necessarily mean that it presently is handling radio station representation. Where a firm actually is the designated representative of a radio station or stations, the listing so indicates. Dagger (†) indicates firm also is a newspaper representative.)*

### AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: State 2-0460. Gen. Mgr.: Joseph Kapps.  
(Stations represented not reported.)

### ALASKA RADIO SALES

New York—370 Lexington Ave. Tel.: Murray Hill 5-1300. Network Sales Mgr.: Charles E. Soden; Spot Sales Mgr.: Roy V. Smith.

#### Represents:

KFQD Anchorage KINY Juneau  
KFRB Fairbanks KTKN Ketchikan  
KIBW Seward KIPW Sitka

### AM RADIO SALES

New York—WMCA Bldg., 1657 Broadway. Mgr.: Wilmot H. Losee.  
Chicago—400 N. Michigan Ave. John Carey, Jerry Glynn.  
Los Angeles—5939 Sunset Blvd. Bob Block.

#### Represents:

WIND Chicago WL0L Minneapolis  
WMCA New York KMPC Los Angeles  
KOPO Tucson, Ariz. KOOL Phoenix, Ariz.

### AMERICAN SALES AND SERVICING AGENCY

New York 17—17 E. 42nd St. Tel.: Murray Hill 2-0810. Pres.: Guy Bolam.

#### Represents:

Radio Luxembourg "One" and "Two"

### AVERY-KNODEL INC.

New York 19—720 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.

Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.

San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandberg.

Los Angeles 48—6363 Wilshire Blvd. Tel.: Webster 3-9583. Mgr.: Edwin Cahn.

Atlanta 3—41 Marietta St., N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.

Dallas 1—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

#### Represents:

WGAC Augusta, Ga.	KOMA Oklahoma City
KERO Bakersfield, Calif.	WIRL Peoria, Ill.
WSGN Birmingham, Ala.	WGAN Portland, Me.
WKBW Buffalo, N. Y.	WGEM Quincy, Ill.
WAPO Chattanooga, Tenn.	WNAO Raleigh-Durham, N. C.
KHSL Chico, Calif.	KVCV Redding, Calif.
KMIN Denver	WISL Roanoke, Va.
KSO Des Moines, Iowa	WELF Rock Island-Davenport
KDAL Duluth, Minn.	KROY Sacramento, Calif.
KFFV Ft. Smith, Ark.	KALL Salt Lake City
KFRE Fresno, Calif.	KCBQ San Diego
KILO Grand Forks, N. D.	KJBS San Francisco
WJEF Grand Rapids, Mich.	KJR Seattle
WFEC Greenville, S. C.	KSOO Sioux Falls, S. D.
WKZO Kalamazoo, Mich.	KXLY Spokane, Wash.
WROL Knoxville, Tenn.	KTUL Tulsa, Okla.
KOLN Lincoln, Neb.	WRUN Utica-Rome, N. Y.
WIBA Madison, Wis.	WBRV Waterbury, Conn.
WDGY Minneapolis-St. Paul	KXEL Waterloo, Iowa
WSMB New Orleans	KFBI Wichita, Kan.
KXYZ Houston	WILK Wilkes-Barre, Pa.

Rural Radio Network  
The Intermountain Network

### JAMES S. AYERS CO.

Atlanta 3—812 Glenn Bldg. Tel.: Alpine 3080. Mgr.: James S. Ayers.

(Stations represented not listed.)

### WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres.

#### Represents:

Donald Cooke Inc.

### HIL F. BEST CO.

Detroit 28—Rm. 1005 Park Ave. Bldg. Tel.: Woodward 2-7298.

New York 17—101 Park Ave. Tel.: Lexington 2-3783.

Chicago 1—228 N. LaSalle St. Tel.: State 2-5096.

Atlanta—Mortgage Guarantee Bldg. Tel.: Alpine 5-084.

San Francisco 3—15 Harriet St. Tel.: Underhill 3-6480.

Hollywood 28—Suite 209, 6000 Sunset Blvd. Tel.: Hollywood 5-8667.

Seattle 1—203 White Henry Bldg. Tel.: Seneca 7997.

Portland 12—2745 N.E. Broadway. Tel.: Garfield 6292.

#### Represents:

ARKANSAS:  
KVRC Arkadelphia  
KBTA Batesville  
KBBA Benton  
KPLN Camden  
KCON Conway  
KXJK Forrest City  
KFPA Helena  
KXAR Hope  
KVSA McGehee  
KEM Merida  
KVON Morrilton  
KOSE Osceola  
KCLA Pine Bluff  
KAMO Rogers  
KWCB Searcy  
KKAK Stuttgart  
TEXAS:  
KVLK Alpine  
KALT Atlanta  
KRUN Ballinger  
KIOX Bay City  
KRCT Baytown  
KJIM Beaumont  
KTXK Big Spring  
KNEI Brady  
KSTB Breckenridge  
KBOR Brownsville  
KEAN Brownwood  
KORA Bryan  
KDET Center  
KCTY Childress  
KCLE Cleburne  
KFVY Colorado City  
KCFH Cuero  
KKIT Dalhart  
KDDD Dumas  
KERC Eastland  
KCUL Fort Worth  
KFST Fort Stockton  
KNAP Fredericksburg  
KSIJ Gladewater  
KGRH Henderson  
KPAN Hereford  
KHBR Hillsboro  
KTXJ Jasper  
KMBC Junction  
KERV Kerrville  
KINE Kingsville  
KHIT Lampasas  
KJBC Midland  
KVKM Monahans  
KRIG Odessa  
KOGT Orange  
KPDN Pampa  
KIUN Paris  
KBOP Pecos  
KBOP Pecos  
KOLJ Quanah  
KCNV San Marcos  
KWED Seguin  
KSEY Seymour  
KEVA Shamrock  
KIAN Sherman  
KSTV Stephenville  
KXOX Sweetwater  
KTLW Texas City  
KNAL Victoria  
FLORIDA:  
WTRL Bradenton  
WKKO Cocoa  
WCNU Crestview  
WBRD Fort Lauderdale  
WGGG Gainesville  
WJVB Jacksonville Beach  
WLBE Leesburg  
WNOG Naples  
WCNH Quincy

WTRR Sanford  
WKXY Sarasota  
WPLA Plant City  
KANSAS:  
KCHR Charleston  
KCRB Chanute  
KCLO Leavenworth  
KSCB Liberal  
KSSOURI  
KSSS Sedalia  
KCHI Chillicothe  
KREI Farmington  
KNEM Nevada  
NEW MEXICO:  
KLMX Clayton  
KOBK Las Cruces  
KFUN Las Vegas  
KRTN Raton  
OKLAHOMA:  
KWHW Altus  
KBWL Blackwell  
KWCO Chickasha  
KWEO Clinton  
KWHF Cushing  
KRHD Duncan  
KUSA Elk City  
KTAT Frederick  
KGYN Guymon  
KNOR Norman  
KVLH Pauls Valley  
KSIW Woodward  
ILLINOIS:  
WAVN Ava  
WKEI Kewanee  
WMSI Litchfield  
WVMC Mt. Carmel  
WIZZ Streator  
INDIANA:  
WBAT Marion  
WDDC Anderson  
WIL0 Frankfort  
WJNL Lebanon  
WLRP New Albany  
WSRK Shelbyville  
WFML Washington  
WFLM Salem  
MICHIGAN:  
WPKM Pontiac  
WCBY Cheboygan  
WKNK Muskegon  
WTVB Coldwater  
WSTR Sturgis  
WABJ Adrian  
WMRP Flint  
WJON Ionia  
WHTC Holland  
WMTE Manistee  
WMDN Midland  
WSDC Marine City  
OHIO:  
WCHO Washington Court House  
WROO Fremont  
WAND Canton  
WJER Dover  
KENTUCKY:  
WLCK Campbellsville  
WAIN Columbia  
WCPM Cumberland  
WTEL Elizabethtown  
WFUL Fulton  
WKIC Hazard  
WKTM Mayfield  
WSIP Paintsville  
WPRP Prestonburg  
WSFC Somerset

### WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Mgr.: Guy Biddick.

#### Represents:

KV0G Ogden, Utah<sup>3</sup>  
KCSU Provo, Utah<sup>3</sup>  
KCKN Kansas City, Mo.  
KREI Farmington, Mo.<sup>4</sup>  
KNEM Nevada, Mo.<sup>4</sup>  
KCHI Chillicothe, Mo.<sup>4</sup>  
KCLX Colfax, Wash.<sup>3</sup>  
KCFH Cuero, Tex.  
KAHU Honolulu  
\*KJSK-KJAN—One contract, 10% discount.  
\*KRPL-KCLX—One contract, 25% discount.  
\*Tri-City Network.  
\*Missouri Network—20% discount.

### JOHN BLAIR & CO.

New York—Chrysler Bldg. East. Tel.: Murray Hill 2-6900. President: John P. Blair; Exec. V.P.: Robert E. Eastman.

Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. V.P. & Mgr.: Charles F. Dlicher.

Boston 16—Statler Office Bldg., 20 Providence St. Tel.: Hubbard 2-3163. Mgr.: Bruce Pattysen.

St. Louis—1037 Paul Brown Bldg. Tel.: Chestnut 1-5688. Mgr.: Thomas C. Harrison.

Los Angeles—3460 Wilshire Blvd. Tel.: Dunkirk 7-1333. Mgr.: Carleton E. Coveny.

San Francisco—3010 Russ Bldg. Tel.: Douglass 2-3188. Mgr.: Heber Smith.  
Detroit—524 Book Bldg. Tel.: Woodward 1-6030. Mgr.: Charles Fritz.  
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Steve Beard.

#### Represents:

##### The Arizona Radio Network

KLYN Amarillo, Tex.	WOW Omaha, Neb.
WEST Atlanta, Ga.	WBOO Orlando, Fla.
WFBR Baltimore	WFIL Philadelphia
WAPI Birmingham, Ala.	KOY Phoenix, Ariz.
KFYR Bismarck, N. D.	WWSW Pittsburgh
KIDO Boise, Idaho	KPOJ Portland, Ore.
WHDH Boston	WPRO Providence, R. I.
WLS Chicago	KXOK St. Louis
WBNS Columbus, Ohio	KDYL Salt Lake City
WRR Dallas	KCBS San Antonio, Tex.
WXYZ Detroit	KFXM San Bernardino, Calif.
KIEM Eureka, Calif.	WSAV Savannah, Ga.
KFJZ Fort Worth, Tex.	WGBI Scranton, Pa.
KTRH Houston, Tex.	KING Seattle, Wash.
WIBC Indianapolis, Ind.	KGDM Stockton, Calif.
WJAX Jacksonville, Fla.	WFLA Tampa, Fla.
WHB Kansas City, Mo.	KTUC Tucson, Ariz.
WKLO Louisville, Ky.	KRMG Tulsa, Okla.
WHBQ Memphis, Tenn.	WWDC Washington
WQAM Miami, Fla.	WVVA Wheeling, W. Va.
WTCN Minneapolis	KFH Wichita, Kan.
WDSU New Orleans	KWFT Wichita Falls, Tex.
WNEW New York	

### HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Glenview 8-8715. Gen. Mgr.: Haskell Bloomberg.  
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.  
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.

#### Represents:

WLLH-AM-FM Lowell, Mass.

### THE BOLLING CO. INC.

New York 17—247 Park Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.

Boston—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: Richard A. Keating.

Chicago 11—428 N. Michigan Ave. Tel.: Whitehall 3-2040. Mgr.: John D. Stebbins.

Los Angeles 5—2978 Wilshire Blvd. Tel.: Dinkirk 8-8158. Mgr.: George W. Bolling III.

San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: John T. Coy.

#### Represents:

WROW Albany, N. Y.	KOL Seattle, Wash.
WHBU Anderson, Ind.	WHKK Akron, Ohio
WNBF Binghamton, N. Y.	WISE Asheville, N. C.
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 New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Pres.: E. J. Devney.  
 Chicago—64 E. Lake St. Tel.: Franklin 2-0016. Mgr. Hal Holman.

**Represents:**  
 KDMS El Dorado, Ark.  
 WCNM Middletown, Conn.  
 WPCF Panama City, Fla.  
 WSIR Winter Haven, Fla.  
 WATN Watertown, N. Y.  
 WELS Kingston, N. C.  
 WONW Defiance, Ohio  
 WANS Anderson, S. C.

WKEY Covington, Va.  
 WKOY Bluefield, W. Va.  
 WFHR Wisconsin Rapids, Wis.  
 KDAS Malvern-Hot Springs, Ark.  
 KSMN Mason City, Iowa  
 WOSC Fulton, N. Y.  
 WMEX Boston, Mass.  
 Wisconsin Network  
 WMRB Greenville, S. C.  
 WDIX Orangeburg, S. C.  
 KAHU Waipahu, Hawaii

**DORA-CLAYTON AGENCY INC.**  
 Southern Regional Representatives  
 Atlanta 3—502 Mortgage Guarantee Bldg. Tel.: Alpine 7841. Operated by Dora C. Cosse and Clayton J. Cosse.

**Represents:**  
 Forjoe & Co.  
 WSPC Anniston, Ala.  
 WBCO\* Bessemer-Birmingham, Ala.  
 WEBJ Brewton, Ala.  
 WOOF\* Dothan, Ala.  
 WOWL\* Florence, Ala.  
 KDMS Eldorado, Ark.  
 KOWL\* Santa Monica, Calif.  
 WBIA\* Augusta, Ga.  
 WDEC Americus, Ga.  
 WJAZ Albany, Ga.  
 WRFC Athens, Ga.  
 WAOK\* Atlanta, Ga.  
 WDMG Douglas, Ga.  
 WGA Ga. Gainsville, Ga.  
 WLAG LaGrange, Ga.  
 WBRJ Jesup, Ga.  
 WIBE\* Macon, Ga.  
 WRGA Rome, Ga.  
 WKTG Thomasville, Ga.  
 WMIE Miami, Fla.  
 WPCF Panama City, Fla.  
 WPCN Tallahassee, Fla.  
 WTK\* Tampa, Fla.  
 WGVW\* Greenville, Miss.  
 WJXN\* Jackson, Miss.  
 WVMI Biloxi, Miss.  
 WVVM\* Vicksburg, Miss.  
 WLOU\* Louisville, Ky.  
 WRCS Ashokis, N. C.  
 WABZ Albemarle, N. C.  
 WCAD Gadsden, Ala.  
 WKAB\* Mobile, Ala.  
 WMGY\* Montgomery, Ala.  
 WJRD Tuscaloosa, Ala.  
 WESC\* Greenville, S. C.  
 WGSW Greenwood, S. C.  
 WSOK\* Nashville, Tenn.  
 WDIS\* Memphis, Tenn.  
 WFBG Bristol, Va.  
 WCEC Rocky Mount, N. C.  
 WIRK West Palm Beach, Fla.  
 WBEJ Elizabethton, Tenn.  
 WDXE Lawrenceburg, Tenn.  
 WKRM Columbia, Tenn.

WDXI Jackson, Tenn.  
 WFUN Huntsville, Ala.  
 WANN\* Annapolis, Md.  
 KGST Fresno, Calif.  
 KGMS\* Sacramento, Calif.  
 WCIN Cincinnati, Ohio  
 WCMB Hartford, Pa.  
 WPEO Peoria, Ill.  
 WTPR Paris, Tenn.  
 WHKY Hickory, N. C.  
 WELS Kingston, N. C.  
 WCPS\* Tarboro, N. C.  
 WGTW\* Wilson, N. C.  
 WFNS Burlington, N. C.  
 KBYE Oklahoma City  
 WAnderson, S. C.  
 WPAL\* Charleston, S. C.  
 WDSC\* Dillon, S. C.  
 WJMX\* Florence, S. C.  
 WENK Union City, Tenn.  
 WNSY McComb, Miss.  
 WHSY Hattiesburg, Miss.  
 WKH Monroe, La.  
 WREH Hamilton, Ala.  
 WMJM Cordele, Ga.  
 WCAF Valdosta, Ga.  
 WCEH Hawkinsville, Ga.  
 WACL Waycross, Ga.  
 WHIE Griffin, Ga.  
 WMOG Brunswick, Ga.  
 WCLL Carbondale, Ill.  
 WCTA Andalusia, Ala.  
 KTFS Texarkana, Ark.-Tex.  
 KOSI Denver  
 WTUP Tupelo, Miss.  
 WYOK\* Charlotte, N. C.  
 WCMA Corinth, Miss.  
 KANY\* Shreveport, La.  
 WSRM\* Durham, N. C.  
 WMIL Milwaukee  
 WOPA\* Chicago  
 WDAW\* Savannah, Ga.  
 WUNR Beckley, W. Va.  
 WJHO Opelika, Ala.  
 WBIP Booneville, Miss.  
 WAZF\* Yazoo City, Miss.  
 KONT Phoenix, Ariz.

**DWIGHT & ASSOC. INC.**  
 Chicago—75 E. Wacker Dr. Tel.: Andover 3-3788  
 Mgr.: George Hopkinson.  
 (Stations represented not listed.)

**EVERETT-MCKINNEY INC.**  
 New York 17—40 E. 49th St. Tel.: Plaza 9-3747.  
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052.  
 Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022.  
 San Francisco—233 Sansome St. Tel.: Yukon 6-2396.

**Represents:**  
 WSTC Stamford, Conn.  
 WMGA Moultrie, Ga.  
 WFRP Savannah, Ga.  
 KBAR Burles, Idaho  
 W DAN Danville, Ill.  
 KWHK Hutchinson, Kan.  
 KSYL Alexandria, La.  
 WGUY Bangor, Me.  
 WLAM Lewiston, Me.  
 WTBO Cumberland, Md.  
 WTAO Cambridge, Mass.  
 WBEC Pittsfield, Mass.  
 WFEA Manchester, N. H.  
 WENY Elmira, N. Y.  
 WHDL Olean, N. Y.  
 WEOK Poughkeepsie, N. Y.  
 WREC Rochester, N. Y.  
 KILQ Grand Forks, N. D.

WDOK Cleveland  
 WNXT Portsmouth, Ohio  
 KOOV Corvallis, Ore.  
 KORE Eugene, Ore.  
 KFLW Klamath Falls, Ore.  
 KSLM Salem, Ore.  
 WLSH Lansford, Pa.  
 WKST New Castle, Pa.  
 WFAM Pottsville, Pa.  
 WEAW Williamsport, Pa.  
 KUNO Corpus Christi, Tex.  
 KWTX Waco, Tex.  
 KPUG Bellingham, Wash.  
 KAYO Seattle, Wash.  
 WLIP Kenosha, Wis.  
 WKTY LaCrosse, Wis.  
 WMIL Milwaukee  
 WCLO Janesville, Wis.  
 WGEZ Beloit, Wis.

\*Indicates stations with all or part Negro programs.

# RADIO REPRESENTATIVES

## HAL FALTER & CO.

Dallas 18—9718 Tralee Drive. Tel.: Davis 7-4541.  
 Represents in the Southwest:  
 CDAV Lubbock, Tex. KTMCC McAlester,  
 CFTV Paris, Tex. Okla.  
 CVSO Ardmore, Okla. KBIX Muskogee, Okla.  
 CADA Ada, Okla. KWSH Wewoka, Okla.

## HUGH FELTIS & ASSOC.

Seattle 4—Central Bldg. Tel.: Elliott 4489  
 Portland 5—Terminal Sales Bldg. Tel.: Atwater 5191.  
 Mgr.: H. Quenton Cox.

### Represents:

CBKW Aberdeen, Wash. KGVO Missoula, Mont.  
 CBCO Bremerton, Wash. KALE Richland, Wash.  
 CLOG Longview-Kelso, Wash. KOMW Omak, Wash.  
 CHQ Spokane, Wash. KMO Tacoma, Wash.  
 CWNW Wenatchee, Wash. KUTA Salt Lake City  
 CBYR Anchorage, Alaska. KRXL Roseburg, Ore.  
 CIT Yakima, Wash. KVAS Astoria, Ore.  
 COPR Butte, Mont. KYJC Medford, Ore.  
 KJUN Redmond, Ore.  
 KSDO San Diego

## FORJOE & CO. INC.

New York 36—580 Fifth Ave. Tel.: Judson 6-3100.  
 Pres.: Joseph Bloom; V.P.: Zangwill Globe; Gen. Mgr.: Joseph Ruggiero.  
 Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: Tom Cincinqua.  
 Los Angeles 17—1127 Wilshire Blvd. Tel.: Madison 6-6329. Mgr.: Lawrence Krasner.  
 San Francisco 5—593 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.  
 Atlanta 3—502 Mortgage Guarantee Bldg. Tel.: Alpine 7841. Mgr.: Clayton Cosse.  
 Dallas 18—9718 Tralee Drive. Tel.: Davis 7-4541. Mgr.: Hal Falter.  
 (Stations represented not listed.)

## R. C. FOSTER

Boston 16—912 Stadler Office Bldg. Tel.: Hubbard 2-4845. Owner: R. C. Foster.  
 Represents:  
 NCCM Lawrence, Mass. WDRS Hartford, Conn.  
 WELI New Haven, Conn. WGAN Portland, Me.  
 WMAS Springfield, Mass. WTRY Troy, N. Y.

## FREE & PETERS INC.

New York 17—250 Park Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; Eastern Radio Sales Mgr.: Jones Scovern.  
 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory; Midwest Radio Sls. Mgr.: Arthur Bagge.  
 Atlanta 3—Glenn Bldg. Tel.: Main 5687. Mgr.: James M. Wade.  
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4255. Mgr.: W. W. Bryan.  
 Fort Worth 2—408 W. 7th St. Tel.: Fortune 3348.  
 Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. Mgr.: Hal W. Hoag.  
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. Mgr.: F. Thos. Boise Jr.  
 Represents:

WBZ-WBZA Boston-Springfield  
 WGR Buffalo  
 KYW Philadelphia  
 KDKA Pittsburgh  
 WFBL Syracuse  
 WCSC Charleston, S. C.  
 WIST Charlotte  
 WIS Columbia, S. C.  
 WPTF Raleigh-Durham  
 WDBJ Roanoke  
 WHO Des Moines  
 WOC Davenport  
 WDX Decatur, Ill.  
 WDSM Duluth-Superior  
 WDAY Fargo, N. D.  
 WOWO Fort Wayne, Ind.  
 KMBC-KFRM Kansas City-Concordia, Kan.  
 WIRE Indianapolis  
 KFAB Omaha  
 WMBD Peoria  
 WAOV Vincennes, Ind.  
 KFDM Beaumont  
 KRIS Corpus Christi  
 WBPB Fort Worth-Dallas  
 KTSB San Antonio  
 KDSE Boise  
 KVOD Denver  
 KGMB-KHCB Honolulu-Hilo  
 KEX Portland, Ore.  
 KIRO Seattle

## GILL-PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. V.P.: John J. Perna Jr.  
 Chicago—75 E. Wacker Dr. Tel.: Franklin 2-8665. Midwest Mgr.: Walter Beadell.  
 Los Angeles—2330 W. Third St. Tel.: Dunkirk 7-4388.  
 San Francisco—57 Post St. Tel.: Sutter 1-5568.  
 (Stations represented not listed.)

## PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.  
 (Stations represented not listed.)

## GOOD MUSIC BROADCASTERS INC.

Philadelphia 28—8200 Ridge Ave. Tel.: Ivyridge 2-6000. Pres.: Raymond S. Green.  
 New York 16—6 E. 39th St. Tel.: Murray Hill 5-4471. Bus. Mgr.: Dorothy Wall.  
 Represent "Good Music" stations

## GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.  
 San Francisco 3—15 Harriet St. Tel.: Underhill 3-6480.  
 (Stations represented not listed.)

## W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6885.  
 Los Angeles—1127 Wilshire Blvd. Tel.: Madison 9-2653.  
 New York—33 W. 42d St. Tel.: Bryant 9-1374.  
 Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.  
 (Stations represented not listed.)

## MELCHOR GUZMAN CO.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624.  
 Pres.: Melchor Guzman.  
 (Represents stations in Puerto Rico, Central and South America.)

## ARTHUR H. HAGG & ASSOC. INC.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6-7553.  
 Mgr.: Arthur H. Hagg; Kern Hagg.  
 New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.  
 Omaha 3—3222 Center St. Tel.: Jackson 2820. Mgr.: Howard W. Harvey.  
 Minneapolis 9—4748 Harriet Ave. Tel.: Plaza 0251. Mgr.: Jan E. Woll.

### Represents:

KGNO Dodge City, Kan. KSWI Council Bluffs, Iowa

## HEADLEY-REED CO.

New York—420 Lexington Ave. Tel.: Murray Hill 5-8701. Pres.: Sterling B. Beeson; V.P. Sls. Mgr. Radio: Jack Hardingham.  
 Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. Exec. V.P.: John H. Wrath.  
 Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.; Wm. Ellwell.  
 San Francisco—300 Montgomery St. Tel.: Yukon 2-4912. Mgr.: Frank Tessin.  
 Hollywood—Taft Bldg. Tel.: Hollywood 7738. Mgr.: Clark Barnes.  
 Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-6027. Mgr.: Robert S. Dome.

### Represents:

WSAN Allentown, Pa. WEMP Milwaukee  
 WAIM Anderson, S. C. WELA Mobile, Ala.  
 WRDW Augusta, Ga. WSPA Montgomery, Ala.  
 KOOK Billings, Mont. WHLD Niagara Falls-Buffalo, N. Y.  
 WKOP Binghamton, N. Y. WPEP Peoria, Ill.  
 WORL Boston WHIM Providence, R. I.  
 WHK Cleveland KOTA Rapid City, S. D.  
 WCOS Columbia, S. C. WEEU Reading, Pa.  
 WDAK Columbus, Ga. WSAM Saginaw, Mich.  
 WONE Dayton, Ohio KFEQ St. Joseph, Mo.  
 WKMH Detroit KSPF San Francisco  
 WSAR Fall River, Mass. WSCR Scranton, Pa.  
 WKMF Flint, Mich. WTRY Troy, N. Y.  
 WGL Fort Wayne, Ind. KWWL Waterloo, Iowa  
 KFBB Great Falls, Mont. WBRW Wilkes-Barre, Pa.  
 WKHM Jackson, Mich. WSJS Winston-Salem, N. C.  
 WLN Lancaster, Pa. WORC Worcester, Mass.  
 WBML Macon, Ga. WFMJ Youngstown, Ohio  
 WKOW Madison, Wis.  
 WKAT Miami Beach, Fla.

## GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Dearborn 2-6080. Mgr.: Frank McCarthy.  
 New York 36—500 Fifth Ave. Tel.: Oxford 5-5560. Mgr.: Fred Hague.  
 Atlanta 3—223 Peachtree St. Tel.: Lamar 5710. Mgr.: Richard N. Hunter.  
 San Francisco 5—Rm. 708, 625 Market St. Tel.: Douglas 2-7541. Mgr.: George E. Lindman.  
 Los Angeles 13—411 W. Fifth St. Tel.: Madison 8-1351. Mgr.: Harry H. Wise Jr.

### Represents:

WADC Akron, Ohio KPOA Honolulu  
 WGPC Albany, Ga. WJDX Jackson, Miss.  
 KOAT Albuquerque KGHT Little Rock  
 WQXI Atlanta, Ga. WLVA Lynchburg, Va.  
 WJFB Augusta, Ga. WISC Madison, Wis.  
 KPMC Bakersfield. WIOD Miami, Fla.  
 WABT Bangor, Me. WQUA Moline, Ill.  
 WJBO Baton Rouge WSIX Nashville, Tenn.  
 WBCM Bay City, Mich. WHAM Rochester  
 WINR Binghamton KOLO Reno, Nev.  
 \*WGN Chicago, Ill. KUTA Salt Lake City  
 KVOB Colorado Springs KITO San Bernardino  
 WRBL Columbus, Ga. KIST Santa Barbara  
 WHIO Dayton, Ohio WARM Scranton, Pa.  
 WWJ Detroit, Mich. KOMO Seattle, Wash.  
 WIBC Duluth, Minn. KSCJ Sioux City, Iowa  
 KISM El Paso, Tex. WSPA Spartanburg  
 WEAU Eau Claire WSPR Springfield, Mass.  
 WJPS Evansville, Ind. KSTN Stockton, Calif.  
 KYNO Fresno, Calif. WTMA Charleston, S. C.  
 WBIG Greensboro

\*Except in Chicago, New York, Boston, Philadelphia, Minneapolis and Milwaukee.

## HAL HOLMAN CO.

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0016. Mgr.: Hal Holman.  
 New York—535 Fifth Ave. Tel.: Murray Hill 7-5385. Mgr.: Ed Devney.  
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.  
 San Francisco—807 Market St. Tel.: Garfield 1-0428. Mgr.: Roy Soderlind.

### Represents:

WTCM Traverse City, Mich. KNEB Scottsbluff, Neb.  
 WATT Cadillac, Mich. KGFV Kearney, Neb.  
 WATZ Alpena, Mich. KWAL Wallace, Idaho  
 WMBN Petoskey, Mich. WLBS Birmingham, Ala.  
 WATC Gaylord, Mich. WGWG Selma, Ala.  
 WHIR Danville, Ky.

WHFB Benton Harbor, Mich.  
 WCEN Mt. Pleasant, Mich.  
 WHOW Clinton, Ill.  
 WLBH Mattoon, Ill.  
 WLDJ Jacksonville, Ill.  
 WVLN Olney, Ill.  
 WEPO Peoria, Ill.  
 WLBC Muncie, Ind.\*  
 WKAM Goshen, Ind.  
 KFTZ Fond du Lac, Wis.  
 WBEV Beaver Dam, Wis.  
 WAUX Waukesha, Wis.  
 WSPT Stevens Point, Wis.  
 WGNB Murfreesboro, Tenn.  
 WCRK Morristown, Tenn.  
 WTPR Paris, Tenn.  
 KLPD Durango, Colo.  
 KGLN Glenwood Springs, Colo.  
 KFKJ Grand Junction, Colo.  
 KFKA Greeley, Colo.  
 KGAR Garden City, Kan.

WMIK Middlesboro, Ky.  
 WAYX Waycross, Ga.  
 KDSJ Deadwood, S. D.  
 KICA Clovis, N. M.  
 WLRN Sandusky, Ohio  
 WBRN Big Rapids, Mich.  
 WMOK Metropolis, Ill.  
 WBEL Beloit-Rockford, Wis.  
 WOMT Manitowoc, Wis.  
 KBOL Boulder, Colo.  
 KLIR Denver, Colo.  
 WLOX Biloixi, Miss.  
 KGAL Lebanon, Ore.  
 KRGA Springfield-Eugene, Ore.  
 KGAE Salem, Ore.  
 KOLD Yuma, Ariz.  
 WEEB Southern Pines, N. C.  
 KVAS Astoria, Ore.  
 WLBS Birmingham, Ala.\*  
 KDIX Dickson, N. D.  
 KSNM Mason City, Iowa\*  
 WKOY Bluefield, W. Va.\*

North Dakota Radio Trio Network  
 KFGO Fargo, N. D. KGCU Bismarck-Mandan, N. D.  
 KLPD Minot, N. D.

### Lobster Network

WFAU Augusta, Me.\* WTVL Waterville, Me.\*  
 WCOU Lewiston, Me.\* WPOR Portland, Me.\*  
 WRKD Rockland, Me.\*

\*Except New York.

## DON HOWARD & CO.

Del Rio, Tex.—Roswell Hotel. Tel.: 5-2431. Owner: Don Howard.

### Represents:

XEDM Hermosillo XEMU Piedras Negras  
 XEFW Tampico

## H-R REPRESENTATIVES INC.

New York 17—380 Madison Ave. Tel.: Oxford 7-3120.  
 Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P.: Carlin S. French; V.P.: Harold L. Lindley; Walter B. Dunn, James W. LeBaron, H. D. Heuwrith, Charles G. Davies, Donald A. Donahue, Max Friedman.  
 Chicago 1—35 East Wacker Drive. Tel.: Randolph 6-6431. Dwight S. Reed, Carlin S. French, Bernard Slavin, Stewart Lewis.  
 San Francisco 4—155 Montgomery St. Tel.: Yukon 2-5701. James M. Alspaugh, John T. Bradley.  
 Hollywood 28—Equitable Bldg. Tel.: Hollywood 7-1480. Harold Lindley.  
 Dallas—452 Rio Grande National Bldg. Tel.: Randolph 5149. Clarke R. Brown.  
 Houston—520 Lovett Blvd., Rm. 1D. Tel.: Justin 1601.  
 Atlanta—101 Marietta St. Bldg.

### Represents:

WFBG Altoona, Pa. WELI New Haven, Conn.  
 WWNC Asheville, N. C. WNOE New Orleans  
 WNBC Boston WOR New York (West Coast only)  
 WJW Cleveland KOWH Omaha, Neb.  
 KXXX Colby, Kan. WJAS Pittsburgh  
 WMSC Columbia, S. C. WHUM Reading, Pa.  
 WCOL Columbus, Ohio WROK Rockford, Ill.  
 WING Dayton, Ohio WTSP St. Petersburg, Fla.  
 KIOA Des Moines, Iowa KGB San Diego  
 WMMN Fairmont, W. Va. KFCR San Francisco  
 KMMJ Grand Island, Neb. KVI Seattle, Wash.  
 WPTH Hartford, Conn. WIZE Springfield, Ohio  
 KTHT Houston WTOB Winston-Salem, N. C.  
 KEYD Minneapolis Don Lee Broadcasting System  
 KHJ Los Angeles The Yankee Network  
 KNOR Monroe, La.

## INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Mgr.: Jack Koste.  
 Chicago 1—228 N. LaSalle St. Tel.: State 5096.  
 Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.  
 Hollywood 28—6000 Sunset Blvd. Tel.: Hollywood 5-6697.  
 San Francisco 13—15 Harriet St. Tel.: Underhill 3-6480.  
 Atlanta—P. O. Box 6102. Tel.: Exchange 1490.  
 (Stations represented not listed.)

## INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0884. Pres.: Angel Ramos; V.P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

### Represents:

WKAQ San Juan, P. R. WPAB Ponce, P. R.  
 WKJB Mayaguez, P. R.

## INTER-STATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452.  
 Chicago—25 E. Jackson Blvd. Tel.: Webster 8-7260.  
 Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.  
 Los Angeles—4822 S. Avalon Blvd.  
 (Stations represented not listed.)



# RADIO REPRESENTATIVES

## FRED R. JONES & SON

Chicago—228 N. LaSalle St. Tel.: State 2-5096

Represents:

Donald Cooke Inc. Indie Sales Inc.  
Hil F. Best Co.

## †THE KATZ AGENCY

New York 22—477 Madison Ave. Tel.: Plaza 9-4460.

Radio Sales Mgr.: M. S. Kellner.

Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343.

Mgr.: Gerald H. Gunst.

Detroit 26—Penobscot Bldg. Tel.: Woodward 3-8420.

Mgr.: W. Fiske Lochridge.

Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.:

Thomas J. Flanagan Jr.

Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.:

Keith Byerly.

Dallas 1—2006 Bryan St. Tel.: Riverside 4036. Mgr.:

David Rutledge.

San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434.

Mgr.: Stanley J. Reulman.

Los Angeles 14—530 W. 6th St. Tel.: Tucker 8167.

Mgr.: Richard Hasbrock.

Represents:

KLZ Denver

WGBS Miami, Fla.

WDAE Tampa

\*WAGA Atlanta

\*WMAZ Macon, Ga.

\*WTOC Savannah

WEOA Evansville, Ind.

WFBN Indianapolis

WMT Cedar Rapids

KRNT Des Moines

WNHC New Haven

WNAx Sioux City-Yankton

WVL New Orleans

KGHL Billings, Mont.

WKRC Cincinnati

WSPD Toledo, Ohio

WKY Oklahoma City

WCAC Pittsburgh

WREC Memphis

WLAC Nashville

KHQ Spokane, Wash.

WISN Milwaukee

WJBK Detroit

WFDF Flint, Mich.

WOOD Grand Rapids, Mich.

KWK St. Louis

WEER Buffalo, N. Y.

WHIS Bluefield, W. Va.

KCMO Kansas City, Mo.

WMAL Washington, D. C.

WSAZ Huntington, W. Va.

KFSD Phoenix, Ariz.

KFSD San Diego, Calif.

KFYO Lubbock, Tex.

KGNC Amarillo, Tex.

WBRC Birmingham, Ala.

WHEN Syracuse, N. Y.

WJW Cleveland

\* The Georgia Trio.

## ROBERT S. KELLER INC.

New York 14—72 Barrow St. Tel.: Watkins 4-6599.

Pres.: Bob Keller.

(Stations represented not listed.)

## THE KENNEDY CO.

Philadelphia 7—1404 Lincoln-Liberty Bldg. Tel.: Rit-

tenhouse 6-8546. Mgr.: Malcolm E. Kennedy.

New York—342 Madison Ave. Mgr.: roster G.

Bowen.

Represents:

WFPG Atlantic City, N. J.\*

WBWZ Vineland, N. J.

WHVR Hanover, Pa.

WCAM Camden, N. J.

WBUD Trenton, N. J.

WGCB Red Lion, Pa.

\* Pennsylvania only.

## KETTLELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5789.

Partners: Elmer Kettell, Marjorie Carter.

Represents in New England:

WHIM Providence, R. I.

WTWN St. Johnsbury, Vt.

WJKE Newport, Vt.

WHWB Rutland, Vt.

WSAR Fall River, Mass.

WABI Bangor, Me.

WMOU Berlin, N. H.

WEIM Fitchburg, Mass.

WKOX Framingham, Mass.

New Hampshire Group

Pine Tree Group

Hudson Valley Radio Group

WKNE Keene, N. H.

WLNH Laconia, N. H.

WLAM Lewiston, Me.

WCAP Lowell, Mass.

WFEA Manchester, N. H.

WBRY Waterbury, Conn.

WBEC Pittsfield, Mass.

WORC Worcester, Mass.

WHEB Portsmouth, N. H.

WKXL Concord, N. H.

WTH Baltimore

WLEE Richmond, Va.

WAVZ New Haven, Conn.

WSPR Springfield, Mass.

WARE Ware, Mass.

WDOT Burlington, Vt.

WHCU Hudson, N. Y.

WKNY Kingston, N. Y.

WGNV Newburgh, N. Y.

WLNA Peekskill, N. Y.

WKIP Poughkeepsie, N. Y.

North Eastern Broadcast-

ing System

Bay State Group

## LEWIS KING-SIDNEY FLAMM ASSOC. INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill

2-8276.

Represents:

WBNX New York

## NONA KIRBY CO.

Boston 16—507 Statler Office Bldg. Tel.: Hubbard

2-8117. Pres.: Nona Kirby; V.P.: Kay Chille.

Represents:

WJDA Quincy, Mass.

WESX Salem, Mass.

WHIL Medford, Mass.

WCRB Waltham, Mass.

WREB Holyoke, Mass.

WJKO Springfield, Mass.

WMNB North Adams, Mass.

WBTN Bennington, Vt.

WPAW Pawtucket, R. I.

WHAY Hartford-New Britain, Conn.

WICC Bridgeport, Conn.

WGUY Bangor, Me.

WHAV Haverhill, Mass.

## LOUIS R. LA FONTEESE ASSOC.

San Francisco 3—15 Harriet St. Tel.: Underhill

2-8480. Louis R. La Fontese, Florence Lundquist,

Hollywood 28—6000 Sunset Blvd. Tel.: Hollywood

5-6667. Mgr.: Mrs. Leah Coyle.

Portland 12—2745 N. E. Broadway. Tel.: Garfield

6292. Mgr.: J. J. McCall.

Seattle 1—203 White-Henry Bldg. Tel.: Seneca 7997.

Mgr.: Hal Gerking.

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WREV Reidsville, N. C.

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N. C.

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WMFD Wilmington, N. C.

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WRRF Washington, N. C.

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WGTM Wilson, N. C.

WBUV Lexington, N. C.

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WGSW Greenwood, S. C.

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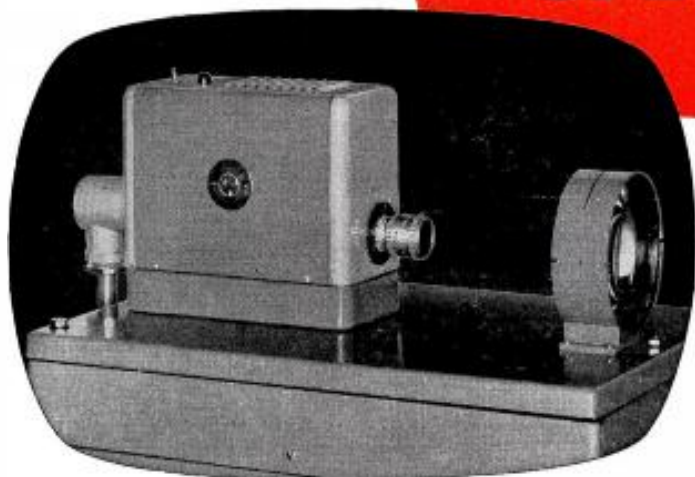
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WDEV Waterbury, Vt. KSPR Casper, Wyo.  
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KXKL Portland, Ore.  
KXLF Butte, Mont.

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WBOW Terre Haute, Ind. WPTR Albany, N. Y.  
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WKWK Wheeling, W. Va. KNEW Spokane, Wash.  
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KGGF Coffeyville, Kan. KRCL Lewiston, Idaho  
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CKWX Vancouver, B. C. CECEY Charlottetown, P. E. I.  
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KBUC Corona KCRE Crescent City  
KAVL Lancaster KSCO Santa Cruz  
KBS Bishop KATO Reno, Nev.  
KTKR Taft KJRL Pocatello, Idaho  
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 CBA Sackville, N. B.  
 CBJ Chicoutimi, Que.  
 CBV Quebec, Que.  
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 CBO Ottawa, Ont.  
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 CKNB Cambellton, N. B.  
 CKRS Jonquiere, Que.  
 CHNC New Carlisle, Que.  
 CKLB Thetford Mines,  
 Que.

Trans-Quebec Radio Group  
 CKSM Shawinigan Falls  
 CKTS Sherbrooke

CHLT Sherbrooke, Que.  
 CKLB Matane, Que.  
 CKVM Ville-Marie, Que.  
 CFGT St. Joseph d'Alma

## JOHN N. HUNT & ASSOC.

Vancouver, B. C.—198 W. Hastings, St. Tel.: Tatlow  
 6277. Mgr.: John Hunt.

### Represents:

CHUE Nanaimo, B. C.  
 CKSB St. Boniface, Man.  
 CHNO Sudbury, Ont.  
 CKCF Hull, Que.  
 CKCV Quebec, Que.  
 CHGB St. Anne de la  
 Pocatierre, Que.  
 CKVD Val d'Or, Que.  
 CKY Toronto  
 CKOY Ottawa  
 CJOY Halifax, N. S.  
 CKOK Penticton, B. C.  
 CKFI Fort Frances, Ont.  
 CKNX Wingham, Ont.  
 CHLP Montreal, Que.  
 CKRN Rouyn, Que.  
 CKMR Newcastle, N. B.  
 CKCL Truro, N. S.  
 CJAV Fort Albany, B. C.  
 CHML Hamilton, Ont.  
 CKOX Woodstock, Ont.  
 CJAD Montreal, Que.  
 CKTS Sherbrooke, Que.  
 CFBC St. John, N. B.  
 CFAB Windsor, N. S.  
 CFPA Fort Arthur, Ont.  
 CHLO St. Thomas, Ont.

CHVC Niagara Falls, Ont.  
 CKFH Toronto, Ont.  
 CJOY Guelph, Ont.  
 CKGB Timmins, Ont.  
 CKBB Barrie, Ont.  
 CKBW Bridgewater, N. S.  
 CJRW Summerside,  
 P. E. I.  
 CKDA Victoria, B. C.  
 CJIB Vernon, B. C.  
 CJDC Dawson Creek,  
 B. C.  
 CFQC Saskatoon, Sask.  
 CKRM Regina, Sask.  
 CFRG Gravelbourg, Sask.  
 CFRN Edmonton, Alta.  
 CFCN Calgary, Alta.  
 CKRD Red Deer, Alta.  
 CKB Brandon, Man.  
 CJOB Winnipeg, Man.  
 CKDM Dauphin, Man.  
 CHRC Quebec City, Que.  
 CHAD Amos, Que.  
 CKLS La Sarre, Que.  
 CHLT Sherbrooke, Que.  
 KPUG Bellingham, Wash.

## RADIO REPRESENTATIVES LTD.

Toronto—25 Adelaide St. West. Tel.: Empire 8-2381.  
 Mgr.: A. Bedard.  
 Montreal—Dominion Sq. Bldg. Tel.: University  
 6-8058. Mgr.: W. Dippie.  
 Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow  
 6277. Mgr.: John Hunt.  
 Winnipeg—Lindsay Bldg. Tel.: 9-6374. Mgr.: A. J.  
 Messner.

### Represents:

CKLG North Vancouver,  
 B. C.  
 CJIB Vernon, B. C.  
 CFCN Calgary, Alta.  
 CKRD Red Deer, Alta.  
 CFRN Edmonton, Alta.  
 CFQC Saskatoon, Sask.  
 CKRM Regina, Sask.  
 CJDC Dawson Creek,  
 B. C.

CKX Brandon, Man.  
 CJOB Winnipeg, Man.  
 CKDM Dauphin, Man.  
 CKFI Fort Frances, Ont.  
 CKFR Fort William, Ont.  
 CJOY Guelph, Ont.  
 CKBW Bridgewater, N. S.  
 CJRW Summerside,  
 P. E. I.

## RADIO TIMES SALES (ONT.) LTD.

Toronto—147 University Ave. Tel.: Empire 6-6880.  
 Mgr.: Norm Brown.

### Represents:

CJAD Montreal  
 WJR Detroit

CKCL Truro, N. S.  
 WGAR Cleveland

## RADIO TIME SALES (QUE.) LTD.

Montreal—1231 St. Catherine St. W. Tel.: Marquette  
 4684. President: Ralph J. Judge.

### Represents:

CJAD Montreal  
 CKCL Truro, N. S.

WJR Detroit  
 WGAR Cleveland

## OMER RENAUD & CO. LTD.

Montreal—1411 Stanley St. Tel.: Belair 9541. Mgr.:  
 Omer Renaud.  
 Toronto—170 Bay St. Tel.: Empire 4-1197. Mgr.: Ken  
 Davis.

### Represents:

CKCH Hull, Que.  
 CHGB St. Anne de la  
 Pocatierre, Que.  
 CJFP Riviere du Loup,  
 Que.  
 CKCR Kitchener, Ont.  
 CHLN Three Rivers  
 CFCL Timmins  
 CKRB Beauce  
 CKAC Montreal, Que.  
 CHNO Sudbury, Ont.  
 CKOX Woodstock, Ont.  
 CHRD Drummondville

CFGT Alma  
 CSMT Chicoutimi  
 CKMO Vancouver, B. C.  
 CKMR Newcastle, N. B.  
 CKRN Rouyn, Que.  
 CKVD Val d'Or, Que.  
 CHAD Amos, Que.  
 CKCV Quebec, Que.  
 CKLS La Sarre, Que.  
 CKSB St. Boniface, Man.  
 CHFA Edmonton, Alta.  
 CFGR Gravelbourg, Sask.  
 CFNS Saskatoon, Sask.

## STEPHENS & TOWNDROW

Toronto—35 King St. W. Tel.: Empire 6-4221. Mgrs.:  
 Bill Stephens, Ernie Towndrow.  
 Montreal—1434 St. Catherines St. W. Tel.: University  
 6-5295. Mgr.: T. R. Seasons.

### Represents:

CHML Hamilton, Ont.  
 CHLO St. Thomas, Ont.  
 CHUB Nanaimo, B. C.  
 CFOR Orillia, Ont.

CKFH Toronto (Montreal  
 only)  
 CJAV Port Alberni, B. C.  
 CFRA Ottawa, Ont.

## HORACE N. STOVIN & CO.

Toronto—406 Jarvis St. Tel.: Walnut 4-5768. Pres.:  
 H. N. Stovin. Gen. Sales Mgr.: George W. Hellman.  
 Montreal—Keefer Bldg. Tel.: University 6-6291.  
 Mgr.: T. C. Maguire.  
 Winnipeg—Childs Bldg. Tel.: 925-097. Mgr.: God-  
 frey Tudor.  
 Vancouver—517 Crown Bldg. Tel.: Tatlow 4831.  
 Mgr.: J. W. Stovin.

### Represents:

CJOR Vancouver, B. C.  
 CFPR Prince Rupert,  
 B. C.  
 CKLN Nelson, B. C.  
 CKXL Calgary, Alta.  
 CHED Edmonton  
 CJGX Yorkton, Sask.  
 CKY Winnipeg, Man.  
 CJRL Kenora, Ont.  
 CJBC Toronto, Ont.  
 CFOS Owen Sound, Ont.  
 CJOY Pembroke, Ont.  
 CJBQ Belleville, Ont.  
 CFJR Brockville, Ont.  
 CKLK Kingston  
 CKGR Gait, Ont.

CHAB Moose Jaw, Sask.  
 CJNB North Battleford,  
 Sask.  
 CKOM Saskatoon, Sask.  
 CFAR Flin Flon, Man.  
 CKSF Cornwall, Ont.  
 CJBR Rimouski, P. Q.  
 CJEM Edmonton, N. B.  
 CKWC Moncton, N. B.  
 CHSJ Saint John, N. B.  
 VOCM Newfoundland  
 (St. John's)  
 CKPR Fort William\*

\* Winnipeg only.

## NATIONAL BROADCAST SALES LTD.

Toronto—222 Simcoe St. Tel.: Empire 6-3718. Gen.  
 Mgr.: R. A. Leslie.  
 Montreal—1396 St. Catherines St. W. Tel.: UN-  
 6-1538. V.P.-Mgr.: E. F. Kavanagh.

### Represents:

CFCH North Bay, Ont.  
 CKGB Timmins, Ont.  
 CJKL Kirkland Lake,  
 Ont.  
 CKWS Kingston, Ont.  
 CHEX Peterborough,  
 Ont.  
 CKOY Ottawa, Ont.

CKEY Toronto\*  
 CHML Hamilton\*  
 CKNW New Westminster,  
 B. C.  
 CFBC St. John, N. B.  
 CKDA Victoria, B. C.

\* Montreal only.

## RADIO AND TELEVISION SALES INC.

Toronto—10 Adelaide St. E. Tel.: Empire 6-8944.  
 Gen. Sls. Mgr.: A. A. McDermott.  
 Montreal—516 Castle Bldg., Stanley at St. Catherine  
 St. Mgr.: Emery G. Richmond.

### Represents:

CKVL Verdun-Montreal  
 CJSO Sorel, Que.  
 CHEF Granby  
 CFDA Victoriaville  
 CFJB Brampton  
 CHRD Drummondville,  
 P. Q.

CKBM Montmagny, P. Q.  
 CKTR Three Rivers  
 CJQC Quebec City  
 (English)

# **The first one wets the surface**

Your first sales message, too, will  
make an impression . . . but constant  
repetition will wear away resistance.

To accelerate the action . . .  
start with a Storer Station.





# STORER BROADCASTING COMPANY

WSPD • WSPD-TV  
Toledo, Ohio

KPTV  
Portland, Ore.

WAGA • WAGA-TV  
Atlanta, Ga.

WJBK • WJBK-TV  
Detroit, Mich.

WJW • WXEL-TV  
Cleveland, Ohio

WBRC • WBRC-TV  
Birmingham, Ala.

WWVA  
Wheeling, W. Va.

WGBS  
Miami, Fla.

## NATIONAL SALES HEADQUARTERS:

**TOM HARKER**, V. P., National Sales Director

**BOB WOOD**, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498





# AMERICAN BROADCASTING COMPANY

(A Division of American Broadcasting-Paramount Theatres Inc.)

7 West 66th Street, New York 23, N. Y. Telephone: Susquehanna 7-5000  
For Executives of Television Division, see TELECASTING YEARBOOK

## AMERICAN BROADCASTING-PARAMOUNT THEATRES INC.

### Board of Directors

Earl E. Anderson  
John Balaban  
A. H. Blank  
John A. Coleman  
Charles T. Fisher Jr.  
E. Chester Gersten  
Leonard H. Goldenson  
Walter W. Gross  
Robert H. Hinckley

Robert L. Huffines Jr.  
William T. Kilborn  
Robert E. Kintner  
Walter F. Marshall  
Edward J. Noble  
Robert H. O'Brien  
Herbert Schwartz  
R. B. Wilby  
Owen D. Young

AMERICAN BROADCASTING COMPANY  
(A Division of American Broadcasting-Paramount Theatres Inc.)

### Officers

Robert E. Kintner, *President*  
Earl E. Anderson, *Vice President*  
Charles T. Ayres, *Vice President*  
Siocum Chapin, *Vice President*  
James H. Connolly, *Vice President*  
John Daly, *Vice President*  
Robert H. Hinckley, *Vice President*  
Earl Hudson, *Vice President*  
Ernest Lee Jahncke Jr., *Vice President*  
Frank Marx, *Vice President*  
John H. Mitchell, *Vice President*  
Harold L. Morgan Jr., *Vice President & Comptroller*  
Theodore I. Oberfelder, *Vice President*  
Sterling Quinlan, *Vice President*  
Thomas Velotta, *Vice President*  
Robert M. Weisman, *Vice President*  
Paul Whiteman, *Vice President*  
Geraldine B. Zorbaugh, *Secretary & General Counsel*  
Omar Elder, *Asst. Secretary & Asst. General Counsel*

### NEW YORK

7 West 66 Street  
New York 23, New York  
Charles T. Ayres, *Vice President in Charge of ABC Radio Network*

### Engineering & General Services

Frank Marx, *Vice President in charge*  
John Bourcier, *Operations Supervisor*  
Thomas F. Foy, *Purchasing Agent*  
Richard Hamilton, *Supervisor of Communications*  
Clure Owen, *Administrative Assistant*  
John Preston, *Director of Engineering Facilities & General Services*  
Lawrence A. Ruddell, *Recording Director*  
Joseph J. Spagnola, *Director of Office & Studio Services*  
William Trevarthen, *Director of Engineering Operations*  
Reginald Willcocks, *Traffic Manager*

### Finance, Personnel

Harold L. Morgan Jr., *Vice President & Comptroller*  
J. Russell Gavin, *Chief Accountant*  
Marie McWilliams, *Director of Personnel*  
Jason Rabinovitz, *Assistant Controller*  
Mortimer Weinbach, *Director of Labor Relations*

### Legal & Business Affairs

Geraldine B. Zorbaugh, *Secretary & General Counsel*  
Omar Elder, *Asst. Secretary & Asst. General Counsel*

James Stabile, *Director of Business Affairs*

### News, Special Events, Sports & Public Affairs

John Daly, *Vice President in charge*  
Thomas Velotta, *Vice President & Administrative Officer*  
Donald Coe, *Director of Special Events & Operations*  
Francis N. Littlejohn, *Director of News & Public Affairs*  
William Whitehouse, *Director of Sports*

### Program

Ray Diaz, *National Program Director*  
Addison Amor, *Director of Program Sales*  
Walter A. Gustafson, *Supervisor of Sound Effects*  
William Hamilton, *Eastern Program Manager*  
Helen Hedeman, *Supervisor of Radio Casting*  
Anne Kelly, *Announcing Office Manager*  
J. Ward Mitchell, *Manager of Script & Program Promotion*

George Sax, *National Director of Program Operations*  
Clayton Shields, *Business Manager*  
Ruth E. Smith, *Supervisor of Production Control Unit*

### Music

Paul Whiteman, *Vice President in charge*  
Frank Vagnoni, *Manager of Music Division*

Publicity, Advertising, Promotion and Continuity Acceptance

Gene Accas, *Director in charge*  
Ruth Crawford, *Librarian*  
Ellen Heagerty, *Supervisor of Audience Information*  
Grace Johnson, *Director of Continuity Acceptance*  
Willis B. Parsons, *Manager of Advertising*  
Ernest E. Stern, *Manager of Publicity*

## ABC RADIO RATES

Gross Class 'A' Time Charges  
As of January 1, 1955

1 Hour 1/2 Hour 1/4 Hour

Full Network of  
360 U. S. Stations  
and 7 Foreign \$16,348 \$9,829 \$6,519

ABC has no basic or must-buy affiliates. The regional network arrangement is extremely flexible and is available in any regional set-up desired. It is not necessary to buy all stations in any given regional network.

### Research & Sales Development

Don Durgin, *Director in charge*  
Donald Coyle, *Director of Research*  
Dean Shaffner, *Director of Sales Development*

### Sales

William Fairbanks, *National Sales Manager*  
Steward Barthelmess, *Director of Sales Service*  
Peter Wade, *Manager of Station Clearance*

### Station Relations

Ernest Lee Jahncke Jr., *Vice President in charge*  
Frank Atkinson, *Manager of Cooperative Program Department*  
Charles W. Godwin, *Director of Station Relations*

### CENTRAL DIVISION

20 North Wacker Drive  
Chicago 6, Illinois

W. Donald Roberts, *Director of Network Radio*  
William P. Kusack, *Manager of Engineering Department*  
Elliott W. Henry Jr., *Director of Publicity & Promotion*  
Matthew Vieracker, *Treasurer*

### WESTERN DIVISION

1539 N. Vine Street  
Hollywood 28, California  
Earl Hudson, *Vice President in charge*

Selig Seligman, *Asst to Vice President & Business Coordinator*

Harry Woodworth, *Director of Radio*  
John C. Wagner, *Controller*  
Cameron G. Pierce, *Chief Facilities Engineer*  
Dresser Dahlstead, *Program Manager*  
Edwin C. Conklin, *News Editor*  
Dorothy L. Brown, *Continuity Acceptance Editor*  
J. Clifford Anderson, *Director of Labor Relations*  
Florence T. Schiro, *Personnel Director*  
John S. Hansen, *Manager, KABC*

### SAN FRANCISCO

(KGO)

420 Taylor Street  
San Francisco 2, California

James H. Connolly, *Vice President in charge*  
David Sacks, *National Sales Manager*  
Vincent Francis, *Local Sales Manager*

### DETROIT

(WXYZ INC.)

1700 Stroh Building  
Detroit 26, Michigan

James G. Riddell, *President & General Manager*  
Harold Christian, *Vice President for Radio*  
Harold Neal, *Radio Sales Manager*

### WASHINGTON

1735 DeSales Street, N. W.  
Washington 6, D. C.

Robert H. Hinckley, *Vice President in charge*  
Washington office.

### NEW YORK

(WABC)

7 West 66th Street  
New York 23, New York

Michael Renault, *Acting General Manager and Sales Manager*  
Myrtle Tower, *Program Director*

### RADIO STATIONS ADVISORY COMMITTEE

Roger Clipp, WFIL, Philadelphia, Pa., District 1  
J. P. Williams, WING Dayton, Ohio, District 2  
Verl Bratton, WKTY LaCrosse, Wis., District 3  
T. B. Lanford, KRMD Shreveport, La., District 4  
C. B. Locke, KFDM Beaumont, Tex., District 5  
Frank C. Carman, KUTA Salt Lake City, Utah, District 6  
J. B. Conley, KEX Portland, Ore., District 7  
A. D. Willard Jr., WGAC Augusta, Ga., District 8

## STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of commercial broadcast station authorizations at FCC on Dec. 31 of 1951 through 1954:

	AM		FM					
	1951	1952	1953	1954	1951	1952	1953	1954
Total authorized	2,408	2,524	2,636	2,774	650	630	580	559
Total on the air	2,331	2,391	2,521	2,669	637	616	560	552
Licensed (all on the air)	2,300	2,371	2,500	2,649	564	576	533	532
Construction permits on the air	31	20	21	20	73	40	27	20
Construction permits not on the air	77	133	115	105	13	14	20	7
Total construction permits	108	153	136	125	86	54	47	27
Total applications pending	988	943	990	849	215	166	133	79
Total applications in hearing	220	162	127	128	7	4	2	2
Requests for new stations	102	251	172	172	2	12	4	8
Requests to change existing facilities	205	190	149	134	16	27	29	12
Deletion of licensed stations during year	12	11	6	10	40	45	60	36
Deletion of construction permits during year	17	12	20	15	35	10	16	5

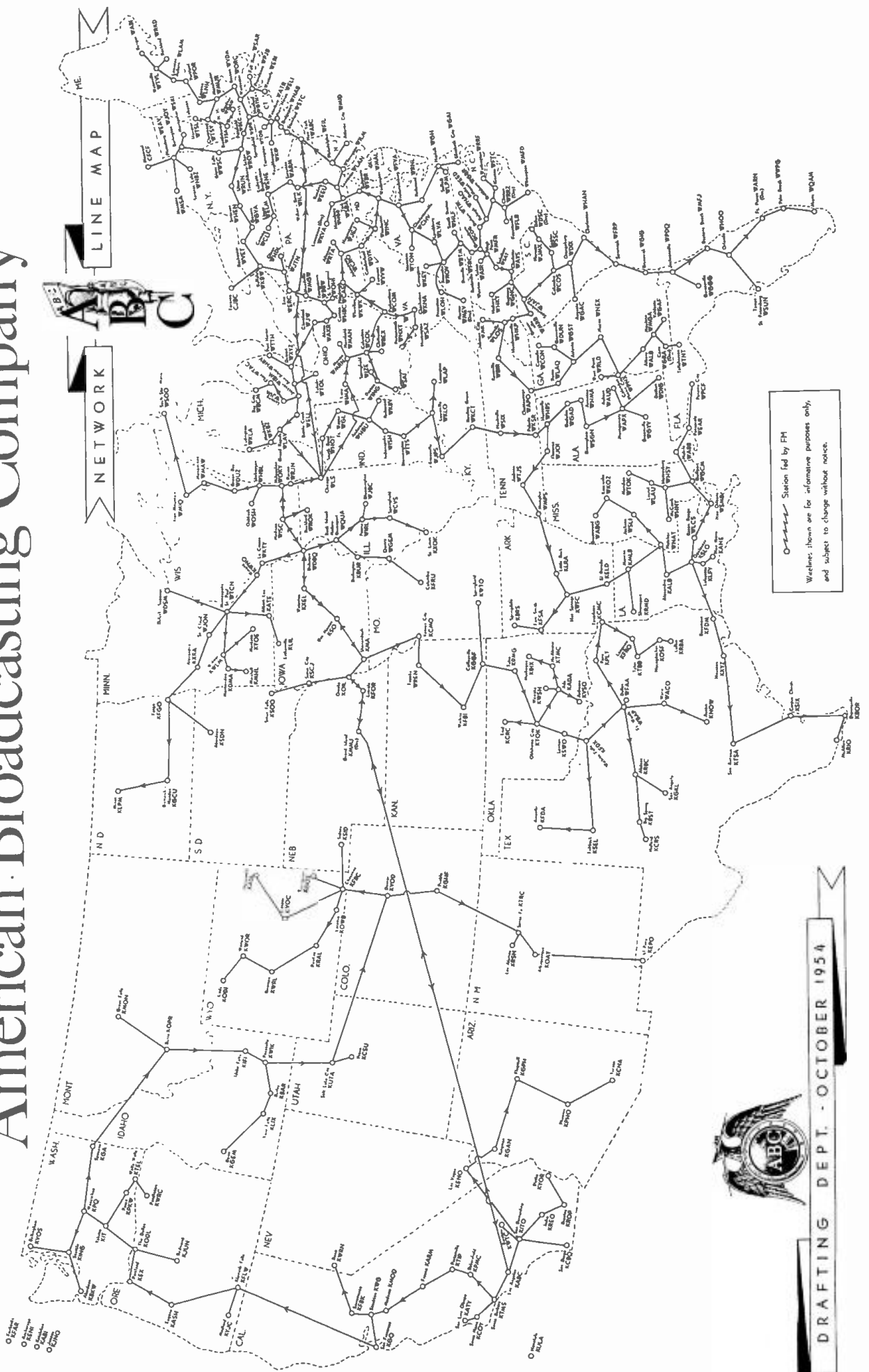
## FM STATIONS AUTHORIZED IN U. S.

(Based upon records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experi- mental	Total Authorized	On the Air
June 30, 1940	...	...	...	50	...	...
June 30, 1941	...	...	...	69	...	...
June 30, 1942	...	...	...	74	...	...
June 30, 1943	...	...	...	26	74	...
June 30, 1944	...	...	...	6	58	...
June 30, 1945	...	...	...	3	56	...
June 30, 1946	...	...	...	...	456	55
June 30, 1947	...	...	...	...	918	238
Jan. 1, 1948	84	703	223	...	926	458
May 1948	...	...	...	...	1,035	...
June 30, 1949	377	488	...	...	865	737
Jan. 1, 1950	478	315	...	...	788	733
June 30, 1950	493	237	2	...	732	691
Jan. 1, 1951	519	183	1	...	703	676
June 30, 1951	534	124	1	...	659	649
Jan. 1, 1952	564	86	...	...	650	637
June 30, 1953	551	50	...	...	601	580
Jan. 1, 1954	533	47	...	...	580	560
Jan. 1, 1955	532	27	...	...	559	552

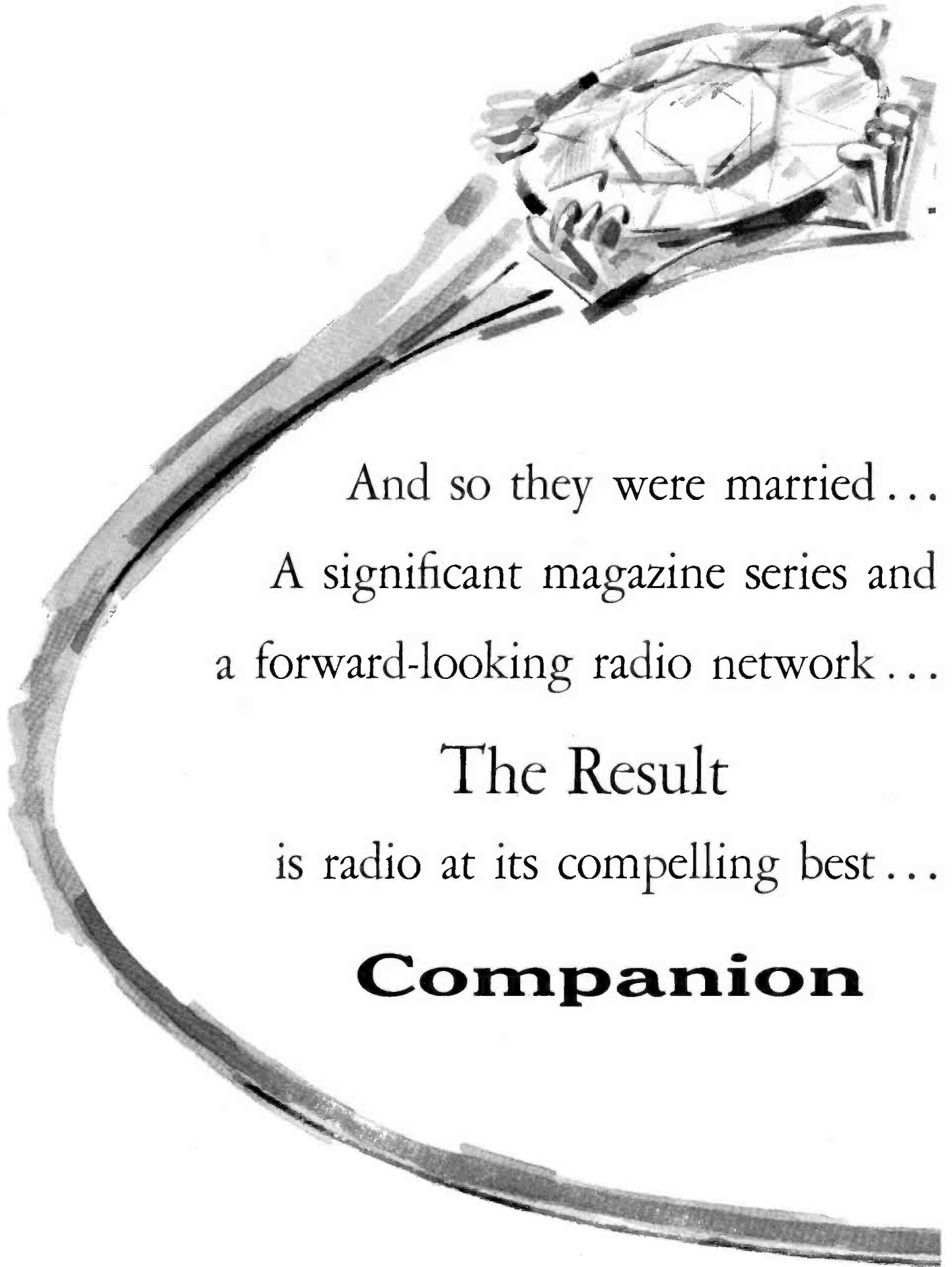


# American Broadcasting Company



Station led by FM  
 Wireless shown are for informative purposes only,  
 and subject to change without notice.

DRAFTING DEPT. - OCTOBER 1954




And so they were married...

A significant magazine series and  
a forward-looking radio network...

The Result

is radio at its compelling best...

**Companion**



The best-read editorial feature of *The Woman's Home Companion* is the series of real-life articles on love and marriage by famous counselor Dr. David R. Mace.

Here was the potential for an outstanding radio series, and ABC saw it. On the air, as on the printed page, these stories are human, helpful, irresistible. And they're spotted just where they belong . . . at the climax of radio's only morning drama block: 11:15 A.M. (EST) over the ABC Radio Network.

*Companion* (as the show is called) represents alert co-operation on the part of *The Woman's Home Companion* and ABC. It makes compelling listening . . . smart programing. It helps explain why ABC morning radio exercises such dominant appeal with the all-important young-housewife audience.

**ABC RADIO NETWORK**



# CBS RADIO

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.  
 485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345  
 For executives of parent company, Columbia Broadcasting System Inc., see page 54

## Officers

Adrian Murphy, *President*  
 James M. Seward, *Administrative Vice President*  
 J. Kelly Smith, *Administrative Vice President*  
 H. Leslie Atlass, *Vice President in Charge of Central Division*  
 Wendell Campbell, *Vice President in Charge of Station Administration*  
 Guy della Cioppa, *Vice President in Charge of Network Programs, Hollywood*  
 Lester Gottlieb, *Vice President in Charge of Network Programs*  
 Arthur Hull Hayes, *Vice President in Charge of San Francisco Office*  
 John J. Karol, *Vice President in Charge of Network Sales*  
 William A. Schudt Jr., *Vice President in Charge of Station Relations*

## Accounting

Claude Boydston, *Director of Accounting*

## Business Affairs, Network Programs

Henry Howard, *Director of Business Affairs*  
 Anne Nelson, *Director, Business Affairs, Hollywood*

## Editing

Don Ball, *Director*

## Legal

Robert Dunne, *Senior Attorney*

## Network Programs

Lester Gottlieb, *Vice President, Network Programs*  
 Gerald Mausby, *Manager of Network Broadcasts*  
 Norman Frank, *Program Supervisor*  
 James Fassett, *Director of Serious Music*  
 Charles S. Monroe, *Manager, Program Writing*

## Network Sales

John Karol, *Vice President in Charge of Network Sales*  
 Dudley Faust, *Sales Manager*  
 John R. Overall, *Eastern Sales Manager*  
 Frank Nesbitt, *Manager of Sales Development*

## Pacific Coast Office

Bok Reitzel, *Sales Manager*

## Chicago Office, 410 Michigan Ave.

Roger K. Huston, *Manager*

## Detroit Office, Fisher Bldg.

Ben Lochridge, *Manager*

## News and Public Affairs

Sig Mickelson, *Vice President in Charge*  
 John F. Day, *Director of News*  
 Irving Gitlin, *Director of Public Affairs*  
 Robert Skedgell, *Executive Producer, Radio News*  
 Stuart Novins, *Associate Director, Public Affairs*  
 Theodore Koop, *Director of News and Public Affairs, Washington*  
 Red Barber, *Counselor on Sports*  
 John Derr, *Director of Sports*  
 Helen Sloussat, *Director of Talks*  
 Lewis Shollenberger, *Director of Special Events, Washington*

## Operations

Horace Guillotte, *Director of Operations*  
 James Sirmons, *Manager of Network Operations*  
 Davidson Vorhies, *Manager, Technical Operations and Chief Engineer, WCBS*  
 Hugh Cowham, *Traffic Manager*  
 Julius Mattfeld, *Director of Music Library*  
 Lucile Singleton, *Manager of Record and Script Library*

## Press Information

George Crandall, *Director*  
 Irving Fein, *Director of Public Relations, Hollywood*  
 Lloyd Brownfield, *Director of Press Information, Hollywood*  
 Sidney Garfield, *Director of Exploitation*  
 Michael Boscia, *Executive Assistant*  
 Edward Reynolds, *Manager*  
 Harry J. Feeney, *Assistant to the Director and Trade News Editor*  
 Anne Harding, *Manager, Service Division*  
 Raymond Hughes, *Manager, Magazine Division*

## CBS-OWNED STATIONS

WCBS and WCBS-FM, 485 Madison Avenue, New York 22

Carl Ward, *General Manager*  
 Henry Untermeyer, *Sales Manager*  
 Sam Slate, *Program Manager*  
 Dave Driscoll, *Director of News and Public Affairs*  
 Murray Gross, *Promotion Manager*  
 Milton Rich, *Manager, Press Relations*

KCBS and KCBS-FM, Palace Hotel, San Francisco 5  
 Arthur Hull Hayes, *Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM*

Jules Dundes, *Sales Manager*  
 Pede Worth, *Program Manager*  
 Evelyn Clark, *Promotion Manager*

KMOX, 401 S. Twelfth Boulevard, St. Louis 2

Eugene Wilkey, *General Manager*  
 Robert Hyland, *Sales Manager*  
 Mark Russell, *Program Manager*  
 Foster Brown, *Promotion Manager*

KNX and KNX-FM and Columbia Pacific Network 6121 Sunset Boulevard, Los Angeles 28

William Shaw, *General Manager*  
 Bert West, *Assistant General Manager and Sales Manager*

Robert Sutton, *Program Manager*  
 John Asher, *Promotion Manager*

WBBM and WBBM-FM, 410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass, *Vice President in Charge of Central Division, General Manager of WBBM*  
 E. H. Shomo, *Assistant General Manager*  
 Bill Miller, *Sales Manager*  
 Thomas A. Bland, *Program Manager*  
 C. W. Doeblner, *Promotion Manager*

WEEI and WEEI-FM, 182 Tremont Street, Boston 12

Harvey Struthers, *General Manager*  
 Emmett J. Heerd Jr., *Sales Manager*  
 Eugene King, *Program Manager*  
 Jack Curry, *Promotion Manager*

## HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood Jr., *General Sales Manager and General Manager, HPL Program Services Inc.*

## CBS RADIO SPOT SALES

Henry Flynn, *General Sales Manager*  
 Milton Allison, *Eastern Sales Manager*  
 Newell Schwin, *Manager, Sales Development*  
 Richard Hess, *Research Manager*  
 Sherril Taylor, *Promotion Manager*

Chicago Office, 410 North Michigan Avenue  
 Gordon F. Hayes, *Western Sales Manager*

## CBS RADIO NETWORK

Gross Class "A" Time Charges  
 As of January 1, 1955

	1 Hour	½ Hour	¼ Hour
Full network of 206 U. S. Stations	\$28,213	\$16,934	\$11,279

Advertisers must buy the basic network of 25 stations plus such others as are required to compose a network satisfactory to CBS Radio. (The size and composition of a satisfactory network may vary with different time periods.) If Pacific Coast stations are used, they must be purchased as a group plus Salt Lake City and Denver.

Atlanta Office, 800 Peachtree St.

David Kittrell, *Sales Manager*

Detroit Office, Fisher Bldg.

Ralph Patt, *Sales Manager*

Los Angeles Office, Columbia Square

Jack Woolley, *Sales Manager*

San Francisco Office, Palace Hotel

Jack Donahue, *Sales Manager*

## Research

Harper Carraine, *Director of Research*  
 Edward Reeve, *Sales and Promotion Research Manager*  
 Howard Miller, *Manager, Coverage and Marketing Research*  
 Gerhart Wiebe, *Research Psychologist*

## Sales Promotion and Advertising

George Bristol, *Director*  
 Louis Dorfman, *Associate Director and Art Director*  
 Murry Salberg, *Director of Program Promotion*  
 Thomas Means, *Director, Promotion Service, CBS Owned Stations*  
 Richard Golden, *Director, Network Sales Presentations*  
 Edward Kaylen, *Associate Director, Network Sales Presentations*  
 William Jayme, *Director, Network Copy*  
 Irving Miller, *Director, Art Service, CBS-Owned Stations Promotion*  
 Joseph Tole, *Production Manager*

## Station Administration

Wendell B. Campbell, *Vice President in Charge*

## Station Relations

William A. Schudt Jr., *Vice President in Charge of Station Relations*  
 Ole Morby, *Manager*

## CBS INC., BROADCAST SERVICE DEPARTMENT

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James Swenson, *Manager of Building Operations*  
 Jack Page, *Assistant Manager of Building Operations*  
 Laurette Banks, *Supervisor of Ticket Division*

### General Purchasing

John E. Forsander, *Director of Purchases*  
 Edward Drewes, *Purchasing Agent*

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 Maude Stubner, *Supervisor of Program Typing*  
 Emily Schiener, *Supervisor of Program Transcripts*

### Personnel Relations

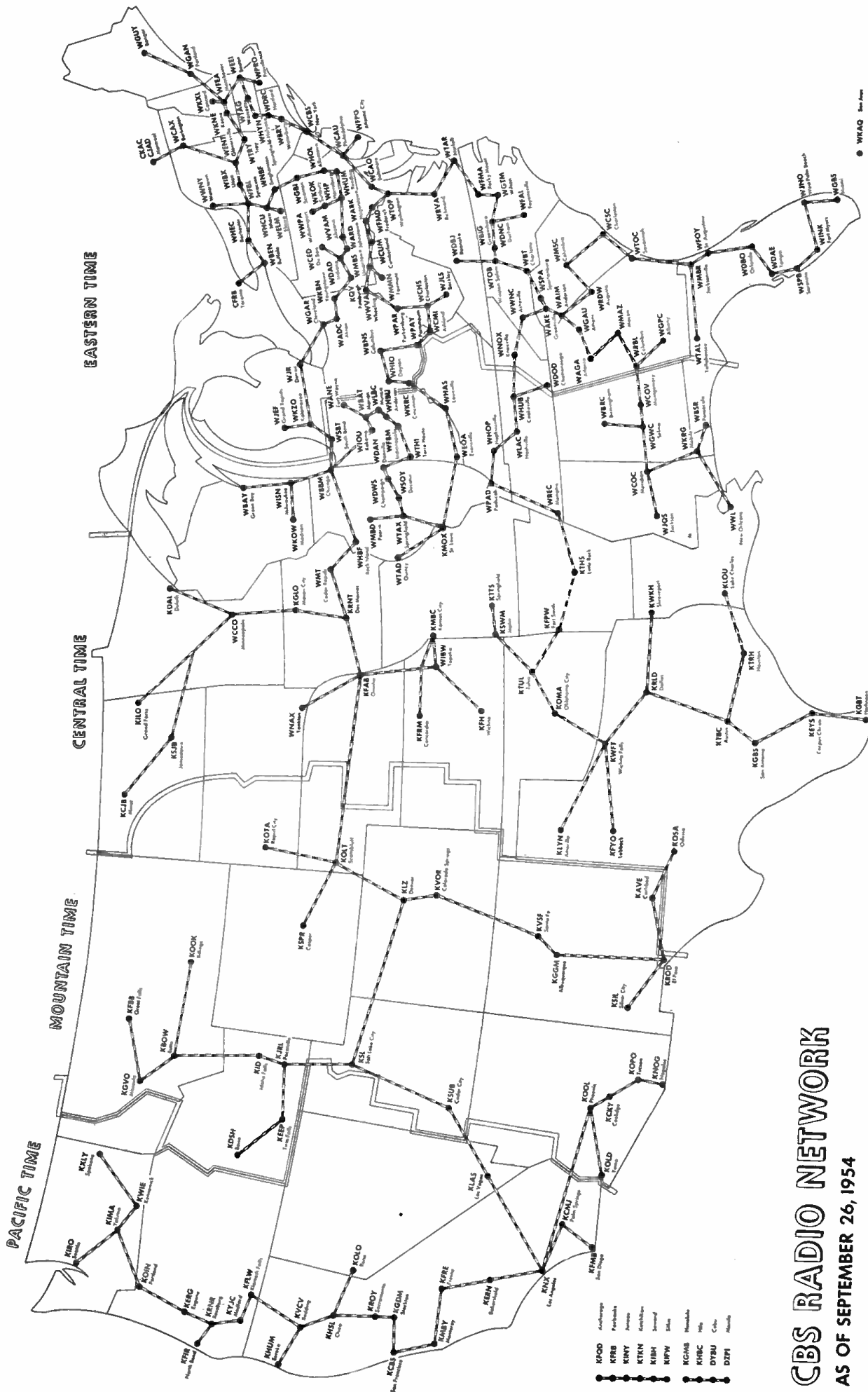
Robert Kalaidjian, *Director*  
 Dr. Jack Nelson, *Director of Medical Office*  
 Charles Burt, *Personnel Administrator*  
 John Anderson, *Personnel and Labor Research Manager*  
 Richard Stanley, *Employment Manager*

### Photographic

Walter I. Stegal, *Manager*

### Reference

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 May Dowell, *Manager, General Information Division*  
 Agnes Law, *Librarian*  
 Esther Dobbins, *Manager, Program Information Division*  
 Dorothy Boyle, *Manager, Program Statistics Division*



# CBS RADIO NETWORK

AS OF SEPTEMBER 26, 1954

● WKAG See Page

More top performers  
in entertainment and  
business stand behind  
our microphone than  
anywhere else in radio  
And as a logical result,  
the biggest audiences  
are tuned to the CBS





Radio Network

# KEYSTONE BROADCASTING SYSTEM INC.

## OFFICES

111 West Washington Street  
Chicago 2, Illinois  
State 2-6303

580 Fifth Avenue  
New York 36, New York  
Plaza 7-1460

3142 Wilshire Boulevard  
Los Angeles 17, California  
Dunkirk 3-2910

87 Post Street  
San Francisco, California  
Sutter 1-7440

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Joseph Bayer, *Vice President (Director)*  
Noel A. Rhys, *Vice President*  
Edwin R. Peterson, *Vice President*  
William Bayer, *Vice President*  
Arthur Wolf, *Secretary-Treasurer (Director)*

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Phone: Plaza 7-1460

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Charles A. Hammarstrom, *Account Executive*  
Eve Waldo, *Office Manager*  
John Scanlan, *Research Director*

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Phone: State 2-6303

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Kay Coustan, *Traffic Manager*  
Jane McFadgen, *Program Director*

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Phone: Dunkirk 3-2910

William Bayer, *Vice President*  
Henry G. Eschen, *Account Executive*

### SAN FRANCISCO

57 Post Street, San Francisco, California  
Phone: Sutter 1-7440

Don Kerwin, *Account Executive*

### AFFILIATED STATIONS

**ALABAMA**—WRFS Alexander City; WCTA Andalusia; WJLD Birmingham; WBEJ Brewton; WRAG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WJLA Eufaula; WWWF Fayette; WOWL Florence-Muscle Shoals; WCVY Greenville; WGSV Guntersville; WBHP Huntsville; WPBB Jackson; WANA Anniston; WETO Gadsden; WJBB Haleyville; WWWW Jasper; WMOZ Mobile; WMFC Monroeville; WJHO Opelika; WELR Roanoke; WWWW Russellville; WROS Scottsboro; WEBB Selma; WFEF Tuscaloosa; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa; WTUS Tuskegee; WETU Wetumpka; WZOB Fort Payne.

**ARIZONA**—CKKY Coolidge; KCLS Flagstaff; KRIZ Phoenix.

**ARKANSAS**—KVRC Arkadelphia; KBTA Batesville; KAMD Camden; KCON Conway; KAGH Crossett; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KBHS Hot Springs; KBMT Jonesboro; KVLK Little Rock; KVSA McGehee; KVMA Magnolia; KDAS Malvern; KENA Mena; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPOC Pochontas; KXKY Russellville; KWCA Searcy; KBRS Springdale; KWAK Stuttgart; KBBA Benton.

**CALIFORNIA**—KIBS Bishop; KRDU Dinuba; KDAC Fort Bragg; KCVR Lodi; KMBY Monterey; KSFE Needles; KPRL Paso Robles; KAFP Petaluma; KBLF Red Bluff; KABC San Luis Obispo; KSMA Santa Maria; KSPA Santa Paula; KROG Sonoma; KTKR Taft; KTUR Turlock; KVVV Ventura; KBMX Coalinga; KMOR Oroville; KTIP Porterville; KGER Long Beach; KYOS Merced.

**COLORADO**—KGIW Alamosa; KRLN Canon City; KRAI Craig; KIUP Durango; KFTM Fort Morgan; KYOU Greeley; KBNZ La Junta; KLVC Leadville; KLMO Longmont; KSLV Monte Vista; KUBC Montrose; KVRH Salida; KCRT Trinidad; KLIR Denver.

**FLORIDA**—WTRL Bradenton (Formerly WDHL); WTAN Clearwater; WKKO Cocoa; WCNU Crestview; WBRD Fort Lauderdale; WINK Fort Myers; WARN Fort Pierce; WGGG Gainesville; WJVB Jacksonville Beach; WKWF Key West; WIPC Lake Wales; WLBE Leesburg; WNER Live Oak; WTYA Marianna; WWPB Miami; WSBB New Smyrna Beach; WTMG Ocala; WWPB Palatka; WDLF Panama City; WFLA Plant City; WROA Rome; WAGS St. Augustine; WTRR Sanford; WKXY Sarasota; WJCM Sebring; WNTN Tallahassee; WEBK Tampa; WPRY Perry.

**GEORGIA**—WDEC Americus; WGAU Athens; WAUC Augusta; WMGR Bainbridge; WMOG Brunswick; WGRA Cairo; WCLB Camilla; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WGSF Covington; WBLJ Dalton; WDWD Dawson; WGLS Decatur; WDMG Douglas; WMLT Dublin; WTJH East Point; WSGC Eiberton; WBHB Fitzgerald; WFPM Fort Valley; WGGG Gainesville; WKLU Griffin; WCEH Hawkinsville; WBGR Jesup; WLAG La Grange; WFOM Marietta; WMVG Millersville; WMGA Moultrie; WRGA Rome; WTVS Statesboro; WSFT Thomaston; WTWA Thomson; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WBRO Waynesboro; WRLD West Point; WMO Winder.

**IDAHO**—WGEM Boise; KBAR Burley (Formerly KBIO); KIFI Idaho Falls; KRPL Moscow; KWIK Pocatello; KPST Preston; KSPT Sandpoint; KLIX Twin Falls; KRXX Rexburg.

**ILLINOIS**—WOKZ Alton; WBYS Canton; WROY Carmi; WCRA Effingham; WRMN Elgin; WEBQ Harrisburg; WJPF Herrin; WPRC Lincoln; WSMI Litchfield; WKAI Macomb; WMOK Metropolis; WVMC Mt. Carmel; WVLN Olney; WPRS Paris; WKID Urbana; WKEL Kewanee; WINI Murphysboro; WEIC Charleston.

**INDIANA**—WCBC Anderson; WBNL Boonville; WSAL Logansport; WORX Madison; WSLM Salem; WJCD Seymour; WJVA South Bend; WTCJ Tell City; WKAM Goshen; WITZ Jasper; WLOL Frankfort; WPGW Portland.

**IOWA**—KASI Ames; KJAN Atlantic; KPIG Cedar Rapids (Formerly KWCR); KCOG Centerville; KCHA Charles City; KCHE Cherokee; KSB Creston; KEMA Davenport; KLIL Estherville; KPAD Fairfield; KXIC Iowa City; KJFJ Webster City; KDEC Decorah.

**KANSAS**—KSOK Arkansas City; KARE Atchison; KCRB Chanute; KTSW Emporia; KIUL Garden City; KWGB Goodland; KAYS Hays; KWVB Hutchinson; KINL Independence; KCLO Leavenworth; KNEK McPherson; KSEK Pittsburg; KWSK Pratt; KLCG Parsons; KIRG Newton; KMDO Fort Scott; WMAN Manhattan.

**KENTUCKY**—WLBJ Bowling Green; WTCO Campbellsville; WAIN Columbia; WCTT Corbin; WZIP Covington; WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WFKY Frankfort; WKAY Glasgow; WHLN Harlan; WKIC Hazard; WSON Henderson; WLEX Lexington; WINN Louisville; WFMW Madisonville; WFTM Maysville; WMK Middleboro; WOMI Owensboro; WSP Paintsville; WPKE Pikeville; WPTT Prestonsburg; WPKY Princeton; WEKY Richmond; WFKN Franklin; WKOA Hopkinsville.

**LOUISIANA**—KJEF Jennings; KBSF Springhill; KDBS Alexandria; KTRY Bastrop; WKIC Bogalusa; KDLA De Ridder; WHH Hammond; KCIL Houma; KJWJ Natitocas; KANE New Iberia; KREB Oakdale; KSLQ Opelousas; KRUS Ruston; WARB Covington.

**MAINE**—WABM Houlton; WRUM Rumford.

**MARYLAND**—WASA Havre de Grace; WPTX Lexington Park.

**MASSACHUSETTS**—WVOM Brookline; WREB Holyoke; WARE Ware.

**MICHIGAN**—WALM Albion; WYFC Alma; WATZ Alpena; WLEW Bad Axe; WBRN Big Rapids; WATT Cadillac; WMRP Flint; WATC Gaylord; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Ludington; WMTE Manistee; WDMJ Marquette; WCMN Mt. Pleasant; WOAF Owosso; WMBN Petoskey; WHLS Port Huron; WTCM Traverse City; WMAW Menominee.

**MINNESOTA**—KXRA Alexandria; KASM Albany; KBUN Bemidji; KBMW Breckenridge; WKLK Cloquet; KROK Crookston; WEVE Eveleth; KBZY Grand Rapids; KDUZ Hutchinson; CKFI International Falls; KLTF Little Falls; KNJL New Ulm; KOBK Owatonna; WSHB Stillwater.

**MISSISSIPPI**—WMPA Aberdeen; WGCM Biloxi-Gulfport; WBIP Booneville; WDOB Canton; WGLC Centerville; WCLD Cleveland; WCJU Columbia; WACR Columbus; WCMAC Corinth; WJPR Greenville; WGRM Greenwood; WFOR Hattiesburg; WMDC Hazlehurst; WKOZ Kosciusko; WAML Laurel; WAFM McComb; WMBG Macon; WMIS Natchez; WJFP Pascagoula; WHOC Philadelphia; WRJW Picayune; WSSO Starkville; WTPU Tupelo; WQBC Vicksburg; WABO Waynesboro; WAZF Yazoo City.

**MISSOURI**—KGMO Cape Girardeau; KDMO Carthage; KCRV Caruthersville; KCHR Charleston; KCHI Chillicothe; KDKD Clinton; KREI Farmington; KJCF Festus; KWOS Jefferson City; KIRX Kirksville; KNIM Maryville; KNMC Moberly; KRMO Monett; KNEM Nevada; KWOC Poplar Bluff; KTRR Rolla; KSGM Ste. Genevieve; KSMO Salem; KDRO Sedalia; KICK Springfield; KOKO Warrensburg; KWRE Warrenton; KWPM West Plains; KALM Thayer; KBTN Neosho; KRES St. Joseph.

**MONTANA**—KBMY Billings; KOJM Havre; KCAP Helena; KBNN Bozeman; KGEZ Kalispell; KXLO Lewiston; KLCC Libby; KPRK Livingston; KATL Miles City (Formerly KRJF); KIYI Shelby; KGCK Sidney.

**NEBRASKA**—KCOW Alliance; KJSK Columbus; KHAS Hastings; KGFV Kearney; KLMS Lincoln; KBRL McCook; KODY North Platte; KSID Sidney; KWBE Beatrice; KCSR Chadron; KAWL York.

**NEVADA**—KRAM Las Vegas; KATO Reno.

**NEW HAMPSHIRE**—WMOU Berlin; WLNH Laconia; WKXL Concord.

**NEW JERSEY**—WSNJ Bridgeton.

**NEW MEXICO**—KALC Alamogordo; KSVP Artesia; KOTS Deming; KVCB Farmington; KGAK Gallup; KWWE Hobbs; KENM Portales; KBEM Roswell; KSIL Silver City; KCHS Truth or Consequences; KTNM Tucumcari; KLTX Clayton.

**NEW YORK**—WCSS Amsterdam; WMBO Auburn; WOSC Fulton; WLEA Hornell; WHUC Hudson; WJOC Jamestown; WLFH Little Falls; WIC Malone; WALL Middletown; WIRY Plattsburg; WNBZ Saranac Lake; WDLA Walton.

**NORTH CAROLINA**—WRCS Ahoskie; WABZ Albemarle; WBBB Burlington; WEGO Concord; WCK Dunn; WCNC Elizabeth City; WFAI Fayetteville; Fort Bragg; WBBO Forest City; WFGV Fuquay Springs; WLTC Gastonia; WFMC Goldsboro; WHN Henderson; WHKP Hendersonville; WHPE Hig Point; WJNC Jacksonville; WELS Kinston; WEW Laurinburg; WLOB Leaksville; WJRI Lenoir; WBU Lexington; WTSB Lumberton; WMAF Mooresville; WPAQ Mount Airy; WOO New Bern; WNNC Newton; WKBC No. Wilkesboro; WFCR Reidsville; WCBT Roanoke Rapids; WCE Rocky Mount; WWPQ Sanford; WOHNS Shelby; WADE Wadesboro; WLSE Wallace; WHED Wasington; WHCC Waynesville; WIAM Williamston; WSTP Salisbury; WENC Whiteville; WMBL Morehead City.

**NORTH DAKOTA**—KDRL Devils Lake; KDIX Dickinson; KNOX Grand Forks; KGCU Mandan; KOV Valley City; KEYJ Jamestown.

**OHIO**—WOHP Bellefontaine; WILE Cambridge; WAND Canton; WBEX Chillicothe; WJER Dover; WOHI East Liverpool; WFOB Fostoria; WJE Gallipolis; WMOH Hamilton; WIRO Ironton; WLM Jackson; WPTW Piqua; WAVI Springfield-Urban (Formerly WWSO); WCHO Washington Court House; WWST Wooster; WMVO Mount Vernon.

**OKLAHOMA**—KADA Ada; KQWH Altus; KVS Ardmore; KBWL Blackwell; KWCO Chickasha; KWHP Cushing; KRHD Duncan; KSEO Duran; KASA Elk City; KTAT Frederick; KJTS Hobart; KIHN Hugo; KTMK McAlester; KGLC Miami; KNOR Norman; KBYE Oklahoma City; KHB Okmulgee; KVLH Pauls Valley; KLCO Poteau; KOLS Pryor; KWSH Tri-City (Wewoka-Seminole Holdenville); KSIW Woodward; KOME Tulsa; KCRC Enid.

**OREGON**—KWIN Ashland; KAST Astoria; KBK Baker; KBND Bend; KWRO Coquille; KAS Eugene; KLBH La Grande; KGAL Lebanon; KMCI McMinnville; KSRV Ontario; KODL The Dalles; KTL Tillamook.

**PENNSYLVANIA**—WNCC Barnesboro; WCDL Carlisle; WBYL Carlisle; WESA Charleroi; WBU Doylestown; WEMR Emporium; WLEU Erie; WGE Gettysburg; WHUN Huntingdon; WDAO Indiana; WAKU Latrobe; WKRZ Oil City; WPAZ Pottstown; WPAM Pottsville; WKBI St. Marys; WATS Sayre; WVSC Somerset; WMAJ State College; WAY; Waynesboro; WLYC Williamsport; WNOW York; WADP Kane; WCVI Conneville.

**PUERTO RICO**—WHAO San Juan.

**RHODE ISLAND**—WADK Newport (Formerly WRJM); WPAW Pawtucket; WERI Westerly.

**SOUTH CAROLINA**—WANS Anderson; WBAV Barnwell; WACS Bishopville; WACA Camden; WHAN Charleston; WCGD Chester; WELP Easley; WOLS Florence; WFGN Gaffney; WEAB Greer; WSC Hartsville; WLBG Laurens; WJAY Mullins; WMYB Myrtle Beach; WKDK Newberry; WDI Orangeburg (Formerly WRNO); WRHI Rock Hill; WSNW Seneca; WFCG Sumter; WBCU Union; WBEU Beaufort; WLCM Lancaster; WJAN Spartanburg.

**SOUTH DAKOTA**—KDSJ Deadwood; KIJV Huron; KISD Sioux Falls; KWAT Watertown.

**TENNESSEE**—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WAEW Crossville; WDSG Dyersburg; WEKR Fayetteville; WHIP Gallatin; WHBT Harriman; WIRJ Humboldt; WDX Jackson; WKIN Kingsport; WKXX Knoxville; WDXE Lawrenceburg; WGOR Lebanon; WJJA Lewisburg; WGAF Maryville; WMMT McMinnville; WGNB Murfreesboro; WNAH Nashville; WOKE Oak Ridge; WTPR Paris; WDBL Springfield; WJTG Tullahoma; WENK Union City; WCRK Morristown; WLD Lenoir City; WLK Newport; WDXL Lexington.

**TEXAS**—KVLV Alpine; KBUD Athens; KRUI Ballinger; KIOX Bay City; KRCT Baytown; KTXI Big Spring; KNEL Brady; KSTB Breckenridge; KWH Brenham; KTFY Brownfield; KBOR Brownsville; KBWD Brownwood; KDET Center; KST; Coleman; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KXI Dalhart; KDLK Del Rio; KDNT Denton; KDDI Dumas; KELP El Paso; KBEL Falfurrias; KFLI Floydada; KNAF Fredericksburg; KGAF Gainesville; KLUF Galveston; KCTI Gonzales; KGV Greenville; KCLW Hamilton; KPAN Hereford; KBR Hillsboro; KSAM Huntsville; KEBE Jacksonville; KTXJ Jasper; KMEL Junction; KOCO Kilgore; KPET Lamesa; KVOZ Laredo; KVOW Littlefield; KFRQ Longview; KVSP Lubbock; KRBA Lufkin; KMHT Marshall; KJBC Midland; KORC Mineral Wells; KVKM Monahan; KIMP Mt Pleasant; KOSF Nacogdoches; KGNB New Braunfels; KRIG Odessa; KOT Orange; KNET Palesfine; KPAT Pampa; KFTV Paris; KIUN Pecos.

(Continued on page 43)

Direct quote from the advertiser:

**“The most  
astonishing  
results I’ve ever  
seen in radio . . .”**



CONFIDENTIAL REPORT

*The astonishing facts  
and figures on an  
AM radio campaign*

*Available Only On Request!*

Contract renewal time was at hand. The advertiser stroked his chin and said quite thoughtfully, "Who's listening to our show and how many? Can we find out? If it's half as good as you say it is, we ought to renew and enlarge the coverage. If not, we'll have to forget it." A comprehensive

audience measurement was immediately taken by GOULD, GLEISS AND BENN, INC. . . . and when the report was completed the advertiser just couldn't believe it . . . he called the survey results "The Most Astonishing he'd ever seen in radio."

*You ought to see this report and we've prepared it for easy, quick analysis.*

*Write, telephone or mail coupon below . . . we'll be happy to send it to you.*

CHICAGO  
111 West Washington St.  
State 2-6303

NEW YORK  
300 Fifth Avenue  
PLaza 7-1460

LOS ANGELES  
3142 Washing Blvd.  
DUrham 3-2910

SAN FRANCISCO  
57 Post Street  
SUtter 1-7440



**Keystone**  
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

KEYSTONE BROADCASTING SYSTEM  
111 WEST WASHINGTON BLVD., CHICAGO, ILL.

GENTLEMEN:

Please send us your "Confidential Report on AM Radio."

Name \_\_\_\_\_

Title \_\_\_\_\_

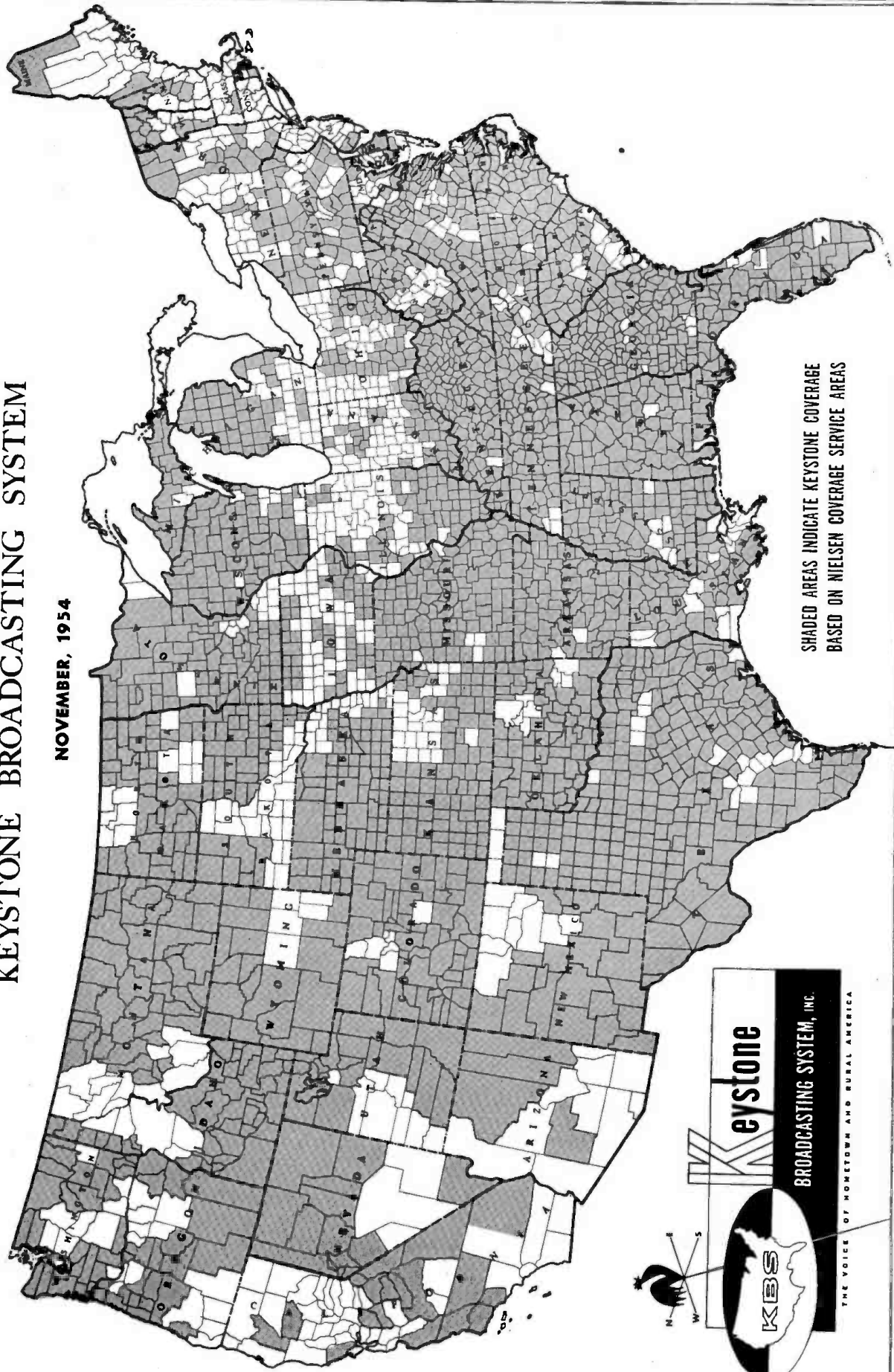
Company \_\_\_\_\_

Address \_\_\_\_\_



# KEYSTONE BROADCASTING SYSTEM

NOVEMBER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON NIELSEN COVERAGE SERVICE AREAS

**Keystone**  
BROADCASTING SYSTEM, INC.  
THE VOICE OF HOMETOWN AND RURAL AMERICA

# MUTUAL BROADCASTING SYSTEM EXECUTIVES AND STAFF

1440 Broadway, New York 18, N. Y., Phone: Longacre 4-8000

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Dorothy Reynolds, *Midwest Sales Service Manager*  
Myrtle Goulet, *Office Manager and Program Traffic*  
George Herro, *Manager of Presentations, Midwest*

## MUTUAL RADIO NETWORK

Gross Class "A" Time Charges  
As of January 1, 1955

	1 Hour	½ Hour	¼ Hour
Full Network of 563 U. S. and 11 Foreign Stations	\$28,470	\$17,082	\$11,388

Basic group totals 44 stations daytime, 43 at night. Regional networks available are Don Lee Pacific Coast Group—12 basic plus 33 supplementary stations—and Mountain Group—10 basic stations and 37 supplementaries—which must be bought when Don Lee Group is used. Other regional networks may be set up according to the advertiser's needs.

## RADIO ADVERTISING BUREAU, INC.

Headquarters: 270 Park Ave., New York 17, N. Y. Murray Hill 8-4020  
Branch Office: 333 N. Michigan Ave., Chicago 1, Ill. Central 6-5066

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David Kimble, *Director of Local Promotion*  
Norman Nelson, *Director of National Promotion*  
Arch L. Madsen, *Director of Member Service*  
William L. Morison, *Assistant Secretary-Treasurer*  
Saul Blocki Jr., *Director of Midwestern Sales*

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Donald W. Thornburgh, WCAU Philadelphia, Pa., *Treasurer*  
William L. Morison, RAB New York, N. Y., *Assistant Secretary-Treasurer*

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William B. Quarton, WMT Cedar Rapids, Iowa  
Robert A. Schmid, Mutual Broadcasting System, New York, N. Y.  
Frank P. Schreiber, WGN Chicago, Ill.  
A. E. Spokes, WJOY Burlington, Vt.  
George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.  
Kevin B. Sweeney, RAB New York, N. Y.

Donald W. Thornburgh, WCAU Philadelphia, Pa.  
Joseph J. Weed, Weed & Co., New York, N. Y.  
Allen M. Woodall, WDAK Columbus, Ga.

## BOARD COMMITTEES

Executive Committee—Kenyon Brown, KWFT Wichita Falls, Texas, *Chairman*; Charles C. Caley, WMBD Peoria, Ill.; William H. Fineshruber, Jr., National Broadcasting Co., New York, N. Y.; Ward D. Ingram, KHJ Los Angeles, Calif.; William B. McGrath, WHDH Boston, Mass.; Adrian Murphy, Columbia Broadcasting System, New York, N. Y.; Allen M. Woodall, WDAK Columbus, Ga.  
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Broadcasting Co., New York, N. Y.; Simon Goldman, WJTN Jamestown, N. Y.; Howard Lane, KOIN Portland, Ore.; William B. Quarton, WMT Cedar Rapids, Iowa; Robert A. Schmid, Mutual Broadcasting System, New York, N. Y.; Donald W. Thornburgh, WCAU Philadelphia, Pa.

Membership Committee—George J. Higgins, KMBC Kansas City, Mo., *Chairman*; John P. Blair, John Blair & Co., New York, N. Y.; John C. Cohan, KSBW Salinas, Calif.; Ralph McElroy, KWWL Waterloo, Iowa; A. E. Spokes, WJOY Burlington, Vt.

Bylaws Committee—James H. Moore, WSLs Roanoke, Va., *Chairman*; John F. Patt, WJR Detroit, Mich.; Frank P. Schreiber, WGN Chicago, Ill.

## KEYSTONE BROADCASTING SYSTEM

(Continued from page 40)

KVOP Plainview; KBOP Pleasanton; KOLJ Quana; KCON San Marcos; KSEY Seymour; KEVA Shamrock; KTAN Sherman; KDWT Stamford; KSTV Stephenville; KSSS Sulphur Springs; KXOX Sweetwater; KTEM Temple; KH Texas; KTLW Texas City; KTBB Tyler; KVOU Uvalde; KVWC Vernon; KVIC Victoria; KERC Eastland; KFST Ft. Stockton; KRZB Freeport; KMAC San Antonio; KLSB Houston.

UTAH—KBUH Brigham City; KVNU Logan; KOPP Ogden; KOAL Price; KEYV Provo (Formerly KNEU); KJAM Vernal.

VERMONT—WSYB Rutland.

VIRGINIA—WKLV Blackstone; WINA Charlottesville; WKCY Covington; WCVA Culpeper; WEVA Emporia; WFAX Falls Church; WFVA Fredericksburg; WFTR Front Royal; WBOB Galax; WREL Lexington; WMEV Marion; WMVA Martinsville; WACH Newport News (Formerly WHYU); WNVA Norton; WSSV Petersburg; WPUV Pulaski; WRAD Radford; WRIC Richlands; WRIS Roanoke; WHLF South Boston; WLPM Suffolk; WNNT Warsaw;

WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

WASHINGTON—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KFDR Grand Coulee; KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP Port Angeles; KPUY Puyallup; KENE Toppenish.  
WEST VIRGINIA—WHAR Clarksburg; WDNE Elkins; WKYR Keyser; WEPM Martinsburg; WELC Matewan; WMOD Moundsville; WLOH Princeton; WBRW Welch; WHAW Weston; WETZ New Martinsville; WVVW Fairmont; WPLH Huntington.

WISCONSIN—WATW Ashland; WTKM Hartford; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WMEB Menomonie; WNNM Neenah; WEPF Park Falls; WIBU Poynette; WRAC Racine; WRCO Richland Center; WICH Shawano; WKLJ Sparta; WOKW Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WAUX Waukesha; WOSA Wausau (Formerly WLIN Merrill, Wisc.); WLXC LaCrosse; WFOX Milwaukee; WPLY Plymouth.

WYOMING—KVVO Cheyenne; KLUK Evanston; KOVE Lander; KPOW Powell; KRAL Rawlins; KVRB Rock Springs; KWYO Sheridan; KOWB Laramie.

\*\* Associated Station (carrying KBS commercials on special working agreement).





# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, New York—Telephone Circle 7-8300

Registered Telegraphic Address: NATBROADCAST, New York

For RCA Executives see page 55

## BOARD OF DIRECTORS

David Sarnoff, *Chairman*  
 John T. Cahill, *Harry C. Ingles*  
 Charles R. Denny, *Charles B. Joffiffe*  
 Frank M. Folsom, *Edward F. McGrady*  
 Larry C. Hagerty, *William E. Robinson*  
 George L. Harrison, *Robert W. Sarnoff*  
 Joseph V. Heffernan, *Sylvester L. Weaver Jr.*  
 Mrs. Douglas Horton, *John K. West*

## OFFICERS

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 Sylvester L. Weaver Jr., *President*  
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 Larry Bannister, *Vice President*  
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 Edward R. Hitz, *Vice President*  
 Gustav B. Margraf, *Vice President*  
 Thomas A. McAvity, *Vice President*  
 Thomas B. McFadden, *Vice President*  
 Richard A. R. Pinkham, *Vice President*  
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 Frank M. Russell, *Vice President*  
 Emanuel Sacks, *Vice President*  
 Amilton Shea, *Vice President*  
 Robert E. Shelby, *Vice President*  
 Arleton D. Smith, *Vice President*  
 Earl M. Stanton, *Vice President*  
 Davidson Taylor, *Vice President*  
 John K. West, *Vice President*  
 Frederic W. Wile Jr., *Vice President*  
 Joseph A. McDonald, *Treasurer*  
 George D. Matson, *Controller*  
 John Q. Cannon, *Secretary*  
 Paul B. Lynch, *Assistant Secretary*  
 John Shute, *Assistant Secretary*  
 Raymond E. Simonds, *Assistant Secretary*  
 William A. Williams, *Assistant Treasurer*

## DIVISIONS AND DEPARTMENTS

### EXECUTIVE

Sylvester L. Weaver Jr., *President*  
 Robert W. Sarnoff, *Executive Vice President*  
 Frank M. Adams, *Staff Vice President*  
 Emanuel Sacks, *Staff Vice President*  
 James Nelson, *Staff Assistant*  
 Alfred R. Stern, *Assistant to Executive Vice President*

### ADMINISTRATIVE

John M. Clifford, *Administrative Vice President*  
**Controllers' Department**  
 George D. Matson, *Controller*  
 Nicholas Gilles, *Budget Manager*  
 Francis O'Shea, *Financial Planning Manager*  
 Richard J. Raburn, *Manager of Auditing and Systems*  
 Aaron Rubin, *Chief Accountant*  
**Engineering Department**  
 Robert E. Shelby, *Vice President and Chief Engineer*  
 William A. Clarke, *Administrative Assistant*  
 Edward R. Cullen, *Liaison Engineer*  
 Joseph D'Agostino, *Liaison Engineer*  
 Raymond F. Guy, *Director of Radio Frequency Engineering*  
 George M. Nixon, *Manager of Engineering Development*  
 Hester A. Rackey, *Manager of Audio-Video Engineering*  
 James Wood Jr., *Manager of Technical Services*  
**Integrated Services Department**  
 William S. Hedges, *Vice President in Charge of Integrated Services*  
 William D. Bloxham, *Purchasing Agent*  
 Willard Frech, *Cost Accountant*  
 Henry P. Hayes, *Radio Recording Manager*  
 Mildred Joy, *Chief Librarian*  
 Edward M. Lowell, *Building and General Services Manager*  
 Robert Myers, *Manager of the Traffic Department*  
 William Burke Miller, *Night Executive Officer*  
 Peter M. Dittie, *Guest Relations Manager*  
 Albert Walker, *Transportation Manager*  
**Personnel Department**  
 J. Lowell Jacobsen, *Director of Personnel*  
 David Broadfoot, *Manager of Salary Administration*  
 Dr. Bernard Handler, *Company Physician*  
 Donald H. Mackenzie, *Manager of Employment and Records*  
 Charles J. Moos, *Labor Relations Coordinator*  
 Donald A. Rutledge, *Manager of Training, Policy, Benefits and Communications*  
 Edmund Souhami, *Labor Relations Coordinator*

## FINANCE

Joseph V. Heffernan, *Financial Vice President*  
**Legal Department**  
 Thomas E. Ervin, *Vice President and General Attorney*  
 John V. Shute, *Assistant General Attorney*  
 James E. Denning, *Senior Attorney*

## TREASURERS

Joseph A. McDonald, *Treasurer*  
 William A. Williams, *Assistant Treasurer*

## TAX

Harry McKeon, *Director of Tax Department*  
 Joseph Akulonis, *Assistant Director of Tax Department*

## ORGANIZATIONS SERVING RADIO NETWORK

### PUBLIC RELATIONS DIVISION

Kenneth W. Bilby, *Vice President for Public Relations*  
**Continuity Acceptance Department**  
 Stockton Helfrich, *Manager of Continuity Acceptance*  
 Carl Watson, *Assistant Manager of Continuity Acceptance*  
**National Advertising and Promotion Department**  
 John Porter, *Manager of National Advertising and Promotion*  
 Clyde Clem, *National Audience Promotion Manager*  
 John Graham, *Art Director*  
 Edwin Vane, *National Sales Promotion Manager*

### Press and Publicity Department

Sydney H. Elges, *Vice President in Charge of Press and Publicity*  
 Mike Horton, *Director of Information*  
 Ellis O. Moore, *Director of the Press Department*  
 Cornelius Sullivan, *Public Relations Representative*  
 Donald Bishop, *Program Publicity Manager*  
 Kathryn Cole, *Manager of Information*  
 Joseph J. Derby, *Manager of Business and Trade Publicity*  
 Sidney Desfor, *Photo Editor*  
 Auriel Macfie, *Magazine Editor*  
 John D. McTigue, *Supervisor, Radio Network Publicity*  
 Lucy Towle, *Supervisor of Public Affairs Promotion*  
**Research and Planning Department**  
 Hugh M. Beville, *Director of Research and Planning*  
 Dr. Thomas E. Coffin, *Manager of Research*  
 Allen R. Cooper, *Manager of Markets and Media*  
 James Cornell, *Manager of Audience Measurement*  
 Barry Rumble, *Manager of Plans*

## STATION RELATIONS

Harry Bannister, *Vice President for Station Relations*  
 Thomas Knode, *Director of Station Relations*  
 Sheldon B. Hickox, *Director of Station Relations for the Pacific Division*  
**Talent Department**  
 Gustav B. Margraf, *Vice President for Talent*  
 Hal Kemp, *Manager of the Talent Office*  
 Martin J. Begley, *Casting Director*  
 Mitchell Benson, *Manager of Contract Administration*  
 Ross Donaldson, *Supervisor of Literary Rights & Story*  
**Public Affairs Department**  
 Davidson Taylor, *Vice President in Charge of Public Affairs*  
 Thomas S. Gallery, *Manager of Sports*  
 William McAndrew, *Director of NBC News*  
 Edward Stanley, *Manager of Public Service Programs*  
 Leslie C. Vaughan, *Business Manager-Public Affairs*  
 Barry Wood, *Director of Special Events*

## NBC RADIO NETWORK

Gross Class "A" Time Charges  
 As of January 1, 1955  
 1 Hour    1/2 Hour    1/4 Hour

Full Network of 200 Stations	\$26,034	\$15,685	\$10,457
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Minimum buy is 75% of full-network rate card in terms of dollars. Regional networks are also available and can be set up at management's decision to suit the advertiser. The only set regional is the West Coast one which includes 14 basic stations.

## Production and Business Affairs Department

H. Earl Rettig, *Vice President in Charge of Production and Business Affairs*  
 Leonard E. Hole, *Director of Production*  
 Anthony M. Hennig, *Associate Director of Production*  
 William V. Sargent, *Divisional Business Manager—Television Network Programs*

## Technical Operations

George McElrath, *Director of Technical Operations*  
 Andrew L. Hammerschmidt, *Associate Director of Technical Operations*  
 Arthur A. Garbade, *Business Manager of Technical Operations*  
 Frederick G. Knopfke, *Manager of Sound Effects*  
 Gerald M. Sellar, *Manager of Radio Technical Operations*  
 Edwin Wilbur, *Networks Technical Operations Supervisor*

## RADIO NETWORK

William H. Fineshruber Jr., *Vice President in Charge of the Radio Network*  
 Ted Cott, *Operating Vice President of the Radio Network*

## Divisional Business Manager Department

Theodore Zaer, *Divisional Business Manager for the Radio Network*  
 James M. Gladstone, *Operations Analyst*  
 Grace Sniffin, *Program Cost Accountant*  
 Marlon Stephenson, *Divisional Budget Manager*

## Radio Network Programs Department

John P. Cleary, *Director of Radio Network Programs*  
 John Curran, *Supervisor of Associate Directors*  
 Robert Wogan, *Supervisor of Program Operations*  
 Van Woodward, *Supervisor of Script*

## Radio Network Sales Department

Frederic L. Horton, *Director of Radio Network Sales*  
 Vinton Freedley Jr., *National Sales Manager—Radio Network*  
 Howard Gardner, *Director of Radio Network Sales Development*  
 Robert C. Hitchens, *Radio Network Sales Presentation Manager*  
 Sackett Miles, *Manager of Radio Network Sales Service*

## NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny, *Vice President in Charge of NBC Owned Stations and NBC Spot Sales*  
 Charles C. Bevis Jr., *General Executive*  
 Charles H. Colledge, *Director of Technical Operations*  
 Thomas S. O'Brien, *Divisional Business Manager*  
**WRCA, WRCA-FM New York**  
 Hamilton Shea, *Vice President, WRCA, WRCA-FM*  
 Ernest de la Ossa, *Station Manager, WRCA, WRCA-FM*  
 William A. Berns, *Manager of News and Public Service*  
 Robert F. Blake, *Director of Press and Publicity*  
 Max Euck, *Director of Advertising, Promotion and Merchandising*  
 Arthur Hamilton, *Manager of Production and Business Affairs*  
 George C. Stevens, *Sales Manager, WRCA*  
 Stephen White, *Program Manager, WRCA*

## WMAQ, WMAQ-FM Chicago

Jules Herbuveaux, *General Manager, WMAQ, WMAQ-FM*  
 Henry T. Sjogren, *Assistant General Manager, WMAQ, WMAQ-FM*  
 Charles V. Dresser, *Director of Sales*  
 George Heinemann, *Director of Programming*  
 Neil Murphy, *Station Business Manager*  
 John F. Whalley, *Director of Operations*

## WTAM, WTAM-FM Cleveland

Lloyd E. Yoder, *General Manager, WTAM, WTAM-FM*  
 William N. Davidson, *Assistant General Manager and Director of Sales*  
 Lawson J. Deming, *Radio Program Manager*  
 Samuel E. Leonard, *Engineer-in-Charge*  
 John L. McHale, *Station Business Manager*

## KNBC, KNBC-FM San Francisco

George Greaves, *General Manager, KNBC, KNBC-FM*  
 William K. McDaniel, *Sales Manager*  
 Curtis D. Peck, *Manager of Radio Technical Operations and Integrated Services*  
 John Thompson, *Program Manager*

## WRC, WRC-FM Washington

Carleton D. Smith, *Vice President and General Manager, WRC, WRC-FM*  
 Joseph Goodfellow, *Director of Sales*

(Continued on page 52)



# NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS OFFICERS, DIRECTORS AND COMMITTEES

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300  
West Coast Office: 6087 Sunset Blvd., Hollywood 28, Calif. Phone Hollywood 4-8311

**OFFICERS**  
resident & Chairman of Board **HAROLD E. FELLOWS**  
secretary-treasurer **C. E. ARNEY JR.**

**DEPARTMENT EXECUTIVES**  
auditor  
William L. Walker  
Employer-Employee Relations Dept.  
Charles H. Tower, Manager  
James H. Hulbert, Assistant Manager  
Engineering Dept.  
A. Froese Walker, Manager  
Ruth Brewer, Administrative Assistant  
Government Relations Dept.  
Ralph W. Hardy, Vice President  
Oscar Elder, Assistant to Vice President  
Legal Dept.  
Vincent Wasilewski, Chief Attorney  
Walter R. Powell, Attorney  
resident's office  
Howard H. Bell, Assistant to the President  
Florence Mitchell, Executive Secretary  
production  
LaRue Courson, Manager  
Publicity & Information Services Dept.  
Joseph M. Sitrick, Manager  
Fran Riley  
Sally Kean  
radio  
John F. Meagher, Vice President  
research Dept.  
Richard M. Allerton, Manager  
Louise K. Aldrich, Librarian  
Station Relations Dept.  
William K. Freytor, Manager  
Jack L. Barton, Assistant Manager  
William Carlisle, Field Representative  
Al King, Field Representative  
television  
Thad H. Brown Jr., Vice President  
Daniel Shields, Assistant  
television Code Affairs  
Edward H. Bronson, Director  
Charles S. Cady, Assistant to the Director

**BOARD OF DIRECTORS  
1954-1955**

**RADIO BOARD**

	Term Expires
chmn. Henry B. Clay, KWKH Shreveport, La.	1955
vice E. K. Hartenbower, KCMO Kansas City, Mo.	1955
Dist. 1—New England Herbert L. Krueger, WTAG Worcester, Mass.	1955
Dist. 2—N. Y., N. J. E. R. Vadeboncoeur, WSYR Syracuse	1956
Dist. 3—Del., Md., Pa., W. Va. George H. Clinton, WPAR Parkersburg, W. Va.	1955
Dist. 4—N. C., S. C., Va., D. C. James H. Moore, WSLR Roanoke, Va.	1956
Dist. 5—Ala., Ga., Fla., P. R. John Fulton, WQXI Atlanta	1955
Dist. 6—Ark., La., Miss., Tenn. Henry B. Clay, KWKH Shreveport, La.	1956
Dist. 7—Ohio, Ky. F. Ernest Lackey, WHOP Hopkinsville, Ky.	1955
Dist. 8—Ind., Mich. Robert B. McConnell, WISH Indianapolis, Ind.	1956
Dist. 9—Ill., Wis. Hugh K. Boice Jr., WEMP Milwaukee	1955
Dist. 10—Ia., Mo., Neb. E. K. Hartenbower, KCMO Kansas City, Mo.	1956
Dist. 11—Minn., S. D., N. D. F. E. Fitzsimonds, KFYP Bismarck, N. D.	1955
Dist. 12—Kan., Okla. Cy Casper, WBBZ Ponca City, Okla.	1956
Dist. 13—Texas Kenyon Brown, KWFT Wichita Falls, Texas	1955
Dist. 14—Col., Idaho, Mont., N. M., Utah, S. D., Wyo. Walter Wagstaff, KIDO Boise, Idaho	1956
Dist. 15—N. Calif., T. H., Guam, Nev. William D. Pabst, KFRC San Francisco	1955
Dist. 16—Ariz., S. Calif., Nev. Calvin J. Smith, KFAC Los Angeles	1955
Dist. 17—Alaska, Ore., Wash. Richard M. Brown, KPOJ Portland, Ore.	1955
<i>Directors-at-Large</i>	
Large Stations John H. DeWitt Jr., WSM Nashville	1955
Martin E. Campbell, WFAA Dallas, Texas	1956
Medium Stations C. Richard Shaftho, WIS Columbia, S. C.	1955
J. Frank Jarman, WDNC Durham, N. C.	1956

Small Stations  
Edgar Kobak, WTWA Thomson, Ga.  
Lester L. Gould, WJNC Jacksonville, N. C.  
FM Stations  
Ben Strouse, WWDC-FM Washington  
H Quenton Cox, KGW-FM Portland, Ore.  
Network  
Earl M. Johnson, MBS New York

**TELEVISION BOARD**

Chmn. Clair R. McCollough, WGAL-TV Lancaster, Pa.  
Vice Chmn. Campbell Arnoux, WTAR-TV Norfolk, Va.  
John Esau, KTVQ (TV) Oklahoma City  
Harold Hough, WBAP-TV Fort Worth  
Paul Raibourn, KTLA (TV) Los Angeles  
W. D. Rogers Jr., KDUB-TV Lubbock, Texas  
George B. Storer, Storer Broadcasting Co.  
Robert D. Swezey, WDSU-TV New Orleans  
Kenneth L. Carter, WAAM-TV Baltimore  
William Fay, WHAM-TV Rochester, N. Y.  
Ward Quaal, WLWT (TV) Cincinnati  
Network  
Ernest Lee Jahncke Jr., ABC New York  
Merle S. Jones, CBS New York  
Ted Bergmann, DuMont New York  
Frank M. Russell, NBC Washington  
Television Code Review Board—John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; William B. Quarton, WMT-TV, Cedar Rapids, Iowa; Mrs. A. Scott Bullitt, KING-TV, Seattle; G. Richard Shaftho, WIS-TV, Columbia, S. C.

**COMMITTEES**

AM—James L. Howe, WCTC New Brunswick, N. J., chairman; Grover C. Cobb, KVGB Great Bend, Kans.; William Doerr Jr., WEER Buffalo; E. K. Hartenbower, KCMO Kansas City; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Harry Peck, WISN Milwaukee; Todd Storz, KOWH Omaha; Jack S. Younts, WEEB Southern Pines, N. C.; William H. Finestrubler Jr., NBC; Earl M. Johnson, MBS; Adrian Murphy, CBS; John Fulton, WQXI Atlanta.  
BY-LAWS—Ward L. Quaal, WLWT (TV) Cincinnati, chairman; Hugh K. Boice Jr., WEMP Milwaukee; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Robert B. McConnell, WISH Indianapolis; W. D. Rogers, KDUB-TV Lubbock, Texas.  
CONVENTION—Henry B. Clay, KWKH Shreveport, La., radio chairman, and Clair R. McCollough, Steinman Stations, tv chairman. Radio Subcommittee: E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLR Roanoke, Va.; Ben Strouse, WWDC Washington, D. C. Television Subcommittee: Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Frank M. Russell, NBC; Kenyon Brown, KWFT Wichita Falls, Texas. John H. DeWitt Jr., WSM Nashville (Engineering Conference liaison).  
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**PRESIDENTS**

Eugene F. McDonald Jr. (WJAZ) 1923-1925  
Frank W. Elliott (WHO) 1925-1926  
Earle C. Anthony (KFI) 1926-1928  
William S. Hedges (WMAQ) 1928-1930  
Walter J. Damm (WTMJ) 1930-1931  
\*Harvey Shaw (WMT) 1931-1932  
Alfred J. McCosker (WOR) 1932-1934  
J. Truman Ward (WLAC) 1934-1935  
Leo J. Fitzpatrick (WJR) 1935-1936  
\*Charles W. Myers (KOIN) 1936-1937  
John Elmer (WCBM) 6-23-37—2-16-38  
Mark Ethridge (WHAS) 3-30-38—7-1-38  
Neville Miller 7-1-38—3-1-44  
J. Harold Ryan (WSPD) 4-15-44—9-30-45  
Justin Miller 10-1-45—6-4-51  
Harold E. Fellows (WEEI) 6-4-51—  
\*Deceased

**EMPLOYER-EMPLOYEE RELATIONS**—Robert D. Swezey, WDSU-AM-TV New Orleans, chairman; Radio: Herbert E. Evans, WRFD Worthington, Ohio; S. R. Sague, WRSR Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis. Television: Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Philip G. Lasky, KPFX (TV) San Francisco; Herbert R. Ohrt, KGLO-TV Mason City, Iowa; Donald W. Thornburgh, WCAU-TV Philadelphia. Networks: John Clifford, NBC; William Pitts, CBS; E. M. Johnson, MBS; Paul O'Neil, DuMont Television Network; Mortimer Weinbach, ABC.

**ENGINEERING ADVISORY**—Raymond Guy, NBC, chairman. Radio: E. M. Johnson, MBS; J. E. Mathiot, WGAL Lancaster, Pa.; Dale Moudy, KOWH Omaha; James Russell, KVOR Colorado Springs, Colo.; Robert Sinnott, WHBF Rock Island, Ill. Television: Rodney Chipp, DuMont Television Network; John Leitch, WCAU-TV Philadelphia; William Lodge, CBS; Frank Marx, ABC; Carlton G. Nopper, WMAR-TV Baltimore.

**FINANCE**—William D. Pabst, KFRC San Francisco, chairman. Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; Martin B. Campbell, WFAA Dallas; William Foweraker, WHAM-TV Rochester, N. Y.; E. K. Hartenbower, KCMO Kansas City; Herbert L. Krueger, WTAG Worcester, Mass.

**FM**—Ben Strouse, WWDC-FM Washington; Walter J. Brown, WDXJ Spartanburg, S. C.; H Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network, Ithaca, N. Y.; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLHB-FM Mattoon, Ill.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.

**FREEDOM OF INFORMATION**—Edgar Kobak, WTWA Thomson, Ga., chairman; Joseph L. Brechner, WGAZ Silver Spring, Md.; Joseph K. Close, WKNE Keene, N. H.; Victor C. Diehm, WAZL Hazleton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Frank Fogarty, WOV-TV Omaha; Merrill Lindsay, WSOY Decatur, Ill.; John M. Outler, WSB-TV Atlanta; John F. Patt, WJR, Detroit; Paul Raibourn, KTLA Los Angeles; Victor A. Sholls, WHAS-TV Louisville; P. A. Sugg, WKY-TV Oklahoma City; E. R. Vadeboncoeur, WSYR Syracuse.

**INSURANCE**—Gilmore N. Nunn, WLAP Lexington, Ky., chairman; Carl J. Burkland, WAVY Portsmouth, Va.; Roger Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va.; Robert T. Mason, WMRN Marion, Ohio.

**MEMBERSHIP**—Richard M. Brown, KPOJ Portland, Ore., chairman; Kenneth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBBZ Ponca City, Okla.; Henry B. Clay, KWKH Shreveport, La.; John Esau, KTVQ (TV) Oklahoma City; Lester L. Gould, WJNC Jacksonville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.

**RADIO STANDARDS OF PRACTICE**—Walter E. Wagstaff, KIDO Boise, Idaho, chairman; Fred S. Bernstein, WTTM Trenton, N. J.; Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Los Angeles; William E. McGrath, WHDH Boston; George B. Storer Jr., KGBS San Antonio; E. R. Vadeboncoeur, WSYR Syracuse.

**SPORTS**—George J. Higgins, KMBC Kansas City, chairman; Wesley Fesler, WDBG Minneapolis; Robert B. Hanna Jr., WRGB-TV Schenectady, N. Y.; William B. McGrath, WHDH Boston; D. L. Provost, WBAL-TV Baltimore; Robert O. Reynolds, KMPC Hollywood; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Ben Strouse, WWDC Washington; Don Searle, KOA-TV Denver; Robert R. Tinchler, KQTV Sioux City, Iowa; Gene Trace, WBBW, Youngstown, Ohio.

**TELEVISION FILM**—Harold See, KRON-TV, San Francisco, chairman; Paul Adanti, WHEN Syracuse; John Esau, KTVQ (TV) Oklahoma City; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Klaus Landsberg, KTLA Los Angeles; Elaine Phillips, WSPD-TV Toledo, Ohio; Irving Rosenhaus, WATV (TV) Newark; Raymond Welpott, WRGB (TV) Schenectady, N. Y.

**TELEVISION INFORMATION**—Jack Harris, KPRC-TV Houston, chairman; Richard Borel, WBNS-TV Columbus, Ohio; Howard Chernoff, WTAP-TV Parkersburg, W. Va.; Wayne Coy, KOB-TV Albuquerque, N. M.; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; Walter J. Damm, WTMJ-TV Milwaukee; Gordon Gray, WOR-TV New York; Payson Hall, Meredith Engineering Co.; Howard Lane, KOIN-TV Portland, Ore.; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia. Advisory: Charles J. Oppenheim, CBS-TV; Gene Accas, ABC-TV; Sydney H. Elges, NBC-TV; Gerald Lyons, DuMont Tv Network.

MORE THAN  
**1000**  
 RADIO STATIONS SELL WITH  
 WORLD PROGRAMMING!

Read  
 How

S  
 A  
 S  
 with

★ **STATIONS SELL WITH WORLD LOCAL QUIZ PROGRAMS**

... World was the first library to offer the big-audience quiz show!

**WJPS**, Evansville, Ind., SAYS: "World means dollars to us ... \$8580 annual net from YOU WIN quiz series alone. In just 13 weeks this one series pays for the entire World Service for over a year."

**WBML**, Macon, Ga., SAYS: "YOU WIN is really a winner ... \$8388 annual net. 13 weeks' revenue more than cost of entire Service for year."

★ **STATIONS SELL WITH WORLD LOCAL PERSONALITY SHOWS AND WOMEN'S FEATURES ...**

including, Homemaker Harmonies ... Wedding Bells are Ringing (for local wedding announcements) ...

Whose Birthday is This (for local birthday observances) ... Happiness Parade (for local anniversary programs) ... Bundle of Joy (for local birth announcements).

**KWRN**, Reno, Nev., SAYS: "We're delighted with HOME-MAKER HARMONIES ... one of the easiest programs we've ever had to sell. Had to put it on a 'first come, first served' basis."

★ **STATIONS SELL WITH WORLD "THE BETTY GRABLE-HARRY JAMES SHOW"**

Complete Open-End Transcription show starring famous personalities and music 5 hours a week across the board!

**WTAR**, Norfolk, Va., SAYS: "GRABLE-JAMES SHOW signed for 26-weeks, 5 days a week by Regent Beer ... promotion includes newspapers, direct mail and radio spots!"

**KSD**, St. Louis, Mo., SAYS: "GRABLE-JAMES terrific! Pulled in big-name sponsors ... General Mills, Falstaff Brewing Co., Fletcher's Castoria, G. F. Satina, Kroger Co., P & G Oxydol."

**WAPX**, Montgomery, Ala., SAYS: "GRABLE-JAMES SHOW wowed us with 15 participating sponsors 5 days a week! Sponsors include shoe stores, drugs, insurance, paint and hardware, food and beauty shops."

★ **STATIONS SELL WITH WORLD SPECIAL APPEAL PROGRAMS**

... revenue raising shows that prove World's leadership in quality programming ideas.

**KWJB**, Globe, Ariz., SAYS: "RAYMOND MASSEY in THE CHAPEL BY THE SIDE OF THE ROAD sold to Globe Mortuary for Sunday morning broadcast each week. Sponsor writes that it is the finest program of its type and public acceptance has been gratifying."

★ **STATIONS SELL WITH WORLD'S BIG STARS...**

- |                 |                  |                    |
|-----------------|------------------|--------------------|
| Judy Canova     | Xavier Cugat     | Sportsmen Quartet  |
| Betty Grable    | David Rose       | Blackwood Brothers |
| Harry James     | Gisele MacKenzie | Helen Forrest      |
| Lanny Ross      | Three Suns       | Muggsy Spanier     |
| Eddy Howard     | Ray Bloch        | Mimi Benzell       |
| Fontane Sisters | Oscar Peterson   | Ken Griffin        |
|                 | George Shearing  | Quinette           |

... and many, many more!

**AND FOR 1955**

More than ever before ...

NEW FEATURES! NEW IDEAS!  
 NEW NAMES! NEW TALENT!  
 Beginning with

**6 NEW ACROSS-THE-BOARD Half-hour and quarter-hour PROGRAMS**  
 With 111 selling opportunities

- The Song And The Star
- Westward To Music
- Music Coast-To-Coast
- Passport To Daydreams
- The Three Suns
- Guess Who! Guess What!

**STATIONS SELL, SELL, SELL with  
 WORLD'S BIG ARRAY OF MONEY-  
 MAKING PROGRAMMING!**



# STATIONS PROSPER WORLD!

1st with  
TOP STARS...

1st with  
TOP SHOWS...

1st with  
TIMELY SELLING AIDS  
OF EVERY KIND!  
WORLD IS YOUR No. 1  
all-purpose sales and  
program SERVICE!

## ★ STATIONS SELL WITH WORLD TOP SPORTS PROGRAMS!

Some of World's "firsts" in sports shows include: Get a Hit (Baseball) . . . Football Time . . . Basketball Time!

**KAND**, Corsicana, Texas, SAYS: "Local Western Auto Store grabbed up complete 26 week 'Get a Hit' baseball series. A good program, well written, quick-to-sell."

## ★ STATIONS SELL WITH WORLD BIG NAME SHOWS!

World sets the pace in library presentations of big names in big time packages for single or participating sponsors!

## ★ STATIONS SELL WITH WORLD JINGLES AND SPECIAL EFFECTS

World produces an ever-increasing repertoire of up-to-date spot announcement lead-ins . . . specially created songs, jingles, sound treatment, voice and sound montages and seasonal appeals.

**KBUN**, Bemidji, Minn., SAYS: "World DAIRY JINGLES opened the door for a 400-spot announcement campaign by local RED CAP DAIRY."

**CJVI**, Victoria, B.C., Canada, sold World Automotive Jingle Campaign to Gladwell Motors.

**WTCH**, Shawano, Wisconsin, sold World Dollar Day Jingles to Chamber of Commerce.

**WHWB**, Rutland, Vt., SAYS: "JUDY CANOVA in COUNTRY FAIR sold on first audition, bi-weekly basis, to Scatt's Tractor & Implement Co., and Harold Wescott Appliances."

**KOOK**, Billings, Mont., SAYS: "LANNY ROSS in STEAM BOAT JAMBOREE sold on 52 week contract, to local department store."

**WTIP**, Charleston, W. Va., SAYS: "WALTER HUSTON in FORWARD AMERICA sold before our library arrived. Show bought for weekly broadcast by one of the nation's leading retail furniture houses."

**WWBZ**, Vineland, N. J., sold World Groceries Jingles to Co-op Neighborhood Grocers.

## ★ STATIONS SELL WITH WORLD TIME AND WEATHER JINGLES

. . . the first in any library service!

**WIP**, Philadelphia, Pa., SAYS: "World Weatherbird jingles resulted in a substantial amount of revenue . . . sold to Goebel Brewing Company of Detroit. A natural tie-in with Goebel's rooster trademark.

**WRAC**, Racine, Wisc., sold a profitable weather jingle campaign to Baumann Oil Co.

**KRUN**, Ballinger, Texas, sold a sales producing time signal campaign to local Pontiac Dealer.

MAIL COUPON NOW FOR  
COMPLETE DETAILS ON  
**WORLD LIBRARY SERVICE**

Clip and Mail **WORLD BROADCASTING SYSTEM, INC.**  
**NOW!** 488 Madison Avenue  
New York 22, N. Y.

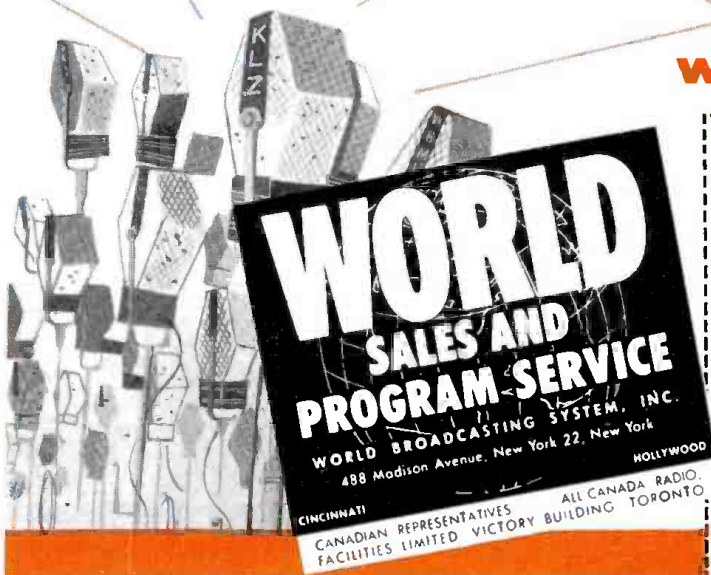
Please rush all the facts on your money-making program and sales service. No obligation.

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

STATION MANAGER \_\_\_\_\_

RADIO STATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_





# NARTB STANDARDS OF PRACTICE FOR RADIO BROADCASTERS

(Revised, 1954)

## THE RADIO BROADCASTER'S CREED

### We Believe:

That Radio Broadcasting in the United States of America is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically;

Observe the proprieties and customs of civilized society;

Respect the rights and sensitivities of all people; Honor the sanctity of marriage and the home;

Protect and uphold the dignity and brotherhood of all mankind;

Enrich the daily life of the people through the factual reporting and analysis of news, and through programs of education, entertainment, and information;

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Toward the achievement of these purposes we agree to observe the following:

## PROGRAM STANDARDS

### News

Radio is unique in its capacity to reach the largest number of people first with reports on current events. This competitive advantage bespeaks caution—being first is not as important as being right. The following Standards are predicated upon that viewpoint.

**NEWS SOURCES.**—Those responsible for news on radio should exercise constant professional care in the selection of sources—for the integrity of the news and the consequent good reputation of radio as a dominant news medium depend largely upon the reliability of such sources.

**NEWSCASTING.**—News reporting should be factual and objective. Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to factual reporting should be avoided. News should be broadcast in such a manner as to avoid creation of panic and unnecessary alarm. Broadcasters should be diligent in their supervision of content, format, and presentation of news broadcasts. Equal diligence should be exercised in selection of editors and reporters who direct news gathering and dissemination, since the station's performance in this vital informational field depends largely upon them.

**COMMENTARIES AND ANALYSES.**—Special obligations devolve upon those who analyze and/or comment upon news developments, and management should be satisfied completely that the task is to be performed in the best interest of the listening public. Programs of news analysis and commentary should be clearly identified as such, distinguishing them from straight news reporting.

**EDITORIALIZING.**—Some stations exercise their rights to express opinions about matters of general public interest. Implicit in these efforts to provide leadership in matters of public consequence and to lend proper authority to the station's standing in the community it serves, is an equal obligation to provide opportunity for qualified divergent viewpoints.

The reputation of a station for honesty and accuracy in editorializing depends upon willingness to expose its convictions for fair rebuttal.

Station editorial comment should be clearly identified as such.

### Public Issues

A broadcaster, in allotting time for the presentation of public issues, should exert every effort to insure equality of opportunity.

Time should be allotted with due regard to all elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented or discussed. (To discuss is "to sift or examine by presenting considerations pro and con.") The broadcaster should limit participation in the presentation of public issues to those qualified, recognized, and properly identified groups or individuals whose opinions will assist the general public in reaching conclusions.

Presentation of public issues should be clearly identified.

### Political Broadcasts

Political broadcasts, or the dramatization of political issues designed to influence an election, should be properly identified as such.

### Advancement of Education and Culture

Because radio is an integral part of American life,

there is inherent in radio broadcasting a continuing opportunity to enrich the experience of living through the advancement of education and culture.

The radio broadcaster in augmenting the educational and cultural influences of the home, the church, schools, institutions of higher learning, and other entities devoted to education and culture:

Should be thoroughly conversant with the educational and cultural needs and aspirations of the community served;

Should cooperate with the responsible and accountable educational and cultural entities of the community to provide enlightenment of listeners;

Should engage in experimental efforts designed to advance the community's cultural and educational interests.

### Religion and Religious Programs

Religious programs should be presented respectfully and without prejudice or ridicule.

Radio broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented by responsible individuals, groups, or organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

### Dramatic Programs

In determining the acceptability of any dramatic program containing any element of crime, mystery, or horror, proper consideration should be given to the possible effect on all members of the family.

Radio should reflect realistically the experience of living, in both its pleasant and tragic aspects, if it is to serve the listener honestly. Nevertheless it holds a concurrent obligation to provide programs which will encourage better adjustments to life.

This obligation is apparent in the area of dramatic programs particularly. Without sacrificing integrity of presentation, dramatic programs on radio should avoid:

Techniques and methods of crime presented in such manner as to encourage imitation, or to make the commission of crime attractive, or to suggest that criminals can escape punishment;

Detailed presentation of brutal killings, torture, or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly;

Episodes involving the kidnapping of children;

Sound effects calculated to mislead, shock, or unduly alarm the listener;

Disrespectful portrayal of law enforcement;

The portrayal of suicide as a satisfactory solution to any problem.

### Children's Programs

Programs specifically designed for listening by children should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play, and honorable behavior.

They should convey the commonly accepted moral, social, and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

They should afford opportunities for cultural growth as well as for wholesome entertainment.

They should be consistent with integrity of realistic production but they should avoid material of an extreme nature which might create undesirable emotional reaction in children.

They should avoid appeals urging children to purchase the product specifically for the purpose of keeping the program on the air, or which for any reason encourage children to enter inappropriate places.

### General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletins", "fast", etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should not be employed.

When plot development requires the use of material which depends upon physical or mental handicaps care should be taken to spare the sensibilities of sufferers from similar defects.

Stations should avoid broadcasting program material which would tend to encourage illegal gambling or other violations of Federal, State and local laws, ordinances, and regulations.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized. In cases of programs broadcast over multiple station facilities, the originating station or network should assume responsibility for conforming such programs to these Radio Standards of Practice.

## ADVERTISING STANDARDS

Advertising is the principal source of revenue of the free, competitive American system of radio broadcasting. It makes possible the presentation to all American people of the finest programs of entertainment, education and information.

Since the great strength of American radio broadcasting derives from the public respect for and the public approval of its programs, it must be the

purpose of each broadcaster to establish and maintain high standards of performance, not only in the selection and production of all programs, but also in the presentation of advertising.

### Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be—

#### Between 6:00 p.m. and 11:00 p.m.

5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00

#### All Other Hours

5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

Any reference in a sponsored program to another's products or services under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be considered as advertising copy.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly, the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end, the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" announcements and the programs should be signed off after the use of what have been known as "hitch-hike" announcements.

### Presentation of Advertising

The advancing techniques of the broadcast art have shown that the quality and proper integration of advertising copy are just as important as measurement in time. The measure of a station's service to its audience is determined by its over-all performance, rather than by any individual segment of its broadcast day.

A radio broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has reason to doubt the integrity of the advertiser, the truth of the advertising representations or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements.

Programs of multiple sponsorship presenting commercial services, features, shopping guides, marketing news, and similar information, may include more material normally classified as "commercial" or "advertising", if it is of such nature as to serve the interests of the general public and, if properly produced and intelligently presented within the established areas of good taste.

The final measurement of any commercial broadcast service is quality. To this, every broadcaster should dedicate his best efforts.

### Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When contestants are required to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time limitations heretofore provided.

All such broadcasts should comply with pertinent Federal, state and local laws and regulations.

### Premiums and Offers

The broadcaster should require that full details or proposed offers be submitted for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

# EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone: Executive 3-3620

## Commissioners and Assistants

**GEORGE C. MCCONNAUGHEY, Chairman**  
(Republican; Recess appointee for term expiring June 30, 1957)

Assumed office Oct. 4, 1954  
Legal Assistant: Charles M. Gowdy.  
Confidential Assistant: Florence I. Porter  
Secretary: Pearl Mohnkern  
Office: Room 6107

**ROSEL HERSCHEL HYDE**  
(Republican; Term expires June 30, 1959)

Assumed office April 17, 1946  
Legal Assistant: Dee W. Pincock  
Engineering Assistant: Paul D. Miles  
Administrative Assistant: Vera F. Nordness  
Secretaries: Iona Wickham and Jane T. Hungerford  
Office: Room 7241

**ROBERT T. BARTLEY**  
(Democrat; Term expires June 30, 1958)

Assumed office March 6, 1952  
Legal Assistant: Max D. Paglin  
Engineering Assistant: Kenneth W. Miller  
Confidential Assistant: Farrell McGonigal  
Secretaries: Isolene Corbett, Ethel Lonergan and Selma Ostrow  
Office: Room 8207

**FRIEDA BARKIN HENNOCK**  
(Democrat; Term expires June 30, 1955)

Assumed office July 6, 1948  
Legal Assistant: Louis C. Stephens  
Administrative Assistant: Naomi L. O'Leary  
Secretaries: Kathryn Chester and Mahala B. Johnson  
Office: Room 7111

**JOHN CHARLES DOERFER**  
(Republican; Term expires June 30, 1961)

Assumed office April 15, 1953  
Legal Assistant: Evelyn F. Eppley  
Engineering Assistant: James B. McElroy  
Confidential Assistant: Patricia C. Siemien  
Secretaries: Mary L. Moose, Mattie P. Henderson  
Office: Room 7207

**EDWARD MOUNT WEBSTER**  
(Independent; Term expires June 30, 1956)

Assumed office April 10, 1947  
Legal Assistant: Robert M. Koteen  
Engineering Assistant: Everett Henry  
Confidential Assistant: Ruth Koppiak  
Secretaries: Elizabeth Lindsley and Mary Jo Rice  
Office: Room 6239

**ROBERT EMMETT LEE**  
(Republican; Term expires June 30, 1960)

Assumed office as recess appointee, Oct. 6, 1953  
Legal Assistant: David C. Williams  
Engineering Assistant: William B. Campbell  
Confidential Assistant: K. Lois Welch  
Secretary: Josephine Curren  
Office: Room 7235

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Temporary T Building

14th and Constitution Ave., N. W.

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Office: 1703  
Administrative Assistant: Lillian Watson.

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**ISADORE A. HONIG**  
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Secretary: Lelia C. Kreps

**JOHN B. POINDEXTER**

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Secretary: Alice Brody

**ELIZABETH C. SMITH**  
Secretary: Valborg F. Bernhard

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**WARREN E. BAKER, General Counsel**  
Secretary: Mary J. Garrison  
Office: Room 7334  
**BRENDAN MCINERNEY, Assistant to General Counsel**

Patent Advisor to Commission  
William Bauer  
Office: Room 1617 Temporary T Bldg.

### LEGISLATION, TREATIES AND RULES DIVISION

Richard A. Solomon, Assistant General Counsel in Charge  
Secretary: Bessie H. Trice  
Office: Room 7334  
Attorneys: Erich Saxl, Robert D. Greenburg, Anne L. Mooney

### LITIGATION DIVISION

J. Smith Henley, Assistant General Counsel in Charge  
Secretary: Bertha J. Meister  
Office: Room 7334  
Attorneys: Daniel R. Ohlbaum, Stanley S. Neustadt, Warren D. Quenstedt, Edward W. Hautanen

## Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927 — July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania  
March 15, 1927—November 24, 1927 (Deceased)  
Orestes H. Caldwell, New York  
March 15, 1927—February 23, 1929  
Eugene O. Sykes, Mississippi  
March 15, 1927—July 10, 1934 (Deceased)  
Henry A. Bellows, Minnesota  
March 15, 1927—October 31, 1927 (Deceased)  
Colonel John F. Dillon, California  
March 15, 1927—October 3, 1927 (Deceased)  
Sam Flickard, Kansas  
November 1, 1927—January 31, 1929  
Harold A. Lafount, Utah  
November 14, 1927—July 10, 1934 (Deceased)  
Ira E. Robinson, West Virginia  
March 29, 1928—January 15, 1932 (Deceased)  
General C. McK. Saltzman, Iowa  
May 2, 1929—July 19, 1932 (Deceased)  
William D. L. Starbuck, New York  
May 2, 1929—February 23, 1934 (Deceased)  
Thad H. Brown, Ohio  
January 21, 1932—July 10, 1934 (Deceased)  
James H. Hanley, Nebraska  
April 1, 1933—July 10, 1934 (Deceased)

## Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas  
July 11, 1934—December 24, 1934 (Deceased)  
Anning S. Frall, New York  
January 17, 1935—July 23, 1937 (Deceased)  
Irvin Stewart, Texas  
July 11, 1934—June 30, 1937  
Frank R. McNinch, North Carolina  
October 1, 1937—August 31, 1939 (Deceased)  
Eugene O. Sykes, Mississippi  
July 11, 1934—April 5, 1939 (Deceased)  
Thad H. Brown, Ohio  
July 11, 1934—June 30, 1940 (Deceased)  
Frederick I. Thompson, Alabama  
April 8, 1939—June 30, 1941  
George H. Payne, New York  
July 11, 1934—June 30, 1943 (Deceased)  
T. A. M. Craven, District of Columbia  
August 21, 1937—June 30, 1944  
Norman S. Case, Rhode Island  
July 11, 1934—June 30, 1945  
James Lawrence Fly, Texas  
September 1, 1939—November 13, 1944  
William H. Wills, Vermont  
July 1, 1945—March 6, 1946 (Deceased)  
Paul A. Porter, Kentucky  
December 21, 1944—February 25, 1946  
Charles R. Denny Jr., District of Columbia  
March 30, 1945—October 31, 1947  
Ewell K. Jett, Maryland  
February 15, 1944—December 31, 1947  
Ray C. Wakefield, California  
March 22, 1941—June 30, 1947 (Deceased)  
Clifford J. Durr, Alabama  
November 1, 1941—June 30, 1948  
Albert Wayne Coy, Indiana  
December 29, 1947—February 21, 1952  
Robert Franklin Jones, Ohio  
September 5, 1947—September 19, 1952  
Eugene H. Merrill  
October 14, 1952—April 15, 1953 (Recess Appointee)  
Paul Ailee Walker  
July 11, 1934—June 30, 1953  
George Edward Sterling  
Jan. 2, 1948—Sept. 30, 1954

## Broadcast Bureau

**CURTIS B. PLUMMER, Chief**  
Secretary: Estelle J. Bunn  
Office: Room 7530

**JOSEPH M. KITTNER, Assistant Chief**  
Secretary: Frances R. Jarvis  
Office: Room 7530

**LAVELLE W. HUGHES, Administrative Assistant**  
Office: Room 7526

### BROADCAST FACILITIES DIVISION

James E. Barr, Chief  
Secretary: Helena C. Osman  
Office: Room 7454

### New and Changed Facilities Branch

Wallace E. Johnson, Chief  
Secretary: Hazel S. Cherry  
Office: Room 7441  
Engineers: Edward H. Hackman, Ralph H. Garrett, Harold D. Russell, E. O. Ansell, Cedric C. Morris, George K. Ashenden Jr., Robert H. Deller, Frank Toth, Earl G. Coston, Chester R. Kirkevold, Harry A. Miller, Joseph Rose.  
Attorneys: E. Theodore Mallick, Philip S. Cross.

### Existing Facilities Branch

Harold L. Kassens, Chief  
Secretary: Mary P. Bailey  
Office: Room 7441  
Engineers: Herbert L. Beury, Edward P. Lynch, John A. Roseborough.  
Accountant: Glenn F. Murphy

### Allocations and Technical Branch

Bruce S. Longfellow, Chief  
Secretary: Verma R. Friedland  
Office: Room 8433  
Engineer: Donald C. Kanode  
Record Unit: Vernald E. Kley, chief; Rose E. Bettick, assistant chief.

### Television Broadcasting Branch

Joseph N. Nelson, Chief  
Office: Room 7439  
Engineers: Daniel Jacobson, McIvor L. Parker, Willard J. Beale, Paul B. Duncan, Clayton W. Hanson, Ernest D. Herider, Harold G. Kelley, Rex Wilson.  
Attorneys: Martin I. Levy, Samuel Saady, Edith M. Klein.  
Accountant: Robert F. Braden.

### HEARING DIVISION

(Vacancy), Chief  
Office: Room 7440  
Robert J. Rawson, Assistant Chief  
Secretary: Frankle L. Fox  
Office: Room 7440  
Engineers: John E. Doane, Louis Light, Jerome F. Padberg, John P. McCullin, Daniel B. Hutton, John Roseborough.  
Attorneys: David I. Kraushaar, Pasquale Vallente, Jerome S. Boros, Ashbrook P. Bryant, Earl C. Walck, John H. Bass Jr., Ray B. Paul, Richard Ely, Gerald F. Hadlock, Edward J. Brown.

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Office: Room 7522  
Attorney: Arthur J. Schissel.  
Accountant: Robert D. J. Leahy.

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Secretary: Kathryn J. Roos  
Office: Room 7521  
Attorneys: Thomas B. Fitzpatrick, Max Aronson, John P. Elliott.  
Accountants: Guy E. Douglas, John D. Stephenson.

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Secretary: Elizabeth B. Blumberg  
Office: Room 7522  
Accountants: John B. Foret, George W. Phillips, Joseph J. Berezny.



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 Secretary: Shirley M. Henderson  
 Office: Room 7524  
 Attorney: Maurice W. Whitton.  
 Accountant: William H. Hunter Jr.  
 Legal Examiners: Mildred K. Roberts, Helen K. Huber, Doris L. Nutt.

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Melba Z. Templeman, Chief  
 Office: Room 7302  
 Katherine Werking, Renewal Clerk  
 George M. Eisenberger, Asst. Renewal Clerk

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 Secretary: Mildred B. Nesterak  
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 Secretary: Florence I. Stretch  
 Engineers: Robert G. Weston, Louis H. Rein, Otis T. Hanson  
 Attorney: Lynn A. Kaufman

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 Legal Examiners: Marie Fish, Mary Massey, Kathryn M. Johnson, Sylvia B. Rardin.

**TV Branch**

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 Legal Examiners: Robert W. Loehne, Wynelle Leonardo, Olga Broderick, Pauline Stanley.

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 Room 7013. George W. Simcoe, Joseph Jackson James Martin.

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 Office: Room 7515  
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 Office: Room 7515

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 Office: Room 7516  
 Ernest C. Thelemann, Field Supervisor  
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 Coordinating Engineers: Carl A. Johnson, Senior; Roger B. Carey, Thomas Cave, David O. Cooper, Joseph Eichel, Vernon Esgar, James Fernane, Frank J. Burris, Kenneth Hedrick, Donald Holaday, Frederick Holliday and James A. Homsy.

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 Accountant: Richard Stuart

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 Secretary: Jayne Wachter  
 Office: Laurel, Md. Telephone: Parkway 5-1585  
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 Secretary: Ida M. Young  
 Office: Room 7358  
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 Engineers: Jack Damelin, Jules Deitz, Harry Fine, Herman Garlan, Elton Davis, Albert L. Kreis, Braxton L. Peele, John Taff, George Waldo, Glenn West, Harold Anderson and Julian Dixon.

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 Administrative Assistant: Laura L. Hollingsworth  
 Secretary: Ethel M. Richardson  
 Office: Room 6149  
 WILLIAM P. MASSING, Assistant Secretary  
 Secretary: Catherine M. Lunders  
 Office: Room 6149

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 Office: Room 7406  
 Ben Waple, Assistant Chief

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Annette E. Hutterly, Chief  
 Office: Room 6526

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Helen A. Clark, Chief  
 Office and Library: Room 2334

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Gordon Kent, Chief  
 Joseph G. Thomas, Assistant Chief  
 Office: Room 1703 Temporary T Bldg.

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Charlotte S. Smith, Chief  
 Office: Room 6233

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 Office: Room 7226

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 Office: Room 7202

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 Secretary: Lily M. Marshall  
 Office: Room 7319  
 HUGO REYER, Assistant Chief Accountant  
 Secretary: Elizabeth N. Harris

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John J. Nordberg, Assistant Chief Accountant in Charge of Division  
 Secretary: Elizabeth J. Batman  
 Assistant Chief of Division: Leslie A. Henderson  
 Office: Room 7319

**ECONOMICS DIVISION**

Hyman H. Goldin, Assistant Chief Accountant in Charge of Division  
 Secretary: Pearl P. Cook  
 Assistant Chief of Division: James B. Sheridan  
 Office: Room 7312

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ROBERT W. COX, Executive Officer  
 Secretary: Ozella Drake  
 Administrative Assistant: Richard Solan  
 Office: Room 7347

**BUDGET AND FISCAL DIVISION**

Robert W. Cox, Acting Budget Officer

**ORGANIZATION AND METHODS DIVISION**

Eric G. Stewart, Planning Officer  
 Office: Room 7405  
 Walter S. Davis, Records Officer  
 Office: Room 7407

**PERSONNEL DIVISION**

Gilbert H. Hatfield, Personnel Officer  
 Office: Room 7353

**ADMINISTRATIVE SERVICES DIVISION**

Paul H. Sheehy, Chief  
 Office: Room 6148

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 Secretary: Vivian F. Fishman  
 Office: Room 7119  
 Administrative Assistant: Irene Durgin  
 CURTIS M. BUSHNELL, Assistant Chief  
 Office: Room 7119

**Safety and Special Radio Services Bureau**

Temporary T Bldg.  
 14th St. & Constitution Ave., N. W.  
 EDWIN L. WHITE, Chief  
 Secretary: Elizabeth K. Valicenti  
 Office: Room 2069

**Field Engineering and Monitoring Bureau**

Address: 415 22d St., N.W.,  
 Washington, D. C.  
 GEORGE S. TURNER, Chief  
 Secretary: Anne M. Ignatowich  
 Attorney Advisor: John H. McAllister  
 Administrative Assistant: Francis Keefe  
 FRANK M. KRATOKVIL, Assistant Chief

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 Secretary: Ruth M. Hartman

**ENGINEERING DIVISION**

George L. Jensen, Chief  
 Secretary: Ida Goldberg

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Noble C. Shumway Jr., Chief

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S. W. Norman, Chief  
 Secretary: Elva Mae Parks

**MONITORING DIVISION**

Irving L. Weston, Chief  
 Secretary: J. Phyllis Hancock  
 (For regional and district offices see page 54.)

**NBC EXECUTIVES**

(Continued from page 45)

James Kovach, Director of Programs  
 John Lavan, Station Business Manager  
 Lefferts A. McClelland, Director of Operations  
 John G. Rogers, Engineer-in-Charge  
 Jay Royen, Director of Publicity

**NBC SPOT SALES**

Thomas B. McFadden, Vice President in Charge of NBC Spot Sales  
 Richard H. Close, National Manager of Represented Stations  
 George Dietrich, National Manager of Radio Spot Sales  
 Caroline Herbert, Manager of Sales Service  
 Harold W. Shepard, Manager of New Business and Promotion

**WASHINGTON EXECUTIVE OFFICE**

1625 K St., N. W. Tel.: District 7-1260  
 Frank M. Russell, Vice President

**PACIFIC DIVISION**

Sunset Blvd. and Vine St., Hollywood 28, Calif.  
 Tel: Hollywood 9-6161  
 John K. West, Vice President for the Pacific Division  
 Frederic W. Wile Jr., Vice President in Charge of Television and Radio Network Programs Division (Pacific)  
 Lewis S. Frost, Coordinator of Regional Network Activities  
 Karel Pearson, Program Manager  
 Thomas W. Sarnoff, Director of Production  
 Oscar C. Turner, Personnel and Labor Relations Manager

**FOREIGN OFFICES**

**England**  
 Romney Wheeler  
 National Broadcasting Company, Inc.  
 2 Mansfield Street, London W1, England

**France**  
 Paul Archinard  
 William Frye  
 52 Avenue des Champs Elysees, Room 533  
 Paris 8, France

**Japan-Korea**  
 George Thomas Folster  
 Wilson Hall  
 John Rich  
 James G. Robinson  
 Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku  
 Tokyo, Japan

**Germany**  
 Robert McCormick  
 Press Center (American)  
 APO 757, c/o PM  
 New York, N. Y.

**Rome**  
 Jack Begon  
 54 Via Della Mercede  
 Rome, Italy

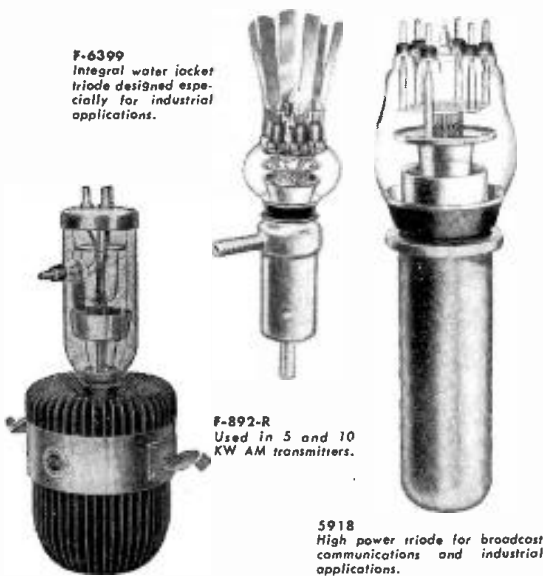


# DEPENDABLE

## Electronic Tubes by *Federal*

for

- Transmitting • Rectifying
- Industrial
- Special Purpose
- Television



F-6399  
Integral water jacket triode designed especially for industrial applications.

F-892-R  
Used in 5 and 10 KW AM transmitters.

5918  
High power triode for broadcast communications and industrial applications.

### FEDERAL RECTIFYING TUBES

Type	Description	Max. Peak Inverse Volt.	Max. Peak Current (Amps.)	Filament Voltage
F-869-B	Mercury Vapor	20,000	10	5
F-857-B	Mercury Vapor	22,000	40	5
F-575-A	Mercury Vapor	15,000	6	5
F-673	Mercury Vapor	15,000	6	5
F-315-A	Mercury Vapor	15,000	6	5

### HANDBOOK OF TUBE OPERATION

72 Page booklet giving complete technical data on how to obtain longer service life from your power vacuum tubes. Write Dept. K-768 for your copy.



### Basic Technical Data Covering Complete Line of FEDERAL POWER TUBES

Type	Description	Cooling*	Max. Plate Dissipation	Mu	Max. Plate Input	Max. DC Plate Volt.	Max. Freq. for Max. Ratings	Filament Voltage
F-3X2500A3	HF Triode	A	2.5 KW	20	8 KW	4,000	110 MC	7.5
F-3X2500F3	HF Triode	A	2.5	20		6,000	30	7.5
F-7C23	Pulse Triode	A	1.2	25		17,000	5	11.0
F-7C25	HF Triode	A	2.5	25	5.6	4,500	50	11
F-7C26	HF Triode	A	1	17	3	3,000	150	9.0
F-8C25	AF Triode	A	5	6	10	5,000		7
F-9C23	RF Triode	W	25	32	50	15,000	20	22
F-9C28	AF Triode	W	40	4.75	100	15,000		7.5
F-9C29	AF Triode	A	20	4.75	50	15,000		7.5
F-9C30	RF Triode	W	40	42	120	15,000	20	7.5
F-9C31	RF Triode	A	20	42	100	15,000	20	7.5
F-110X	RF Triode	W	25	40	50	20,000	3	28
F-124-A	RF Triode	W	40	42	135	20,000	20	13.6
F-124R	RF Triode	A	20	42	100	20,000	20	13.6
F-125-A	AF Triode	W	40	4.75	100	15,000		13.6
F-127-A	RF Triode	A	0.2	38	0.95	3,000	30	10
F-128-A	RF Triode	A	0.6	36	3	3,500	30	11
F-129-R	RF Triode	W	7.5	26	18	12,000	30	18
F-129-R	RF Triode	A	5	26	18	12,000	30	18
F-132-A	AF Triode	A	0.6	10	1.8	3,500		11
F-134	RF Triode	W	150	21	450	20,000	22	25
F-212E	RF Triode	A	0.275	16	0.7	2,000	4.5	14
F-220CA/320BA	RF Triode	A	5	40	22.5	15,000	4	21.5
F-220C/320B	RF Triode	W	10	40	22.5	15,000	4	21.5
F-342-A	RF Triode	W	25	40	50	20,000	4	20
F-343-A	RF Triode	W	10	40	36	18,000	4	21.5
F-343-AA	RF Triode	A	5	40	20	18,000	4	21.5
F-631	RF Triode	W	25	40	50	20,000	3	28
F-862-A	RF Triode	W	100	45	200	20,000	1.6	33
F-891	RF Triode	W	6	8.5	18	12,000	1.6	11/22
F-891-R	RF Triode	A	4	8.5	15	10,000	1.6	11/22
F-892-A	RF Triode	W	10	50	30	15,000	1.6	11/22
F-892-R	RF Triode	A	4	50	18	10,000	1.6	11/22
F-898-A	RF Triode	W	100	45	200	20,000	1.6	16.5
F-5604	HF Triode	A	10	19.5	32.5	12,500	22.5	11
F-5606	RF Triode	W	10	50	30	15,000	1.6	22
F-5619	HF Triode	W	20	19.5	32.5	12,500	22.5	11
F-5658	RF Triode	W	20	20.5	60	10,500	25	12
F-5666	HF Triode	W	12.5	21	20	10,000	22.5	11
F-5667	RF Triode	A	7.5	21	20	10,000	22.5	11.0
F-5668	RF Triode	W	20	50	28	14,000	5	22
F-5669	RF Triode	A	10	50	28	14,000	5	22
F-5680	HF Triode	A	2.5	25	12	6,000	30	13.0
F-5762	HF Triode	A	3	29	8.7	6,200	30	12.6
F-5771	RF Triode	W	22.5	20	60	12,500	25	7.5
F-5874	AF Triode	W	7.5	6	15	6,000		7
F-5917	HF Triode	W	5	20	8	4,000	110	7.5
F-5918	RF Triode	W	70	37	300	17,500	22	11
F-5919	RF Triode	A	35	37	175	17,500	22	11
F-5996	HF Triode	A	2.5	25	12	6,000	30	13.0
F-6009	HF Triode	W	6	25	12	6,000	30	13
F-6166	VHF Tetrode	A	10	10	16	5,900	220	5
F-6179	AF Triode	W	50	4.75	120	15,000		27.2
F-6366	HF Triode	A	3	25	7	5,500	30	11
F-6367	HF Triode	A	3	25	12	6,200	30	13
F-6399	HF Triode	W	6	25	9	6,200	30	11
F-6400	HF Triode	W	6	25	18	9,200	30	13
F-6401	Pulse Triode	W	1	12	—	17,000	600	4.25

\* A=Forced Air Cooling W=Water Cooled



## Federal Telephone and Radio Company

A Division of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

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In Canada: Standard Telephones and Cables Mfg. Co. (Canada) Ltd., Montreal, P.Q.  
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485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345. For CBS Radio see page 36.

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**Lester Gottlieb, Vice President in Charge of Network Programs**  
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**Wendell B. Campbell, Vice President in charge of Station Administration**

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**Frank Falknor, Vice President in Charge of Operations**

**Charles L. Glett, Vice President in Charge of Television Operations—Hollywood**  
**W. Spencer Harrison, Vice President in Charge of Legal and Business Affairs**  
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**Merle S. Jones, Vice President in Charge of Stations and General Services**  
**William B. Lodge, Vice President in Charge of Engineering**  
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**Edward L. Saxe, Vice President & Assistant to President**  
**Craig Lawrence, Director of Station Administration**  
**William J. Flynn, Comptroller**

**COLUMBIA RECORDS DIVISION**  
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 Telephone: Circle 5-7300

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**A. J. Schrade, Vice President in Charge of West Coast Operations**  
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**W. G. Wilkins, Controller**

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 Danvers, Mass.  
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**Walter J. Hungerford, Controller, Assistant Secretary**

# FCC EXECUTIVES

(Continued from page 52)

## FIELD ENGINEERING AND MONITORING BUREAU REGIONAL OFFICES

Chief of the Field Engineering and Monitoring Bureau: George S. Turner  
 415 22nd St. N. W., Washington, D. C.

### REGIONAL MANAGERS

Region	Headquarters	District and Stations
Charles C. Kolster Region #1	954 Federal Bldg. 641 Washington St. New York 14, N. Y.	1, 2, 3, 4, 5, 20 and 24 Laurel, Md. Millis, Mass. Searsport, Me. Tel.: Watkins 4-1000, Ex. 385 Sun. & Hol. Watkins 4-1002 6, 7, 8, 9, 10, and 22 Powder Springs, Ga. Ft. Lauderdale, Fla. Muskogee, Okla. Kingsville, Tex. Tel. Lamar 0271
Paul H. Herndon Jr. Region #2	411 Federal Annex Atlanta 3, Georgia	11, 12, and 15 Livermore, Calif. Santa Ana, Calif. Tel.: Yukon 6-4141
Joe H. McKinney Region #3	323-A Customhouse San Francisco 26, Calif.	13, 14 and 23 Portland, Ore. Spokane, Wash. Twin Falls, Idaho Tel. Mutual 3-300, Ext. 448, 449, and 450
Geo. V. Wiltse Region #4	802 Federal Office Bldg. Seattle 4, Wash.	21 Lanikai, Oahu, Hawaii Tel. Kailua 611, Local 72445
Lee R. Dawson Region #5	P.O. Box 1142 Lanikai, Oahu, Hawaii	16, 17, 18 and 19 Grand Island, Neb. Tel. Harrison 7-4700, Ext. 557
Wm. J. McDonell Region #6	832 U.S. Courthouse Chicago 4, Illinois	

### DISTRICT OFFICES

District No.	Address	City and State
1	Nathan A. Hallenstein Engineer in Charge 1600 Customhouse Arthur Batcheller Engineer in Charge 748 Federal Bldg. 641 Washington St.	Boston 9, Mass. Tel. Hubbard 2-6200 Ext. 377, 378, 379 New York 14, N. Y. Tel. Watkins 4-1000 Ext. 392
2	Roger E. Phelps Engineer in Charge 1005 New U. S. Customhouse Hyman A. Cohen Engineer in Charge Room 500 McCawley Bldg. 400 E. Lombard St.	Philadelphia 6, Pa. Tel. Market 7-8000 Ext. 137, 138, 139 Baltimore 2, Md. Tel. Plaza 2-8460 Ext. 816, 817

5	Edward Bennett Engineer in Charge Room 402, Federal Bldg.	Norfolk 10, Virginia Tel. 24963
6	W. D. Johnson Engineer in Charge 411 Federal Annex Andrew E. Bahlay Radio Engineer P.O. Box 77 Room 214 Post Office Bldg.	Atlanta 3, Georgia Tel. Lamar 0272 Savannah, Georgia Tel. 2-7602
Sub-Office	Arthur S. Fish Engineer in Charge P.O. Box 150 (312 Federal Bldg.) Chalmer H. Neeb Radio Engineer 409-410 Post Office Bldg.	Miami 1, Florida Tel. 9-3900 Tampa 2, Florida Tel. 2-1773
7	Theodore G. Deiler Engineer in Charge 400 Audubon Bldg. Geo. E. Franklin Radio Engineer 419 U. S. Courthouse & Customhouse	New Orleans 16, La. Tel. Canal 1739 Mobile 10, Alabama Tel. 2-3641
Sub-Office	Louis L. McCabe Engineer in Charge 324 U. S. Appraisers Bldg. 7300 Wingate St. Eric D. Coburn Radio Engineer P.O. Box 1527 John H. Homsy Engineer in Charge P.O. Box 5238	Houston 11, Texas Tel. Woodcrest 1906 Beaumont, Texas Tel. 28141 Dallas 22, Texas Tel. Sterling 5611, Ext. 643, 644 Los Angeles 12, Calif. Tel. Madison 7411, Ext. 631
9	Bernard H. Linden Engineer in Charge 539 U. S. Post Office & Courthouse Temple & Spring Sts. Ney R. Landry Radio Engineer 15-C U. S. Customhouse J. Lee Smith Radio Engineer Rm. 326 U. S. Post Office & Courthouse	San Diego 1, Calif. Tel. Belmont 4-6211 Ext. 383 San Pedro, Calif. Tel. Terminal 22389
Sub-Office	Francis V. Sloan Engineer in Charge 323-A Customhouse Joseph H. Hallock Engineer in Charge 433 New U. S. Courthouse 620 S. W. Main St. Herbert H. Arlowe Engineer in Charge 802 Federal Office Bldg. William E. Clyne Engineer in Charge 521 New Customhouse 19th bet. California & Stout Sts.	San Francisco 26, Calif. Tel. Yukon 6-4141 Portland 5, Oregon Tel. Atwater 6171 Ext. 541 and 542 Seattle 4, Washington Tel. Mutual 3-300 Ext. 448, 449, 450 Denver 2, Colorado Tel. Keystone 4-4151 Ext. 227
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12		
13		
14		
15		

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7	Harold T. Gallaher Engineer in Charge 3106 Federal Office Bldg. 911 Walnut St.	Kansas City 6E, Mo. Tel. Baltimore 7000 Ext. 8-253	22	Sub-Office Hal S. Weidner Engineer in Charge P.O. Box 1421	San Juan 13, P. R. Tel. 2-4562
8	H. D. Hayes Engineer in Charge 826 U. S. Courthouse 219 South Clark St.	Chicago 4, Illinois Tel. Harrison 7-4700 Ext. 275	23	Harold D. DeVoe Radio Engineer P.O. Box 644	Juneau, Alaska Tel. 721
9	Edwin S. Heiser Engineer in Charge 1029 New Federal Bldg.	Detroit 26, Michigan Tel. Woodward 3-9330 Ext. 441, 442	24	Alfred H. Kleist Engineer in Charge (22nd & E Sts. N. W.)	Anchorage, Alaska Tel.: 25501.
0	Paul A. Holloway	Buffalo 3, N. Y.			Washington 25, D. C. Tel. EXecutive 3-3620

## RADIO CORPORATION OF AMERICA

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y. Tel.: Columbus 5-5900. For NBC listing see page 45.

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 630 Fifth Avenue, New York 20, N. Y.  
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 Cambridge, Ohio. Record players, television receiver parts  
 Canonsburg, Pa., Adams Avenue. Radio receivers. "Victrola" phonographs  
 Hamilton, Ohio, East Avenue. Gas and electric ranges  
 Hollywood, Calif., 1016 N. Sycamore Avenue. Custom record pressing, film  
 recording  
 Indianapolis, Ind., 501 N. LaSalle Street. Television receivers, phonograph records  
 Monticello, Ind., Box 242, Hanawalt Road. Television cabinets  
 New York, N. Y., 155 E. 24th Street. Record pressing  
 Rockaway, N. J. Phonograph records

### ELECTRONIC PRODUCTS

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### RADIOMARINE CORPORATION OF AMERICA

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 apparatus  
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 Detroit, Mich., 6545 St. Antoine Street. Motion picture projectors  
 Findlay, Ohio, Box 246, Fostoria Road. Electronic component parts  
 Harrison, N. J., 415 South Fifth Street. Electron receiving tubes and transistors  
 Indianapolis, Ind., 501 North LaSalle Street. Electronic receiving tubes  
 Lancaster, Pa., Box 1140, New Holland Pike. Kinescopes, power tubes, television  
 camera and special purpose tubes  
 Los Angeles, Calif., 11819 West Olympic Blvd. Government communications  
 equipment  
 Marion, Ind., 3301 South Adams Street. Kinescopes and luminescent powder  
 Moorestown, N. J., Marne Highway. Special government apparatus  
 New York, N. Y., 75 Varick Street. Marine radio communications equipment and  
 electronic navigational devices  
 Woodbridge, N. J. Electron receiving tubes  
**SALES AND SERVICE SUBSIDIARIES**  
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RCA Photophone of Australia, Pty., Ltd., in Sydney  
RCA Victor Radio, S. A., in Rio de Janeiro  
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66 Broad Street, New York City

Telephone: Hanover 2-1811

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GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

(Boldface call letters indicate stations not yet operating)

**ABC OWNED AND MANAGED STATIONS**—WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit. All affiliates of ABC. Represented nationally by Edward Petry & Co. Inc. (for WABC-AM-FM, New York, Los Angeles and San Francisco), by Blair-TV (for WBKB (TV) Chicago and Detroit), and Weed Television (for WABC-TV).

**AIR TRAILS NETWORK STATIONS** (Charles Sawyer)—WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield (52%), all Ohio, and WCMI-AM-FM Ashland, Ky. (70%).

**W. GORDON ALLEN STATIONS**—KRGV Springfield, KGAL Lebanon (60%), KGAE Salem (66%), all Oregon; KLOQ Seattle and KBAM Longview (50%), both Washington. Headquarters: KGAE Salem, Ore.

**ARKTEX STATIONS**—KCMC-AM-FM-TV Texarkana, KWFC Hot Springs, and KAMD Camden, all Arkansas. Controlled by C. E. Palmer, Walter Hussman and Frank O. Myers. Mr. Palmer also controls KTVR (TV) Hot Springs, Ark.

**GENE AUTRY STATIONS**—KOOL-AM-TV Phoenix (70%), KOPO-AM-TV Tucson (48%), KNOG Nogales (48%), KOLD Yuma (85%), all Ariz., and KMPC Los Angeles (51%).

**CY N. BAHAKEL STATIONS**—WRIS Roanoke, Va., WKOZ Kosciusko, WABG Greenwood, Miss.; WFLH Huntington, W. Va., and WKIN Kingsport, Tenn.

**H. & E. BALABAN CORP. STATIONS**—WTVO (TV) Rockford, Ill. (50%); WICS (TV) Springfield, Ill. (33½%).

**BARTELL STATIONS**—WMTV (TV) Madison, WOKY-AM-TV Milwaukee, and WAPL Appleton, all Wis. Gerald A. Bartell, president. Note: Sale of WOKY-TV to CBS pending FCC approval.

**J. PATRICK BEACON STATIONS**—WVWV Fairmont, WETZ New Martinsville, WJPB-TV Fairmont (25%), all West Virginia, and WBUT Butler, Pa.

**H. M. BITNER STATIONS**—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WFDF Flint, and WEOA Evansville, Ind.

**JOHN W. BOLER STATIONS**—KCJB-AM-TV Minot, KXJB-AM-TV Valley City and KSJB Jamestown, all N. D.

**BOOTH STATIONS**—WJLB, WBRI (FM) Detroit, WBBC Flint, WSGW, WSBM-TV Saginaw, WIBM Jackson, all Michigan. John L. Booth.

**JOHN S. BOOTH & T. K. CASSELL STATIONS**—WTVE (TV) Elmira, N. Y.; WCHA-TV Chambersburg, Pa. Mr. Cassell also owns WATS Sayre, Pa.

**J. ROBB BRADY STATIONS**—KWIK Pocatello (25%), KWIK-TV Pocatello (50%), KLIX, KLIX-TV Twin Falls (50%), all Idaho.

**JAMES B. BRANCH-ROY M. FISH-W. RICHARD TUCK STATIONS**—KBEC Waxahachie, Tex.; KBSF Springhill, La., and KBBA Benton, Ark.

**BROADCASTING CORP. OF AMERICA**—KPRO, Riverside; KREO, Indio; KYOR, Blythe; KROP Brawley, all California, Fred E. Carr, trustee.

**BROWN SCHOOLS STATIONS**—KOME, Tulsa; KGER, Long Beach, Calif.; KUOA-AM-FM, Si-loam Springs, Ark. John E. Brown Jr., president; Clinton Fowler, executive vice president.

**KENYON BROWN STATIONS**—KWFT-AM-FM-TV Wichita Falls, Tex. (50%); KMBY-AM-TV Monterey, Calif. (30%); KBYE Oklahoma City, Okla. (18%), and 19% of KGLC and 25% of KMIV (TV) Miami, Okla.

**D. A. CANNAN STATIONS**—KFDM-AM-TV Beaumont and KFDX-AM-TV Wichita Falls, both Tex.

**FRANK C. CARMAN-GRANT WRATHALL STATIONS**—KWIK, KWIK-TV Pocatello (25%), KLIX, KLIX-TV Twin Falls (50% with associates), KIFI Idaho Falls (50% with associates), all Idaho; KUTA Salt Lake City (100% with associates); KUTV (TV) Salt Lake City (50% with associates); KOPR-AM-TV Butte, Mont. (66% with associates). Mr. Carman and associates also own KGEM Boise, Idaho.

**CBS OWNED AND MANAGED STATIONS**—WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEI-AM-FM Boston. Purchase of WOKY-TV Milwaukee and of WSTV-TV Steubenville, Ohio, pending FCC approval. All affiliates of CBS; all represented nationally by CBS Spot Sales.

**CHANTICLEER BROADCASTING CO. STATIONS**—WCTC-AM-FM New Brunswick, N. J.; WIRA Ft. Pierce, Fla.; WTIK Durham, N. C. (51%), and WTTB Vero Beach, Fla. (40%).

**CHRONICLE PUBLISHING CO. STATIONS**—KRON (FM), KRON-TV San Francisco, KBAK-AM-TV Bakersfield, Calif.

**CLEARFIELD BROADCASTERS**—WCPA Clearfield, WAKU Latrobe and WDAD Indiana, all Pa., and WJCM Sebring, Fla.

**JOSEPH K. CLOSE STATIONS**—WKNE, WKNE-TV Keene, N. H., and WKNY-AM-TV Kingston, N. Y. (51%).

**GEORGE L. COLEMAN STATIONS**—KMBY-AM-TV Monterey, Calif. (24%) and 5.5% of KGLC and 75% of KMIV (TV) Miami, Okla.

**JAMES L. COLEY-JULIA C. DUNCAN-JAMES W. WHATLEY-WRFS-AM-FM** Alexander City, WETU Weumka, both Alabama, and WRLD-AM-FM West Point, Ga.

**BOARD OF EDUCATION, STATE OF CONN.**—WCTB (TV) Bridgeport, WEDH (TV) Hartford, WCTN (TV) Norwich, Conn.

**CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS** (Mormon Church)—KSL-AM-FM-TV Salt Lake City (83.5%), KID-AM-TV Idaho Falls, Idaho (31.1%), KGMB-AM-TV Honolulu (20%), KSUB Cedar City, Utah (95%).

**PAT M. COURINGTON STATIONS**—WCRI Scottsboro, WAVU-AM-FM Albertville (51%), WCRL Oneonta (51%), all Alabama.

**JAMES M. COX STATIONS**—WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla. Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, executive director.

**ED CRANEY STATIONS**—KXLF-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK, Great Falls, all Mont., and KXL, Portland, Ore.

**CROSLY BROADCASTING CORP.** (subsidiary of Avco Mfg. Co.)—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta, Ga. Robert E. Dunville, president (Cincinnati).

**CURTIS RADIOCASTING CORP. STATIONS**—WGBF, WMLL (FM) Evansville, WBOW-AM-FM Terre Haute, both Ind.; WTMW East St. Louis, Ill.

**VICE DIEHM ASSOC. STATIONS**—WVDA Boston; WAZL-AM-FM, WAZL-TV Hazleton, Pa.; WIDE Biddeford, Maine; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

**R. H. DREWRY STATIONS**—KSWO-AM-TV Lawton, Okla.; KMID-TV Midland, Tex., and KRHD Duncan, Okla.

**DUMONT TELEVISION NETWORK, OWNED AND MANAGED STATIONS**—WABD (TV) New

York, WTTG (TV) Washington, WDTV (TV) Pittsburgh. All members of DuMont Television Network. WABD represented by Avery-Knodel Inc., WTTG by Blair-TV Inc. and WDTV by WDTV Sales Dept. Note: Sale of WDTV to Westinghouse Bcstg. Co. pending FCC approval.

**JOHN E. FETZER STATIONS**—WKZO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids, Mich., and WMBD-AM-FM Peoria, Ill. (33½%).

**WILLIAM C. FORREST STATIONS**—WIBU Poynette; WWCF (FM) Baraboo, and WRDB Reedsburg, all Wisconsin.

**FRIENDLY GROUP**—WSTV-AM-FM-TV Steubenville, Ohio (sale of WSTV-TV to CBS pending FCC approval); WFPG, WFPG-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. John J. Laux, managing director.

**J. A. GALLIMORE STATIONS**—WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barwell, all South Carolina; WLFA Lafayette, Ga., and WCLE Cleveland, Tenn.

**THEODORE R. GAMBLE STATIONS**—KOIN-AM-FM-TV Portland Ore. (28.1%), KOMO-AM-TV Seattle (33½%).

**GANNETT NEWSPAPERS STATIONS**—WHCC-AM-TV Rochester, N. Y.; WENY Elmira, N. Y.; W DAN-AM-TV Danville Ill.; WGTH-AM-TV Hartford, Conn. (45%); WHDL Olean, N. Y. (minority). All holdings through newspapers. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, executive vice president; Lynn N. Bitner, general business manager; C. Glover DeLaney, managing director, radio group.

**GENERAL TELERADIO INC.** (owned by General Tire & Rubber Co.)—Yankee Network Div.; WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford (55% owned by General Teleradio; 45% by Hartford Times-Gannett); Don Lee Div.; KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. WOR Div.; WOR-AM-FM-TV New York. General Teleradio also owns WHBQ-AM-TV Memphis, Tenn. Thomas F. O'Neil, president, General Teleradio Inc.; Norman Knight, vice president-general manager, Yankee Network Div.; Willet H. Brown, president-general manager, Don Lee Network Div.; Gordon Gray, vice president-general manager, WOR Div.; John H. Cleghorn, gen. mgr., WHBQ.

**GILA BCTG. CO STATIONS**—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, KCLF Clifton, all Arizona. Lewis F. Long, president.

**A. L. GLASMAN STATIONS**—KIMN Denver, Colo.; KLO Ogden, Utah, and KMOM Great Falls, Mont. (40%). Mr. Glasman's daughter (Mrs. George C. Hatch) and husband own KALL Salt Lake City.

**CARY L. GRAHAM & EDWIN H. ESTES STATIONS**—WETO Gadsden, WMOZ Mobile, WANA Anniston, all Alabama. Mr. Graham also owns 26% of WPID Piedmont, Ala.

**GRANITE STATE BROADCASTING CO. STATIONS**—WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover-Lebanon, all New Hampshire, and 6% owner of WMTW (TV) Poland, Me. Headquarters: 155 Front St., Manchester, N. H. W. J. Barkley, president; W. F. Rust Jr., treasurer.

**GREAT PLAINS TELEVISION PROPERTIES**—KETV (TV) Little Rock, Ark.; KCTV (TV) Sioux City, Iowa; WFTV (TV) Duluth, Minn.; WICS (TV) Springfield, Ill. (33½%). Herbert Scheffel, president; Alfred G. Burger, treasurer; C. G. Alexander, general manager.



**AGNES JANE REEVES GREER STATIONS** — WAJR Morgantown, WONE Elkins, both W. Va.; WJER Dover, Ohio, and WKJF (FM) and WKJF-TV Pittsburgh, Pa.

**JOHN T. GRIFFIN STATIONS** — KTVX (TV) Muskogee, Okla.; KATV (TV) Pine Bluff, Ark.; KWTW (TV) Oklahoma City (50%), KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

**JOHN P. and SIDNEY HARRIS STATIONS** — KSAL Salina, KIUL Garden City, KTVH (TV) Hutchinson (22%), KFBI Wichita (24%), all Kan., and KBUR Burlington, Iowa.

**JACK W. HAWKINS & BARNEY H. HUBBS STATIONS** — KIUN Pecos, Tex., KVFC Cortez, Colo., KVLK Alpine (80%), KCMR McCamey (80%), and KRIG Odessa (50%), all Texas.

**HEARST STATIONS** — WBAL-AM-TV Baltimore; WISN Milwaukee; WCAE, Pittsburgh. WBAL and WISN licensed to Hearst Corp. WCAE licensed to WCAE Inc. D. L. Provost, vice president and general manager for radio and television, Hearst Corp. Leonard Kapner, president, WCAE Inc.

**OSCAR C. HIRSCH STATIONS** — WKRO Cairo, and WHCO Sparta, Ill.; KFVS-AM-TV Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

**FRANK S. HOY STATIONS** — WLAM-AM-TV Lewiston, Me.; WPMT (TV) Portland, Me.

**BIRNEY IMES JR. STATIONS** — WCBI-TV Columbus, WMOX, Meridian, WELO Tupelo, WNAG Granada. WROX Clarksdale, all Mississippi.

**INLAND RADIO INC. STATIONS** — KBKR, Baker, KLEB, LaGrange, and KSRV, Ontario, all in Oregon. Principal owner: Olive B. Cornett, 50%. Headquarters: KBKR, Baker, Ore.

**JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS** — WBT and WBTW (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16.5% interest in WFMV (FM) and WFMV-TV Greensboro, N. C., and 97% of preferred stock of Storer Broadcasting Co.

**WILLIAM F. JOHNS STATIONS** — KCOM Sioux City, Iowa; WOSH Oshkosh, Wis. (85%); WSHB Stillwater, Minn. (75%). WMNS-AM-FM (formerly WMIN) St. Paul, Minn. (39%); WSPT Stevens Point, Wis. (9%).

**CLAUDIA T. JOHNSON STATIONS** — KTBC-AM-TV Austin and KANG-TV Waco.

**KERR-McGEE STATIONS** — WEEK-AM-TV Peoria, Ill., and 50% of KVOO-TV Tulsa, Okla. Sen. Robert S. Kerr and A. D. McGee.

**JOHN W. KLUGE STATIONS** — WTRX-AM-FM Bellaire, Ohio (Wheeling, W. Va.); WILY Pittsburgh, Pa. (88%); WKDA Nashville, Tenn. (73%); KXLV Clayton, Mo. (68.7%); WLOF Orlando, Fla. (50% with wife and brother); WGay Silver Spring, Md. (50%).

**KIGGINS & ROLLINS STATIONS** — KFIA (TV) Anchorage and KFIF (TV) Fairbanks, both Alaska. Note: Purchased by Midnight Sun Bcstg. Co. pending FCC approval.

**JOHN S. KNIGHT STATIONS** — WAKR-AM-FM-TV Akron, Ohio (45%); WIND, WIND-TV Chicago (27.7%); WQAM-AM-FM Miami.

**CHARLES W. LAMAR STATIONS** — WPFA, WFFA-TV Pensacola, Fla.; KTAG-TV Lake Charles, La.; WAFB-AM-TV Baton Rouge, La. (minority) KCIL Houma, La.

**EDWARD LAMB ENTERPRISES INC.** — WIKK and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTVQ (TV) Pittsburgh, Pa. (purchase pending FCC approval); WTDQ and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. (sale of WHOO-AM-FM pending FCC approval). Headquarters: 500 Edward Lamb Bldg., Toledo, Washington office: 1177 National Press Bldg. Edward Lamb, president; J. Howard McGrath, executive vice president; Frank Oswald, vice president.

**T. B. LANFORD STATIONS** — KALB-AM-TV Alexandria, La. (47.2%); KPLC-AM-TV Lake Charles, La. (33 1/3%); KRMD-AM-FM Shreveport, La. (48%); WSLI Jackson, Miss. (23%); KRRV Sherman, Tex. (88%).

**LEE STATIONS** — KHQA-TV Hannibal, Mo.; KGLO-AM-FM-TV Mason City, Iowa, and 41% of WKBT (TV) La Crosse, Wis.

**RICHARD FIELD LEWIS JR. STATIONS** — WINC, WRFL (FM) Winchester, WSIG Mt. Jackson, and WFVA Fredericksburg (60%), Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania.

**HARRY WILLARD LINDER STATIONS** — KLGR Redwood Falls, KMHL Marshall, KWLW Willmar (63.3%), KDMA Montevideo (58%), and KTOE Mankato (10%), all Minnesota.

**J. G. LONG STATIONS** — KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit.)

**JESSICA L. LONGSTON STATIONS** — KBAR Burley, Ida. (86%); KSEM Moses Lake, Wash. (58%); KAYO (formerly KRSC) Seattle, Wash. (52%); KPIG Bellingham, Wash. (50%). KENE Toppenish, Wash. (32%).

**JOHN J. LOUIS STATIONS** — KVOA-AM-TV Tucson, KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

**M&N BROADCASTING CO. STATIONS** — WIGM Medford, WFPF Park Falls, and WLDY Ladysmith, all Wisconsin. Harold R. Murphy, 48.7% owner of M&N Broadcasting Co., owns 100% of WCHP Chippewa Falls, and 20% each of WMAW Menominee and WDUZ Green Bay, all Wisconsin. Headquarters: WLDY Ladysmith. Charles H. Nelson, president and general manager; Harold R. Murphy, secretary-treasurer.

**MARTIN THEATRES OF GEORGIA STATIONS** — WJBF-AM-TV Augusta (35%); WDAK-AM-TV Columbus (75%), both Ga.

**WENDELL MAYES STATIONS** — KBWD Brownwood, KNOW Austin and 50% of KSNY Snyder, all Texas; 25% interest in KTOK Oklahoma City.

**J. ELROY McCAW STATIONS** — KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York (75%); KELE Centralia, Wash. (50%), and minority interests in KYAK Yakima and KALE Richland, Wash. Mr. McCaw and John D. Keating each own 50% of KYA San Francisco, and 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

**McClatchy BROADCASTING CO. STATIONS** — KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KWG Stockton, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, KOH Reno, Nev. Headquarters: 21st & Q, Sacramento 4. Eleanor McClatchy, president.

**ROBERT R. McCORMICK STATIONS** — WGN-AM-TV Chicago and WPIX (TV) New York. Frank P. Schreiber, general manager, Chicago; Fred M. Thrower, general manager, New York.

**McLendon STATIONS** — KLIF, KLIF-TV Dallas, KLP El Paso, and KTLG (TV) Corpus Christi, all Tex. Barton R. McLendon, president; Gordon B. McLendon, vice president.

**MEREDITH PUBLISHING CO. STATIONS** — KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y. Headquarters: Des Moines, Iowa. Payson Hall, director, radio-TV.

**MICHIGAN BROADCASTING SYSTEM STATIONS** — WKMH-AM-FM Dearborn, WKMF Flint, WKHM Jackson, and purchase of WSAM-AM-FM Saginaw pending FCC approval. Fred A. Knorr, president and general manager.

**MID-AMERICA BROADCASTING CO. STATIONS** — KUDL Kansas City, Mo.; KDKD Clinton, Mo.; WGMV Greenville, Miss., and KOSI Aurora-Denver, Colo. All owned or controlled by David M. Segal.

**MID-CONTINENT BROADCASTING CO. STATIONS** — KOWH Omaha, WHB Kansas City, WTIX New Orleans. Robert H. Storz, chairman of board; Todd Storz, president; Virgil Sharpe, vice president; George W. Armstrong, vice president; Dale Moudy, director of engineering. Headquarters: Kilpatrick Bldg., Omaha.

**MIDNIGHT SUN-AURORA BROADCASTING SYSTEM** — KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABE Ketchikan, all Alaska. Note: Purchase of KFIF (TV) Fairbanks and KFIA (TV) Anchorage pending FCC approval. Miriam Dickey, president, Midnight Sun Broadcasting Co.; Austin G. Cooley, president, Aurora Broadcasters Inc.

**MIDWESTERN BROADCASTING CO. STATIONS** — (Controlled by Les Biederman) WTCM, WPBN-TV Traverse City, WATT Cadillac, WATC, Gaylor, WATZ Alpena, and WMBN Petoskey, all in Michigan.

**MORGAN MURPHY-WALTER C. BRIDGES STATIONS** — WEAU-AM-FM-TV Eau Claire, Wis. (75%); KVOL-AM-FM, KVOL-TV Lafayette, La. (50%); KGTV (TV) Des Moines, Iowa (75%); WEEC Duluth, WMFG Hibbing, both Minn., and WISC-AM-FM Madison, Wis. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis.

**NBC OWNED AND MANAGED STATIONS** — WRCB-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM, WNBQ (TV) Chicago, WTAM-AM-FM, WNEK (TV) Cleveland, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles. All members of NBC network; all represented by NBC Spot Sales.

**WAYNE M. NELSON STATIONS** — WPET Greensboro, WHIP Mooresville and WAYN Rockingham, all North Carolina.

**NEWHOUSE NEWSPAPER STATIONS** — WSYR AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KOIN-AM-FM-TV Portland, Ore. (50%).

**NEWS PUBLISHING CO. STATIONS** — WBLK, WBLK-TV Clarksville, W. Va. WPAR-AM-FM Parkersburg, W. Va. and 34% of WTRF-AM-FM-TV Wheeling, W. Va.

**BOARD OF REGENTS. U. of STATE OF NEW YORK** — WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WIET (TV) Ithaca, WGTW (TV) New York, WROH (TV) Rochester, WRTV (TV) Syracuse, New York.

**JAMES NOE STATIONS** — KNOE-AM-TV Monroe, WNOE New Orleans, La.; KOTN Pine Bluff, Ark.

**NORTH COUNTRY STATIONS OF VERMONT** — WTVN St. Johnsbury, WIKI Newport, and WNLK Springfield, all Vermont. E. Dean Finney, owner.

**NORTH DAKOTA BROADCASTING CO. STATIONS** — KCJB-AM-TV Minot, KXJB-TV Valley City and KSJB Jamestown, all North Dakota. John W. Boler, Minot.

**JAMES H. OTTAWAY STATIONS** — WENE, Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.

**PAGLIN-RAY STATIONS** — WBOK, WCNO-TV New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana and KYOK Houston, Tex. Owned jointly by Jules J. Paglin and Stanley W. Ray Jr.

**B. J. PALMER STATIONS** — WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, KMA Shenandoah, Iowa (25%), and KMTV (TV) Omaha (25%).

**C. E. PALMER STATIONS** — KCMC-AM-FM-TV Texarkana, Tex., and KTVR (TV) Hot Springs, Ark.

**PEOPLES BROADCASTING STATIONS** (Farm Bureau Insurance Co.) — WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio.

**JOHN H. PERRY STATIONS** — WCOA Pensacola, WJHP-AM-FM-TV Jacksonville, WTMC Ocala, WDLF Panama City, and WNDB-AM-FM Daytona Beach (40%), all Fla.

**POLAN INDUSTRIES STATIONS** — WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va. Theodore M. Nelson, general manager, TV Division.

**JOHN POOLE STATIONS** — KBIG Avalon and KBIC-TV Los Angeles, KBIE-TV Sacramento, KBIF and KBID-TV Fresno, Calif.

**RAHALL STATIONS** — WKAP, WQCY-TV Allentown, WNAR Norristown, both Pa.; WWRN Beckley, WCHS-TV Charleston, both W. Va.; WFEA Manchester, N. H. N. Joe Rahall, president.

**DONALD W. REYNOLDS STATIONS** — KFSA-AM-FM-TV Fort Smith, Ark.; KZTV (TV) Reno, Nev.; KHBG Okmulgee, Okla., and KBRS Springdale, Ark.

**ADELINE B. RINES STATIONS** — WRDO Augusta, WLBZ Bangor, and WSSH-AM-TV Portland, all in Maine.

**DEE RIVER STATIONS** — WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga.; KWEM West Memphis, Ark. E. D. Rivers Jr., chairman; W. H. Keller Jr., president.

**E. D. RIVERS SR. STATIONS** — WOBS, WOBS-TV Jacksonville, Fla. (60%), WMIE Miami (66.5%), WCTV (TV) Thomasville, Ga. (100%), and WLBS Birmingham, Ala.

**JAMES RIVERS STATIONS** — WMJM Cordele, WJAZ Albany, WJH East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers. William Blizzard, WMJM, Cordele, Ga.

**CECIL W. ROBERTS STATIONS** — KCLO Leavenworth, KCRB Chanute, both Kan.; KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Mo.; WINI Murphysboro and WBLN-TV Bloomington, both Ill.

**AARON B. ROBINSON STATIONS** — WDKE Lawrenceburg, WDXN Clarksville, WDXL Lexington (60%), WDXI Jackson (majority), WTPR Paris (majority), WENK Union City (majority), all Tenn.; WCMA Corinth, Miss. (46%).

**W. WAYNE & JOHN R. ROLLINS STATIONS** — WRAD Radford, Va.; WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del., WRAP Norfolk, Va.

**R. W. ROUNSAVILLE STATIONS** — WQXI, WQXI-TV Atlanta, Ga.; WLOU and WQLX-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Tenn.; WWOK Charlotte, N. C., and 51% of WBEJ Elizabethton, Tenn.

**RURAL RADIO NETWORK STATIONS** (all fm) — WRRL Wethersfield, WREY, Bristol Center, WRRR Ithaca, WRRD Deuyter, WRRR Cherry Valley, all New York.

**SHELDON F. SACKETT STATIONS** — KROW Oakland, Calif.; KVAN, KVAN-TV Vancouver, Wash.; KOOS Coos Bay, Ore.

**HENRY C. SANDERS & NORMAN HALL STATIONS** — WBNL Boonville, WBTO Linton and WPCO Mt. Vernon, all Indiana.

# GROUP OWNERSHIP

**SCHINE THEATRES STATIONS—WPTR, WPTR-TV Albany, N. Y. (55%) and WRNY-AM-FM, WRNY-TV Rochester, N. Y. (50%).**

**SCRIPPS-HOWARD GROUP—**Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co. is the licensee of WMC, WMC (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president (230 Park Ave., New York); James C. Hanrahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCPO-AM-FM-TV; Henry W. Slavick, general manager, WMC, WMC (FM) and WMCT (TV); Richard B. Westergaard, vice president and general manager, WNOX.

**SEATON STATIONS—**KMAN Manhattan and KGGF Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

**LEWIS O. SEIBERT STATIONS—**KBST-AM-TV Big Springs (20%), KGKL San Angelo, and KPLT Paris (45%), all Tex.

**HAROLD G. SINGLETON STATIONS—**KRTV Hillsboro, Ore.; KTEL Walla Walla, Wash. (60%), KJUN Redmond, Ore. (60%), KGAL Lebanon, Ore. (10%).

**WILLIAM B. SMULLIN STATIONS—**KIEM-AM-TV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore. (50%), and KUIN and KGPO (FM) Grants Pass, Ore. (50%).

**SOUTHERN OREGON PUBLISHING CO. STATIONS—**KFLW Klamath Falls, KRNR Roseburg (75%), KYJC Medford (19%), all Oregon.

**STAUFFER PUBLICATIONS STATIONS—**KSEK Pittsburg and KSOK Arkansas City, Kan.; KGGF Shawnee, Okla.

**STEINMAN STATIONS—**WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM Easton, all Pa. Headquarters: 8 W. King St., Lancaster. Clair R. McCollough, general manager.

**STORER BROADCASTING CO. STATIONS—**WBBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL (TV) Cleveland, WVVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, Fla., and KPTV (TV) Portland, Ore. George B. Storer, president; J. Harold Ryan, vice president and treasurer; George B. Storer Jr., vice president (finance), Lee B. Wailes, executive vice president; Stanton P. Kettler, Southern District vice president; William E. Rine, Northern District vice president; John E. McCoy, secretary; Glenn G. Boundy, director of engineering. Headquarters: 1177 Kane Concourse, Miami Beach 41, Fla. New York office: 488

Madison Ave. Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave. Robert C. Wood, mid-west manager.

**TAFT STATIONS—**WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WBIR-AM-FM-TV Knoxville, Tenn. Hubert Taft Jr., executive vice president, WKRC stations and president, WTVN; U. A. Latham, station manager, WKRC stations; Kenneth Church, executive vice president, WTVN stations.

**TEDESCO STATIONS—**WCOW St. Paul, WKLJ Sparta, KDUZ Hutchinson, all Minn. Headquarters: St. Paul. Albert S. Tedesco.

**TELE-TRIP POLICY CO. STATIONS—**KPOA Honolulu, WTAC Flint, Mich., and purchase of KQV Pittsburgh pending FCC approval. Headquarters: 420 Lexington Ave., New York. John M. Shaheen, president.

**TEXAS STATE NETWORK OWNED STATIONS—**KFJZ-AM-TV Fort Worth, KRIO McAllen, WACO Waco, KFDA-AM-TV Amarillo, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

**THOMS-DOUGHTON-DOWDY-WHITMIRE STATIONS—**(Harold H. Thoms, I. Horton Doughton, George Dowdy, B. T. Whitmire)—WAYS Charlotte, WCOG Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C., and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire owns 20% of WAKN Aiken, S. C. Note: Sale of WAYS-TV to Hugh A. Deadwyler pending FCC approval.

**TIME INC. STATIONS—**KOB-AM-TV Albuquerque, N. M. (50%); KDYL-AM-FM and KTVL (TV) Salt Lake City (80%); KLZ-AM-FM-TV Denver (100%), Wayne Coy, president, KOB stations (50% owner); G. Bennett Larson, president, KDYL-KTVL stations (20% owner); Hugh B. Terry, president, KLZ stations.

**B. F. J. TIMM STATIONS—**WMFS Chattanooga, Tenn.; WDMG Douglas, Ga.; WMEN Tallahassee, Fla.

**THOMAS G. TINSLEY JR. STATIONS—**WITH-AM-FM, WITH-TV Baltimore (14%), WLEE-AM-FM Richmond, and WPRG (TV) Petersburg, both Va.

**TOWN & FARM STATIONS (Don Searle)—**KIOA Des Moines, Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

**UNITED BROADCASTING CO. STATIONS—**WQOK WOOK-TV WFAY (FM), Washington, D. C.; WSID, WTLE (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Md.; WJMO Cleveland, Ohio, and WANT Richmond, Va. Note: Purchase of facilities of WDAS Philadelphia pending FCC approval. Richard Eaton, president, New York office: 507 Fifth Ave. Robert L. Wittig, manager.

**UNIVERSAL BROADCASTING CO.—**WISH-AM-TV Indianapolis, WHBU Anderson, WANE, WANE-TV Fort Wayne, all Ind. C. Bruce McConnell, president.

**UPPER MICHIGAN-WISCONSIN BCSTG. STATIONS—**WJMS Ironwood, Mich.; WATW Ashland, Wis.; WKIB Iron River, Mich. (51%).

**WILLIAM J. WAGNER STATIONS—**KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIFW Sitka, and KIBH Seward, all Alaska.

**WINSTON O. WARD STATIONS—**KIMP Mt. Pleasant, Tex.; KBEL Idabel, Okla., and KRBD Alexandria, La.

**WASHINGTON POST STATIONS—**WTOP-AM-FM-TV Washington, WMBR-AM-TV Jacksonville, Fla. John S. Hayes, vice president in charge of radio-tv.

**WDSU BROADCASTING CORP. STATIONS—**WDSU-AM-FM-TV New Orleans; WAFB-AM-FM-TV Baton Rouge, La. (10%).

**WILLIAM G. WELLS STATIONS—**WMOA Marietta, Ohio (80%), WTAN Clearwater, Fla. (55%), and WNCO Waterbury, Conn. (33½%).

**WESTINGHOUSE BROADCASTING CO. STATIONS—**WBZ-AM-FM-TV Boston, Mass.; KYW and WPTZ (TV) Philadelphia, Pa.; KPIX (TV) San Francisco; WBZA-AM-FM Springfield, Mass.; Wayne, Ind.; KEX-AM-FM Portland, Ore. Note: Purchase of WDTV (TV) Pgh. pending FCC approval. WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 1825 K St., N.W., Washington 8, D. C. Officers: Chris J. Witting, president; Joseph E. Baudino, vice president and general manager; Eldon Campbell, general sales manager; D. G. Partridge, advertising manager; Gordon Hawkins, educational director; J. O. Schertler, industrial relations manager; I. C. Ruby, auditor; Ralph N. Harmon, engineering vice president; John W. Steen, legal representative.

**WHELOCK, PICKENS & COFFIELD STATIONS (Uhf Television Co.)—**KDTX (TV) Dallas, KTVF (TV) Houston, and WTLO (TV) New Orleans.

**ARTHUR WILKERSON STATIONS—**WLIL-AM-FM Lenoir City, WAEW-AM-FM Crossville, and WLK Newport, Tenn.

**WINSTON-SALEM BROADCASTING CO. STATIONS—**WTOB-AM-TV Winston-Salem, N. C.; WOTV (TV) Richmond, Va.; James M. Coan, president; John G. Johnson, general manager.

**J. W. WOODRUFF STATIONS—**WAOK-AM-FM Atlanta, WRBL-AM-FM Columbus, WGPC Albany, all Georgia.

**WOODWARD BROADCASTING CO. STATIONS—**WBID-TV Detroit and WTOH-TV Toledo. Max Osnos, president.

## PRODUCTION OF CIVILIAN RADIO SETS — 1922 THROUGH 1954

(Compiled for the 1955 BROADCASTING YEARBOOK by B. F. Osbahr, Editor of 'Tele-Tech & Electronic Industries')

Year	Total Civilian Radio Sets Manufactured		Total Receiving Tubes* Manufactured		Automobile Sets Manufactured		Total Radio Reception Equipment	Auto Sets In Use	Homes with Radio Sets	Total Radio Sets in Use	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Value	Number	Number	Number	of
1922	1,000,000	\$ 5,000,000	1,000,000	\$ 6,000,000	.....	.....	\$ 60,000,000	.....	280,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	.....	.....	151,000,000	.....	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	.....	2,500,000	3,000,000	1924
1925	2,000,000	185,000,000	20,000,000	48,000,000	.....	.....	430,000,000	.....	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	.....	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,000,000	.....	6,500,000	7,000,000	1927
1928	3,381,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	.....	7,500,000	8,500,000	1928
1929	4,438,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	.....	9,000,000	10,500,000	1929
1930	3,827,000	300,000,000	52,000,000	118,000,000	34,000	\$ 3,000,000	496,432,000	.....	12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	89,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	300,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	26,000,000	1934
1935	6,026,000	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	350,000,000	5,000,000	26,666,500	37,800,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	584,000,000	6,500,000	32,700,000	45,300,000	1939
1940	11,800,000	400,000,000	115,000,000	115,000,000	1,700,000	60,000,000	594,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	59,340,000	1942
1943	.....	.....	17,000,000	19,000,000	.....	.....	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	.....	.....	22,000,000	25,000,000	.....	.....	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	.....	20,000,000	30,000,000	35,000,000	.....	.....	105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	14,000,000	700,000,000	190,000,000	200,000,000	1,200,000	72,000,000	900,000,000	7,000,000	35,000,000	60,000,000	1946
1947	17,000,000	800,000,000	220,000,000	250,000,000	2,500,000	150,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	16,500,000	700,000,000	200,000,000	230,000,000	2,800,000	200,000,000	950,000,000	11,000,000	40,000,000	74,000,000	1948
1949	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	1,300,000,000	14,000,000	42,000,000	81,000,000	1949
1950	14,000,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,200,000,000	17,000,000	45,000,000	90,000,000	1950
1951	13,000,000	605,000,000	400,000,000	640,000,000	4,450,000	238,000,000	3,000,000,000	20,000,000	45,850,000	107,250,000	1951
1952	10,000,000	500,000,000	330,000,000	740,000,000	2,500,000	135,000,000	3,300,000,000	25,000,000	46,000,000	114,000,000	1952
1953	13,400,000	536,000,000	410,000,000	920,000,000	4,800,000	250,000,000	3,700,000,000	29,000,000	48,000,000	120,500,000	1953
1954	11,200,000	470,000,000	400,000,000	880,000,000	4,300,000	224,000,000	3,100,000,000	32,000,000	50,000,000	127,000,000	1954

\*Total tubes include those used in tv. Replacements accounted for about 25% in 1952.  
 \*Figures for sets include value of tubes in receivers. In recent years (except 1942 to 1946), replacement tubes have run 25% to 40% of total tube sales. All figures are at retail value.  
 Note: WPB ordered (April, 1942) all civilian radio-set production stopped and factories converted to war production. Reconversion to civilian-radio production began August, 1945.

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

The following tabulation, showing newspaper ownership or affiliation of am, fm and tv broadcast stations in the United States, Hawaii and Alaska, is based on information received from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

ALABAMA

RFS-AM-FM Alexander City—Licensed to Piedmont Service Corp. Publisher of *Alexander City Outlook* is minority stockholder.  
 HMA-AM-FM Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, principal owner of Anniston Star, a principal stockholder.  
 API, WAFM (FM), WABT (TV) Birmingham—Licensed to The Television Corp. of Alabama Inc., owned by Birmingham News Co. (*Birmingham News*). Same company owns *Huntsville (Ala.) Times* (WBHS).  
 BRC-AM-TV Birmingham—Licensed to Birmingham Broadcasting Co. Inc., owned 100% by Storer Broadcasting Co., same ownership (George B. Storer) as *Miami Beach (Fla.) Sun*. See also WJBK Detroit, WAGA Atlanta, WSPD Toledo, WWJ Cleveland, WVVVA Wheeling, W. Va., and KPTV (TV) Portland, Ore.  
 EBJ Brewton—Licensed to Brewton Broadcasting Co., under same ownership as *Brewton Standard*.  
 HOS Decatur—Licensed to Northern Alabama Broadcasting Co. Barret C. Shelton, 50% owner, publisher of *Decatur Daily*.  
 GEA Geneva—Licensed to Geneva County Reaper, weekly publication.  
 HBS Huntsville—Licensed to Huntsville Times Co., Inc., publisher of *Huntsville Times*. See also WAPI Birmingham.  
 RLD-AM-FM Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher of *Lanett Valley Times-News*, *Alexander City Outlook*, *Dadeville Record*.  
 ABB-AM-FM Mobile—Licensed to Mobile Press Register Inc., publisher of *Mobile Press Register*.  
 MFC Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Falkner, majority stockholder, publishers of weekly *Monroe Journal* and *South Alabamian*. Mr. Falkner is also publisher of weekly *Edgemoor Times*.  
 SFA Montgomery—Licensed to Montgomery Broadcasting Co. Inc., one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.  
 LAY Muscle Shoals—Licensed to Muscle Shoals Broadcasting Corp., owned by Frank M. Farris Jr., owner of weekly *Nashville (Tenn.) Record*. See also *WMAK Nashville, Tenn.*  
 HTB Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega News Pub. Co., publisher of weekly *Talladega News*.

ARIZONA

GAN Kingman—Licensed to J. James Glancy, publisher of weekly *Mohave County Miner*.  
 PHO-AM-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*. See also *WHEN Syracuse, N. Y.*  
 WOW Omaha, Neb., and KCMO Kansas City, Mo.

ARKANSAS

XAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star*.  
 FSA-AM-FM-TV Fort Smith—Licensed to Southwestern Radio & TV Inc.; subsidiary of Southwestern Publishing Co., publisher of *Fort Smith Times Record* and *Southwest American*. Donald W. Reynolds, owner, also publishes *Bartlesville (Okla.) Examiner and Enterprise*, *Okmulgee (Okla.) Times and Times-Democrat (KHEG)*, *Las Vegas (Nev.) Review Journal*, (*KLBV-TV*). See also *KBRB Springdale, Ark.*; *KHEG Okmulgee, Okla.*; *KZTV (TV) Reno, Nev.*, and *KLRJ-TV Henderson, Nev.*  
 TVR (TV) Hot Springs—Licensed to Southern Newspapers Inc. (*Hot Springs Sentinel Record* and *New Era*). For other C. E. Palmer newspapers, see *KCMC Texarkana, Tex.*  
 LRA Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by *Gazette Publishing Co.*, publishers of *Arkansas Gazette*.  
 THS Little Rock—Licensed to Radio Broadcasting Inc., chief owners identified with the *Times Publishing Co. Inc.*, publishers of *Shreveport (La.) Times* and parent company of *International Bcstg. Corp. (KWKH)*. Same ownership as *Monroe (La.) World and News-Star*.  
 THV (TV) Little Rock—Licensed to Arkansas Television Co., 32% owned by *Arkansas Democrat Co. (Arkansas Democrat)*. See also *KTHS Little Rock* and *KWKH Shreveport, La.*  
 CWBC Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of *Searcy Citizen*.  
 BRB Springdale—Licensed to N.W. Arkansas Bcstg. & TV Co., subsidiary of *Southwestern Publishing Co.*, President is Donald W. Reynolds (See *KPSA Ft. Smith*).

CALIFORNIA

CBK-AM-TV Bakersfield—Licensed to Bakersfield Bcstg. Co., 97 1/2% owned by *San Francisco Chronicle (KRON (FM), KRON-TV)*.  
 KERN-AM-FM, Bakersfield—Licensed to McClatchy Broadcasting Co., same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers)*. Also *KMJ-AM-TV Fresno*. *KBEE (FM) Modesto*, *KFBK Sacramento*, *KWG Stockton*; *KOH Reno*.  
 KXO, El Centro—Licensed to Valradio Inc., 19% of

which is owned by *Imperial Valley Publishing Co. (El Centro Morning Post, Imperial Valley Press, Braley Daily News)*; 61% is owned by Paul and Edith Jenkins, and 20% by Mr. and Mrs. Harry Hovey.  
 KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (See *KERN Bakersfield*).  
 KNKS Hanford—Licensed to Hanford Bcstg. Co. Earl J. Fenston is president of licensee and of Hanford Pub. Co., publisher of the *Hanford Journal and Sentinel*.  
 KCOP (TV) Los Angeles—Licensed to Copley Press Inc. Copley Press owns *Aurora Beacon-Press*, *Elgin Courier-News*, *Joliet Herald-News* and *Springfield Illinois State Register* (under lease), all Illinois; *San Diego (Calif.) Union and Tribune*, and through Southern California Associated Newspapers, the following newspapers in California: *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*, and 80% of *San Pedro News-Pilot*.  
 KLAC Los Angeles—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post*.  
 KTTV (TV) Los Angeles—Licensed to KTTV Inc., same ownership as *Los Angeles Times*.  
 KBEE (FM) Modesto—Licensed to McClatchy Broadcasting Co. (See *KERN Bakersfield*).  
 KVON Napa—Licensed to Gibson Radio & Publishing Co., owned by Luther E. Gibson, publisher of *Vallejo (Calif.) Times-Herald and News-Chronicle*.  
 KIX-AM-FM Oakland—Licensed to Tribune Building Co.; affiliated with *Oakland Tribune*.  
 KROW Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of *KVAN*, Vancouver, Wash., owner of *KOOS*, Coos Bay, Ore., publisher of *Coos Bay Times*.  
 KOCS, KEDO (FM) Ontario—Licensed to Daily Report Co., same ownership as *Ontario-Upland Report*.  
 KFB-AM-FM Sacramento—Licensed to McClatchy Broadcasting Co. (See *KERN Bakersfield*).  
 KUSH (TV) San Diego—Licensed to Elliott L. Cushman, 82 1/2% owner of *San Diego Shopping News*.  
 KRON-FM-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*. See also *KBAK-AM-TV Bakersfield, Calif.*  
 KSO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher *Gilroy Dispatch*, *Los Gatos Daily Times*.  
 KTIM San Rafael—Licensed to Marin Broadcasting Co.; owned by *San Rafael Independent-Journal*.  
 KTMS Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 51% of common stock). See *KCOY, Santa Maria*.  
 KSCC Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News*, is a partner.  
 KCOY Santa Maria—Licensed to News Press Publishing Co. See *KTMS Santa Barbara*.  
 KOWL, Santa Monica—Licensed to KOWL Bcstg. Co., 37% owned by Robert E. McClure and 25% by J. D. and R. D. Funk who own controlling interest in *Santa Monica Outlook*.  
 KSRQ Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat*. Operated independently of newspaper.  
 KWG Stockton—Licensed to McClatchy Broadcasting Co. (See *KERN Bakersfield*).  
 KSTN, KTVU (TV) Stockton—Licensed to San Joaquin Telecasters, 100% owned by Brown Industries Inc., whose principal owners own *Richmond Independent*, *Fontana Herald-News* and the weekly *La Mesa Scout*, all Calif.  
 KHUB Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in *Los Gatos (Calif.) Times*, 40% interest in *Gilroy (Calif.) Dispatch*.

COLORADO

KKTV (TV) Colorado Springs-Pueblo—Licensed to Tv Colorado Inc., half owned by Colorado Broadcasting Co. (KGHF Pueblo), which has an interest in weekly *Arkansas Valley Journal* and *Voice of the Rockies Inc. (KVOB Colorado Springs)*.  
 KVFC Cortez—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is 66 2/3% owner of semi-weekly *Pecos (Tex.) Enterprise*. See also *KIUN Pecos, Tex.*  
 KIMN Denver—Licensed to KIMN Inc. Same ownership (A. L. Glasman and family) as *Ogden (Utah) Standard-Examiner (KLO)*. See also *KMON Great Falls, Mont.*, and *KALL Salt Lake City, Utah*.  
 KLZ-AM-FM-TV Denver—Licensed to Aladdin Bcstg. Corp., subsidiary of Time Inc., publisher of *Time, Life* and *Fortune*. See also *KOB Albuquerque, N. M.*, and *KDYL Salt Lake City, Utah*.  
 KLMR Lamar—Licensed to Southeast Colorado Broadcasting Co. Inc. Fred M. Betz, one-seventh owner, owns *Lamar Daily News*.

CONNECTICUT

WGTH-AM-TV Hartford—Licensed to General Times Television Corp., 45% owned by *Hartford Times (Gannett)*. For other Gannett newspapers and stations see *WHEC Rochester, N. Y.*  
 WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate*, is president.  
 WBRV Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican and American*.

DELAWARE

WDEL-AM-FM-TV Wilmington—Licensed to WDEL Inc., same ownership (Steinman & Steinman) as *Lancaster (Pa.) Intelligencer-Journal* and *New Era (WGAL)*. Stations operated independently. See *WGAL Lancaster, Pa.*

DISTRICT OF COLUMBIA

WMAL-AM-FM-TV Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership

as *Washington Star*.  
 WTOP-AM-FM-TV Washington—Licensed to WTOP Inc., owned by *Washington Post & Times-Herald*. See also *WMBR Jacksonville, Fla.*

FLORIDA

WNDB-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of *Daytona Beach Journal* and *News*.  
 WJHP-AM-FM-TV Jacksonville—Licensed to The Jacksonville Journal Co. (*Jacksonville Journal*).  
 WMBR-AM-FM-TV Jacksonville—Licensed to Washington Post Co., publisher of *Washington (D. C.) Post & Times Herald*. See also *WTOP Washington, D. C.*  
 WIOD-AM-FM Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by *Miami News Inc.*, publisher of *Miami News*. See *WHIO Dayton, O.*, and *WSB Atlanta, Ga.*  
 WQAM-AM-FM Miami—Licensed to Miami Broadcasting Co., owned by *Miami Herald Publishing Co.*, publisher of *Miami Herald (Knight Newspapers)*. See *WJMN Chicago*.  
 WGBS-AM-FM-TV Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of *Miami Beach Publishing Co.*, publisher of *Miami Beach Sun*. See also *WJBK Detroit*, *WSPD Toledo*, *WAGA Atlanta*, *WBRC Birmingham*, *WVVA Wheeling*, *WJW Cleveland*, *KPTV (TV) Portland, Ore.*  
 WNOG Naples—Licensed to Collier County Broadcasters Inc., 58% owned by *News-Press Publishing Co. (Fort Myers News-Press)*, and 40% by Michael Chance, 40% owner of weekly *Collier County News, Naples, Fla.*  
 WTMC Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of *Ocala Star-Banner (Perry Newspapers)*. See *WCOA Pensacola*.  
 WHOO-AM-FM Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns *WOD* and *WFTT (FM) Toledo*, *WTKK* and *WICU (TV) Erie, Pa.* (*Erie Dispatch*) and *WMAC-TV Massillon, Ohio*. Note: Sale of WHOO to Mowry Loew pending FCC approval.  
 WDLF-AM-FM, Panama City—Licensed to Panama City Bcstg. Co. Same ownership as *Panama City News-Herald*. See *WCOA Pensacola*.  
 WCOA Pensacola—Licensed to WCOA Inc. John H. Perry estate is publisher of following Florida newspapers: *Pensacola Journal and News*, *Deland Sun-News*, *Jacksonville Journal (WJHP)*, *Ocala Star-Banner (WTMC)*, *Panama City News-Herald (WDLF)*, *Palm Beach News*, as well as a number of weekly newspapers. Mr. Perry also publishes the *Frankfort (Ky.) State Journal* and is chairman of board of *Western Newspaper Union*, a newspaper syndicate. See also *WJHP Jacksonville*, *WTMC Ocala*, *WDLF Panama City*.  
 WSP-AM-FM St. Petersburg—Licensed to Pinellas Bcstg. Co., 59% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.  
 WJCM Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress*. See also *WCPA Clearfield*, *WAKU Latrobe*, and *WDAD Indiana*, all Pa.  
 WDAE-AM-FM Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.  
 WFLA-AM-FM-TV Tampa—Licensed to Tribune Co. (*Tampa Tribune*).

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (*Albany Herald*).  
 WGAU-AM-FM Athens—Licensed to J. K. Patrick Bcstg. Co. Inc. Stockholder E. B. Braswell is editor and publisher of the *Athens Banner-Herald*.  
 WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as *Miami Beach Sun*. See *WSPD Toledo*, *WJBK Detroit*, *WBRC Birmingham*, *WJW Cleveland*, *WVVA Wheeling*, *WGBS Miami*, and *KPTV (TV) Portland, Ore.*  
 WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Constitution*. Same interests (James M. Cox) publisher *Dayton (Ohio) News* and *Journal-Herald (WHIO)*, *Miami News (WIOD)*, *Springfield (Ohio) News and Sun*.  
 WBHF-AM-FM—Licensed to W. R. Frier, owner of weekly *Bartow Herald*.  
 WRBL-AM-FM Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (*Columbus Enquirer and Ledger* and *Bradenton (Fla.) Herald*).  
 WGLS Decatur—Licensed to DeKalb Broadcasting Co. Ownership has one-sixth interest in *DeKalb News Era*.  
 WCGA Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder. See also *WRGA Rome, Ga.*  
 WKLY Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.  
 WLGA-AM-FM La Grange—Licensed to La Grange Broadcasting Co., 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.  
 WNEX Macon—Licensed to Macon Broadcasting Co.; 16% held by the *Telegraph Publishing Co.*, publisher of *Macon Telegraph and News*.  
 WNEX-TV Macon—Licensed to Macon Television Co., 82% owned by *Macon Broadcasting Co. (WNEX)*. *Macon Broadcasting Co.* is 16% owned by *Macon Telegraph and News*.  
 WMVG Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder*.  
 WLAG Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.  
 WRGA-AM-FM Rome—Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville (Ga.) Daily Times*. See also *WGGG Gainesville, Ga.*  
 WSPT Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.



# NEWSPAPER OWNERSHIP

WTWA Thomson—Licensed to Hickory Hill Broadcasting Co. Inc., owned by Edgar Kobak. Mr. Kobak and Frank Hash, station manager, jointly own weekly *McDuffie Progress* and *Columbia News*.

WYOD Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

## IDAHO

KBAR Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of bi-weekly *Burley Bulletin* and *St. Helens (Ore.) Sentinel* list. See also KPUG Bellingham, KSEM Moses Lake and KAYO Seattle, Wash.

KVNI Coeur d'Alene—Licensed to Coeur d'Alene Bstg. Co., 40% owned by Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. Mr. Hagadone is 45% owner and publisher and Scripps Newspapers is 45% owner of *Coeur d'Alene Press*. Mr. Hagadone is 50% owner and publisher and Scripps Newspapers is 50% owner of *North Idaho Press*, Wallace-Kellogg, Idaho. Scripps Newspapers also publishes *Provo (Utah) Herald*, Logan (Utah) *Herald Journal*, Pocatello *Idaho State Journal*, Kalspell (Mont.) *Daily Interlake*, and *The Dalles (Ore.) Chronicle*. See also KNEW Spokane and KWIK Pocatello.

KIFI Idaho Falls—Licensed to Eastern Idaho Bstg. & TV Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*. See also KWIK Pocatello, Ida.

KFTV (TV) Idaho Falls—Licensed to Idaho Falls Television Co., 80% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*, and 50% owner of KIFI Idaho Falls.

KWIK Pocatello—Licensed to Pocatello Television Corp., 25% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*, and 50% owned by Radio & TV Broadcasting Co. of Idaho, which is 48% owned by Tribune-Journal Co. (*Idaho State Journal*), Tribune-Journal Co. is owned by Scripps Newspapers Inc., which also publishes *Provo (Utah) Herald*, Logan (Utah) *Herald Journal*, Kalspell (Mont.) *Daily Interlake* and *The Dalles (Ore.) Chronicle*, and with Burl C. Hagadorn, the *Coeur d'Alene (Idaho) Press* (KVNI) and *North Idaho (Wallace-Kellogg) Press*. See also KIFI and KIFT (TV) Idaho Falls.

KWIK-TV Pocatello—Licensed to Eastern Idaho Bstg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.

KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bstg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.

## ILLINOIS

WJBC-AM-FM Bloomington—Licensed to Bloomington Broadcasting Corp., affiliated with Daily Pantagraph Co. (*Bloomington Pantagraph*).

WCIA (TV) Champaign—Licensed to Midwest Television Inc. Interlocking ownership with *Champaign News-Gazette* (WDS) and Lindsay-Schaub Newspapers Inc. (WSOY Decatur, Ill.).

WDWS-AM-FM Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF-AM-FM Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WFME(FM) Chicago—Licensed to WMFM Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher *Chicago Sun-Times*.

WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership (Robert R. McCormick) as *Chicago Tribune*, New York News (WPICX).

WHFC-AM-TV WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies *Cicero Life*, *Berwyn Life* and *Stickney Life* and *Community Reporter* (Chicago).

WIND-AM-TV Chicago—Licensed to WIND Inc., 27.7% owned by Chicago Daily News (Knight newspaper). Other Knight newspapers are *Akron Beacon-Journal* (WAKR), *Miami Herald* (WQAM), *Detroit Free Press*, *Charlotte (N.C.) Observer*.

WLS Chicago—Licensed to WLS Inc., 50% owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, bi-weekly, and 50% by American Bstg.-Paramount Theatres Inc. (WBKB(TV) Chicago).

WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (*Danville Commercial News-Gannett*). For other Gannett newspapers, see WHEC Rochester, N. Y.

WSOY-AM-FM Decatur—Licensed to Illinois Broadcasting Co. 100% of stock owned by Lindsay-Schaub Newspapers Inc., publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana (Ill.) Evening Courier*, *East St. Louis Journal*, and *Carbondale-Herrin-Murphysboro, Southern Illinoisan*, and owner WSEI (FM), Effingham, Ill., and 20% of WCIA(TV) Champaign, Ill.

WDQN DuQuoin—Licensed to DuQuoin Broadcasting Co. Leonard M. Johnson, 50% owner, is publisher of weekly *Ava (Ill.) Citizen*.

WCRA Effingham—Licensed to the Effingham Bstg. Co. Some stockholders also hold stock in *Effingham News*. See also WRMN Elgin, Ill., and KOBE Las Cruces, N. M.

WBMN Elgin—Licensed to Elgin Bstg. Co. Ownership identified with *Effingham News* and *Pekin Times*, both Illinois. See also WCRA Effingham, Ill., and KOBE Las Cruces, N. M.

WGIL Galesburg—Licensed to Galesburg Broadcasting Co., controlled by Galesburg Printing & Publishing Co., publisher of *Galesburg Register-Mail*.

WLDS Jacksonville—Licensed to Jacksonville Radio & Television Bstg. Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of *Jacksonville Journal* and *Courier*.

WKAN Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WTWH-AM-TV Peoria—Licensed to Hilltop Bstg. Co., 100% owned by the *Peoria Star and Journal*.

WGEM-AM-FM-TV Quincy—Licensed to Quincy Bstg. Co., 70% owned by Quincy *Herald Whig*.

WTAD-AM-FM, KHQA-TV (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc., affiliated with KGLO Mason City, Ia.

WREX-TV Rockford—Licensed to Greater Rockford Television Inc., 10% owned by Rockford Broadcasters Inc. (*Rockford Star and Register* Republic—WROK).

WROK-AM-FM Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star and Register*-Republic.

WHBF-AM-FM-TV Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. is principal stockholder, also owns *Rock Island Argus*.

WKRS Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of the *Waukegan News-Sun*.

WFRX West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of Paducah Newspapers. See WKYB Paducah, Ky.

## INDIANA

WCNB-AM-FM Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC-AM-FM, WSJV (TV) Elkhart—Licensed to Truth Publishing Co., publisher of *Elkhart Truth*.

WGL Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (*Fort Wayne News-Sentinel*).

WIRE Indianapolis—Licensed to Indianapolis Bstg. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 54% owner). Central Newspapers Inc. owns *Vincennes (Ind.) Sun-Commercial* (WAOV) and *Huntington Herald-Press*. Central Newspapers Inc. also owns majority stock of Indianapolis Newspapers Inc. (*Indianapolis Star and News*), Indianapolis Newspapers Inc. owns majority stock in Muncie Newspapers Inc. (*Muncie Star and Press*). Central Newspapers Inc. also owns minority stock of Phoenix (Ariz.) *Republic and Gazette*. Mr. Pulliam is also an officer and director of each of the above-mentioned newspapers.

WVO Kokomo—Licensed to North Central Broadcasting Co. President Richard Blackledge also president of *Kokomo Tribune*.

WMRI-AM-FM Marion—Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

WCTW(FM) New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.

WSBT-AM-TV South Bend—Licensed to South Bend Tribune.

WAOV Vincennes—Licensed to Vincennes Sun Co., publisher of *Vincennes Sun-Commercial*. Vincennes Sun Co. is owned by Central Newspapers Inc. See WIRE Indianapolis.

WRWS-AM-FM Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.

WFML(FM) Washington—Licensed to Washington Inc., majority interest held by owner of *Washington Herald*.

## IOWA

KASI Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG Boone—Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control *Boone News-Republican*.

KBUR Burlington—Licensed to Burlington Bstg. Co., owned by John P. and Sidney Harris, owners of *Burlington Hawkeye Gazette* (for other newspaper holdings, see KIUL Garden City, Kan.).

KCRI-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by *Cedar Rapids Gazette*.

KPIG Cedar Rapids—Licensed to Cedar Rapids Broadcasting Co., owned by John C., Eugene F., Fred T. and Lennon Kelly, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also KTRI Sioux City, Iowa.

KSUI Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the *New Nonpareil Co.*, publisher of the *Council Bluffs Nonpareil*.

KGTV (TV) Des Moines—Licensed to Rib Mt. Television Inc., 100% owned by Central Bstg. Co. (*Eau Claire (Wis.) Leader and Telegram*, 25%; *Morgan Murphy-Walter C. Bridges*, 75%). For Murphy-Bridges newspaper ownership, see WEAU Eau Claire, Wis.

KRNT-AM-FM Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the *Register & Tribune Co.*, publisher of *Des Moines Register* and *Tribune*; also publisher of *Minneapolis Tribune* and *Star* (47% owner of WCCO-AM-TV, Minneapolis) and *Look Magazine*. See WYAX Yankton, S. D. and KVTV(TV) Sioux City, Iowa.

KDTH Dubuque—Licensed to Dubuque Telegraph-Herald.

KFJB Marshalltown—Licensed to Marshall Electric Co. owned by the *Marshalltown Times Republican*.

KGLO-AM-FM Mason City—Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*.

KSCJ-AM-FM Sioux City—Licensed to Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also KTIV (TV) Sioux City, Iowa.

KTIV (TV) Sioux City—Licensed to KTIV Inc., owned 50% by Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also KSCJ Sioux City.

KTRI Sioux City—Licensed to Sioux City Broadcasting Co., owned by John C., Eugene F., Fred T.

and Lennon Kelly, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also KPIG Cedar Rapids, Iowa.

KVTV (TV) Sioux City—Licensed to Cowles Bstg. Co., affiliated with Cowles Publications (*Des Moines Register* and *Tribune*, *Minneapolis Tribune* and *Star* and *Look* magazine). Cowles also own KRNT Des Moines and WYAX Yankton, S. D. ar 47% of WCCO Minneapolis.

## KANSAS

KSOK Arkansas City—Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauff Publications Inc., publisher of *Arkansas City Traveler*, *Pittsburg (Kans.) Headlight* and *St. (KSEK), Shawnee (Okla.) News* and *Star* (KGFF Grand Island (Neb.) *Independent*, *Maryville (Mo.) Mail*, *York (Neb.) News-Times*, *Santa Mar (Calif.) Times*, *Pauls Valley (Okla.) Democrat* *Independence (Mo.) Examiner*. See also KSE Pittsburg, Kan., and KGFF Shawnee, Okla.

KGFF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.

KGNO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious Jr. at other stockholders also own *Dodge City Globe*.

KIUL Garden City—Licensed to KIUL Inc., owned by John P. and Sidney Harris, owners of *Garden City Telegram*, *Hutchinson News-Herald*, *Ottawa Herald*, *Chanute Tribune*, *Salina Journal* (KSAL at Kansas and Burlington (Iowa) *Hawk-Eye-Gazette* (KBUR). See also KTIVH(TV) Hutchinson Kan.; KFBI Wichita, Kan.

KVGB Great Bend—Licensed to KVGB Inc. San ownership as *Great Bend Tribune* and *Russell (Kan.) News*.

KAYS Hays—Licensed to KARS Inc., principal owned by *Hays News*.

KTVH (TV) Hutchinson—Licensed to Hutchings TV Inc. John P. and Sidney F. Harris, owners 21.17% each, are owners of *Hutchinson Net Herald*, *Chanute Tribune*, *Ottawa Herald*, *Salina Journal*, and *Burlington (Iowa) Hawk-Eye-Gazette*. See also KIUL Garden City, Kan.; KSA Salina, Kan.; and KBUR Burlington, Iowa.

KCKN Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc. publisher of *Kansas City Kansan* and *Topel Capital* (WBWB).

KMAN Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan Mercury*. See KHAS Hastings, Neb.

KNEX McPherson—Licensed to K. R. Krehbiel, publisher of *McPherson Republican*.

KOAM-TV Pittsburg—Licensed to Mid-Contine Telecasting Inc., 60% owned by KOAM and 30 by John P. and Sidney F. Harris, owners of *KSEK Pittsburg*. Licensed to the KSEK Broadcast Co., owned by Stauffer Publications; also a KSOK Arkansas City, Kan.; KGFF Shawnee, Okl KSAL Salina—Licensed to KSAL Inc., owned by John P. and Sidney Harris, owners of *Salina Journal* (for other newspaper holdings, see KIUL Garden City, Kan.).

KWBW-AM-TV Topeka—Licensed to Topeka Best Assn., owned by Capper Publications Inc., publisher of *Topeka Capital* and *Kansas City (Kan Kansan (KCKN))*.

KEDD (TV) Wichita—Licensed to KEDD Inc., 15 owned by principals of *Wichita Beacon* (KWBE KFBI Wichita—Licensed to KFBI Inc., 24% owned by John P. and Sidney Harris (for newspaper holdings, see KIUL Garden City, Kan.).

KFH (TV) Wichita—Licensed to Radio Static KFH Co.; 50% of stock owned by *Wichita Eagle* Inc., publisher of *Wichita Eagle*.

KWBB Wichita—Licensed to *Wichita Beacon Broadcasting Co.* Minority stockholders are owners of *Beacon Publishing Co.*, publisher of *Wichita Beacon*.

## KENTUCKY

WCMI-AM-FM Ashland—Licensed to Ashland Bstg Co., 70% owned by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette* and *Waver (Ohio) News*. See also WCOL Columbus, WIZ Springfield and WING Dayton, all Ohio.

WKCT Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City New WMTA Central City*—Licensed to Central City Greenville Broadcasting Co., owned by L. L. an A. E. Stone and R. G. Utley, owners of weekly *Central City Messenger* and *Times-Arrow*.

WCTT Corbin—Licensed to Corbin Times-Tribun Inc., Publisher *Corbin Tribune* and *Times* and 50% owner of *Harlan (Ky.) Enterprise*.

WFKN Franklin—Licensed to Franklin Broadcast ing Co., 66% owned by Lowell L. Valentine an 33% owned by Howard H. Ogles, who ow weekly *Franklin Favorite*.

WFUL Fulton—Licensed to Ken-Tenn Broadcast ing Corp. Robert Paul Westpheling Jr. and wife ow 4% of station, publish weekly *Fulton News*.

WKIC Hazard—Licensed to BMG Broadcasting Co which owns 75% of *Herald Publishing Co. (Hazard Herald)*.

WKOA Hopkinsville—Licensed to Pennyville Broad casting Co. Same ownership as *Hopkinsville Nei Era*.

WHAS-AM-TV Louisville—Licensed to WHAS Inc same ownership as *Louisville Courier-Journal* an *Times*.

WFMW-AM-FM Madisonville—Licensed to Messen ger Broadcasting Co., owned 50% by *Madisonville Messenger*.

WMIK Middlesboro—Licensed to Cumberland Ga Broadcasting Co. Some stockholders also ow stock in *Middlesboro News*.

WOMI-AM-FM Owensboro—Licensed to Owens boru Broadcast'ng Co. Stock owned by principl stockholders of Owensboro Publishing Co., pub lisher of *Owensboro Messenger* and *Intirer*.

WKYB-AM-FM Paducah—Licensed to WKYB In Interlocking ownership with *Paducah Newspaper Inc.*, publisher of *Paducah Sun-Democrat*.

WLSI Pikeville—Licensed to Cumberland Pub. Co publisher of *Pikeville News*.



# NEWSPAPER OWNERSHIP

## LOUISIANA

**TRY Bastrop**—Licensed to Morehouse Broadcasting Co. Co-owner Nathan Balton is publisher of *Bastrop Enterprise*.  
**VJBO, WBRL(FM) Baton Rouge**—Licensed to Baton Rouge Broadcasting Co. Inc., same ownership as *Baton Rouge Advocate and State Times*.  
**BRZ (TV) Baton Rouge**—Licensed to Louisiana Television Bcstg. Co., 50% owned by Baton Rouge Broadcasting Co. (WJBO and WBRL (FM)) which has same ownership as *Baton Rouge Advocate and State Times*.  
**SIG Crowley**—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher *Crowley Signal*.  
**KVOL-AM-FM-TV Lafayette**—Licensed to Evangeline Bcstg. Co., 50% owned by *Lafayette Advertiser* (Morgan Murphy-Walter C. Bridges). For Murphy-Bridges newspaper ownership, see *WEAU Eau Claire, Wis.*

**VPS New Orleans**—Licensed to Times Picayune Publishing Co., publisher of *New Orleans Times-Picayune and States*.  
**CRUS, Ruston**—Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.  
**WKH-AM-FM Shreveport**—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe (La.) World and News-Star* (See also *KTHS Little Rock, Ark.*)

## MAINE

**VCAN-AM-TV Portland**—Licensed to Guy Gannett Broadcasting Services, owned by Guy Gannett Publishing Co., publisher of *Portland Press Herald and Express, Augusta Kennebec Journal* and *Waterville Sentinel*.  
**VRUM Rumford**—Licensed to Rumford Bcstg. Co., subsidiary of Rumford Pub. Co., publisher of *Rumford Times*.

## MARYLAND

**VBAL-AM-TV Baltimore**—Licensed to The Hearst Corp., same ownership as *Baltimore News-Post, New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAB), Chicago Herald-American, Milwaukee Sentinel (WISN), Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light, Seattle Post-Intelligencer*. Note: Purchase of *WTWV (TV) Milwaukee* pending FCC approval.  
**VMAR-TV Baltimore**—Licensed to A. S. Abell Co., publisher of *Baltimore Sunpapers*.

## MASSACHUSETTS

**VCOP-AM-FM Boston**—Licensed to Post Publishing Co. (Boston Post).  
**VHDI-AM-FM Boston**—Licensed to WHDI Inc. owned by Boston Herald-Traveler Corp., publisher *Boston Herald and Traveler*.  
**VBET-AM-FM Brockton**—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.  
**VSAR Fall River**—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of *Fall River Herald News*.  
**VNBH, WFMR(FM) New Bedford**—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard Times*.  
**VBEC-AM-FM Pittsfield**—Licensed to Western Mass. Broadcasting Co., owned by *Berkshire Eagle*.  
**VHYN-AM-FM-TV Springfield-Holyoke**—Licensed to Hampden-Hampshire Corp.; 50% owned by same interests as *Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette* and 50% owned by Employee pension funds of *Springfield News and Union*.  
**NPEP Taunton**—Licensed to Silver City Broadcasting Corp. J. Milton Hammond, 50% owner and general manager, owns the *Catholic Observer* magazine, *Pittsburgh*, and *Journal Publishers Inc.*, publisher of several *Pittsburgh* neighborhood newspapers.  
**WOCB-AM-FM West Yarmouth**—Licensed to E. Anthony & Sons Inc. See *WNBH New Bedford*.  
**WTAG-AM-FM Worcester**—Licensed to WTAC Inc., affiliated with *Worcester Telegram Publishing Co. Inc.*, publisher of *Worcester Telegram and Gazette*.

## MICHIGAN

**WALM Albion**—Licensed to Calhoun Bcstg. Co., James C. Bedient, 25% stockholder, is half-owner of *Albion Recorder*; James Moses, 25% is publisher of *Marshall (Mich.) Chronicle*; George W. and George T. Campbell, 16.8% and 16.4% stockholders, are part owners of *Owosso (Mich.) Argus-Press*.  
**WELL Battle Creek**—Licensed to Federated Publications Inc. publisher of *Battle Creek Enquirer & News, Grand Rapids Herald, Lansing State Journal and Lafayette Journal & Courier*.  
**WHFB-AM-FM Benton Harbor**—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium, St. Joseph (Mich.) Herald-Press*.  
**WBK-AM-TV Detroit**—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own *Miami Beach Sun*. See also *WAGA Atlanta; WSPF Toledo; WBRC Birmingham; WVVW Wheeling; WJW Cleveland; WGBS Miami; and KPTV Portland, Ore.*  
**WJLB, WBRI(FM) Detroit**—Licensed to Booth Radio & Television Stations Inc. Mr. J. L. Booth personally owns 4.2% Booth Newspapers Inc. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News*). See *WBBC Flint, WSGW Saginaw* and *WIBM Jackson, Mich.*  
**WVJ-AM-FM-TV Detroit**—Licensed to Evening News Association, publisher of *Detroit News*.  
**WBBC Flint**—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally owns 4.2% of Booth Newspaper Inc. See *WJLB Detroit*.  
**WMIQ Iron Mountain**—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J.

Russell is publisher of *Iron Mountain News*.  
**WIBM Jackson**—Licensed to Booth Radio & Television Stations Inc. Mr. J. L. Booth Jr. personally owns 4.2% of Booth Newspaper Inc. See *WJLB Detroit*.  
**WDMJ, Marquette**—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the Mining Journal Co. Ltd., publisher *Marquette Mining Journal*.  
**WMDN Midland**—Licensed to Rich Publishing House Inc., publisher of *Midland News*.  
**WOAF Owosso**—Licensed to Owosso Bcstg. Co., subsidiary of Argus Press Co., publisher of *Owosso Argus Press*.  
**WSGW Saginaw**—Licensed to Booth Radio & Television Stations Inc. (See *WJLB Detroit*).  
**WSOO Sault Ste. Marie**—Licensed to Hiawathaland Broadcasting Co. George A. Osborn, publisher of *Sault Ste. Marie News*, owns 30%.

## MINNESOTA

**WEBC-AM-FM Duluth**—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Evening Telegram Co., 10% by W. C. Bridges, manager of *WEBC*. Mr. Murphy is also interested in *WMFG Hibbing, Minn.; WHLE Virginia, Minn.; WISC Madison; WEAU Eau Claire, Wis.; KVOI Lafayette, La., and the Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald and Lafayette (La.) Daily Advertiser*.  
**KHTV (TV) Hibbing**—Licensed to North Star Television Co., 6.5% owned by Paul Hitchcock, president-publisher of *Hibbing Tribune*.  
**WMFG Hibbing**—Licensed to Head of the Lakes Bcstg. Co. See *WEBC Duluth*.  
**WCCO-AM-TV Minneapolis**—Licensed to Midwest Radio Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by Cowles Broadcasting Co. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own *St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM Superior, Wis.), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KLO), San Jose (Calif.) Mercury and News, Long Beach (Calif.) Independent and Press-Telegram*, minority interest in *Seattle Times*. See also *WEMP Milwaukee, Wis.* Cowles Broadcasting Co. is a subsidiary of Cowles Publishing Co., publisher of *Des Moines Register and Tribune (KRNT-AM-FM), Minneapolis Tribune and Star, and Look Magazine*. Cowles also owns *KVTU (TV) Sioux City, Iowa; and WNAX Yankton, S. D.*  
**KNUJ News Urm**—Licensed to KNUJ Inc., affiliated with *New Urm Journal*.  
**KFAM-AM-FM St. Cloud**—Licensed to Times Publishing Co., Publisher of *St. Cloud Times*.  
**WHLE Virginia**—Licensed to Head of the Lakes Broadcasting Co.; see *WEBC, Duluth*.  
**KWNO-AM-FM Winona**—Licensed to Winona Radio Service, owned by M. H. White, Publisher of *Winona News*.

## MISSISSIPPI

**WBIP Booneville**—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, controls weekly *Walker County Times* and *Booneville Independent*.  
**WJMB Brookhaven**—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of *Brookhaven Leader Times*.  
**WROX Clarksdale**—Licensed to Mrs. Eunice T. Imes, mother of Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See *WCBI Columbus, Miss.*  
**WCJU Columbia**—Licensed to Lester Williams, editor and publisher of weekly *Columbian Progress*.  
**WCBI-AM-TV Columbus**—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch*. See also *WELU Tupelo; WROX Clarksdale; WNAG Grenada; WMOX Meridian*, all Miss.  
**WNAG Grenada**—Licensed to Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See *WCBI Columbus, Miss.*  
**WJQS Jackson**—Licensed to Mississippi Bcstg. Co., owned by Withers Gavin, publisher of weekly *Meridian Record and Clarke County Tribune (Quitman, Miss.)*. See also *WCOG Meridian, Miss.*  
**WJTV (TV) Jackson**—Licensed to Mississippi Publishers Corp., publisher of *Jackson Clarion Ledger and News*.  
**WCOG-AM-TV Meridian**—Licensed to Mississippi Broadcasting Co. Owned by Withers Gavin, publisher of weekly *Meridian Record and Clarke County Tribune (Quitman, Miss.)*. See also *WJQS Jackson, Miss.*  
**WMOX Meridian**—Licensed to Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See *WCBI Columbus, Miss.*  
**WTOK-AM-TV Meridian**—Licensed to Southern Television Corp. James H. Shewes, 6.5% owner of licensee, publisher of *Meridian Star*.  
**WELU Tupelo**—Licensed to Tupelo Broadcasting Co. President Birney Imes Jr. is owner of *Columbus (Miss.) Commercial Dispatch*. See *WCBI Columbus, Miss.*  
**WQBC Vicksburg**—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the *Vicksburg Herald and Post*.

## MISSOURI

**KFRU Columbia**—Licensed to KFRU Inc.; controlled by H. J. Walters Jr., publisher of *Columbia Tribune*.  
**KHQZ Hannibal**—Licensed to Lee Bcstg. Inc., which is also licensee of *WTAD-AM-FM Quincy, Ill.* 20% owned by *Hannibal Courier-Post*, and 60% owned by Lee Radio Inc. licensee *KGLO-AM-FM-TV Mason City, Iowa (Mason City Globe Gazette)*. Other Lee newspapers are *La Crosse (Wis.) Tribune (WKBT (TV)), Davenport (Iowa) Times and Democrat, Ottumwa (Iowa) Courier, Musca-*

*time (Iowa) Journal, Madison (Wis.) State Journal, Keawee (Ill.) Star-Courier, and Lincoln (Neb.) Star (KFAB Omaha)*.  
**KIMO Independence**—Licensed to Craig Siegfried, owner of *Independence News*.  
**KRCG (TV) Jefferson City**—Licensed to Jefferson Television Co., same ownership as *Jefferson City Capital News and Post-Tribune*.  
**KWOS-AM-FM Jefferson City**—Licensed to the Capital Broadcasting Co. Mrs. R. Goshorn, president, is also president of the *News Tribune Co.*, publisher of *Jefferson City Capital News and Post-Tribune*.  
**KCMO-AM-FM-TV Kansas City**—Licensed to Meredith Engineering Co., subsidiary of Meredith Publishing Co. (*Better Homes & Gardens and Successful Farming*). See also *WOW Omaha KPHO Phoenix, and WHEN Syracuse, N. Y.*  
**WDAF-AM-TV Kansas City**—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.  
**KFEQ-AM-TV St. Joseph**—Licensed to KFEQ Inc., 43% owned by *News-Press & Gazette Co.*, publishers of *St. Joseph News-Press and Gazette*. Barton Pitts, president and 51% owner of licensee is the publisher of the *Stockyard Journal*.  
**KSD-AM-TV St. Louis**—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.  
**KWK-AM-TV St. Louis**—Licensed to KWK Inc., 23% owned by *St. Louis Globe-Democrat*.  
**KGBX Springfield**—Licensed to Springfield Broadcasting Co., owned 99% by *Springfield Newspaper Inc. (Springfield News and Leader-Press)*.  
**KYTV (TV) Springfield**—Licensed to Springfield Television Inc., 49.8% owned by *Springfield Newspapers Inc.*, publisher of *Springfield News and Leader Press (KGBX)*. Tams Bixby Jr., president of licensee and vice president of *Springfield Newspapers Inc.*, is president and 40% owner of *Muskogee (Okla.) Phoenix and Times-Democrat*.

## MONTANA

**KFBB-AM-TV Great Falls**—Licensed to Wilkins Broadcast Inc., 27% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of *Missoula Missoulian and Sentinel, Butte Post and Montana Standard and Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66.87% ownership) and weekly Libby Western News (33.5% ownership)*.  
**KMOB-AM-TV Great Falls**—Licensed to the Montana Farmer Broadcasting Corp., affiliated with *Montana Farmer Stockman*, semi-monthly farm journal, and *Great Falls Tribune* and 40% owned by Ogden (Utah) *Standard-Examiner*. See also *KIMN Denver, Colo.; KLO Ogden, Utah, and KALL Salt Lake City, Utah*.  
**KATL Miles City**—Licensed to Star Printing Co., publisher of *Miles City Star*.

## NEBRASKA

**KFCT Fremont**—Licensed to Walker Radio Inc., affiliated with *Fremont Guide Tribune*.  
**KHAS Hastings**—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of *Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver)*.  
**WOLF Norfolk**—Licensed to Huse Pub. Co., publisher of the *Norfolk News*.  
**KFAB, Omaha**—Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., 25% of stock owned by *Lincoln Nebraska State Journal*; 25% of stock owned by *Lincoln Star (KHQA-TV Hannibal, Mo.)*.  
**WOW-AM-TV Omaha**—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens, Successful Farming*. See also *WHEN Syracuse, N. Y., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.*  
**KSTF (TV) Scottsbluff**—Licensed to Frontier Bcstg. Co., one-third owned by *Cheyenne Newspapers Inc. (Wyoming Eagle and State Tribune)*. See *KFBC Cheyenne, Wyo.*

## NEVADA

**KELK Elko**—Licensed to Elko Broadcasting Co. Chris E. Sherrin, 50% owner, *Ebony Free Press* is president and 17.86% owner of station.  
**KBMI Henderson**—Licensed to Moritz Zenoff, publisher of weekly *Henderson Home News and Boulder City (Nev.) News*.  
**KLRJ-TV Henderson**—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see *KFSA Fort Smith, Ark., and KZTV (TV) Reno*.  
**KLAS-TV Las Vegas**—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of *Las Vegas Sun*, owns 10.17%. Licensee is 50% owned by R. G. Jolley, who owns 100% of *KLAS*.  
**KOH Reno**—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee*, all in California (McClatchy Newspapers). See *KERN Bakersfield, Calif.*  
**KZTV (TV) Reno**—Licensed to Nevada Radio-Television Corp., owned by Donald W. Reynolds, publisher of *Las Vegas (Nev.) Review Journal, Fort Smith (Ark.) Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat*. See also *KFSA Fort Smith, Ark., and KLRJ-TV Henderson, Nev.*

## NEW JERSEY

**WILK-AM-FM Asbury Park**—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press*.  
**WFPC-AM-FM-TV Atlantic City**—Licensed to Neptune Broadcasting Corp., affiliated with *Atlantic City Reporter*.  
**WVNJ Newark**—Licensed to Evening News Publishing Co. (*Newark News*).  
**WPAT Paterson**—Licensed to North Jersey Broadcasting Co., 90% owned by *Passaic News*.  
**WTOA(FM) Trenton**—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times*.



# NEWSPAPER OWNERSHIP

## NEW MEXICO

**KOB-AM-TV Albuquerque**—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (*Time, Life and Fortune*). See also KDYL Salt Lake City, Utah, and KLZ Denver.

**KOBE Las Cruces**—Licensed to Mesilla Valley Bstg. Co. Minority stockholders F. F. and J. T. McNaughton are identified with the ownership of *Effingham News* and *Pekin Times*, both Illinois. See WCRA Effingham and WMRN Elgin, both Ill.

## NEW YORK

**WMBO-AM-FM Auburn**—Licensed to Auburn Publishing Co. (*Auburn Citizen-Advertiser*).

**WBEN-AM-FM-TV Buffalo**—Licensed to WBEN Inc., same ownership as *Buffalo News*.

**WEER Buffalo**—Licensed to WEER Inc. Owned by *Buffalo Courier-Express*.

**WCNY-TV Carthage**—Licensed to The Brockway Co., publisher of *Watertown (N. Y.) Times (WVNY-AM-FM)*. Also owns *WSMA-AM-FM Massena, N. Y.*

**WENY Elmira**—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Advertiser (Gannett Newspapers)*. See WHEC Rochester, N. Y.

**WENE Endicott-Binghamton**—Licensed to Ottaway Stations Inc., Major stockholders James H. Ottaway president, publisher and controlling stockholder of *Endicott Bulletin* and *Oneonta (N. Y.) Star (WDSO) Plattsburg (N. Y.) Press-Republican and Stroudsburg (Pa.) Record (WVPO)*. See also WDSO Oneonta, N. Y., and WVPO Stroudsburg, Pa.

**WWSG Glen Falls**—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of *Glens Falls Post-Star and Times*.

**WVOS Liberty**—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own *Sullivan News and Liberty News*.

**WUSJ Lockport**—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun & Journal*.

**WMSA-AM-FM Massena**—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times*. See WVNY Watertown, N. Y.

**WEVD New York**—Licensed to Debs Memorial Radio Fund Inc., among cooperative backers are directors of the Jewish Forward; the newspaper company itself has no interest or control.

**WHOM New York**—Licensed to Atlantic Broadcasting Co., subsidiary of *Il Progresso Italo Americano*.

**WOV New York**—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the *Paterson (N. J.) Call*.

**WPIX (TV) New York**—Licensed to WPIX Inc., same ownership (Robert R. McCormick) as *New York News, Chicago Tribune (WGN)*.

**WQXR-AM-FM New York**—Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times*.

**WHDL-AM-FM Olean**—Licensed to WHDL Inc., 100% of stock owned by *Olean Times-Herald Corp.*, publisher of *Olean Times-Herald*. Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

**WDSO Oneonta**—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president, publisher and controlling stockholder of *Empire Newspaper Inc.*, publisher of *Oneonta Star, Endicott (N. Y.) Bulletin (WENE) Plattsburg (N. Y.) Press-Republican and Stroudsburg (Pa.) Record (WVPO)*. See also WENE Endicott, N. Y., and WVPO Stroudsburg, Pa.

**WALK-AM-FM Patchogue**—Licensed to Suffolk Broadcasting Co. Owned by Julia Dick Macy, who also has controlling interest in Suffolk Consolidated Press, publisher of weekly newspapers in Long Island.

**WHEC-AM-TV Rochester**—Licensed to WHEC Inc., owned by Gannett Co., publisher of *Rochester Times-Union and Democrat & Chronicle*. Other Gannett newspapers are *Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL), Ogdensburg Journal, Malone Telegram Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times (WGTH), Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WGAN).*

**WHEN-AM-TV Syracuse**—Licensed to Meredith Syracuse Television Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens, Successful Farming*. See also WOW, Omaha, Neb., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.

**WSYR-AM-FM-TV Syracuse**—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Long Island Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, Harrisburg (Pa.) Patriot and News (WPTA (TV)) and Portland (Ore.) Oregonian (50% of KOIN).*

**WFLY (FM) Troy**—Licensed to the Troy Record Co., publisher of *Troy Record and Times-Record*.

**WRUN-AM-FM Utica**—Licensed to Rome Sentinel Co., publisher of *Rome (N. Y.) Sentinel*.

**WVNY-AM-FM Watertown**—Licensed to the Brockway Co., owned and operated by the *Watertown Times*. See WMSA Massena.

**WFAS-AM-FM White Plains**—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publishers of *White Plains Reporter Dispatch, Yonkers Herald-Statesman, Tarrytown News, Post Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all in New York.

## NORTH CAROLINA

**WGWR-AM-FM Asheville**—Licensed to the Asheville Broadcasting Co., owners including Roy Cox, publisher Asheville *Courier Tribune*, a semi-weekly newspaper.

**WWNC Asheville**—Licensed to Asheville Citizen-Times Publishing Co., publisher of the *Asheville Citizen-Times*. See also WFBC Greenville, S. C.

**WFNF Brevard**—Licensed to Pisgah Broadcasting Co., same newspaper ownership association as WBO Forest City, below.

**WBT, WBTW (TV) Charlotte**—Licensed to Jefferson Standard Bstg. Co., subsidiary of Jefferson Standard Life Insurance Co., which owns *WBIG Greensboro, N. C.*, and 16 2/3% of *Greensboro News and Record (WFMY (FM) and WFMY-TV)*. Jefferson Standard also owns *WBTW (TV) Florence, S. C.*

**WECO Concord**—Licensed to Cabarrus Broadcasting Co., same ownership as *Concord Tribune*.

**WNCM-AM-FM Durham**—Licensed to the Durham Radio Corp.; 100% owned by the *Durham Herald Co.*, publisher *Durham Herald and Sun*.

**WTVD (TV) Durham**—Licensed to Durham Bstg. Enterprises Inc., 25% owned by *Durham Herald and Sun (WDNC-AM-FM)*.

**WTFM-AM-FM Elkin**—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Lafoon, publisher of weekly *Elkin Tribune*; Edward M. Anderson, publisher of weekly *West Jefferson Skyland Post, Sparta Allegheny News, Brevard Transylvania Times* and W. P. Ervin.

**WBBO-AM-FM Forest City**—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier, Spindale Sun*. See WPNF Brevard.

**WFMY (FM), WFMY-TV Greensboro**—Licensed to Greensboro News Co., publisher of *Greensboro News and Record*.

**WGTC, WNCT (TV) Greenville**—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in *Rocky Mt. (N. C.) Telegram*, and 10% by Herbert Brauff, owner of *Wilson (N. C.) Times*.

**WIKY Hickory**—Licensed to Catawba Valley Broadcasting Co., stockholders include Lester C. Gifford, publisher of *Hickory Record*.

**WNAO-AM-FM-TV Raleigh**—Licensed to Sir Walter Television Co., 14% owned by *Raleigh News & Observer*.

**WCEC, WFMA (FM) Rocky Mount**—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram*.

**WVTV-AM-FM Reidsville**—Licensed to Reidsville Broadcasting Co., W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review*.

**WSTP-AM-FM Salisbury**—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by *Salisbury Post* stockholders.

**WSJS-AM-TV Winston-Salem**—Licensed to Triangle Broadcasting Corp., 66 2/3% owned by Piedmont Publishing Co., publisher of *Winston-Salem Journal and TWIN City Sentinel*.

## NORTH DAKOTA

**WDAY-AM-TV Fargo**—Licensed to WDAY Inc. Controlling stockholders own *Fargo Forum*.

**KILO, Grand Forks**—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WCCO Minneapolis.

## OHIO

**WAKR-AM-FM-TV Akron**—Licensed to Summit Radio Corp., owned 45% by *Akron Beacon-Journal (Knight newspaper)*. Other Knight newspapers are *Chicago Daily News (WIND), Detroit Free Press, Miami Herald (WQAM) and Charlotte (N. C.) Observer*.

**WFAH-AM-FM Alliance**—Licensed to the Review Pub. Co., publisher of *Alliance Review*.

**WICA-AM-FM-TV Ashtabula**—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph*, all Ohio.

**WTRF-AM-FM Fairport**—Licensed to Tri-City Broadcasting Co. See *Wheeling, W. Va.*

**WHBC-AM-FM Canton**—Licensed to Ohio Broadcasting Co., subsidiary of *Brush-Moore Newspapers Inc.*, publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times (WPAY) and Salem News*, all in Ohio; *Salisbury (Md.) Times*.

**WVTV-AM-FM-TV Cincinnati**—Licensed to Scripps-Howard Radio Inc., same ownership as *Scripps Post*. See also *WEWS Cleveland, WMC Memphis and WNOX Knoxville, Tenn.*

**WKRC-AM-FM-TV Cincinnati**—Licensed to Radio Cincinnati Inc., same ownership as *Cincinnati Times-Star*. See also *WTVN Columbus, Ohio*.

**WEWS (TV) Cleveland**—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are *Cleveland Press, New York World Telegram & Sun, Cincinnati Post (WCPO), Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel (WNOX), Memphis Commercial Appeal and Press-Scimitar (WMC), Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald*. See also *WCPQ Cincinnati, Ohio; WMC Memphis and WNOX Knoxville, Tenn.*

**WHK-AM-FM-TV Cleveland**—Licensed to United Bstg. Co., owned by *Cleveland Plain Dealer and News*, which also has 40% interest in *WKBN-AM-FM-TV Youngstown, Ohio*.

**WJW-AM-FM Cleveland**—Licensed to WJW Inc., owned by *Storer Broadcasting Co.* See *WGBS Miami, Fla.*

**WXEL (TV) Cleveland**—Licensed to Empire Coil Co., owned by *Storer Broadcasting Co.* See *WGBS Miami, Fla.*

**WBNS-AM-TV Columbus**—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch*.

**WCOL Columbus**—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of *Lancaster (Ohio)*

*Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See *WIZE Springfield and WINC Dayton, Ohio*, and *WCMI Ashland, Ky.*

**WTVN-AM-TV Columbus**—Licensed to WTVN Int. Sam. ownership as *Cincinnati Times-Star (WKRC)*.

**WTNS Coshocton**—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace contr. both licensee and *Coshocton Tribune*.

**WHIO-AM-FM-TV Dayton**—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News and Journal Herald Atlanta Journal and Constitution (WSB), Miami News, Springfield (Ohio) News and Sun*.

**WING Dayton**—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See *WIZE Springfield and WCOL Columbus, Ohio*, and *WCMI Ashland Ky.*

**WJER Dover**—Licensed to Dover Broadcasting Co. Inc. See *WAJR Morgantown, W. Va.*

**WFIN-AM-FM Findlay**—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*.

**WMAC (TV) Massillon**—Licensed to Midwest Tv Co. owned by Edward Lamb, publisher of *Erie (Pa.) Dispatch*. See also *WIKK, Erie, Pa.*

**WCLT-AM-FM Newark**—Licensed to the Advocate Printing Co., publisher of *Newark Advocate and American Tribune*.

**WPAY-AM-FM Portsmouth**—Licensed to The Scot Broadcasting Co.; 100% owned by *Brush-Moore Newspapers Inc.*, publisher of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News (all in Ohio); and Salisbury Times, Maryland*. See *WHBC Canton*.

**WIZE Springfield**—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See *WING Dayton and WCOL Columbus, Ohio*, and *WCMI Ashland, Ky.*

**WSPD-AM-FM-TV Toledo**—Licensed to Store Broadcasting Co. Same ownership (George E. Storer) as *Miami Beach Sun*. See also *WAG, Atlanta, Ga.; WJBK Detroit, WERC-TV Birmingham, WYVA Wheeling, W. Va.; WJW Cleveland, WJES Miami and KFTV (TV) Portland, Ore.*

**WTOU, WTRT (FM) Toledo**—Licensed to Unit Corp. Inc. Edward Lamb, president, is publisher *Erie (Pa.) Dispatch (WIKK and WICU(TV))* and owns *WHOO-AM-FM Orlando, Fla.* and *WMAC TV Massillon, Ohio*. (Sale of *WHOO-AM-FM t Moury Loewe pending FCC approval*.)

**WHHH Warren**—Licensed to Warren Tribune Radio Station Inc., owned by *Tribune Co.*, publisher of *Warren Tribune-Chronicle*.

**WVST-AM-FM Wooster**—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record*.

**WFMI-AM-FM-TV Youngstown**—Licensed to Vindictor Printing Co., (*Youngstown Vindicator*).

**WKBN-AM-FM-TV Youngstown**—Licensed to WKBY Broadcasting Corp., 40% owned by *Forest City Publishing Co.*, publisher of *Cleveland Plain Dealer and News*.

**WVLS-AM-TV Zanesville**—Licensed to Southeastern Ohio Television System. Majority ownership also owns *Zanesville Signal and Times-Recorder*.

## OKLAHOMA

**KWHW Altus**—Licensed to Altus Broadcasting Co. 50% owned by *Altus Times-Democrat*. See also *KRMG Tulsa, Okla.*

**KVSO-AM-TV Ardmore**—Licensed to John F. Ansley, publisher of *Ardmore Ardmoreite*.

**KSEO Durant**—Licensed to Democrat Printing Co., publisher *Durant Democrat, Durant Weekly News KCR Enid*—Licensed to Enid Radiophone Co.; all stock owned by same interests owning *Enid Publishing Co.*, publisher of *Enid News and Eagle*.

**KBIX Muskogee**—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix and Okmulgee Democrat*.

**WKY-AM-TV Oklahoma City**—Licensed to WKY Radiophone Co., same ownership as *Oklahoma City Oklahoman and Times, Farmer-Stockman*.

**KHBO Okmulgee**—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See also *KESA Fort Smith, Ark.*

**WEBZ Ponca City**—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News*.

**KGFF, Shawnee**—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by *Stauffer Publications Inc.* See *KSOK Arkansas City, Kans.*

**KSPI-AM-FM Stillwater**—Licensed to Stillwater Pub Co., publisher *Stillwater News-Press*.

**KRMG Tulsa**—Licensed to Western Broadcasting Co., owned by *Harrington Wimberly and family* owners of *Altus (Okla.) Times-Democrat*. See *KWHW Altus, Okla.*

## OREGON

**KWIL-AM-FM Albany**—Licensed to Central Williamette Broadcasting Co.; all stock owned by *W. L. Jackson Estate and R. R. Cronise*, co-publishers *Albany Democrat-Herald*.

**KAAT Astoria**—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astorian Budget*.

**KOOS Coos Bay**—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times*. See *KROW Oakland, Calif.*

**KERG Eugene**—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard*.

**KUIN, KGPO (FM) Grants Pass**—Licensed to Southern Oregon Bstg. Co., 50% owned by *Pres. A. E. Voorhies, of Grants Pass Courier*.

**KFLW Klamath Falls**—Licensed to Herald Publishing Co., publisher of *Klamath Falls Herald & News*. Same interests (Southern Oregon Publishing Co.) also own 75% of *Roseburg News-Review (KRNR)* and 19% of *Medford Mail Tribune (KYJC)*. See also *KRNR Roseburg and KYJC Medford*, both Oregon.

MCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as McMinnville News-Register.  
 BES-TV Medford—Licensed to Southern Oregon Bcstg. Co., 100% owned by Amos Voorhies, publisher of *Grants Pass (Ore.) Courier*.  
 YJC Medford—Licensed to Medford Printing Co., publisher of *Medford Mail Tribune*. See also KFLW Klamath Falls and KRNR Roseburg, both Oregon.  
 OIN-AM-FM-TV Portland—Licensed to Mt. Hood Radio & Television Bcstg. Co., 50% owned by Central New York Bcstg. Corp. (WSYR Syracuse, N. Y.). Same ownership (S. I. Newhouse) as Portland Oregonian. For other Newhouse newspapers, see WSYR Syracuse, N. Y.  
 POJ-AM-FM Portland—Licensed to KPOJ Inc.; stock owned by Portland Oregon Journal.  
 PTV (TV) Portland—Licensed to Empire Coll Co., owned by Storer Broadcasting Co. See WGBS Miami, Fla.  
 RNR Roseburg—Licensed to News-Review Co., publisher of *Roseburg News-Review*. See also KFLW Klamath Falls and KYJC Medford, both Oregon.

PENNSYLVANIA

YGPA-AM-FM Bethlehem—Licensed to Globe Pub. Co., publisher *Bethlehem Globe-Times*.  
 LEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as Lancaster *New Era* and *Intelligencer*. Operated independently. See also WGAL Lancaster, Pa.  
 CNR Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press*.  
 CPA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress*. See also WAKU Latrobe, WDAY Indiana, both Pa., and WJCM Sebring, Fla.  
 BUX Doylestown—Licensed to Charles M. Meredith, publisher *Quakerstown Free Press*.  
 CED-AM-FM DuBois—Licensed to the Tri-County Bcstg. Co. Inc. affiliated with the *DuBois Courier Express*. See WTK Wilkes-Barre.  
 EEX-AM-FM WGLV (TV) Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*.  
 EST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See *Lancaster Intelligencer-Journal* and *New Era*.  
 WGAL Lancaster.  
 ETL Emporium—Licensed to Bucktail Bcstg. Corp., 8% owned by James P. Klees, president, weekly *Emporium Press-Independent*.  
 IJK, WICU (TV) Erie—Licensed to Community Service Broadcasting Co. and Dispatch Inc. (*Erie Dispatch*) respectively. Both owned by Edward Lamb, who also owns WIOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. (Sale to Maury Lowe, pending FCC approval) and WMAC-TV Massillon, Ohio.  
 VEE (TV) Erie—Licensed to Great Lakes Television Co., one-third owned by George J. Meade and family. Mr. Meade is publisher of *Erie Times*.  
 GET Gettysburg—Licensed to Times & News Publishing Co. (*Gettysburg Times*).  
 HGB Harrisburg—Licensed to Kendrick Bcstg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* (WFIL-AM-FM-TV Philadelphia).  
 VKBO Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See WGAL Lancaster.  
 VTPA-TV Harrisburg—Licensed to Harrisburg Broadcasters Inc. owned by *Harrisburg Patriot and News* (Newhouse newspapers). For other Newhouse newspapers see WSYR Syracuse, N. Y.  
 VHUN Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.  
 WDAY Indiana—Licensed to WDAY Inc., owned by Clearfield Broadcasters Inc. (*Clearfield (Pa.) Progress*). See also WCPA Clearfield and WAKU Latrobe, both Pa., and WJCM Sebring, Fla.  
 WJAC-AM-FM Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.  
 WGAL-AM-FM-TV Lancaster—Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal* and *New Era*. See also WDEL Wilmington, Del., and WLEV-TV Bethlehem. WORK York. WRAW Reading. WEST Easton. WKBO Harrisburg, all Pa. Stations operated independently.  
 WAKU Latrobe—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress*. See also WCPA Clearfield, WDAY Indiana, both in Pa., and WJCM Sebring, Fla.  
 WLBR-TV Lebanon—Licensed to Lebanon Television Corp., 52% owned by WLBR-AM-FM, 36% by *Lebanon News*.  
 WMRF, WLTN(FM) Lewistown—Licensed to Lewistown Broadcasting Co., 25% of stock owned by the *Sentinel Co.* publisher of *Lewistown Sentinel*.  
 WCAU-AM-FM-TV Philadelphia—Licensed to WCAU Inc., same ownership as *Philadelphia Bulletin*.  
 WFIL-AM-FM-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer*, *Seventeen Magazine*, *Official Detective*, *Morning Telegraph* and *Daily Racing Form*. See also WHGB Harrisburg, Pa.  
 WCAE-AM-FM Pittsburgh—Licensed to WCAE Inc., owned by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see WBAL Baltimore.  
 WKJF-FM-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of *Morgan-town (W. Va.) Dominion News* and *Post (WAJR)* and weekly *New Martinsville (W. Va.) Wetzel Republican*.  
 WWSW-AM-FM Pittsburgh—Licensed to WWSW Inc. owned by the *Pittsburgh Post-Gazette*.  
 WUEU-AM-TV Reading—Licensed to Hawley Broadcasting Co., affiliated with *Reading Times* and *Eagle*.

WRAW Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See WGAL Lancaster.  
 WILK-AM-TV Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders own interests in *DuBois Courier-Express* (WCED) and *Butler Eagle*, both Pa.  
 WQAN WEJL(FM) Scranton—Licensed to the *Scranton Times*.  
 WPIC-AM-FM Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald*.  
 WVPO Stroudsburg—Licensed to Pocono Broadcasting Inc., James H. Ottaway, majority stockholder, is also president-publisher of *Stroudsburg Record*. See also WENE Endicott-Binghamton, N. Y., and WDOS Oneonta, N. Y.  
 WKOK-AM-FM Sunbury—Licensed to Sunbury Broadcasting Corp., majority ownership identified with *Sunbury Item*.  
 WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See WGAL Lancaster.  
 WWSA Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 32%.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON-AM-FM Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call*.

SOUTH CAROLINA

WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Mail*.  
 WUSN-AM-TV Charleston—Licensed to Southern Bcstg. Co., 30% owned by Evening Post Publishing Co. (*Charleston News & Courier* and *Post*).  
 WBTW (TV) Florence—Licensed to Jefferson Standard Bcstg. Co., subsidiary of Jefferson Standard Life Insurance Co., 100% owner of Greensboro (N. C.) *News and Record*. See also WBT Charlotte and WFMY (FM) Greensboro, N. C.  
 WFBC-AM-FM-TV Greenville—Licensed to WMRC Inc., 39% owned by *Greenville News-Piedmont*.  
 WEAB Greer—Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*.

WTND Orangeburg—Licensed to the WTND Inc. Owned by Sims Publishing Co., publisher of *Orangeburg Times & Democrat*.

SOUTH DAKOTA

KSDN Aberdeen—Licensed to Aberdeen News Co., publisher of the *American News* (identified with Ridder Publications). For other Ridder newspapers see WCCO Minneapolis.

WNAX Yankton—Licensed to Cowles Broadcasting Co. See KRNT Des Moines, Iowa.

TENNESSEE

WLAR Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athenian*.  
 WDSG Dyersburg—Licensed to State Gazette Broadcasting Co., owned by *Dyersburg State Gazette*.  
 WJTS-AM-FM Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.  
 WETB Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of *Johnson City Press-Chronicle*.  
 WKPT-AM-FM Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport Times-News*.  
 WNOX Knoxville—Licensed to Scripps-Howard Radio Inc. subsidiary of Scripps-Howard Newspapers (*Knoxville News-Sentinel*). See WCPO Cincinnati.

WMC, WMCF (FM), WMCT (TV) Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* and *Press-Scimitar*. For other Scripps-Howard newspapers, see WCPO Cincinnati.

WMAK Nashville—Licensed to Volunteer State Broadcasting Co., 75% owned by Frank W. Mayborn, president of the *Temple (Tex.) Telegram* (KTEM) and *Sherman (Tex.) Democrat*, and 25% owned by Frank M. Farris Jr., owner of weekly *Nashville Record*.

WHAL Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as *Bedford County News*.

TEXAS

KBKI Alice—Licensed to Alice Broadcasting Co. President E. G. Lloyd Jr. is stockholder of *Alice News*.  
 KVLV Alpine—Licensed to Big Bend Broadcasters, 40% owned by Barney H. Hubbs, 66% owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KIUN Pecos, Tex.  
 KFDA-AM-FM Amarillo—Licensed to Amarillo Bcstg. Co. C. C. Woodson, 25% stockholder, is owner-publisher of *Bronco-Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Wacachiche Light*, all Texas, and *Miami (Okla.) News-Record*.  
 KGNC-AM-TV Amarillo—Licensed to Globe News Publishing Co., publisher of *Amarillo News* and *Globe-Times*, Lubbock (Tex.) *Avalanche* and *Journal*. See KFYO Lubbock, Tex.  
 KREL-AM-FM Baytown—Licensed to Tri-Cities Broadcasting Co. President Robert Matherne is stockholder in *Baytown Sun*.  
 KRVC-AM-FM Beaumont—Licensed to Enterprise Co., publisher *Beaumont Enterprise* and *Journal*.  
 KBST Big Spring—Licensed to Big Spring Bcstg. Co., 20% owned by Robert Whipkey, publisher *Big Spring Herald*.  
 KCAR Clarksville—Licensed to Texo Broadcasting Co. Reagan Hurt, 33% owner, publisher of weekly *Clarksville Times*.

KRLD-AM-FM-TV Dallas—Licensed to KRLD Radio Corp. same ownership as *Dallas Times-Herald*.  
 WFAA-AM-TV Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.

KROD-AM-TV El Paso—Licensed to El Paso Times Inc. (*El Paso Times*).  
 WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (*Fort Worth Star-Telegram*).

KCAL Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KCLW Hamilton—Licensed to Hamilton Broadcasting Co., owned 75% by Coy Perry and 25% by C. M. Hatch, who own weekly *Hamilton Herald News*. Mr. Perry also owns weekly *Teague (Tex.) Chronicle*.

KPRC-AM-FM-TV Houston—Licensed to Houston Post Co., publisher of *Houston Post*.  
 KTRH-AM-FM Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Pub. Co., publisher of *Houston Chronicle*.

KPET Lamesa—Licensed to R. O. Parker, R. A. Woodson and W. J. Beckham. Mr. Woodson, 37% owner is half-owner of *Lamesa Reporter*. For other Woodson newspapers see KFDA Amarillo.

KLVT Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold owner, also owns *Levelland News-Sun* and *Hockley County Herald* (Levelland).

KFYO Lubbock—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche* and *Journal*, *Amarillo (Tex.) News* and *Globe-Times*. See KGNC Amarillo, Tex.

KCMC-AM-FM-TV San Antonio—Licensed to Sprayberry Broadcasting Co., 40% owned by Barney H. Hubbs, 66% owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KIUN Pecos, Tex.

KGNB New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

KRIG Odessa—Licensed to Oil Center Broadcasting Co., 25% owned by Barney H. Hubbs, 66% owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KIUN Pecos, Tex.

KIUN Pecos—Licensed to Jack W. Hawkins and Barney Hubbs. Mr. Hubbs is 66% owner of semi-weekly *Pecos Enterprise*. See also KVLV Alpine, KCMR McCamey, KRIG Odessa, all Tex., and KVFZ Cortez, Colo.

KENS-AM-TV San Antonio—Licensed to San Antonio Broadcasting Co., owned by Express Publishing Co. (*San Antonio Express and News*).

KEVA Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 20% stockholder of station, owns 52% of weekly *Shamrock Texan* and *Wheeler Times*.

KXOX Sweetwater—Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *Sweetwater Reporter*.

KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*.

KTEM-AM-FM Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram* and *Sherman Democrat*. See also KCEN-TV Temple, Tex.

KCMC-AM-FM-TV Texarkana—Licensed to KCMC Inc., subsidiary of Camden Newspapers Inc. (*Camden (Ark.) News*). Same interests (C. E. Palmer and family) own *Texarkana Gazette* and *News*, *Hot Springs Sentinel Record* and *New Era* (KTVR [TV], *Eldorado Times* and *News*, *Hope Star* (50%), *Magnolia Banner News* (50%), *Russellville Courier-Democrat* (50%), all Arkansas, and *Jacksonville (Tex.) Daily Progress* (25%).

KTBB Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

KVVC Vernon—Licensed to Northwestern Broadcasting Co. R. H. Nichols, 49% owner, is president and editor of *Vernon Record*.

KTRN Wichita Falls—Licensed to Texoma Broadcasting Co. Owned 50% by Times Publishing Co., publisher of *Wichita Falls Record-News* and *Times*.

UTAH

KLO Ogden—Licensed to Interstate Broadcasting Corp., owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*. See also KIMN Denver, Colo., KJCN Great Falls, Mont., and KALL Salt Lake City, Utah.

KALL Salt Lake City—Licensed to Salt Lake City Bcstg. Co., owned by Mr. and Mrs. George C. Hatch. Mrs. Hatch is a 12 1/2% owner of *Ogden (Utah) Standard-Examiner* (KLO).

KDYL-AM-FM, KTVT (TV) Salt Lake City—Licensed to Inter-Mountain Broadcasting & Television Corp. 80% owned by Time Inc., publisher of *Time*, *Life* and *Fortune*. See also KOB Albuquerque, N. M. and KLZ Denver.

KUTV (TV) Salt Lake City—Licensed to Utah Broadcasting & Television Corp., 50% owned by Salt Lake Tribune Publishing Co., publisher of *Salt Lake Tribune* and *Telegram* and 50% owned by Utah Bcstg. & Television Co. (KUTA).

VIRGINIA

WPIK Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is stockholder.

WDVA Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WGH-AM-FM Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald*; 25% by Edward E. Bishop.

WTAR-AM-FM-TV Norfolk—Licensed to WTAR Radio Co., same ownership as *Norfolk Virginian*—*Pilot* and  *Ledger-Dispatch*.

WRNL-AM-FM Richmond—Licensed to Richmond Newspapers Inc., publisher of *Richmond Times-Dispatch* and *News-Leader*.

WDBJ-AM-FM Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News*.



# NEWSPAPER OWNERSHIP

## WASHINGTON

**KPUG** Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* Mst. See KBAR *Burley*, Ida., KAYO *Seattle*, KSEM *Moses Lake*, and KENE *Toppenish*, all Wash.

**KWIK-AM-FM** Longview—Licensed to Twin City Broadcasting Corp., 72% of stock owned by Longview Pub. Co., publisher of *Longview News*.

**KSEM** Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* Mst. See KBAR *Burley*, Ida.; KPUG *Bellingham*, KAYO *Seattle*, and KENE *Toppenish*, all Wash.

**KONP** Port Angeles—Licensed to Radio Pacific Inc., subsidiary of *Port Angeles News*.

**KAYO** Seattle—Licensed to Washington Telecasters Inc., 52% owned by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* Mst. See KPUG *Bellingham*, KSEM *Moses Lake*, KENE *Toppenish*, all Wash., and KBAR *Burley*, Ida.

**KHQ-AM-TV** Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Spokesman-Review* and *Chronicle*.

**KNEW** Spokane—Licensed to Inland Empire Bcstg. Co., 40% owned by Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. For Mr. Hagadone's and Scripps Newspapers newspaper interests, see KVNI *Coeur d'Alene*, Ida.

**KNTN-TV** Tacoma—Licensed to Tribune Publishing Co., publisher of *Tacoma News-Tribune*. Alton F. Baker, 12.46% owner, owns *Eugene* (Ore.) *Register-Guard* (KERG).

**KENE** Toppenish—Licensed to Radio Broadcasters Inc., 32% owned by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* Mst. See also KBAR *Burley*, Ida., KPUG *Bellingham*, KSEM *Moses Lake*, and KAYO *Seattle*, all Washington.

**KVAN** Vancouver—Licensed to KVAN Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay* (Ore.) *Times* (KOOS), and owner of KROW *Oakland*, Calif.

## WEST VIRGINIA

**WHIS-AM-TV** Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.

**WGVK-AM-FM** Charleston—Licensed to Kanawha Valley Broadcasting Co. Interlocking ownership with *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser*. See WSAZ *Huntington*, W. Va.

**WBLK-AM-TV** Clarksburg—Licensed to Ohio Valley Bcstg. Corp., 80% owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register* and other W. Va. newspapers. See also WTRF *Wheeling* and WPAR *Parkersburg*, W. Va.

**WDNE** Elkins—Licensed to West Virginia Radio Corp. See WAJR *Morgantown*, W. Va.

**WVUV, WJPB** (FM), **WJPB-TV** Fairmont—Licensed to Fairmont Broadcasting Co., owned by J. Patrick Beason, publisher of weekly *Mannington* (W. Va.) *Times*.

**WSAZ-AM-TV** Huntington—Licensed to WSAZ Inc., 89% owned by Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*). See also WGVK *Charleston*, W. Va.

**WLOG-AM-FM** Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Heever, partners. See also WRRW *Welch*, W. Va.

**WAJR-AM-FM** Morgantown—Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president.

owns stock in West Virginia Publishing Co., publishers of *Morgantown Post* and *Domination News*; *New Martinsville West* and *Republic*. (See WTRF, Dover, Ohio; WDNE *Elkins*, W. Va., and WKJF (FM) *Pittsburgh*, Pa.)

**WPAR-AM-FM** Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register* (WTRF) and other W. Va. newspapers. See WBLK *Clarksburg*, W. Va.

**WRRW** Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News*; Clarence H. Frey, 25 shares, publisher, *Logan Banner* (WLOG).

**WHAW** Weston—Licensed to Central W. Virginia Service Corp., 50% owned by Richard H. Raiston, owner of weekly *Buchannon* (W. Va.) *Record*.

**WTRF-AM-FM-TV** Wheeling—Licensed to Tri-City Broadcasting Co., 30% owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register*, *Fairmont Times* and *West Virginian*; 20% owned by *Pleasant Register* and *William News*, all West Virginia, and 30% owned by A. V. and G. C. Dix, publishers of *Martins Ferry-Blairstown Times-Leader*. See also WBLK *Clarksburg*, and WPAR *Parkersburg*, W. Va.

**WVVA-AM-FM** Wheeling—Licensed to Storer Broadcasting Co. (*Miami Beach Sun*). See WGBS, *Miami*, Fla.

## WISCONSIN

**WATK** Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of *Antigo Journal*.

**WGEZ** Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville* (Wis.) *Gazette*. See WCLO *Janesville*, Wis.

**WEAU-AM-FM-TV** Eau Claire—Licensed to Central Bcstg. Co., 25% owned by Eau Claire *Leader* and *Telegram*, and 75% owned by Morgan Murphy and associates, owners of *Superior Telegram*, *Manitowoc Herald-Times*, *Chippewa Falls Herald-Telegram*, *Two Rivers Reporter*, all Wis.; *Virginia* (Minn.) *Mesabi News* and *Range Facts*, *Los Angeles* (Calif.) *Eagle*, *Rock News-Herald* and *Highland Park News-Herald* and *Lafayette* (La.) *Advertiser*. See also KVOL *Lafayette*, La., KGTV (TV) *Des Moines*, Iowa.

**KFIZ** Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

**WJYG** Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette*.

**WCLO-AM-FM** Janesville—Licensed to Southern Wisconsin Radio Inc., subsidiary of *Gazette Printing Co.*, publisher of *Janesville Gazette*. See also WGEZ *Beloit*, Wis.

**WKBT** (TV) *La Crosse*—Licensed to WKBT TV Inc., 41% owned by *La Crosse Tribune*. (See also KHQA-TV *Hannibal*, Mo.) and 40% owned by WKBT Inc. (WKBT *La Crosse-Howard* Dahl).

**WIDA-AM-FM** Madison—Licensed to Badger Broadcasting Co. Inc. 66% owned by the Capital Times Co., publisher of *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publisher of the *Wisconsin State Journal* (Lee Syndicate). See KGLO *Mason City*, Ia.

**WISC-AM-FM** Madison—Licensed to Radio Wisconsin, Inc., 50% owned by Morgan Murphy, publisher of *Superior* (Wis.) *Telegram*. See WEEB *Duluth*, Minn.

**WIGM** Medford—Licensed to M & N Bcstg. Co. Stockholders Harold R. Murphy and Harvey J.

Kitz own *Northshore Publishing Co.*, publisher of weekly *Shorewood Herald* and *Whitefish Bay Herald*, both Wis.

**WEMP-AM-FM** Milwaukee—Licensed to Milwaukee Broadcasting Co. Owned 24.5% by Mid Continer Radio-Television Inc. Mid Continer is 50% owned by Northwest Publications Co. (Ridder interests For Ridder newspapers, see WCCO *Minneapolis*.)

**WISN** Milwaukee—Licensed to Hearst Corp. Affiliated with *Milwaukee Sentinel*. For other Hearst Newspapers see WBAL *Baltimore*, Md.

**WTMJ-AM-TV** Milwaukee—Licensed to The Journal Co. (*Milwaukee Journal*).

**WPDR** Portage—Licensed to Portage Bcstg. Co. W. T. Comstock, president and 92% stockholder is general manager and majority stockholder of Comstock Pub. Co., publisher of *Portage Register & Democrat*.

**WRUN-AM-FM** Racine—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal Times*.

**WTCH** Shawano—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader*.

**WHBL-AM-FM** Sheboygan—Licensed to WHBL Inc. Press Publishing Co., publisher of *Sheboygan Press* owns 100% of preferred stock.

**WOKW** Sturgeon Bay—Licensed to Door County Radio Co. President Chandler F. Harris is publisher of weekly *Door County Advocate*.

**WDSM** Superior—Licensed to WDSM Inc., which is owned by Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald and News-Tribune*. For other Ridder publications see WCCO *Minneapolis*, Minn.

**WSAU-AM-TV** Wausau—Licensed to Wisconsin Valley Television Corp., 25% owned by *Wausau Record Herald*, 12.5% by *Marshfield News Herald*, 8.32% owned by *Merrill Herald*, 8.32% by *Rhinelander News*, 6.25% by *Wisconsin Rapids Tribune* (WHR) and 4.18% by *Antigo Journal* (WATK).

**WFHR-AM-FM** Wisconsin Rapids—Licensed to Wn F. Huffman Radio Inc. Mrs. Louise H. Huffman is principal owner Wisconsin Rapids Tribune Co. publishers *Wisconsin Rapids Tribune*.

## WYOMING

**KFBC-AM-TV** Cheyenne—Licensed to Frontie Broadcasting Co. One third owned by publisher of *Cheyenne Wyoming Eagle* and *State Tribune*; *Laramie Bulletin* and *Republican Boomerang*; *Routin's Times*, *Rock Springs Rocket*, *Worlan Northern Wyoming News*. See also KSTF (TV) *Scottsbluff*, Neb.

**KVOC** Casper—Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Tribune-Herald*.

**KOVE** Lander—Licensed to Edward J. Brece, publisher of semi-weekly *Wyoming State Journal*.

**KRAL** Rawlins—Licensed to Rawlins Broadcastin Co., affiliated with *Rawlins Times*.

## HAWAII

**KHBC** Hilo—Licensed to Hawaiian Broadcastin System Ltd. See KGMB *Honolulu*.

**KGMB-AM-TV** Honolulu—Licensed to Hawaii Broadcasting System Ltd., 24.55% owned by *Honolulu Star-Bulletin*.

**KGU, KONA** (TV) *Honolulu*—Licensed to Radi Honolulu Ltd., 50% owned by *Honolulu Advertiser*.

**KTOH** Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

**KMTV** Wailuku, Maui—Licensed to Maui Publishin Co., Ltd., publisher of *Maui News*.

## PUERTO RICO

**WKAQ-AM-TV** San Juan—Licensed to El Mundo Broadcasting Corp., owned by Angel Ramos, publisher of *San Juan El Mundo*.

## GOVERNMENT AGENCIES DEALING WITH RADIO

(All Washington, D. C. addresses unless otherwise specified. • Complete FCC listing on page 51)

### EXECUTIVE OFFICE OF THE PRESIDENT

White House  
1600 Pennsylvania Ave., N. W.  
Tel.: NATIONAL 8-1414

The White House Office: Assistant to the President, Sherman Adams; Deputy Assistant to the President, Maj. Gen. William B. Parsons (Congressional Liaison); Secretary to the Cabinet and Associate Counsel to the President, Maxwell M. Rabb; Special Assistant to the President, Robert Cutler; Administrative Assistants to the President, Gabriel Hauge, Bryce N. Harlow, J. Jack Martin, Geraldine Morgan; Secretary to the President, Thomas E. Stephens; Press Secretary to the President, James C. Hagerty; Assistant Press Secretary to the President, Murray Snyder; Special Counsel to the President, Bernard M. Shanley.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W. Tel.: EXECUTIVE 3-3300. Director, Arthur S. Flemming; Deputy Director, Victor E. Cooley; Asst. Director (Radio Communications), Harold M. Botkin; General Counsel, Charles H. Kendall; Public Information Officer, Lee W. Schooler.

### DEPT. OF STATE

21st and Virginia Ave., N. W.  
Tel.: REpublic 7-5600

Secretary: John Foster Dulles; Under Secretary of State, Herbert Hoover, Jr.; Under Secretary for Administration, Charles E. Saltzman.  
Deputy Undersecretary: Robert M. Whitney.  
Assistant Secretary of State for Public Affairs: Carl W. McArdle; Chief, News Div.: Henry Suydam; Assistant Chief: Lincoln White.  
Chief, Radio-TV Branch: John T. Meagher.  
Telecommunications Policy Staff: Chief, Francis Colt deWolf; Chief, Radio Services and International Communications, John S. Cross; Chief, Safety Services, International Wire Communications and Foreign Broadcasting Branch, Arthur Label; Assistant to the Chief, Helen Kelly.

### DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.  
Tel.: REpublic 7-8200

Attorney General: Herbert Brownell Jr.; Deputy Attorney General: William P. Rogers; Assistant Attorneys General: H. Brian Holland (Tax Div.), Stanley N. Barnes (Antitrust Div.), Warren Olney III (Criminal Div.), Warren E. Burger.  
Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Edward O. Ethell.

### DEPT. OF HEALTH, EDUCATION & WELFARE

330 Independence Ave., S. W.  
Tel.: EXECUTIVE 3-6300

Secretary: Oveta Culp Hobby. Undersecretary: Nelson A. Rockefeller.  
Office of Publications & Reports: Director, J. Stewart Hunter; Deputy Director,

Harvey A. Bush; Press Officer, H. C. John Russell.  
Food & Drug Administration: Wallace Janssen (Information Officer).  
Office of Education: John Lloyd (Information Officer).  
Social Security Administration: William Galvin (Information Officer).  
Public Health Service: Mary Ross (Information Officer).  
Office of Vocational Rehabilitation: W. Oliver Kincannon (Information Officer).  
National Institutes of Health: Jack Fletcher (Information Officer).

### DEPT. OF AGRICULTURE

14th & Independence Ave., S. W.  
Tel.: REpublic 7-4142

Secretary: Ezra Taft Benson.  
Office of Information: Director, R. Lyle Webster; Asst. Directors, James H. McCormick, Harold Lewis; Chief, Radio & TV Press Service, Kenneth M. Gopen; TV Information Specialists, Jules Renaud, Leo E. Geier, Alice Skelsey; Supervisor of Network Programming, Jack H. Towers; Director of Individual Station Relations, J. Don Looper.

### U. S. INFORMATION AGENCY

1778 Pennsylvania Ave., N. W.  
Tel.: REpublic 7-8340

Director: Theodore C. Streibert; Deputy Director: Abbott Washburn; Special Assistants to the Director: Henry Loomis and John R. Kennedy; Chief, Office of Public Information Staff: Sidney Fine; Chief, Broadcasting Service (Voice of America), John R. Poppele; Chief, Press Service, Harlan Logan; Chief of Motion Picture Service: Andrew Smith; Chief, Information Center Service: Dr. Franklin Burdette; Acting Chief, Private Enterprise Cooperation Staff: John M. Begg.

### FEDERAL TRADE COMMISSION

6th St. & Pennsylvania Ave., N. W.  
Tel.: EXECUTIVE 3-6800

Members: Chairman, Edward F. Howrey; Lowell B. Mason, James M. Mead, Robert P. Secrest, John W. Swayne.  
Bureau of Litigation: Joseph E. Sheehy, Director.  
Bureau of Consultation: Charles E. Grandey, Director.  
Bureau of Economics: Jesse W. Markham, Acting Director.  
Bureau of Investigation: Henry A. Babcock, Director.  
Legal Adviser & Asst. to Chairman: David C. Murchison.  
General Counsel: Earl W. Kintner.  
Office of Public Information: Sam Stowe, Director.

### FEDERAL CIVIL DEFENSE ADMINISTRATION

B. B. Clegg, Mich.  
HUDSON 3-5500

(May be reached from Washington, D. C. with no extra charge by dialing)

Battle Creek Telephone: Woodward 2-8511



# GOVERNMENT AGENCIES

Administrator: Val Peterson.  
 Federal Communications Division: Director, W. A. LaRue; Conelrad Technician, Robert B. Martin.  
 Public Affairs Office: Director, Edward B. Lyman; Audio-Visual Division, Director, Chet Spurgeon; Radio-TV Branch Chief, Rodney Radford; Press & Editorial Director, Eugene Ingold.

Washington, D. C. Office  
 GSA Bldg., 19th & E Sts., N. W.  
 Tel.: Executive 3-0994

Public Affairs: Director, Charles E. Pearce.  
**ATOMIC ENERGY COMMISSION**  
 1901 Constitution Ave., N. W.  
 Tel.: STerling 3-8000

Airman: Lewis L. Strauss.  
 Division of Information Services: Director, Morse Salisbury. Chief, Public Information Service: Shelby Thompson. Radio-Visual Branch: Chief, Charter Hespel.

**GENERAL SERVICES ADMINISTRATION**  
 F St., between 18th & 19th Sts., N. W.  
 Tel.: Executive 3-4900

Administrator: Edmund F. Mansure.  
 Office of Public Information & Reports: Director, Herbert Plummer.

**DEPT. OF COMMERCE**  
 14th & Constitution Ave., N. W.  
 Tel.: STerling 3-9200

Secretary: Sinclair Weeks.  
 Office of Public Information: Director, Albert Leman. Deputy Director of Information, Henry Scherer. Chief, News Section, Harry Weiss.  
 Census Bureau (Tel.: LUdlow 4-3000): Director, Robert W. Burgess. Deputy Director, A. Ross Eckler, Assistant Directors, Howard C. Grieves, Dr. Conrad Taeuber; Acting Information Officer, A. W. Von Struerve; Information Specialist: Conrad Shamel.

National Bureau of Standards (Tel.: EMerson 2-4040): Director, A. V. Astin; Chief, Technical Reports Section, W. R. Tilley; Chief, Boulder Center Labs, Frederick W. Brown; Chief, Electricity & Electronics Division, Dr. F. B. Silsbee.

National Aeronautics Administration (Tel.: STerling 3-9200): Administrator, F. B. Lee. Chief, Airspace Utilization Branch, E. R. Mehrling; Director, Office of Aviation Information, Ben Stern.

National Weather Bureau (Tel.: ADams 2-3200): Acting Chief, Radio-TV Unit, Anthony J. Sadoskas.

**DEPT. OF DEFENSE**  
 Pentagon Bldg.  
 Tel.: Liberty 5-6700

Secretary: Charles Erwin Wilson; Deputy Secretary, Robert B. Anderson; Assistant Secretary (Legislative and Public Affairs), Fred A. Seaton; Deputy Asst. Secretary for Public Affairs, D. Walter Swann.  
 Office of Public Information: Director, C. Herschel Schooley; Deputy Director, Philip F. Hines; Executive Asst., John E. Carland.  
 Radio-TV Branch: Chief (acting), Major Charles H. Freudenthal (Air Force); Capt. Hal Harlan (Air Force), radio-tv officer.  
 Press Branch: Chief, Joseph F. Flynn; Deputy, Hunt Clement; Executive Assist-

ants—Edward Cottrell (Army); Allan W. Howell (Office of Defense); Comdr. Benjamin Franklin (Navy); Lt. Col. Moncel Monts (Air Force); Maj. Robert Fairfield (Marine Corps).  
 Dept. of the Air Force: Secretary, Harold E. Talbott; Office of Information Service—Director, Brig. Gen. Brooke E. Allen; Radio-TV Branch, Chief, Maj. Lewis H. Lederer.

Dept. of Army: Secretary, Robert Ten Broeck Stevens; Office of Public Information: Director, Maj. Gen. Gilman C. Mudgett; Radio-Television Branch: Chief, Lt. Col. Tom Mathews; assistants, Maj. Thomas B. Claggett, Capt. Frank Grubbs, Lt. Bill Jogh.

Dept. of Navy: Secretary, Charles S. Thomas.  
 Office of Navy Information: Chief, Rear Admiral W. G. Beecher; Deputy Chief, Capt. J. D. Lamade; Public Information Div., Director, Capt. F. G. Selby; Assistant, Comdr. M. W. Baggett; News Branch: Director, Comdr. M. W. Baggett; Radio-TV Branch, Director, Lt. Comdr. S. J. Wornom Jr.; Pictorial Branch, Director, Lt. Comdr. Kane W. Lynn.

Marine Corps: Division of Public Information, Director, Brig. Gen. Frank H. Wirsig; Radio-TV Branch, head, Capt. Cecil G. Dunnagan; Press Branch, head, Lt. Col. Robert Barry.

**DEPT. OF TREASURY**  
 (U. S. Savings Bond Division)  
 Tel.: Executive 3-6400

Secretary: George M. Humphrey.  
 National Director: Earl O. Shreve.  
 Advertising & Promotion Branch: Assistant National Director, Edmund J. Linehan.

Advertising Section: Chief, Harold Boyer (radio and television).  
 Public Information Section: Chief, Robert W. Reese.

**VETERANS ADMINISTRATION**  
 Vermont Ave. & H St., N. W.  
 Tel.: Executive 3-4120

Administrator: Harvey V. Higley.  
 Information Service: Director, J. Norman Lodge; Associate Director, Franklin R. Hood; Assistant Director, Radio-TV Division, Bernard Posner; Assistant Director, News, Lawrence George.

**DEPT. OF LABOR**  
 14th & Constitution Ave., N. W.  
 Tel.: Executive 3-2420

Secretary: James P. Mitchell.  
 Office of Public Information: Director, George C. Lodge.  
**NATIONAL LABOR RELATIONS BOARD**  
 3rd & C Sts., S. W.  
 Tel.: STerling 3-7373

Members: Chairman, Guy Farmer; Philip Ray Rodgers, Abe Murdock, Ivar H. Peterson, Albert C. Beeson.  
 Office of Public Information: Director, Louis G. Silverberg; Associate Director, Jay E. Shanklin.

**SECURITIES & EXCHANGE COMMISSION**  
 425 2d St., N. W.  
 Tel.: STerling 3-7600

Members: Chairman, Ralph H. Demmler; Paul R. Rowen, Clarence H. Adams, A. J. Goodwin Jr., J. Sinclair Armstrong.  
 Secretary of the Commission and Director of Information: Orville L. Dubois.

## MAJOR AWARDS AND CITATIONS

**BETTER UNDERSTANDING AWARDS**: "Outstanding contributions to the betterment of British-American relations" sterling silver boxes, trophies and citations, presented annually to radio-tv commentators (and journalists). For details, contact Roger Haworne, English-Speaking Union, 19 E. 14th St., New York 22, N. Y.

For last year's awards, see B.T., page 21, 1954.

**CHRISTOPHER AWARDS** to "Individuals whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all." Bronze medallions presented semi-annually in radio to producer, director and writer of winning programs (also given in other entertainment fields). For information, write Father James Miller, the Christophers, 18 E. 48th St., New York 17, N. Y.

For last year's awards, see B.T., Nov., 1954.

**HARRY DIAMOND MEMORIAL AWARD** to a person in government service for outstanding contributions in field of radio or electronics." scroll, presented annually at IRE convention March. For details, contact E. W. Gannett, Institute of Radio Engineers, East 79th St., New York 21, N. Y.

For last year's awards, see B.T., March 29, 1954.

**LFRED I. DUPONT AWARDS** for meritorious service to the American people," a plaque and \$1,000 in cash presented each March to one large radio or tv station, one small station and one commentator. For details, contact O. W. Reigel, curator, Alfred I. Dupont Awards Foundation in Radio Television, Washington & Lee U., Lexington, Va.

For last year's awards, see B.T., March 29, 1954.

**ARM SAFETY AWARDS** for outstanding farm safety education, certificates given to radio and tv stations (also farm papers) each year in conjunction with the Chicago convention of the National Assn. of Television & Radio Farm Directors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For last year's awards, see B.T., Nov. 29, 1954.

**REEDOM AWARDS** for contributions to the American way of life, cash and medals, presented each Feb. 22 at Valley Forge for outstanding radio and tv programs of previous year. For de-

tails, contact Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa.

For last year's awards, see B.T., March 1, 1954.

**GOLD MEDAL AWARDS** for "outstanding public service in fire prevention and fire safety," gold medals (cash equivalent of \$500 for each winner) and citations, given annually to radio and tv stations daily and weekly newspapers. Full details available from the National Board of Fire Underwriters, 85 John St., New York 38, N. Y.

For last year's awards, see B.T., March 22, 1954.

**GOLDEN MIKE AWARDS** for best patriotic program, best all-around family program and most wholesome children's program on radio (also same for tv), golden microphones awarded annually. For details, contact Layton K. Hurst, radio-tv director, American Legion Auxiliary, Indianapolis 17, Ind.

For last year's awards, see B.T., Sept. 6, 1954.

**HALL OF FAME AWARDS**, made posthumously to those who have made outstandingly significant contributions to the art of radio broadcasting, and citations to living leaders in the radio industry, presented at the annual dinner of the Radio Pioneers—held in conjunction with the NARTB convention. For details, contact the Hall of Fame Awards chairman of Radio Pioneers, William S. Hedges, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

For last year's awards, see B.T., May 31, 1954.

**HEADLINER AWARDS** for outstanding work by news staffs of radio and tv stations and networks (as well as newspapers, magazines and newsreels), silver medallions, presented each June in Atlantic City for achievements in previous calendar year. For details contact Mail Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City, N. J.

For last year's awards, see B.T., May 31, 1954.

**HUMAN RELATIONS AWARDS** for fighting bigotry and promoting good will among America's racial and religious groups, citations presented annually during Brotherhood Week in February for radio and tv programs, advertising campaigns, cartoons, editorials, photographs and motion pictures, magazine articles and books. Details may be obtained from Media Awards Committee, National Confer-

ence of Christians and Jews, 381 Fourth Ave., New York 16, N. Y.

**IRE FOUNDERS AWARD** "bestowed on special occasions to outstanding leaders in the communication and electronics field." bronze medal. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

For last year's awards, see B.T., March 29, 1954.

**IRE MEDAL OF HONOR** "in recognition of outstanding scientific and engineering achievements in communications and electronics." medal presented each year at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

For last year's awards, see B.T., March 29, 1954.

**MORRIS LIEBMAN MEMORIAL PRIZE** "for a recent important contribution to the radio art," cash award, made annually at IRE Convention in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

For last year's awards, see B.T., March 29, 1954.

**LIFE LINE OF AMERICA AWARDS** for women broadcasters (and newspaper and farm paper writers) "who have contributed most toward public understanding of our country's food and food industry." Silver bowl and bronze plaques, awarded for radio and newspapers in odd-numbered years. For details write Life Line of America Trophies, Grocery Manufacturers of America, Inc., 205 East 42nd St., New York 17, N. Y.

For last awards, see B.T., Nov. 16, 1953.

**MCCALL'S AWARDS TO WOMEN IN RADIO & TV** for outstanding public service to the community, seven eight-inch golden microphones given annually to three women broadcasters, three women radio or tv executives and one overall award. Presentations are made during national convention of American Women in Radio & Television. For details, contact Frank Hogan, manager of public relations, McCall's Magazine, 230 Park Ave., New York 17, N. Y.

For last year's awards, see B.T., Dec. 28, 1953.

**NAFB RAT AWARDS** for outstanding radio and tv network programs in a

dozen categories, certificates, presented annually around first of the year. For details, contact Mrs. Clara Logan, president, National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Calif.

For last year's awards, see B.T., Feb. 15, 1954.

**OHIO STATE IERT AWARDS** for educational radio and tv programs, certificates presented each April at the American Exhibition of Educational & Television Programs, held in Columbus, Ohio, in conjunction with the annual Ohio State University Institute for Education by Radio-Television. For details, contact Dr. I. Keith Tyler, director, Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio.

For last year's awards, see B.T., April 5, 1954.

**GEORGE FOSTER PEABODY AWARDS**, "to recognize the most distinguished and meritorious public service rendered each year by radio and television," presented each spring to individuals and organizations. Details available from John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

For last year's awards, see B.T., April 19, 1954.

**GEORGE POLK MEMORIAL AWARD** for outstanding reporting for radio, television and newspapers, gold plaques, given annually. For details, contact Dr. Theodor E. Kruglak, chairman, Journalism Dept., Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y.

For last year's awards, see B.T., Feb. 15, 1954.

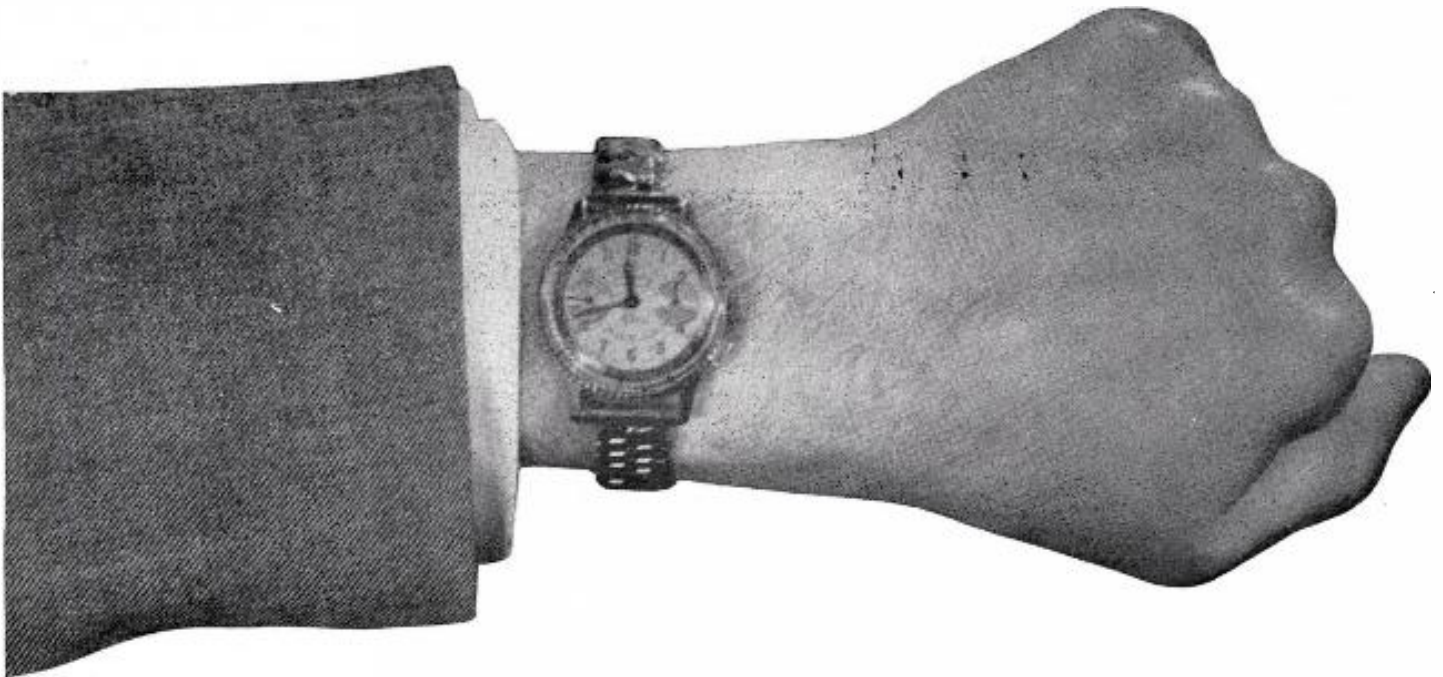
**PUBLIC INTEREST AWARDS** for safety education, certificates given annually to radio and tv stations and networks (also to other media and to advertisers). For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For last year's awards, see B.T., May 10, 1954.

**RTNDA AWARDS** for outstanding news operation by a radio station (also tv) and for outstanding special event coverage, gold trophies, presented annually at the Radio-Television News Directors Assn. convention banquet. For details, contact Baskett Mosse,

(Continued on page 368)

*There isn't time  
to read them all . . .*



Let's face it. No advertiser, no account executive, no time buyer has either the time or physical stamina to read all the radio-tv trade papers.

One thing certain. He must read a publication that suits his needs to keep abreast of the times. He needs spot news, trends, features, reference articles. Who delivers this editorial package?

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Read what Ross Federal\*, New York, found after surveying the top agencies in the nation:

Question: "What publication frequency is best suited to your needs?"

Answer: <b>Weekly publication</b>	283 votes
Semi-monthly	86 votes
Monthly	54 votes

Question: "What kind of trade paper do you prefer?"

Answer: <b>Spot News &amp; Features</b>	353 votes
Features only	33 votes
Spot News only	23 votes

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# DIRECTORY OF AM AND FM STATIONS AND MARKET DATA FOR THE UNITED STATES

(For complete listing of Tv Stations see TELECASTING Yearbook)

## ALABAMA

### MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
atauga	18,186	3,600	\$ 6,255	\$ 2,606	\$ 194	3,029	Jackson	38,998	8,500	14,837	2,991	349	6,255
aldwin	40,997	10,200	28,228	7,901	845	14,255	Jefferson	558,928	156,220	621,372	148,526	15,184	139,268
arbour	28,892	5,680	13,646	4,085	378	3,962	Lamar	16,441	3,710	4,853	1,335	135	3,002
bb	17,987	3,770	8,094	1,983	154	2,432	Lauderdale	54,179	13,830	41,330	9,381	1,078	13,160
ount	28,975	6,650	11,014	3,060	220	4,843	Lawrence	27,128	5,690	7,374	2,621	307	3,877
ullock	16,054	2,590	4,983	1,487	170	1,640	Lee	45,073	9,630	29,408	8,159	1,078	8,481
utler	29,228	5,960	16,588	4,413	380	4,759	Limestone	35,768	8,070	17,857	4,831	463	6,575
alhoum	79,539	20,300	67,728	19,404	1,987	21,960	Lowndes	18,018	2,970	5,199	1,099	32	1,782
hambers	39,528	9,250	11,660	3,923	622	8,164	Macon	30,561	5,420	10,826	3,724	263	4,003
herokee	17,634	3,840	4,927	1,238	96	3,567	Madison	12,903	18,140	60,049	12,248	1,303	18,537
hilton	26,922	6,280	11,621	3,094	352	4,567	Marengo	29,494	5,290	14,855	3,268	352	3,530
hoctaw	19,152	3,540	6,719	1,438	74	2,373	Marion	27,264	6,410	12,229	3,276	284	4,584
larke	26,548	5,460	20,689	2,843	458	4,523	Marshall	45,090	11,280	35,706	7,195	939	10,240
lay	13,929	3,090	5,308	1,827	198	2,638	Mobile	231,105	64,030	223,288	57,772	9,955	64,111
leburne	11,904	2,680	3,317	1,095	63	2,269	Monroe	25,732	4,970	11,339	2,886	197	3,988
offee	30,720	6,730	12,908	3,845	377	6,887	Montgomery	138,965	35,550	143,788	30,375	3,747	35,893
olbert	39,561	9,940	32,130	9,115	1,005	10,784	Morgan	52,924	13,820	46,958	12,669	954	11,737
onecuh	21,776	4,070	7,540	2,203	158	2,586	Perry	20,439	3,340	8,462	1,950	221	2,248
oosa	11,766	2,490	4,149	1,615	134	2,245	Pickens	24,349	4,690	10,246	2,496	274	3,396
ovington	40,373	9,300	23,423	6,701	831	9,591	Pike	30,608	6,510	15,553	4,319	539	5,061
renshaw	18,981	3,910	8,146	2,098	147	2,737	Randolph	22,513	4,940	10,586	3,027	214	3,971
ullman	49,046	11,650	20,777	6,155	531	10,217	Russell	40,964	8,490	10,371	3,369	286	6,640
ale	20,828	4,640	8,646	3,527	363	5,375	St. Clair	26,687	6,180	10,532	3,798	350	5,752
allas	56,270	11,640	37,880	9,081	1,183	10,267	Shelby	30,382	6,970	12,332	5,451	319	4,971
eKalb	45,048	10,990	19,005	4,879	401	8,320	Sumter	23,610	4,110	9,177	1,615	150	2,439
lmore	31,649	6,850	14,376	4,706	431	6,565	Talladega	63,639	14,730	43,235	13,510	1,227	12,685
scambia	31,443	6,540	23,941	5,730	560	7,877	Tallapoosa	35,074	8,140	21,479	6,237	859	7,467
towah	93,892	25,560	81,906	21,186	2,182	23,749	Tuscaloosa	94,092	21,550	63,036	17,287	2,232	19,156
ayette	19,388	4,430	8,354	1,999	163	3,605	Walker	63,769	14,940	38,859	14,263	914	10,755
ranklin	25,705	6,070	14,024	3,849	389	4,805	Washington	15,612	3,460	4,499	1,573	29	2,208
eneva	25,899	5,860	14,076	2,915	389	4,790	Wilcox	23,476	3,810	6,296	1,577	83	1,882
reene	16,482	2,780	7,759	1,614	180	1,670	Winston	18,250	4,230	7,951	1,929	224	2,919
ale	20,832	3,690	7,277	1,932	211	2,334							
enry	18,674	3,620	8,033	1,663	240	3,193							
ouston	46,522	11,340	42,388	9,076	1,052	11,637							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

### DIRECTORY OF AM AND FM STATIONS

City	County	all Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
Established	Power	Telephone	Representative	Owner	Executive Abbreviations	Owner	Executive Abbreviations	
v Affiliate	Power	Telephone	Representative	Owner	Executive Abbreviations	Owner	Executive Abbreviations	
<b>LBERTVILLE</b>								
<i>Marshall Co.</i>								
WAVU	630	Sand Mt. Bcstg. Co.	Ala. Community	Pat M. Courington, p, gm	Bill Hagler, pd, nd	Glenn Abercrombie, sd		
1948	500-D	P. O. Box 250		Glen Jackson, cm	Thomas E. Killian, ce	Annette Abercrombie, wd		
		630			Jesse A. Culp, fd			
WAVU-FM	Ch. 286 (B)							
1949	105.1mc							
	4.5kw							
<b>LEXANDER CITY</b>								
<i>Tallapoosa Co.</i>								
WRFS	1050	Piedmont Service Corp.	KBS	James L. Coley, p	Bob McKinnon, pd, nd, fd	Betty Jo Summers, wd		
1947	1000-D	138 Main St.	Dora-Clayton	Jim Whatley, gm, cm, ce	Bill Buchannon, pmm, sd			
		Adams 4-2566						
WRFS-FM	Ch. 291 (B)							
1949	106.1mc							
	4.6kw							
<b>NDALUSIA</b>								
<i>Montgomery Co.</i>								
WCTA	920	Andalusia Bcstg. Co.	MBS	J. Dige Bishop, p, gm, ce	Bart Pryor, pmm, nd, fd	Janette Powell, wd		
1946	1,000-D	P. O. Box 29	KBS	Donald Cooke, cm				
	500-N	1340	Walker	Barbara Nicholson, pd				
	DA-N		Dora-Clayton					
WCTA-FM	Ch. 251 (B)							
1950	98.1mc							
	10.5kw							
<b>NNISTON</b>								
<i>Calhoun Co.</i>								
WANA	1490	Anniston Radio Co.	KBS	C. L. Graham, co-o, gm	Chas. Mueller, cm	Charlie Woody, nd		
1954	250	300 S. Leighton Ave.	McGilvra	E. H. Estes, co-o, gm	Bettye Lyvers, pd, wd			
		Adams 7-1627						
WHMA	1450	Anniston Bcstg. Co.	ABC	Harry M. Ayers, p	Rosamond Ponder, pd	James A. Hudson, ce		
1938	250	Radio Bldg.	Ala. Bcstg. Sys.	Malcolm Street, gm, sd	Teena Taylor, pmm, wd	E. Cody Hall, nd		
		Adams 6-7545	Sears & Ayers	R. A. Davidson, cm				
WHMA-FM	Ch. 263 (B)							
1947	100.5mc							
	3.6kw							
WSPC	1390	Model City Bcstg. Co.	MBS	W. S. Weatherly, p & gm	Winfred Kennedy, ce	S. A. Matthews, fd		
1949	5000-D	Jefferson Davis Hotel	Walker	John M. Orrison, cm	Lee Blaine, nd	Buddy Rutledge, sd		
	1000-N	Adams 6-8291		Rosebud Waldrop, pd				
	DA-N							
<b>THENS</b>								
<i>Limestone Co.</i>								
WJMW	730	Athens Bcstg. Co.		H. F. Dunnivant, p, gm, fd	William G. Mitchell, ce	Bobby Thornton, sd		
1948	1000-D	Hine St.		Marjorie P. Jones, pd, wd	Bobby Lankford, nd			
		565						

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# ALABAMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o: Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg 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
<b>ATMORE</b> (Escambia Co.)					
WATM 1949	1580 250-D	Southland Bcstg. Co. 707 E. Creig St. 50	.....	Grady L. Ingram, co-o Tom C. Miniard, co-o, gm, ce, fd	Sam B. Ford, cm, sd Julia E. Minlard, pd Wayne Butts, nd
<b>AUBURN</b> (Lee Co.)					
WAUD 1947	1230 250	Auburn Bcstg. Co. Box 391 1240	ABC Continental Radio Sales	Elmer G. Salter, p Lowell E. Takies, sm, cm	Tony Carter, pd, pmm Larry Dobbins, ce
<b>BESSEMER</b> (Jefferson Co.)					
WBEO 1950	1450 250	Bessemer Bcstg. Co. 1720 3rd Ave. 5-5241	ForJoe Dora- Clayton	J. E. Lanier, p Eugene P. Well, gm, cm, pmm	Erskine Faush, pd Jack Warden, ce Lora Walker, wd
<b>BIRMINGHAM</b> (Jefferson Co.)					
WAPI 1925	1070 10,000-D 5000-N	The Television Corp. P. O. Box 2553 4-2466	NBC Ala. Bcstg. Sys. Blair	Henry P. Johnston, p & mgng.d Herbert Martin, vp, radio opers. m.	Ray A. Furr, vp, pd James Chenoweth, pm J. V. Sanderson, ce John Collins, nd Boyd Evans, fd Maury Farrell, sd Dan Daniel, sd Mimi Dennis, wd
WABT(TV) 1946	DA-N Ch. 258 (B) 99.5mc 72kw	(WAPI, AM Affiliate)			
WBRC 1928	960 5000	Birmingham Bcstg. Co. 1727½ Second Ave. North 7-3172	CBS Katz	George B. Storer, p James Bailey, gm, cm Fox Lightfoot, pd	Natt Smith, pmm Robert L. DuPriest, ce Davenport Smith, nd Dave Campbell, sd Mary Badham, wd
WBRC-TV 1953	1260 1000-D	Chapman Radio & Tv Co. 725 South 22nd St. 7-3019	Clark	W. A. Chapman, co-o, gm George K. Chapman, co-o, pd	Rudy C. Clark, g.cm, pmm Bill Chapman, ce Wm. R. Kennedy, nd Don Kirkpatrick, sd Arlene Voudrie, wd
WEDR 1949	1220 1000-D	Magic City Bcstg. Co. 1417 4th Ave. N. 4-0925	McGillvra	J. L. Doss, p John A. Thompson, gm, cm	Carolyn Mardis, pd John F. Cram, ce
WEZB 1953	1320 1000-D	Voice of Homewood Bankhead Hotel 2-9122	.....	Gene Newman, p Tom Walters, gm David Higgenbotham, cm Ganus Scarborough, pd	Joe Ford, pmm Vearl Cicero, ce Margaret Armfield, nd Ganes Allen, fd Rita Klien, wd Dick Camp, sd
WILD 1945	850 10,000-D 1000-N DA-N	The Pilot Corp. 1901 Montgomery High- way 4-4511	MBS ForJoe	George A. Mattison Jr., p George L. Sutherland, gm, slm Charles W McGehee, pd	William Mattison, pmm Raymond Lowery, ce Ace Carter, nd Sam Benton, fd George Bell, sd Mary Ann Jewell, wd
WJLD 1942	1400 250	Johnston Bcstg. Co. Red Mountain 54-3466	Interstate United Newspapers	George Johnston Jr., p James E. Connolly, gm Joe Brewer, cm	Joyce Savage, pd, wd Mary Vall, pmm Maurice E. McKinney, ce Eddie Castleberry, nd
WJLN-FM 1948	Ch. 284 (B) 104.7mc 23kw	(WJLD, AM Affiliate)			
WLBS 1948	900 1000-D	WLBS Inc. 212 N. 13th St. 54-2541	Stars	E. D. Rivers, p Buddy E. Starcher, gm Jim Macri, cm	Neal Miller, pd, nd Paul Wehrle, pmm Gordon Bishop, ce Laura Rogers, wd
WSGN 1928	610 5000-D 1000-N DA-N	Jemison Bcstg. Co. 2320 7th Ave. S. 4-3434	ABC Avery- Knodel	Bascom H. Hopson, p, gm G. O. Privett, cm Ralph Rogers, pd	Mary F. Childers, pmm Jack Shea, ce Horace Pumphrey, nd Ward McIntyre, sd Carol Wood, wd
WSGN-FM 1947	Ch. 229 (B) 93.7mc 37kw				
WVOK 1947	690 50,000-D DA-D	Voice of Dixie Inc. P. O. Box 2468 6-2924	Radio-TV Reps.	Iralee W. Benns, p, gm Ira Leslie, sd, pd, pmm	R. G. Blaskow, ce Dan Brennan, nd George Williams, fd Earline Tully, wd

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10,000 WATTS **WILD** 850 KC-MBS

*"First in the Heart of Dixie"*

BIRMINGHAM, ALABAMA

\* 1st IN COVERAGE \* 1st IN CHOICE OF ADVERTISERS \* 1st IN POPULARITY

POPULATION 1,778,130

42 COUNTIES

RADIO HOMES 463,642

*\*Don't take our word for it—See:*

National Representative: ForJoe and Co., Inc.

• Clarke Brown Co., Southeast

• George L. Sutherland, Gen. Mgr.

**BREWTON**

(Escambia Co.)

WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS KBS Dora-Clayton	W. Emmett Brooks, p Bolling Brooks, gm	Charles E. Land, cm Helen Aughtman, pd	Joseph A. Sikes, ce
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**CARROLLTON**

(Pickens Co.)

WRAG 1951	590 1000-D	Pickens Co. Bcstg. Co. 2364		W. E. Farrar, co-o Roth E. Hook, co-o Hugh Hughes, gm, ce	Ray Hardin, cm, sd Carl Sauceman, pd, nd, fd	Gladys Eatis, pmm, wd
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**CLANTON**

(Chilton Co.)

WKLF 1947	980 1000-D	Southeastern Bcstg. Co. Selma Hi-Way 448	KBS Ala. Bcstg. Sys.	Dr. J. Kelley Robinson, p Leland Hudson, gm, cm, nd	Helen Parrish, pd, pmm, wd Lester Carter, ce	Harry Culp, fd Curtis Harris, sd
WKLF-FM 1953	Ch. 265 (A) 100.9mc 0.37kw					

**CULLMAN**

(Cullman Co.)

WFMH 1954	1300 1000-D	Voice of Cullman 206 2nd Ave. E. 910		B. C. Eddins, p, gm V. E. Waters, pd	J. E. Buxton, ce J. D. Hardeman, fd	Harry Maus, sd
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WFMH-FM 1949	Ch. 266 (B) 101.1 mc 5.3kw					
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WKUL 1946	1340 250	Cullman Bcstg. Co. Drawer 620 864	MBS	Hudson C. Millar Jr., p Art Bachmann, gm, ce	Ralph Mann, cm, pd, sd Joe Sweat, nd	Charles Cruce, fd Dortha Bland, wd
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**DECATUR**

(Morgan Co.)

WAJF 1953	1490 250	Morgan Co. Bcstg. Co. 112 Grant St. 4016	Sears & Ayers	J. B. Falt Jr., p C. H. Quick, gm Charles Wingate, cm	Ross Hawkins, pd, pmm Prince Jones, ce Clete Quick, nd, sd	Mitch Self, fd Henrietta Kirk, wd
WHOS 1948	800 1000-D	North Alabama Bcstg. Co. Masonic Bldg. 991	McGillvra	Barrett C. Shelton, co-o John H. Jones, co-o Louis C. Blizzard, gm, cm, nd	Bob Dean, pd, sd Jin Fouts, pmm, fd Garthel Upton, ce	

WHOS-FM 1951	Ch. 223 (B) 92.5mc 8.6kw					
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WMSL 1935	1400 250	Tennessee Valley Radio & Tv Corp. 701 Bank St. 802	MBS KBS Walker	Frank Whisenant, p, gm Bob Gleason, cm, pd, pmm, nd, fd	John V. Short, ce	Grady Reeves, sd
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**DEMOPOLIS**

(Marengo Co.)

WXAL 1947	1400 250	Demopolis Bcstg. Co. Inc. 400	MBS KBS	W. M. Jordan, p, gm H. J. Bley, cm	A. A. Caldwell, pd, sd Barry Collins, ce, nd	Lamar Mangham, fd Len Miller, wd
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**DOOTHAN**

(Houston Co.)

WAGF 1932	1320 1000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Lamar Trammell, pd Jim Acree, pmm	Havard T. Rawlinson, ce Pat Elliott, wd
WDIG 1947	1450 250	Houston Bcstrs. Co. 208 N. Oates St. 3-4100	ABC	Jess Swicegood, p, gm, cm Dave Lockwood, pd, nd	Joe Holloway, pmm, fd Chas. Lawshe, ce	Dick Meckley, sd

WOOF 1948	580 5000-D	The Wool Trust Columbia Hwy. 3-0560	Clark Dora-Clayton	Agatha Gay, gm R. A. Dowling, sm, pmm	Gus Cotter, cm Earl Williford, ce Joe Holloway, pd	Gene Ragan, fd Sonny Harris, sd
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**ENTERPRISE**

(Coffee Co.)

WIRB 1948	1230 250	The Wiregrass Bcstg. Co. 30 Dothan Highway		R. E. James, co-o & gm Ralph M. Stanford, co-o	Fred S. Watson, cm	Eugene E. Vinson, pmm
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**EUFAULA**

(Barbour Co.)

WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. U. S. Highway 431 744-745	KBS Ala. Bcstg. Sys. Indie Sales	E. B. Fussell, co-o, gm Jessie B. Fussell, co-o Fellis Carnley, cm Walter E. Freeman, pmm, fd	Hugh G. Chastain, ce Sara Bush, wd	Paul E. Hatfield, nd, sd
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**FAYETTE**

(Fayette Co.)

WWWF 1949	990 1000-D	Bankhead Bcstg. Co. Jasper, Ala. 2-3461	KBS	W. W. Bankhead, p	Jack Black, gm, cm, pd, pmm	James Dickenson, ce
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ALABAMA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; 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; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>FLORENCE</b> (Lauderdale Co.)						
WJOI 1945	1340 250	Florence Bcstg. Co. Inc. 850 S. Court St. 2608	ABC Ala. Bcstg. Sys.	Joe T. Van Sandt, p J. W. Phillips, asst. m. pmm. fd	Tom York, cm, sd Paula Ferguson, pd, nd, wd	Paul Shannon, ce
WJOI-FM 1952	Ch. 252 (A) 98.3mc 0.14kw					
WOWL 1945	1240 250	Radio Muscle Shoals Inc. P. O. Box 634 4000	KBS Ala. Bcstg. Sys. Rambeau, Dora-Clayton	Richard B. Biddle, p Wm. Mapes, gm, sd	Whit Patch, pd Larry Rohling, ce, fd	Hank Cheney, nd Nelle Bigbee, wd
<b>FOLEY</b> (Baldwin Co.)						
WHEP 1953	1310 1000-D	Alabama-Gulf Radio Inc. Box 1556 Foley: 3	Indie Sales	Howard E. Pill, p Ralph O. Howard, gm William L. Rowland, cm	James Stewart, pd, pmm Drue Rutherford, ce Lloyd Hart, nd	Oscar Rich, fd Bette Baldwin, wd
<b>FORT PAYNE</b> (DeKalb Co.)						
WFPA 1950	1400 250	Geo. Gothberg's Com- munity Bcstg. Co. Radio Ranch 643	Ala. Bcstg. Sys. Continental	George Gothberg, p	Ozelle Gothberg, gm Jesse B. Smith, pd	Pat Jeter, ce
WZOB 1950	1250 1000-D	Glenn M. Gravitt P. O. Box 255 1096	KBS	Glenn M. Gravitt, o, gm Irvin S. Liber, cm, pd	Jess R. Moore, ce, nd, fd Willard Howell, sd	Virginia Lankford, wd
<b>GADSDEN</b> (Etowah Co.)						
WETO 1949	930 1000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	KBS McGillvra	C. L. Graham, co-o E. H. Estes, co-o, gm David Vowell, cm	Ray Estes, pd Julius Vessels, ce	Velma Mote, wd
WGAD 1947	1350 5000-D 1000-N DA-N	Coosa Bcstg. Co. Phillipson Bldg. 6-1611	Ala. Bcstg. Sys. ABC Rambeau	James L. Garrett, p, gm Boyd Parsons, pd, sd	Arling Brooks, pmm Halley Williams, ce	Jack Worley, nd June Worley, wd
WGWD 1947	570 1000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-6301	MBS Indie Sales Inc.	Joe L. Moore, p John P. Kirby, gm	E. Reilly, cm, pmm Frances Seale, pd	W. G. Anderson, ce
<b>GENEVA</b> (Geneva Co.)						
WGEA 1953	1150 1000-D	Reaper Bcstg. Co. 456	.....	C. D. Scott Co., o J. C. Williams, gm, ce	Gene Free, cm, pmm, sd Jimmy Helms, pd, nd	Fred Benton, fd Shirley Dykema, wd
<b>GREENVILLE</b> (Butler Co.)						
WGYV 1948	1400 250	Greenville Bcstg. Co. Box 227 585	ABC Continental	W. H. Miller, gm, cm, pd & pmm	J. D. Bell, ce	
<b>GUNTERSVILLE</b> (Marshall Co.)						
WGSV 1950	1270 1000-D	Guntersville Bcstg. Co. Box 32 4131	KBS	H. E. Moore, p Edward Z. Carrell, gm, cm, pd	Lavelle Jackson, ce, fd Carter Dove, nd, sd	Margaret Henderson, wd
<b>HALEYVILLE</b> (Winston Co.)						
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 191 389	MBS Ala. Bcstg. Sys. KBS Indie Sales	W. P. Theilens, p John L. Slatton, gm, cm, nd	Mrs. Pat Slatton, pd, wd Paul Kelly, ce	Roger Smith, sd
<b>HAMILTON</b> (Marion Co.)						
WERH 1950	970 5000-D	Marion Co. Bcstg. Co. P. O. Box 187 3481	Best Dora-Clayton	Hugh J. Fite, p, gm, pd, pmm	Charles Tucker, cm, ce Johnnie Lott, nd, fd, sd	William D. Gregory, wd

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AM

W

SERVING THE GREAT MUSCLE SHOALS AREA

1340KC

ABC NETWORK

FLORENCE, ALA.

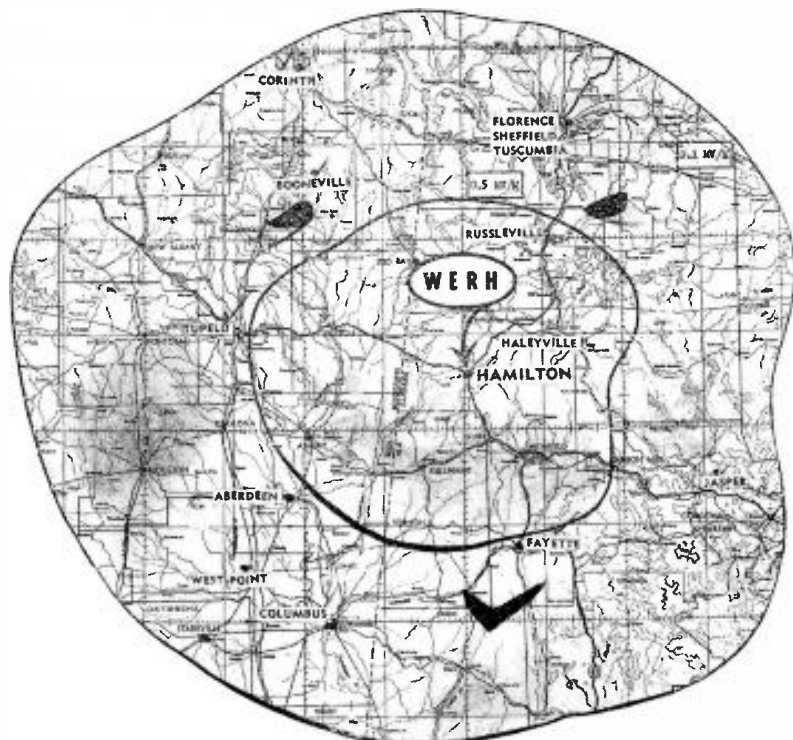
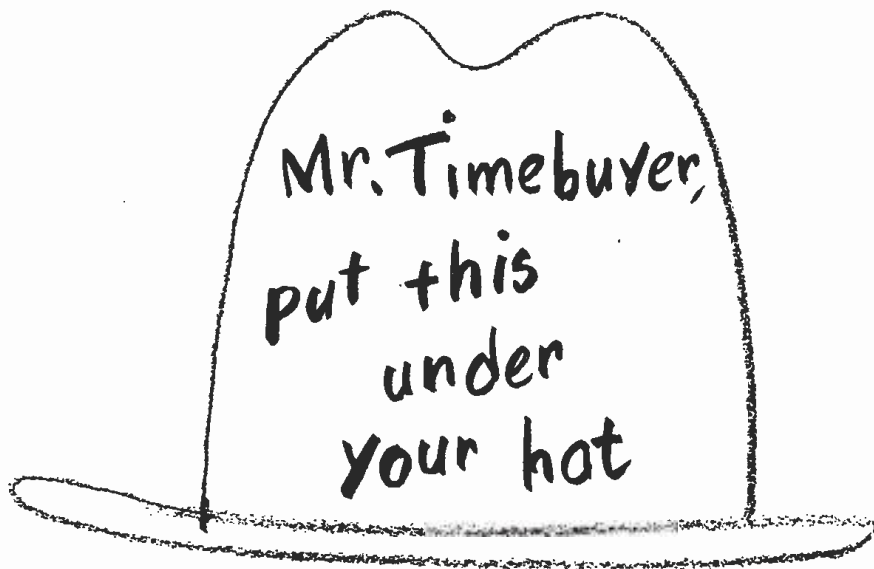
98.3MC

JOE T. VAN SANDT, MGR.

FM

C





THERE ARE 12  
STATIONS IN  
THE AREA, BUT  
ONLY **WERH**  
DELIVERS THE  
ENTIRE MARKET

# WERH

5000 Watts      970 KC  
HAMILTON, ALABAMA

Represented Nationally by  
HIL F. BEST COMPANY  
DORA-CLAYTON—ATLANTA

*Why buy these markets one at a time when WERH wraps up the entire area in one big package with the strongest signal in Northwest Alabama and Northeast Mississippi! WERH is the most powerful selling influence in this rich 33 county market where WERH's 5,000 Big Watts at 970kc has more listeners than any Five Stations combined within the same area.*

*Here's an upward spiraling market bristling with close to a 1,000,000 people with buying habits centered in more than 200,000 radio homes dominated by WERH personalities.*

*Where annual Retail Sales average \$497,000,000 ... Drugs \$12,800,000 ... Food \$122,000,000 ... Automobiles 172,000.*

*Write for a list of our National and Regional advertisers. You'll be in the BEST of company. Just like Ford, Lincoln-Mercury, Gulf Refining, Coca-Cola, Loveman's Dept. Store (Birmingham), Monarch Sewing Machines, Oldsmobile, Plymouth, General Electric Appliances to name but a few.*

# ALABAMA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>HOMEWOOD</b> (Jefferson Co.)						
	WEZB 1953	1320 1000-D	(See Birmingham listing)			
	WJLD 1942	1400 250	(See Birmingham listing)			
<b>HUNTSVILLE</b> (Madison Co.)						
	WBHP 1937	1230 250	Wilton H. Pollard Fifth Avenue Jefferson 2-3521	MBS KBS	W. H. Pollard, p, gm, cm Shirley Hangen, pd	Lew Banks, pmm James Potter, ce Nattie Graham, wd
	WFUN 1946	1450 250	Huntsville Bcstg. Co. P. O. Box 17 2424	Sears & Ayers Dora-Clayton	J. B. Falt Jr., p, gm	John Garrison, sm, pd, ce Janet Lane, wd
	WHBS 1946	1550 5000-D 500-N DA-N	The Huntsville Times Co. Church St. 2345	ABC Ala. Bcstg. Sys. Gill-Perna Cummings	Henry P. Johnston, p Jack F. Neal, gm	Reuben Miller, pd Vic Bankowski, ce Hudley Crockett, sd Lucia Lull, wd
<b>JACKSON</b> (Clarke Co.)						
	WPBB 1950	1290 1000-D	Jackson Bcstg. Co. Hiway 5 2413	MBS KBS Indie Sales	T. H. Gaillard Jr., p, gm, ce Ben Haskew, cm	Charles Ballas, pd, nd Dora Lee Clay, pmm, wd Ben Briggs, sd
<b>JASPER</b> (Walker Co.)						
	WWWB 1946	1240 250 CP-1360 1000-D	Bankhead Bcstg. Co. Bankhead-Long Bldg. 2-3461	MBS	W. W. Bankhead, p Wm. C. Edgemon, gm	J. L. Sartain, cm Marion B. Grant, pd David Van Zandt, ce Dabney Ramseur, nd Alma Edgemon, wd
<b>LANETT</b> (Chambers Co.)						
	WRLD 1949	1490 250	Valley Bcstg. Co. Inc. P. O. Box 312 2-2711	ABC, KBS McGillvra	J. C. Henderson, p C. James Murphy, gm & cm	Aileen H. Love, pd & pmm Albert L. Stancel Jr., ce
	WRLD-FM	Ch. 275 (B) 102.9mc 10kw				
<b>MARION</b> (Perry Co.)						
	WJAM 1951	1310 1000-D	Neely Bcstg. Co. P. O. Box 221 7111	Ala. Bcstg. Sys. Continental Southern Radio Rep.	L. M. Neely Jr., p, gm Earl Hanna, cm, sd	Sara White, pd, wd Virgil Moore, pm, ce Wayne Vowell, nd Oliver Jackson, fd
<b>MOBILE</b> (Mobile Co.)						
	WABB 1948	1480 5000 DA-N	Mobile Press Register Inc. 304 Government St. Hemlock 3-1551	ABC Branham	R. B. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm Bruce Miller, pd Phil Forrest, pmm Wm. H. Murphree, ce
	WABB-FM	Ch. 271 (B) 102.1mc 28kw				
	WALA 1930	1410 5000 DA-N	Pape Bcstg. Co. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, evp	W. B. Pape, gm Al Holman, pd A. R. Bell, ce
	WALA-TV	840 1000-D	Pursley Bcstg. Service Inc. 525 Donald St. 7-6345	Forjoe Dora-Clayton	Louise P. Pursley, o R. H. Moore, p & gm J. C. Smith, cm & pmm	J. T. Jackson, pd Ray Gartman, ce Paul Dubose, nd, sd Ed Chapman, fd Janice Latham, wd
	WKAB-TV	710 1000-D 500-N DA-N	Giddens & Rester Radio F. O. Box 1184 Telegraph Rd. 2-8789	CBS Young	Kenneth R. Giddens, exec. prnt. Frank Conwell, gm Carl Haug, slm Dick McMullen, pd, sd	Leonard J. Hooper, pmm Leon V. Hance, ce Leon Leak, nd Happy Wainwright, fd Barbara Kaye, wd Travis J. Rester Jr., fpd Shirley R. Konard, psd
	WKRK-FM	Ch. 260 (B) 99.9mc 3kw				
	WMOZ 1953	960 1000-D	Gadsden Radio Co. 1638 St. Stephen Rd. 6-3546	Pearson	Edwin H. Estes, co-o C. L. Graham, co-o John W. Watkins, gm Wentworth H. Dutton, cm	Marguerite Swor, pd Mac M. Thomas, pmm Vernon F. Floyd, ce Percy Mauldin, nd James Bivens, sd Ruth O. Floyd, wd
<b>MONROEVILLE</b> (Monroe Co.)						
	WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	KBS Continental	William M. Stewart, co-o Jimmy H. Faulkner, co-o	George Shurden, gm, cm, pmm, ce Jim Aycock, pd Jimmy Quin, sd Betty Lee Gulsby, wd
<b>MONTGOMERY</b> (Montgomery Co.)						
	WAPX 1947	1600 1000 DA-N	United Bcstg. Co. 118 Catoma St. 3-7589	ABC Walker	Thos. E. Martin, p, gm Hoke S. Willford, cm Lee Stockfelt, cm	Frank Dudley, pmm Owen Lehr, ce Lou Benton, nd Crawford Rice, fd Dave Manners, sd Ruth McGraw, wd
	WBAM 1953	740 50,000-D DA-D	Deep South Bcstg. Co. Radio Sta. WBAM Montgomery 2 2-3851	Radio-TV Reps.	W. J. Brennan, p, gm Ira Leslie, slm	Fred Wamble, pd Crawford, Roquemore, fd Cyril G. Brennan, ce
	WCOV 1939	1170 10,000-D 1000-N DA-2	Southern Bcstg. Co. Adrian Lane 5-3561	CBS Raymer	Oscar P. Covington, p Hugh M. Smith, gm Joseph Petranka, sm	W. W. Hunt, cm Wes Britt, pd W. D. Weatherly, ce Walter Spiro, fd Dick Reid, sd Dorothy Armand, wd
	WCOV-TV	800 1000-D	Dixie Bcstg. Co. 4 S. Ferry St. 2-5245	Forjoe Dora-Clayton	Dr. S. D. Suggs, p Thomas Sewell, gm, cm Ann Fincher, pd	Clint Brown, pmm John Lamar, ce Red Ryan, nd Doug Benton, fd Chuck Elliott, sd Josie Williams, wd
	WRMA 1953	950 1000-D	Southland Bcstg. Co. 28 N. Lawrence St. 4-6440	National Negro McGillvra	Ralph M. Allgood, co-o, gm William C. Cleghorn, cm Norma C. Betty, pd	Walter B. Stevenson, ce William E. Johnson, nd Ellis Ford, fd Bill Johnson, sd Bertha Bailey, wd
	WSFA 1930	1440 5000-D 1000-N DA-N	Montgomery Bcstg. Co. P. O. Box 1031 5-1251	NBC Headley-Reed	David E. Dunn, p John C. Hughes, cm	Sebie B. Smith, tech. dir. John Allen Wolf, nd Leroy Paul, sd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**MUSCLE SHOALS**

(Colbert Co.)

<b>WLAY</b> 1953	1450 250	Muscle Shoals Bcstg. Co. Box 230, Sheffield, Ala. 1450	MBS Devney	Frank M. Farris Jr., p Eulus O. Whitehead, gm, cm George Manush, pd	Jean Watkins, pmm Lynn McMoran, ce James Smith, nd	Ronald S. Walker, fd James H. Sparks, sd Imogene Stack, wd
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**NEONTA**

(Blount Co.)

<b>WCRL</b> 1952	1570 250-D	Blount County Bcstg. Service 4871	Ala. Community	Pat Courington, p L. D. Bentley Jr., gm, cm, nd	Glenn M. Cornelius, pd, sd Ralph Jordan, ce	Jesse Culp, fd Mrs. L. D. Bentley Jr., wd
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**PELIKA**

(Lee Co.)

<b>WJHO</b> 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	KBS Indie Sales Dora-Clayton	John C. Cooper Jr., gm E. Jere Turk, cm	Mercer L. King Jr., pd	John E. Smollon, ce
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**PP**

(Covington Co.)

<b>WAMI</b> 1952	860 1000-D	Opp Bcstg. Co. P. O. Box 169 659	.....	H. N. Lee, p Berl F. Moore, gm, cm Lois Moore, pd	James Heath, pmm, sd Joe Osgatharp, ce	Jim Williams, nd, fd Willow Dean Leonard, wd
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**ZARK**

(Dale Co.)

<b>WOZK</b> 1953	900 1000-D	Ozark Bcstg. Co. P. O. Box 742 655	.....	Douglas Brown, p Jack Du Mars, vp, gm, nd	Wade Sullivan, cm, sd Jerry Du Mars, pd, wd	Johnny Hart, pmm
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**PHENIX CITY**

(Russell Co.)

<b>WPNX</b> 1952	1460 1000 DA-N	Community Bcstg. Co. Inc. P. O. Box 388 Phenix City, Ala. P. O. Box 687 Columbus, Ga.	ABC MBS	Roy M. Greene, p, gm Sam Keel, cm Jay H. Lamb, pd, ce, nd	Robert Mann, pmm V. O. Deloney, fd	Jim Dillard, sd Earline Duncan, wd
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**PIEDMONT**

(Calhoun Co.)

<b>WPID</b> 1953	1280 1000-D	Piedmont Radio Sta. P. O. Box 223 2231	McGillvra	C. L. Graham, p Curt Blair, gm, cm	Ollie Blair, pd William A. Payne, pmm	Aker Livingston, ce
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**RICHARD**

(Mobile Co.)

<b>WAIP</b> 1954	1270 1000-D	Prichard Bcstg. Co. 100 Chidester Ave. Mobile, Ala.	.....	.....	.....	.....
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**ROANOKE**

(Randolph Co.)

<b>WELR</b> 1950	1360 1000-D	Roanoke Bcstg. Co. 801 N. Main St. 3811	KBS	J. W. Buttram, o, gm, cm	Richard Killebrew, pd, pmm, nd, wd	Leverne Foster, ce, fd
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**RUSSELLVILLE**

(Franklin Co.)

<b>WWWR</b> 1949	920 1000-D	Bankhead Bcstg. Co. Bankhead Bldg. Jasper, Ala. Jasper (Ala.) 2-3461	KBS	Walter Will Bankhead, p Hal Kirby, gm, cm	Carl Van Sittert, pd, ce Mable Hyde, pmm	Sara Francis Connor, wd
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**SCOTTSBORO**

(Jackson Co.)

<b>WCRI</b> 1950	1050 250	Pat M. Courington P. O. 394 123	Ala. Community	Pat M. Courington, p James F. Thompson, gm, cm	Gene Brown, pd, pmm, nd, sd	James G. Wallace, ce, fd Mrs. Kathryn Bergman, wd
<b>WROS</b> 1952	1330 1000-D	Scottsboro Bcstg. Co. 717 Scott St. 156	.....	Hugh T. Kirby, p Rose M. Kirby, gm, cm & wd	Clyde R. Varner, pd, pmm & sd	Bill Prickett, ce, nd & fd

**SELMA**

(Dallas Co.)

<b>WGWC</b> 1946	1340 250	Dallas Bcstrs. Co. Trinity 4-8687	CBS Holman	Oscar Covington, p	John F. Townshend, gm, ce	John Frazier, cm
<b>WHBB</b> 1935	1490 250	Selma Bcstg. Co. 209 Washington St. Trinity 4-8681	NBC Avery-Knodel	Julien Smith Jr., gm	Carolyn Perrin, pd	W. D. Powers Jr., ce

for complete coverage of the local market, plus central and south alabama, both for one low price.

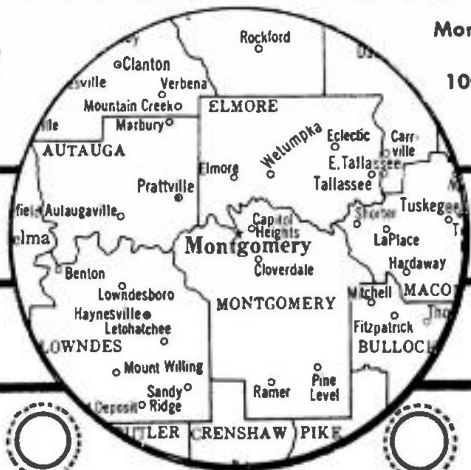
CENTRAL ALABAMA'S CLEAR CHANNEL STATION

# WMGY

Montgomery's 3rd Station on the air  
Giving Complete Clear Channel Coverage  
of Town and Country.

Trading area population...450,000 (U. S. census 1950)  
Retail sales...\$143,788,000 (Sales Management 1953)  
Specialized programming to Negro Audience for 6 years

Represented by Forjoe & Co.  
in Atlanta by Dora-Clayton



**Montgomery**  
1000 watts  
800 KC

THOMAS W. SEWELL, Gen. Mgr.

# ALABAMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>SYLACAUGA</b> (Talladega Co.)					
WFEB 1945	1340 250	Alabama Bcstg. Co. 527 North Broadway 2-3281	MBS KBS Ala. Bcstg. Sys.	E. E. Forbes Sr., p George W. Carr, gm, cm, pd, pmm, sd	Conrad B. Pickren, ce, nd Helen Carter, wd
WMLS 1948	1290 1000-D	Marble City Bcstg. Co. 11 West Second St. 2-4354	.....	Curtis O. Liles, p, gm Marion W. McEwen, cm Robert M. Duck, pd, pmm	Walter Welch, ce Chris Wells, nd Lloyd Ross, fd Gertrude Tyson, wd
<b>TALLADEGA</b> (Talladega Co.)					
WHTB 1945	1230 250	Voice of Talladega, Inc. Sylacauga Hi-Way 2205	MBS KBS Ala. Bcstg. Sys. Continental	Cecil Hornady, p Myron T. Snoddy, gm, pd	W. B. Dorriety, cm, sd David Andrews, ce Don Addington, nd Marjorie Heath, wd
WHTB-FM 1953	Ch. 246 (B) 97.1mc 9.2kw				
<b>TALLASSEE</b> (Elmore Co.)					
WTLS 1954	1300 1000-D	Tallassee Bcstg. Co. Hi-Way 14 8535	.....	Bert Bank, p, gm Ned Butler, cm, sm, ce	Hank Holman, pd, slm, sd Wallace Hobgood, pmm, nd
<b>TROY</b> (Pike Co.)					
WTBF 1947	1490 250	Troy Bcstg. Co. College Dr. 980	MBS	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce Asa Dudley, sd
<b>TUSCALOOSA</b> (Tuscaloosa Co.)					
WJRD 1936	1150 5000-D 1000-N DA-N	Wilhelmina Echols 2216 Broad St. 4464	NBC, Rambau, Dora-Clayton	Wilhelmina Echols, o Gene Tibbett, gm, pmm Lehman M. Mayer, cm	Roy McAllister, pd, sd David H. Livingston, ce Starr Smith, nd Jack Hamn, fd Idalia Hollingsworth, wd
WNPT 1951	1280 1000-D 250-N DA-N	West Alabama Bcstg. Co. P. O. Box 181 3311	Indie-Sales	W. P. Thielens, p Ruth Harris, vp, cm, pmm	Bob Jones, pd, sd T. H. Todd, ce Clyde Price, nd, fd Evelyn Tidmore, wd
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. Radio Center 8-5523	MBS KBS Sears & Ayer	Bert Bank, gm Jim Davis, cm	Jack Mock, pd, nd J. A. Ward, ce Tommy McLaughlin, sd
WTBC-FM 1952	Ch. 239 (B) 95.7mc 18kw				
<b>TUSKEGEE</b> (Macon)					
WTUS 1952	580 500-D	Radio Tuskegee Inc. P.O. Box 577 580	KBS	J. A. Bowers, gm, pd George Burton, cm	Joe Burton, pmm Julian A. Duncan, ce
<b>WETUMPKA</b> (Elmore Co.)					
WETU 1954	1570 250-D	Elmore Service Corp. P. O. Box 60 7369	KBS Dora-Clayton	Ed Morgan, gm, cm, pd, pmm	James C. Rutledge, ce, nd, sd Jim Roebuck, fd Olive Macon, wd

# ARIZONA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Apache	27,767	2,380	\$ 7,389	\$ 1,147	\$ 141	3,024	Pima	141,216	46,250	212,080	48,578	9,839	73,31
Cochise	31,488	8,750	35,672	9,407	1,103	15,645	Pinal	43,191	10,440	42,391	13,400	1,809	16,47
Cocconino	23,910	5,640	30,397	4,851	692	8,987	Santa Cruz	9,344	2,350	14,383	2,814	755	3,66
Gila	24,158	6,440	22,013	5,559	825	9,906	Yavapai	24,991	7,150	26,892	6,031	896	10,65
Graham	12,985	3,080	13,922	2,389	332	5,334	Yuma	28,006	7,900	46,842	10,379	1,330	18,80
Greenlee	12,805	3,450	9,895	3,214	224	5,036	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state						
Maricopa	331,770	103,630	483,516	99,684	16,568	181,692							
Mohave	8,510	2,410	10,724	2,218	216	3,506							
Navajo	29,446	4,570	19,740	3,696	690	6,784							

## DIRECTORY OF AM AND FM STATIONS

<b>BISBEE</b> (Cochise Co.)					
KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell Sta. Hemlock 2-2277	MBS Don Lee Arizona Net Blair	Carleton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd	Leo Bernard, pmm Ben Strotman, ce Bert Main, nd Elaine Hubbard, wd
<b>CLIFTON</b> (Greenlee Co.)					
KCLF 1950	1400 250	Gila Bcstg. Co. 15 Park Avenue Box 548 University 4-4114-15	Arizona Bcstg. Best	D. F. Long, p Ira Toler, gm, nd Paul R. Wieman, cm, ce	Henry Sherod, pd William Betts, pmm Roy Jeter, fd Bill Richards, sd Lois Wieman, wd
<b>COOLIDGE</b> (Pinal Co.)					
KCKY 1948	1150 1000 DA-N	Gila Bcstg. Co. Roosevelt at Main 4451-4432	CBS KBS Arizona Net.	Louis F. Long, p William F. Parady, gm, sd Jim Doyle, cm, pd	Virginia Baker, pmm Jeff Lapping, ce Harriet Anderson, nd Lee Hazlewood, fd Virginia Belden, wd

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.





**PHOENIX  
IS BIG**

now **45<sup>th</sup>\*** Metropolitan Market  
in Population and Retail Sales

Among U. S. METROPOLITAN MARKETS Phoenix ranks —	
23rd	in Building Material-Hardware Store Sales
34th	in Drug Store Sales
34th	in Filling Station Sales
34th	in Home Furnishing Store Sales
38th	in Supermarket Sales
42nd	in Eating and Drinking Places Sales
*SRD Consumer Markets '54	

- Population 423,400
- Retail Sales \$515,290,000

Phoenix' sharp gains in population and retail sales make sense. The whole vital market is GROWING. New people are streaming in . . . finding jobs, buying homes and cars, establishing businesses. In fact, Phoenix is the hub of a network of prosperous communities which make a definite contribution to Phoenix' retail sales. It's a market worth dominating — and you can dominate it through the complete coverage of KPHO and KPHO-TV. They take your sales story right into the homes you most want to reach!

~~SOLD~~  
reached most effectively through . . .

**KPHO-TV and KPHO**

Channel 5 • CBS Basic  
First in Arizona since '49

Dial 910 • ABC Basic  
Hi Fidelity Voice of Arizona

**YOUR  
MEREDITH  
STATIONS**

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

# ARIZONA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>DOUGLAS</b> (Cochise Co.)						
KAWT 1946	1450 250	Carleton W. Morris Drawer C Lowell Hemlock 2-2277	MBS Arizona Net Blair, Raymer	Carleton W. Morris, p Robert L. Whitaker, gm, cm, sd	Sidney Mannette, pd Ben Strotman, ce	Henry Alcott, nd, fd Anna Louise Ruterman, wd
<b>FLAGSTAFF</b> (Coconino Co.)						
KCLS 1950	1360 5000-D CP-600 5000-D 500-N DA-N	Saunders Bcstg. Co. Box 1877 946	MBS Don Lee & Arizona Net.	Charles J. Saunders, o, gm, cm, nd Bill Johnson, pd	Leonard Benson, ce Dorothy Saunders, wd	Don Gellers, sd Bill Brechen, fd
KGPH 1950	690 1000-D 500-N DA-N	Frontier Bcstg. Co. Weatherford Hotel 21 N. Leroux 51 or 65	ABC McGillvra	A. S. Holm, p E. C. Phillippi, gm, cm, ce	Milton Frisbie, pd Mary Jane Phillippi, pmm, wd	Rod Falceoner, nd, fd
<b>GLENDALE</b> (Maricopa Co.)						
KRUX 1947	1340 250	Radio Arizona Inc. Rm. 317 Goodrich Bldg. 633 E. Grand Ave. Glendale Alpine 2-2371 Yellowstone 7-9244	.....	Stan Norman, p Frank S. Barc Jr., gm Sandy Wise, cm	Val Brewer, pd M. Z. Moore, pmm Gene Boos, ce	Gene Burrus, nd Ray Odom, sd Madeline Wise, wd
<b>GLOBE</b> (Gila Co.)						
KWJB 1938	1240 250	Gila Bcstg. Co. Globe, Arizona 41	NBC, Arizona Bcstg., Raymer	Louis F. Long, p Willard Shoecraft, gm	C. W. Mizner, cm Darrell Tucker, sd	Harryette Weinberg, wd
<b>KINGMAN</b> (Mohave Co.)						
KGAN 1949	1230 250	J. James Glancy Blue 462	ABC	J. J. Glancy, p, gm, cm, nd Mrs. A. L. Payne, pd, wd	W. H. Wittington Jr., ce	
<b>MESA</b> (Maricopa Co.)						
KTYL 1947	1310 1000-D 500-N DA-N CP-5000-D 500-N DA-N	Harkins Bcstg. Co. Box 231 Woodland 4-4432	.....	Dwight Harkins, p, gm Harl Barnett, sm	Lorenzo Lisonbee, cm Jack Harris, pd, pmm	Ben Smith, ce
KTYL-FM 1950	284(B) 104.7mc 50kw					
<b>NOGALES</b> (Santa Cruz Co.)						
KNOG 1948	1340 250	Charles & Alice Montano Rancho Grande Hotel 770	CBS National Time Sales, Oakes	Charles F. Montano, gm & cm	Alice B. Montano, asst. m & pd	
<b>PHOENIX</b> (Maricopa Co.)						
KIRN 1949	860 1000-D	Western Bcstg. Co. 1975 South Central Ave. Alpine 3-6155	Oakes & Associates, National Time .....	Frank P. Redfield, p, gm John K. Redfield, cm, pmm	Peter Moraga, pd Edgar B. Pool, ce	Joe D. Alvarado, nd Grace Gil, wd
KONI 1954	1400 250	James T. Ownby Mayer Heard Bldg. Alpine 8-8044	.....	James T. Ownby, p	Margie Abbott, pd	Ed Doraty, ce
KOOL 1947	960 5000 DA-N	Maricopa Bcstg. Inc. 511 W. Adams Alpine 3-3121	CBS Arizona Net. AM Radio Sales	Gene Autry, p Charles H. Garland, gm Homer Lane, sm	William J. Connelly, cm Miles Shepperd, ce Frank Pollack, nd	Bob Donnelly, fd Pat Flanagan, sd Dee Junker, wd
KOY 1922	550 5000-D 1000-N	Koy Bcstg. Co. 840 No. Central Ave. Alpine 8-8181	MBS Don Lee Bcstg. Arizona Net. Blair	John L. Hogg, p, gm James W. Ross, sm John R. Williams, pd	Edward R. Janney, ce Paul Gribben, nd Rich Johnson, fd	Bill Close, sd Frankie Jo Ellis, wd
KPHO 1940	910 5000 DA-N	Meredith Engineering Co. 631 North 1st Ave. Alpine 8-4511	ABC Katz	E. T. Meredith Jr., p Richard B. Rawls, gm Howard Stalnaker, cm	Gene Spry, pd, fd Ron De Pinto, pmm George McClanathan, ce	Johnny Green, sd Ruth Dunlop, wd
KRIZ 1950	1230 250	KRIZ, Inc. 2345 Westward Blvd. Alpine 4-8436 (See Glendale Listing)	KBS Burns-Smith	Howard M. Loeb, p, gm, nd Sheldon Engel, cm, pmm	Bill Bailey, pd, ce	Bob Johnson, sd
KRUX 1922	620 5000 DA-N	KTAR Bcstg. Co. 1101 North Central Avenue Alpine 4-4161	NBC Arizona Bcstg. Raymer	Richard O. Lewis, p, gm E. W. Harvey, vp, cm Rol Laughner, pd, fd	Ted Edwards, pmm A. C. Anderson, ce John Snow, nd	John Harrington, nd Myron Drake, sd Alice Rothwell, wd
<b>PRESCOTT</b> (Yavapai Co.)						
KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg. Raymer	Harold Ritter, p & gm Hollis Hill, pd	Ric Williamson, pmm	George Eitel, ce
<b>SAFFORD</b> (Graham Co.)						
KGLU 1938	1480 1000	Gila Bcstg. Co. 520 Main 15	NBC Arizona Bcstg. Raymer	Louis F. Long, p Edward E. Furman, cm Paul Merrill, gm	Lester McBride, pd, nd, fd Russ Wonnacott, pmm, sd	John E. Hickman, ce Bonita McBride, wd
<b>TUCSON</b> (Pima Co.)						
KCNA 1947	580 5000-D 500-N DA-N	Catalina Bcstg. Co. 1511 East 16th 2-4664	ABC Hollingbery	Erskine Caldwell, p Harry B. Chambers, gm	Robert O. Black, pd Eugene E. Stough, ce	Tom Burrows, nd Jim Officer, sd
KEVT 1953	890 250-D	Tucson Radio Inc. 400 North Shawnee Ave. 4-5588	Oakes	Peter Trowbridge, p, gm, ce W. DeWitt Wray, cm	Oscar H. Stevens, pd, nd Hector LeDesma, pmm	Carlos McCormick, sd Refugio Yabes, wd
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman St. 4-2511	CBS Arizona AM Radio	Gene Autry, p E. S. Mittendorf, m Gerald C. O'Brien, gm	Paul Plunkett, cm Ed Tucker, pd Joe Crystall, pmm	Verne Cimmyotti, ce Ed Tucker, nd Bernie Perlin, sd

Data corrected to Dec. 15, 1954. 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, day only. 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.

# ARIZONA

<b>KTKT</b> 1949	1490 250	Thomas J. Wallace 500 W. Elm St. P. O. Box 5585	Grant	Thomas J. Wallace, p, gm Dick Grand, cm	Dona Brown, pd Tom Wallace, Jr., ce	Jim Officer, nd, sd
<b>&lt;TKT-FM</b>	Ch. 258(B) 99.5mc 3.1kw					
<b>KTUC</b> 929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Arizona Net, Blair	Lee Little, p, gm George Bradley, cm Peter Tufts, pd	Mac Matheson, bus mgr, m Clifford Livingston, ce	Fred Finney, nd, fd Hal Gensichen, sd
<b>KVOA</b> 929	1290 1000	Arizona Bcstg. P. O. Box 2911 3-2555	NBC Arizona Bcstg. Raymer	R. B. Williams, p, gm Harper M. Phillips, bus mgr. John C. Underwood Jr., sm	Ben L. Slack, Jr., pd Raymond H. Holsclaw, ce James W. Hays, nd	James H. Maize, fd Lawrence W. Schnebly, sd Helen K. Miller, wd
<b>INSLW</b> (avajo Co.)						
<b>KVNC</b> 952	1010 1000-D 500-N DA-2	Gila Bcstg. P. O. Box 373 1010	MBS Arizona Net	L. F. Long, p, o O. E. Whelan, gm, fd Blake Tabor, cm	Ralph Anderson, pd, sd Pat Bryan, pmm Earl Hickman, ce	Walt Lee, nd Geneva Litton, wd
<b>JMA</b> (uma Co.)						
<b>KOLD</b> 953	1240 250	Maricopa Bcstg. Co. P. O. Box 1430 Sunset 3-8341	CBS Arizona Net, Tracey Moore Hal Holman	Gene Autry, p Robert C. Garland, sm	Hobart Lewis, cm Russ Foss, pd, sd	Betty Tooley, pmm Don Peltz, ce
<b>KYMA</b> 950	1400 250	KYMA-Yuma, Inc. 899 Avenue "B" Sunset 3-7541	MBS Arizona Net, Don Lee, Blair	Bill Lindsey, p, gm Bob Brennan, cm, pd Lowell McGill, pmm	Ray King, ce, fd Tom Inglett, nd	Ralph Davis, sd Mary Salmon, wd
<b>KYUM</b> 940	560 1000 DA-N	Yuma Bcstg. Co. 1901 1st St. 3-3305	NBC Arizona Bcstg. Raymer	Ray C. Smucker, p & gm Roy Jorgensen, cm Bob Hansen, pd	Leavenworth Wheeler, ce Larry Roeser, pmm Hank Alcott, nd	John Witt, sd Loye McClung, wd Fred Pelger, fd

# ARKANSAS

## MARKET DATA BY COUNTIES

nty	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
kansas	23,665	6,160	\$31,076	\$ 5,775	\$ 844	*353,179	Lincoln	17,079	3,520	4,148	1,181	151	
hley	25,660	5,850	13,393	3,565	359		Little River	11,690	2,460	4,655	1,621	177	
xter	11,683	3,150	10,265	2,172	273		Logan	20,260	4,900	10,664	1,679	224	
nton	38,076	11,220	41,563	7,944	892		Lonoke	27,278	6,520	18,799	4,399	507	
one	16,280	4,690	15,330	2,669	333		Madison	11,734	2,660	2,868	585	85	
adley	15,987	3,760	11,185	2,012	220		Marion	8,609	2,150	3,027	833	54	
houn	7,132	1,470	2,015	478	21		Miller	32,614	9,130	33,432	6,233	631	
roll	13,244	3,920	7,333	1,667	312		Mississippi	82,375	18,470	61,748	13,387	1,523	
icot	22,306	4,950	12,658	3,218	355		Monroe	19,540	4,370	12,387	3,533	318	
ct	22,998	5,640	15,472	3,325	427		Montgomery	6,680	1,660	1,643	361	49	
iy	26,674	5,930	13,620	3,011	323		Nevada	14,781	3,500	6,890	1,570	167	
burne	11,487	2,830	3,781	836	112		Newton	8,685	1,810	675	379	20	
veland	8,956	2,090	1,797	589	45		Ouachita	33,051	8,690	25,843	6,819	717	
umbia	28,770	6,850	17,502	3,262	619		Perry	5,978	1,350	1,580	399	28	
nway	18,137	4,260	9,371	1,904	246		Phillips	46,254	10,630	30,251	7,949	852	
aightad	50,613	12,910	42,952	8,060	1,275		Pike	10,032	2,650	4,243	80	129	
awford	22,727	5,860	9,192	2,555	355		Poinsett	39,311	8,880	30,915	6,276	863	
ittendon	47,184	10,350	35,548	7,750	518		Polk	14,182	3,640	9,220	2,481	274	
lass	24,757	5,590	16,544	3,145	452		Pope	23,291	5,790	12,699	2,839	353	
llas	12,416	2,770	5,888	1,939	196		Prairie	13,768	3,270	5,789	1,451	147	
sha	25,155	5,500	14,751	3,763	302		Pulaski	196,685	57,130	229,850	43,219	7,478	
ew	17,959	4,230	8,231	2,904	199		Randolph	15,982	3,950	7,563	1,569	189	
ulkner	25,289	6,220	15,518	2,602	370		St. Francis	36,841	8,120	21,708	5,351	430	
anklin	12,358	3,030	5,828	1,073	138		Saline	23,816	5,650	15,086	3,765	276	
hon	9,187	2,410	2,016	447	50		Scott	10,057	2,380	3,999	614	121	
riand	47,102	14,150	55,755	11,220	2,297		Searcy	10,424	2,440	3,224	724	127	
ant	9,024	2,200	3,273	842	73		Sebastian	64,202	18,700	84,538	14,197	2,297	
eene	29,149	7,500	20,030	4,242	423		Sevier	12,293	3,130	7,635	1,660	251	
mpstead	25,080	6,090	16,039	3,253	365		Sharp	8,999	2,140	1,395	313	42	
t Spring	22,181	5,970	13,546	3,716	381		Stone	7,662	1,820	1,893	483	54	
ward	13,342	3,290	7,588	1,767	263		Union	49,686	13,240	34,966	9,495	1,661	
ependence	23,488	5,970	16,232	3,025	314		Van Buren	9,687	2,400	2,576	612	72	
ird	9,953	2,430	1,768	399	92		Washington	49,979	14,290	58,270	10,260	1,250	
rkson	25,912	6,250	18,303	3,658	464		White	38,040	9,950	22,116	3,983	657	
rerson	76,075	19,340	58,448	13,635	1,193		Woodruff	18,957	4,070	9,476	1,994	324	
herson	18,138	4,180	7,738	2,234	166		Yell	14,057	3,420	7,166	1,015	191	
fayette	13,203	2,870	6,220	1,550	153								
wrence	21,303	5,430	9,791	1,894	235								
e	24,322	5,140	11,440	2,571	371								
itate wide total.													

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

<b>ARKADELPHIA</b> (ark Co.)						
<b>KVRC</b> 1947	1240 250	Arkadelphia Bcstg. Co. 506 Main St. 789 and 790	MBC KBS Razorback Net, University of Arkansas, Best	Cecil W. Cupp Sr., p J. M. Moore, gm, cm	Bill Deaton, pd, pmm, nd Ray Burns, ce	John Riggie, fd, sd
<b>ATESVILLE</b> (ndependence Co.)						
<b>KBTA</b> 1950	1340 250	White River Valley Bcstg. Lock & Dam Rd. 1112	MBS Razorback- Keystone, Best	J. F. Higginbottom, p, gm E. A. Poole, cm	E. A. Lotridge, pd, nd Morris Cofer, ce	Carlton Gardner, sd Myrline Morgan, wd
<b>ENTON</b> (time Co.)						
<b>KBBA</b> 1953	690 250-D	Benton Bcstg. Service Box 294 Spring 8-2690	KBS Best	Richard Tuck, p, gm Lavelle Langley, cm, pd	Edwin Zoch, pmm	Preston Bridges, ce
<b>LYTHEVILLE</b> (Mississippi Co.)						
<b>KLCN</b> 1922	910 5000-D	Harold L. Sudbury Sudbury Bldg. Poplar 2-2093	Arkansas Net Razorback Univ. of Ark., Pearson	Harold L. Sudbury, p, gm, cm Carl Frame, pd	J. T. Sudbury, pmm Joe Nearns, ce	Don Whitney, fd Juanita Gray, wd
<b>KLCN-FM</b> 1948	Ch. 241 (B) 96.1mc 21kw					

# ARKANSAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; 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; Sales Mg Prod. Mgr. pmm; From. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>CAMDEN</b> (Ouachita Co.)					
KAMD 1946	1450 250	Camden Radio Inc. 647 California Ave., S.W. Temple 6-5091-2	MBS Razorback Arkansas Net Keystone, Gill-Perna Best	W. E. Hussman, p Donald Cathey, gm, cm	Cal Carter, pd, pmm, nd, fd, sd D. C. Hunter, ce
KPLN 1953	1370 1000-D	Southern Bcstg. Co. Stephens Rd. 6-9334		C. T. Mullins, gm & cm	J. Andrew Wright, pd, pmm
<b>CONWAY</b> (Faulkner Co.)					
KCON 1950	1230 250	Conway Bcstg. Co. ASTC Campus 189	Keystone, Razorback, Univ. of Ark. Best	James E. Clayton, p, gm, cm Corra Nell Tilley, pd	Ed McClendon, pmm Herman G. Stermer, ce
<b>CROSSETT</b> (Ashley Co.)					
KAGH 1951	1340 250	Julian Haas 900 Main 750	NBC KBS Razorback	Julian Haas, o gm	Charles Buice, ce Ken Johnston, nd, sd
<b>EL DORADO</b> (Union Co.)					
KDMS 1950	1290 1000-D	El Dorado Bcstg. Co.			
KELD 1935	1400 250	Radio Enterprises 208 North Washington Union 3-6126	ABC	W. N. McKinney, p, gm, pmm J. R. Duerson, cm	Mrs. D. Pondrom, pd, wd Troy B. Eddins, ce Ed Hall, nd Ferrell Gresham, fd Wayne Harper, sd
<b>FAYETTEVILLE</b> (Washington Co.)					
KGRH 1948	1450 250	Fayetteville Bcstg. 922 North Leverett Hillcrest 2-2322	MBS KBS Univ. of Ark. Walker	Hayden McIlroy, p Fred J. Stevenson, gm Ed Gideon, cm, pmm	Wallie Ingalls, pd, sd Harold R. Lindsey, ce Wade Dinning, nd Mary Ingalls, wd
<b>FORREST CITY</b> (St. Francis Co.)					
KCXJK 1949	950 5000-D	Forrest City Bcstg. Natl. Bank Bldg. 950	KBS Best, Dora-Clayton	William Fogg, p, gm James Pearson Jr., cm	Harold Webber, pd, pmm Walter Smith, Jr., ce Bob Webber, nd, sd Lloyd Denney, fd
<b>FT. SMITH</b> (Sebastian Co.)					
KFPW 1930	1230 250	Tulsa Bcstg. Co. 2415 N. Albert Pike Sunset 3-4105	CBS Razorback Net. Avery-Knode1	John Griffin, p L. A. Blust, vp, gm Ben Holms, cm	J. Paul McCaslin, sm George Ketcham, pmm Gene Gregory, ce Pat Garner, nd, fd Joe Roppolo, sd Dorothy Gibson, wd
KFPW-FM 1947	235 (B) 94.9mc 14kw				
KFSA 1947	950 1000-D	Southwestern Radio & TV Co. 920 Rogers Ave. Sunset 2-9126	ABC Pearson	Donald W. Reynolds, p H. Wejdon Stamps, gm D. L. Johnson, cm	Pat Porta, pd, nd R. W. Platt, Jr., ce Luther Lemons, fd Harry Freeman, sd Patricia Bowles, wd
KFSA-TV 1948	600-N DA-N				
KFSA-FM 1948	Ch. 296 (A) 107.1mc 0.32kw				
KWHN 1947	1320 5000	KWHN Bcstg. Co. 421-423 Garrison Ave. Radio Center Sunset 3-8967, 68	MBS Rambrau	H. S. Nakdimen, o Parkman R. Feezor, sm, cm	Glenn O'Neal, pd, nd, fd Bruce Dennis, ce Leo House, sd Linnah Henderson, wd
KNAC-TV 1948	DA-N				
<b>HARRISON</b> (Boone Co.)					
KHOZ 1946	1240 250	Harrison Bcstg. Co. Radio City Addition 1240	MBS KBS Arkansas Net. Best	Robt. S. Wheeler Jr., p Bruce C. Washburn, gm, pd	Everett S. Horton, cm Fred Ward, ce Raiph Knox, nd
<b>HELENA</b> (Phillips Co.)					
KFFA 1941	1360 1000 DA-N	Helena Bcstg. Co. 215 York St. Hickory 4-2361	MBS KBS Arkansas & Razorback, Best	Sam W. Anderson, p, gm George Caven, cm Larry Parker, pd, sd	Cecil Scaife, pmm Earl Hodges, ce Bill Holland, nd Katherine Klizer, wd
<b>HOPE</b> (Hempstead Co.)					
KXAR 1947	1490 250	Hope Bcstg. Co. P. O. Box 138 Prospect 7-3601	MBS KBS Best	Alex H. Washburn, p L. B. Tooley, gm, ce	Wes Ninemire, cm Carroll Wynn, pd Haskell Jones, pmm, nd, sd Florence Tooley, wd
<b>HOT SPRINGS</b> (Garland Co.)					
KBHS 1953	590 1000-D	Resort Bcstg. Co. 113 Third St. 3888	Sears & Ayers	I. A. Cain, p Randall L. McCarrell, gm Ed. C. Appler, cm	Steve Nichols, pd, nd Robert Lewis, pmm, sd Dalton Sanders, ce Herman Tedder, fd Bonnie Jean Brooks, wd
KBLO 1953	1470 1000-D	National Park Bcstg. Co. 1011 Central Ave. 5365	Razorback	Robert S. Bieloh, co-o, gm & cm J. W. Bowie Meredith, co-o	DeWitt Jim Waites, pd, nd & sd Robert King, ce Clara Broyles, wd
KWFC 1941	1340 250	Spa Bcstg. Co. Inc. 819½ Central Ave. 412	ABC MBS Arkansas Net. Razorback Gill-Perna	W. E. Hussman, p C. J. Dickson, gm, cm Jim City, pd, sd	Jack Wolever, pmm Bill Carr, ce Walter Ebel, nd Martha Hickman, wd
<b>JONESBORO</b> (Craighead Co.)					
KBTM 1930	1230 250	Regional Bcstg. Co. KBTM Bldg. 603 Madison St. Webster 5-5597	MBS KBS Razorback, Best	Harold E. King, p, gm James Barnes, cm Bill Hart, pd	Marion Bohne, pmm Norman Bowman, ce Clarence Adams, nd, fd John Cramer, sd Estelle Fox, wd
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8.1kw				
KNEA 1950	970 1000-D	Radio Jonesboro Inc. Citizen's Bank Bldg. Webster 2-8381-2	Razorback, Gill-Perna	Ernest Farabee, p Dick Crane, gm Bernie Hargreaves, cm	Chad Lassiter, pd Charles Quinton, pmm Wesley Bell, ce Dave Banks, nd, fd Kay Norman, wd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate names are not repeated.  
 FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. 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.



**LITTLE ROCK**

(Pulaski Co.)

KARK 1928 KARK-TV	920 5000 DA-N	Arkansas Radio & Equipment Co. 1001 Spring St. Franklin 6-2481	NBC Petry	T. H. Barton, p T. K. Barton, vp, gm A. C. Dowden, cm Ernest M. Howard, pd	Miss Shirely R. Kennedy, pmm Dan L. Winn, ce Bob Kemp, nd Hugh Brown, pd, nd V. O. Van Dusen, ce	Bob Buice, fd Bud Campbell, sd Pat Fontaine, wd
KGHI 1927	1250 1000-D 500-N DA-N	KGHI Bcstg. Service 306 West Thrd Franklin 2-0166	Hollingbery	A. L. Chilton, p S. C. Vinsonhaler, gm Kermit Richardson, cm, pmm	Bob Hicks, pmm, nd Kermit Tracy, ce Jim Moffett, fd	Rex Parnell, sd Clarice Billingsley, wd
KLRA 1927	1010 10,000-D 5000-N DA-N	Arkansas Bcstg. Co. Gazette Bldg. Franklin 2-5427	ABC Raymer	J. N. Heiskell, p Glen H. Robertson, gm Harris Owens, pd	W. V. Hutt, cm Cecil Eland, pd Robert Ewing Brown, pmm	Harry Pierce, sd Dorothy Sansing, wd
KTHS 1953	1090 50,000 DA-N	Radio Bcstg. Co. 313 Main St. Franklin 4-2293	CBS The Branham Co.	W. H. Bronson, p Henry B. Clay, vp G. B. Robertson, gm	Dan Crawford, nd, sd	Cecil Suitt, ce Bill Neel, nd Marvin Vines, fd
KVLC 1948	1050 1000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. Franklin 5-5321	KBS Radio-TV	R. M. Saxon, p Daie D. Mahurin, gm, ce		Kitty V. LaCall, wd
KXLR 1946	1150 5000-D 1000-N DA-N	Arkansas Airwaves Co. Cotton Belt Bldg. No. L.R. Franklin 2-2155	MBS Venard, Rintoul & McConnell	John F. Wells, p Emil J. Pouzar, gm Melton B. Lancaster, cm	Roy C. Nichols, pd Earl Butler, ce	Miss Bobbie Forster, nd Gene Fortson, sd

**MAGNOLIA**  
(Columbia Co.)

KVMA 1948	630 1000-D	Magnolia Bcstg. Co. 212 North Jefferson Magnolia 630	MBS Pearson Co.	Dr. Joe F. Rushton, p William M. Bigley, gm	Dudley Waller, cm Ray Wells, ce	Les Rogers, nd, fd Lois Gene Greer, wd
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**MALVERN**  
(ot Spring)

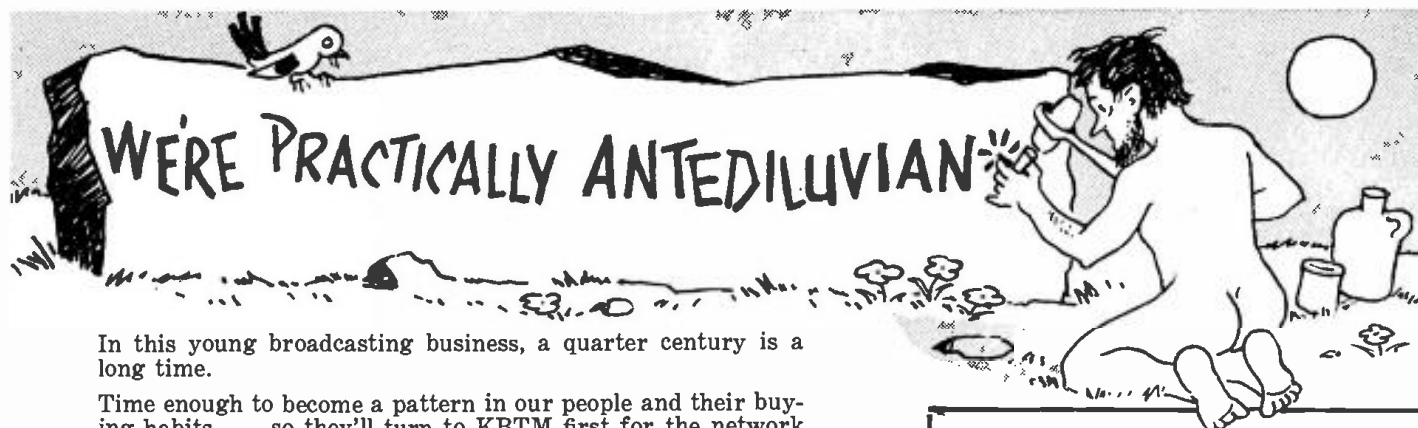
KDAS 1951	1420 1000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1584	KBS Razorback, Devney, Melville	J. C. Cuffman, p Charles Perry, Jr., gm	Eddy T. Sharpe, cm Overton Hurst, pd	Johnny Williams, ce Mary E. Newton, wd
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**MCGHEE**  
(esha Co.)

KVSA 1953	1220 1000-D	Southeast-Arkansas Bcstrs. Co. P. O. Box 1220 McGhee, Ark. P. O. Box 1220 Dermott, Ark. 20	KBS Arkansas, Razorback Best	Abbott F. Kinney, p, gm, pmm, fd, sd	Mrs. M. F. Kinney, cm Herschell E. Parent, pd, nd	Robert L. Padgett, ce William R. Moore, sm
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**ENA**  
(olk Co.)

KENA 1950	1450 250	R. B. Bell S. Reene St. 878	MBS KBS Razorback, Best	R. B. Bell, p, gm	O. F. Frederik, ce	
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In this young broadcasting business, a quarter century is a long time.

Time enough to become a pattern in our people and their buying habits . . . so they'll turn to KBTM first for the network and music, news and sports. In news, for example, we've the only fulltime news editor in Northeastern Arkansas; the only AP wire in Jonesboro. In sports, day and night football, basketball and baseball.

What we're talking about is a bit more interest in the community and a little more understanding of its needs.

We've never let them down in a "quarter century of the best in radio."

And it pays—for us and for you.

*\* If our spelling and Webster is right: the times before the great flood—the one the Ark was in.*

**KBTM**  
A M F M

**A QUARTER CENTURY OF  
THE BEST IN RADIO  
JONESBORO, ARKANSAS**  
MIL.F. BEST NATIONAL REPRESENTATIVE

1954 MARKET DATA			
12 Counties Included in KBTM's NIELSEN			
County	Population	Radio Homes	Retail Sales
Craighead	51,000	13,600	\$ 35,117,000
Poinsett	39,300	9,450	24,533,000
Green	28,300	7,780	17,920,000
Fulton	10,900	3,080	7,298,000
Lawrence	20,500	5,550	9,635,000
Jackson	25,300	6,630	16,923,000
Cross	23,900	5,950	13,565,000
Crittenden	48,200	11,690	32,337,000
Mississippi	81,800	19,980	53,834,000
Clay	25,600	7,050	12,027,000
Randolph	14,900	3,990	6,931,000
Dunklin (Missouri)	46,700	12,410	33,854,000
<b>TOTALS</b>	<b>416,400</b>	<b>107,160</b>	<b>\$263,974,000</b>

Market figures from 1954 "Consumer Markets"

# ARKANSAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>MORRILTON</b> (Conway Co.)						
	KVOM 1952	800 250-D	Morrilton Bcstg. Co. P. O. Box 541 506	Razorback, Best	J. C. Willis, p, gm	Howard F. Houston, cm, pd Weldon L. Sledge, ce
<b>MOUNTAIN HOME</b> (Barter Co.)						
	KTLO 1953	1490 250	Mtn. Home Bcstg. Co. P. O. Box 67 1490	MBS	A. Stricklen, p, gm	Bob Pratt, cm Don Bowen, ce
<b>NEWPORT</b> (Jackson Co.)						
	KNBY 1949	1280 1000-D	Newport Bcstg. Co. 749	Razorback	Harold Sudbury, p Gene Howe, gm, cm, nd	Jerry Grojean, pd & sd Anson Clark, ce
<b>OSCEOLA</b> (Mississippi Co.)						
	KOSE 1949	880 1000-D	Osceola Bcstg. Co. P. O. Box 311 860	KBS Razorback, Univ. of Ark. Best	H. F. Ohlendorf, p Ted Woods, gm	Betty Woods, cm Harold M. Jones, ce
<b>PARAGOULD</b> (Greene Co.)						
	KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627	KBS Univ. of Ark.	G. T. Rand, gm Doyle F. Bateman, cm T. M. Self, bus. mgr.	Wilma Wheelis, pd, wd Russell Schwamb, ce, nd Art Rogers, fd Chuck Stark, sd
<b>PINE BLUFF</b> (Jefferson Co.)						
	KCLA 1947	1400 250	Radio Engineering Service 2900 West 28th Ave. 1900	Best	Ken Kesterson, co-o, gm	Clyde Martin, cm Charles Penix, co-o, pd
	KOTN 1934	1490 250	Universal Bcstg. Corp. P. O. Box 957 721	MBS KBS Ark. Net. Razorback	B. J. Parrish, p, gm, cm, ce Miss Hilda Matz, pd R. W. Etter, pmm	Wendell Atchison, nd Robert Watson, fd Bob Robinson, sd Alva Holt, wd
<b>POCAHONTAS</b> (Randolph Co.)						
	KPOC 1950	1420 1000-D	Pocahontas Radio 500 or 501	KBS Razorback	Adrian L. White, p, gm, cm, pmm	Bill Nichol森, pd, nd, sd Jack Wilson, ce, fd
	KPOC-FM 1950	Ch. 249 (A) 97.7 0.39kw				
<b>ROGERS</b> (Benton Co.)						
	KAMO 1954	1390 500-D	Radio Station KAMO American Nat'l Bank Bldg. 1390	Best	G. Don Thompson, gm	Jean Boroughs, cm
<b>RUSSELLVILLE</b> (Pope Co.)						
	KXRJ 1947	1490 250	The Valley Bcstg. Co. Fine Arts Bldg. 299-123	MBS KBS Razorback, Ark. Net.	C. R. Horne, p, gm L. L. Bryan, cm William C. McKenney, pd, ce	Don Sammons, pmm Kermit Womack, nd, sd Marjorie Crabaugh, wd
<b>SEARCY</b> (White Co.)						
	KWCB 1951	1300 1000-D	White Co. Bcstg. Co. P. O. Box 95 1281	KBS Best	Carl N. Dodd, gm	
<b>SILOAM SPRINGS</b> (Benton Co.)						
	KUOA 1923	1290 5000-D	KUOA Inc. 777	MBS KBS Magic Circle, Razorback	John E. Brown Sr., p Cecil E. Smith, gm, ce	Jim Sheets, cm Ralph Kennedy, pd
	KUOA-FM 1948	Ch. 289 (B) 105.7mc 2.6kw				

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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 Domino Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

## BEST-IN-ARKANSAS.....

In Arkansas you need the local radio station to cover the state—no power station can do the job in Arkansas where the retail sales in local markets are over 250% greater than 10 years ago. On Hil F. Best stations most listeners do NOT receive any other radio station. By every survey the local home town station is your best buy. Reach more people in Arkansas for LESS money—Buy one or 17, 25% Discount for all 17—one order—one bill.

KVRC	Arkadelphia	250 watts	FULLTIME
KBTA	Batesville	250 watts	FULLTIME
KBBA	Benton	250 watts	Daytime
KPLN	Camden	1000 watts	Daytime
KCON	Conway	250 watts	FULLTIME
KXJK	Forrest City	5000 watts	Daytime
KHOZ	Harrison	250 watts	FULLTIME
KFFA	Helena	1000 watts	FULLTIME
KXAR	Hope	250 watts	FULLTIME
KVSA	McGehee	1000 watts	Daytime
KENA	Mena	250 watts	FULLTIME
KVON	Morrilton	250 watts	Daytime
KOSE	Osceola	1000 watts	Daytime
KCLA	Pine Bluff	250 watts	FULLTIME
KAMO	Rogers	500 watts	Daytime
KWCB	Searcy	1000 watts	Daytime
KWAK	Stuttgart	250 watts	FULLTIME

... for details call the

# HIL F. BEST CO.

**SPRINGDALE**

(Washington Co.)

<b>KBRS</b>	1340 250	Northwest Arkansas Bcstg. Tv Co. 675	ABC KBS Magic Circle, Pearson	Donald W. Reynolds, p Roy J. Bowman, gm, cm, pd, pmm	Bill Ussery, ce, fd Dick Sage, nd, sd	Maxine E. Bowman, wd
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**STUTTGART**

(Arkansas Co.)

<b>KWAK</b>	1240 1948 250	Stuttgart Bcstg. Co. Box 271 25212	MBS KBS Best	Melvine P. Spann, gm June S. Spann, sm	N. W. Biddulph, cm Marvin Heffington, ce	Koif Rowland, nd
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**TEXARKANA**

(Müller Co.)

<b>KCMC</b>	(See Texarkana, Tex., listing)
<b>KCMC-FM</b>	(See Texarkana, Tex., listing)
<b>KOSY</b>	(See Texarkana, Tex., listing)

<b>KTFS</b>	(See Texarkana, Tex., listing)
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**WALNUT RIDGE**

(Lawrence Co.)

<b>KRLW</b>	1320 1951 1000-D	Southern Baptist College Bcstg. Service 980	Razorback	Dr. H. E. Williams, p Wm. H. Cate, gm, cm	Bill Thornton, pd, pmm Leonard Ringle, ce	Bonny M. Weir, nd June Krupf, wd
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**WARREN**

(Bradley Co.)

<b>KWRF</b>	860 1953 250-D	Pines Bcstg. Co. Box 480 353 & 354	.....	Paul Fisher, co John Rye, co Lee Reaves, gm	Bill Wells, cm, pmm Deno Nichols, pd, sd	Larry Self, ce Mayme Hollensworth, nd, wd
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CALIFORNIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Alameda	740,315	259,120	\$1,009,435	\$255,258	\$28,916	287,118	Plumas	13,519	4,210	16,433	5,430	6,845	4,538
Alpine	241	*	153	29		192	Riverside	170,046	59,280	238,095	59,940	12,180	78,616
Amador	9,151	2,820	9,164	2,817		235	Sacramento	277,140	94,190	390,016	90,703	381	124,960
Butte	84,930	23,110	94,596	25,725	2,228	27,308	San Benito	14,370	4,420	14,935	4,121	11,766	5,305
Calaveras	9,902	3,140	6,789	2,333		191	San Bernardino	281,642	97,340	361,713	94,710	24,168	132,104
Colusa	11,651	3,720	19,289	3,947		511	San Diego	586,808	216,500	775,008	183,655	34,320	244,446
Contra Costa	298,984	99,380	310,068	110,145	9,105	120,875	San Francisco	775,357	273,390	1,256,567	282,134	5,635	227,939
Del Norte	8,078	2,670	11,491	3,146		322	San Joaquin	200,750	63,600	282,839	59,412	1,803	77,808
El Dorado	16,207	** 5,730	16,782	6,289	276	6,989	San Luis Obispo	51,417	18,180	73,903	17,787	6,471	23,971
Fresno	278,515	88,710	376,431	88,122	9,863	112,050	San Mateo	235,659	88,910	283,121	87,120	4,670	115,419
Glenn	15,448	4,770	23,071	4,604		362	Santa Barbara	98,220	33,000	149,808	32,497	12,535	42,737
Humboldt	89,241	23,270	106,391	26,451	2,883	31,013	Santa Clara	290,547	97,700	426,139	97,956	2,198	145,661
Imperial	62,975	15,370	89,317	20,560	2,289	21,391	Santa Cruz	86,534	25,760	86,600	24,089	2,198	29,877
Inyo	11,658	3,910	19,889	5,042		561	Shasta	36,413	11,810	61,050	16,092	1,419	16,621
Kern	228,309	71,180	298,239	73,309	5,925	90,698	Sierra	2,410	590	1,594	505	88	842
Kings	46,788	13,490	62,740	13,789	1,385	16,489	Siskiyou	30,733	9,680	36,110	9,905	1,010	11,920
Lake	11,481	4,240	13,679	4,520	478	5,150	Solano	104,833	37,440	131,221	38,515	2,695	39,166
Lassen	18,474	5,850	20,652	5,659	688	6,500	Sonoma	103,405	36,740	163,252	30,975	3,725	46,465
Los Angeles	4,151,687	1,516,980	6,365,632	1,486,869	219,450	2,012,522	Stanislaus	127,231	42,000	190,174	35,901	3,908	53,675
Madera	36,964	10,920	43,469	12,371	786	12,607	Sutter	26,239	8,350	20,748	7,094	289	10,419
Marin	85,619	29,120	97,882	30,846	3,167	36,865	Tehama	19,276	6,310	24,126	5,115	524	7,468
Mariposa	5,145	1,470	3,476	1,185	49	1,893	Trinity	5,087	1,700	3,500	1,469	162	1,757
Mendocino	40,854	12,840	49,910	12,153	847	16,293	Tulare	149,264	45,700	170,795	44,806	3,539	52,726
Merced	69,780	21,080	94,351	20,436	2,434	25,861	Tuolumne	12,584	4,190	14,126	3,898	395	5,273
Modoc	9,678	2,760	16,034	3,345	308	3,175	Ventura	114,647	36,380	143,136	36,586	3,916	48,883
Mono	2,115	640	1,923	535	4,273	600	Yolo	40,640	12,730	50,624	16,087	1,986	17,787
Monterey	130,498	42,000	173,066	40,899	1,156	49,071	Yuba	24,420	7,720	52,140	10,058	1,116	10,681
Napa	46,603	14,270	49,983	13,077	542	17,881	* See El Dorado. ** Alpine included in El Dorado County figure.						
Nevada	19,888	6,510	21,883	6,560	9,864	7,009	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Orange	216,224	80,020	318,652	73,896	1,412	120,069							
Placer	41,649	13,040	50,346	13,965	702	16,327							

DIRECTORY OF AM AND FM STATIONS

**ALTURAS**

(Modoc Co.)

<b>KCNO</b>	570 1951 1000-D	CONR, Inc. Box 207 2531	Best	Jackson Teuter, p Dale C. Williams, gm	Mrs. Rae E. Gloster, cm, wd Ralph W. Powers, pd, ce	Vic M. Ives, pmm Norman Nichols, fd
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**APPLE VALLEY**

(San Bernardino Co.)

<b>KA VR</b>	960 1954 5000-D	Apple Valley Bcstg. Apple Valley Inn Victorville 5390	.....	Newton T. Bass, p Charles H. Cowling, gm, cm	Jerry Casselman, pd Mary Sowell, pmm	Dean Kiner, ce
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**AVALON**

(Los Angeles Co.)

<b>KBIG</b>	740 1952 10,000-D DA-D	John Poole Bcstg. Co. 6540 Sunset Blvd. Hollywood 28 Hollywood 3-3205	Meeker	John H. Poole, p & gm Cliff Gill, vp	Robert J. McAndrews, vp & cm Alan Lisser, pd & nd	Wallace Hutchinson, pmm Bill Dalton, ce Margee Phillips, wd
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**BAKERSFIELD**

(Kern Co.)

<b>KBAK</b>	550 1948 1000 DA-1	Bakersfield Bcstg. Co. 29 Woody Rd. P. O. Box 1448 Fairview 4-6421	MBS Weed	Harold P. See, p A. H. Constant, gm	Joe Kinser, pd, sd Vern Mack, pmm	Jim Garner, ce Hal Laffoon, nd
<b>KBIS</b>	970 1950 1000 DA-2	Marmat Radio Co. 2013 Chester Ave. Fairview 4-6093	Young	Hal Brown, o, gm, pd & sd Frank Wilbur, cm & pmm	Jack Duemler, ce	Phil Waterhouse, nd & fd

# CALIFORNIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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.
<b>BAKERSFIELD (Cont.)</b>					
KERN 1938	1410 1000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS Raymer	Eleanor McClatchy, p Walter L. Baziuk, sm	Verne Shatto, ce Paul McElroy, ne  Lawrence Martin, fd
KERN-FM 1948	Ch. 231 (B) 94.1mc 9.1kw				
KERO 1946	1230 250	Kern County Bcstrs. 1420 Truxtun Ave. FAirview 7-1441	NBC Avery-Knodel	Gene DeYoung, p, gm Edward Urner, vp, sim Leslyn Day, pd	Forrest Kyle, pmm Edwin Address, ce  Kenneth Croes, nd Johnny Parker, sd
KERO-TV 1933	1560 1000 CP-10,000 DA-1	Pioneer Mercantile Co. 307 East 21st St. FAirview 7-8157	ABC Hollingbery	F. G. R. Schamblin, p Leo A. Schamblin, gm C. C. Sturn, cm, pd	Paul Biermann, pmm, nd L. P. Jarvis, ce  Art Mason, fd, sd Eleanor Strauss, wd
KQXR (FM) (CP)	Ch. 223 (B) 92.5mc 16.5kw	KLEF Bcstrs.			
<b>BANNING (Riverside Co.)</b>					
KPAS 1947	1490 250	Darwin Bcstg. Co. 4425 West Ramsey St. 515	Continental Radio	Chet Darwin, o, gm, cm Jack Campbell, pd, ce	Harry Reed, pmm  Bob Allen, nd Chris McAllister, wd
<b>BARSTOW (San Bernardino Co.)</b>					
KWTC 1947	1230 250	Mojave Valley Bcstg. Box 697 4-0-0-1	ABC L. O'Connell	W. T. Brown, p Harry White, gm, cm	Richard Cruse, pd  John Walker, ce
<b>BERKELEY (Alameda Co.)</b>					
KPFA (FM)	Ch. 231 (B) 94.1mc 52kw	Pacifica Foundation			
KRE	1400 250	Central Calif. Bcstrs. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm	Don Hambly, cm & pmm  Les Avery, pd
KRE-FM	Ch. 279 (B) 102.9mc 9.9kw				
<b>BEVERLY HILLS (Los Angeles Co.)</b>					
KCBH (FM) 1954	Ch. 254 (B) 98.7 mc 50 kw	A. A. Crawford 456 N. Rodeo Drive Bradshaw 2-7105		A. A. Crawford, o, p, gm, cm	Jean E. Crawford, pd  John Davis, ce
<b>BISHOP (Inyo Co.)</b>					
KIBS 1953	1230 250	Inyo Bcstg. Co. Box 757 4411	KBS Western Radio Sales	James R. Oliver, o, gm, pmm, nd	R. S. Deming, cm John Drozd, pd, ce  Howard Frost, sd Virginia Holmes, wd
<b>BLYTHE (Riverside Co.)</b>					
KVOR 1947	1450 250	Broadcasting Corp. of America Box 987 Riverside Riverside 6290	ABC J. Pearson	Peter R. Odens, gm, fd, ne Mrs. Gwen McIntosh, pd	Conrad Figueroa, ce  Barbara Taylor, wd
<b>BRAWLEY (Imperial Co.)</b>					
KROP 1948	1300 1000-D 500-N	Bcstg. Corp. of America Riverside 6290	ABC California Radio Network J. Pearson Co.	Vincent R. Palmer, gm Len Bensen, cm Ed Silvera, pd, nd	John Quimby, ce Bruce Grant, fd  Vince Palmer, sd Annie Gutierrez, wd
<b>BURBANK (Los Angeles Co.)</b>					
KBLA 1952	1490 250	Broadcasters of Burbank, Inc. 11516 Oxnard St. North Hollywood Sunset 2-1195	Grant Webb	Gordon A. Rogers, p, pmm, nd, sd Robert S. Marshall, gm, cm	Henry May, pd William S. Robinson, ce  Mildred Carr, wd
<b>CALEXICO (Imperial Co.)</b>					
KYCO 1947	1490 250	Charles R. Love 724 Main St. 2410		Charles R. Love, o W. A. Geddes, gm, cm	Chap Rollins, pd, sd  Jim Coin, ce
<b>CHICO (Butte Co.)</b>					
KHSL 1937	1290 5000 DA-N	Golden Empire Bcstg. Co. P. O. Box 303 Fireside 2-5614	CBS Avery-Knodel	Mrs. Hugh McClung, p Charles H. Kinsley, Jr., gm, nd Justine Pero, cm	Tommy Nelson, pd Walter McDonald, pmm Russell Pope, ce  Stan Cooper, fd Bud Hannah, sd Jerry Bowen, wd
KXOC 1949	1060 10,000 DA-N	Broadmoor Bcstg. Corp. Radio Lane Fireside 2-4211	MBS Don Lee, McGavren, Adam Young	Harold T. Gibney, p Jack Powell, gm Burke Riley, cm	Neil C. McIntyre, pd, fd Tim Armstrong, pmm Bill Pope, ce  Bob Stone, nd Martin Cantisano, sd Juliet Gregoire, wd
<b>COACHELLA (Riverside Co.)</b>					
KCHV 1954	970 1000-D	Coachella Valley Bcstg. Co. Professional Bldg.			
<b>COALINGA (Fresno Co.)</b>					
KBMX 1950	1470 500-D	Westside Bcstg. Co. P. O. Box 715 136	KBS California Rural Net.	Harry Brown, co-o, sm Cliff Lantz, co-o, cm, ce	Don Garrett, pmm Jerry Heptner, pd  Dick Brown, sd Elizabeth Brown, wd
<b>CORONA (Riverside Co.)</b>					
KBUC 1948	1370 1000-D 500-N DA-N	Radion Bcstg. Inc. Porphy Road 1370	.....	Henry Fritzen, p, gm	Robert Cochems, ce  Ralph C. Miller, nd

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**IN INLAND CALIFORNIA** (AND WESTERN NEVADA)



# THE Beeline

**DELIVERS MORE FOR THE MONEY**

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D) Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 5 billion dollars. (*Sales Management's 1954 Copyrighted Survey*)



**McCLATCHY BROADCASTING COMPANY**  
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

# CALIFORNIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir.	Executive Abbreviations Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>CRESCENT CITY</b> (Del Norte Co.)						
KCRE 1951	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061 & 502	Ayres	Robert E. Grey, p, gm, pd Alvin S. Lavanaway, cm	Peggy Burke Grey, nd, wd	Jerry Clausen, fd, sd
<b>DELANO</b> (Kern Co.)						
KCHJ 1951	1010 1000-D CP 5000-LS-D 1000-DA-N	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm & ce	Jim Turner, cm, nd & sd Jean G. Johnes, pd, wd	Fred May, pmm Elliott Fouts, fd
<b>DINUBA</b> (Tulare Co.)						
KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	KBS	Egon Hofer, p, gm & cm	Dave Hofer, Jr., vp, pmm Warren Nystrom, ce	Harold Sparks, pd & nd Harold Gann, fd, sd
<b>EL CAJON</b> (San Diego Co.)						
(CP)	910 5000-D 1000-N-DA	Babcock Bcstg. Corp. 2566 5th Ave. San Diego, Calif.		Robert J. Babcock, p		
<b>EL CENTRO</b> (Imperial Co.)						
KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS Don Lee, Raymer	Paul A. Jenkins, p Riley R. Gibson, gm Belle Hovey, cm	Norm Germani, ce Bob Weaver, nd, fd	Marc Hanan, sd Mary Francisco, wd
<b>EUREKA</b> (Humboldt Co.)						
KHUM 1947	1240 250	Carroll R. Hauser P. O. Box 1015 Hillside 2-5744	CBS Pearson, McGavren, Western Radio	Carroll R. Hauser, o, gm Frank R. Brown, sm, pd	Frank M. Smith, cm, sd Dean Elliott, ce	Winifred Shipham, wd
KIEM 1933 KIEM-TV	1480 5000 DA-1	Redwood Bcstg. Co. 6th & E Hillside 3-1621	MBS Don Lee, J. Blair	William B. Smullin, p John C. Bauriedel, vp, gm Robert Stach, cm Pearl Jacobsen, pd	Violet Susan, pmm Lawrence L. King, ce Newton Steward, nd	J. Ed. Arnold, fd Harry Howard, sd Mary Lou Stuart, wd
KRED (FM) 1947	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, Am Affiliate)				
<b>FT. BRAGG</b> (Mendocino Co.)						
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. P. O. Box 616 3251	KBS United Pacific California, Forjoe	Edward Mertle, o Craig N. Smith, gm	Mathew V. Huber, cm, pd	Don E. Wood, ce

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## To reach ALL of SOUTHERN CALIFORNIA you must include

KXO

COVERS THE ENTIRE  
IMPERIAL VALLEY

(There are no holes  
in our coverage)

## SOUTHERN CALIFORNIA'S THIRD MARKET

\$113,242,000 Cash Farm Income\*  
7th Farm County in entire U. S.\*

Mountains block out nearly all non-valley radio and TV

THIS LUSH MARKET CAN BE REACHED ONLY FROM WITHIN!

KXO enjoys 50% share-of-audience, day and night average, including all cities in the Imperial Valley.\*

\*Sales Management 1954 \*\*Hooper, Ward, Conlar

# CALIFORNIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.
<b>FRESNO</b> (Fresno Co.)					
KARM 1938	1430 5000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Bolling	Hattie Harm, p Clyde F. Coombs, gm L. L. Daggett, cm	Lou Lampe, pd E. Roth Cooney, pmm Elbert H. Dean, ce  Hap Haggard, nd Stan Kelly, fd
KARM-FM 1948	Ch. 270 (B) 101.9 mc 7.4kw	(See Sanger listing)			
KBIF 1946	940 50,000 DA-2	California Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001 (KFRE, AM affiliate)	CBS Avery-Knodel	Paul R. Bartlett, p Ed J. Frech, sm Donald A. Barry, slm	Hal O'Donnell, pd Harry H. Burum, pmm Keith L. Mealey, engrg vp  Wally Erickson, nd, fd Flo Hansen, wd
KFRM (FM) 1946	Ch. 229 (B) 93.7mc 70kw				
KGST 1949	1800 1000-D	Delle Bcstg. Co. Plaza Shopping Center 6-9901	Rambeau	Morrie Mindel, cm. ptrn. Jeanne Bacher, pd	Andy Kay, nd Jim Russell, fd  Paul Ward, sd
KMJ 1925	580 5,000	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC McClatchy Beeline Raymer	Eleanor McClatchy, p David Harris, sm Roy Swanson, slm	Ramsey Elliott, pm William Wallace, ce  Garnet Casselman, ne Ed Sturgeon, fe
KMJ-TV 1949	Ch. 250(B) 97.9mc 7.3kw				
KMAK 1953	1340 250	McMahan Bcstg. Co. 2020 McKinley 6-9448	Grant	R. O. McMahan, p	Coyle Chambers, gm  Ed Nickel, ce
KYNO 1947	1300 1000 DA-2	Radio KYNO, The Voice of Fresno 2125 N. Barton 5-8383	MBS, Don Lee Hollingbery	Gene Chenault, gm Leo Goldman, pd	Jim Carroll, pmm Bert Williamson, ce  Jack Grady, nd George Bryson, sd
<b>GLENDALE</b> (Los Angeles Co.)					
KFMU (FM) 1954	Ch. 246 (B) 97.1 mc 58 kw	Nicholas M. Brozy P. O. Box 783 Chapman 5-5887		Nicholas M. Brozy, p & gm	Gordon Sturgill, pd
KIEV 1933	870 250-D	Cannon System, Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Cal Cannon, gm  Charles N. Whitten Jr., ce
KUTE (FM) 1952	270 (B) 101.9mc 11.8kw	Robert P. Adams Box 729 Citrus 4-1414		Robert P. Adams, p, gm, cm, pd, ce	
<b>HANFORD</b> (Kings Co.)					
KNGS 1948	620 1000 DA-N	Hanford Bcstg. Co. of Calif. P. O. Box 620 820	Oakes McGavren	Earl J. Fenston, p	Robert F. Klein, vp & gm  Stan Vestal, ce
<b>INDIO</b> (Riverside Co.)					
KREO 1946	1400 250	Bcstg. Corp. of America Calhoun Drive 7-3403	Pearson	Fred E. Carr, gm	Lyle Shuman, sm  John M. Wages, cm
<b>LANCASTER</b> (Los Angeles Co.)					
KAVL 1950	1340 250	Antelope Bcstg. Co. P. O. Box 1192 Lancaster 1000	Broadcast Time Sales	Whitford B. Carter, p, gm Herbert L. Comstock, cm	Lewis Shank, pd, nd, sd D. Dean Roper, pmm  James B. French, ce Wilma Lewis, wd
<b>LODI</b> (San Joaquin Co.)					
KCVR 1946	1370 1000-D	Central Valley Radio P. O. Box 600 8-0628	KBS Ayres	Herbert W. Brown, co-o, gm, cm, pd, pmm	David A. Brown, co-o  George Sampson, ce
<b>LONG BEACH</b> (Los Angeles Co.)					
KFOX 1924	1280 1000	KFOX Bcstg. Corp. 220 East Anaheim Long Beach 6-7281		F. A. Fetsch, p, gm & cm	Hal Shideler, pd, pmm, nd & sd  Albert A. Mutter, ce
KFOX-FM 1951	Ch. 272 (B) 102.3mc 1 kw				
KGER 1928	1390 5000 DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907	Gill-Perna	Dr. John E. Brown Sr., p Clinton H. Fooler, gm, cm & pd	Luther H. Crumbaugh, ce Fimis Bell, nd Major Harry Bateson, fd  Robert Klosterman, sd Irene Cook, wd
KNOB (FM) 1949	Ch. 276(A) 103.1 mc 0.32 kw	Cerritos Bcstg. Co. 1120 Pine Ave. Long Beach 8-5519		Ray Torian, p, gm, cm, pd, ce	
<b>LOS ANGELES</b> (Los Angeles Co.)					
KABC 1929	790 5000 DA-N	American Bcstg.-Para- mount Theatres, Inc. 1539 No. Vine St. Hollywood 2-3141	ABC Petry	E. J. Hudson, vp, W. Div. (ABC) John S. Hansen, gm William Baxley, cm	Dresser Dahlstead, pd David Nowinson, pmm Cameron Pierce, ce  Pat O'Reilly, co-nd, sd Ed Conklin, co-nd, sd Nancy Holme, wd
KABC-FM 1948	Ch. 238 (B) 95.5 mc 3.8 kw				
KBIG 1954	Ch. 254 98.7 50kw	(See Avalon listing) A. A. Crawford 456 N. Rodeo Dr. Bradshaw 2-7105		A. A. Crawford, p, gm, cm	Jean E. Crawford, pd  John Davis, ce
KFAC 1929	1330 5000 DA-N	Los Angeles Bcstg. Co. Inc. 5773 Wilshire Blvd. Webster 0161	Bolling	Calvin J. Smith, p, gm, cm Howard Rhines, pd	Ron Oakley, ce  Dick Joy, nd, sd
KFAC-FM 1948	Ch. 222 (B) 92.3mc 17.5kw				
KFI 1922	640 50,000	Earle C. Anthony, Inc. 141 North Vermont Ave. DUnkir 2-2121	NBC Christal	Earle C. Anthony, p, gm Pat Kelly, pd Ron Manders, pmm	H. L. Blatterman, ce Curtis W. Mason, ce Pat Bishop, nd  Jim Todd, fd Rollie Thomas, sd Mary Hickox, wd

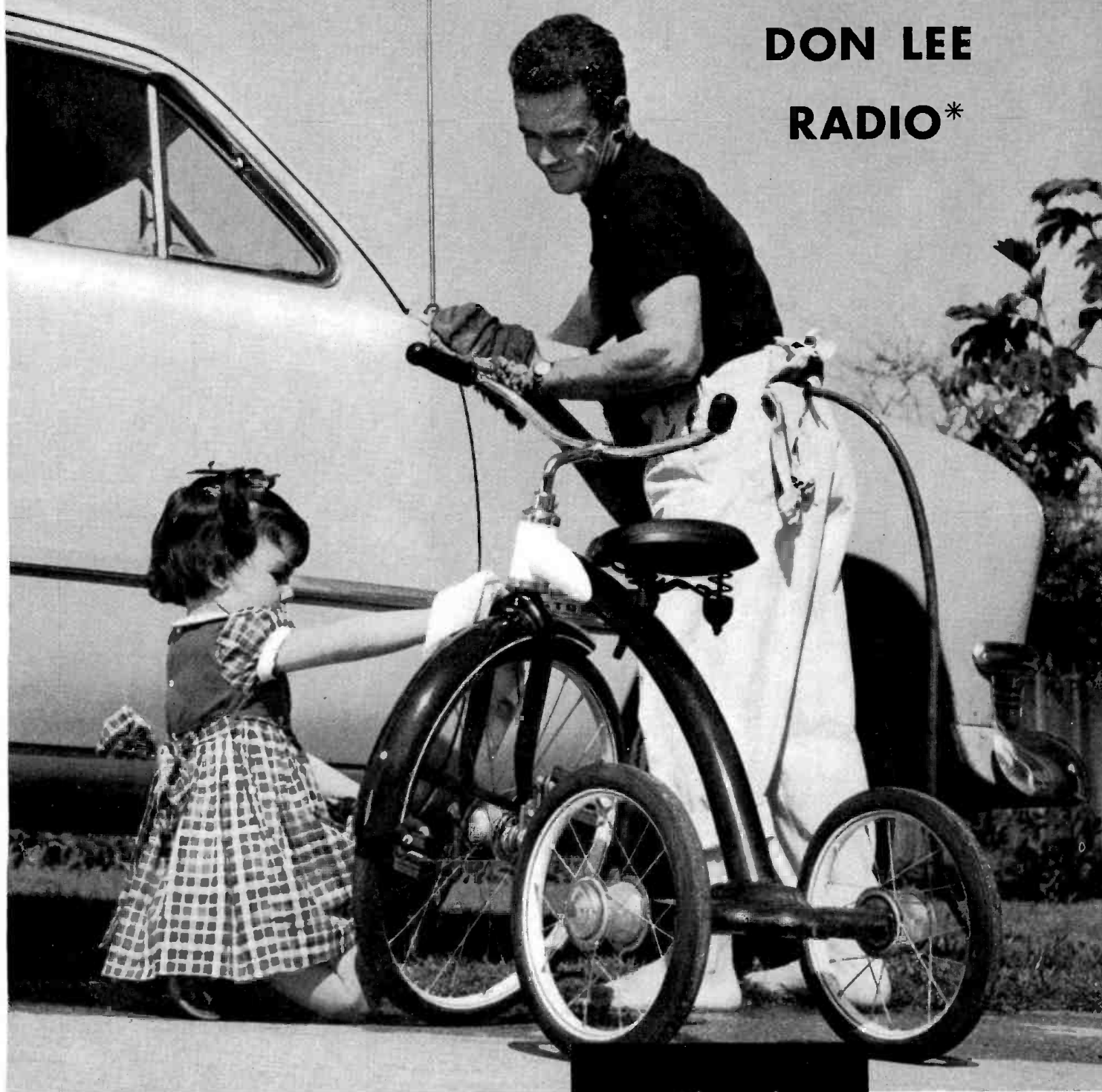
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 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

They live on the Pacific Coast...

they listen to

**DON LEE**

**RADIO\***



**\*Don Lee IS Pacific Coast Radio**

... the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people ... the *only* network with stations in 45 important Pacific Coast markets ... the nation's *greatest* regional network ...

*Mutual*  
**DON LEE**  
**RADIO**

*Don Lee Broadcasting System,  
Hollywood 28, California,  
represented nationally by  
H-R Representatives, Inc.*



ONLY

4

STATIONS

in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both Los Angeles and San Diego.

Of these top four, KBIG ...

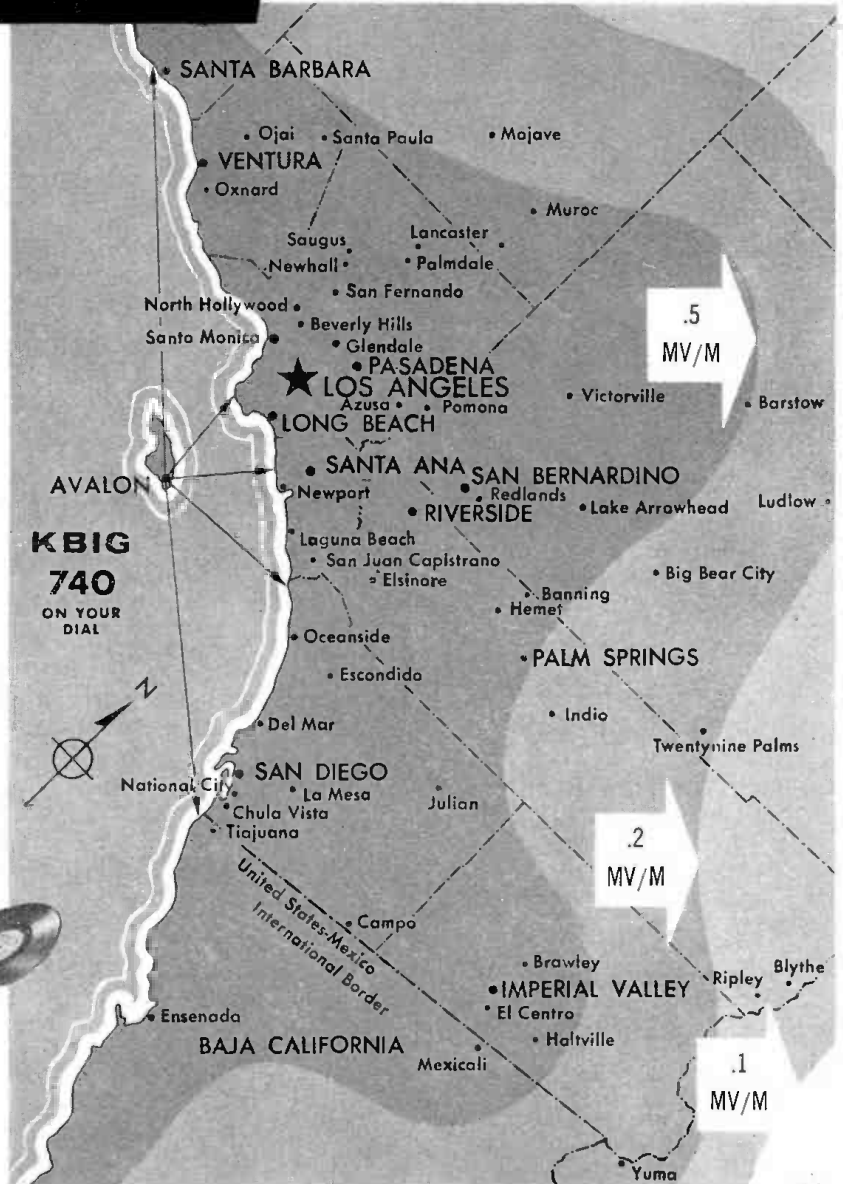
- is the only independent
- costs the least
- delivers most listeners per dollar

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as \$6.75 a break!

Prove It To Yourself! Compare KBIG's base hour rate (\$132) or base minute rate (\$20) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the **Giant Economy Package of Southern California Radio.**

Call Meeker or us — get the whole KBIG story.



**KBIG**

The Catalina Station

10,000 WATTS  
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

**JOHN POOLE BROADCASTING CO.**

6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205 • KBIF—Fresno • 900 KC • center of the dial • center of the San Joaquin Valley

# CALIFORNIA

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.
<b>LOS ANGELES—(Cont'd)</b>					
*KFSG 1924	1150 2500-D 1000-N ST-KRDK	Echo Park Evangelistic Association 1100 Glendale Blvd. Dunkirk 9-1141	.....	Dr. Rolf K. McPherson, p M. D. Buchen, gm, pd, pmm	Donald K. Horton, ce Oval Wylie, nd
KFVD 1925	1020 5000 L-KDKA	Standard Bcstg. Co. 338 So. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke, p Frank Burke, Jr., gm Vern A. Lindblade, cm	Carl Brewster, pd, nd Leonard Reeves, ce Earl McDaniel, sd Violet Schram, wd
KFWB 1925	980 5000	KFWB, Inc. 6419 Hollywood Blvd. Hollywood 3-5151	Branham	Harry Maizlish, p Morton Sidley, gm Frank Oxarart, cm	Dan Russell, pd Jay Faggen, pmm Harry Myers, ce Dave Ballard, nd Mark Scott, sd
KFWB-FM 1948	Ch. 234(B) 94.7mc 58 kw				
KGFJ 1926	1230 250	Ben McGlashan 6314 Sunset Blvd. Hollywood 4-0201	.....	Ben S. McGlashan, o	Thelma Kirchner, gm & cm Homer M. Obuchon, ce
KHJ 1922	930 5000	General Teleradio, Inc. 1313 North Vine St. Hollywood 28	MBS Don Lee H-R Representatives	Willet H. Brown, p Ward Ingram, gm Norman Boggs, vp	A. J. LaFrano, pd Robert M. Light, pmm Robert Arne, ce Les Mawhinney, nd Norma Young, wd
KHJ-FM 1939	226 (B) 101.1mc 16.8 kw				
KLAC 1928	570 5000-D 1000-N	KMTR Radio Corp. 6363 Sunset Blvd. Hollywood 2-7271	Young	M. W. Hall, p, gm Fleix D. Adams, cm	R. F. Horgan, pd James McNamara, nd Sam Balter, sd
KMPC 1928	710kc 50,000-D 10,000-N DA-N	KMPC, The Station of The Stars 5939 Sunset Blvd. Hollywood 9-5341	AM Radio Sales	Gene Autry, p Robert O. Reynolds, vp, gm Lloyd C. Sigmon, vp, ce, Asst. gm	Mark Haas, pd Oren Mattison, pm Stanely Spero, g sim Harry Golder, nd Ira Cate, fd Bob Kelley, sd
KNX 1920	1070 50,000	Columbia Bcstg. System, Inc. 6121 Sunset Blvd. Hollywood 28	CBS Columbia Pacific Radio CBS Radio Spot Sales	William D. Shaw, gm Bert West, cm Robert Sutton, pd	John Asher, pmm Ted Denton, ce Jack Beck, nd Nelson McIninch, fd Tom Harmon, sd Ruth Ashton, wd
KNXT (TV)					
KNX-FM 1948	Ch. 266(A) 93.1 mc 67 kw				
KPLA (FM) 1954	Ch. 282 (B) 104.3 mc 7.1 kw	Martin School of Radio Arts 1653 North Cherokee Hollywood 2-3281		Don C. Martin, p, gm	James L. Fitch, pd Dick Browning, ce
KPOL 1952	1540 10,000-D	Coast Radio Bcstg. Corp. 4628 Wilshire Blvd. Webster 8-2345	Keller	Hugh R. Murchison, p Frederick Custer, sm, cm	Robertson C. Scott, pd, pmm Floyd Hall, ce
KRDK 1927	1150 5000-D 1000-N ST-KFSG	Radio Bcstrs. Inc. 541 So. Spring St. Madison 5-2121	.....	Ned Connor, gm, cm, pmm	Charles Clifton, pd, nd, sd Benjamin C. Brown, ce
KRDK-FM 1949	Ch. 242 (B) 96.3 mc 54 kw				
<b>MARYSVILLE</b> (Yuba Co.)					
KMYC 1940	1410 1000 DA-2	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS Don Lee Grant	H. E. Thomas, p Joe D. Carroll, gm, cm William R. Cleveland, pd, fd	John Mayer, pmm, nd Lloyd McQueary, ce Ned Liebman, sd Anne Bailey, wd
KMYC-FM 1947	Ch. 261 (B) 99.9 mc 4.9 kw				
<b>MERCED</b> (Merced Co.)					
KYOS 1936	1480 5000 DA-N	Merced Bcstg. Co. P.O. Box 717 RA. 2-6251	MBS Don Lee Grant	C. O. Chatterton, p, gm Robert Garrett, cm	Gene Bell, pd & nd Malcom Beavers, ce Howdy Cullen, sd Betty Chatterton, wd
<b>MODESTO</b> (Stanislaus Co.)					
KBEE (FM) 1948	Ch. 227 (A) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2-2061	Raymer	Eleanor McClatchy, p	John McConnell, pd Albert Schneider, sta. exec. & ce.
KBOX 1951	970 1000 DA-2	Stanislaus County Bcstrs. Inc. P. O. Box 827 Modesto 3-7756	Rambeau	Milton L. Hibdon, p, gm Richard Nicholson, cm, pmm, sd	Norma Alamsha, pd, nd Maurice Hill, ce
KMOD 1950	1360 1000 DA-N	Radio Modesto, Inc. P. O. Box 941 2-1051	ABC Meeker McGavren	John E. Griffin, p Don C. Reeves, gm Judd Sturtevant, cm	Gene D'Accardo, pd, fd Don Allen, ce Gene Williams, sd Marion Roen, wd
KTRB 1933	860 10,000-D	KTRB Bcstg. Co. Inc. P. O. Box 593 3-0737	Grant	Wm. H. Bates Jr., p, gm, ce Lee Roddy, cm Don Lapan, pd, pmm	Chas. McEwen, nd Leonard Anderson, fd Phil Barber, sd Hilda Higbee, wd
KTRB-TV 1949	1000-N DA-2				
KTRB-FM 1949	Ch. 281 (B) 104.1 mc 4.7 kw				
<b>MONTEREY</b> (Monterey Co.)					
KMBY 1939	1240 250	Monterey Radio-Tv Co. 468 Calle Principal 2-4541	CBS Grant	Kenyon Brown, p S. M. Aston, gm & cm	Sam H. Bennett, nat'l. sim Bruce Ariss, pd Galyn Hammond, ce
KMBY-TV KXXL (CP)	630 1000 DA-2	S. A. Cisler P. O. 1070 546 Hartnell Plaza 5-6302	Burn-Smith	S. A. Cisler, o Don D. Campbell, p, gm, cm	Ford Warner, pd, nd Herman Stalberg, ce Charles Stoobey, fd

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**MT. DIABLO**

(Contra Costa Co.)

**KSBR (FM)** Ch. 263 (B)  
1947 100.5 mc  
63 kw

Television Diablo Inc.  
225 E. Miner  
Stockton, Calif.  
Howard 6-6981

H. Leslie Hoffman, p  
A. E. Joscelyn, vp, cm

Stanton Bennett, ce

William Hollenbeck, pd

**MT. SHASTA**

(Siskiyou Co.)

**KWSD** 1340  
1947 250

Shasta Cascade Bcstg.  
Corp.  
East Alma St.  
Mt. Shasta 2124

McGavren,  
Continental

David H. Rees, co-o, sm & ce  
Arthur Adler, co-o, gm

Iola Huntingdon, pd

Bob Laverty, sd

**JAPA**

(Solano Co.)

**KVON** 1440  
1947 500  
DA-1

Gibson Radio &  
Publishing Co.  
P. O. Box 911  
Vallejo, Cal.  
Vallejo 2-7127

Ayres  
L. O'Connell

Luther E. Gibson, p, gm  
Elmer L. Gibson, sm  
Dave Bous, cm & fd

Cindy Morgan, pd & wd  
Nolan S. Cruise, pmm  
Harley Shumway, ce

A. St. John, nd  
Ray Denny, sd

**NEEDLES**

(San Bernardino Co.)

**KSFE** 1340  
1952 250

Needles Bcstg. Co.  
Box C-2  
1234

KBS

B. J. Fitzpatrick, co-o, cm  
L. A. Newsome Jr., co-o, pd

Al Lincoln, ce  
Louise Rice, nd

Larry Fitzpatrick, fd  
Buck Newsome, sd

**OAKLAND**

(Alameda Co.)

**KLX** 910  
1922 5000  
DA-N

Tribune Building Co.  
12th & Franklin  
Templebar 2-6000

Webb  
Moore

J. R. Knowland, Jr., p  
Bud Foster, gm, cm  
Bill Laws, pd & sd

B. Jean Williams, pmm  
Roswell Smith, ce  
John K. Cahpel, nd

Burt Buzzini, fd  
Anne Truax, wd

**KLX-FM** Ch. 267 (B)  
1948 101.3 mc  
20 kw

**KROW** 960  
1925 1000

KROW, Inc.  
464 19th St.  
Twinoaks 3-9600

Raymer

Sheldon F. Sackett, p  
J. G. Paltridge, vp, gm

Jack Grant, sim  
Russ C. Coughlan, pd

Alexander Pattison, ce

**KWBR** 1310  
1920 1000

Warner Brothers  
327 22nd Street  
Higate 4-1212

Forjoe

S. W. Warner, gm  
F. Wellington Morse, sm

Jeane K. Fisher, pd

Paul E. Gregg, ce

**ONTARIO**

(Los Angeles Co.)

**KOCS** 1510  
1947 250-D

Daily Report Co.  
222 East B. Street  
YUKon 627-54

L. O'Connell

Jerene Harnish, p  
Robert C. Walker, sm

Louise Meteer, pd, wd  
Glen Clark, ce

Hal Schulz, nd & sd

**KEDO (FM)** Ch. 228 (A)  
1947 93.5 mc  
0.31 kw

(KOCS, Am affiliate)

**OROVILLE**

(Butte Co.)

**KMOR** 1340  
1948 250

Oroville Bcstrs. Inc.  
P. O. Box 1032  
1340 or 1341

KBS  
Ayres

Joy C. Fearnhead, p  
James R. Bird, gm, cm, ce

Louis Coppola, pd, pmm  
Wally Kunkel, nd

Nick Chames, sd  
LaVelle Joy, wd

**PALM SPRINGS**

(Riverside Co.)

**KCMJ** 1340  
1946 250

Palm Springs Bcstg.  
Corp.  
P. O. Box KK  
2253

CBS  
McGavren,  
Western Radio

David Margolis, p  
Norman Lofthus, cm  
Jim Hadlock, pd

Vincent Parsons, ce  
Phil Stone, nd

Art Sipherd, sd  
Janet Gunn, wd

**KPAL** 1450  
1954 250

Desert Radio & Tele-  
casting Co.  
174 N. Palm Canyon Dr.

**PALO ALTO**

(Santa Clara Co.)

**KIBE** 1220  
1947 1000-D

Sundial Bcstg. Corp.  
149 California St.  
San Francisco  
Yukon 2-6272

Western  
Radio Sales

William R. Crocker, p  
Edward Davis, gm

Peter A. Cuneo, cm  
George Schaefer, pd

H. J. Richards, ce

**PASADENA**

(Los Angeles Co.)

**KALI** 1430  
1950 5000-D  
DA-D

Consolidated Bcstg.  
758 E. Colorado St.  
Ryan 1-7148

Oakes

Henry Fritzen, p, gm  
Ernesto Cervera, pd, pmm,  
nd

Harvey E. Fritch, ce  
John Wanger, sd

Alma Leonor Beltran, wd

\***KPPC** 1240  
1924 100  
SH

Pasadena Presbyterian  
Church  
585 E. Colorado St.  
Sycamore 3-3192

.....

Dr. Myron Nichols, gm

Mary Pickering, pd

Clayton M. Blake, ce

**KWKW** 1300  
1942 1000  
DA-N

Southern Calif. Bcstg.  
Co.  
800 Sierra Madre Villa  
Ryan 1-6744

R. O'Connell  
Bcstg. Time  
Sales

Marshall S. Neal, p  
William J. Beaton, gm & cm  
Bill Garr, pd, nd  
Jim Coyle, sim

Paul W. Spargo, ce  
Gordon B. Lloyd, fd  
Babe Dahlgren, sd

Claire Hughes, wd  
Fina Spear, wd

**KWKW-FM** Ch. 252 (A)  
1942 98.3 mc  
0.33kw

**KXLA** 1110  
1942 10,000  
DA-2

Pacific Coast Bcstg. Co.  
1401 So. Oak Knoll Ave.  
Ryan 6-8383

.....

Loyal K. King, p, gm, cm

M. Atkinson, pd

Jack Reeder, ce

**PASO ROBLES**

(San Luis Obispo Co.)

**KPRL** 1230  
1946 250

Radio Station KPRL

**PETALUMA**

(Sonoma Co.)

**KAFF** 1490  
1950 250

Redwood Empire Bcstg.  
Co.  
P. O. Box 590  
2-9787

KBS  
Western Radio  
McGavren

A. T. Shields, p, gm, nd  
Gerald M. Hauser, cm, sd

Corinne Shields, pd, pmm  
Aubin Thomas, ce

Mary Waterford, wd

**PITTSBURG**

(Contra Costa Co.)

**KECC** 990  
1949 1000  
DA-N

KECC, Inc.  
235 Railroad Avenue  
Hempstead 2-2964

Grant

Mel D. Marshall, gm  
John C. MacFarland, cm

William Mackintosh, pd  
Wm. P. Grether, ce

E. B. Faegans, nd, sd

**KPMO** 1600  
1947 1000-D  
5000  
CP  
DA-2

Valley Bcstg. Co.  
1240 East Holt  
Lycorning 2-1293

Ben  
Paschall

Dean H. Wickstrom, gm

Florence E. Wickstrom, pd

Robert H. Rogers, ce  
Jim Robinson, nd

**POMONA**

(Los Angeles Co.)

**KPMO** 1600  
1947 1000-D  
500-N

Valley Bcstg. Co.  
1240 East Holt  
Lycorning 2-1293

Ben  
Paschall

Dean H. Wickstrom, gm

Florence E. Wickstrom, pd

Robert H. Rogers, ce  
Jim Robinson, nd

# CALIFORNIA

City	County	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
Established	Call Letters	Power			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.	
<b>PORTERVILLE</b> (Tulare Co.)						
1947	KTIP	1450 250	Ralph F. Miller Box 1312 1450	ABC O'Connell	Ralph F. Miller, p, gm	B. Harland Ohde, slm
<b>RED BLUFF</b> (Tehama Co.)						
1946	KBLF	1490 250	Hal K. Shade Tremont Hotel 880	KBS California Rural Net.	Hal K. Shade, p, gm Bill Baumgarten, cm	Vivian Shade, pd, wd Harry Shelby, ce Wallace Ray, nd George Froome, sd
<b>REDDING</b> (Shasta Co.)						
1954	KRDG (CP)	1230 250	Capitol Radio Enterprises			
1954	KSDA	1400 250	Valr, Inc. 1308 Placer St. 600 and 163	Grant	R. H. Dow, p & mgr. Bob McVay, asst. mgr. & sd Ted Avery, pdm Dave Niles, pd	Ken Hansen, c transmitter eng. Harry Shelby, ce John Condit, nd Harry Downard, slm Faith Schuler, wd
1937	KVCV	600 1000 DA-1	Golden Empire Bcstg. Co. Chico, Cal. Fireside 2-0292	CBS Avery-Knode	Mickey McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd	Stanley Garvey, pmm Russ Pope, ce Charles Castor, nd George Wussow, fd Ted Dooley, sd Fran Bruce, wd
<b>REDLANDS</b> (San Bernardino Co.)						
1954	KCAL	1410 1000-D	Southwest Bcstg. Co. Inc. P. O. Box 52 3-2358	Tracy Moore	Dr. Bernard Corren, p Roy C. Winkelmann, gm & cm	Ellen Winkelmann, pd & wd Robert Levinson, ce Bill Paterson, nd & sd
<b>RIVERSIDE</b> (Riverside Co.)						
1941	KPRO	1440 1000	Bcstg. Corp. of America 3401 Russell St. Overland 60260	Calif. Radio Net Pearson	Dale R. Peterson, gm Nadine Hill, cm James Fisher, pd	George Corneal, pmm Manuel Barraza, ce Paul Rhone, nd Bill Gebeau, fd Sam Rowe, sd Nancy Gebeau, wd
<b>SACRAMENTO</b> (Sacramento Co.)						
1945	KCRA	1320 5000-D 1000-N DA-2	KCRA, Inc. 1010 11th St. Gilbert 2-0785	NBC Meeker	Ewing C. Kelly, p, gm Howard J. Smiley, sm	David A. Williamson, cm John R. Kuhlman, pd Irma Davis, pmm W. Herbert Hartman, ce
1947	KCRA-FM	Ch. 241 B 96.1 mc 11 kw				
1922	KFBK	1530 50,000 DA-1	McClatchy Bcstg. Co. 708 Eye Street Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Arthur C. Williams, slm	Harry Warren, pd Stam Stonce, ce Victor Blanks, nd Raymond L. Rodgers, fd Tony Koester, sd Jackqueline Daniel, wd
1947	KFBK-FM	Ch. 245 (B) 96.9 mc 3.2 kw				
1952	KGMS	1380 1000-D DA-D	Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Grant	Irving J. Schwartz, o, gm Stephen George, cm, pmm, sd	Jack Matranga, pd Vince Lambert, ce Bert Barry, nd
1937	KROY	1240 250	Kroy, Inc. Sacramento Hotel Gilbert 3-2525	CBS Avery-Knode	C. L. McCarthy, p, gm William H. Weaver, cm	Orel Phillips, pd Eddie Gish, pmm William J. Karpisek, ce Henry W. Thornley, nd, sd
1945	KXOA	1470 1000 DA-1	Sacramento Bcstrs, Inc. P. O. Box 94 WAbash 5-2717	MBS Young McGavren	Lincoln Dellar, p, gm Ralph Guld, cm	Jack Lawson, pd, nd, fd E. W. Berger, ce Dale Phillips, sd Beth Shelby, wd
1947	KXOA-FM	Ch. 300 (B) 107.9 mc 12.5 kw				
<b>SALINAS</b> (Monterey Co.)						
1935	KDON	1460 5000 DA-1	Charles Blackwood Grant 130 John St. P. O. Box 1490 2-6464	Weed	Charles B. Grant, p, gm Ann Knowlton, sm, pmm	George Nicholaw, pd Omer Wright, ce Gary Morano, sd
1947	KSBW	1380 1000 DA-1	Salinas Bcstg. Corp. West Laurel Dr. P. O. Box 1651 Salinas 8071	MBS Don Lee. Forjoe	John C. Cohan, p, gm W. M. Oates, cm	Richard Shermerhorn, pd, nd, fd Mike Morisoli, pmm, sd George A. Freeman, ce
<b>SAN BERNARDINO</b> (San Bernardino Co.)						
1947	KCSB	1350 500 DA-N	Fred P. D'Angelo 770 Mill St. P. O. Box 269 82245	Grant	Fred P. D'Angelo, p, gm Jim Lawson, cm	James Tracewell, pd, pmm, ce, nd Red Britton, fd Wresley J. Rush, sd
1929	KFXM	590 1000 DA-2	Lee Brothers Bcstg. Corp. California Hotel 4761	MBS Don Lee Blair	E. W. Lee, p Gene W. Lee, gm Bill Hasbrook, pd, cm	Bettie Iglai, pmm George W. Ewing, ce Phil Stewart, nd Howard Balchly, fd Marion McCook Moodey, wd
1947	KITO	1290 5000 DA-2	KITO, Inc. P. O. Box 889 7807	ABC Hollingbery	J. J. Flanigen, p, gm Arnold Benum, cm Fred Reinhardt, pd, pmm, fd	Richard Klitzing, ce Roy Van Roy, nd Marjorie Sharpe, wd
1948	KRNO	1240 250	Western Empire Bcstg. 990 Colton Ave. 8-2771	Cook Western Radio	Norman H. Rogers, p George W. Brock, gm, ce	H. B. Self, cm Charles Palmer, pd, nd Cy Smith, pmm
<b>SAN DIEGO</b> (San Diego Co.)						
1946	KCBQ	1170 5000-D 1000-N	KCBQ, Inc. P. O. 1629 Cypress 5-4103	ABC Weed	Stanley Schultz, p Stan Norman, gm, sd Matt Barr, cm	Ralph Menard, pd John Cadenhead, pmm Charles Sherburne, ce Earl MacRoberts, nd Howard Keddie, fd Eva Irving, wd
1941	KFMB	540 5000 DA-1	Wrather-Alvarez Bcstg. Inc. 1405 5th Ave. Belmont 2-2114	CBS CPRN Petry	Jack D. Wrather, Jr., p Helen Alvarez, vp George Whitney, gm A. M. Mortensen, sm	Joseph M. Miller, cm Jerry Lee Pecht, pd William H. Ryan, pmm Charles F. Abel, ce Paul W. White, nd Sam J. Taylor, Jr., fd Pat McGuinness, sd Molly Morse, wd

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# HOW BIG IS "BIG"?

It's bigger than your competition!  
Here's why San Diego should be high on your list of "Big" Markets (SM 1954 Survey Buying Power) . . . It has . . .

- More** people than Providence or Denver.
- More** Families than New Orleans or Dallas.
- More** income than Atlanta or Hartford.
- More** retail sales than Albany-Schenectady-Troy.
- More** Food store sales than Miami or Indianapolis.
- More** Drug Store sales than Dayton or Portland, (Ore.)
- More** "Automotive" sales than Miami or Louisville.
- More** of everything that means plus profits for powerfully promoted products.

That's why timely time buyers call  
**San Diego, California**  
"America's **MORE** Market!"

To reach, cover and sell this "BIG" Market,  
use the "BIG"\* Radio Station

\* Pulse, Power, Programming,  
Personalities, Promotion.



**CBS • 5000 Watts at 540 KC**

**Wrather-Alvarez Broadcasting, Inc.**  
**Represented by Petry & Co., Inc.**

# CALIFORNIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>SAN DIEGO—(Cont'd)</b>					
KFSD 1926	600 5000 DA-1	KFSD Inc. 11th Floor, U. S. Grant Hotel Belmont 3-6353	NBC Katz	James Rogers, p William Goetze, gm	Willard Hasbrook, sm William Browning, pd LeRoy Bellwood, ce
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw				
KGB 1926	1360 1000	Marlon R. Harris 1017 First Ave. Belmont 3-6151	MBS Don Lee, H-R Rep.	Marlon R. Harris, o, gm Leonard W. Lundmark, asst. m.	Robert S. Regan, pd Donna Covent, pmm Joe Kline, ce Martha Shorten, wd
KSDO 1947	1130 5000-D 1000-N DA-2	San Diego Bcstg. Co. U. S. Nat'l Bank Bldg. Belmont 2-2041	Pearson, McGavren	Wilson Edwards, vp & gm	Norman Kay, slm Vern Milton, ce
KSON 1947	1240 250	Fred & Dorothy Rabell 630 F Street Belmont 3-5175	.....	Fred Rabell, p, gm Emery Chase, asst. m.	Dick Thompson, pd Vi Wahler, pmm Jack Rabell, ce
KSON-FM	Ch. 284 (B) 104.7 mc 14 kw				
<b>SAN FERNANDO (Los Angeles Co.)</b>					
KGIL 1947	740 1000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291		E. P. Franklin, p Howard P. Gray, gm, cm	Allan McKee, pd, pmm Jay Rice, ce
<b>SAN FRANCISCO (San Francisco Co.)</b>					
KCBS 1921	740 50,000 DA-2	CBS Inc. of California Palace Hotel Yukon 2-7000	CBS CPRN CBS Radio Sales	Frank Stanton, p (CBS) Arthur H. Hayes, vp (CBS), gm Pede Worth, pd	Jules Dundes, sls. d. Evelyn Clark, pmm Alan Cormack, ce Carroll Hansen, nd, sd Gordon Roth, fd Jane Todd, wd
KCBS-FM 1948	Ch. 225 (B) 98.9mc 35kw				
KDFC (FM) 1947	Ch. 271(B) 102.1mc 33kw	Sundial Bcstg. Corp. 149 California St. Yukon 2-7000	Western Radio Sales	William R. Crocker, p. Edward Davis, gm	Peter A. Cuneo, cm George Schaefer, pd H. J. Richards, ce
KFRC 1924	610 5000	General Teleradio 1000 Van Ness Ave. Prospect 6-0500	MBS Don Lee H-R	William D. Pabst, gm William Nichols, cm Melvin Venter, pd	Robert Templeton, pmm Ernest G. Underwood, ce Cliff Engle, nd Dave Scofield, sd
KGO 1923	810 50,000 DA-1	American Bcstg.-Para- mount Theatres Inc.	ABC ABC Spot Sales	Leonard H. Goldenson, p (AB-PT) Robert E. Kintner, p (ABC)	James Connolly, vp & gm Vincent Francis, slm David Sacks, nat'l sim Russ Baker, pd Harry Jacobson, ce
KGO-TV KGO-FM	Ch. 291 (B) 106.1 mc 3.8 kw				
KJBS 1925	1100 1000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148		E. P. Franklin, gm, ptrn. Stanley G. Breyer, cm	Charles F. Pendleton, pd, pmm, nd, sd Roger L. Roberts, ce Ruth Thompson, wd
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor Graystone 4-8700	NBC & Spot Sales	Sylvester L. Weaver, Jr., p George Greaves, gm Wm. K. McDaniel, cm John Thompson, pd	Dean Moxley, pmm Curtis D. Peck, ce Bill Greer, nd Henry Schacht, fd Hal Wolf, sd Marjorie King, wd

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# KARM

## Fresno, California

ABC's Station for Central California

Represented Nationally by

**THE BOLLING CO. INC.**

**New York**  
247 Park Ave.

**Boston**  
80 Baylston St.

**Chicago**  
435 N. Michigan Ave.

**Los Angeles**  
2978 Wilshire Blvd.

**San Francisco**  
5 Third Street

KNBC-FM 1949	Ch. 259(B) 99.7 mc 45 kw					
KRUZ (CP)	1010 1000-D CP 10000 D-DA	Grant R. Wrathall Aptos. Calif. Murray 8-3352		Grant R. Wrathall, p		
KSAN 1922	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	.....	S. H. Patterson, p Norwood J. Patterson, gm Walt Conway, cm	Sherley Bott, pd R. P. Bott, pmm, asst. m. Harry Wickersham, ce	Frank Arthur, nd, fd, sd Jackie Ford, wd
KSAN-TV						
KSFO 1925	560 5000-D 1000-N	San Francisco Bcstrs. Inc. Fairmont Hotel Prospect 6-5100	Headley-Reed	Wesley I. Dumm, p Alan L. Torbet, gm Gary Garland, cm Robert Hansen, pd	Phyllis Diller, pmm Charles Smith, ce Bob Colvig, nd	Wally King, fd Don Klein, sd Faye Stewart, wd
KKXX (FM) 1947	Ch. 247(B) 97.3mc 10kw	Electronic Service Corp. 1 Nob Hill Circle EXbrook 2-4265	.....	S. A. Cisler, p Ken Hildebrandt, gm, cm	Ward Glenn, pd	Paul S. Farrelle, ce
KYA 1926	1260 5000-D 1000-N	Station KYA, Inc. Fairmont Hotel DOuglas 2-2536	Young J. Barry	J. Elroy McCaw, co-o John D. Keating, co-o	H. G. Fearnhead, gm Irving C. Phillips, cm	Patrick Herson, pd Paul Beck, ce
<b>ANGER</b> (Fresno Co.)						
KBIF 1947	900 1000-D	Poole Bcstg. Co. 1117 N St. Fresno, Calif. 6-0791	Meeker	John H. Poole, p George Nickson, gm	Ray Grant, cm Walt Novell, pd	Bob Ulrich, nd Jim Bailey, sd
<b>AN JOSE</b> (Santa Clara Co.)						
KEEN 1947	1370 1000 DA-1	United Bcstg. Co. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, vp, gm Robert J. Blum, cm, sd	George Snell, pd Ray Hollingsworth, pmm Gordon Benson, nd	Ken Wilhelm, fd Jean Martin, wd
KLOK 1948	1170 5000-D 1000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	Erwin L. Barker, p, gm Richard E. Ryan, cm	Ruth A. Poindexter, pd, wd Billy G. Cunningham, ce	Peter Radonich, nd Robert Custer, sd
KSJO 1946	1590 1000-D 500-N DA-N	Santa Clara Bcstg. Story Rd. & Lucretia Ave. Cypress 3-8030	Rambeau	Patrick H. Peabody, p Robert M. Bruce, gm Earle Russell, cm, sd	Norman Paul, pd Gordon Greb, pmm, nd, fd	Edward Meece, ce Mary Rhodes, wd
KSJO-FM 1947	Ch. 237(A) 95.3mc 1kw					
KXRK 1948	1500 1000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Tracey Moore, McGavren	Joe E. Levitt, p, gm Gordon Graham, cm, pmm	Frank Kilpatrick, pd, nd, sd Frank Glass, ce	Heien McDonald, wd
<b>AN LUIS OBISPO</b> (San Luis Obispo Co.)						
KATY 1948	1340 250	KATY, Sweetheart of San Luis Obispo, Inc. 981 Monterey St. P. O. Box 700 3171	ABC Meeker	Maynard Marquardt, p, gm, cm, nd	Barbara Brydia, pd, wd Glenn O. Porter, pmm	Ciatyon Coldwell, ce, fd Hugh Harling, sd
KVEC 1937	920 1000-D	The Valley Electric Co. 787 Higuera St.	MBS KBS	Christina M. Jacobson, p Les Hacker, gm	Arthur Hapgood, pd Russell James, pmm, fd James Cochran, ce	Gary Merker, nd Ted Davies, sd Nancy Mills, wd
KVEC-TV	500-N	San Luis Obispo 1100	Don Lee Grant	Si Darrah, cm		
<b>AN MATEO</b> (San Mateo Co.)						
KEAR 1947	1550 10 000 DA-2	Bay Radio Inc. 1 Nob Hill Circle EXbrook 2-4265	Western Radio	Stephen A. Cisler, p Ken Hildebrandt, gm	Walt Tolleson, Jr., cm Ward Glenn, pd	Douglas F. Mariska, ce
KVSM 1947	1050 1000-D	KVSM, Inc. 279 Baldwin Ave. DI 4-2541	Rambeau	Les Malloy, p Lester M. Smith, gm	Eddie Kirk, pd Carl Rolliff	Elaine Doyle, wd
<b>AN RAFAEL</b> (Marin Co.)						
KTIM 1947	1510 1000-D	Marin Bcstg. Co. 1117 Fifth Ave. Glenwood 3-6880	LaFontassee Indie	Roy A. Brown, p Hugh Turner, gm, cm	Kitty Oppenheimer, pmm, wd Ed Olmstead, ce	Karl Barron, nd Ted Mitchell, sd
<b>ANTA ANA</b> (Orange Co.)						
KWIZ 1926	1480 1000 DA-N	The Voice of the Orange Empire, Inc. 105 East 5th St. Kimberly 3-8321	.....	Ernest L. Spencer, p, gm Hal Davis, sm	Donn Spencer, cm, sd Hal Davis, pd, pmm	Roy Morris, ce Pat Michaels, nd
KWIZ-FM 1947	Ch. 244 (A) 96.7 mc 1kw					
<b>SANTA BARBARA</b> (Santa Barbara Co.)						
KDB 1921	1490 250	F. Robert Bauer Radio Square Woodland 4131	MBS Don Lee Pearson	F. Robert Bauer, o, m William Buckley, cm Richard Barrett, pd	Rick Barrett, pmm, nd Robert Carter, ce	Bob Carter, sd Katherine McCloskey, wd
KIST 1946	1340 250	Radio Kist Inc. Balboa Bldg. 735 State St. Woodland 3981	NBC Hollingbery	Harry C. Butcher, p, gm James S. Blonfield, cm Claire Behan, pd	Michael J. McKeogh, pmm Gene Forrsel, ce	Gordon Stafford, nd Dorothy Davis, wd
KTMS 1937	1250 1000 DA-1	News-Press Publishing Co. News-Press Bldg. DeLaGuerra Plaza Woodland 3911	ABC Raymer	T. M. Storke, p Charles A. Storke, vp, gm Joseph W. Benes, cm	Gordon Phillips, pd, nd Leon De Connick, ce	Ed Sprague, sd Jane West, wd
<b>SANTA CRUZ</b> (Santa Cruz Co.)						
KSCO 1947	1080 1000-D 500-N DA-N	Radio Santa Cruz P. O. Box 1080 Greenwood 5-1080	Western Radio Sales	Charles V. Berlin, p, gm, cm, pd & ce	Verna Bergthold, pmm Lena Salvas, nd	Dorothy C. Hartin, wd
<b>SANTA MARIA</b> (Santa Barbara Co.)						
KCOY 1947	1400 250	News-Press Publishing Co. 114 W. Cook St. Walnut 3-2644	ABC Raymer	T. M. Storke, p C. A. Storke, vp, gm J. J. Newman, sm	Harold Young, cm Carolyn Conrad, pd, wd	John D. Clowes, ce, nd, fd Bryant Smith, sd
KSMA 1945	1240 250	J. I. Groom & J. Hagerman	KBS Moore	John I. Groom, co-o, co-gm James M. Hagerman, co-o, co-gm, sd	Edmond Feeley, cm Tony Kent, pd, nd, fd Henry Neiggemann, pmm	Gale Brady, ce Maxyne Hoey, wd

# CALIFORNIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>SANTA MONICA</b> (Los Angeles Co.)					
KOWL 1947	1580 10,000-D	KOWL Bcstg. Co. Pico at Ocean Front Texas 05152		J. D. Funk, p George A. Baron, gm	Paul Compton, pd John Malone, pmm Bob Dye, ce
<b>SANTA PAULA</b> (Ventura Co.)					
KSPA 1948	1400 250	Santa Paula Bcstrs. Middle Road 940	KBS O'Connell. Ayres	Hugh D. Elder, gm	Stella Elder, pd Denman Dayton, ce
<b>SANTA ROSA</b> (Sonoma Co.)					
KSRO 1937	1350 1000 DA-1	Finley Bcstg. Co. Finley & Fresno Ave. 110	Grant	Ruth W. Finley, p Frank W. McLaurin, gm, cm	Al E. Pearson, pd, fd Dan Galvin, pmm, sd Hilmar Cann, ce John Hamilton, nd Harriet Barnes, wd
<b>SAUSALITO</b> (Marin Co.)					
KDFC (FM)	Ch. 271 (B) 102.1 mc 33 kw	Sundial Bcstg. Corp.			
<b>SONORA</b> (Tuolumne Co.)					
KROG 1949	1450 250	Brewster E. Ferrel P. O. Box 996 Jefferson 2-7426	KBS	Brewster E. Ferrel, o, gm G. E. Manley, cm	L. E. Ferrel, pd, nd W. C. Mitchell, ce Skip Mohatt, sd Mary-beth von Savoye, wd
<b>STOCKTON</b> (San Joaquin Co.)					
KGDM 1926	1140 5000 DA-N	E. F. Peffer 519 E. Market St. Howard 4-4551	CBS Blair	E. F. Peffer, p E. Smith, gm, cm A. Stover, pd	Lillian Parkin, pmm J. Tryon Kelley, ce Bill Hill, nd, fd William Holienbeck, pd Jim Goodrich, sd Elsie Flower, wd Stanton Bennett, ce
KSBR (FM) 1954	100.5mc 63kw	(See Mt. Diablo listing)		H. L. Hoffman, p A. E. Joscelyn, vp, gm	
KOVR (TV)					
KSTN 1949	1420 1000 DA-1	San Joaquin Bcstg. Co. Clark Hotel Howard 4-7388	Hollingbery	Donald T. Ralph, gm	
KTVU (TV)					
KWVG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. Howard 5-5728	ABC Raymer	Eleanor McClatchy, p Jim Ranger, sm	Jim Longe, pm Frank Nesmith, ce
KXOB 1947	1280 1000 DA-N	KXOB, Inc. Hotel Stockton Howard 4-7313	MBS Young McGavren	Joseph E. Gamble, p, pmm Ort J. Loithus, gm, cm, pmm	Arthur Taylor, pd James R. Johnson, ce Jack Pelzer, nd, fd Ed Zuchelli, sd Marguerite Davis, wd
<b>SUSANVILLE</b> (Lassen Co.)					
KSUE 1948	1240 250	Home Appliance Store KSUE Bldg. 2020, 2021	KBS Moore	Nolan Hallowell, co-o, gm James E. McKahan, co-o Frank Rondas, cm	Gerald A. Oliver, pd Harold C. Houston, ce, fd Carlton Currie, nd Gerald A. Oliver, sd Gwen W. Burr, wd
<b>TAFT</b> (Kern Co.)					
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101	KBS United Pacific	Kenneth Aitken, p, gm, ce John A. Smith, cm	Blaine Worrell, pd George J. Tschumy, Jr., nc sd
<b>TULARE</b> (Tulare Co.)					
KCOK 1945	1270 1000 DA-N	Sheldon Anderson P. O. Box 119 6-9513	MBS Don Lee Forjoe	Sheldon Anderson, p, gm Don Weldon, sm Jack Miller, pd	Dene Simpson, pmm Don Ferguson, ce Ken Clifford, nd Jack Stubbs, fd Dave Roach, sd
<b>TURLOCK</b> (Stanislaus Co.)					
KTUR 1949	1390 1000 DA-N	Turlock Bcstg. Corp. P. O. Box 526 43430-45827	KBS O'Connell	W. N. Lindskoog, p H. Ansell McMillen, gm, cm B. McMillen, pd	Maxon B. Sayre, ce Fred Christensen, nd Herb Lindgren, fd Darell Phillips, sd

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**meet the people**



**JOE ADAMS**  
Nation's Top Negro DJ. (also Negro spirituals).



**LILLIAN RANDOLPH**  
Top Negro star of radio, TV and movies ... now daily on her own variety show.



**'CHICO' LIONEL SESMA**  
The original Mexican-American D.J. (English speaking).



**CHESTER WASHINGTON**  
Negro news and sports ... West-Coast Editor of Pittsburgh Courier and sports chief.



**ELENA SALINAS**  
Most beloved Spanish language personality ... variety and music.



**SEÑOR WM. OROZCO**  
Favorite Spanish language radio personality for over 25 years ... news and variety.

**GEORGE A. BARON**  
General Manager

**KOWL with 10,000 watts and "Specialized Programming"**  
— gives you more complete coverage of the Negro,  
Spanish and Mexican-American markets in Los Angeles  
County than any other radio station.

whose  
**"Specialized Programming"**  
SELLS  
your clients'  
products on



**10,000 WATTS**

Transmitter: Los Angeles, California  
Executive Offices: Santa Monica, California

National Representatives:  
Forjoe & Co. New York, Chicago,  
Dallas, San Francisco  
Atlanta, Georgia  
Dora-Clayton



<b>KIAH</b> (Mendocino Co.)						
KUKI	1400	Marguerite Sims	Grant	Marguerite Sims, p, gm	Phil Trine, pmm, sd	Dave King, fd
1950	250	P. O. Box 638		Lou Dumoulin, cm	Stanley Ryno, ce	Joan Smith, wd
		Honestead 2-4771		John Oliveira, pd	Rosalie Schackner, nd	
<b>ALLEJO</b> (Solano Co.)						
KGWV	1190	Calif.-Nev. Bcstg. Co.	McGavren	Ellsworth Peck, co-o, gm,	Robert Wade, slm, pmm	Hal Embretson, nd, fd, sd
1947	250-D	P. O. Box 1112		pd	William Roberts, ce	Olive Fowles, wd
		Vallejo 8-8944		A. J. Krisik, co-o, gm, cm		
<b>ENTURA</b> (Ventura Co.)						
KUDU	1590	William H. Haupt	KBS	William Haupt, p	Bob Reynolds, pd, nd	Jim Warren, sd
1947	1000	South Mills Road	Walker	Bill E. Williams, gm, pmm	Dick Anderson, ce	Carol Williams, wd
	DA-1	MI 3-8185	Oakes	Dwight Drumm, cm		
KVEN	1450	Coast Ventura Bcstg.	MBS	Carroll Hauser, p	Fred Hall, pd	Jerry Thomas, nd, sd
1948	250	System	Don Lee	Sid Held, gm	Frank Haines, pmm	Ed Walden, fd
		P. O. Box 1611	G. Webb	Bob Brown, cm	Chuck Farmer, ce	Jane Smith, wd
		Miller 3-8675	McGavren			
<b>ISALIA</b> (Tulare Co.)						
KONG	1400	Tulare County Bcstg.	Hollingbery	Knox La Rue, p	Virginia Hooker, pmm	Curt Babcock, fd
1946	250	Route 6, Box 205		Stan Simpson, gm	Gorman Brown, ce	Mike Kirmeyer, sd
		Redwood 4-5811		Dick Scudder, pd	Greg Le Clercq, nd	Jean Enos, wd
<b>FASCO</b> (Kern Co.)						
KWSO	1050	Maple Leaf Bcstg. Co.	CRN	E. J. Peters, p	Jim Hodges, cm, pmm	Norman Berg, ce, fd
1950	1000-D	Box 366	Western Radio	Theo. G. Heinrichs, gm	Bob Bann, pd	Don Rodewald, nd
		4251				
<b>WATSONVILLE</b> (Santa Cruz Co.)						
KHUB	1340	Patrick H. Peabody	Rambeau	Patrick H. Peabody, p	Merle Rossman, ce	Ed Hall, sd
1937	250	Box 349		Vic Rugh, gm, cm, pd,		
		4-5641		pmm, nd		
<b>REKA</b> (Siskiyou Co.)						
KSYC	1490	Siskiyou County Bcstg.	Tracey Moore	Ernest Millbuorn, p	Jack A. Mitchell, sm, sd	D. M. Comstock, ce
1947	250	Co. Inc.		D. C. Holfinger, gm		
		Lawrence Lane				
		624				
<b>UBA CITY</b> (Butter Co.)						
KAGR	1450	James E. Jaeger	.....	James E. Jaeger, o, p	James E. Walley, ce	
1953	100	P. O. Box 271		Elliot Behrens, sm		
		Marysville 3-7343				
KUBA	1600	Peachbowl Bcstrs, Inc.	United Pacific	C. V. Ullom, co-o	Ric Ryan, pd, wd	Hedley Hall, nd
1947	1000-D	Hotel Marysville	Ayers	Roger R. Hunt, co-o	Bob Fahey, pmm	Don Brown, fd
	500-N	3-7309	O'Connell	Lloyd Klomp, cm, sd	Carl Pendergraft, ce	
	DA-N					

COLORADO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	40,234	12,550	\$26,584	\$ 5,867	\$ 866	18,777	Las Animas	25,902	6,280	17,466	5,127	422	5,899
Alamosa	10,531	2,800	14,725	2,892	432	3,022	Lincoln	5,909	1,800	9,458	1,431	404	2,084
Arapahoe	52,125	17,740	62,988	21,168	2,780	29,041	Logan	17,187	4,930	23,834	3,989	515	7,508
Archuleta	3,030	660	1,965	348	230	656	Mesa	38,974	12,580	45,475	10,036	1,365	14,289
Baca	7,964	2,480	12,636	2,684	443	2,180	Mineral	698	1	407	141	31	195
Bent	8,775	2,160	6,591	1,720	218	2,256	Monte Vista	5,946	1,680	10,899	2,495	397	2,114
Boulder	48,296	15,990	60,390	14,552	1,966	19,082	Montezuma	9,991	2,850	11,732	2,853	508	2,804
Bureau	7,188	2,290	7,311	1,910	170	2,643	Montrose	15,220	4,400	13,064	2,762	361	4,655
Chaffee	3,453	1,050	4,178	749	125	1,021	Morgan	18,074	5,070	23,727	4,038	654	7,263
Cherokee	3,289	1,160	3,485	788	141	1,295	Otero	25,275	7,330	24,776	5,692	738	7,897
Chicot	10,171	1,990	4,745	1,142	157	1,856	Ouray	2,103	670	1,251	354	146	662
Custer	6,067	980	1,623	360	91	821	Park	1,870	570	1,468	258	84	746
Delta	5,222	1,330	4,287	938	155	1,601	Phillips	4,924	1,450	7,792	1,273	289	1,911
Denver	17,365	5,710	7,62	216	43	506	Pitkin	1,648	440	1,374	353	65	737
Douglas	415,788	141,960	698,492	127,050	27,560	156,472	Prowers	14,836	4,520	28,513	3,769	1,180	4,578
Eagle	1,966	1,180	1,322	420	59	691	Pueblo	90,188	27,020	106,057	23,744	2,450	32,093
Elbert	3,507	1,200	2,162	552	97	1,575	Rio Blanco	4,719	1,510	7,148	2,026	435	1,812
El Paso	4,488	1,140	2,947	885	118	1,516	Rio Grande	12,832	*3,480	11,289	2,334	417	3,462
Essex	4,477	.....	2,937	647	155	1,480	Routt	8,940	2,570	7,335	1,567	330	2,565
Fremont	74,523	26,160	98,898	21,321	4,597	33,118	Saguache	5,664	1,330	4,533	721	178	1,459
Gunnison	18,366	5,390	14,529	3,452	485	6,099	San Juan	1,471	** 470	866	244	87	357
Huerfano	11,825	3,710	13,776	3,062	560	3,741	San Miguel	2,693	720	1,305	528	89	756
Imperial	850	170	351	140	30	497	Sedgwick	5,095	1,440	6,708	1,295	252	1,773
Jackson	3,963	1,120	5,643	676	360	1,556	Summit	1,135	380	505	158	40	515
Jefferson	5,716	1,560	6,373	1,612	200	1,689	Teller	2,754	740	2,021	544	99	1,075
Kit Carson	263	.....	129	50	34	88	Washington	7,520	2,330	8,420	2,107	265	2,656
Kiowa	10,549	2,660	7,045	1,833	181	2,449	Weld	67,504	19,140	75,192	14,039	1,795	23,654
Lamar	1,976	590	1,451	403	86	790	Yuma	10,827	3,420	12,652	2,199	494	3,765
Lincoln	55,687	19,940	52,299	14,577	2,384	29,364							
Logan	3,003	850	3,282	755	121	959							
Mesa	8,600	2,590	13,969	2,183	562	2,638							
Mineral	6,150	1,800	6,064	1,539	253	2,778							
Monte Vista	14,880	4,110	15,192	3,204	444	4,846							
Montezuma	43,554	14,290	53,424	11,639	1,830	16,791							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

<b>ALAMOSA</b> (Alamosa Co.)						
KGIW	1450	D. L. Allen, Adm.	MBS	Delbert Lloyd Allen, gm,	Dick Frink, pmm	Bud De Sautelle, sd
1929	250	East of Alamosa	Intermountain	cm, ce	Katholeen Allen, nd	Lola Ortega, wd
		26		Kyle McClaugherty, pd	John Vos, fd	
<b>AURORA</b> (Arapahoe Co.)						
KOSI	1430	Mid-America Bcstg. Co.	Mid-America	David M. Segal, p	Thomas F. Alford, gm	Lonnie Licata, pd, ce
1954	1000-D	9100 E. Colfax	Forjoe			
	CP	Denver 8				
	5000-D	Empire 6-2695				

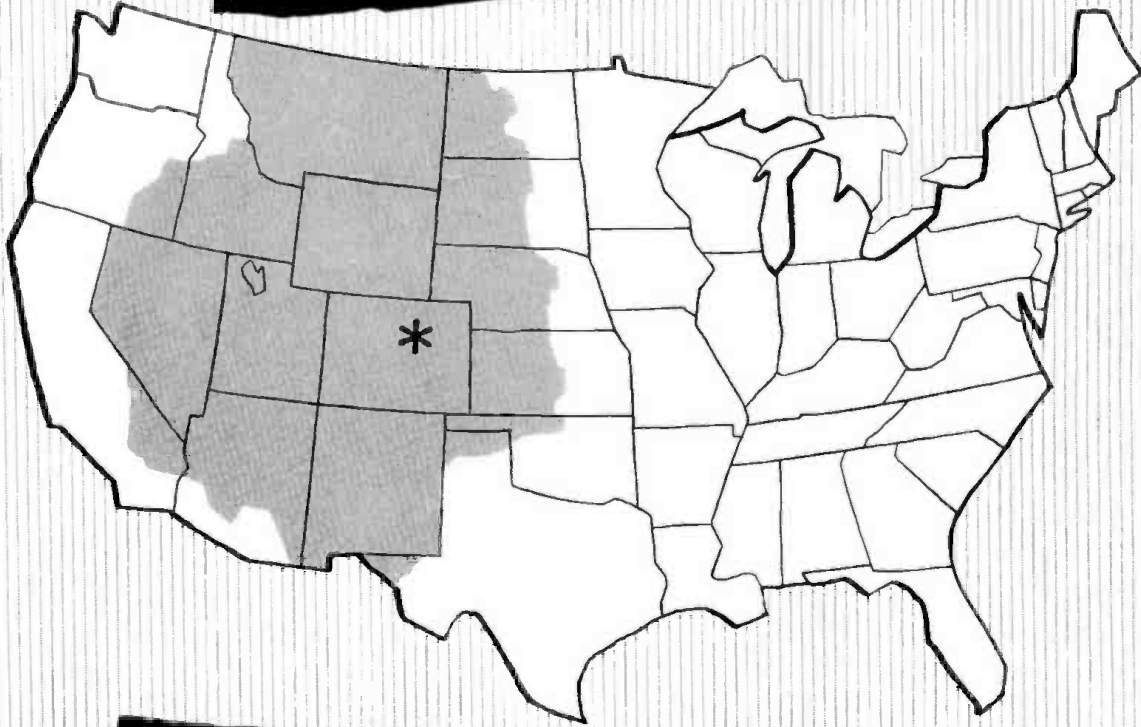
# COLORADO

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>BOULDER</b> (Boulder Co.)					
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1817 Pearl St. Hillicrest 2-2242	Columbine Holman	Russel Shaffer, p, gm Gene Palm, cm	John Wilcox, pd Blair Dobbins, ce Pete Hansson, nd Don Roper, sd
<b>CANON CITY</b> (Freemont Co.)					
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1815 Central Ave. 1100	KBS	Raymond M. Beckner, p, gm	Ed Wood, ce Q. Bryan, sd
<b>COLORADO SPRINGS</b> (El Paso Co.)					
KCMS (FM) 1953 (See Manitou Springs Listing)					
KRDO 1946	1240 250	Pikes Peak Bcstg. Co. 399 S. 8th St. Meirose 2-1515	McGillvra	Harry W. Hoth, Jr., p, gm & cm	Jack Finlayson, pd & sd Herb Schubarth, ce Bill Gear, nd
KVOR 1924	1300 1000	Voice of the Rockies, Inc. 512 S. Tejon Meirose 4-2844	CBS Hollingsbery	James D. Russell, p Verl Bratton, gm Ralph Conner, pd, pmm	Earl Leonard, ce Howard Arnberg, nd Bob Smith, sd Jo Ann Rowe, wd
KWBY (CP)	740 250-D	Music Bcstg. Corp. c/o John L. Buchanan 445 Krameria St., Denver		John L. Buchanan, p	
<b>CORTEZ</b> (Montezuma Co.)					
KVFC (CP)	740 250-D	J. W. Hawkins & B. H. Hubbs Box 469 Pecos, Tex.			
<b>CRAIG</b> (Moffatt Co.)					
KRAI 1949	1230 250	Northwestern Colorado Bcstg. Co. 707	KBS Intermountain Columbine	George O. Cory, gm Dale G. Moore, asst. gm Dale Kirk, cm Richard E. Bonderud, m. pmm	Norman Davis, pd Tom Weir, ce Bob Brown, nd, fd Larry Tubbell, sd
<b>DELTA</b> (Delta Co.)					
KDTA (CP)	1400 250	Monarch Bcstg. Co. 1410 N. 18th St. Grand Junction, Colo.		D. E. Towne, p	
<b>DENVER</b> (Denver Co.)					
KLIR 1953	990 1000-D	George Basil Anderson 6535 West Jewell Ave. Walnut 2-1189	KBS Holman, Continental Biddick	George Basil Anderson, o, gm, pd H. G. Kincaid, bus. m.	L. L. Tracey, cm Lloyd Wilson Sr., ce Fred F. Hays, nd, sd
KFSC 1954	1220 1000-D	Francisco V. (Paco) Sanchez 3340 Lafayette St. Acoma 2-8935 (See Englewood listing)	Oakes, Natl. Time Sales	Francisco V. Sanchez, o	Levi J. Beall, gm Oran E. Kelley, ce
KGMC KIMN 1922	950 5000 DA-1	KIMN, Inc. Albany Hotel Alpine 5-4681	MBS, Don Lee Intermountain Avery-Knodel	Collin W. Lowder, gm	Kenneth E. Palmer, cm Bill Keene, nd
KLZ 1922	560 5000	Aladdin Bcstg. Corp. 131 Speer Blvd. Main 3-4271	CBS Katz	Hugh B. Terry, p, gm Phil Hoffman, sm Lee Fondren, cm Charles Roberts, pd	Harold Storm, pmm Harvey Wehrman, ce Sheldon Peterson, nd Carl Herzman, fd Starr Yelland, sd Pat Gay, wd
KLZ-TV	DA-1				
KLZ-FM 1945	Ch. 231(B) 94.1mc 5.3kw				
KMYR 1941	1340 250 CP-710 5000 DA-1	KMYR Bcstg. Co. 810 14th St. Main 3-4161	Columbine Sears & Ayer	F. W. Meyer, p A. G. Meyer, gm Ed Koepke, cm, pmm	Bob Martin, pd Bill Raygor, ce Gene Amole, nd Fred Leo, sd
KOA 1924	850 50,000	Metropolitan Tv Co. 1625 California St. Main 3-6211	NBC Petry	William Grant, p Don Searle, exec. vp, gm Robert Hix, slm Jimmy Atkins, pd	John Aldern, pmm J. A. Slusser, ce Ralph Radetsky, nd Chuck Muller, fd John Henry, sd Evaadna Hammersley, wd
KOA-TV	Ch. 4(A) 95.7mc 23.5kw				
KOSI *KPOF 1928	910 5000-D 1000-N S.H.	(See Aurora listing) Pillar of Fire 1825 Champa St. Tabor 3733		Arthur K. White, p & gm Kathleen M. White, co-m	L. Ray Sharpe, pd Paul H. Schissler, ce
KTLN 1948	1280 5000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811	Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Lee Mehlig, slm Jack Helling, pd Shirley Wray, pmm, wd O. E. Kelley, ce Rich Froemke, nd, sd
KVOD 1925	630 5000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 5-2291	ABC Free & Peters	W. D. Pyle, p & ce T. C. Ekrem, sm, cm & ce	V. W. Corbett, pd Ben Stanton, pmm Joe Summers, sd
<b>DURANGO</b> (LaPlata Co.)					
KIUP 1935	930 1000 DA-N	San Juan Bcstg. Co. Box 641 117	MBS Western Slope Net	J. A. Segerberg, p R. E. O'Brien, gm Lindsey Becker, cm Herb Jobes, pd	Al Gare, pmm Lou Shaw, ce Frank Toomey, nd Al Farlow, fd Dave Hill, sd Johnnie Becker, wd
<b>ENGLEWOOD</b> (Arapahoe Co.)					
KGMC 1952	1150kc 1000-D	The McMa Agency 3355 South Broadway Sunset 1-4481	.....	Grandy Franklin Maples, co-o, gm, pmm, pd R. B. McAlister, co-o	J. Kenneth Brothers, cm David F. White, Jr., ce Darlene Chaffee, wd
<b>FT. COLLINS</b> (Larimer Co.)					
KCOL 1947	1410 1000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Intermountain Columbine Aggie H-R Rep.	Herb Hollister, p Ellis Atteberry, gm, pmm Bob McClary, cm	Hollis Hoff, pd, nd Dan Coltrane, ce Bill Hansen, sd Mona Atteberry, wd

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# KOA-radio

**"THE SINGLE STATION NETWORK!"\***



**\* Top Coverage • 3 1/2 million people!**

**\* 302 counties in 12 states!**

**\* More homes without TV Coverage  
than any radio station in America!**

Use KOA for your sales punch!  
KOA, the dominant voice of the West  
for over 30 years!



**NBC • 850 Kc • 50,000 WATTS • CALL PETRY**

**COLORADO**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sln; 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; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>FT. MORGAN</b> (Morgan Co.)						
	KFTM 1949	1260 500-D	Morgan County Bcstg. 2 miles west of Ft. Morgan 1000	KBS Intermountain	Mac McGraw, gm Frank Allen, pd, nd	Richard E. Oldfield, ce Lloyd Walker, fd Dawson Jelinek, sd Betty Jean Ballew, wd
<b>GLENWOOD SPRINGS</b> (Garfield Co.)						
	KGLN 1950	1340 250	KGLN, Inc. Box C 777	MBS Western Slope Net, Durango	Rex Howell, p Jerry Fitch, gm, cm, nd	Gene Curtis, pd Bonner Baker, ce Bob Duffy, sd Marcie Fitch, wd
<b>GOLDEN</b> (Jefferson Co.)						
	KFML (FM) (CP)	Ch. 253 (J) 98.5 mc 2.25 kw	Evert A. Bancker			
<b>GRAND JUNCTION</b> (Mesa Co.)						
	KEXO 1948	1230 250	Voice of Western Colorado, Inc. 2508 North Avenue 1230	Columbine, Oakes	D. Spencer Grow, p Abbott Tessman, vp, gm, cm Bob Collins, pd	Mildred Fuller, pmm Eph Towne, ce Bill Orr, nd Jim Eicher, fd Gene Wilburn, sd Olive Taylor, wd
	KFXJ 1926 KFXJ-TV	920 1000-D 500-N	Western Slope Bcstg. Hillcrest Manor 1300	MBS Western Slope Holman	Rex G. Howell, p, gm E. Anson Thomas, cm, sm, pmm	Greg Chancellor, pd Cecil Whitchurch, ce Bill Warner, nd June Lee, wd
<b>GREELEY</b> (Weld Co.)						
	KFKA 1921	1310 1000 DA-N	Midwestern Radio Corp. 620 8th Avenue 450	Holman	H. E. Green, p William G. Stewart, cm, pmm, nd	Jack Redus, pd, sd Harry Brewer, ce Larry Kirk, fd Julie Fisher, wd
	KYOU 1948	1450 250	Meroco Bcstg. 2424 Sixth Ave. 3275	KBS Columbine. McGilvra	Elwood H. Meyer, p, gm Everett Shupe, cm	John T. Roscoe, sm, ce, nd, sd Glenn Stutzman, fd
<b>LA JUNTA</b> (Otero Co.)						
	KBNZ 1937	1400 250	Otero Bcstg. Co. Box 485 42	MBS KBS Intermountain	M. S. Morrison, p R. D. McGregor, gm, cm	Jane Henskenseifken, pd, wd Jack Lee, pmm, sd Don Smith, ce Bob Mahaffey, nd, fd
<b>LAKESWOOD</b> (Denver Co.)						
	KLAK (CP)	1580 250-D	Lakewood Brstg. Service 1315 Oak St.		Maurice J. DeVolt, co-o Julia W. DeVolt, co-o Edythe G. Sweeney, co-o	
<b>LAMAR</b> (Prowers Co.)						
	KLMR 1948	1340 250 CP:920 1000-D 500-N DA-N	Southeast Colo. Bcstg. Co. N. Santa Fe Trail 804	Intermountain	Ralph Eaton, p	Dennis Behan, gm, cm, pmm, sd Kenneth Roberts, pd, ce, f Marcia Gregg, nd
<b>LEADVILLE</b> (Lake Co.)						
	KLVC 1951	1230 250	Top of the Nation's Station Inc. 520 W. 8th St. 70	KBS, Columbine Clark	Arline S. Hodgins, p David W. Hodgins, gm, cm, nd, pd	Don Youmans, ce Rixie Flewellyn, wd
<b>LONGMONT</b> (Boulder Co.)						
	KLMO 1949	1050 250-D	Longmont Bcstg. Co. Inc. 301 Main 1050	Continental Radio	Irving T. Ludlow, p Reed Walker, vp & gm	Frank Leslie, pd Walter Robinson, ce
<b>LOVELAND</b> (Larimer Co.)						
	KLOV (CP)	1570 250-D	Loveland Bcstrs. 1/2 John W. Ecklin So. River Drive, Rt. 3 Austin, Minn.		James Claud Grisham, p John Wellington Ecklin, gm	
<b>MANITOU SPRINGS</b> (El Paso Co.)						
	KCMS (FM) 1953	Ch. 285(A) 104.9mc 0.75kw	Garden of the Gods Bcstg. Co. Box 592 Mulberry 5-5776		C. M. Edmonds, p, ce	Mrs. C. M. Edmonds, gm, cm
<b>MONTE VISTA</b> (Rio Grande Co.)						
	KSLV 1954	1240 250	San Luis Valley Bcstg. 348	KBS Community Columbine Intermountain	George O. Cory, p, gm Dale G. Moore, slm John McRae, sm, pmm	Herb Shields, cm Art Way, pd, nd Tom Weir, ce Don Snyder
<b>MONTROSE</b> (Montrose Co.)						
	KUBC 1947	1260 1000-D 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 599	KBS Intermountain Columbine Community	Joe Hartman, p George Cory, gm	Bob Churney, cm Ed De Julio, pd, nd, sd Tom Weir, ce Lorraine Kretschman, wd
<b>PUEBLO</b> (Pueblo Co.)						
	KCSJ 1947 KCSJ-TV	590 1000 DA-1	Bankers Life & Casualty Co. 2226 Television Lane Lincoln 4-5782	MBS Intermountain Avery-Knodel	Douglas D. Kahle, p, gm Ray J. Williams, vp Ray Whitworth, cm	Cliff Hendrix, pd, fd Marion Cunningham, ce Bob Billman, nd Ross Beatty, sd Mary Smith, wd
	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth 1255	KBS McGillvra	Dee B. Crouch, p, gm, cm, pd, pmm, ce	Jerry Rhoads, nd, sd
	KGHF 1928	1350 5000-D 1000-N DA-N	Colorado Bcstg. Co. P. O. Box 293 Lincoln 2-5570	ABC Gill-Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	John H. McGill, gm Willis Shanks, ce Robert A. Mott, nd Irwin M. Cunningham, fd

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<b>ALIDA</b> <i>Chaffee Co.)</i>												
KVRH 1948	1340 250	Heart of the Rockies Bcstg. Co.	MBS, KBS	Jon F. Lohmer, p & gm O. V. Charles, ce	Alan Wall, pd Robert Reyher, sd							Stella Woods, wd
<b>TERLING</b> <i>Logan Co.)</i>												
KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	.....	Elmer G. Beehler, p, gm, ce, fd	Al Ross, cm, sd							John Gazdik, pd, nd
<b>RINIDAD</b> <i>Las Animas Co.)</i>												
KCRT 1946	1240 250	KCRT, Inc. Box 772 338	MBS KBS Inter- mountain Indie	E. M. Cooper, p, gm, cm, ce Pete Deluca, pd	John O'Connor, nd, sd							Mildred Cooper, wd

CONNECTICUT

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
airfield .....	504,342	151,010	\$784,836	\$221,445	\$ 22,896	185,345	New London .....	144,821	41,760	186,408	53,235	4,961	43,944
artford .....	539,661	159,790	787,686	195,082	24,544	179,357	Tolland .....	44,709	12,530	40,048	12,331	684	18,153
itchfield .....	98,872	29,760	134,104	38,273	4,060	36,691	Windham .....	61,759	18,430	100,663	23,831	1,818	20,089
iddlesex .....	67,332	19,500	90,496	24,304	2,822	24,065	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
ew Haven .....	545,784	160,820	741,510	197,094	22,248	165,564							

DIRECTORY OF AM AND FM STATIONS

<b>RIDGEPORT</b> <i>Hartford Co.)</i>													
WICC 1926	600 1000-D	Bridgeport Bcstg. P. O. Box 9140	MBS Yankee Young	Philip Merryman, p, gm Manning Slater, cm, sd Robert Crane, pd	Joan Fisher, pmm Pat Uliano, ce								Bill Whalen, nd May Hays, wd
WICC-TV DA-1	500-N	Amherst 8-1601											
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. Edison 3-3112	ABC Connecticut State Net. Burke-Stuart Walker	Harold Thomas, p John L. Ellinger, gm & cm Harry Luke, pd	Jack Kane, pmm, nd Norman Howard, ce								Robert Ritzert, sd Lydia Wells, wd
<b>BRISTOL</b> <i>Hartford Co.)</i>													
WBIS 1949	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9265	Clark Co.	Eric Hatch, p, gm Richard Kilbourn, sm Amletto Ciccarelli, cm	James Parker, pd Richard L. Ricci, ce								Elliott K. Stein, nd Sally Easton, wd
<b>DANBURY</b> <i>Hartford Co.)</i>													
WLAD 1947	800 250-D	Berkshire Bcstg. 207 Main St. Danbury 8-3565	Indie	John P. Previdi, p Sol Robinson, gm, cm, pmm Eleanor Kemble, pd	Rudi Cehak, ce Frank Comer, nd Al Brundage, fd								Paul Baker, sd Ann Rundle, wd Michael Prunick, sm
WLAD-FM (CP)	Ch. 252 (A) 98.3 mc 0.34 kw												
<b>HARTFORD</b> <i>Hartford Co.)</i>													
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Hotel Bond Jackson 5-6648	Walker	William M. Savitt, p Ralph H. Kein, sm Burt LaCoe, pd	Everett Seltzer, pmm Michael Cookish, ce								Jack Brooks, nd John Brubaker, sd
WDRG 1922	1360 5000 DA-1	Conn. Bcstg. 869 Blue Hills Ave. Chapel 2-5596	Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm, pmm Harvey H. Olson, pd, nd								Henry M. Broderick, ce Russ Naughton, fd
WDRG-FM 1939	Ch. 229 (B) 93.7mc 7kw												
WGTH 1935	1410 5000 DA-D DA-N	General-Times Tv Corp. 54 Pratt St. JA 7-9131	ABC MBS Yankee	Thomas F. O'Neil, p Fred W. Wagenvoort, gm	Gordon R. Kerr, cm John O. Downey, pd								Rogers Holt, ce Charles Norwood, nd
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. 28 Grove St. Jackson 5-0801	NBC New England Regional Net. Christal	Paul W. Morency, vp, gm Walter Johnson, sm Leonard J. Patricelli, pm	Herman D. Taylor, ce Tom Eaton, nd Frank Atwood, fd								Bob Steele, sd Jean Colbert, wd
WTIC-FM 1940	Ch. 243 (B) 96.5 8.kw												
<b>MERIDEN</b> <i>New Haven Co.)</i>													
WMMW 1947	1470 1000-D	Silver City Crystal Co. 8 W. Main St. Meriden 5-5747	Rambeau	C. A. Schultz, p G. Kruttschnitt, gm Wm. Golder, cm	Les Fox, pd James MacGovern, pmm, sd								John Roache, ce Murray Bandel, nd
WMMW-FM 1947	Ch. 239 B 95.7 mc 7 kw												
<b>MIDDLETOWN</b> <i>Middlesex Co.)</i>													
WCNX 1948	1150 500-D	Middlesex Bcstg. 460 Main St. Diamond 7-2565	Devney & Co.	Richard J. O'Brien, co-o William J. O'Brien Jr., co-o, gm	William Glynn, pd Ken Bishop, ce								
<b>NEW BRITAIN</b> <i>Hartford Co.)</i>													
WHAY 1949	910 5000 DA-2	Central Conn. Bcstg. 22 Grove Hill Baldwin 3-2721	Conn. State Net. Kirby	Patrick J. Goode, p Edward D. Taddei, exec. v. p. Aldo DeDominicis, gm	Charles Bell, Jr., cm George Ehrlich, pd, sd Hillis Holt, ce								Ben Hawthorne, nd Betty Kimball, wd
WKNB 1946	840 1000-D	New Britain Bcstg. 1422 New Britain Ave. Baldwin 3-3603 Adams 3-7511	Bolling	Julian Gross, p Peter B. Kenney, gm	Gustave Nathan, cm Ray Neilan, pd								Helen Loy, pmm John Shipley, ce

# CONNECTICUT

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o: Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M 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	
<b>NEW HAVEN</b> (New Haven Co.)						
WAVZ 1947	1260 1000-D	WAVZ Bcstg. 152 Temple St. Spruce 7-4761	Forjoe, Kettell- Carter	Victor W. Knauth, p Daniel W. Kops, vp, gm Richard J. Monahan, cm	Erwin Markle, pd Samuel L. Barstein, pmm Ralph Carrano, ce	George Phillips, nd, fd, s Joyce Karrman, wd
WELI 1935 WELI-TV	960 1000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reprs. Foster	Richard W. Davis, p, gm Edwin H. Schweitzer, cm Charles Wright, pd	Rudy Frank, pmm Fred King, ce	Robert S. McKernan, nd Jeanne Porter, wd
WNHC 1944 WNHC-TV WNHC-FM 1948	1340 250 Ch. 256 99.1mc 10 kw	Elm City Bcstg. 1110 Chapel St. Spruce 7-3611	NBC Conn. State Net. Katz	Patrick J. Goode, p Aldo DeDominicis, gm J. Vincent Callanan, cm	Edward C. Obrist, sm Lee Manson, pd James W. Evans, pmm	Vincent DeLaurentis, ce Rockwell Clark, nd Dorothy Coleman, wd
<b>NEW LONDON</b> (New London Co.)						
WNLC 1935 WNLC-TV	1490 250	Thames Bcstg. Mohican Hotel Gibson 2-4365	MBS, Yankee, Conn. State Net.	Gerald J. Morey, p, gm Leo B. Keegan, cm, pmm	Nelson Brown, pd Randolph Barrett, ce	David A. Connors, nd
<b>NORWALK</b> (Fairfield Co.)						
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Main & Wall St. Temple 8-5586	McGillvra	James Stolcz, p, gm Dick Bounerba, pd, sd	Clarence Burnham, ce George Pleasants, nd	
<b>NORWICH</b> (New London Co.)						
WICH 1946	1310 1000 DA-1	Eastern Conn. Bcstg. P. O. Box 829 Turner 7-1613	Webb	Donald Lasser, p, gm Richard Reed, cm Sid Frank, pd	Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd	Bill Stanley, fd Joy Somerville, wd
<b>PUTNAM</b> (Windham Co.)						
WPCT 1953	1350 500-D	Israel Putnam Bcstg. 42 Main St. 8-2721	.....	Roland A. Goyette, p Ralph F. D'Andrea, sm	Henry Breault, sm James Bonney, ce	Les Douglas, nd Dick Gaumond, sd
<b>STAMFORD</b> (Fairfield Co.)						
WSTC 1941	1400 250	Western Conn. Bcstg. 270 Atlantic St. Stamford 4-7575	ABC, Conn. State Everett- McKinney	Kingsley Gillespie, p Julian Schwartz, gm Luther R. Wright, asst. m.	Steve Phillips, pd Robert A. Reynolds, ce	Robert Vanderheyden, sd Libby O'Brien, wd
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65 kw					
<b>TORRINGTON</b> (Litchfield Co.)						
WLCR 1947	990 1000-D	Litchfield County Radio Corp. 23 Main St. Hunter 9-4173	Sears & Ayer	Charles O. Scott, p Joe Trent, sm Alex Pernal, cm	Joe Storm, pd, pmm Al Pollak, ce Joe Tasker Jr., nd	Ray Atherson, fd Joe Tanner, sd Ada Randazza, wd
WTOR 1948	1490 250	Torrington Bcstg. 93 Perkins St. Hunter 9-4181	ABC, Conn. State Net. Rambeau	Harold Thomas, p Edmund Waller, gm John J. Morris, cm, pmm	Al Ayre, pd, nd, fd Edwin Michelski, ce	Dave Eller, sd Louise Morris, wd
<b>WATERBURY</b> (New Haven Co.)						
WATR 1934 WATR-TV	1320 1000 DA-1	WATR Inc. 440 Meadow St. Plaza 5-1121	ABC, Conn. State Net. Burke-Stuart	Harold Thomas, p Sam Elman, gm, cm Wallace King, pd	Wallace Gordon, pmm Russel Jensen, ce Robert Gillespie, nd	Al Vestro, sd Claire M. Lavigne, wd
WBRY 1934	1590 5000 DA-1	American-Republican, Inc. 136 Grand St. Plaza 3-1125	CBS Avery-Knodel, Kettell-Carter	William J. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm Walter O. Howard, pd	Robert S. Holczer, pmm Frank B. Hales E. Christy Erk, nd	Robert Stewart, fd John A. Cluney, sd Grace H. Galvin, wd
WWCO 1946	1240 250	Mattatuck Bcstg. 119 W. Main St. Plaza 4-5141	MBS, Yankee McGillvra	W. G. Wells, p	Robert Crager, pd	William Goldstrin, ce

# DELAWARE

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Kent	38,870	11,640	\$ 64,313	\$ 9,885	\$ 1,290	20,826
New Castle	218,879	64,450	323,135	69,237	7,612	68,907
Sussex	61,336	18,370	131,139	17,146	1,792	20,066

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

<b>DOVER</b> (Kent Co.)	WDOV 1947	1410 1000-D	Delaware State Capitol Bcstg. Denney's Rd. 5816	Rambeau	William S. Freed, p Cliff Goodman, gm	Virginia Bracken, pd, wd Perley Tribut, ce	John Masters, sd
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Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.

# GET MORE BUYING ACTION!

- ★ Merchandising — More guaranteed in-store food display than any other New Haven Station.
- ★ Programs — Live-wire local shows plus NBC affiliation-proven audience
- ★ Buy Our Tailored Saturation Plan  
20 SPOTS WEEKLY — AS LOW AS \$45 PER WEEK

# WNHC

RADIO

NEW HAVEN 10, CONN.

represented by the katz agency, inc.

67%  
increase  
in  
local  
business  
in  
Last  
8  
Months!

## DELAWARE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg 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
<b>GEORGETOWN</b> (Sussex Co.)					
WJWL 1951	900 1000-D	Rollins Bcstg. of Dela- ware Inc. 2587	Zimmer	O. Wayne Rollins, p Norman Glenn, gm	Bill Jaeger, pd, nd Edward Marzoa, ce, fd Les Coleman, sd Edna Moore, wd
<b>MILFORD</b> (Kent Co.)					
WKSB 1953	930 500-D DA-D	The Kent-Sussex Bcstg. Box 444 Milford 8881-8981	.....	Herbert M. Griffith Jr., co-o, cm	Charles V. Lundstedt, co-o, ce Borden E. Smith, pd, nd
<b>WILMINGTON</b> (New Castle Co.)					
WAMS 1948	1380 1000 DA-1	Rollins Bcstg. 414 French St. 4-8882	MBS Rollins	O. Wayne Rollins, p Ralph J. Baron, gm	William S. Ewing, cm Tim Crow, pd, nd, sd Fitzgerald McDaniel, ce Barbara Miller, wd
WDEL 1922	1150 5000 DA-2	WDEL, Inc. 10th & King Sts. 7268	NBC, Meeker	Clair R. McCollough, sta. exec. Harvey C. Smith, sm	J. Robert Gulick, gen. slm Richard Aydelotte, pd Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WDEL-FM 1950	Ch. 227(B) 93.7 mc 20 kw				
WILM 1922	1450 250	Delaware Bcstg. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, p, gm Jackson F. Lee, cm, pmm Warren Keyser, pd	H. Edwin Kennedy, ce Harry F. Themal, nd Bob Kelley, sd Marjorie Price, wd
WTUX 1947	1290 500-D	Port Frere Bcstg. 1400 Market St. 5-8821	Indie	Gordon K. MacIntosh, p Howard R. Robinson, gm John M. Talley, cm	William Gehlert, pd, nd Edward Plering, pmm Seymour Toberisky, ce James Termine, sd Justina Spagnolo, wd

## DISTRICT OF COLUMBIA

### MARKET DATA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Washington	802,178	232,970	\$1,388,592	\$273,377	\$50,377	154,831

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

### DIRECTORY OF AM AND FM STATIONS

#### WASHINGTON

WARL-AM- (See Arlington, Va., listing)

FM

WASH (FM) Ch. 246 (B) Commercial Radio  
1945 97.1 mc Equipment Co.  
15 kw 1319 F St., N.W.  
District 7-1358

Everett L. Dillard, p, gm John Moran, ce  
James Gustafson, cm  
Robert E. Best, pd

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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** has more listeners than ANY of the nine other Washington area Independents during the entire 24 hour period.

**WOOK** leads Washington in Sales Growth by getting solid results for its advertisers.

**WOOK** is Washington's most popular independent station.

The most talked about station in the nation! Continually SOLD OUT because of audience, market, sales and results.

WOOK, the UBC voice of the nation's Capital City, broadcasts to the more than 1,474,200 people with more than 1,631,634,000 dollars to spend in the greater Washington area . . . and through brilliant programming reaches the loyal *plus audience* of 339,066 Negroes with more than 375,000,000 retail dollars to spend!

WOOK, Washington's FIRST Independent station, has more listeners than any of the nine other Washington area independents during the entire twenty-four hour period surveyed by The Pulse, Incorporated!

### WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758  
or UBC, 8th & Eye Sts., N. W., Washington, D. C.



# THE **WMAL** RADIO PEOPLES DRUG STORE MERCHANDISING PLAN

*The only in-store  
merchandising plan for drug  
advertisers on Washington Radio*

Spend \$1300 in  
13 weeks and get 76  
in-store displays  
with cash register  
adjacency for seven  
full days in  
Peoples Drug Stores  
. . . the chain  
which accounts for  
50% of all drug  
sales in the nation's  
6th drug market.



ABC IN WASHINGTON, D. C.

AN  
EVENING STAR STATION

*Represented by Katz*

**DISTRICT OF COLUMBIA**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations		
				Owner o; 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;
WBUZ (FM)	(See Oakland, Md., listing)					
WDON	(See Wheaton, Md., listing)					
WEAM	(See Arlington, Va., listing)					
WFAX	(See Falls Church, Va., listing)					
WGAY-AM-FM	(See Silver Spring, Md., listing)					
WGMS 1947	570 1000-D CP 5000-D 1000-N (DA)	The Good Music Station Inc. Hotel Harrington Executive 3-8676	Good Music Bcstrs.	M. Robert Rogers, p, gm Dan R. Cavalier, cm	Pierson Underwood, pd Nicholas J. Chaconas, ce	Anne Blair, wd
WGMS-TV 1948	20kw Ch. 278 (B) 103.5mc					
WMAL 1925	630 5000	The Evening Star Bcstg. Co. 4461 Conn. Ave., N.W. Kellogg 7-1100	ABC Katz	John W. Thompson Jr., p Fred S. Houwink, gm Robert W. Jonscher, cm	Martin Pinsker, pd Arnold Katinsky, pmm Allan Powley, ce	Richard Rendell, nd James L. Gibbons, sd
WMAL-TV 1948	Ch. 297 (B) 107.3mc 20kw					
WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Metropolitan 8-0010	Gill-Perna	Henry Rau, p, gm Charles Dillon, vp	Maxwell Marvin, cm, pd Patrick H. Kelly, bus. ingr.	Lloyd Smith, ce
WOL-FM 1946	Ch. 254 (A) 98.7mc 10kw					
WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000		Richard Eaton, p, gm Arthur A. Snowberger, evp	Joe Quinn, sd, pmm	E. E. Stevens, ce
WFAN (FM) 1948	Ch. 262 (B) 100.3mc 20kw	(WOOK, Am Affiliate)				
WOOK-TV						

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**BROADCASTING**  
The National Press Bldg.  
WASHINGTON 4 D.C.

SOL TAISHOFF  
Editor & Publisher

Mr. M. Robert Rogers  
President-General Manager  
Radio Station WGMS  
Washington's Good Music Station\*  
Washington, D. C.,

Dear Bob:

That was a wonderfully magnificent note  
on our ad pull. And it's going into  
our Joy Book.

Many thanks, Mister. It was beyond the  
usual call.

*\*It could also mean  
We Get More Sales*

Sincerely,  
Sol Taishoff

# WGMS

*the Good Music Station*

## "could also mean We Get More Sales"

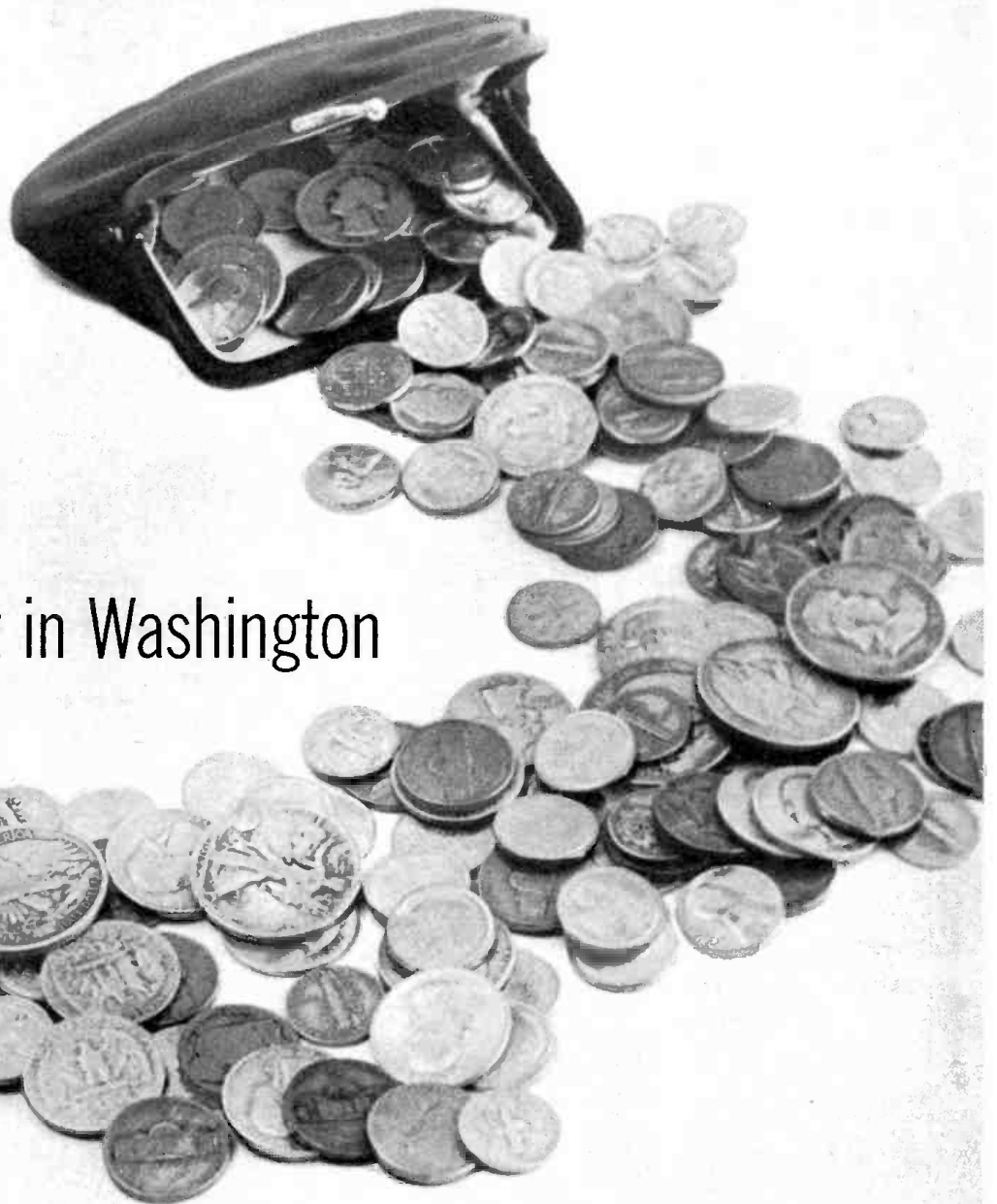
With thanks to Sol Taishoff,  
Editor and Publisher, Broadcasting Magazine  
for his gracious interest and ingenuity.

M. Robert Rogers  
Pres. Gen. Mgr.

WGMS Washington, D.C.

AM-FM

Member Good Music Broadcasters % WQXR New York City



## there's a mint in Washington

No, not a big government building where they stamp out coins. The mint we mean is the 728,500 family purses stuffed with \$4,532,064,000 of effective buying income. Washington has *the second-largest family income in the entire country*. It makes America's ninth largest city quite a prize in the struggle for power . . . buying power . . . among advertisers. For instance, families within the Washington Metropolitan Area spent \$104,232,000 for drugs last year and a whopping \$547,522,000 for automobiles and accessories.

To tap this market's tremendous buying power, it is only common sense to use the selling power of Washington's most potent radio station—WRC. Latest available Nielsen Reports show WRC programs delivering

an average of 59% of the radio homes in this five-county area at night, and 67% during the day.

And every advertiser gets the benefit of WRC's special programming and promotion. Food advertisers, for example, can qualify for WRC's Chain Lightning plan which furnishes them featured display in chain Supermarkets throughout the Metropolitan Area. Any WRC or NBC Spot Salesman will be glad to show you programs that can help you coin money in Washington.

**WRC** **NBC** RADIO IN WASHINGTON  
a service of 

REPRESENTED BY NBC SPOT SALES

Sources: Nielsen Coverage Service; Sales Management Survey of Buying Power

# DISTRICT OF COLUMBIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. pmm; Coml. Mgr. cm; Sales Mg 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	
WPIK 980 1923 WRC-TV	(See Alexandria, Va., listing) 5000 DA-N	Natl. Bcstg. Co. Sheraton Park Hotel Adams 4-5400	NBC NBC Spot Sales	Sylvester L. Weaver Jr., p Carleton D. Smith, vp, gm Joseph Goodfellow, sis. dir. Harry A. Karr, Jr., slm	James Kovach, pd James S. McMurry, prog. mgr. Jay Royen, pub. dir.	John Rogers, ce Cassius M. Keller, nd Lefferts A. McClelland, oper. dir. John Lavon, bus. mgr.
WRC-FM 1947	Ch. 230 (B) 93.9mc 20kw					
WTOP 1932 WTOP-TV	1500 50.000 DA-2	WTOP, Inc. Broadcast House 40th & Brandywine Emerson 2-9300	CBS	John S. Hayes, p Lloyd W. Dennis, Jr., vp Robert W. Schellenberg, cm Patricia A. Searight, pd	Cody Pfanstiehl, pub. rel. d William Wiggins, pmm Granville Klink, ce Theodore Koop, nd	Claude Mahoney, fd Arch McDonald, sd Patricia A. Searight, wd
WTOP-FM 1946	Ch. 242 (B) 96.3 20kw					
WUST-AM- FM	(See Bethesda, Md. listing)					
WWDC 1941	1260 5000 DA-1	WWDC, Inc. 1627 K St., N.W. Sterling 3-3800	MBS Blair	Joseph Katz, p Ben Strouse, vp, gm Herman M. Paris, cm	Norman Reed, pd Irv Lichtenstein, pmm Ross H. Beville, ce	Bob Wolff, sd Hazel Markel, wd
WWDC-FM 1946	Ch. 266 (B) 101.1mc 20kw					

# FLORIDA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passen Cars 1953
Alachua	57,026	14,050	\$61,186	\$15,681	\$1,825	15,305	Lee	23,404	7,640	32,608	7,939	1,182	11,2
Baker	6,313	1,200	3,551	1,023	90	1,607	Leon	51,590	12,410	51,895	11,945	1,655	9,6
Bay	42,689	13,320	51,517	13,848	1,643	14,280	Levy	10,637	2,270	6,209	1,990	173	2,1
Bradford	11,457	2,680	8,870	2,768	141	2,809	Liberty	3,182	830	1,524	432		
Brevard	23,653	7,460	23,361	7,330	699	13,334	Madison	14,197	2,700	6,028	2,144	201	2,7
Broward	83,933	31,050	153,366	33,928	5,721	55,193	Manatee	34,704	11,150	38,477	10,458	1,438	15,2
Calhoun	7,922	1,710	4,797	1,481	126	1,314	Marion	38,187	10,070	46,546	10,436	1,294	11,0
Charlotte	4,286	1,310	3,822	1,200	129	1,902	Martin	7,807	2,450	7,750	2,709	297	3,1
Citrus	6,111	1,600	5,366	1,697	254	2,127	Monroe	29,957	8,740	26,496	8,073	993	10,2
Clay	14,323	3,330	10,317	3,603	404	4,283	Nassau	12,811	3,030	10,722	3,012	246	3,1
Collier	6,488	1,980	2,876	703	86	2,250	Okaloosa	27,533	6,610	17,463	4,910	721	9,6
Columbia	18,216	4,070	16,781	4,225	402	4,270	Okeechobee	3,454	800	3,224	929	79	1,2
Dade	495,084	176,310	880,498	174,020	42,069	243,108	Orange	114,950	38,860	161,102	35,690	5,992	54,1
De Soto	9,242	2,150	7,693	2,404	341	2,494	Osceola	11,406	3,680	11,736	3,908	346	4,4
Dixie	3,928	690	2,367	622	53	856	Palm Beach	114,688	36,750	186,994	39,295	5,941	54,6
Duval	304,029	89,210	388,945	92,976	14,280	97,847	Pasco	20,529	6,400	16,378	5,818	489	7,6
Escambia	112,706	31,120	115,551	28,512	3,499	41,033	Pinellas	159,249	63,330	237,112	41,704	7,308	81,0
Flagler	3,367	770	2,288	558	40	1,407	Polk	123,997	36,170	115,664	33,136	4,032	44,8
Franklin	5,814	1,340	2,661	1,212	134	1,080	Putnam	23,615	6,190	24,877	6,479	512	7,4
Gadsden	36,457	6,330	24,450	5,688	568	5,824	St. Johns	24,998	6,920	23,912	7,813	1,007	7,4
Gilchrist	3,499	650	2,360	560	82	803	St. Lucie	20,180	6,040	28,837	7,230	423	8,2
Glades	2,199	500	1,676	388	84	542	Santa Rosa	18,554	4,300	8,934	3,494	163	4,0
Gulf	7,460	1,800	5,604	1,478	215	2,481	Sarasota	28,827	10,660	52,401	13,187	1,717	18,0
Hamilton	8,981	1,680	4,537	1,385	142	1,301	Seminole	26,883	7,320	25,436	6,892	727	8,6
Hardee	10,073	2,540	9,535	2,496	258	3,278	Sumter	11,330	2,850	7,636	2,385	238	2,8
Hendry	6,051	1,450	7,888	1,410	104	2,621	Suwannee	16,986	3,710	12,595	3,337	342	2,8
Hernando	6,693	1,820	6,317	1,678	197	2,267	Taylor	10,416	2,430	9,391	2,468	243	2,8
Highlands	13,636	4,120	12,558	4,236	422	5,113	Union	8,906	910	2,528	1,098	90	1,0
Hillsborough	249,894	76,280	309,540	71,583	10,282	91,327	Volusia	74,229	24,420	92,938	24,329	3,776	31,1
Holmes	13,988	2,860	4,898	7,280	175	1,784	Wakulia	5,258	1,060	1,234	584	32	3,2
Indian River	11,872	3,500	13,018	3,905	524	5,131	Walton	14,725	3,550	10,429	2,612	280	3,6
Jackson	34,645	7,340	21,930	4,651	552	6,504	Washington	11,888	2,740	4,377	1,418	157	1,7
Jefferson	10,413	1,950	5,270	1,848	134	1,710							
Lafayette	3,440	690	1,878	586	713	713							
Lake	36,540	10,690	33,519	9,348	1,332	14,637							

Note: Population 1950 Census; radio families Standard Audit & Measureme  
Services Inc.; food, drug and retail sales, copyright 1954, Sales Manag  
ment; further reproduction unlicensed; automobiles supplied by sta

## DIRECTORY OF AM AND FM STATIONS

<b>BARTOW</b> (Polk Co.)	WBAR 1953	1460 1000-D	Radio Station WBAR, Inc. Lakeland Highway 3-5111	W. A. Wynne, p Ted Leeper, gm	John Burgreen, cm Chuck Dent, pd	Bill Alford, ce
<b>BELLE GLADE</b> (Palm Beach Co.)	WSWN 1947	900 1000-D	Seminole Bcstg. Box 8 2064	Dr. R. G. Nelson, p Mrs. Mary M. Foy, gm	Marvin Smith, slm W. E. Eggleston, pd	C. S. Clemans, ce
<b>BRADENTON</b> (Manatee Co.)	WTRL 1947	1490 250	Land O'Lakes Bcstg. Corp. Memorial Pier 3-1531	Howard A. Donahoe, p William McD. Herson, gm, pmm	Ken McKendree, sis. dir. Charles A. Blake, pd, nd, sd	Gerald W. McCougan, ce Pat Snow, wd
<b>CLEARWATER</b> (Pinellas Co.)	WTAN 1948	1340 250	WTAN, Inc. 200 Pierce Blvd. 3-3084	Wm. G. Wells, p H. Dennison Parker, gm Frank L. Parker, cm	L. Harpold Falconnier, pd Leslie E. Preedom, ce Howard Hartley, nd	Robert L. Weatherly, sd Shirley Hughes, wd
<b>COCOA</b> (Brevard Co.)	WKKO 1953	860 250-D	Brevard Bcstg. Box 387 1020	Carl Collins, Jr., co-o, gm, cm, pd Davis Wilson, co-o, ce	John Thomas, nd Jimmy Oxford, fd	Grady McAllister, sd Mercer Livermore, wd
<b>CORAL GABLES</b> (Dade Co.)	WVCG 1948	1070 1000-D	Peninsular Bcstg. 223 Aragon Ave. Highland 8-7411	Thos. F. Clark George W. Thorpe, p, gm T. Hooke McCallie, cm	Barbara Binns, asst. mgr., pmm, wd	Robert R. Hildreth, pd Thomas Middleton, ce

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.



**RESTVIEW**

(Kaloosa Co.)

WCNU 1948	1010kc 1000-D	Gulfshores Bcstg. P. O. Box 518 Crestview 3511	KBS Alabama Bcstg. Florida- American Gp.	Mrs. Virginia O'Neal, co-o H. French Brown, co-o	Sam F. Townsend, gm	Charles J. Ward, ce
WJSB 1954	1490 250	Crestview Bcstg. Co. 501 S. Main St.		James T. Whitaker, o & gm		
<b>ADE CITY</b>						
(Pasco Co.)						
WDGF .954	1350 1000-D	The Pasco Bcstg. Co. P. O. Box 387		Elmo B. Kitts, gm & cm C. Roye, pd	Joe Higgon, sp Bill Craig, nd	
<b>AYTONA BEACH</b>						
(Olustia Co.)						
WMFJ 935	1450 250	W. Wright Esch 444 N. Beach St. 6491	ABC McGillvra	W. Wright Esch, o & gm	Ray Clancy, sm	
WMFJ-TV 1948	1150 1000 DA-N	News-Journal Corp. 128 Orange Ave. 2-1511	MBS Perry	Jerome A. Stone, gm, nd R. Y. Huffman, cm	Jo Bledsoe, pd F. A. Scott, ce	Louise Stackpole, wd
WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw					
WROD 1947	1340 250	Daytona Beach Bcstg. P. O. Box 991 4626	NBC Rambeau	E. J. Sperry, p, gm	Myrna Monahan, pd	Walter C. Collier, ce
<b>eLAND</b>						
(Olustia Co.)						
WJBS 1948	1490 250	John B. Stetson University Hubbard Avenue 1490	NBC Cooke	C. L. Menser, gm Dick Westervelt, adm. asst.	William Hall, cm John Andre, ce	Georgiana Bushnell, wd
<b>ELRAY BEACH</b>						
(alm Beach Co.)						
WDBF .954	1420 500-D	Delray Bcstg. Corp. 126 E. Atlantic Ave. 7311		Sam R. Sague, p Norman V. Bergholm, exec. dir. Robert Murray, sm	Clifford P. Haycock, cm Robert R. Mackey, pd, sd Barbara T. Watson, pmm	James E. Lacy, ce Bob Hope, nd
<b>USTIS</b>						
(ake Co.)						
WLCO (CP)	1240 250	Broadcasters, Inc.				
<b>F. LAUDERDALE</b>						
(roward Co.)						
WBRD .950	1580 250-D	Broward Bcstg. Co. P. O. Box 78 2-2563	KBS Best	L. C. Judd, p	Charles H. Gravett, gm	Theodore Dudas, ce
WTFL 1946	1400 250	Gore Publishing Co. 1785 S.E. 15th St. Jackson 3-2511	Young	R. L. Bowles, gm, cm Jack Swart, pd	Richard Northey, ce Orville Revelle, nd	Darcy Shean, wd
<b>F. MYERS</b>						
(ee Co.)						
WINK 1939	1240	Fort Myers Bcstg. Co. 54 Palm Beach Blvd. 4-1341	CBS Cooke	A. J. Bauer, gm Ken Parke, cm	Frank Nodine, pd, sd Mary Burgandine, pmm	Bob Bachman, ce Vernon Lundquist, nd
WINK-TV 1952	250					
WMYR 1952	1410 1000-D 500-N DA-N	Robert Hecksher 33 E. Hanson St. 5-1175	Dora- Clayton	Robert Hecksher, o, gm, ce		

VACATION LAND SUMMER AND WINTER

**WMFJ**

FIRST RADIO STATION IN  
**DAYTONA BEACH, FLA.**

*Affiliated with the American Broadcasting Company*

COMING SOON WMFJ-TV CHANNEL 2

JOSEPH HERSHEY MCGILLVRA, INC.  
NATIONAL REPRESENTATIVES

ROBERT S. KELLER  
AGENCY COORDINATOR

# FLORIDA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>FT. PIERCE</b> (St. Lucie Co.)					
WARN 1952	1330 1000-D	Hurricane Bcstg. Service P. O. Box 1343	ABC Continental Radio Sales	Murray C. Tillman, gm	Will Shawver, pd Harriet Laugdon, copy c
WIRA 1946	1400 250	Indian River Bcstg. County Park, Melody Lane 1400	MBS, NBC	James L. Howe, p, gm J. Kingsley Butt, cm	Anne Wilder, pd, nd James Sowinski, ce Bill Strickland, sd
<b>FT. WALTON BEACH</b> (Okaloosa Co.)					
WFTW 1953	1260 1000-D	Vacationland Bcstg. Co. 39 Main St. P. O. Box 87 3-2601	.....	Wilbur R. Powell, p	Milford A. Reynolds, gm Frank Prestwood, ce
<b>GAINESVILLE</b> (Alachua Co.)					
WDVH (CP)	980 5000-D DA-D	The Decatur Bcstg. Co. P. O. Box 289 2-2528	Clark	Thomas R. Hanssen, gm	John A. Dowdy, cm Robert Cain, pd
WGGG 1948	1230 250	Alachua County Bcstg. 1230 Waldo Rd. Franklin 6-5791	ABC, Keystone	R. M. Chamberlain, p, gm. ce Leon Mims, cm	Pierre A. Bejano, pd, pmm Herman Shonbrun, nd, fd Albert C. Nelson, sd Jane A. Mansfield, wd
WRUF 1928	850 5000 DA-N	University of Florida Campus, University of Florida 3261, ext. 467, 468	MBS Burn- Smith	Garland W. Powell, dir. John Dunnivant, cm Ray Dantzier, asst. dir., pd	Jim Camp, pmm Bertram McNamara, ce Bob Leach, nd Clyde Beale, fd Otis Boggs, sd Miriam Andrews, wd
WRUF-FM 1948	Ch. 281 (A) 104.1mc 12kw				
<b>HAINES CITY</b> (Polk Co.)					
WGTO (CP)	540 10,000-D DA-D	KWK, Inc. % Ray E. Dady 1215 Cole St. St. Louis, Mo.			
<b>HOLLYWOOD</b> (Broward Co.)					
WGMA 1953	1320 500-D	Greater Miami Bcstrs. Inc. Box 757 Jackson 3-2616	Best	Major Ranulf Compton, p William B. Murphy co-m, ce & nd	Cathryn Murphy, co-m, cm & wd Robert Hope, pd Steve Marko, pmm Dick Gallette, sd
<b>JACKSONVILLE</b> (Duval Co.)					
WDUV (CP)	1280 1000-D	Telerad, Inc. 1307 Glen Garry Rd.			
WIVY 1948	1050 1000-D	Edward J. Oberle Rt. 9 Box 228A 4-7722	.....	Edward J. Oberle, p, gm Randolph S. Jones, cm Lawrence Picus, pd	Johnny Stinson, pmm James Stephens, ce Francis Glass, fd, wd Fred Shilling, sd
WJAX 1925	930 5000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1881	NBC Blair Cummings	John T. Hopkins, III, gm, ce J. D. Kennedy, comm. in charge	J. W. Douglass, cm Marion D. Trowell, pd, pmm
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw				
WJHP 1940	1320 5000 DA-N	The Jacksonville Journal Co. 4038 Phillips Highway Exbrook 8-9751	MBS Perry	John Perry, p T. S. Gilchrist, Jr., gm Jack Newsom, oper. mgr. Bill Fraker, cm	Larry Bodkin, pd & nd Martha Thomas, pmm Beecher Hayford, ce Marshall Rowland, fd Johnny Stinson, sd Shirley Jeanne Ost, wd
WJHP-FM 1948	Ch. 245 (B) 96.9 mc 32 kw				
WMBR 1933	1460 5000 DA-N	The Washington Post Co. 605 S. Main St. Exbrook 8-0501	CBS Radio Spot Sales	Phillip L. Graham, p (Washington Post Co.) John S. Hayes, vp Glenn Marshall Jr., gm	Dave Booher, cm Ted Chapeau, pd Roger Langston, pmm Ernest Vordermark, ce Bill Grove, nd Dick Stratton, sd Irene Kastner, wd
WMBR-FM 1949	Ch. 241 (B) 96.1mc 63kw				
WOBS 1947	1360 1000-D	Southern Radio & Equipment 1036 Mary St. 98-3411	Stars Natl.	E. D. Rivers, Sr., p Jim Macri, gm, cm	Ed Dyer, pd Wm. F. Askew, ce
WOBS-TV					
WPDQ 1942	600 5000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Florida- American Gp. Venard, Rintoul & McConnell	James R. Stockton, p Robert R. Feagin, vp, gm Kenneth F. Small, cm, pmm	William H. Blackburn, pd James R. Donovan, ce Hubert M. Batey, nd Glenn Reeves, fd John J. Wheeler, sd Dorothy Horsfall, wd
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. Elgin 6-0461	ForJoe	Harold S. Cohn, p Harold S. Cohn Jr., gm	Mrs. Elva Stein, pd Willam Johnson, ce
<b>JACKSONVILLE BEACH</b> (Duval Co.)					
WJVB 1947	1010 1000-D	Jacksonville Beach Bcstg. P. O. Box 428 5-5674	Best	J. Lyle Williams Jr., p, gm & cm	Dick Webb, pd
<b>KEY WEST</b> (Monroe Co.)					
WKWF 1945	1600 500	John M. Spottswood Stock Island 2-7777	MBS	John M. Spottswood, p, gm, cm, pmm	Mary S. Spottswood, pd Charles R. Lowe, ce
<b>KISSIMMEE</b> (Osceola Co.)					
WRWB 1954	1220 250-D	Emerson W. Browne Arcade Theater Bldg. 2111	KBS	Emerson W. Browne, p, gm, ce, nd Frank Taylor, cm	Jerry Schweikart, pd, pmm, sd Buster Kenton, fd Sarah Browne, wd
<b>LAKE CITY</b> (Columbia Co.)					
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525	.....	Alfred H. Temple, o Dick Whittington, gm, cm, pd	Richard L. Cook, ce Nellie Wilson, nd

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**LAKELAND**

<b>WFLA</b> 1936	1430 5000-D 1000-N	Lakeland Bestg. P. O. Box 1211 1430 E. Lime St. Mutual 2-1271	NBC Pearson	S. O. Ward, p, gm, pmm Powell Adams, cm	Garland Burt, pd William P. Lee, ce	Earl Rahrer, sd
<b>WONN</b> 1949	1230 250	Coastal Bestg. Co. Lake Hunter Dr. Mutual 5-1171	MBS Cooke	Robert S. Taylor, p, pmm, gm Ted Covington, vp, pd, nd	Thomas R. Barber, cm Duane F. McConnell, ce Graham Meia, fd	John Taylor, sd Maxine Freeman, wd

**LAKE WALES**

<b>WIPC</b> 1951	1280 1000-D	Imperial Polk Bestg. Corp. P. O. Box 712 2-9831	KBS	S. W. Keen, p C. Max Kimbrel, gm, cm, ce	Shirley Tucker, pd John Haughee, sd	Joan Kimbrel, wd
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**LEESBURG-EUSTIS**

<b>WLBE</b> 1949	790 1000 DA-1	WLBE, Inc. Box 297, Leesburg Leesburg 552 Eutis 790 Travares 790	MBS Best	Paul A. Husebo, p Wendell F. Husebo, gm Bill Reedy, cm, sd	Dick Coleman, pd Martin Kirkland, ce	Marion Lewis, nd Bill Jackson, fd Aunt Judy, wd
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**LIVE OAK**

<b>WNER</b> 1949	1390 1000-D	Norman O. Protsman P. O. Box 655 1450	KBS	Norman O. Protsman, p, gm Faith M. Protsman, pd, wd	Clarence S. Parker, ce E. K. Hamilton, nd, fd	Robert S. Howard, sd
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**LARIANNA**

<b>WTYS</b> 1948	1340 250	John H. Phipps 650	MBS	John H. Phipps, p L. Herschel Graves, gm	Guy Hamilton, sm Berta Hamilton, pd, wd	W. A. Snowden, Jr., ce Karl Richards, nd, sd
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**MELBOURNE**

<b>WMMB</b> 1948	1240 250	Melbourne Bestg. Front St. Riverfront Park 574-5	MBS Florida- American	Louis G. Bessler, p, pmm Vern L. Bessler, gm Bob Howard, cm, sd	Elyse King, pd Fred Schopflin, ce Robert Jobes, nd	Duane Sommers, fd Lucille Kahn, wd
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**MIAMI**

<b>WPEC</b> 1947	1220 250-D	Florida East Coast Bestg. 350 N.E. 71st St. 89-7534	Rambeau Ayers	David Haber, o Herbert Schorr, gm, cm	Milton Oshins, pd, pmm	William Reeder, ce
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**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

**JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS**

AN  AFFILIATE

**J. D. Kennedy**  
Commissioner in Charge

**John T. Hopkins III**  
Manager & Chief Engineer

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

# FLORIDA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg 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	
<b>MIAMI—(Cont'd)</b>							
	WGBS 1944	710 50,000-D	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, gm Francis J. Riordan, cm	Donald F. Fischer, pd Edward C. Lockwood, ce George Callison, nd	Stan Ornest, sd Jane Butler, wd
	WGBS-TV	10,000-N DA-2					
	WGBS-FM 1952	Ch. 242 (B) 96.3mc 1.55kw					
	WGMA 1953		(See Hollywood listing)				
	WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p, gm Bernard E. Neary, cm	Stanley Brown, ce	Lee Taylor, nd
	WIOD 1926	810 5000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd M. C. Scott, Jr., ce	Gene Strul, nd Billie O'Day, wd
	WIOD-FM 1946	Ch. 247 (B) 97.3mc 15kw					
	WLRD (FM)	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenson, gm, ce	Marshall Jay Simmons, cm	
	WMIE 1947	1140 10,000-D 5,000-N DA-2	Sun Coast Bcstg. Co. 244 Biscayne Blvd. 3-55-56	Stars Natl.	E. D. Rivers, Sr., p Kurt A. Meer, gm Stan Beaton, cm	Jack Nobles, pd Shirley J. Spiegel, pmm Russell Bennett, ce	Dave Miller, nd Hank Cutshall, fd Mary Vines, wd
	WQAM 1920	560 5000-D 1000-N	Miami Bcstg. Co. 1723 duPont Bldg. 2-6121	ABC Florida- American Blair Cummings	John S. Knight, p Owen F. Uridge, gm, cm Walt Svehla, pd	Ruth Tanksley, pmm Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd
	WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					
	WVCG 1948		(See Coral Gables listing)				
	WWPB 1947	1450 250	Paul Brake 414 SW 2nd Ave. 3-7405	KBS Walker	Paul Brake, p, gm Bert Johnson, cm Elizabeth Poore, pd	Howard Baldwin, pmm Les Bryant, ce Edward Davenport, nd	Paul Keefe, sd Esther Tompkins, wd
	WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					
<b>MIAMI BEACH (Dade Co.)</b>							
	WAHR 1954	1490 250	Alan H. Rosenson 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenson, p, gm, ce Marshall J. Simmons, cm, pd	E. M. Eisfeld, pmm	
	WLRD (FM) 1948	Ch. 230 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd.	(WAHR, Am Affiliate)			
	WKAT 1937	1360 5000-D 1000-N	WKAT, Inc. 1759 Bay Rd. 5-5711	MBS Headley- Reed	A. Frank Katzentine, p John I. Prosser, gm	Arthur P. Smith Jr., ce John Price, nd	Bob Evans, sd
	WKAT-FM 1947	Ch. 226 (B) 93.1mc 28.5kw					
	WMBM 1947	800 1000-D	Robert W. Rounsaville MacArthur Causeway Terminal 5-5586	Forjoe Dora- Clayton	Robert W. Rounsaville, o J. E. Vaughn, sm	Arnold Kaufman, cm Ed Cook, pd	Eugene Wilbur, ce
<b>MILTON (Santa Rosa Co.)</b>							
	WEBY 1954	1330 1000-D	Milton Bcstg. Co. Ward Basin Rd.		C. W. Mapoles, o & m		
<b>NAPLES (Collier Co.)</b>							
	WNOG 1954	1270 500-D	George Dewey Polly Tamiami Motel 2-1091	.....	George Dewey Polly, p, gm R. H. Goodlette, cm, sm	A. C. T. Pottberg, pd	Dave Traer, ce
<b>NEW SMYRNA BEACH (Volusia Co.)</b>							
	WSBB 1951	1230 250	Broadcasters, Inc. New Smyrna Hotel 1230	KBS	A. V. Catterton, gm	Beverly Fleming, adv. d.	
<b>OCALA (Marion Co.)</b>							
	WMOP 1953	900 1000-D	A. B. Letson 311 Robertson Bldg. Marion 2-4118	Dora-Clayton	A. B. Letson, o Jim Kirk, sm Vernon Arnette, cm & pmm	Art Creamer, pd Lloyd Lutz, ce Ed Scher, nd	Ward Goodrich, sd Helen Kirsh, wd
	WTMC 1939	1290 1000 DA-N	Ocala Bcstg. 14 South Magnolia St. Marion 2-4127	NBC Florida- American Perry	John H. Perry, p Thomas S. Gilchrist Jr., gm C. T. Catalano, sm	Paul W. Marlowe, cm, nd Ruth Brumball, pd, wd	Kenneth H. Brown, pmm, sd William P. Callahan, ce, fd

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ORLANDO  
Orange Co.)

WDBO 1924 WDBO-TV	580 5000 DA-N	Orlando Bcstg. Co. 30 S. Ivanhoe Blvd. E. P. O. Box 3707 5-0541	CBS Florida Radio Blair Cummings	Harold P. Danforth, p & gm William G. McBride, sim Rosalind Boggs, pd	J. E. Yarbrough, ce Carter Scofield, nd, fd	Dick Batchelor, sd Bill Berry, wd
WDBO-FM 1950	Ch. 222 (B) 92.3mc 25kw					
WHDG 1947	990 10,000-D 5,000-N DA-N	WHDG, Inc. Ft. Gathin Hotel Bldg. 5-3591	ABC Forjoe	Edward Lamb, p Carl F. Halberg, gm, cm	Walter Mitchell, pd, nd Don E. Compton, ce	Al Stockmeier, sd Boo Mallicord, wd
WHDG-FM 1946	Ch. 243 (B) 96.5 59kw					
WLOF 1940	950 5000 DA-N	Mid-Florida Radio Corp. P. O. Box 1991 8163	MBS Raymer	Joseph L. Brechner, p Donn R. Colee, vp, gm Thomas H. Donohoe, cm	Ernest G. Legge, pd W. Dodd Daniel Jr., ce	Tom Doyle, nd Bocky Smith, sd
WORZ 1947	740 5000-D 1000-N DA-2	Central Florida Bcstg. Old Winter Garden Rd. 2-2451	NBC Venard, Rintoul & McConnell	Mrs. Naomi T. Murrell, p Eugene D. Hill, vp, gm, cm Happy Ison, pd, sd	Stephen Wesley, pmm, nd James Guerrinni, ce	Jim Price, fd Mary Lou Edwards, wd
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.5kw					

PALATKA  
Putnam Co.)

WWPF 1947	1260 500 DA-N	Palatka Bcstg. Co. 900 River St. East 5-4555	.....	J. E. Massey, co-o L. C. McCall, co-o, gm, ce Herb Young, cm	Johnny Gillis, pd Eric Bruton, pmm George Duck, nd	Dick Unger, sd Phyllis Ladd, wd
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PALM BEACH  
Palm Beach Co.)

WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 So. Ocean Blvd. 21515	ABC Florida- American Perry	Charles E. Davis, p, gm	Judy Westaway, pd	Clyde Walkden, ce
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw					

PANAMA CITY  
Bay Co.)

WDLP 1940	590 1000 DA-N	Panama City Bcstg. 323 West Beach Drive Poplar 3-1777	NBC Keystone Perry	John H. Perry, Jr., p Cecil B. Kelly, gm	Don Brookins, sm, cm, nd George Feger, Jr., pd	Cal Howrigan, ce Frank Pericola, sd
WDLP-FM 1952	Ch. 255 (B) 98.9mc 1.6kw					
WPCF 1949	1400 250	Bay County Bcstg. Co. Inc. 300 East 15th St. Sunset 5-6176	ABC, MBS Devney	E. L. DuKate, p, gm, cm Martha Ann Heath, pd, wd Glenn Lockhart, pmm	James F. Haynes, ce John McMullen, nd	
WPFA (CP)	790 1000-D	W.P.F.A. Bcstg. Co. % Charles W. Lamar Jr. P. O. Box 30 Baton Rouge, La.				

ENSACOLA  
Escambia Co.)

WBOP (CP)	980 500-D	Ray H. Gunckel, Jr. 119 Laura St. Jacksonville, Fla.				
WBSR 1946	1450 250	WBSR, Inc. 1603 N. Pace Blvd. Hemlock 2-6173	CBS Venard, Rintoul & McConnell	Don J. Lynch, p, gm Bo Mitchell, cm	Dick Darby, pd	Glenn Nichols, ce
WCOA 1926	1370 5000 DA-N	WCOA, Inc. 118 East Intendencia 4111	NBC Perry	John H. Perry, Sr., p Holliday Veal, gm Roland Wolfe, pd	Ron Tuten, pmm H. L. Heath, ce	Don Griffith, sd Clarine S. Porter, wd
WEAR 1946 WEAR-TV	1230 250	Gulfport Bcstg. Hiway 90 West of Pensacola Hemlock 3-8311	ABC Hollingbery	Mel Wheeler, p, gm Milt de Reyna, asst. gm Irv Welch, cm Jerry Williams, pd	Ray Carow, pmm Jim Smith, ce Dave Fulton, nd	Ken Welch, fd Earl Hutto, sd Millie Long, wd

ERVING THE SUN EMPIRE • WDBO 580 KC 5000 WATTS • WDBO-FM 92.3 MCS. 34,000 WATTS • WDBO-TV CH. 6 100,000 WATTS • ORLANDO, FLORIDA

WDBO-TV

# WDBO

## Stations

FIRST IN RADIO AND TELEVISION IN CENTRAL FLORIDA

1953 RETAIL SALES IN THE 17 WDBO COUNTIES TOTALED \$595,010,000\*.

MORE FAMILIES LISTENED REGULARLY TO WDBO, 6 OR 7 DAYS OR NIGHTS A WEEK, THAN TO ALL THREE OTHER STATIONS COMBINED\*\*. PULSE RADIO INDEX—MORNING 41.0, AFTERNOON 43.0, EVENING 44.0\*\*\*. ALL PROGRAMS ON WDBO ARE DUPLICATED ON WDBO-FM. NATIONAL REPRESENTATIVES, BLAIR AND CUMMINGS.

\* 1954 SALES MANAGEMENT \*\* S.A.M.S. 1953 \*\*\* PULSE DECEMBER 1953

WDBO-TV

ERVING THE SUN EMPIRE • WDBO 580 KC 5000 WATTS • WDBO-FM 92.3 MCS. 34,000 WATTS • WDBO-TV CH. 6 100,000 WATTS • ORLANDO, FLORIDA

# FLORIDA

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<b>PERRY</b> (Taylor Co.)							
	WPRY 1954	1220 250	Taylor Co. Bcstg. Co. P. O. Box 67 540	Dora-Clayton	Elmo B. Kitts, p, gm, ce	William C. Bailey, sm, nd, sd	Ann R. Westberry, pd, wd
<b>PLANT CITY</b> (Hillsborough Co.)							
	WFLA 1949	1370 250-D	W. A. Smith Hopewell Rd. 526	Best	W. A. Smith, o George Friend, gm, cm	Miss Frankie Blackwelder, pd, wd Gordon Solie, pmm, sd	James L. Derrick, ce Joseph J. Wilson, nd James Milton Shumway, f
<b>QUINCY</b> (Gadsden Co.)							
	WCNH 1948	1230 250	Quincy Bcstg. Co. Shelfer Hghts. Main 7-6700	MBS	A. B. Letson, p, gm, ce Wendell Taylor, cm	Dewey C. Newton, pd Dalton Hagler, sd	Betty Barnes, wd
<b>ST. AUGUSTINE</b> (St. Johns Co.)							
	WFOY 1938	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. Valley 9-3416	CBS Grant	Mary E. Bell, p John E. Bernhard Jr., evp, gm, cm, nd	Frankie C. Walker, pd, pmm Ernest Ralstrick, ce Bob Sheppe, fd	Julian Fant, sd Alberta Dillin, wd
	WSTN 1954	1420 1000-D	St. Augustine Bcstg. Co. 66 Treasury St. Valley 9-9094-9095	Indies Sales	Tom Carr, ptnr., gm, cm Ben Akerman, ptnr.	Carol Molitor, pd, wd Ruth Robbins, pmm	Dean Bragg, ce Jack Cowden, nd, sd
<b>ST. PETERSBURG</b> (Pinellas Co.)							
	WPIN 1947	680 1000-D	Florida West Coast Bcstrs. Royal Palm Hotel St. Petersburg 7-0511	Indie	Dr. Charles L. Farrington, p Arthur Mundorff, gm Richard Marsh, cm, pmm	James Carley, pd, nd Manly St Jean, ce Richard Baker, fd	Robert Clayton, sd Marjorie Blank, wd
	WSUN 1927 WSUN-TV	620 5000-D DA-N	City of St. Petersburg Municipal Pier 5 4121	ABC Florida American Weed	Charles L. Kelly, gm Dayton Saltzman, pd John A. Buning, slm	Barbara Young, pmm Louis Link, ce	William Bowers, nd
	WTSP 1939	1380 5000 DA-N	Pinellas Bcstg. Co. Times Building 7-8108	MBS H-R Rep.	Nelson Poynter, p F. J. Kelley, gm Le Wildman, cm	Jack Faulkner, pd Bill Mangold, ce Rob Allan, nd	Bob Hoffer, sd Beth McNeeley, wd
	WTSP-FM	Ch. 273 (B) 102.5mc 37kw					
<b>SANFORD</b> (Seminole Co.)							
	WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS	Myron A. Reck, o, gm, pmm Roy D. Green, cm J. Marion Harman, Sr., pd, nd	James S. Williamson, Jr., ce A. Clyde Elmore, Jr., fd	John O. Keeling, Jr., sd Sally Green, wd
<b>SARASOTA</b> (Sarasota Co.)							
	WKXY 1949	1540 1000-D	Sarasota Bcstg. 2500 10th St. Ringling 6-6651	KBS Best	A. G. Fernandez, gm, cm Red Ermisch, pd, sd	Bob Kohlmeyer, ce	Charles Fernandez, nd
	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 Ringling 8-1811	CBS Pearson	Robert C. Jones, Jr., p John B. Browning, gm J. McCarthy Miller, cm	David C. Hale, pd James E. Grant, ce	Don Priest, sd Dottie Mead, wd
<b>SEBRING</b> (Highlands Co.)							
	WJCM 1950	1340 250	Clearfield Bcstrs. Box 233 5-1811	MBS	W. K. Ulerich, p W. J. Thomas, gm	Al J. Frank, sm, pmm Betty Frank, pd, wd	Robert Goshorn, ce James Martin, sd
<b>STUART</b> (Martin Co.)							
	WSTU 1954	1450 100	Blue Water Bcstg. P. O. Box 518 AIA North 1080	MBS KBS	Lester M. Combs, p, gm Reggie Martin, vp	Jim Mullins, pd Julian Brannon, ce	Roger Vail, nd
<b>SULPHUR SPRINGS</b> (Hillsborough Co.)							
	WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. Inc. 11011 Florida Ave. Tampa 91-1711	.....	Harold A. Dunlap, p, gm Charley Arnett, cm, pmm	Ellen Sauls, pd	Larry M. Kay, ce
<b>TALLAHASSEE</b> (Leon Co.)							
	WMEN 1954	1330 1000-D	WMEN, Inc. Floridan Hotel 3-2550		B. F. J. Timm, p, gm	Ray McClendon, pd	Ardis Hartsfield, ce
	WTAL 1935	1270 5000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Meeke Cummings	John H. Phipps, p L. Herschel Graves, gm	Joseph E. Hosford, pd	Bill Snowden, ce
	WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.72kw					
	WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC, KBS Florida American Dora-Clayton	F. W. Hazelton, p, gm Chas. L. Clifton, ce	Jack Sutor, nd Jack Edger, sd	Janeen Key Morse, wd
<b>TAMPA</b> (Hillsborough Co.)							
	WALT 1946	1110 1000-D	Tampa Bcstg. 401 West Tyler St. 2-7921	Pearson	W. Walter Tison, p, gm, cm, pmm Sandy Geer, pd, fd	J. B. Tison, ce Guy Bagli, nd, sd	Eva Byron, wd
	WDAE 1922	1250 5000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. S. Mitchell, gm, cm K. W. Skelton, pd, nd	Sol J. Fleischman, pmm, sd Wm. Pharr Moore, ce	M. E. Swingley, fd Kay Dowst, wd
	WDAE-FM 1947	Ch. 264 (B) 100.7mc 65kw					

Data corrected to Dec. 15, 1954. 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, day only. 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.

WEBK 1950	1590 1000-D CP-1300 1000-D DA-D	Hillsboro Bcstg. Co. 1521 E. Bdwy. Ave. 44177	KBS Dora-Clayton	Elmo B. Kitts, gm, ce	John Sanders, cm	Bob Chambers, pd, nd
WFLA 1928 WFLA-TV	970 5900 DA-N	The Tribune Co. 312 Morgan St. 2-4747	NBC Blair Cummings	J. C. Council, p George W. Harvey, gm Paul M. Jones, pd	Tom Matthews, pmm J. H. Mitchell, ce Sam Latimer, nd	Mardi Liles, fd Milton Spencer, gd Emily Moody, wd
WFLA-FM 1948	Ch. 227 (B) 93.3mc 46kw	(See Sulphur Springs listing)				
WHBO						
WIOK 1954	1150 1000-D	H. C. Young, Jr. Washington Blvd. P. O. Box 1101 4-1109	Forjoe Dora-Clayton	H. C. Young, Jr., o, gm, pmm	Henry Cassady, ce	
WPKM (FM)	Ch. 284 (B) 104.7mc 10.5kw	FM Bcstrs.				
<b>ARPON SPRINGS</b> (Inellas Co.)						
WBOY 1954	1470 5000-D	WBOY, Inc. P. O. Box 276 Clearwater 81-2531	.....	A. H. Turner, p, gm Nelson Boyce, cm Clair Linn, pd	C. C. Gosey, pmm Gall D. Griner, ce Vinnie Heiser, nd	Dr. Ben Gittings, fd Ted Turner, sd Cora Woolverton, wd
<b>ERO BEACH</b> (Indian River Co.)						
WNTM 1954	1370 1000-D	Central Florida Bcstg. P. O. Box 397 5405	WORZ Orlando	Naomi T. Murrell, p Rex Barney, gm, cm, sd Stephen Wesley, pd	Hank Grad, pmm Eugene D. Hill, ce	W. O. Murrell, Jr., nd George Weeman, fd Mary Lou Edwards, wd
WTTB 1954	1490 250	Tropics, Inc. 1825 14th Ave. 5454	.....	Merrill P. Barber, p	Dale F. Knisely, gm, cm, pd, pmm	Stanley B. Wood, ce Ruth Mitchell, wd
<b>EST PALM BEACH</b> (Palm Beach Co.)						
WEAT 1948 WEAT-TV	850 1000 DA-1	WEAT-TV, Inc. P. O. Box 70 W. Palm Beach 2-1505	NBC Walker	J. R. Meachem, p, gm Clifford H. Glick, cm Peter Cole, pd	Warren MacAllen, pmm Wayne Stump, ce Charles Bryan, nd	Eddie Lambert, sd Mrs. Aino Carlson, wd
WIRK 1947 WIRK-TV	1290 5000-D 1000-N DA-N	Ken-Sell, Inc. 711 South Flagler Dr. 21744	MBS Cooke, Dora-Clayton	Joseph S. Field, Jr., p, gm Rome J. Hartman, sim	William Heitzman, ce John Wooten, fd	John Bradshaw, sd Bernadine Webster, wd
WJNO 1936 WJNO-TV	1230 250 DA-1	WJNO, Inc. 1500 N. Flagler Dr. 2-3838	CBS Meeker Ayres	Sydney King Russell, p H. V. McMillan, evp, gm, cm	Curtis Brinson, ce Robert E. Hawkey, nd Dave Webster, fd	Michael Keyes, sd Miss Ann Wharton, wd
<b>INTER HAVEN</b> (Olk Co.)						
WSIR 1947	1490 250	Citrus Belt Bcstrs. 665 So. Lake Howard Dr. SW 3-2561	MBS Devney	Tom Moore, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Richard Eyrich, pd, nd	L. Orden Craig, ce
<b>INTER PARK</b> (Orange Co.)						
WABR 1954	1440 1000-D	Orange County Bcstrs. Box 7547 Orlando 5-6631	.....	Ray Herbert Gunckel, Jr., p, gm Tom Sawyer, vp & cm, pd, pmm	Jim Macri, ce Dick Webb, nd, sd	Andy Wilson, fd Gwen Barnwell, wd

EST. 1936

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On the Famous Florida Gold Coast  
TRADING AREA—206,000 PLUS  
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WJNO EASILY LEADS  
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THE PALM BEACHES

WEST PALM BEACH, FLORIDA

QUALITY OF  
MARKET INDEX

139\*

\* EFFECTIVE BUYING INCOME  
\$190,341,000.00  
\* RETAIL SALES  
\$110,225,000.00  
\* BUILDING PERMITS SHOW  
INCREASE EACH YEAR

National Representative:  
Robert Meeker Associates, Inc.  
Southeastern: James S. Ayres Co.

# GEORGIA

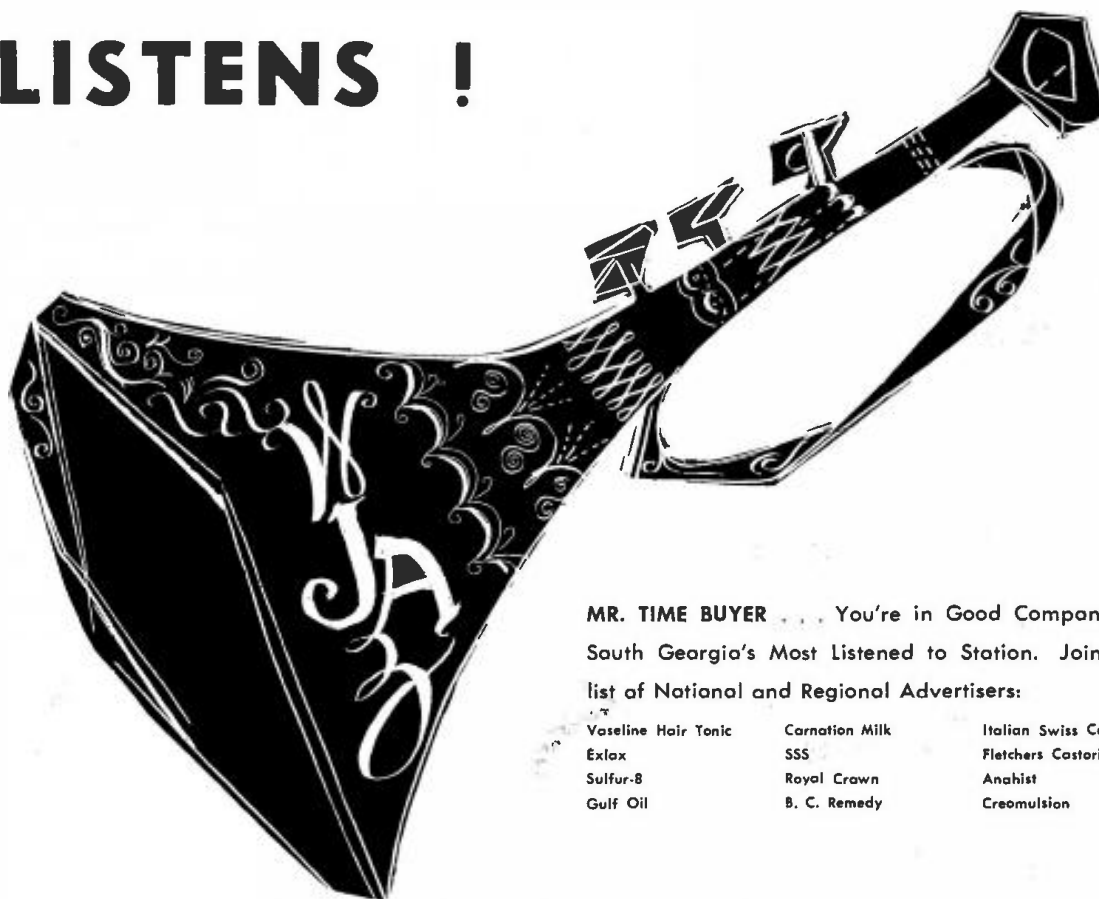
## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Appling	14,003	2,880	\$ 4,676	\$ 1,408	\$ 188	2,143	Jenkins	10,264	2,170	4,826	1,411	218	1,511
Atkinson	7,362	1,520	2,010	1,056	57	1,006	Johnson	9,893	2,310	2,734	802	143	1,511
Bacon	8,940	1,910	4,650	1,211	209	1,524	Jones	7,538	1,630	1,214	492		1,212
Baker	5,852	1,030	822	433	23	675	Lamar	10,242	2,290	4,438	1,584	153	2,211
Baldwin	29,706	4,470	11,387	2,959	430	4,653	Lanier	5,151	1,150	2,107	536	58	1,011
Banks	6,935	1,580	2,054	1,070	53	1,098	Laurens	33,123	7,450	19,967	4,426	548	6,211
Barrow	13,115	3,410	8,746	2,054	279	1,826	Lee	6,674	1,250	6,874	347	48	911
Bartow	27,370	6,700	19,990	4,341	445	5,336	Liberty	2,000	5,010	1,516	1,497	64	2,211
Ben Hill	14,879	3,750	13,274	3,303	352	3,189	Lincoln	1,260	1,260	1,260	1,260	65	1,311
Berrien	13,966	3,060	5,891	1,237	161	2,430	Long	3,598	1,770	1,288	439	51	611
Bibb	114,079	32,840	108,453	25,433	3,115	30,452	Lowndes	35,211	10,470	40,624	8,909	1,202	10,611
Bleckley	9,218	2,070	4,552	1,289	102	1,648	Lumpkin	6,574	1,350	2,581	595	33	1,011
Branley	6,387	1,330	1,446	452	54	873	McDuffie	11,443	2,750	5,882	1,699	128	2,211
Brooks	18,189	3,650	7,294	2,505	258	2,937	McIntosh	6,008	1,460	1,995	832	48	2,711
Bryan	5,965	1,250	2,965	1,070	53	1,098	Macon	14,213	2,940	6,816	2,029	194	911
Bullock	24,740	5,590	14,488	2,943	431	5,000	Madison	12,238	2,770	2,299	787	52	2,811
Burke	23,458	4,670	7,314	2,064	238	3,520	Marion	6,521	1,190	1,727	47		
Butts	9,079	2,050	3,825	1,054	82	1,911	Meriwether	21,055	4,550	8,266	2,585	328	3,411
Calhoun	8,578	1,840	2,025	528	100	903	Miller	9,023	1,950	3,495	718	155	1,211
Camden	7,322	1,780	5,105	1,707	133	1,637	Mitchell	22,528	4,670	11,794	2,991	329	3,511
Candler	6,063	1,810	4,955	1,014	176	1,252	Monroe	10,523	2,250	5,326	1,930	163	2,011
Carroll	34,112	8,110	19,183	4,140	561	7,168	Montgomery	7,901	1,630	1,630	469	76	1,111
Catoosa	15,146	3,900	9,248	2,274	30	4,157	Morgan	11,899	2,500	6,166	1,947	191	1,911
Charlton	4,821	980	2,960	1,007	56	959	Murray	18,028	3,180	124,450	28,908	3,008	29,711
Chatham	151,481	43,660	168,852	41,410	4,958	45,042	Muscogee	20,185	4,900	13,755	4,131	367	4,011
Chattahoochee	12,149	1,580	220	105		6,638	Newton	7,009	1,500	1,171	725		
Chattooga	21,197	5,370	11,562	2,623	326	3,342	Oconee	9,958	2,070	1,809	957	43	1,711
Cherokee	20,750	5,210	14,944	3,017	235	6,777	Oglethorpe	11,752	2,860	3,171	816	54	2,311
Clarke	36,550	9,620	40,591	8,807	1,042	9,388	Paulding	11,705	2,600	8,346	2,329	244	2,511
Clay	5,844	1,260	2,693	595	55	667	Peach	8,855	2,080	6,233	702	96	2,011
Clayton	22,872	6,580	7,248	2,274	203	7,282	Pickens	11,112	2,280	4,287	1,365	137	1,911
Clinch	6,007	1,300	2,176	791	49	964	Pierce	8,459	1,810	1,441	545	24	1,511
Cobb	61,830	18,200	51,744	12,726	1,637	21,903	Pike	30,976	7,540	19,445	5,702	645	6,611
Coffee	23,961	5,200	77,151	3,904	675	4,206	Polk	8,808	1,910	5,931	1,230	170	1,611
Colquitt	33,999	7,990	25,519	7,196	802	7,463	Putnam	7,731	1,520	4,150	982	155	1,411
Columbia	9,525	1,980	1,906	1,007	58	2,214	Quitman	3,015	700	475	239		
Cook	12,201	2,870	5,313	1,572	214	2,223	Rabun	7,424	1,560	3,758	790	135	1,511
Coweta	27,788	6,900	17,533	4,762	581	6,841	Randolph	13,804	2,770	6,599	1,891	219	1,911
Crawford	6,980	1,130	1,773	598	51	809	Richmond	108,876	37,170	132,403	28,266	3,465	36,311
Crisp	17,863	4,330	14,677	2,973	297	3,574	Rockdale	4,464	1,890	4,285	1,098	47	1,911
Dade	7,364	1,580	2,417	1,105	...	1,927	Schley	4,038	3,610	5,514	1,451	143	2,611
Dawson	3,712	730	807	205	...	893	Screven	18,000	3,610	5,223	1,341	136	1,211
Decatur	23,620	5,650	11,670	3,056	284	3,720	Seminole	7,904	1,710	5,223	6,676	801	7,911
De Kalb	136,395	42,470	79,073	27,664	8,421	54,524	Spalding	31,045	8,220	25,597	3,055	424	4,911
Dodge	17,865	3,840	7,297	2,104	240	2,905	Stephens	16,647	4,320	12,710	1,082	113	1,211
Dooly	14,159	3,020	5,461	1,508	211	2,437	Stewart	9,194	1,790	3,398	1,082	113	1,211
Dougherty	43,617	12,520	57,606	11,663	1,576	13,184	Sumter	24,208	5,750	18,205	4,994	554	4,511
Douglas	12,173	2,940	6,458	1,444	...	3,005	Talbot	7,687	1,840	1,093	402		
Early	17,413	3,670	7,945	2,150	225	2,090	Taliaferro	4,515	890	402	499	48	1,011
Echols	2,494	450	278	62	...	244	Tattall	15,939	3,380	6,007	1,651	290	2,811
Effingham	9,133	1,970	3,258	900	108	1,680	Taylor	9,113	1,920	3,644	999	95	1,611
Elbert	18,585	4,500	10,335	2,544	453	4,427	Telfair	13,221	2,820	6,408	1,952	291	2,311
Emanuel	19,789	4,270	9,808	2,125	222	3,504	Terrell	14,314	2,860	7,551	2,150	172	2,211
Evans	6,653	1,480	4,822	991	65	1,472	Thomas	33,932	8,430	23,594	6,311	934	7,011
Fannin	15,192	3,350	8,776	1,904	117	3,219	Tift	22,645	5,470	19,619	5,315	576	4,811
Fayette	7,978	1,780	3,597	1,121	65	1,472	Toombs	17,332	4,000	11,166	4,231	580	3,211
Floyd	62,899	16,470	53,628	11,647	1,492	16,487	Townsend	4,803	1,390	2,044	419	34	1,011
Forsyth	11,005	2,640	9,771	1,410	50	2,536	Treutlen	6,522	1,390	2,044	419	34	1,011
Franklin	14,446	3,380	7,739	1,387	128	3,349	Traub	49,841	12,540	45,770	12,715	1,261	9,811
Fulton	473,572	132,660	762,676	126,185	19,193	151,777	Turner	10,479	2,270	5,063	1,488	170	1,511
Gilmer	9,963	2,230	5,242	707	168	1,629	Twiggs	8,308	1,640	1,194	491	52	1,211
Glascock	3,579	740	568	172	19	506	Union	7,318	1,540	2,929	688	80	811
Glynn	29,046	8,030	26,846	7,122	1,067	7,672	Upson	25,078	6,090	17,497	6,176	515	5,311
Gordon	18,922	4,680	8,890	2,418	312	3,966	Walker	38,198	10,210	21,754	5,382	924	12,511
Grady	18,928	4,390	8,825	2,308	331	3,966	Walton	20,250	4,750	12,247	3,623	328	4,311
Greene	12,843	2,880	6,861	1,941	288	2,234	Ware	30,289	7,480	27,138	6,036	853	7,611
Gwinnett	32,320	8,340	17,964	3,714	477	8,340	Warren	8,779	1,860	3,190	722	77	1,311
Habersham	16,553	4,070	10,037	2,511	273	4,070	Washington	21,012	4,490	8,284	2,216	284	3,211
Hall	40,113	10,400	48,486	7,524	984	9,993	Wayne	14,248	3,130	8,979	2,019	304	2,811
Hancock	10,952	2,030	5,100	1,362	57	1,681	Webster	4,081	670	325	145	18	311
Harrison	14,683	3,600	8,157	1,709	164	3,320	Wheeler	6,712	1,360	1,731	637	52	1,011
Harris	11,265	2,340	3,104	1,485	99	3,603	Whitefield	5,951	1,300	2,041	617	33	911
Hart	14,495	3,400	5,362	1,237	90	3,603	Wilcox	10,167	2,220	2,505	1,071	125	1,311
Heard	6,975	1,460	1,432	269	28	1,003	Wilkes	12,388	2,680	7,167	1,824	293	2,211
Henry	15,857	3,510	5,727	1,474	107	3,522	Wilkinson	9,781	2,140	3,150	1,194	94	1,311
Houston	20,964	5,870	10,262	3,325	488	1,705	Worth	19,357	3,980	5,596	2,279	182	2,811
Irwin	11,973	2,370	3,521	1,434	51	4,260							
Jackson	18,997	4,470	9,751	2,434	222	1,161							
Jasper	7,473	1,600	3,399	563	82	1,559							
Jeff Davis	9,299	2,070	3,721	1,175	196	6,197							
Jefferson	18,855	4,150	7,780	1,693	363	3,316							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug



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Exlax  
Sulfur-8  
Gulf Oil

Carnation Milk  
SSS  
Royal Crown  
B. C. Remedy

Italian Swiss Colony  
Fletcher's Castoria  
Anahist  
Creomulsion

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In Georgia's Sixth Market . . . 29 Counties Big with a population of 456,300 big-spending Southern Georgians. Retail Sales for 1953 were \$276,247,000 . . . effective Buying Power for 1954 estimated to be \$367,661,000.

Where programming is geared to the South Georgia Public Preference:

Gospel music and hillbilly delivers the White audience; Four hours a day of "specialized programming" delivers a loyal plus audience of over 250,000 Negroes.

A big total of 114,000 Radio Homes!

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# WJAZ

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# GEORGIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up 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
<b>ATHENS</b> (Clarke Co.)					
WGAU 1938	1340 250	J. K. Patrick Bcstg. Bobbin Mill Rd. Liberty 6-6575	CBS, KBS, Ga. Assn. of Local Stations	C. A. Rowland, Sr., p Burl Womack, gm, cm	(Mrs.) Mary L. Betts, pd Bill Evans, ce Jerry Keane, nd
WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw				
WRFC 1948	960 1000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. Liberty 3-3411	Dora-Clayton	L. H. Christian, p, gm C. A. McClure, cm Tom Lloyd, loc. slm Franklin Butler, pd	E. Thilenius, pmm, sd L. D. Drewry, ce H. Randolph Holder, nd Ronnie Stephens, fd Dorothy Nowell, wd
<b>ATLANTA</b> (Fulton Co.)					
WAGA 1937	590 5000 DA-N	Storer Bcstg. 1018 W. Peachtree, NW Vernon 3553	CBS Katz	George B. Storer, Sr., p Glenn C. Jackson, gm Claude H. Frazier, sm	Les Henrikson, pd, sd R. David Mayo, pmm Hugo A. Bondy, ce Dale Clark, nd, fd Helen Parris, wd
WAGA-TV 1948	Ch. 277 (B) 103.3mc 43kw				
WAOK 1928	1380 5000 DA-N	WAOK Bcstg. Co. 70 Houston St. Alpine 1515	Forjoe	L. M. George, p Dorothy Lester, sm Stan Raymond, cm, sd	Zenas Sears, pd, pmm Eathel Holley, ce Ned Lukin, nd Gertrude Nelson, wd
WAQM (FM) (CP)	Ch. 225 (B) 92.9 mc 11 kw	Glenkaren Associates			
WBGE 1947	1340 250	General Bcstg. Co. Georgian Terrace Hotel Vernon 1194	McGillvra	Robert N. Pinkerton, p Henry W. Lanham, gm James C. Harper, cm Edward C. Sosman, pd	Frances Bailey, pmm Howard Parrish Jr., ce Jimmy Harper, nd Charles Blalock, fd Bill Cooper, sd Lorna Moody, wd
WBGE-FM 1947	Ch. 238 (B) 95.5mc 1.85kw				
WERD 1948	860 1000-D	Radio Atlanta Inc. 274½ Auburn Ave. N. E. Lamar 0686	Interstate United News- papers Inc.	J. B. Blayton, Sr., p J. B. Blayton, Jr., gm Albert H. Saddler, cm	Robert H. Brisendine, pd Jack Moore, pmm William F. Kennedy, ce Paul E. X. Brown, sd Freddie Henderson, wd
WGST 1923	920 5000-D 1000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair Ayers	Ben Akerman, gm Don Mitchell, cm	Jack Kelly, pd, sd Marian Lunt, pmm Ivan Miles, ce Dean Dickens, wd
WGST-FM 1949	Ch. 231 (B) 94.1mc 68kw				
WQXI 1948	790 5000-D 1000-N DA-N	Robert W. Rounsaville 3165 Mathieson Dr., N.E. CHerokee 2196	MBS Hollingbery	Robert W. Rounsaville, chief o. John Fulton, gm Frank B. Erwin, cm	Robert Watson, pd Elton B. Chick, ce Herb Harris, nd L. D. Morgan, sd Louise Hopper, wd
WQXI-TV					
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsythe St. ELgin 8711	NBC Petry	J. Leonard Reinsch, exec. d (Cox Stations) John M. Outler, Jr., gm	Frank Gaither, sm Elmo Ellis, pd Walter Paschall, pmm C. F. Daugherty, ce
WSB-TV					
WSB-FM 1944	Ch. 253 (B) 98.5mc 52kw				

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# APS = Radio . . .



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## Southern arithmetic:



This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

**wsb**

The Voice of the South  
750 KC

**wsb-tv**

The Great AREA station  
of the Southeast  
CHANNEL 2

Represented by Edward Petry & Company—affiliated with The Atlanta Journal and Constitution

# GEORGIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg sm; Prop. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
<b>AUGUSTA</b> (Richmond Co.)						
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441-2	Interstate United News- papers Inc.	Geo. C. Nicholson, p, gm J. Louie Solomon, cm	Reese J. Vaughn, pd Marvin Tarpley, ce  Bob White, nd	
WAUG-FM 1952	Ch. 289(B) 105.7mc 5.5kw					
WEBQ 1947	1340 250	Savannah Valley Bcstg. 515 Jefferson Davis Ave. 4-5441	MBS Ga. Assn. of Local Stations Savannah Valley Walker, Dora-Clayton	John H. Weiss, p Edward H. Dunbar, gm, cm George W. Fisher, pd	Joe Physioc, pmm  George M. Scott, nd Pat Mulherin, sd	
WEBQ-FM (CP)	Ch. 279 (B) 103.7 mc. 10.5 kw					
WBIA 1946	1230 250	Media, Inc. 15 8th St. 4-2421	ForJoe Dora-Clayton	J. T. Snowden, Jr., vp, gm. & fd Steve Manderson, cm, pmm	Jim Armistead, pd Herbert Marks, nd  Hugh Alison, sd Dorothy Brown, wd	
WGAC 1940	580 5000-D 1,000-N DA-N	Twin States Bcstg. P. O. Box 1131 2-2692	ABC Avery-Knodel	A. D. Willard, Jr., p, gm Donald Mac Donald, vp, cont. Martin E. White, loc. sm	Stan Carey, pd Wm. Atkinson, ce John L. Barnes, nd Ed Tacy, fd	Mel Evans, sd Joyce Hayward, wd
WRDW 1930 WRDW-TV	1480 5000 DA-N	Radio Augusta Inc. Masonic Building 2-8805	CBS Headley-Reed	Grover C. Maxwell, p W. Ray Ringson, gm J. R. Owens, Jr., sm	Richard Warner, pd Rabun F. Bobo, ce Lew Riefstahl, nd	Ray Culpepper, fd Robert Ruckle, sd Mary Dwyer, wd
<b>BAINBRIDGE</b> (Decatur Co.)						
WMGR 1946	930 5000-D	Decatur Bcstg. Co. Box 375 776	MBS KBS	Charles W. Dowdy, gm R. A. Vaughn, cm	Joe Hill, pd Herman Coleman, pmm  Woodrow Dunlap, ce	
<b>BAXLEY</b> (Appling Co.)						
WHAB 1954	1260 1000-D	Farnell O'Quinn				
<b>BRUNSWICK</b> (Glynn Co.)						
WGIG 1949	1440 1000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC, Ga. Assn. of Local Stations Gals McGillvra	E. M. Champion, p Hugh K. Tollison, gm John Lane, cm	Jack Lenz, pd, pmm Herman Lange, ce Sammy Middleton, nd	John Harmon, sd Edith Hinsel, wd
WMOG 1940	1490 250	Radio Brunswick Inc. St. Simons Causeway 1500	MBS, Indie Sales Dora-Clayton	Allen Woodall, p Albert H. Haack, Jr., gm, cm	Lew Carter, pd, pmm, fd, sd Cecil Tankersley, ce	Jack Garrison, nd Mary J. McEvan, wd
<b>CAIRO</b> (Grady Co.)						
WGRA 1950	790 1000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 2-4392	ABC, KBS Ga. Assn. of Local Stations Indie Sales	Geise Dozier, p Glenn Pelham, gm, nd	Gus W. Mann, pd, sd Bernice J. Porter, pmm, wd	Ilmar A. Strang, ce Theron Holland, fd
<b>CALHOUN</b> (Gordon Co.)						
WCGA 1953	900 1000-D	Gordon Co. Bcstg Co. 112½ Court St. 2111		R. R. Magill, gm	John L. Scarbrough, sm	
<b>CAMILLA</b> (Mitchell Co.)						
WCLB 1954	1540 250-D	Capel Bcstg. P. O. Box 205 2776	KBS	Russell A. Browne, gm Charlie L. Browne, Jr., cm	Kenneth C. McNaron, ce	Margaret Palmer, wd
<b>CARROLLTON</b> (Carroll Co.)						
WLBB 1947	1100 250-D	Carroll Bcstg. Bremen Rd. 2-7041	Indie Sales	Thomas K. Vassy, p, gm J. D. Norton, Jr., cm Bill Shell, pd	Hiram Bray, pmm Chessley Hooper, ce	Bob Bright, nd Ethel McGiboney, wd
<b>CARTERSVILLE</b> (Bartow Co.)						
WBHF 1946	1450 250	W. R. Frier P. O. Box 71 1200	MBS KBS	W. R. Frier, p, gm W. H. Wisebram, cm, sd Martha Sullins, pd, wd	Ray Kinnamon, pmm H. E. Bridges, ce, fd Hal David, nd	
<b>CEDARTOWN</b> (Polk Co.)						
WGAA 1941	1340 250	Polk County Bcstg. Co. P. O. Box 807 777	KBS	Frank Proctor, co-o, gm, cm & ce	H. L. Parks, pd Eddie Lynch, nd & fd	Bobby Liles, sd Jo Proctor, wd
<b>COLUMBUS</b> (Muscogee Co.)						
WCLS (CP)	1580 1000-D	Muscogee Bcstg.				
WDAK 1943	1340 250	Radio Columbus Inc. Martin Building 5-447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	J. B. Byars, pd, pmm M. F. Harper, ce Bill Henry, nd	Ed Snyder, sd Loretta Exum, wd
WDAK-TV						
WGBA 1947	1270 1000-D	WGBA Inc. 1213½ Broadway 3-3803	McGillvra Dora-Clayton	C. A. McClure, p, gm Rhett Turnipseed, pd	Ralph Burgess, pmm, sd F. K. Brown, ce	Bob Olive, fd Elsa Lipsey, wd
WPNX 1952		Community Bcstg. Co. P. O. Box 687	(See Phenix City, Ala., listing)			
WRBL 1928 WRBL-TV	1420 5000 DA-N	Columbus Bcstg. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff, Jr., p, gm Ridley Bell, d of ops. Walter Graham, cm	George A. Gingell, pd George Jinkins, pmm Joe A. Gamble, ce	Noel Moore, tech. d Boyd Hinton, nd Rose Folurnoy, wd
WRBL-FM 1946	Ch. 227 (B) 93.3mc 48kw					
<b>CORDELE</b> (Crisp Co.)						
WJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS KBS Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard, Jr., gm & pmm	O'Grady Cooper, Jr., cm Clark Standard, pd & nd Russell Caldwell, ce	Paul Hayes, fd Bob French, sd Geraldene Braswell, wd

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# "THE FUTURE... BELONGS TO THE *South*"

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the South's MIRACLE Market—  
AUGUSTA, Georgia—the Dynamic  
center of the South's greatest  
GROWTH area.

... fifteen miles from down-  
town Augusta is the world's first  
Hydrogen Bomb plant—with its  
thousands of construction and  
operating workers. Camp  
Gordon, the largest Signal Corps  
Center in the world, is just 8 miles  
from Augusta.

... and with this great growth  
comes a NEW SOUND—WBIA  
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ideas, new programs and aggres-  
sive promotion WBIA is moving  
out in front fast.

... Augusta's 2 county metro-  
politan population is in excess  
of 244,800 people! 95% live within  
10 miles of the WBIA antenna.



J. T. Snowden, Jr.  
Vice President & General Manager

**wbia** N B C  
AUGUSTA

See your FORJOE Man—or—DORA-CLAYTON (Atlanta) for complete details.

# GEORGIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>CORNELIA</b> (Habersham Co.)							
	WCQN 1953	1450 250	Habersham Bcstg. P. O. Box 250 1450	ABC NE Ga. Radio Indie Sales	Jack Bradley, p, gm George R. Wilkes, cm, ce	Robert A. Kilgore, pd, pmm, fd	James A. Marlowe, nd, sd Mrs. Janet Davison, wd
<b>COVINGTON</b> (Newton Co.)							
	WGFS 1954	1430 1000-D	Georgia Bcstg. Service Inc. 615 Monticello St. 2337	KBS Dora-Clayton	Lem Coley, p R. B. Taber, gm, cm	Ann Cobb, pd, pmm, wd Hamilton Masters, ce	Larry Calloway, nd Bob Taber, fd, sd
<b>DALTON</b> (Whitfield Co.)							
	WBLJ 1940	1230 250	Dalton Bcstg. 111 South Pentz St. 1180	.....	H. C. Kenemer, p William B. Davies, gm Olin H. Kenemer, cm Jim Honey, gm	Marthel Ewton, pd John S. Andrews, ce	James L. Clark, nd Lowell B. Fenner, Jr., sd
	WRCD 1954	1430 1000-D	Whitefield Bcstg. Co. 104 Pentz St. 1892				
<b>DAWSON</b> (Terrell Co.)							
	WDWD 1948	990 1000-D	Dawson Bcstg Co. Box 390 416	MBS KBS Indie Sales	W. C. Woodall, Jr., gm	Barney Parnacott, pd	
<b>DECATUR</b> (DeKalb Co.)							
	WEAS 1947	1010 50,000-D	WEAS Inc. 217 W. Ponce De Leon Ave. Dearborn 2521	Stars National	E. D. Rivers, Jr., Chmn. Bd. W. H. Keller, Jr., p Warren Roberts, sta. d	John Nutting, cm Bob Siegrist, pm, nd	W. H. Loudermilk, ce Kurt Alexander, sd
	WGLS 1949	970 1000-D	De Kalb Bcstg. 528 Church St. Crescent 6471	Rambeau	Guy W. Rutland, Sr., p Sam W. Kane, gm	Al Ciraldo, cm, pd, pmm, sd Lawson Leake, ce	Bill Austin, fd
<b>DOUGLAS</b> (Coffee Co.)							
	WDMG 1947	860 1000-D	WDMG, Inc. Box 590 564	Dora-Clayton	B. F. J. Timm, p Mary Jarrard, gm	Stanley H. Strickland, ce Jimmy Dunaway, sd	
<b>DUBLIN</b> (Laurens Co.)							
	WMLT 1945	1330 1000-D	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS	George T. Morris, p	W. Newton Morris, gm	
<b>EAST POINT</b> (Fulton Co.)							
	WTJH 1949	1260 5000-D	Radio Station WTJH Cordele, Ga. 666	KBS	James S. Rivers, p James A. Davenport, gm, cm	Claude V. Jones, pd William J. Hill, 3d, ce	Mrs. Frances Sheffield, wd
<b>ELBERTON</b> (Elbert Co.)							
	WSGC 1946	1400 250	Elberton Bcstg Co. Elberton	MBS KBS	Melvin C. Gorman, m		
<b>FITZGERALD</b> (Ben Hill Co.)							
	WBHB 1946	1240 250	Ben Hill Bcstg. 600 W. Roanoke Dr. 2077	MBS, KBS Ga. Assn. of Local Stations	Otto Griner, p Al H. Evans, gm, cm, pmm, nd, fd	Daphne L. Newsome, pd wd	Edwin Durham, ce Charley Ridgeway, sd
<b>FORT VALLEY</b> (Peach Co.)							
	WFPM 1951	1150 1000-D	Peachbelt Bcstg. Taylor 5-2642	Ga. Assn. of Local Stations Indie Sales	Ed. Stevens, p Hugh Birdsong, gm, cm, sd	Lowell Register, pd Wayne Foster, ce, fd	Jim Crosley, nd Madeline Upchurch, wd
<b>GAINESVILLE</b> (Hall Co.)							
	WDUN 1949	1240 250	Northeast Georgia Bcstg. 217 1/2 South Main St. Lenox 4-7331	ABC, Ga. Assn. of Local Stations Indie Sales	John W. Jacobs, Jr., gm Julius A. Still, pd	Lesley P. Brooks, ce Jay Still, nd	Doris M. Smith, wd
	WDUN-FM 1949	Ch. 280(A) 103.9mc 0.3kw					
	WGGA 1942	550 5000-D 500-N DA-N	Blue Ridge Bcstg. Press-Radio Center Lenox 2-6211	MBS, KBS.	Charles Smithgall, p Edmond F. Jared, gm	Robert P. Schwab, cm Wilbert Darracott, ce	James Walker, nd George Porter, fd
<b>GRIFFIN</b> (Spalding Co.)							
	WHIE 1952	1320 1000-D	Griffin Bcstg. P. O. Box 971 9451	Dora-Clayton	Virginia Price Bowen, p Jim Watson, gm Johnie Williams, cm, pmm W. W. Marshall, Jr., p, gm	Jean Cole, pd, wd Charles Player, ce	Bill Crutchley, nd, fd Gil Roper, sd
	WKEU 1933	1450 250	Radio Station WKEU P. O. Box 1001 5507	MBS KBS			
	WKEU-FM 1953	Ch. 240(A) 95.9 mc 0.44 kw					
<b>HARTWELL</b> (Hart Co.)							
	WKLY 1947	980 1000-D	Louie L. Morris Box 189 71	.....	Louie L. Morris, p Max G. Pfaender, evp W. A. Johnson, cm, pmm	Grady Berry, pd, nd, fd Broadus McLane, ce	Burch Griffin, asst. m, sd Caroline Stults, wd

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# GEORGIA

City	County	Call Letters	Established	TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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	
<b>HAWKINSVILLE</b>										
<i>(Putaski Co.)</i>										
		WCEH	1952		610 500-D	Tri-County Bcstg. Box 184 Twilight 3-3381		R. T. Ragen, p Paul E. Reid, gm, pd, pmm, nd, fd, sd	James D. Popwell, cm Mike Pelton, ce	Frances Jones, wd
<b>JESUP</b>										
<i>(Wayne Co.)</i>										
		WBGR	1949		1370 1000-D	Altamaha Bcst. Co. Jesup 2444	KBS Dora- Clayton	W. Glenn Thomas, o & gm	Dennis N. Brown, sm & cm	
<b>LAFAYETTE</b>										
<i>(Walker Co.)</i>										
		WLFA	1954		1590 5000-D	Radio Dixie N. Main St. 4-7676	KBS	J. A. Gallimore, co-o Virginia Gallimore, co-o Harry Morgan, gm, fd	Jack Fowler, ce Pete Petite, nd	Reid Moseley, sd Jamie Morgan, wd
<b>LaGRANGE</b>										
<i>(Troup Co.)</i>										
		WLAG	1941		1240 250	LaGrange Bcstg. 305 East Broome St. 2-3505	MBS, KBS Indie Sales Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm John Boggess, pd, sd	Patricia Smith, pmm J. M. McKay, ce	Carol Keith, nd Joe Hawkins, fd
		WLAG-FM	1948		Ch. 281(B) 104.1mc 2.3kw					
		WTRP	1945		620 500-D	Chattahoochee Bcstg. Co. Hammett Bldg. 9877	McGillvra	Byron H. Hurst, ptrn., gm Ralph C. Freeman, ptrn. Cecil Crew, ptrn. Frank E. Hurst, cm	Emily Rutland, pd George Pettit, pmm Ray Relihan, ce Weyman Brooks, nd	Frank Cordell, fd Carter Freeman, sd Martha Boyette, wd
<b>MACON</b>										
<i>(Bibb Co.)</i>										
		WBML	1940		1240 250	Middle Georgia Bcstg. 230 Second St. 3-5454	Headley- Reed	C. R. Rader, p George W. Patton, gm	E. Frederick Griffith Jr., cm Bernice Johnson, pd	James M. Wilder, pmm, ce
		WIBB	1948		1280 1000-D	Peach State Bcstg. Professional Bldg. 2-2505	Walker, Dora-Clayton	Thomas H. Maxwell, p, gm, ce	Donald C. Frost, cm	Gordon Price, pd
		WMAZ	1922		940 10,000	Southeastern Bcstg. Bankers Insurance Building 2-7373	CBS Katz	George P. Rankin, Jr., p, ce Wilton E. Cobb, gm	Frank Crowther, cm Ben Chatfield, nd	D. F. Bruce, fd Bob Savage, sd
		WMAZ-FM	1946		Ch. 256(B) 99.1mc 3kw					
		WNEX	1945		1400 250	Macon Bcstg. Co. Bibb Building 5-3301	ABC, MBS Branham	Alfred Lowe, evp Emory Stroberg, gm	Marion Bragg, cm, pmm Dick Wiethan, pd, nd	Emanuel Farber, ce Al Lowe, sd
<b>MANCHESTER</b>										
		WMCJ (CP)			1570 1000-D	Georgia Ra-Tel.				
<b>MARIETTA</b>										
<i>(Cobb Co.)</i>										
		WFOM	1946		1230 250	Fred B. Wilson & Albert Jones P. O. Box 131 8-3396	KBS	Fred B. Wilson, co-o Albert L. Jones, co-o, gm Eugene Sparks, sim	Chuck Strauss, pd, ce Jerry Hill, nd Gerow Carr, fd	Dudley McCaskill, sd Lyn Edwards, wd
<b>MILLEDGEVILLE</b>										
<i>(Baldwin Co.)</i>										
		WMVG	1946		1450 250	Jere N. Moore Box 307 250	MBS Ga. Assn. of Local Stations Griffith	Jere N. Moore, o Michael T. Landy, gm	Josephine Ragsdale, pd	Joseph S. Boone, ce
<b>MONROE</b>										
<i>(Walton Co.)</i>										
		WMRE	1954		1490 250	Walton Bcstg. Co. Box 191 8-1711	KBS NE Ga. Radio	Warren G. Gilpin, p & gm Deral Morris, cm	Alton C. Brown, pmm	A. C. Marshall, nd
<b>MOULTRIE</b>										
<i>(Colquitt Co.)</i>										
		WMGA	1939		1400 250	Radio Station WMGA Tifton Highway 999	ABC KBS Ga. Assn. of Local Stations Everett- McKinney Ayers	John F. Pidcock, co-o Roy F. Zess, co-o, sm, cm Bob Lenihan, pd, pmm	Homer Sloan, ce Everett Griner, nd	Coy Dekle, fd Bob Lenihan, sd
		WMTM	1953		1300 5000-D	Colquitt Bcstg. P. O. Box 531 1300	Clark	Douglas J. Turner, co-o, cm N. B. Mills, co-o, cm, gm	Jack L. Shiver, pd, pmm, nd, sd	William C. Player, ce Gene Mills, fd
<b>NEWMAN</b>										
<i>(Coweta Co.)</i>										
		WCOH	1947		1400 250	Newman Bcstg. Co. Line St. 1400	MBS	James O. Hardin, Jr., p, gm, cm, pd, pmm, nd, fd	William E. Davis, Jr., ce Johnny Brown, sd	Joyce Coggin, wd
		WCOH-FM	1947		Ch. 244 (B) 96.7mc 3.3kw					
<b>ROME</b>										
<i>(Floyd Co.)</i>										
		WLAQ	1947		1410 1,000-DA-N	News Publishing Co. 209 Broad St. 7767	ABC	Mrs. Jane Mooney, p Roy Underwood, gm, nd, sd	Martha Daniel, cm, pmm Jean Wadsworth, pd	Daniel B. Scott, ce Delmas Franklin, fd
		WRGA	1929		1470 5000 DA-N	Rome Bcstg. 501 Broad St. 2-2411	MBS KBS Walker Dora-Clayton	Charles Smithgall, chief o Mather Payne, gm L. B. Talley, cm James Roberts, pd	Clarence Salmon, pmm R. A. Starr, ce Cap Hicks, nd	Albert Kirby, fd Lee Mowry, sd Fran McSpadden, wd
		WRGA-FM	1947		Ch. 293(B) 106.5 mc 1.15 kw					
		WROM	1946		710 1000-D	Coosa Valley Radio Co. P. O. Box 473 2-0833		Dean Covington, co-o Ed. McKay, co-o, gm, pm Chas. Doss, co-o, cm, pd, sd	T. H. Robertson, ce Ivan Hoge, nd	Bob Martin, fd Dorothy McKay, wd

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SAVANNAH

WCCP 1946	1450 250	Dixie Bcstg. Co. Georgia State Bank Bldg 2-4182	MBS Walker	Carter C. Peterson, p & gm	Weldon Herrin, cm & sm	
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	Pearson	M. Blair Minick, p & gm Robert Radecki, cm	Danny Clark, pd, pmm & nd Sol Ratner, sd	C. Joseph Testo, ce Stella G. Minick, vp & wd
WFRP 1946	1230 250	Georgia Bcstg. 219 East Charlton St. 3-9642	Everett- McKinney, Ayers	John F. Pidcock, p, gm, pd John G. Williams, cm, pmm	Bennett M. McKnight, ce	Richard M. Hull, Jr., sd
WJIV 1950	900 1000-D	WJIV, Inc. P. O. Box 737 4-7264	Stars National	E. D. Rivers, Jr., p Jimmie Woods, gm, cm Jack Holden, pd, fd	Rex England, pmm, nd Heyward Tuten, ce	Danny Clark, sd Mary McDew, wd
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p, gm Donald K. Jones, vp, cm Duane Hatch, pd, nd	Susan Perry, pmm Meredith E. Thompson, ce Douglas Strohnbehn, fd	Clarence Garnes, sd Betty Broughton, wd
WSAV-FM 1947	Ch. 262(B) 100.3mc 15.5kw					
WTOC 1929	1290 5000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS, Katz	Wm. T. Knight, Jr., p, gm Ben Williams, cm Dwight J. Bruce, pd	Joan Purcell, pmm Kyle E. Goodman, ce Wm. D. Randall, nd	Ben Quick, fd Jess Mooney, sd Ruth M. Goodman, wd
WTOC-TV 1946	DA-N Ch. 247(B) 97.3 mc 7.9 kw					

TATESBORO

WWNS 1946	1490 250	Robert H. Thompson Sr. P. O. Box 146 Poplar 4-5446	MBS Ga. Assn. of Local Stations	Robert H. Thompson, Sr., p, gm Ewin Bass, cm, ce	Jack V. LoPresti, sm, pd Myra Jo Olliff, nd Dean Baxter, fd	Bill Sides, sd Mrs. Ernest Brannen, wd
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UMMERVILLE

WGTA 1950	950 1000-D	Tri-State Bcstg. Box 213 295	Ga. Assn. of Local Stations	William B. Farrar, o, gm	Lawrence Keown, pd, nd	Kenneth W. Lowry, ce
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WAINSBORO

WJAT 1950	800 1000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011	.....	Jack Wiseley, sm, cm, ce Jack A. Thompson, gm	Doris Lewis, pd	Mary Bragg, nd
WJAT-FM 1951	Ch. 269(A) 101.7mc 0.97kw					

THOMASTON

WSFT 1947	1220 250-D	Thomaston Bcstg. Co. WSFT Bldg. 2187	MBS, KBS	S. J. Carswell, gm		
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THOMASVILLE

WKTG 1947	730 1,000-D	Southern Bcstg. Bank of Thomas County Bldg. 1501	Clark, Dora-Clayton	W. F. Scott, Jr., p, gm Louie T. Porter, cm Ed Bray, pd, nd	Bruce E. Singleton, ce David Tucker, fd	Paul Parle, sd Flora Brown, wd
WPAX 1922	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, o & gm Al Feinberg, cm	Bob Willis, pd J. W. Poole, ce	

THOMSON

WTWA 1948	1240 250	Hickory Hill Bcstg. 127 Journal St. 141	MBS KBS Savannah Vall.	Edgar Kobak, p Frank F. Hash, gm	H. E. Buffington, cm Doris McNease, pd	Gene Hardin, ce
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TIFTON

WWGS 1947	1340 250	Tifton Bcstg. Corp. 800 South Main St. 921	MBS Ga. Assn. of Local Stations Clark	Ralph N. Edwards, p, gm Evelyn K. Edwards, cm Joe Beaumont, pd, pmm, nd	Jessie A. Brimmer, ce J. Allen Brimmer, fd D. A. Osborn, sd	Pat Newsome, wd Sal Beaumont, wd
WTIF (CP)	1570 1000-D	Radio Tifton		Charles H. Parish Sr., co-o Charles H. Parish Jr. co-o		

TOLCOA

WLET 1941	1420 5,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	Clark	R. G. LeTourneau, p Virgie E. Craig, gm, pd	Roy E. Gaines, cm, pmm C. H. Sutton, ce	Molly Wood, wd
WLET-FM 1947	Ch. 291(B) 106.1mc 7.3kw					

VALDOSTA

WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. P. O. Box 37 910	ABC Pearson Dora-Clayton	George B. Cook, p, gm Ann Kirby, pmm, nd	Ernest W. Green, ce, fd Julian G. Tucker, sd	Mary V. McDonald, wd
WGOV 1940	950 5000-D 1000-N DA-2	WGOV, Inc. Daniel Ashley Hotel 1420	MBS Stars National	E. D. Rivers Jr., chmn. of bd.	W. H. Keller, p	A. B. Smith, sta. d.

VIDALIA

WVOP 1946	970 1000-D	Vidalia Bcstg. Box 391 3029	MBS KBS	Howard C. Gilreath, p, bus m Joe Duggan, pd, sd	Johnny McQueen, pmm Loren Dorrough, ce	R. E. Ledford, nd Ruby Bryant, wd
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WARNER ROBINS

WRPB 1954	1350 1000-D	Warner Robins Bcstg. Co., Inc. P. O. Box 727		D. L. Fountain, p F. Evans, vp	Howard George, gm, slm Bob Saggese, pd	Mable Kost, wd Vernon Ahlberg, ce
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WAYCROSS

WACL 1951	570 1,000-DA-N	Teletronics Inc. P. O. Box 858 3068		James S. Rivers, p William B. Hill, gm, cm	Lloyd McKinney, ce Fritz Vann, sd	Nell Penland, wd
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS, Holman	Jack Williams, o John J. Tobola, sm, cm Raymond Williamson, pd	Charles R. Witt, pmm Curtis Frazier, ce Franklin Smith, nd	Malcolm Thomas, fd Tommy Edwards, sd Grace Kearson, wd

# GEORGIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>WAYNESBORO</b> (Burke Co.)					
WBRO 1954	1310 1000-D	Burke County Bcstg. P. O. Box 151 2139	MBS KBS Savannah Vall. Dora-Clayton	Roy F. Chalker, p	William L. Fulghum, Sr., gm, ce Carlton Elkins, pd, wd
<b>WEST POINT</b> (Troup Co.)					
WRLD 1949	1490 250	Valley Bcstg. P. O. Box 312 2-2771	ABC McGillvra	J. C. Henderson, p C. Jim Murphy, gm, cm Aileen H. Love, pd, pmm	Albert L. Stancel, Jr., ce James McKay, nd Vinson Smith, fd Bill Scott, sd Dorothy F. Forrester, wd
WRLD-FM 1947	Ch. 275(A) 102.9mc 10kw				
<b>WINDER</b> (Barrow Co.)					
WIMO 1952	1300 1000-D	Winder-Monroe Bcstg. P. O. Box 526 4831	KBS	W. C. Woodall, Jr., p C. H. Grider, gm, cm	Orson G. Swindle, Jr., pd, pmm, fd, sd William R. Powell, ce Royce A. Jones, nd Joy Simpson, wd

# IDAHO

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenge Cars 1953
Ada	70,649	23,250	\$92,616	\$16,434	\$2,321	29,877	Jefferson	10,495	**2,720	7,921	1,815	275	3,19:
Adams	3,347	860	2,558	961	80	1,017	Jerome	12,080	3,340	15,324	3,232	344	3,90:
Bannock	41,745	12,070	48,723	11,191	1,380	15,459	Kootenai	24,947	7,750	26,695	7,648	697	11,34'
Bear Lake	6,834	1,850	7,359	1,189	230	2,563	Latah	20,971	5,880	18,626	4,132	562	6,92:
Benewah	6,173	1,720	5,835	1,495	41	2,290	Lemhi	6,278	1,750	5,714	1,633	108	1,98:
Bingham	23,271	5,840	22,030	4,591	568	7,451	Lewis	4,208	1,140	4,198	619	157	1,48:
Blaine	5,384	1,330	6,354	1,375	147	1,980	Lincoln	4,256	1,050	3,316	714	72	1,15:
Boise	1,776	560	1,065	375	484	484	Madison	9,156	2,280	12,423	1,995	286	2,89'
Bonner	14,853	4,260	13,098	3,308	299	5,868	Minidoka	9,785	2,560	8,872	1,751	210	3,47'
Bonneville	30,210	8,770	52,673	8,723	990	12,570	Nez Perce	22,658	7,110	41,528	6,827	971	9,78:
Boundary	5,908	1,490	6,705	1,776	77	1,883	Oneida	4,387	1,190	4,764	836	77	1,80:
Butte	7,222	840	2,002	442	30	1,037	Owyhee	6,307	1,580	5,605	1,622	89	1,91'
Camas	1,079	290	871	145	34	385	Payette	11,921	3,730	10,949	2,626	258	4,26:
Canyon	53,597	15,960	65,328	12,878	1,693	19,345	Power	3,988	944	4,922	848	40	1,30:
Caribou	5,576	1,870	9,835	1,522	55	2,125	Shoshone	22,806	6,710	22,509	7,153	643	8,34:
Cassia	14,629	3,780	19,850	3,309	446	4,732	Teton	3,204	680	2,759	558	87	97:
Clark	918	*	794	167	437	437	Twin Falls	40,979	12,660	58,508	8,652	1,297	15,52:
Clearwater	8,217	1,980	5,798	1,255	259	2,894	Valley	4,270	1,160	5,324	1,380	95	1,28:
Custer	3,318	920	2,570	734	69	1,000	Washington	8,576	2,540	13,803	1,725	199	2,91:
Elmore	6,687	2,060	7,268	797	87	3,347							
Franklin	9,867	2,490	9,960	1,790	258	3,707							
Fremont	9,351	2,340	9,531	1,847	280	2,948							
Gem	8,730	2,430	7,130	1,749	71	3,092							
Gooding	11,101	3,210	15,497	3,248	365	3,490							
Idaho	11,423	2,960	10,884	1,838	202	3,756							

\* See Jefferson.  
\*\* Clark included in Jefferson County figures.  
Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state

## DIRECTORY OF AM AND FM STATIONS

<b>BLACKFOOT</b> (Bingham Co.)					
KBLI 1951	1490 250	Blackfoot Bcstg. Co. P. O. Box 192 780		Howard Johnson, p Thos. L. Morrison, gm, sd Frank Samargis, cm	Tom Thompson, pd Robert Weggeland, pmm & nd Don Clark, ce Rowena Leach, wd
<b>BOISE</b> (Ada Co.)					
KDSH 1947	950 5000 DA-N	Boise Valley Bcstrs. 311 North 10th St. 3-2511	CBS Free & Peters	H. Westerman Whillock, p, gm Earl Glade Jr., sm, pd, cm, pmm	James A. Johntz, Jr., ce Dave Johnson, nd Dar Dodds, fd Al Bodney, sd Anne Schofield, wd
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & TV Co. 5601 Cassia 4-3511	ABC KBS Inter-Mountain Avery-Knodel	George R. Turpin, gm, cm Athen Mendenhall, pd Howard McDonald, ce	Al Butler, nd Don Bish, fd Vera Smart, wd
KIDO 1928 KIDO-TV	630 5000 DA-2	KIDO, Inc. 709 Idaho St. 2-4611	NBC Great Western Blair	Mrs. Georgia M. Davidson, p Walter E. Wagstaff, gm John Young, cm	George Walton, pd Harold W. Toedtmeier, ce Grant McDaniel, fd Wiff Janssen, sd
<b>BURLEY</b> (Cassia Co.)					
KBAR 1947	1230 250	KBIO, Inc. Box 461 10	ABC KBS	K. Clark, gm	Geo. D. Carter, cm
<b>CALDWELL</b> (Canyon Co.)					
KCID 1947	1490 250	Caldwell Bcstg. Co. 520 South Kimball 9-7444	Oakes	Clair B. Hull, p, gm, pd, fd Fran Booton, cm, nd	Richard E. Lewis, ce Dick Nafsinger, sd Martha N. Hull, wd
<b>COEUR D'ALENE</b> (Kootenai Co.)					
KVNI 1946	1240 250	Coeur d'Alene Bcstg. Blackwell Island Mohawk 4-2522	MBS Don Lee	Burl C. Hagadone, p Wayne E. Olsen, gm, cm Bernard V. Merriman, pd	Barbara Potter, pmm Don Shafer, ce Les Scott, nd Barbara Alexander, wd Clyde Stranahan, fd Bob Hough, sd
<b>GRANGEVILLE</b> (Idaho Co.)					
KORT 1954	1230 250	Far West Radio Inc.			

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.

# ILLINOIS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	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
<b>OLNEY</b> (Richland Co.)					
WVLN 1947	740 250-D	Olney Bcstg. Co. 2156	KBS Abe Lincoln Holman	Marshall H. Poole, p, gm Cliff Thomas, cm Dick Griggs, pd	Paul Hartsey, ce Vincent Van Cleve, nd Ed Barnes, fd Norm Lamkin, sd
WVLN-FM 1953	Ch. 225 (B) 92.9mc 18.5kw				
<b>OTTAWA</b> (La Salle Co.)					
WCMY 1952	1430 500-D	Carl H. Meyer Box 687 1551	Sears & Ayer	Carl H. Meyer, p, gm Dorothy M. Meyer, cm	Bill Sweda, pd, nd, fd Sam Potter, ce Stuart Norgard, sd
<b>PARIS</b> (Edgar Co.)					
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 2 Mile West of Paris on State Route 133 3-1440	.....	Adlai C. Ferguson, Jr., p, gm & cm	Claude Thomas, ce Jack Fisher, nd John Powell, sd
WPRS-FM 1952	Ch. 252 (A) 98.3mc 1kw				
<b>PEKIN</b> (Tasewell Co.)					
WSIV 1946	1140 1000-D	Pekin Bcstg. Co. Inc. 15 So. Capitol 3400 or 3401	Rambeau	W. Kenneth Patterson, p & gm James T. Butler, cm	Randall C. Furnace, pd George C. Udry, pmm, ce Phil Strand, nd Fern Wilson, fd Wally Gair, sd Dorothy Besson, wd
<b>PEORIA</b> (Peoria Co.)					
WEEK 1947	1350 1000 DA-2	West Central Bcstg. Co. 1001 Commercial Bank Bldg. 3-3688	NBC Headly-Reed	Robert S. Kerr, p Fred C. Mueller, gm Tom Greer, cm	F. R. Oakley, pmm Wayne Lovely, ce Bob Arthur, nd F. D. Hearn, sd
WEEK-TV					
WIRL 1948	1290 5000 DA-2	Illinois Valley Bcstg. Co. 115 North Jefferson 4-9239	ABC MBS Avery-Knodel	Timothy W. Swain, p Tom Gavin, gm Paul Brines, asst. gm, & cm Cal Rains, pd	Tom Miller, pmm Rudolph Luukinen, ce Ralph Smith, nd Gary Best, fd Bill Pipher, sd Katherine Swain, wd
WMBD 1927	1470 5000 DA-2	WMBD, Inc. 212 S. Jefferson St. 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Harold V. Phillips, sm Charles A. Miller, pd	C. Toby Carlson, pmm A. James Ebel, ce R. Brooks Watson, nd Emil Bill, fd John Raburn, sd Florence L. Munro, wd
WMBD-FM 1947	Ch. 223 (B) 92.5mc 2.5kw				
WPEO 1946	1020 1000-D	WPEO, Inc. 926 Main St. 4-9249	Holman	John R. Livingston, p, gm, & cm Ken Scott, pd, sd	Gerald DeVore, ce Dick Herm, fd Eileen Scott, wd
WTVH 1952	1590 1000 DA-2	Hilltop Bcstg. 234 N. Madison St. 6-5503	Sears & Ayer	Henry P. Siane, p Edward G. Smith, gm Joe Faulkner, sm	Lloyd K. Harvey, pd, pmm Wallace Wurz, ce Phil Wilson, nd Dick De Fay, sd
WTVH-TV					
<b>PITTSFIELD</b> (Pike Co.)					
WBBA 1946	1580 250-D	Pike Bcstg. Co.			
<b>QUINCY</b> (Adams Co.)					
WGEM 1948	1440 1000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6640	ABC Avery- Knodel	T. C. Oakley, p Joseph S. Bonansinga, gm James E. Muse, cm	Mike Olds, pmm Frank E. Laughlin, ce Charles Griffith, nd Bill Wegman, fd Rick Weaver, sd Mary Harvey, wd
WGEM-TV					
WGEM-FM 1947	Ch. 286 (B) 105.1mc 8.9kw				

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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 STRAIGHT FACTS ABOUT THE SPRINGFIELD RADIO PICTURE:

WMAY has the highest Nielsen circulation of any Springfield station—

WMAY broadcasts more popular music, more sporting events and more local news than any Springfield station—

WMAY carries the top programs of the National Broadcasting Company—

**BUT—ABOVE ALL—WMAY BRINGS—CONCRETE RESULTS!**

And . . . in any advertising campaign . . . it's **RESULTS THAT COUNT!**

WMAY

Springfield  
Illinois

970 Kilocycles    1000 watts, day    500 watts, night

Represented by John E. Pearson Company



<b>LaSALLE</b> (LaSalle Co.) WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 LaSalle 3100	.....	Peter Miller, p William Holm, gm, cm Donald Frost, pd	Roy Kurkowski, pmm Lawrence McCann, ce Laverene Waitman, nd, fd	Jerry Bretag, sd Mrs. Gladys Speraw, wd
<b>INCOLN</b> (Logan Co.) WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	Rambeau	Ray F. Knochel, p, gm, cm William Brady, pd, fd John H. Deal, pmm	Donald Thompson, ce Lawrence Shroyer, nd	Earle Layman, sd Marian A. Gordon, wd
<b>ITCHFIELD</b> (Montgomery Co.) WSMI 1950	1540 1000-D	Mid-Illinois Bcstg. Box 241 100	Best	Hayward L. Talley, p, gm, ce Clark O. Whitman, slm	Orin Coddington, pmm Don Yeager, nd	Ed Johnson, sd Evelyn Smith, wd
<b>LaCOMB</b> (McDonough Co.) WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll St. Fillmore 3029 or Macomb 1350	KBS	William E. Schons, p, gm Allan Fobes, sm & pd Kenneth Peterson, cm	John Meyers, ce Caryl Carstens, nd Charles Phelps, fd	Donald Newberg, sd Mavis Peterson, wd
<b>LaRION</b> (Williamson Co.) WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 311 824-1572	Sears & Ayer	George W. Dodds, o, ce Jim Duncan, gm, pd	Ray Hatley, cm Erwin Coppi, pmm, sd	Fred Cline, nd, fd Eugenia Maud Duncan, wd
<b>LaTTOON</b> (Ioles Co.) WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 1632½ Broadway 6464	Abe Lincoln Net. Holman	J. R. Livesay, p, gm Ken Wooddell, cm & sd Robert Guess, pd & nd	Ray Livesay, ce Dwain Bower, pmm	Howard Miller, fd Phyllis Knight, wd
<b>LaTTOON</b> (Ioles Co.) WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw					
<b>LaTROPOLIS</b> (Massac Co.) WMOK 1951	920 1000-D	Ft. Massac Bcstg. Co. Natl. State Bank Bldg. 2106	Holman	James H. Firmin, gm Philip Roewe, cm & sd Mrs. Sue Teckenbrock, pd	Carlos Steele, ce Edwin Hill, nd	J. R. Strubinger, fd Pat Kidd, wd
<b>LaTTOON</b> (Ioles Co.) WQUA 1948	1230 250	Quad City Bcstg. Co. 1319 5th Ave. 4-8727	ABC Hollingbery	Dalton Lemasurier, p G. Laverne Flambo, gm W. J. Archer, cm	Harold W. Higby, pd & ce Bill Mason, nd Bill Lindholm, fd	Bud Dawson, sd Kay Adams, wd
<b>LaOUNT CARMEL</b> (Vabash Co.) WVMC 1948	1360 500-D	Radio Station WVMC P. O. Box 184 1360	KBS Best	Stephen P. Bellinger, p, gm & sd Charles H. Green, cm	Gilbert T. Wallace, pd Eugene D. Garrett, ce Mike Lewanowicz, nd	Venus Vaughn, fd Helen Dawson, wd
<b>LaT. VERNON</b> (Jefferson Co.) WMDK 1947	940 1000-D	Mt. Vernon Radio & TV Co. No. 2 Radio Center 3500	Abe Lincoln Net. Pearson	John R. Mitchell, p Raymond Cheney, gm Claude Schooh, cm	Alva Hulbert, ce Steve Rowan, nd	Ted Strader, fd Jim Pursler, sd
<b>LaTTOON</b> (Ioles Co.) WMIK-FM 1947	Ch. 231 (B) 94.1mc 15.2kw					
<b>LaURPHYSBORO</b> (Jackson Co.) WINI 1947	1420 500-D	Cecil W. Roberts Murphysboro, Ill.		Cecil W. Roberts, p & gm		
<b>LaAK PARK</b> (Cook Co.) WOPA 1950	1490 250	Village Bcstg. Co. 408 Oak Park Ave. Village 8-3760	Dora-Clayton Natl. Time Sales	Egmont Sonderling, co-o & gm, cm	Martin Bouhan, pd Sidney Schneider, ce	Al O'Brien, nd Wayne Osborne, sd
<b>LaAK PARK</b> (Cook Co.) WOPA-FM 1950	Ch. 272 (A) 102.3mc 1kw					

IN  
Springfield, Illinois

**W C V S**

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(Proven by 8 National Contest Awards)

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



**ILLINOIS**

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.		
<b>ELGIN</b> (Kane Co.)	WRMN 1949	1410 500-D	Elgin Bcstg. Co. Fox Hotel 7700	KBS McGillivra	J. Richard Sutter, p, gm, cm, pmm	George Merker, pd, ce, fd Phyllis Warner, nd	Ron Miller, sd Florence Rogers, wd
<b>ELMWOOD PARK</b> (Cook Co.)	WLEY (FM) 1947	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. TUredo 9-1133		Zeb Zarnecki, p, gm Robert Brandt, cm	W. Corvine, pd William Kemnitz, ce	
<b>EVANSTON</b> (Cook Co.)	WEAW 1953	1330 500-D DA-D	North Shore Bcstg. Co. 2425 Main St. University 4-4606	Good Music Sears & Ayer	E. A. Wheeler, p, gm James Collins, cm William Fyffe, pd	Jane Brauer, pmm Fred Dennison, ce Jim Harrington, nd	Bob Arbogust, fd Armin Beck, sd Claire Collins, wd
	WEAW-FM 1947	Ch. 286 (B) 105.1mc 36kw					
	WNMP 1947	1590 1000-D	Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590 Greenleaf 5-1590-1		Angus D. Pfaff, p Lewis Lamar, gm Lawrence Attebery, pmm	Lawrence Gutter, cm Albert Griffin, ce	
<b>FAIRFIELD</b> (Wayne Co.)	WFTW 1953	1390 500	Wayne County Bcstg. Co. Highway 15 East P. O. Box 148 Fairfield 2159	Abe Lincoln Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o, pd, ce	Garnet Williams, cm, sd Dick Berry, nd	Irene Murphy, wd
<b>FREEPORT</b> (Stephenson Co.)	WFRL 1947	1570 1000-D	Freeport Bcstg. Co. 9 North Chicago Ave. State 436	Sears & Ayer	Vincent S. Barker, p, gm, ce	Dave Taylor, cm	Charles Harlan, pd
<b>GALESBURG</b> (Knox Co.)	WGIL 1936	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade 4626	Midwest Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm Roger Hoffman, cm	Howard H. Frederick, ce David Loring, nd	A. R. Kemp, fd James Dunlevey, sd
<b>HARRISBURG</b> (Saline Co.)	WEBQ 1947	1240 250	First Trust Assn. 100 E. Poplar St. Harrisburg 328	KBS	Inglis M. Taylor, gm, cm Dorice Turner, pd Ken Hamilton, pmm, sd	Elmer Gladson, ce Charles Branum, nd	Eddie Wise, fd Norma Slaton, wd
	WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw					
<b>HARVARD</b> (McHenry Co.)	WMCW 1954	1600 500-D	Esther Blodget				
<b>HARVEY</b> (Cook Co.)	WCFS 1954	1570 250-D	Chas. F. Sebastian 1220 N. Austin Blvd. Oak Park, Ill.				
<b>HERRIN</b> (Williamson Co.)	WJPF 1940	1340 250	Egyptian Bcstg. Co. P. O. Box 179 381-382	Pearson	O. W. Lyeria, p Chas. R. Cook, gm Fred Simmons, slm	Louise Piantanida, pd Ben Orf, ce	Chet Townsend, nd, sd Hubert Fulkerson, fd
<b>JACKSONVILLE</b> (Morgan Co.)	WLDS 1941	1180 1000-D	Jacksonville Radio & TV Bcstg. Corp. Fox-Illinois Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, gm, cm, pmm & vp	T. J. Fairburn, pd, nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Robert Hoover, wd
	WLDS-FM 1948	Ch. 263 (B) 100.5mc 9kw					
<b>JOLIET</b> (Will Co.)	WJOL 1924	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Sears & Ayer	Joseph F. Novy, co-o Jerome F. Cerny, co-o Joseph J. Garvey, gm George Stofan, cm Eileen Caron, pd	Marion W. Philbin, pmm Lester DeCosta, ce Glenn Logan, nd	Wayne Churchill, fd Robert Philbin, sd Lois Zarley, wd
<b>KANKAKEE</b> (Kankakee Co.)	WKAN 1947	1320 1000-D	Kankakee Daily Journal Co. 183 North Schuyler Ave. 3-6633	Sears & Ayer	Leslie C. Small, p Burrell Small, gm Bruce Brown, sm	Monty Moncrieff, slm Orren Allain, pd, sd	Richard Eckels, ce Stan Ronald, nd
<b>KEWANEE</b> (Henry Co.)	WKEI 1952	1450 100	WKEI Bcstg. Co. 202½ N. Tremont 4471	KBS, Best	E. D. Scandrett, p, gm & cm Paul Messplay, pd, pmm, ce, wd	Bert Jackson, nd R. J. Foshay, fd Phil Miller, sd	
<b>LaGRANGE</b> (Cook Co.)	WTAQ 1950	1300 500 DA-N	LaGrange Bcstg. Co. Intersection U. S. Highway 66 & 45 Fleetwood 2-1300	Gill-Perna	C. F. Sebastian, co-o, pm, m R. G. Salter, co-o, gm	Ralph Faucher, cm, sd Theodore Carlson, pd	William Ward, ce Vincent Essig, nd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. DA-N—Directional Antenna, different pattern day and night. L—Limited Time with Domina Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CHICAGO—(Cont'd)

<b>WSEL (FM)</b> 1953	Ch. 282 (B) 164.3mc 40kw	Chicago Skyway Co. 188 W. Randolph St. Andover 3-8767	.....	William Irvin, p D. Irvin, gm, pd	R. W. Phillips, cm	George W. Mickey, ce
<b>CHICAGO</b> Cook Co.)						
<b>WHFC</b> 1926	1450 250	WHFC Inc. 3350 S. Kedzie Ave. Townhall 3-6305		R. W. Hoffman, gm		
<b>WEHS (FM)</b> 1941	Ch. 250 (B) 97.9mc 21kw	(WHFC, Am Affiliate)				
<b>CHICAGO</b> DeWitt Co.)						
<b>WHOW</b> 1947	1520 1000-D	Cornbelt Bcstg. Co. 401½ South Side Sq. 305 & 301	Abe Lincoln, Holman	J. R. Livesay, p Rolland O. Looper, vp, gm, ce	Jabes M. Williams, cm Frank C. Jennings, pd	William Ward, nd, sd John Barton, fd
<b>CHICAGO</b> Vermilion Co.)						
<b>WDAN</b> 1938	1490 250	Northwestern Pub- lishing Company 1500 N. Washington Ave. 1700	CBS Everett- McKinney	Robert J. Burow, gm Max Shaffer, cm, sm, pmm, sd	Honore Ronan, pd, wd T. G. Magin, ce	Robert Erickson, fd
<b>WITV</b> 1953	980 1000 DA-1	Vermilion Bcstg. Corp. P. O. Box 142 1312-1313	Burns- Smith	Gilbert E. Metzger, p Francis A. Higgins, gm William O'Toole, cm	Eldon Q. Johnson, pd Cecl Higgins, pmm Taylor Clawson, ce	Max Winter, nd Jos. Salvi, fd Elzer Marks, sd
<b>CHICAGO</b> Wacon Co.)						
<b>WDZ</b> 1921	1050 1000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder, Jr., gm	William F. Miller, pd, nd L. E. Mayfield, ce	Harvey C. Alltop, fd Pauline E. Jones, wd
<b>WSOY</b> 1925	1340 250	Illinois Bcstg. Co. Pershing Rd. at North Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm, cm Milburn H. Stuckwish, sm	Gene Dorsey, pd, pmm Allen L. Doyle, ce Al Rowe, nd	Tom Schoendienst, sd Carol Tuschhoff, wd
<b>WSOY-FM</b> 1946	Ch. 271 (B) 102.1mc 31kw					
<b>CHICAGO</b> DeKalb Co.)						
<b>WLKB</b> 1947	1360 500-D	DeKalb Radio Studios 153½ No. Third St. DeKalb 6-3485	.....	George C. Biggar, p, gm, fd Dick Meier, cm R. C. Brown, pd	Robt. L. Zirk, ce Herb Carrol, nd	Lois Montgomery Still, wd
<b>CHICAGO</b> (Lee Co.)						
<b>WSDR</b> 1949	1240 100	(see Sterling listing)				
<b>CHICAGO</b> Perry Co.)						
<b>WDQN</b> 1951	1580 250	Leonard M. & Leonard F. Johnson 30½ West Main 1399	Best	Leonard F. Johnson, gm Phillip Richardson, cm	Russell Benson, pd Favre F. Fike, ce	Catherine Johnson, wd
<b>CHICAGO</b> St. Clair Co.)						
<b>WTMV</b> 1935	1490 250	On The Air, Inc. 5th & Broadway Upton 44390	Sears & Ayer	Alvin O. Eads, p Frank J. Prendergast, gm, cm, pmm	D. Dellamano, pd Erle White, ce Neil Norman, nd, sd	Truman Mays, fd Thelma Currat, nd
<b>CHICAGO</b> Effingham Co.)						
<b>WCRA</b> 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph E. McNaughton, p Jack Armel, gm	Lee Hayward, pd Tom Mathis, ce	Zona B. Davis, nd, wd
<b>WSEI (FM)</b> 1954	Ch. 329 (B) 95.7mc 20kw	Ill. Bcstg. Co. Pershing Rd. at N. Jasper St. Decatur, Ill.	Weed	Merrill Lindsay, gm		

NEARLY HALF A BILLION TOTAL SPENDABLE INCOME IN  
THE NORTHERN ILLINOIS AREA COVERED BY

BALANCED FARM & INDUSTRIAL INCOME  
TOTAL RETAIL SALES—\$385,775,350\*  
TOTAL FARM INCOME—\$166,684,650\*

**WLKB**

BALANCED LOCAL PROGRAMMING  
CONSUMER SPENDABLE INCOME—\$497,186,560\*  
AVERAGE GROSS INCOME PER FARM —\$24,567.00\*  
\* SRDS—CONSUMER MARKETS—1954—0.5 MV/M AREA

GEORGE C. BIGGAR  
Pres. & Gen'l. Mgr.

500 watts-D  
DE KALB, ILLINOIS  
1360 kc

DICK MEIER  
Sales Mgr.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Gen. Mgr. gm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>CHICAGO—(Cont'd)</b>					
WEDC 1928	1240 250 SH	Emil Denmark, Inc. 3860 W. Ogden Ave. CRawford 7-4100	.....	Emil Denmark, p Frank J. Kotnour, gm, cm	Bill Mack, pd, pmm, nd Tony Ventrella, sd Serena Notral, wd
WEFM (FM) 1940	Ch. 238 (B) 99.5mc 30kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500	.....	E. F. McDonald, Jr., p Ted Leitzell, gm	Violet Kmety, pd Ross Utter, ce
WENR-FM 1948	Ch. 234 (B) 94.7mc	American Bcstg.-Para- mount Theatres, Inc. 20 N. Wacker Dr. Andover 3-0800	.....		
WBKB (TV)	4.3kw				
WFJL (FM)	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.	.....		
WFMF (FM) 1948	Ch. 262 (B) 100.3mc 33kw	Functional Music, Inc. 1313 W. Randolph St. Canal 6-7313	.....	Carl J. Weitzel, p	Peter G. Moon, gm, cm, pd Harry Berg, ce
WFMT (FM) 1951	Ch. 254 (B) 98.7mc 28kw	Gale Bcstg. Co. 221 North LaSalle St. State 2-5668	.....	Bernard Jacobs, p, gm	Harold Bell, cm Norman Pellegrini, pd
WGES 1924	1390 5000 DA-2	Radio Station WGES 2708 Washington Blvd. SACramento 2-1700	.....	John A. Dyer, p, gm Elizabeth M. Hinzman, cm	Herb Rudolph, pd K. P. Freda, pmm William A. Shunk, ce
WGN 1924	720 50,000	WGN, Inc. 441 N. Michigan Superior 7-0100	MBS Hollingbery	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Bruce Dennis, pd Charles A. Wilson, pmm Carl J. Meyers, ce James Dale, nd
WGN-TV					
WIND 1927	560 5000 DA-2	WIND, Inc. 400 No. Michigan Ave. Whitehall 4-2170	AM Radio Sales	Ralph L. Atlass, p, gm John T. Carey, cm	H. Leslie Atlass, jr., pd Kenneth Shirk, ce James Dale, nd
WIND-TV					
WJJD 1934	1160 50,000 DA-1 L-KSL	Plough Bcstg. 230 N. Michigan Ave. State 2-5466	Radio TV Reps.	Abe Plough, p Frederick G. Harm, gm Louis J. Frenkel, cm Ralph Blank, pd	Fred Livingston, pmm Walter F. Myers, ce Carl Warner, nd Randy Blake, fd Dick Nesbitt, sd Rosemary Wayne, wd
WLS 1924	890 50,000	WLS, Inc. 2130 Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles Freeman, cm	Harold A. Safford, pd Richard E. Hellyer, pmm Thomas L. Rowe, ce William Small, nd Dixon Harper, fd Martha Crane, wd
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot Sales	Sylvester Weaver, p(NBC) Jules Herbueaux, gm Rudi Neubauer, slm George Heinemann, pd	John Keys, pmm Howard C. Luttgens, ce William Ray, nd Everett Mitchell, fd John Erp, sd Judith Waller, wd
WNBQ (TV)					
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw				
*WBBI 1926	1110 5000 L-WBT, KFAB	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1570	.....	Dr. William Culbertson, p C. B. Nordland, gm Robert Parsons, pd	John H. Raymond, pmm A. P. Frye, ce H. C. Crowell, evp Don Turner, nd, fd Mrs. Frances Youngren, v
WSBC 1928	1240 250 SH	WSBC Bcstg. Co.	.....		

## WGN Delivers — RESULTS! !

Advertiser: Fairbanks, Morse & Co.

Agency: The Buchen Company

Date: October 11, 1954

9:00 A.M. — Agency calls for availabilities.

11:00 A.M. — Advertiser's messages on the air.

10:48 P.M. — 40 announcements had been broadcast.

### RESULTS—from WGN and WGN Only:

375 sump pumps sold at \$65 to \$140 each!  
Every de-watering pump in stock sold at double that price!  
Sold several electric motors!  
Sold three standby generators!  
Acquired five new dealers!

Results like this could be yours. Call your WGN representative for complete market penetration facts . . . and we do mean complete coverage.

WGN—Reaching more homes per week than any other Chicago station.

A Clear Channel Station  
Serving the Middle West

MBS



Chicago Office: 441 N. Michigan Ave., Chicago 11

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Eastern Sales office: 220 E. 42nd Street, New York 17, N. Y.  
for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co. Representatives

Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street  
Los Angeles—411 W. 5th Street • New York—500 5th Avenue  
Atlanta—223 Peachtree Street

<b>AIRO</b> (Alexander Co.)						
WKRO 1942	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, p, ce Merrill C. Currier, gm, cm	Clifford Graham, pd	Sandow Myers, nd
<b>ANTON</b> (Anton Co.)						
WBYS 1947	1560 250-D	Fulton County Bcstg. E. Linn Limits 1877	KBS	Harold R. Winsor, p Charles E. Wright, gm	Gene Mayall, cm, sm, pmm, sd	Jerry Bidle, pd, nd, fd John Stockberger, ce
WBYS-FM 1948	Ch. 265 (A) 100.9mc 0.65kw					
<b>ARBONDALE</b> (Jackson Co.)						
WCIL 1946	1020 1000-D	Southern Illinois Bcstg. Partnership 218 West Main St. 187 & 765	Dora Clayton	Paul F. McRoy, p, gm, cm, pd, pmm, ce	Bob Armstrong, nd Roy Freeman, fd	Loretta Mondoni, wd
<b>ARMI</b> (White Co.)						
WROY 1948	1460 1000-D	Carmi Bcstg. Co. Box 31 4161	KBS Abe Lincoln Sears & Ayer	Roy Clippinger, p Howard M. Reedy, gm, pmm Frank Cummins, cm, fd	Bill Baker, pd, sd John Greenwood, ce	Roy Pall, nd Charlotte Cummins, wd
WROY-FM 1952	Ch. 247 (B) 97.3mc 11.2kw					
<b>ARTHAGE</b> (Cancock Co.)						
WCAZ 1922	990 1000-D	Superior Bcstg. Service 520	Sears & Ayer	Lola Compton, p John M. Palmer, gm	Jerry Nutt, pd	Wayne Meredith, ce
<b>ENTRALIA</b> (Marion Co.)						
WCNT 1946	1210 1000-D	Southern Ill. Bcstg. Box 428 5151	KBS	Carson W. Rodgers, p Merle G. Rogers, gm, cm	Charles Presley, pd Ray Millmaker, ce	Pete Brown, nd, sd Joe McVey, fd
WCNT-FM 1948	Ch. 243 (B) 96.5mc 2.45kw					
<b>HAMPAIGN</b>						
WDWS 1937	1400 250	The Champaign News- Gazette Inc. 48 Main St. 6-1855	CBS Meeker	J. A. McDermott, gm Larry Stewart, cm & pd	Robert Brown, ce	
WDWS-FM .949	Ch. 248 (B) 97.5mc 27kw					
<b>HARLESTON</b> (Olies Co.)						
EIC 1954	1270 1000-D DA-D	The Friendly City Bcstrs. Box 107 2990	KBS	Jack Owens, co-o Jake Goble, gm, fd & sd Earl Strodtbeck, cm	Lloyd McFee, pd Dannette Chapman, pmm William Setliffe, ce	Bob Hubbell, nd Dannette Chapman, wd
<b>HICAGO</b> (Cook Co.)						
WAAF 1922	950 1000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932	Young	Ward A. Neff, p Thomas L. Davis, gm & cm Bill Bauer, pd	Fred Randazzo, pmm Carl Ulrich, ce Mike Rapchak, nd Ed Jacker, ce Mary V. Baker, wd	Vince Garrity, sd Margaret H. Foran, wd
WAIT 1934	820 5000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660	ForJoe	Robert O. Miller, gm, pd Lloyd Webb, cm Ed Reynolds, pmm		
WBBM 1923	780 50,000	Columbia Bcstg. System Inc. 410 Michigan Ave. Whitenhall 4-6000	CBC CBS Radio Spot Sales	H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm William F. Miller, cm	Al Bland, pd C. W. Doebler, pmm J. F. Novy, ce Bill Garry, nd	Bill Oliver, fd John Harrington, sd Virginia Renaud, wd
WBBM-TV 1940	50000 Ch. 242 (B) 96.3mc 10.5kw					
WCBD 1947	820 5000 SH	(See Zion listing)				
WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Dr. Mohawk 4-2400	Stuart	Marty Hogan, gm	Thomas E. Haviland, cm	
WCRW 1926	1240 100	Clinton R. White 2756 Pine Grove Ave. Diversey 8-4440		Clinton R. White, o & ce	J. A. White, gm	



## ROCKFORD -- in ILLINOIS

BEST TEST CITY

in the Midwest

Served—since 1923—by

AM— **WROK** —FM

An ABC Affiliate

**2<sup>nd</sup>**

IN FOOD SALES

**3<sup>rd</sup>**

IN POPULATION

IN RETAIL SALES

IN GEN'L. MDSE. SALES

IN DRUG SALES

*Most listened-to station in this \$809,333,000 market area*

REPRESENTED BY H-R REPS. INC.



MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	64,690	19,890	\$72,345	\$15,606	\$1,998	19,607	Logan	30,671	8,190	30,033	6,117	508	8,361
Alexander	20,316	5,960	19,629	3,884	469	4,401	McDonough	28,199	8,910	40,932	8,379	765	9,271
Bond	14,157	4,430	13,697	2,961	166	4,207	McHenry	50,656	16,430	78,088	17,248	1,944	22,561
Boone	17,070	5,180	19,474	4,641	361	6,274	McLean	76,577	23,520	111,384	21,735	2,956	24,271
Brown	7,132	2,180	9,573	1,571	79	2,000	Macon	98,853	32,240	136,728	28,980	2,951	32,771
Bureau	37,711	11,690	36,902	7,319	505	12,944	Macoupin	44,210	13,860	40,114	10,604	808	13,271
Calhoun	6,898	1,790	4,675	857	60	1,730	Madison	182,307	56,670	195,915	55,296	5,015	59,441
Carroll	18,976	6,060	23,836	5,063	149	7,025	Marion	41,700	12,580	42,868	9,072	1,103	12,271
Cass	15,097	4,490	15,831	4,175	411	4,422	Marshall	13,025	4,010	13,169	3,377	198	4,271
Champaign	106,100	29,490	128,154	24,596	4,232	33,331	Mason	15,326	4,232	19,476	4,116	460	5,071
Christian	38,816	12,180	38,494	8,866	732	11,881	Massac	13,594	4,060	8,967	2,048	305	5,171
Clark	17,362	5,340	17,946	3,490	274	5,254	Menard	9,639	3,000	7,733	1,710	144	3,371
Clay	17,445	5,360	14,379	2,432	252	5,057	Mercer	17,374	5,290	17,088	3,553	299	5,671
Clinton	22,594	6,450	18,837	4,333	188	6,414	Monroe	13,282	3,900	12,089	2,229	133	4,371
Coles	40,328	12,860	53,636	10,609	1,070	12,770	Montgomery	32,480	10,410	32,880	7,679	549	9,371
Cook	4,508,792	1,392,240	6,490,654	1,358,178	190,674	1,179,672	Morgan	35,568	9,540	46,480	8,447	941	10,071
Crawford	21,137	6,900	21,006	4,725	414	7,455	Moultrie	13,171	3,920	12,212	2,330	163	3,971
Cumberland	10,496	3,150	5,909	1,432	102	2,910	Ogle	33,429	10,650	41,302	10,608	848	12,271
DeKalb	40,781	12,480	54,432	11,025	1,558	15,391	Peoria	174,347	53,900	235,638	53,459	6,340	57,171
De Witt	16,894	5,420	19,883	4,174	375	5,721	Perry	21,884	6,560	18,228	4,714	449	6,071
Douglas	16,706	5,130	18,329	4,484	332	5,785	Piatt	13,970	4,290	12,285	2,757	272	4,571
Du Page	154,599	48,460	173,848	52,560	5,502	66,391	Pike	22,155	6,780	17,055	4,521	271	6,671
Edgar	23,407	7,480	25,234	5,309	777	7,398	Pope	5,779	1,590	1,893	386	26	1,371
Edwards	9,056	2,770	9,679	1,495	111	2,695	Pulaski	13,639	3,620	5,384	1,573	157	2,471
Effingham	21,675	6,210	29,960	5,201	401	6,416	Putnam	9,613	1,930	3,848	867	34	1,671
Fayette	24,582	7,120	18,566	3,441	328	6,808	Randolph	31,673	8,270	30,952	7,529	579	8,471
Ford	15,901	4,980	19,521	4,134	411	5,694	Richland	16,889	5,480	18,222	3,791	380	5,271
Franklin	48,685	15,420	35,112	10,210	804	12,249	Rock Island	133,558	41,480	172,056	41,496	5,077	47,371
Fulton	43,716	14,070	41,799	11,052	972	14,480	St. Clair	205,995	61,920	215,784	57,015	4,953	62,671
Gallatin	9,818	2,630	8,423	1,763	118	2,119	Saline	33,420	10,400	33,384	7,239	722	8,271
Greene	18,652	5,740	17,057	4,625	360	5,365	Sangamon	131,494	42,200	185,818	37,595	6,030	42,171
Grundy	19,217	5,940	21,749	5,651	346	6,873	Schuyler	9,746	4,350	7,272	1,871	106	2,671
Hamilton	12,256	3,620	7,516	1,644	215	2,934	Scott	7,245	2,280	7,038	7,606	101	2,171
Hancock	25,790	8,250	24,095	5,376	433	8,435	Shelby	24,434	7,620	20,684	4,940	417	7,271
Hardin	7,530	1,930	4,285	1,420	116	2,597	Stark	8,721	2,670	1,797	1,797	143	2,971
Henderson	8,416	2,530	8,202	1,824	77	2,589	Stephenson	41,595	13,160	52,615	11,428	953	14,371
Henry	46,492	15,010	60,632	12,978	1,341	16,004	Tazewell	76,165	24,300	64,408	17,190	859	27,471
Iroquois	32,348	9,930	38,008	7,827	601	11,429	Union	20,500	5,310	14,423	3,440	315	4,671
Jackson	38,124	11,150	37,948	8,250	778	10,266	Vermilion	87,079	26,700	105,181	22,651	3,570	22,271
Jasper	12,266	3,690	9,256	2,929	62	3,478	Warren	14,651	4,530	16,235	3,586	290	4,771
Jefferson	35,892	11,190	35,233	6,682	648	10,180	Washington	21,981	6,860	26,915	4,919	442	7,071
Jersey	15,264	4,430	12,413	2,895	342	4,049	Wayne	14,460	4,400	11,933	2,335	122	4,571
Jo Daviess	21,459	6,350	21,227	4,803	400	6,796	White	20,933	6,230	19,009	3,685	264	5,771
Johnson	8,729	2,380	4,248	1,012	60	2,057	Whiteside	20,935	6,370	19,551	4,147	446	6,271
Kane	150,388	44,720	232,624	55,263	6,523	53,253	Will	49,336	15,470	60,241	13,832	1,466	18,271
Kankakee	73,524	18,660	103,040	20,223	2,494	23,043	Williamson	134,336	40,110	171,361	45,941	4,700	47,071
Kendall	12,115	3,730	13,169	3,637	212	4,680	Winnebago	46,621	15,310	39,050	10,300	906	12,071
Knox	54,336	17,320	78,732	16,803	2,109	18,733	Woodford	152,365	49,250	233,928	54,723	6,104	60,471
Lake	179,097	52,950	198,322	51,215	5,140	70,644							
La Salle	100,610	30,770	131,396	33,384	3,255	33,263							
Lawrence	20,539	6,150	16,976	3,909	386	6,332							
Lee	36,451	9,780	39,270	8,953	837	11,308							
Livingston	37,809	10,920	38,590	7,802	661	12,398							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by statistics

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALTON	(Madison Co.)	WOKZ	1948		1570 1000-D	Edward N. Palen Hotel Stratford Alton 5-5506	KBS	Edward N. Palen, p, gm W. Eccles Huff, cm Clyde H. Wiseman, Jr., pd & sd	Lloyd C. Smith, pmm Nicholas Bono, ce Allen E. Riehl, nd, fd Mrs. Myrtle Gaines, wd
AURORA	(Kane Co.)	WMRO	1938		1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin R. O'Brien, o. & mgr., nd Vincent G. Cofey, cm & sd	Kay Good, pd Jeanne M. Doran, pmm John R. Kitner, ce Ray Pointer, fd LaDonna Tweedy, wd
BELLEVILLE	(St. Clair Co.)	WIBV	1947		1260 1000-D	Belleville Bcstg. Co. 2100 West Main St. Adams 3-5000	Indie Sales	John W. Lewis, p, gm Clarence J. Keller, cm, pmm	William C. Bailey, pd Marvin M. Moulring, ce Ralph Clark, Jr., nd Joseph Wesley, fd Anthony Adrignola, sd Gladys Hartleb, wd
BLOOMINGTON	(McLean Co.)	WJBC	1924		1230 250	Bloomington Bcstg. Corp. 209 E. Washington St. 5-2078	A.B.C. Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm	Fred Muxfeld, asst. m & pd Fred Bailey, ce Keith Bright, nd Don McKellar, sd
		WJBC-FM	1924		Ch. 268(B) 101.5 mc 15.5 kw				

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**IDAHO FALLS**  
(Sonneville Co.)

KID 1928 KID-TV	590 5000-D 1000-N DA-N	Idaho Radio Corp. P. O. Box 701 East 17th St. 3 or 4	CBS Gill Perna	C. N. Layne, gm Leonard Wasden, cm Leo Highan, pd, pmm	Carroll Secrist, ce	
KIFI 1946	1400 250	Eastern Idaho Bcstg. & Tv Co. P. O. 581	ABC, MBS Intermountain Avery-Knodel	J. M. Brady, gm J. L. Thomas, cm Hal Simmons, pd	Robert Fleming, pmm George Stone, ce Robert Higgins, fd	Keith Clarke, sd Darlene Latham, wd

**EWISTON**  
(Jez Perce Co.)

KLER (1953)	740 250-D	Cole E. Wylie 2829 Country Club Dr. 3-5558	McGillvra	Cole E. Wylie, o William C. Rhoades, m	Robert O. Edwards, pd Gene Wilson, ce	Irving Faling, fd
KRLC 1935	1350 1000 DA-N	H. E. Studebaker Lewis-Clark Hotel 3-1551	MBS Don Lee Weed, Moore & Lund	H. E. Studebaker, p Donald Thomas, gm Tom Decker, asst. m. Alben Nelson, pd	William Neumann, ce Jack Clifford, nd	Kermit Hovey, fd Ann Tussing, wd

**OSCOW**  
(atah Co.)

KRPL 1947	1400 250	Latah County Bcstrs. P. O. Box 396 Moscow 2283	KBS Biddick Moore & Lund	Roy Anderson, p Gale L. Mix, II, cm, sd John P. Mix pd	Berton L. Anderson, ce	James H. New, nd
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**AMPA**  
(anyon Co.)

KFXD 1930	580 5000 DA-N	Frank E. Hurt & Son Box 891 6-4611	MBS Inter-mountain Avery-Knodel	Edward Hurt, p	Doyle Cain, cm	Gilbert Rose, ce
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**POCATELLO**  
(annock Co.)

KSEI 1926	930 5000 DA-N	Radio Service Corp. Hotel Whitman Box 31 4000	NBC Great Western Weed	Henry H. Fletcher, p, gm, cm Ruthe A. Fletcher, pd, wd	Olive M. Leene, pmm Ellis W. Call, ce	John Hardaway, nd, fd, sd
KSEI-FM 1947	Ch. 243 (B) 96.5mc 1.8kw					
KWIK 1946 KWIK-TV	1240 250	Pocatello TV Corp. 1140 Yellowstone Ave. 1240, 3400	ABC, CBS KBS, MBS. Intermountain Avery-Knodel	Robert S. Howard, p John R. Taylor, gm Roger L. Hagadone, cm	J. Bert Godfrey, pd Joy Morrison, pmm Julian Dennis, ce	Eddie Keim, sd

**RESTON**  
(ranklin Co.)

KPST 1948	1340 250	Voice of the Rockies Box 192 600	KBS Continental	Rulon Dunn, gm M. S. Stocking, cm, pd	D. A. Nash, Jr., ce, sd Bill McMurdie, nd	Marion Stocking, wd
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**EXBURG**  
(adison Co.)

KRXX 1950	1230 250	Snake River Radio & TV Co. Inc. Box 467 700 & 701	KBS Western Radio Sales	Dr. M. F. Rigby, p Merrill L. Skinner, gm, cm & sd	James G. Clawson, pd, nd & fd	Merrill Andrus, ce Dawna Merrill, wd
KRXX-FM 1950	Ch. 229 (B) 93.7mc 16kw					

**ANDPOINT**  
(onner Co.)

KSPT 1949	1400 250	Bauer Bcstg. Co. P. O. Box 431 555	KBS Continental Moore & Lund	Norman E. Bauer, p, gm, cm, sd	Watt Moreland, Jr., pd, nd Ione M. Bauer, pmm, wd	Wm. R. Frey, ce Ian Grove, fd
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**WIN FALLS**  
(win Falls Co.)

KEEP 1945	1450 250	Radio Sales Corp. Blue Lake Blvd. No. 3002	CBS Gill-Perna	Spencer D. Grow, p Kenneth W. Montgomery, gm	Richard Bingham, pd, sd Harold Gilson, ce	Lee Young, wd
KLIX 1946 KLIX-TV	1310 1000 DA-2	Southern Radio Bcstg. & TV Co. Elizabeth Blvd. 2820	ABC, MBS Intermountain. Avery-Knodel	Frank C. McIntyre, vp, gm Juneau H. Shinn, cm Don Allen, pd	Bill Folsom, pmm Don Cedarstrom, ce Bob Gilliam, nd	Holly Houfburg, fd Joe Clements, sd
KTFI 1928	1270 5000-D 1000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Great Western Weed	Florence M. Gardner, p, gm, cm Lenore Parker, pd	L. O. Parker, pmm Marvin Hartley, ce	D. Day, nd Jack Farrar, fd, sd
KTFI-FM 1947	Ch. 259 (B) 99.7mc 3kw					

**FALLACE**  
(hoshone Co.)

KWAL 1938	620 1000 DA-N	Metals Bcstg. Co. Box 930 8-2111	MBS Holman	R. Lee Black, p, gm Thomas R. Lantry, cm	Wesley E. Roberts, pd, sd Jane Adams, pmm	Joseph E. Martin, ce Jane Cantrell, nd, wd
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**WEISER**  
(ashington Co.)

KWEI 1948	1240 250	Inland Bcstg. Box 791 700	.....	Mervin V. Ling, p, gm George MacDonald, cm	Edwin C. Miller, pd, pmm, ce	Don Quigley, sd Marilyn Fox, wd
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<b>WTAD</b> 1928 WHQA-TV	930 5000-D 1000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200.	CBS Weed	Lee P. Loomis, p Walter J. Rothschild, gm & sim Merritt Milligan, pd	Dick Moore, pmm J. E. Gray, ce Don Nicholson, nd	Dick Faler, fd Bill Crews, sd Mrs. Marian Milligan, wd
<b>WTAD-FM</b> 1948	Ch. 248 (B) 99.5mc 27kw					
<b>ROCKFORD</b> (Winnebago Co.)						
<b>WROK</b> 1929	1440 1000-D 500-N	Rockford Bcstg. Rockford News Tower 2-6621	ABC H-R Reprs.	E. Kenneth Todd, p John J. Dixon, gm, cm Maurice P. Owens, pd, sd	Betty L. Thro, pmm Maurice Nelson, ce Bob Edell, nd	Don Bowton, fd Florence Shugars, wd
<b>WROK-FM</b> 1949	Ch. 248 (B) 97.5mc 16kw					
<b>WRRR</b> 1953	1330 1000-D DA-D	Rock River Bcstg. 113 South Court St. 8-2263	Radio TV Reprs.	Boyd Phelps, evp & ce L. O. Fitzgibbons, gm H. I. Tingley, cm	Rick Edwards, pd Mike Siman, nd	Myron Smith, fd Rita Wright, wd
<b>ROCK ISLAND</b> (Rock Island Co.)						
<b>WHBF</b> 1925 WHBF-TV	1270 5000 DA-N	Rock Island Bcstg. Co. 231 18th St. Telco Bldg. Rock Island 6-5441	CBS Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, vp, gm Ted Arnold, sim	Frank S. Hicks, pd Miss Fern Hawks, pmm	Robert J. Sinnett, ce Wm. Ellison, nd
<b>WHBF-FM</b> 1947	Ch. 225 (B) 98.9mc 37kw					
<b>PARTA</b>						
<b>WHCO</b> (CP)	1230 250	Hirsch Communication Engr. Corp. 324 Broadway Cape Girardeau, Mo.				
<b>PRINGFIELD</b> (Sangamon Co.)						
<b>WCVS</b> 1924	1450 250	WCBS, Inc. 523 E. Capitol Ave. 9855	ABC, MBS Sears & Ayer	Harold L. Dewing, p C. W. Neeld, gm, pd & pmm	Richard L. Ashenfelter, ce Kenneth E. Spengler, nd, sd	Jim McKinney, sd
<b>WMAY</b> 1950	970 1000-D 500-N DA-2	Lincoln Bcstg. Co. 711 Myers Bldg. 4-1766	NBC Pearson	Gordon Sherman, p, gm & cm Syl Binkin, pd	Mel Kampe, pmm Melvin Feldman, ce Robert Brown, nd	Bernie Waterman, sd Peggy Irving, wd
<b>WTAX</b> 1930	1240 250	WTAX Inc. US 66 and East Cook St. 2-4441	CBS Weed	Oliver J. Keller, p, cm John W. Midgley, pd Bill Miller, pmm	E. C. Swaringen, ce Glen Farrington, nd Spizz Singer, fd	S. T. Harbison, sd LaVerne Best, wd
<b>WTAX-FM</b> 1948	Ch. 279 (B) 103.7mc 6.7kw					
<b>TERLING</b> (Whiteside Co.)						
<b>WSDR</b> 1949	1240 100	Blackhawk Bcstg. Corp. Lawrence Bldg. Sterling 3400		Sam Bartlett, p & gm, fd Lillian Bartlett, cm Johnny Rohwer, pd	Ed Fisher, ce Victor Korte, nd	Bob Feller, sd Mary Ellen Christy, wd
<b>TREATOR</b> (LaSalle Co.)						
<b>WIZZ</b> 1953	1250 500-D DA-D	Streator Bcstg. Co. P. O. Box 431 4147	Best	Stephen P. Bellinger, mgng. pnr Vernon R. Nunn, gm	Jack Dill, cm Ed Fehl, ce Mike Lewanowitz, nd	Eddie Daubs, fd George Fornero, sd Lura Kiesa, wd
<b>WYALORVILLE</b> (Christian Co.)						
<b>WTIM</b> 1952	1410 1000-D DA-D	Moyer Bcstg. Co. 481 (Box) 1410	Continental Sales	Roger L. Moyer, p James C. Hilderbrand, gm, cm	Kester D. Pollock, pd, nd, sd Keith W. Moyer, pmm	Mike Herrington, ce Cliff Love, fd Joan Scott, wd
<b>WYRBANA</b> (Champaign Co.)						
<b>WILL</b> 1922	580 5000-D DA-D	University of Illinois 1010 S. Wright 7-6811		Lloyd Morey, p Frank E. Schooley, gm John Regnell, pd	Pat Jordan, pmm John R. Brugger, ce Don Brown, nd	John Weidert, fd Mike Walden, sd Jessie Heathman, wd
<b>*WILL-FM</b> 1941	Ch. 215 90.9mc 300kw					
<b>WKID</b> 1948	1580 250-N	WKID Bcstg. Co. Box 192 75431	Pearson	Allen Embory, p, gm Chas. Loufek, cm	James Duryed, ce	Steve Austin, sd

Maximum Audience  
at Minimum Cost!

# WTAX

CBS RADIO Affiliate  
Represented by Weed & Company

Year after year Hooper has shown WTAX far in front in  
Springfield, Illinois.

Its average audience exceeds that of the other Springfield  
stations combined.

Hooper Radio Index  
Springfield, Ill., City Zone  
October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

\*Daytime Monday thru Friday. Other stations reported ranged from 1.9 to 4%.

# ILLINOIS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; sim; Prog. Dir. pd;	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm;	Coml. Mgr. cm; Sales Mg Chief Eng. ce; Prom. Mgr. pmm;	Executive Abbreviations News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>WAUKEGAN</b> (Lake Co.)								
WFRS 1949	1220 1000-D DA-D	News-Sun Bcstg. Co. Inc. P. O. Box 500 Delta 6-7900	McGillvra	F. Ward Just, p Joseph B. Kirby, gm, cm, pmm & sd	Bob Sorenson, pd Stanley Chadwick, ce	Don Raddcliffe, nd Christine B. Sorenson, wd		
<b>WEST FRANKFORT</b> (Franklin Co.)								
WFRK 1951	1300 1000-D	Pyramid Radio Bcstg. TV Corp.	Indie Sales	Dr. G. W. Lambert, p Robert Veach, gm, cm & sd	Billy E. Spangler, pd, pmm & nd	Everette T. Kennedy, ce & fd Mary Jane Box, wd		
<b>ZION</b> (Lake Co.)								
WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. 521		Michael J. Mintern, mng. d	Carl Q. Lee, cm			

# INDIANA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	22,393	6,300	\$ 24,087	\$ 5,326	\$ 452	7,807	Marion	551,777	177,930	841,320	173,881	35,816	194,7
Allen	183,722	58,450	268,640	58,281	7,936	65,773	Marshall	29,468	9,140	37,941	6,968	701	10,5
Bartholomew	36,108	13,040	35,488	8,597	873	13,455	Martin	10,878	2,970	6,295	1,850	208	2,6
Benton	11,462	3,340	13,190	2,645	345	3,762	Miami	28,201	9,010	28,803	6,873	688	10,3
Blackford	14,026	4,290	16,706	3,835	490	4,949	Monroe	50,080	10,330	43,021	10,114	1,640	16,0
Boone	23,993	7,940	32,602	5,978	880	8,616	Montgomery	29,122	9,330	33,382	7,481	825	10,1
Brown	6,209	1,490	2,612	972	51	1,883	Morgan	23,726	7,250	22,202	5,942	474	8,5
Carroll	16,010	4,970	14,482	3,434	230	5,887	Newton	11,006	3,390	13,015	2,595	403	3,7
Cass	38,783	11,650	50,254	8,623	1,528	13,027	Noble	25,075	7,750	32,901	6,471	647	9,3
Clark	48,330	15,180	37,440	11,093	862	15,093	Ohio	4,223	1,250	2,963	709	44	1,2
Clay	23,918	7,580	18,394	5,246	542	7,362	Orange	16,879	4,930	11,937	3,225	464	4,5
Clinton	29,734	9,450	32,390	6,703	800	10,438	Owen	11,763	3,490	7,439	1,979	213	3,7
Crawford	9,289	2,450	5,120	1,123	99	2,359	Parke	15,674	4,600	12,050	2,822	341	5,4
Daviess	26,762	7,570	26,318	5,490	571	7,347	Perry	17,367	4,710	14,661	3,758	356	4,5
Dearborn	25,141	7,390	27,251	7,700	596	8,334	Pike	14,995	4,270	12,181	3,135	92	4,4
Decatur	18,218	5,320	18,511	3,734	372	6,041	Porter	40,076	12,360	40,962	10,185	1,069	14,1
De Kalb	26,023	8,200	25,200	6,451	538	9,746	Posey	19,818	5,590	17,270	3,848	255	6,1
Delaware	90,252	28,860	98,226	21,632	3,076	31,935	Pulaski	12,493	3,660	14,131	2,852	285	4,2
Dubois	23,785	6,350	24,706	4,395	534	6,818	Putnam	22,950	6,370	24,976	4,770	608	6,5
Elkhart	84,512	26,540	115,445	24,911	3,553	33,244	Randolph	27,141	8,800	35,843	6,202	794	9,9
Fayette	23,391	7,120	29,126	6,911	883	7,722	Ripley	18,763	5,390	20,592	4,642	518	6,0
Floyd	43,955	13,800	48,612	11,844	1,167	13,907	Rush	19,799	5,760	20,989	3,728	390	6,5
Fountain	17,836	5,650	17,809	3,756	476	6,048	St. Joseph	205,058	63,800	304,668	63,423	8,003	72,7
Franklin	16,034	4,150	10,226	2,382	98	4,548	Scott	11,519	3,580	13,147	3,603	179	3,7
Fulton	16,565	5,280	21,751	3,904	484	6,140	Shelby	28,026	9,020	30,003	6,374	708	9,8
Gibson	30,720	9,420	35,844	7,849	563	9,412	Spencer	16,174	4,270	12,721	2,442	330	4,3
Grant	62,158	19,070	65,537	14,723	2,040	20,700	Starke	15,282	4,620	18,620	3,787	159	5,9
Greene	27,886	8,670	22,275	6,089	634	8,540	Steuben	17,087	5,430	23,531	4,881	514	6,1
Hamilton	28,491	9,110	28,664	5,725	658	10,871	Sullivan	23,667	7,390	20,378	5,438	410	7,0
Hancock	20,332	6,760	19,243	4,868	413	7,620	Switzerland	7,599	1,990	4,214	1,024	99	2,1
Harrison	17,858	4,810	11,683	2,278	150	5,229	Tippecanoe	74,473	21,880	87,010	19,013	3,326	22,5
Hendricks	24,594	7,770	16,539	3,434	691	9,617	Tipton	15,566	4,690	11,935	2,918	316	5,5
Henry	45,505	13,620	46,635	13,381	1,213	16,078	Union	6,412	1,830	6,303	1,498	172	2,1
Howard	54,498	17,310	61,614	13,423	1,781	19,318	Vanderburgh	160,422	50,890	202,575	43,741	7,083	50,8
Huntington	31,400	9,960	37,099	8,518	939	11,232	Vermillion	19,723	6,760	18,711	4,946	481	6,1
Jackson	28,237	8,360	30,901	6,714	500	8,712	Vigo	105,160	33,560	127,662	27,949	3,816	31,3
Jasper	17,031	5,040	18,567	4,178	310	5,504	Wabash	29,047	9,170	30,953	6,598	957	10,3
Jay	23,157	7,310	21,589	5,048	489	8,373	Warren	8,535	2,590	4,571	1,239	90	2,9
Jefferson	21,613	5,820	20,379	4,395	687	5,835	Warrick	21,527	6,350	18,997	4,686	309	6,6
Jennings	15,250	3,800	10,791	2,658	175	4,054	Washington	16,520	4,760	20,214	2,440	251	5,2
Johnson	26,183	8,290	25,605	6,161	830	12,143	Wayne	68,566	21,080	90,181	18,375	2,605	23,2
Knox	43,415	13,110	51,145	10,751	1,273	12,343	Wells	19,564	6,140	20,102	4,489	341	7,3
Kosciusko	33,002	10,480	38,955	8,895	862	12,599	White	18,042	5,750	17,545	3,597	689	6,5
La Grange	15,347	3,640	11,478	2,731	239	4,415	Whitely	18,828	6,070	21,391	4,418	436	7,4
Lake	368,152	109,280	498,675	123,596	12,519	118,034							
La Porte	76,808	23,620	90,549	23,116	2,200	21,471							
Lawrence	34,346	9,590	33,218	7,751	928	10,850							
Madison	103,911	33,410	116,028	27,008	3,866	36,712							

Note: Population 1950 Census; radio families Standard Audit & Measureme-  
Services Inc.; food, drug and retail sales, copyright 1954, Sales Manag-  
ment; further reproduction uncensored; automobiles supplied by stat

## DIRECTORY OF AM AND FM STATIONS

<b>ANDERSON</b> (Madison Co.)								
WCBC 1947	1470 1000-D	Civic Bcstg. Corp. 204 Tower Bldg. 3-5321	KBS Best	Paul E. Billheimer, p Worth S. Rough, gm	John W. Snider, pd	Marvin D. Carmony, ce		
WHBU 1923	1240 250	Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791	ABC CBS Bolling	C. Bruce McConnell, p John R. Atkinson, gm	E. R. McCord, pd Earl Powless, pmm	Maury Kirk, nd Erma McCord, wd		
<b>BEDFORD</b> (Lawrence Co.)								
WBIW 1948	1340 250	Radio Bedford, Inc. P. O. Box 472 Radio Farm 4421	MBS Grant	William C. Smith, Jr., p gm Mrs. Louise Klumpp, cm	Claude Parsons, pd Carl J. Finger, ce Roger Fricke, nd, sd	Roy Hyden, fd Abbie Heitger, wd		

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.



LOOMINGTON

(Ionroe Co.)

WFUI (FM) Ch. 279 (B) Trustees of Indiana U.  
103.7mc  
33kw  
WTTT 1370 Sarkes Tarzian, Inc. ABC  
1949 5000-D 535 S. Walnut St. Meeker  
NTTV (TV) 500-N 2-3366  
DA-2

Sarkes Tarzian, p Glenn Van Horn, gm C. Raymond Bartlett, cm Red Latimer, sd  
Carl Onken, ce

JONVILLE

(Iarrick Co.)

WBNL 1540 Boonville Bcstg. Co. KBS  
1950 250-D Lynnville Rd. Indiana Net.  
980 Continental  
Radio Sales

H. C. Sanders, co-o, gm, ce Owen Guthrie, cm C. K. Kleinlien, nd  
Norman Hall, co-o, pd & sd Dave Gentry, fd Geraldine Boardman, wd  
John Powell, pmm

BLUMBUS

(artholomew Co.)

WCSI 1010 Syndicate Theatres, Inc. Rambeau  
950 250-D 55½ E. Court St., Franklin, Ind.  
Franklin 1057

Joseph P. Finneran, p Margaret Wells, pd, wd Stuart Snyder, nd  
Dick Jewell, gm, cm Max Cockley, ce Bob Banko, sd

NNERSVILLE

(ayette Co.)

VCNB 1580 News-Examiner Co. Gill-Perna  
948 250-D 406 Central Ave. 1950

E. M. Jackson, gm, cm & nd Earl Thompson, ce  
R. T. Underwood, pd, pmm & sd

VCNB-FM Ch. 262 (B)  
100.3 mc  
10 kw

AWFORDSVILLE

(Montgomery Co.)

WBBS (FM) Ch. 292(A) First Baptist Church  
953 106.3mc 116 S. Walnut St.  
1kw 753

George T. King, gm, pd Arthur B. Lewellen, ce

KHART

(Khart Co.)

VCMR (FM) Ch. 236 (B) Clarence C. Moore  
(CP) 95.1mc  
4.4kw

John Dille, Jr., p Don McFall, gm Don Freed, cm

VTRC 1340 Truth Publishing Co. NBC  
931 250 116 S. 2nd St.  
VSJV (TV) 3-1960

VTRC-FM Ch. 264(B)  
100.7mc  
9.7kw

ANSVILLE

(nderburgh Co.)

VEOA 1400 Consolidated Television CBS  
936 250 & Radio Broadcasters Katz  
Inc.  
24 N.W. Third St.  
4-9215

Harry M. Bitner, Sr., ch Ray Lasher, pmm Don Beecher, fd  
Harry M. Bitner, Jr., p William Schultz, ce Paul Blair, sd  
Don Menke, gm, cm F. Courtney Smith, nd Justine Johnson, wd  
Michael Finn, pd

VGBF 1280 On The Air Inc. NBC  
923 5000-D 1001 Diamond Ave. Weed  
1000-N 2-1171  
DA-N

Alvin Eades, p Mrs. Pat Roper, pd Gene Crawford, nd, fd  
Martin L. Leich, evp, gm, Del Greenwood, pmm Marvin Bates, sd  
cm Erwin P. Schoeny, ce Lois Freeman, wd

WMLL (FM) Ch. 233(B) (WGBF, AM affiliate)  
941 94.5mc  
25kw

VIKY 820 South Central Bcstg. Pearson  
947 250-D Corp. 1162 Mt. Auburn Rd.  
P. O. Box 148  
4-8284

John A. Engelbrecht, p, gm, George F. Stoltz, ce Ken McCutcheon, fd  
cm, pd, pmm George Van Horn, nd

VIKY-FM Ch. 281 (B)  
104.1mc  
19kw

WJPS 1330 WJPS, Inc. ABC  
948 5000-D 206 Main St. Hollingbery  
1000-N 52221  
DA-2

Robert S. Davis, p Charles Caldwell, pd, pmm Russell Wood, fd  
Jack McLean, gm, cm, sd James Jared, ce Mari Lou Berry, wd  
Verne Paule, nd

WAYNE

(Allen Co.)

WANE 1450 Radio Ft. Wayne, Inc. CBS  
948 250 1205 Fort Wayne Bank Bolling  
Bldg.  
Anthony 6212

C. Bruce McConnell, p Doug Hadley, pd Dick Lee, nd  
Charles E. Kennedy, sm James Voors, pmm Bob Hill, sd  
Merlin Smith, cm Gene Humphrey, ce June Hadley, wd

WGL 1250 The News Sentinel ABC  
924 1000 Bcstg. Co. Inc. Headley-Reed  
DA-2 201 West Jefferson St. Eastbrook 3366

Miss Helene R. Foellinger, Mrs. Dorsey Roth, pmm Len Davis, sd  
p Merrill C. Johnson, gm, cm Damon Wilson, ce

WKJG 1380 Northwestern Indiana MBS  
947 5000 Bcstg. Co., Inc. Raymer  
WKJG-TV DA-2 220 E. Jefferson St. Anthony 2295

Clarence L. Schust, p Calo Mahlock, pd Wayne Rothgeb, fd  
Edward G. Thoms, gm Wilson Schroeder, pmm Hilliard Gates, sd  
Carleton B. Evans, cm Eugene A. Chase, ce

WKJG-FM Ch. 291(B)  
947 106.1mc  
30kw

WOWO 1190 Westinghouse Bcstg. Co. NBC  
926 50,000 124 W. Washington Free & Peters  
DA-N Anthony 2136

Chris J. Witting, p (WBC) Guy S. Harris, pd Ernie Ashley, nd, sd  
Carl W. Vandagriff, gm Hilda C. Woehrmeyer, pmm Jay Gould, fd  
H. D. Longworth, cm Bruce H. Ratts, ce Jane Weston, wd

ANKFORT

(Clinton Co.)

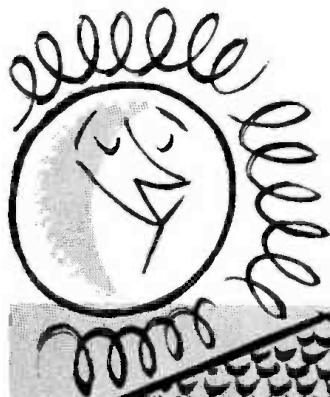
WLO 1570 Radio Frankfort KBS  
953 250-D 52½ E. Washington St. Best  
3338

George A. Foulkes, gm

# INDIANA

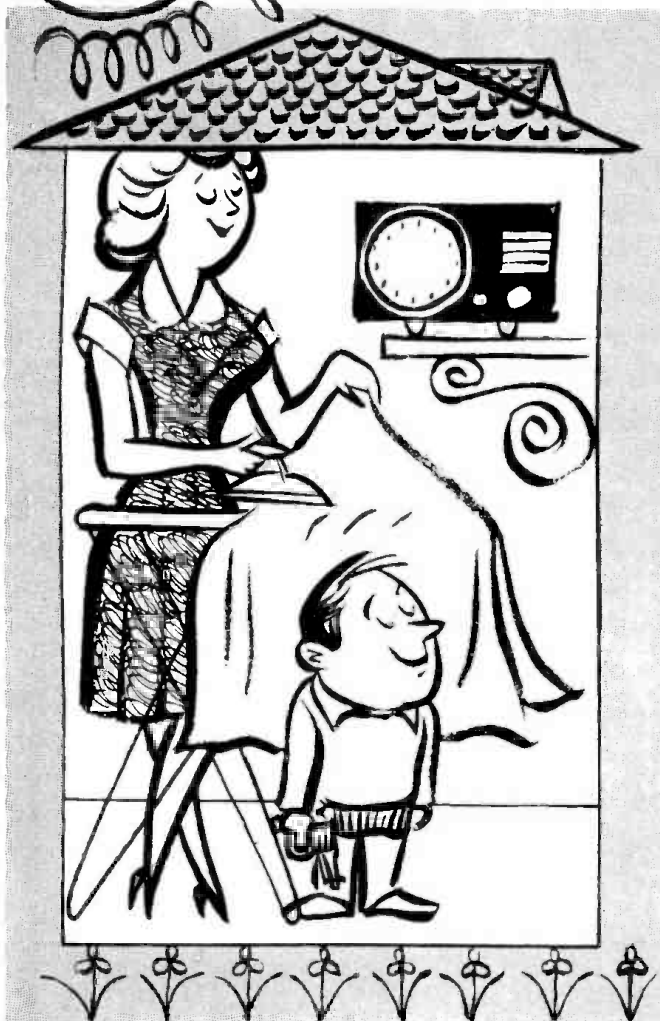
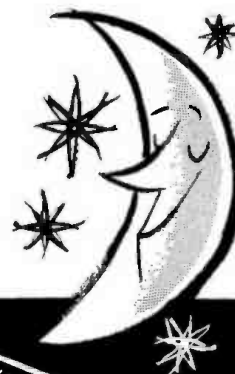
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm; Sales M slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>GARY</b> (Lake Co.)				
WGRY 1950	1370 500-D	WGRY, Inc. 734 Washington St. 5-7511	Indie Sales	George M. Whitney, p & gm, cm Jack Smith, pd & nd Quintette McDuffie, ce A. B. Gibson, fd Nancy Klotz, wd
WWCA 1949	1270 1000 DA-1	Lake Bcstg. Company 578 Broadway 6-9171	Pearson	Dee O. Coe, p, gm Todd Branson, pd Sam Weller, pmm Victor Voss, ce Hal Roche, nd Tom Watts, nd Patt Patterson, fd
<b>GOSHEN</b> (Elkhart Co.)				
WKAM 1954	1460 500-D	Kosciusko Bcstg. Corp. 612 W. Pike St. 1219	KBS Holman	J. W. Autenrieth, Jr., p, gm A. S. Bernstein, gm William Holsinger, cm Elsie Wiest, pd, wd Larry Martin, nd Robert J. Norwood, ce, sc Doris Knight, wd
<b>HAMMOND</b> (Lake Co.)				
WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	McGillivra	Robert C. Adair, p, gm, cm Jerry D. Mitchell, pd, fd Earl Vieaux, pmm Jess Peters, ce Harold Harris, nd John Highberger, sd
WJOB-FM 1948	Ch. 222 (B) 92.3mc 3.1kw			
<b>INDIANAPOLIS</b> (Marion Co.)				
WFBM 1924	1260 5000 DA-N	Consolidated Tv & Radio Bcstrs. Inc. 1330 N. Meridian St. Melrose 4-8521	CBS Katz Agency	Harry M. Bitner, Sr., ch Harry M. Bitner, Jr., p William F. Kiley, vp, gm Robert Yeager, pd Bernard Carney, pmm Harold Holland, ce Gilbert Forbes, nd Harry Martin, fd Tom Carnegie, sd Ann Wagner, wd
WIBC 1938	1070 50,000-D 10,000-N DA-2	WIBC, Inc. 30 West Washington St. MElrose 4-2305	MBS Blair	R. M. Fairbanks, p & gm Gil Berry, cm William L. Dean, pd & pmm Robert W. Minton, ce Gordon Graham, nd Harry Andrews, fd Wm. Fox, Jr., sd Joan Evans, wd
WIRE 1924	1430 5000 DA-N	Indianapolis Bcstg. Co. Inc. 307 N. Pennsylvania St. MElrose 5-1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm C. Bruce McConnell, p Robert B. McConnell, gm Robert F. Ohleyer, cm M. Wayland Fullington, pd Richard L. Higgs, pmm Eugene E. Aiden, ce Donald Bruce, nd William Frosch, pd Jim Buck, pmm Allen Jeffries, nd Charles Brockman, sd Paula Carr, wd
WISH 1941	1310 5000-D 1000-N DA-N	Universal Bcstg. Co. Inc. 1440 N. Meridian St. Melrose 4-8411	ABC Boiling Co.	Stokes Gresham Jr., ce Luke Walton, sd
WXLW 1948	950 5000-D DA-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494	Pearson	Lyman S. Ayers, p Robert D. Enoch, vp & gm Greg Smith, pd Norbert Goetzinger, ce John Randall, nd
<b>JASPER</b> (Dubois Co.)				
WITZ 1948	990 1000-D	Jasper On The Air, Inc. Box 167 678	.....	Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm Jim Young, pd, nd Beverly Chism, pmm Peter L. Russo, ce Carl E. Holler, fd Jack Brandt, sd Mary K. Boehm, wd
WITZ-FM 1954	Ch. 284 (B) 104.7mc 1.65kw			
<b>KOKOMO</b> (Howard Co.)				
WIOU 1948	1350 1000 DA-2	North Central Indiana Bcstg. Corp. 210½ North Main St. 6194	CBS Weed	Richard H. Blacklidge, p John Carl Jeffrey, vp & gm, pmm Dale Vogel, cm Elvin Cunningham, ce Dan O'Meara, nd Ray Watson, fd John Schooley, sd Madge Dalzell, wd
<b>LAFAYETTE</b> (Tippecanoe Co.)				
WASK 1943	1450 250	WFAM, Inc. McCarty Lane 24300	MBS Rambeau	O. E. Richardson, p, gm Herbert Nelson, cm James Potter, pd Richard Cochran, ce Bill Fraser, nd Earl Richardson, fd Harry Bradway, sd Jane Ransom, wd
<b>LA PORTE</b> (La Porte Co.)				
WLOI 1948	1540 250-D	La Porte Co. Bcstg. Co. Rumely Hotel 3784	McGillivra	Hoyt H. Scott, p Dr. Edward Young, sec- treas. & gm Robert F. Coffeen
<b>LEBANON</b> (Boone Co.)				
WINL (FM) 1953	Ch. 296 (A) 107.1mc 0.59kw	Radio Station WINL		
<b>LINTON</b> (Green Co.)				
WBTO 1953	1600 500-D	Linton Bcstg. Co. 63	Continental Radio Sales	H. C. Saunders, co-o, gm Norman Hall, co-o Rusty Wright, pmm, fd Leroy Drake, ce Warren Whittiken, nd C. J. O'Hearn, sd Eva Ann Hayes, wd
<b>LOGANSPORT</b> (Cass Co.)				
WSAL 1949	1230 250	Logansport Bcstg. Corp. Box 399 3111	MBS KBS	Glenn L. Miller, p Raymond W. Baker, gm Joseph A. Wiler, cm Ira G. McCormack Jr., pd, fd Raymond A. Olson, ce Richard Jackson, sd
<b>MADISON</b> (Jefferson Co.)				
WORX (CP) 1951	1270 1000-D Ch. 244(A) 96.7mc 0.35kw	Electronic Labs Inc. Box 96 962	Best	Clarence E. Henson, p Herbert L. Arms, gm, pmm Lloyd L. Walker, cm William O. Birkett, pd Leo V. Waltz, ce, fd Graham Taylor Jr., nd, s

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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 Domin. Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# Day or Night

## WFBM Radio Is Your No. 1 Indiana Station



When you want to tap the rich Hoosier market via radio, WFBM is your best buy.

Daytime audience area includes thirty-three counties where 10% or more of the radio families tune 1260 each week; nighttime the coverage is 28 counties wide.

Keep foremost in mind this fact: included is the Indianapolis metropolitan area — a billion dollar plus market in itself where some 600,000 buyers reside — where the average family income is a high \$6,138 annually.

*Ask the Katz man for further details.*

**WFBM** 1260  
Kc.  
INDIANAPOLIS

Affiliated with WFBM-TV,  
Indianapolis; WEOA, Evansville;  
WFDF, Flint; WOOD AM &  
TV, Grand Rapids.  
Represented Nationally  
By the Katz Agency.

# INDIANA

## Executive Abbreviations

Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M  
slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;  
News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M 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	Executive Abbreviations
<b>MARION</b> (Grant Co.)						
WBAT 1947	1400 250	Marion Radio Corp. 303½ South Adams St. 5500-5501	CBS Rambeau, Best	John L. Ramp, p William C. Fowler, vp, gm, sd	William Emard, cm William Richards, pd Tom Morrissey, ce	William Shannon, nd Guy Harris, fd Phyllis Whiteman, wd
WMRI (CP)	860 250-D DA-D	Chronicle Publishing Co. 610 S. Adams St. 5705		Gardner J. Thomas, p Lloyd V. Smith, gm, ce Robert Fincannon, cm, sd Harry Waterhouse, pd	Richard E. Lindsay, pmm, fd Richard Edwards, nd Theora Lynch, wd	
WMRI-FM 1948	Ch. 295 (B) 106.9mc 34kw					
<b>MICHIGAN CITY</b> (LaPorte Co.)						
WIMS 1947	1420 1000-D 500-N DA-N	Northern Indiana Bcstrs. 415 Franklin St. 5-5245	Rambeau	William N. Udell, o & p, gm Al Halus, Sr., cm Jay Schoof, cm Richard S. Olson, pd	Charlie Sharpless, pmm Robert J. Schilling, ce John H. Gleason & Robert Pfister, nd	Stewart C. McDonnell, fd Howard Murdock, sd Ruth Bleck, wd
WIMS-FM 1949	Ch. 288 (A) 93.5mc 1kw					
<b>MT. VERNON</b> (Posey Co.)						
WPCO (CP)	1590 500-D	Mt. Vernon Bcstg. Co. % Henry C. Sanders Radio Station WBNL Boonville, Ind.				
<b>MUNCIE</b> (Delaware Co.)						
WLBC 1926	1340 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway #35 So. of Muncie 4403	CBS Holman Walker	Don Burton, p, gm Bill Craig, cm, pmm	Lee Allerton, pd, sd Maury Crain, ce	Fred Hinshaw, nd
WLBC-TV						
WMUN (FM) 1947	Ch. 281 (B) 104.1mc 7kw					
<b>NEW ALBANY</b> (Floyd Co.)						
WLRP 1949	1570 1000-D	Ohio Valley Bcstg. Co. P. O. Box 285 1570 Clifton Ave. 4-2235	Indie Best	Roy L. Hickox, p, gm Milton Lamm, cm	Keith L. Reising, pd Joe Gillum, pmm	Tom Allebrandt, ce Jane Stephens, wd
<b>NEW CASTLE</b> (Henry Co.)						
WCTW (FM) 1947	Ch. 273 (B) 102.5 mc 4 kw	Courier-Times Inc. 202½ S. 14th St. 2600		Scott B. Chambers, p Howard A. White, gm William E. Turner, cm	Jack Van Hoose, pd Francis A. Thompson, ce	
<b>NORTH VERNON</b> (Jennings Co.)						
WOCH (CP)	1460 500-D	Dorrell Ochs 62 E. Walnut St. North Vernon, Ind.				
<b>PERU</b> (Miami Co.)						
WARU 1954	1600 500-D	Wabash-Peru Bcstg. Co. Senger-Mavrick Bldg. 2271		Dr. Wendell Hansen, p	A. C. Bernstein, gm	
<b>PORTLAND</b> (Jay Co.)						
WPGW 1951	1440 500-D DA-D	Glenn West P. O. Box 608 1094	KBS	Glenn West, p, gm, cm, ce H. K. Rippey, fd	Ted Montgomery, sd	Mrs. Glenn West, wd
<b>PRINCETON</b> (Gibson Co.)						
WRAY 1950	1250 1000-D	Princeton Bcstg. Co. Box 8 1250	McGillvra	M. R. Lankford, o & gm D. T. Critchfield, cm	Jack Wiedemann, pd Harold Bass, ce	Ray Harry, nd
WRAY-TV						
<b>RICHMOND</b> (Wayne Co.)						
WKBV 1926	1490 250	Central Bcstg. Co. West Main St. 3-1156	ABC Meeker	Paul R. Quigg, p Lester G. Spencer, gm Roland L. Nusbaum, cm Marie Robbins, pd	C. L. Mitchell, pmm Lou Duning, ce Ted Westbrook, nd	Spencer Danes, sd Mary Liz Miller, wd, fd Cedric Miller, fd
<b>SALEM</b> (Washington Co.)						
WSLM 1953	1220 250-D	Don H. Martin Radio Ridge Salem 700	KBS	Don Martin, p, gm Simon Spurgeon, cm Margaret A. Martin, pd, wd	Darrell E. Dixon, ce James Nieman, nd Erwin E. Eisert, fd	Boyd L. Smedley, sd
<b>SEYMOUR</b> (Jackson Co.)						
WJCD 1948	1390 500-D	Dr. Azra C. Baker 1534 Ewing 1212	.....	Dr. Azra C. Baker, p, gm Robert E. Shippee, cm	Roger Bradley, pd Arnold Haun, ce	Johnny W. Otte, nd, sd Gladys Nolting, wd
<b>SOUTH BEND</b> (St. Joseph Co.)						
WROT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 7-1566	ABC Bolling	Reverend Theodore Hasbaugh, p Frank Crosier, sm & sd Bernard C. Barth, vp, gm F. R. Householder, p & gm Vince Doyle, cm Owen Lackey, Jr., pd & pmm	C. J. Pajakowski, cm William Etherton, pd Robert Nowicki, pmm Ira D. Kealy, ce Francis Bock, ce Bob Porter, nd	Fred Meeks, nd Jack Melloy, fd Mrs. Sue Riley, wd
WJVA 1947	1580 250-D	St. Joseph Bcstg. Corp. P. O. Box 179 4-1111	KBS Burns-Smith			Tom Danaher, sd Louise Ottersen, wd
WSBT 1921	960 5000	South Bend Tribune 225 West Colfax Ave. 3-6161	CBS Raymer	Neal B. Welch, gm Robert H. Elrod, slm Robert J. Drain, pd	Bruce Fetsche, pmm Arthur R. O'Neil, ce Robert Houser, nd	Joe Boland, sd Eleanor Moore, wd
WSBT-TV	DA-2					

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ELL CITY

'erry Co.)  
WTCJ 1230 Tell City Bcstg. Co. James R. Brewer, o & gm  
48 250 740

ERRE HAUTE

'igo Co.)  
WBOW 1230 Banks of the Wabash, NBC Alvin Eades, p Howard Stewart, ce Darl Wible, sd  
1927 250 Inc. Weed William F. Rippetoe, gm A. D. Luers, fd  
303 South Sixth St. & cm Martha Turner, wd  
Crawford 5034 Ralph S. McHargue, pd  
pmm

WBOW-FM Ch. 266(B)  
'947 101.1mc  
20kw

WTHI 1480 Wabash Valley Bcstg. CBS Anton Hulman, p John Ball, pmm Howard Caldwell, sd  
1948 1000 Comp. Bolling Joseph M. Higgins, gm Don E. Petit, ce Helen Ryan, wd  
WTHI-TV DA-2 918 Ohio St. Madeleine Barry, pd Richard M. Forbes, nd

WTHI-FM Ch. 260(B)  
'948 99.9mc  
7.6kw

INCENNES

'nox Co.)  
NAOV 1450 Vincennes Sun Co. MBS Eugene C. Pulliam, p George A. Bright, pmm Neal Spencer, fd  
940 250 Grand Hotel Free & Peters Roy L. Stanley, gm Ralph W. Baldwin, ce Bill Diamond, sd  
787 Lorraine Monnin, pd, wd John Chapman, nd

ABASH

'abash Co.)  
----- (FM) Ch. 248 (B)  
97.5mc  
21kw

ARSAW

'osciusko Co.)  
WRSW 1480 Reub Williams & Sons, R. E. Williams, p Jack Essenberg, cm Brooks Dawson, nd  
952 500 Inc. C. Reub Williams, gm Marie Snyder, pd, wd Milo Chase, sd  
DA-2 Times Bldg. William Mollenhour, sm  
Warsaw 155 & pmm Fred Greese, ce

WRSW-FM Ch. 297(B)  
'948 107.3mc  
34kw

ASHINGTON

'aviness Co.)  
(CP) 1580 Washington Radio Inc. Best Mrs. Helen B. Bausman, p William Steele, pd Donna Aishe, wd  
250-D Box 89 Joseph Edwards, gm Paul Davis, ce Eugene Cable, fd  
1810 Joseph Floerke, cm

VFML (FM) Ch. 293(B)  
'948 106.5mc  
14kw

EST LAFAYETTE

'ppecanoe Co.)  
'BAA 920 Purdue University Frederick L. Hovde, p Ralph T. Townsley, ce John R. DeCamp, sd  
922 5000-D James S. Miles, gm Horace Tyler, fd Mary Alice Crosson, wd  
1000-N  
DA-N

IOWA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Air	12,292	3,920	\$ 9,288	\$ 1,523	\$ 213	4,259	Johnson	45,758	12,370	49,545	8,949	1,561	12,919
Ashtabula	8,753	2,760	6,740	688	92	3,073	Jones	19,401	5,500	21,992	3,542	418	6,430
Ashtabula	16,351	4,540	17,703	3,250	212	5,073	Keokuk	18,797	5,380	16,873	2,386	274	5,835
Ashtabula	19,683	6,110	14,180	3,107	358	5,633	Kossuth	26,241	7,150	25,969	4,565	497	9,196
Ashtabula	11,579	3,340	15,475	2,325	209	4,283	Lee	43,102	12,930	47,632	10,696	1,571	14,383
Ashtabula	22,658	6,880	21,278	4,087	325	8,105	Linn	104,274	33,520	158,436	26,775	5,130	38,130
Ashtabula	100,448	31,320	129,907	24,458	3,255	35,041	Louisia	11,101	3,140	14,477	2,182	309	3,888
Ashtabula	28,139	8,310	24,155	4,628	574	9,452	Lucas	12,069	3,720	13,392	2,890	259	4,003
Ashtabula	18,884	5,560	22,075	3,667	259	6,991	Lyon	14,697	4,070	14,391	2,171	257	5,275
Ashtabula	21,927	5,940	17,637	3,061	232	6,425	Madison	13,131	4,100	12,511	2,170	299	4,682
Ashtabula	21,113	6,840	26,546	4,800	493	8,329	Mahaska	24,672	7,620	27,195	4,280	691	8,666
Ashtabula	19,394	5,250	20,532	2,930	280	6,541	Marion	25,830	7,340	17,869	4,562	455	7,696
Ashtabula	16,925	5,190	15,349	2,946	380	6,130	Marshall	35,611	10,670	45,670	9,199	960	12,703
Ashtabula	23,085	6,300	31,570	4,696	470	8,228	Mills	14,064	3,590	12,228	2,128	278	4,210
Ashtabula	18,532	5,970	24,350	4,147	553	7,254	Mitchell	13,945	4,020	17,540	2,761	174	4,404
Ashtabula	16,910	5,200	18,063	2,669	292	6,411	Monroe	16,303	4,820	14,664	2,706	324	5,911
Ashtabula	46,053	14,090	64,965	12,432	1,412	16,529	Montgomery	11,814	3,270	8,400	2,109	163	3,696
Ashtabula	19,052	5,120	20,492	3,197	493	6,691	Muscatine	15,685	5,120	19,081	3,329	443	5,978
Ashtabula	15,228	4,310	18,037	4,011	301	4,940	O'Brien	32,148	10,210	41,078	7,383	621	11,606
Ashtabula	9,369	2,900	9,341	2,437	186	3,079	O'Brien	18,970	5,790	24,132	4,070	397	7,013
Ashtabula	18,103	5,490	29,256	5,191	530	6,864	Osceola	10,181	2,830	10,896	1,837	91	3,862
Ashtabula	22,522	6,450	21,348	3,746	396	7,279	Page	23,921	7,080	36,942	4,531	789	9,822
Ashtabula	49,664	15,140	63,036	12,825	1,201	17,564	Palo Alto	15,891	4,410	15,843	2,658	338	5,325
Ashtabula	19,741	5,570	19,215	3,781	378	6,636	Plymouth	23,252	6,470	26,161	4,398	503	8,167
Ashtabula	23,661	7,530	25,887	5,575	616	8,898	Pocahontas	15,496	4,570	14,459	2,794	359	5,789
Ashtabula	9,959	2,950	5,126	1,324	167	3,331	Polk	226,010	72,890	341,880	63,318	10,084	77,661
Ashtabula	12,601	3,610	9,151	2,321	246	3,577	Pottawattamie	69,682	20,850	69,887	16,001	1,939	23,841
Ashtabula	17,734	4,980	13,495	2,627	301	6,012	Pottawattamie	19,344	5,590	19,521	3,999	400	6,637
Ashtabula	42,056	13,340	58,195	13,297	1,858	16,119	Poweshiek	9,528	3,190	6,968	963	171	2,213
Ashtabula	12,756	3,860	15,181	2,617	331	4,903	Ringgold	17,518	5,280	18,993	3,412	359	6,605
Ashtabula	71,337	19,090	92,288	18,167	1,434	21,243	Scott	100,698	31,150	144,330	25,641	3,893	28,604
Ashtabula	14,102	4,140	15,515	3,028	379	5,441	Shelby	15,942	4,540	17,294	2,075	310	5,772
Ashtabula	28,294	8,270	24,183	4,604	421	9,418	Sioux	26,381	7,220	25,848	4,693	550	9,254
Ashtabula	21,505	6,530	21,560	4,663	516	7,503	Story	44,294	12,750	46,363	10,918	1,244	14,098
Ashtabula	16,268	5,030	15,610	2,640	210	6,012	Tama	21,688	6,660	25,158	3,901	317	7,596
Ashtabula	12,323	3,560	11,516	2,394	247	4,131	Taylor	12,420	3,900	8,653	1,672	175	4,034
Ashtabula	15,544	4,820	16,914	3,073	345	5,958	Union	15,651	4,970	16,203	3,218	430	5,304
Ashtabula	13,722	4,220	12,883	2,064	297	5,516	Van Buren	11,007	3,550	7,607	1,409	109	3,563
Ashtabula	15,197	4,490	13,190	2,304	259	4,963	Wapello	47,397	14,510	47,035	10,349	1,495	14,838
Ashtabula	19,660	6,070	20,698	3,905	474	7,492	Warren	17,758	5,300	11,999	2,715	191	6,026
Ashtabula	15,077	4,310	13,114	2,578	250	5,447	Washington	19,557	5,930	25,569	3,507	563	6,844
Ashtabula	22,218	7,180	30,165	5,159	507	8,553	Wayne	11,737	3,830	9,295	1,969	252	3,733
Ashtabula	19,580	5,630	18,071	3,359	503	6,119	Webster	44,241	13,300	58,906	10,030	1,050	16,090
Ashtabula	18,708	5,320	18,894	3,511	453	6,314	Winnebago	13,450	3,850	15,811	2,511	313	4,903
Ashtabula	13,105	3,660	14,469	2,575	191	4,320	Winnebleshiek	21,639	5,900	18,068	3,344	316	6,739
Ashtabula	13,117	3,920	13,658	2,534	212	4,815	Woodbury	103,917	33,020	150,280	27,543	4,600	34,900
Ashtabula	10,697	3,120	11,426	2,374	316	4,108	Worth	11,068	3,100	8,878	1,960	148	3,845
Ashtabula	15,835	4,740	16,691	2,731	279	5,279	Wright	19,652	6,100	22,021	4,542	551	7,001
Ashtabula	18,622	5,400	17,762	3,326	391	6,548							
Ashtabula	32,305	4,870	33,899	8,425	788	12,169							
Ashtabula	15,696	4,850	14,419	3,042	326	5,425							

DIRECTORY OF AM AND FM STATIONS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales M Mgr. pm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>AMES</b> (Story Co.)						
KASI 1948	640 5000-D	Iowa State College Service Bldg. 2500 ext. 831	NAEB Tape Net.	Dr. James H. Hilton, p Richard B. Hull, gm Richard Vogl, pd	Marguerite Theobald, pmm Keith Ketcham, ce George Halsey, nd	Dale Williams, fd, sd Martha Duncan, wd
*WOI 1922 WOI-TV	1430 1000-D	Ames Bcstg. 328½ Main St. 3460	Midwest Continental	W. S. Rupe, p Arthur A. Skinner, gm, pmm	Gene Loeffler Jr., cm Ruby Tillerson, pd Doyle Keiso, ce	Bill Graver, nd, sd A. C. Anderson, fd Beverly Stone, wd
<b>ATLANTIC</b> (Cass Co.)						
KJAN 1950	1220 250-D	Nishna Valley Bcstg. North Olive St. 1717	KBS	Al Hansen, p Franklin G. Miller, gm, pmm	H. A. Preston, cm, pd, sd Dean Johnson, ce, fd Hal Mann, nd	Helen Huffman, wd
<b>BOONE</b> (Boone Co.)						
*KFGQ 1927	1260 250-D	Boone Biblical College 924 W. 2nd St. 1119W		Lois Crawford, p, gm Gerald Kleppinger, pd	Kieth Ketcham, ce	Bill Hughes, ce
*KFGQ-FM 1950	Ch. 257 (A) 99.3mc 0.31kw					
KWBG 1927	1590 1000-D 500-N DA-N	Boone Bcstg. Co. 1590	Pearson	Mary G. Garvey, p Harold Garvey, gm Richard Canier, cm, pmm	Tom Quinlan, pd Dan Garrettsen, ce Dick Hansen, nd	Segni Shaler, fd, wd Morse Kelly, sd
<b>BURLINGTON</b> (Des Moines Co.)						
KBUR 1941	1490 250	Burlington Bcstg. Co. Roosevelt Ave. PLaza 2-2701	ABC Venard Rintoul & McConnell	G. B. McDermott, p & m David H. Steinnie, slm Richard Mosena, pd	John F. Gallino, ce Dave Cowles, nd, fd	Grant Marshall, sd Ellyn Mack, wd
<b>CARROLL</b> (Carroll Co.)						
KCIM 1950	1380 1000 DA-2	Carroll Bcstg. Co. 520 N. Adams St. 3586	Pearson	M. W. McPherson, gm Eugene H. Reiff, ce, fd	R. Dale Barton, nd, sd	Edna G. Collins, wd
<b>CEDAR RAPIDS</b> (Linn Co.)						
KCRG 1947	1600 5000	Cedar Rapids TV Co. 1st St. & 1st Ave. S.W. 4-4194	MBS Gill-Perna	Wade S. Patterson, gm, cm Wayne Mack, pd	Edna A. Herbst, pmm, wd Carl Rollert, ce	Richard D. Yoakam, nd Bob Brooks, sd
KCRG-TV	DA-N					
KPIG 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St. SW 3-8265	Tall Corn Net. Pearson	James I. Mitchell, gm, cm Ronald R. Barkley, pd, nd	Donald Carmichael, ce Wayne Cornell, sd	Sally Wing, wd
WMT 1922 WMT-TV	600 5000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 4-0171	CBS Katz	Helen S. Mark, bd, chm. William B. Dolph, p William B. Quarton, gm Lew Van Nostrand, slm	Bruce Anderson, pd Jim Bowermaster, pmm George Hixenbaugh, ce Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd

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APS=Radio . . .



Only APS has everything!

MUZAK—Reg. U.S. Pat. Off.

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.
2. APS is the industry's only all high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK know-how.
5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.



## all about gimmick

The word that gets kicked around so much in advertising circles—gimmick—really means (as you knew all along) a small device used secretly by a magus in performing a trick.

A magus (a. y. also k. a. a.) is a magician.

If you want *the* gimmick to reach Eastern Iowa, be a real magus.

Call on WMT. But you won't be able to keep it secret.

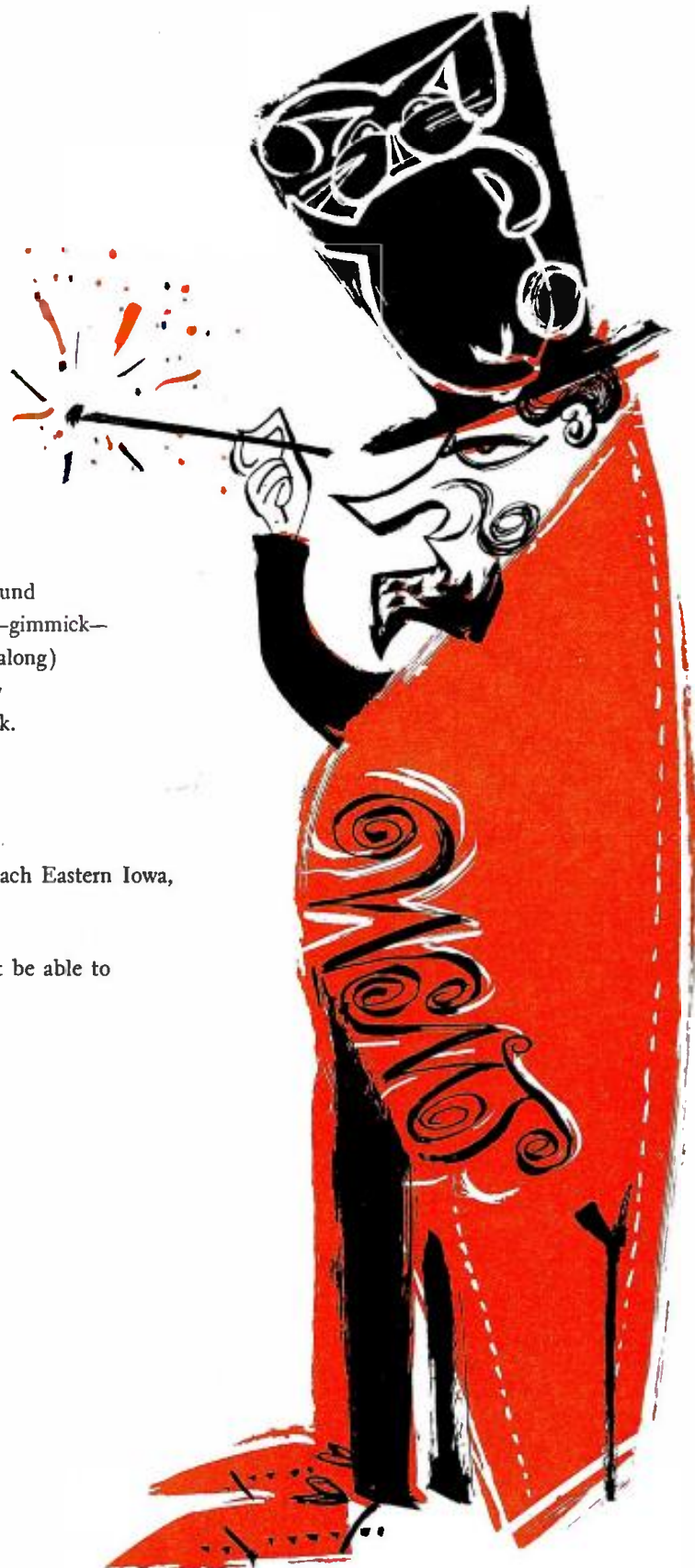
### **WMT AM & TV**

CBS for Eastern Iowa

AM: 600 KC • TV: Channel 2

Mail address: Cedar Rapids

National Reps: The Katz Agency



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<b>CENTERVILLE</b> (Appanoose Co.)						
	KCOG 1949	1400 100	Hiawatha Bcstg. Inc. 1910 South Main St. 131 & 407	McGillvra	S. A. Chesley, p, gm Meredith Griffing, pd, nd	Harry L. Hanson, ce Gene Logston, fd Art Bouldin, sd Roberta Burns, wd
<b>CHARLES CITY</b> (Floyd Co.)						
	KCHA 1951	1580 250-D	Radio, Inc. Kelly & Main 787	KBS Lawson Walker	Charles J. Ellis, p, ce Ralph A. Petti Jr., gm, sd	Vern Bromberg, cm John Fisher, pd, nd Neil Lovett, fd Virginia Wooton, wd
<b>CHEROKEE</b> (Cherokee Co.)						
	KCHE 1953	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51 & 52	KBS	Russell A. Hickmon, co-o, gm & cm, fd Charles Reznikow, co-o, pd & pmm	Louise Shimp, co-o Sterling Heil, co-o, ce Robert Lanxon, sd
<b>CLINTON</b> (Clinton Co.)						
	KROS 1941	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South 446	MBS Pearson	W. S. Jacobsen, p B. M. Jacobsen, gm Darline Gordon, cm Ralph Stoeckel, pd	Lucille Scoggins, pmm Gerald A. Parker, ce Lee White, nd David Sylvester, fd Hank Dihlmann, sd Gwen Johnson, wd
	KROS-FM 1947	Ch. 242(B) 96.1mc 13kw				
<b>COUNCIL BLUFFS</b> (Pottawattamie Co.)						
	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 South Main St. 4041	Hagg	Robert R. O'Brien, p Robert H. O'Brien, gm, ce Richard B. Gurney, cm	Robert Hallgren, pd Marjorie W. Morris, pmm Dale Kadavy, nd Don Graham, sd
<b>CRESTON</b> (Union Co.)						
	KSIB 1946	1520 1000-D	Southwest Iowa Bcstg. Radio Center Creston 55	Iowa Tall Corn Pearson	E. M. Horning, gm, cm William K. Zollman, pd, ce	Jack Mills, pmm, nd Dutch Horning, fd, sd Delores Thorp, wd
<b>DAVENPORT</b> (Scott Co.)						
	KFMA 1952	1580 250-D	KFMA Bcstg. 415 Perry St. 6-4407		A. D. Peirce, p, gm, cm Gene Larsen, pd, nd, fd	Doris Hanner, pmm Francis Shawver, ce
	KSTT 1946	1170 1000 DA-2	Davenport Bcstg. Co. 310 Harrison St. 6-2541	MBS Sears & Ayer	A. M. McGregor, p I. F. Whalen, gm, pmm Neil Conklin, cm Col. B. J. Palmer, p Ralph Evans, evp Ernest C. Sanders, m	Bill Merchant, pd Jim Wychor, ce Dick Roberts, nd Mark Wodlinger, slm Warren Vasen, pd Paul Arvidson, ce Bill Alan, fd Milo Hamilton, sd Bob Frank, nd Hal Hart, sd Mary Louise Marshall, wd
	WOC 1922	1420 5000	Tri-City Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters		
	WOC-TV 1948	Ch. 279(B) 103.7mc 33kw				

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# First-Aid for Sales!

in the vital  
DAVENPORT—

ROCK ISLAND — MOLINE AREA

- 654 Homes Sold in 5 Months!
  - \$6,540,000.00 Worth Of Real Estate!
- (All Media Used)

KSTT SOLD 95% OF THESE

FOR RESULTS LIKE THIS—USE QUAD-CITIES BEST

# KSTT

1170 kc • 24 Hrs.

DAVENPORT, IOWA

Covering Western Illinois  
and Eastern Iowa

SEARS & AYER — CHICAGO & NEW YORK



DECORAH

(Winnebago Co.)

KDEC	1240	Scenic Bcstg. Co.	MBS	Verne Koenig, p, gm, pd	Kenneth Bjerke, cm, nd, sd	Arnie Zaruba, ce
1947	250	State Rd. 1240	KBS Pearson			
*KWLC	1240	Luther College		Leslie G. Rude, gm, pd	Robert Ruen, nd	Jean Tucker, wd
1926	250-D	687		Oliver M. Eitreich, ce		

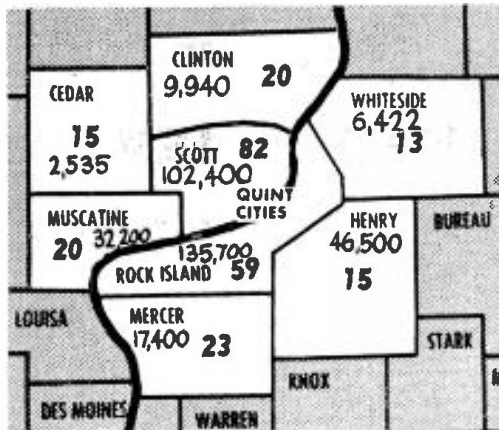
DES MOINES

(Polk Co.)

KCBC	1390	Majestic Bcstg. Co.		Karl Peters, p	Mary Schwind, pd	John Goslin, nd
1947	1000	3512 Ingersoll		Rollo Bergeson, gm	R. S. Brown, ce	Robert Bunce, sd
	DA-1	7-4483		C. E. Grant, cm, pmm		
KIOA	940	Town and Farm Co., Inc.	H-R	Don Searle, p	Rex Lathen, vp	Lloyd Oliver, nd
1948	10,000-D	10th & Mulberry	Reps.	Joe Rohrer, gm	Lyle Nolan, td	Bill Hitt, fd
	5000-N	2-9191		Bill Martin, exec. vp	R. J. Nash, nd	Joe Phillipson, sd
	DA-2					
KRNT	1350	Cowles Bcstg. Co.	CBS	Gardner Cowles, p	Richard H. Covey, pd	Russ VanDyke, nd
1935	5000	715 Locust St.	Katz	Robert W. Dillon, sm	Joe G. Hudgens, pmm	Al Couppee, sd
	DA-N	3-2111		Paul M. Elliott, cm	Charles F. Quentin, ce	
KRNT-FM	Ch. 283(B)					
1948	104.5mc					
	50kw					
KSO	1460	Murphy Bcstg. Co.	ABC	Kingsley H. Murphy, Jr., p	Gene P. Loffer, pd	Glenn Goodwin, nd
1922	5000	1910 Ingersoll Ave.	Avery-Knodel	Bill C. Baldwin, gm	F. E. Bartlett, ce	Paul Nelson, fd
	DA-N	3-0571		Gene Shumate, cm, sd	Gloria Franklin, pmm	MayFloyd Shumate, wd
KSO-FM	Ch. 247(B)					
1952	97.3mc					
	15.5kw					
KWDM	1150	Des Moines Bcstg. Corp.	MBS	George W. Webber, p, cm	Edith D. Webber, pd, wd	Max Raurer, sd
1948	1000	419½ Locust		Robert L. Webber, gm	Werner C. Schwarz, ce	
	DA-2	2-8363				

We're Speaking of . . .

200,345 Radio Listeners  
WITH MONEY TO SPEND



Map above shows the Standard Audit & Measurement Services estimate of Radio Station WOC's daytime listening area. Small figure in each county represents the per cent of radio families who listen to WOC once a week or oftener. Large figure in each county indicates the number of persons listening to WOC once a week or oftener.

THAT'S MORE THAN 200,345 PEOPLE  
TUNED TO WOC ONCE A WEEK OR OFTENER.

And what a prosperous people they are. The 1954 Sales Management "Survey of Buying Power" shows them with an annual effective buying income of \$1714 per capita. This is \$177 above the national per capita average. Annually, they spend in the area's retail outlets \$1288 per capita . . . or \$213 above the national per capita average.

In the Quint Cities—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline—where WOC garners its largest audience, the effective buying income is \$1799 per capita . . . or \$252 above the national per capita average. And these Quint-Citians spend, annually, \$1282 per capita in retail outlets . . . or \$207 above the national per capita average.

HERE'S A MAJOR MARKET . . . largest between Minneapolis and St. Louis . . . between Chicago and Omaha. HERE'S A MAJOR MARKET WITH MONEY TO SPEND, AND THE WILL TO SPEND IT. The way to get this market to spend its money for your product or services is an advertising schedule on WOC—the station that has delivered the area's favorite radio listening since 1922.

SEE YOUR NEAREST F & P man.

COL. B. J. PALMER, President  
ERNEST C. SANDERS, Manager

NBC Affiliate  
5000W - 1420 KC  
DAVENPORT,  
IOWA  
FREE & PETERS, Inc.  
Exclusive National  
Reps.





# IOWA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>DES MOINES (Cont.)</b>						
WHO 1924 WHO-TV	1040 50,000	Central Bcstg. Co. 1100 Walnut St. 8-6511	NBC Free & Peters	Col. B. J. Palmer, p Ralph Evans, evp Paul A. Loyet, sm Harold Fulton, slm	Jack Kerrigan, pd John Schweiker, pmm Reed E. Snyder, ce	Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
WHO-FM 1948	Ch. 262(B) 100.3mc 24kw					
<b>DUBUQUE (Dubuque Co.)</b>						
KDTH 1941	1370 1000 DA-N	Telegraph-Herald 8th & Bluff 3-7351	NBC Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm A. C. Newburgh, cm	George Freund, pd, nd Gerald McAleec, pmm, fd, sd	Donald Abitz, ce Esther Martin, wd
WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James R. King, gm	L. Vaughn Gayman, asst. m & nd	Thomas G. Goodman, pd
WDBQ-FM 1948	Ch. 277 (B) 103.3mc 15kw					
<b>ESTHERVILLE (Emmet Co.)</b>						
KLIL 1952	1340 100	Estherville Bcstg. Corp. 1151 Plymouth Bldg. #1800, Fillmore 3029	ABC KBS	William E. Schons, p, gm Jack Turnbull, cm	Kenneth Peterson, pmm Cleon LeMont, ce	James Ramsburg, sd Mavis Peterson, wd
<b>FAIRFIELD (Jefferson Co.)</b>						
KFAD 1953	1570 250-D	Hiawatha Bcstg. Co. Box 494 345		S. A. Chesely, p John W. Ward, gm, cm	Arthur Bouldin, pd, nd Myrtle Nelson, pmm, wd	Harry Hansen, ce Chandler Monroe, sd
<b>FORT DODGE (Webster Co.)</b>						
KVFD 1939 KQTV (TV)	1400 250	Northwest Bcstg. Co. Warden Building Walnut 3761	MBS, Iowa Tall Corn Pearson	Edward Breen, p, gm Max E. Landes, cm Drexel A. Peterson, pd, fd	David G. Sinclair, ce Ken Peterson, nd	Bob Rodrick, sd Mary Rankin, wd
<b>FORT MADISON (Lee Co.)</b>						
KXGI 1948	1380 500-D	KXGI, Inc. Marquette Bldg. 1380	Tall Corn Pearson	Greg Rouleau, p, gm, pmm Paul Oye, cm Lloyd Mallette, pd, wd	Harold Hackbarth, ce Gloria Naaktgeboren, nd	Ray Leafstedt, fd Ken Lawrence, sd
<b>IOWA CITY (Johnson Co.)</b>						
KXIC 1948	800 1000-D DA-D	Johnson County Bcstg. 108½ East Washington 8-1181	Iowa Tall Corn Pearson	Scott Swisher, p Gene Claussen, gm, sd F. M. Broeders, cm	Durward Early, pd Elliott Full, ce Robert Hutchison, nd	G. M. Ludwig, fd Pat Bugenstein, wd
*WSUI 1919	910 5000 DA-1	State University of Iowa Iowa City, Iowa 8-0511 ext. 2171		Carl H. Menzer, gm Lee Eitzen, pd	Robt. Zenner, pmm	S. J. Ebert, ce
<b>KEOKUK (Lee Co.)</b>						
KOKX 1948	1310 1000-D 500-N DA-2	Keokuk Bcstg. Co. 4 South Fifth St. 235		H. W. Stadler, p Gary E. Schroeder, gm Charles Hasper, cm	Joe Malkin, pd & fd Virgil Fortner, ce	Harry Hornbecker, nd & s Gloria Jean Hornbecker, w
KOKX-FM 1948	Ch. 274 (B) 102.7mc 3.7kw					
<b>LE MARS (Plymouth Co.)</b>						
KLEM 1954	1410 1000-D	B&B Bcstg. Co. Box 1410 1410		Robert McKune, sm	Robert Coddington, adv. m	
<b>MARSHALLTOWN (Marshall Co.)</b>						
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS, Iowa Tall Corn Pearson	John W. Norris, p William P. White, gm William C. Doll, cm	Allan N. Schrock, pd, pmm Herbert G. Anderson, ce	Howard Vint, fd Dale Smith, sd
<b>MASON CITY (Cerro Gordo Co.)</b>						
KGLO 1937 KGLO-TV 1948	1300 5000 DA-N Ch. 266(B) 101.1mc 16kw	Lee Radio, Inc. Second & Pennsylvania 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp, gm Lloyd Loers, cm	Bud Suter, pd, sd Don Harrer, pmm Roger Sawyer, ce	Ken Kew, nd Al Heinz, fd Ann Good, wd
KRIB 1948	1490 250	Mason City Bcstg. Co. 402 19th S.W. 5400	MBS, KBS Tall Corn Pearson	Ed Lamson, p, gm, pd Don Obie, cm, pmm, sd	Howard Fullmer, ce Ken Conway, nd	Tom McCarthy, fd Nancy Kelly, wd
KSMN 1948	1010 1000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Upper Midwest Holman Lawson Devney	Robert M. Carson, p, gm, cm Robert Booe, pd, nd, fd	Jack Whittell, pmm L. D. Minor, ce	Evelyn Haase, wd
<b>MUSCATINE (Muscatine Co.)</b>						
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser AMhersf 5-2442	Iowa Tall Corn Pearson	George J. Volger, gm Robert Doan, pd	Darrell Dorsey, ce James Ryan, nd, sd	Thelma Volger, wd
KWPC-FM 1948	Ch. 259(B) 99.7mc 0.78kw					
<b>NEWTON (Jasper Co.)</b>						
KCOB (CP)	1280 500-D DA-D	Newton Bcstg.		Richard C. Brandt, co-o Wm. M. Bryan, co-o	Wm. C. Brandt, co-o	Eddie Erlbacher, co-o

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# Morning Radio is UP in IOWA

## UP on **WHO!**

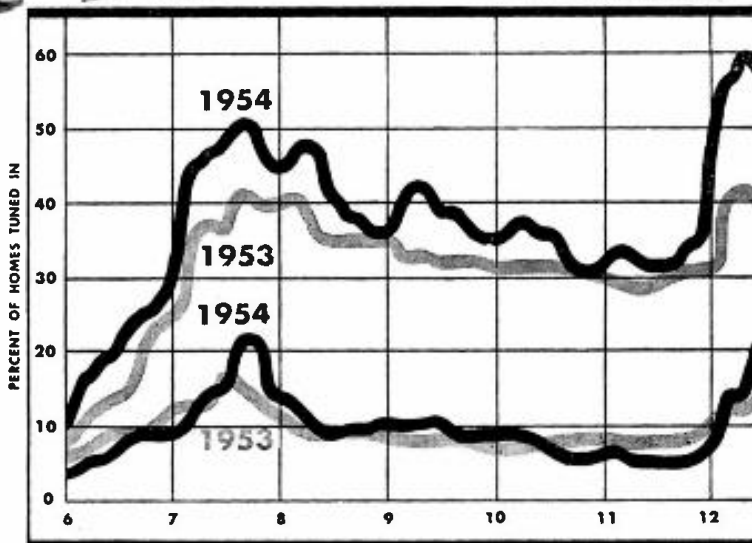


THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

# 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

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<b>OELWEIN</b> (Fayette Co.)						
KOEL 1950	950 500 DA-1	Northeast Iowa Radio Corp. 4½ W. Charles St. Oelwein 120 & Oelwein 121	Iowa Tall Corn Pearson	Earl W. Moore, p W. J. Teich, gm Don L. McKee, cm Robert J. Zimmerman, pd, sd	Len Bjella, pmm Burt N. Murphy, ce Richard A. Petrik, nd	Paul Ruse, fd Lucile J. Helebrant, wd
<b>OSKALOOSA</b> (Mahaska Co.)						
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co. Box 518 ORchard 3-3493	Iowa Tall Corn Pearson	E. G. Wenrick, p Ken Kilmer, gm, pmm	G. L. Stanley, cm Bob Henry, pd	Robert Moore, ce Wayne Wells, nd, fd
<b>OTTUMWA</b> (Wapello Co.)						
KBIZ 1941	1240 250	KBIZ, Inc. 2513 North Court Rd. MURray 2-4535	MBS	James J. Conroy, p Alice E. Fisher, sm, nd Berg Allison, cm Woody Hirsch, pd	Loyd Hanson, ce Dean Osmundson, fd	Dick Sherman, sd Maxine Leidendeker, wd
KLEE 1954	1480 500-D	Lee E. Baker 425 West Second St. MURray 4-5425	.....	Lee E. Baker, o, gm, ce	C. L. Parks, cm	Larry Shepard, pd, pmm, nd, sd
<b>SHENANDOAH</b> (Page Co.)						
KFNF 1924	920 1000-D 500-N	Capital Bcstg. Co. 405 Sycamore 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, gm, cm Earl Beakesley, pd	Franz Cherny, ce Marjorie Boyer, nd	Dean Barnett, fd Carl R. Anderson, sd
KMA 1925	960 5000 DA-N	May Bcstg. Co. Lowell & Elm St. 192	ABC Petry	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm Warren Nielson, pd	Floyd S. Nelson, pmm Ray Schroeder, ce Dean Naven, nd Merrill Langfitt, fd	Jack Gowing, fd Don Joe, sd Doris Murphy, wd
<b>SIoux CITY</b> (Woodbury Co.)						
KMNS 1949	620 1000 DA-2	Siouxland Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	MBS Iowa Tall Corn Pearson	Wm. F. Johns, Jr., p Bill Kimball, cm Dean Murray, pd	Ray Coffee, pmm Al Smith, ce Millard Miller, nd	Gene Saerman, sd Caroline Corbett, wd
KSCJ 1927	1380 5000 DA-N	Perkins Brothers Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm	Elizabeth Sammons, pd, wd Jean Harraday, pmm	Ernest Kruger, ce Don Stone, sd
KSCJ-FM	Ch. 235 (B) 94.8mc 11.6kw					
KTRI 1938	1470 5000 DA-2	Sioux City Bcstg. Co. 400 Commerce Building 8-0185	Venard	John C. Kelly, p Lennon Kelly, vp H. W. Cassill, m	Sam Seldon, ce	Robert Hanson, nd
<b>SPENCER</b> (Clay Co.)						
KICD 1952	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS, Iowa Tall Corn Pearson	Ben B. Sanders, p, gm Kenneth Black, cm Mason Dixon, pd	Tom Shumate, pmm Eldon Kanago, ce Harvey Sanford, nd	Filmore Stoermer, fd Steve Allen, sd Mary Lundt, wd
<b>STORM LAKE</b> (Buena Vista Co.)						
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Building 1490 and 1491	Lawson	Oscar Grau, p Paul Benson, gm, pd Paul Tarrant, ce	Lee Jensen, nd Bill Fleming, fd	Chuck Ney, sd Georgia Redfield, wd
KAYL-FM	Ch. 269(B) 101.5mc 3.9kw					
<b>WATERLOO</b> (Black Hawk Co.)						
*KNWS 1953	1090 1,000-D	N. W. Schools Bible College Box 31	American Family Network	Dr. Richard A. Elvee, p Loren F. Bridges, gm	A. Dale Golding, pd	Charles A. Frank, ce
KWWL 1947	1330 5000 DA-2	Black Hawk Bcstg. Co. Russell Lamson Hotel Adams 4-4404	MBS Headley- Reed	Ralph J. McElroy, p & gm Don E. Inman, cm	Warren Mead, pd Terrill Kirksey, ce	Robert Swisher, pmm
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Highway 20, East Adams 3-3371	ABC Avery-Knodel	Joe DuMond, p, gm A. J. DuMond, cm	Donald E. Kassner, pd, cm Grant Price, nd	By Gosden, fd Irene DuMond, wd
<b>WEBSTER CITY</b> (Hamilton Co.)						
KJFJ 1950	1570 250-D	Land O'Corn Bcstrs. Box 222 1500	KBS Upper Midwest	Charles V. Warren, p Ray Malmberg, gm	Charles Warren, Jr., cm G. D. Warland, pd	Cecil Segar, ce

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# KANSAS

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passeng Cars 1953
Allen	18,187	5,920	\$17,389	\$ 3,429	\$ 391	6,233	Cowley	36,905	11,800	41,797	9,282	1,030	13.7
Anderson	10,287	3,270	8,100	1,450	235	3,368	Crawford	40,231	13,540	37,939	9,171	1,154	13.1
Atchison	21,496	6,460	17,611	4,085	571	6,428	Decatur	6,185	2,160	7,828	1,573	192	2.4
Barber	8,521	2,720	9,901	2,015	327	3,279	Dickinson	21,190	6,810	21,535	4,335	579	7.9
Barton	29,909	3,690	51,474	10,109	1,347	13,700	Doniphan	10,499	2,970	5,697	1,523	218	3.2
Bourbon	19,153	6,350	15,922	3,773	413	6,037	Douglas	34,086	10,370	34,424	7,494	1,265	11.4
Brown	14,651	4,830	16,064	2,718	471	5,088	Edwards	5,936	1,940	6,993	1,583	283	2.1
Butler	31,001	9,840	37,856	8,353	1,043	13,934	Elk	6,879	2,020	3,884	991	133	2.2
Chase	4,831	1,530	3,439	911	106	1,591	Ellis	19,043	5,070	25,379	5,025	730	6.2
Chautauqua	7,376	2,220	5,779	1,164	195	2,379	Ellsworth	8,465	2,490	9,310	2,051	300	3.2
Cherokee	25,144	7,890	15,115	5,251	475	8,134	Finney	15,092	4,920	29,312	4,644	534	5.4
Cheyenne	5,668	1,740	8,718	1,812	240	2,042	Ford	19,870	6,570	36,965	5,572	1,004	7.5
Clark	3,946	1,180	4,573	722	62	1,479	Franklin	19,928	6,390	4,109	572	6.8	
Clay	11,897	3,940	12,226	2,278	272	4,376	Geary	21,671	6,650	18,902	4,188	547	7.4
Cloud	16,104	5,170	18,972	3,693	465	5,479	Gove	4,447	1,040	5,833	974	118	1.47
Coffey	10,408	3,100	7,848	1,366	191	3,251	Graham	5,020	1,440	6,288	627	201	1.97
Comanche	3,888	1,240	3,882	632	173	1,455	Grant	4,638	1	8,728	1,774	92	1.72

# GRASS ROOTS FACTS

## About the Kansas Farm Market



Waving wheat, tall corn, fat cattle, men on tractors—*this* is Kansas—a state of high-income, big buying farmers. To sell this rich market, you've got to sell the *farm families*. And the easiest, fastest way to do this is to

use the radio station *they* listen to most—WIBW.\*



The average income of these Kansas farmers is \$8,312 per household *after* taxes . . . 58% above the national average!† And remember, this vast buying power listens to WIBW *more* than any other radio station!\*



Last year these upper-income farm families banked \$1,092,211,000 from wheat, corn, cattle, hogs, poultry, hay, sheep, and other farm products. Because of this wide diversification they buy *heavily* and *steadily*—*all year long*. And the greatest part of their purchasing decisions are guided by WIBW—the radio station Kansas farmers listen to most.\*



The rich soil of Kansas has produced a new type of upper-income consumer—the Kansas Farmer. These folks *have* the extra cash to buy *your* product. And the best way to sell it to them is to tell them about it on the radio station *they* listen to most—WIBW—first listening choice of Kansas Farmers since 1924.\*



\* Kansas Radio Audience—1954.

† Consumer Markets—1954.

**TOPEKA,  
KANSAS**



Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN  
Rep: Capper Publications, Inc.

# KANSAS

## MARKET DATA BY COUNTIES (Cont. from Page 146)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Gray	4,894	1,240	6,433	1,146	238	1,648	Pottawatomie	12,344	3,630	11,872	2,168	334	3.9
Greeley	2,010	3	3,282	904	61	705	Pratt	12,156	3,830	16,335	3,153	438	4.8
Greenwood	13,574	4,390	14,808	3,127	389	4,898	Rawlins	5,728	1,550	8,074	1,356	228	2.1
Hamilton	3,696	1,160	7,652	1,231	88	1,201	Reno	54,058	17,440	75,296	14,342	2,289	21.3
Harper	10,263	3,230	11,042	2,337	379	3,791	Republic	11,478	3,720	8,446	1,874	276	4.1
Harvey	21,598	6,700	23,109	4,336	419	8,335	Rice	15,635	5,200	14,323	3,389	503	6.1
Haskell	2,606	92,580	4,251	673	229	970	Riley	33,405	9,520	31,395	6,358	1,051	9.7
Hodgeman	3,510	890	3,215	618	38	1,317	Rooks	9,043	2,810	13,155	2,446	471	3.5
Jackson	11,998	3,490	9,781	2,058	189	3,815	Rush	7,231	2,210	10,287	1,779	278	2.7
Jefferson	11,084	3,440	9,249	2,389	246	3,510	Russell	13,406	4,180	15,639	3,441	360	5.4
Jewell	9,698	3,000	5,829	1,276	178	3,466	Saline	33,409	11,120	58,629	9,633	1,238	15.2
Johnson	62,783	23,940	51,076	17,820	2,653	34,734	Scott	4,921	1,440	8,138	2,146	128	1.9
Kearney	3,492	1,060	5,736	999	96	1,143	Sedgwick	222,290	86,730	350,480	64,337	10,914	107.0
Kingman	10,324	3,190	9,432	2,171	255	4,040	Seward	9,972	3,650	23,165	4,504	551	4.0
Kiowa	4,743	1,440	6,729	1,438	177	1,824	Shawnee	105,418	34,870	120,505	25,251	3,490	41.3
Labette	9,340	9,340	30,888	7,484	765	9,948	Sheridan	4,807	1,070	5,330	928	79	1.5
Lane	890	890	4,873	1,111	41	1,161	Sherman	7,373	2,270	14,324	2,228	330	2.7
Leavenworth	42,381	11,250	29,744	7,312	1,081	11,250	Smith	8,946	2,710	7,445	1,945	230	3.3
Lincoln	6,643	1,940	5,820	1,234	149	2,424	Stafford	8,818	2,710	7,892	2,607	235	3.4
Linn	10,053	3,340	6,234	1,051	188	3,009	Stanton	2,263	5	3,112	521	78	7
Logan	4,206	1,160	7,341	1,448	178	1,396	Stevens	4,516	1,370	7,963	1,739	105	1.6
Lyon	26,576	8,380	28,262	5,664	987	9,015	Sumner	23,646	7,730	19,655	4,068	623	10.4
McPherson	23,670	7,350	25,907	5,130	792	5,900	Thomas	7,572	2,320	13,718	2,063	475	2.7
Marion	16,307	5,010	17,157	3,594	381	6,888	Trego	5,888	1,720	6,353	1,044	107	2.0
Marshall	17,526	5,740	16,488	3,715	493	8,948	Wabunsee	7,212	2,080	4,724	1,349	148	2.4
Meade	5,710	1,650	8,245	1,418	235	2,163	Wallace	2,508	690	4,137	659	42	8
Miami	19,698	5,900	14,160	3,498	453	6,377	Washington	12,977	4,070	7,791	1,291	184	4.8
Mitchell	10,320	3,290	16,460	2,687	483	3,871	Wichita	2,640	91,250	68,913	1,180	47	9
Montgomery	46,487	15,500	52,221	13,093	1,711	16,818	Wilson	14,815	4,880	11,357	2,733	243	5.3
Morris	6,485	2,540	6,544	1,544	177	3,134	Woodson	6,711	2,100	5,154	1,221	119	2.1
Morton	2,610	4,380	4,727	1,073	222	987	Wyandotte	165,318	52,350	151,095	39,596	6,217	55.8
Nemaha	14,341	4,190	13,443	2,766	522	4,536							
Neosho	20,348	6,480	18,671	4,531	491	7,129							
Ness	6,322	2,090	8,338	1,523	276	2,273							
Norton	8,808	2,670	12,878	2,978	337	3,335							
Osage	12,811	4,100	8,377	2,075	207	4,449							
Osborne	8,558	2,720	9,970	2,210	289	3,237							
Ottawa	7,265	2,310	6,255	1,444	159	2,858							
Pawnee	11,041	2,850	14,054	2,339	353	3,790							
Phillips	9,273	3,070	9,192	1,841	168	3,753							

<sup>1</sup> See Haskell. <sup>2</sup> See Wichita. <sup>3</sup> Haskell figure included in Grant.  
<sup>4</sup> Morton included in Stanton County figure. <sup>5</sup> See Morton.  
<sup>6</sup> Greeley is included in Wichita County figure.  
 Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensee	Headquarters	Telephone	Network	Representative	Owner	Pres. p;	Exec. vp	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.	
<b>ARKANSAS CITY</b>																							
<i>(Coeley Co.)</i>																							
		KSOK	1280	1000-D	100-N	The KSOK Bcstg. Co. Inc.	Box 172	2866	KBS	Oscar S. Stauffer, p	S. C. Thompson, vp & gm	C. E. Archer, cm	Richard Moore, pd	Edward H. Howe, ce	Arch Gibson, nd & sd								
<b>ATCHISON</b>																							
<i>(Atchison Co.)</i>																							
		KARE	1470	1000	DA-1	Griffith-Buenning Bcstg. Co.	Fifth & Kansas Ave.	2477	Sears-Ayers	James M. Griffith, co-o, gm & fd	Paul H. Buenning, co-o, cm	Ross Phillips, pd, nd	L. D. Winegardner, ce	Bill Ervin, sd									
<b>CHANUTE</b>																							
<i>(Neosho Co.)</i>																							
		KCRB	1460	1000-D		Cecil W. Roberts	Beach & Plummer	434	KBS Best	Cecil W. Roberts, p	Duane W. Holsington, gm & ce	John Wright, cm & sd	Paula Holsington, pd & wd	Joe Young, pmm & nd	Tom Alden, fd								
<b>COFFEYVILLE</b>																							
<i>(Montgomery Co.)</i>																							
		KGGF	690	10,000-D	5000-N	Midwest Bcstg. Co. Inc.	8th & Elm St.	1843	ABC Weed	Richard M. Seaton, p	Robert L. Pratt, gm	E. B. Spoonamore, cm	Richard S. Embody, pd	Robert L. Pratt, pmm	J. Sarto Jaminet, ce	Harold Springer, nd	Joe Cook, fd	Clyde Walthall, sd	Mary Sutocky, wd				
<b>COLBY</b>																							
<i>(Thomas Co.)</i>																							
		KXXX	790	5000-D		Western Plains Bcstg. Co. Inc.	380 West 4th St.	790	H-R Reps.	Don Searle, p	Ed Mason, gm	W. A. Martin, cm	Don Secord, pd	Mrs. Fay Keil, pmm	U. L. Lynch, ce	Pete Howard, nd & sd	Bud Clem, fd	Les Wright, fd	Helen Clark, wd				
<b>CONCORDIA</b>																							
<i>(Cloud Co.)</i>																							
		KFRM	550	5,000-D		KMBC Bcstg. Co.	11th & Central		CBS Free & Peters	L. G. Backstrom, p	John T. Schilling, gm	George J. Higgins, cm											
		KNCK	1390	500-D		General Bcstg. Co. Inc.	1414			W. F. Danenbarger, p, gm & nd	Oscar W. Allen, cm	Don Gill, pd	Leo Shields, pmm	Gene Shrouf, ce	B. James Farley, fd	Don Gill, sd	Drusilla Cory, wd						
<b>DODGE CITY</b>																							
<i>(Ford Co.)</i>																							
		KGNO	1370	5000-D	1000-N	Dodge City Bcstg. Co. Inc.	705½ Second Ave.	Hunter 3-3151	MBS Hagg	Jess Denious Jr., p	Wendell Elliott, gm	Ruth Peterson, cm	Herschel Holland, pd	Frank Miller, ce	Virginia Anderson, nd	Gail Hamilton, fd	Bob Harper, sd	Frances Elliott, wd					
<b>EL DORADO</b>																							
<i>(Butler Co.)</i>																							
		KBTO	1380	500-D		O. A. Tedrick	Bank of Poplar Bluff	Poplar Bluff, Mo. 2526	Indie	O. A. Tedrick, o	Jim Platt, gm & pmm	Jay Pratt, cm	Dick Curtis, pd & sd	Jay Williams, ce	Bob Lutz, nd	Walt Butterworth, fd	Jetta S. Lee, wd						
<b>EMPORIA</b>																							
<i>(Lyon Co.)</i>																							
		KTSW	1400	250		Emporia Bcstg. Co.	Box 350	153	MBS Gill-Perna	G. F. Reed, p	Jack Fallon, vp, gm & cm	Hugh Aspinwald, pd	Everett Thompkins, ce	Walter Conway, nd									

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.



**PORT SCOTT**

(Carbon Co.)  
 WMDO 1600 Fort Scott Bcstg. Co. KBS L. C. McKenney, gm Jim McKenney, sm  
 954 500-D 2545

**ARDEN CITY**

(Linney Co.)  
 KGAR 1050 Ark-Valley Bcstg. Co. Holman Elsworth Sherman, p W. J. Bennett, pd Earl Tipton, ce  
 948 1000-D Box 878 Russell D. Erickson, gm  
 3041 or 7241  
 KIUL 1240 KIUL Inc. NBC Robert Wells, p & gm Tony Jewell, pd, nd, fd & Joe Tennesen, ce  
 935 250 509 1/2 Main St. KBS Bob Emery, cm sd Mary Connors, pmm & wd  
 3251

**GOODLAND**

(Herman Co.)  
 WGB 730 Goodland Bcstg. Co. MBS James E. Blair, p & gm Bert Blair, cm Lyle E. Fick, ce  
 947 1000-D Box 589 331

**HEAT BEND**

(Horton Co.)  
 WGB 1590 KVGB Inc. NBC Helen T. Coogan, p Ray H. Beals, pd Gilbert Hanzlicek, ce  
 937 5000 17th & Main Pearson Grover C. Cobb, vp & gm Bette Moore, pmm Jim Heaton, nd  
 DA-N 4317 Robert D. Hilgendorf, cm, fd & sd

**KANSAS CITY**

(Hills Co.)  
 WAYS 1400 KAYS Inc. KBS Frank Motz, p Bud Ryan, pmm Kay Melia, sd  
 948 250 2450 Hall St. 4-2578 Bob Schmidt, gm & cm Glenn Barnett, ce Carol Anderson, wd  
 Max Bicknell, pd & nd Carl Wells, fd

**WICHITANSON**

(Heno Co.)  
 WKBW 1450 Nation's Center Bcstg. NBC Bess M. Wyse, p Kainor Carson, cm Bob Bassett, ce  
 935 250 17th & Harding Venard, John W. Powell, gm Bill Scott, pd Patricia L. Mitchell, wd  
 2-4488 Rintoul & McConnell  
 WWHK 1280 KWHK Bcstg. Co. Everett-McKinney James E. Murray, p Robert McCreery, pd Paul Cochran, nd  
 946 1000-D 18 West 5th St. Vern Minor, gm Millard H. Clary, ce Jack Lynch, sd  
 500-N 5-4481  
 DA-2

**DEPENDENCE**

(Montgomery Co.)  
 WJND 1010 Central Bcstg. Co. MBS J. Nelson Rupard, p, gm & Jo Randall, cm Neale Rowland, pmm  
 947 250-D P. O. Box 357 KBS ce Phil Atkisson, pd Merle Blair, sd  
 1010  
 WJND-FM Ch. 22.8 (A) Frances Hagan Rupard, gm  
 953 93.5mc .325kw

**Junction City**

(Early Co.)  
 WJCK 1420 Junction City Bcstg. Indie Ralph L. Weir Jr., gm, Albert E. Horner, pd & nd Chuck Nichols, fd  
 949 1000-D Co. Royce Baerg, ce Bruce Karns, sd  
 724 N. Washington 8-3165

**KANSAS CITY**

(Wandotte Co.)  
 WCKN 1340 KCKN Bcstg. Co. Capper H. S. Blake, p Joe Storm, sm Louis Dickensheets, ce  
 930 250 300 Walloway Bldg. Ben Ludy, gm B. J. Stott, pd Alan Smith, nd  
 Victor 3864

**LAWRENCE**

(Douglas Co.)  
 WKFKU 1250 U. of Kansas NAEB Franklin D. Murphy, R. Edwin Browne, d  
 924 5000 2700 ext. 382 chancellor  
 DA-N  
 ST-WREN  
 WLWN 1320 Lawrence Bcstrs. Inc. Arden Booth, p, gm & fd Ed Hundley, pd, sd Jack Hines, nd  
 951 500-D R. 5 Tom Beal, cm Ollie Coburn, ce Bette Booth, wd  
 3431

**EAVENWORTH**

(Eavenworth Co.)  
 WCLO 1410 Cecil W. Roberts KBS Cecil W. Roberts, p Frances Johnston, pd Skip Moretti, fd  
 948 500-D R.R. No. 2 Best Chet B. Kozak, gm, cm, Dorothy Underwood, pmm Frances Johnston, wd  
 3620 nd & sd Delmas Rush, ce

**BERAL**

(Edward Co.)  
 WSCB 1270 Seward County Bcstg. Best Alf M. Landon, p Leon S. Salathiel, gm Wayne Pash, ce  
 948 1000-D Co. Inc. P. O. Box 311 3891

**MANHATTAN**

(Hiley Co.)  
 WMAN 1350 Manhattan Bcstg. Co. Fred A. Seaton, p Herbert P. Layin, ce Richard Larue, fd & sd  
 1950 500-D 114 N. 4th Lowell E. Jack, gm Joan Akey, nd Lita Rosen, wd  
 Prescott 8-4451 Paulson Leighton, cm & pmm  
 \*KSAC 580 Kansas State College Dr. James A. McCain, p DeVere Nelson, pd, fd & sd Bernard Holbert, ce  
 1924 5000-D Prescott 6-8811 ext. 356 Kenneth E. Thomas, gm & nd  
 KSAC-TV 500-N ST-WIBW

**McPHERSON**

(McPherson Co.)  
 KNEX 1540 K. R. Krehbiel KBS K. R. Krehbiel, o Morris Heitschmidt, pd Bob Bartter, sd  
 1949 250-D Box 188 Henry J. Dais, gm Claude Hughes, ce Betty Jo Donham, wd  
 1540

**NEWTON**

(Harvey Co.)  
 WJRG 950 Geo. Basil Anderson KBS Geo. Basil Anderson, p Don Toland, nd, fd, & sd Alice Erlandson, wd  
 1953 500-D Box 77 Robert Kent, gm, pd, & ce 3240 Biddick

**OTTAWA**

(Franklin Co.)  
 KOFO 1220 Ottawa Bcstg. Co. Roderick B. Cupp, p, gm, pd Thomas F. Ruble, cm  
 1941 250-D 20th & S. Main St. 1045 Gerald Servatius, ce

# KANSAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Richard R. Combs, sm	Executive Abbreviations Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>PARSONS</b> (Labette Co.)							
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 109½ South Central 4050	KBS Magic Circle	Carol B. Combs, p & o Lester M. Combs, gm Richard R. Combs, sm	Dave Wright, cm & nd Eugene L. Joslin, pd & fd	Linton D. Hargreaves, ce Jack A. Bateman, sd	
<b>PITTSBURG</b> (Crawford Co.)							
KOAM 1937	860 10,000-D	The Pittsburg Bcstg. Co. Inc. Professional Bldg. 2165	NBC Pearson	E. V. Baxter, p, gm, cm, & pd	Paul Hudson, pmm & fd Leo Stafford, ce	Frank Smith, nd & sd	
KOAM-TV DA-N	5000-N DA-N						
KSEK 1947	1340 250	KSEK Bcstg. Co. Inc. 1340 E. Quincy Box 610 742	Magic Circle Cooke	O. S. Stauffer, p Thad M. Sandstrom, gm	Paul A. Winders, ce Don Blythe, nd	John Brazell, sd Milda Sandstrom, wd	
<b>PRATT</b> (Pratt Co.)							
KWSK 1952	1590 250-D	Clem Morgan 209½ S. Main 1570	KBS	Clem Morgan, o, gm & nd Marion Pratt, cm, pd & sd	Clarence Evans, ce M. H. Morgan, wd		
<b>SALINA</b> (Saline Co.)							
KSAL 1937	1150 5000 DA-N	K. S. A. L. Inc. 201 West Iron Ave. 3701-2-3	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, sm & cm Alfred Thompson, pd & nd	C. R. Lamer, pmm Donald Engelhardt, ce	U. D. Slater, fd Edward Linck Jr., sd	
<b>TOPEKA</b> (Shawnee Co.)							
KJAY 1949	1440 5000-D 1000-N DA-2	S. H. Patterson 908 Kansas 3-1336	McGillvra	S. H. Patterson, p Paul Roscoe, gm & sd Wayne J. Hatchett, cm & ce	Jim Gosa, pd & nd Evelyn Reynolds, pmm	Curt Williams, fd Grace Hatchett, wd	
KTOP 1947	1490 250	Charles B. Axton P. O. Box 538 4-3444	MBS Pearson	Bailey Axton, o & gm Marie M. McKinney, asst. m Joseph M. Purcell, cm & slm	Dennis Murphy, pd Floyd Griffiths, ce	Charlie Christian, sd	
WIBW 1928	580 5000 DA-N	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	
WREN 1926	1250 5000 DA-N	WRFN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Weed	Alf M. Landon, p Fred L. Conger, bus. m Gerald K. Barker, slm	Max Falkenstein, pm & sd Glenn L. Howard, ce	Frank Jones, nd & fd Dottie Paige, wd	
<b>WICHITA</b> (Sedgwick Co.)							
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 418 W. Douglas Hobert 4-9389	MBS Radio-TV Reps.	Mark H. Adams, p Graeme Fletcher, vp gm Roger W. Pepper, cm	Dick Williams, pd Ira E. Courtney, ce	Marion Brandenberger, s	
KAKE-TV 1936	1480 5000-D 1000-N DA-2	Taylor Radio & Tv Corp. 1015 North Broadway Hobart 4-2387	NBC Raymer	O. L. Taylor, p Archie J. Taylor, gm Allan Page, cm	Dave Wilson, pd & sd L. F. Heithecker, pmm & ce	George Gow, nd Mary Anne McNally, wd	
KFBI 1922	1070 10,000-D 1000-N DA-N	KFBI Inc. Box 1402 Temple 8-3377	ABC Avery- Knodel	Howard Lane, p Hal Bonduant, gm & cm George Wells, pd	Lew Hunter, pmm K. W. Pyle, ce Russ Jolly, nd	Lester Weatherwax, fd Jack Campbell, sd Marie MacDonald, wd	
KFH 1922	1330 5000 DA-N	Radio Station KFH Co. KFH Bldg. Amherst 2-4491	CBS Blair	Frank V. Webb, vp & gm Don Newbury, gm Thomas P. Bashaw, pd	Elizabeth Lathrop, pmm Virgil Hinshaw, ce George Doyle, nd	Bruce Behymer, fd Jack Munley, sd	
KFH-FM 1948	Ch. 262(B) 100.3mc 11kw						
KWBB 1951	1410 1000 DA-2	Wichita Beacon Bcstg. Co. Inc. 2829 Salina Ave. Temple 8-3331		O. E. Bradley, p J. M. Hall, gm John Merrell, cm	Virginia Welch, pd Gene T. Williams, ce Jim Setters, nd & fd	Don Hoover, sd Lucille Allmon, wd	

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 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. 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.

# KENTUCKY

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passen- ger Cars 1953
Adair	17,603	4,050	\$ 6,183	\$ 1,189	\$ 253	3,446	Daviess	57,241	15,780	57,463	12,515	1,519	18,141
Allen	13,787	3,740	6,934	1,536	206	2,971	Edmonson	9,376	2,070	1,920	587	62	1,414
Anderson	8,984	2,480	7,639	1,718	77	3,065	Elliott	7,085	1,350	580	345	179	2,114
Ballard	8,545	2,910	4,143	1,316	98	4,134	Esch	14,677	3,130	4,611	1,589	179	2,114
Barren	28,461	7,730	22,535	4,589	755	7,596	Fayette	100,746	27,970	139,496	27,192	5,398	28,114
Bath	10,410	2,510	2,801	1,051	59	1,721	Fleming	11,962	3,250	5,523	1,684	67	3,114
Bell	47,602	10,130	36,588	8,902	807	5,877	Floyd	53,500	10,750	25,288	6,276	349	5,114
Boone	13,015	3,740	6,555	1,759	113	5,935	Franklin	25,933	7,390	22,662	5,559	789	8,114
Bourbon	17,752	4,920	15,713	4,281	407	5,073	Fulton	13,688	3,700	15,251	3,910	408	3,114
Boyd	49,949	13,520	47,260	13,199	1,495	15,001	Gallatin	3,969	1,120	1,949	640	64	1,114
Boyle	20,532	5,260	23,164	4,776	799	6,374	Garrard	11,029	2,900	5,444	1,241	67	2,114
Bracken	8,424	2,440	4,403	1,227	79	2,350	Grant	9,809	2,770	6,038	1,761	178	3,114
Breathitt	19,964	3,310	3,332	1,483	214	1,175	Graves	31,384	9,930	23,488	5,533	594	9,414
Ereckinridge	15,528	3,730	5,410	1,708	36	3,145	Grayson	17,083	4,320	6,554	1,209	169	3,114
Bullitt	11,349	2,970	4,445	1,451	71	3,883	Green	11,261	3,050	5,155	1,083	73	2,114
Butler	11,309	2,430	2,121	769	64	1,507	Greenup	24,887	5,820	7,799	3,722	294	5,414
Caldwell	13,199	3,690	8,602	2,422	261	3,296	Hancock	6,009	1,550	2,079	581	60	1,414
Calloway	20,147	5,690	15,333	3,703	388	6,094	Hardin	50,312	10,990	25,487	6,921	452	13,514
Campbell	76,196	22,860	58,960	21,593	2,344	25,557	Harlan	71,751	15,140	44,409	12,517	1,029	9,414
Carlisle	6,206	1,820	2,809	879	81	1,930	Harrison	13,736	3,880	10,467	2,596	280	4,514
Carroll	8,517	2,400	9,530	2,212	310	2,722	Hart	15,321	3,980	8,702	1,608	265	3,714
Carter	22,559	4,630	7,470	2,253	182	3,252	Henderson	30,715	9,240	28,352	7,184	785	10,414
Casey	17,446	3,710	4,598	1,029	36	2,635	Henry	11,394	3,170	6,418	1,492	269	2,814
Christian	42,359	10,360	39,442	7,656	674	11,341	Hickman	7,778	2,150	2,958	1,115	1,614	
Clark	18,898	5,230	19,036	4,546	454	5,885	Hopkins	38,815	10,570	32,934	7,866	733	10,114
Clay	23,116	4,010	5,031	1,227	76	2,111	Jackson	13,101	2,590	2,236	624	83	1,114
Clinton	10,605	2,320	3,044	648	67	1,504	Jefferson	484,615	142,780	601,440	140,046	25,849	145,314
Crittenden	10,818	2,890	5,471	1,737	67	2,560	Jessamine	12,458	3,300	6,421	1,975	249	3,214
Cumberland	9,309	1,970	3,212	866	65	1,257	Johnson	23,846	5,340	12,726	3,214	35	3,014

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Antton	104,254	32,340	99,770	32,592	3,769	29,920	Ohio	20,840	5,100	7,237	2,832	217	3,429
Antton	20,320	3,410	3,387	1,124	73	1,442	Oldham	11,018	2,480	5,659	1,257	79	4,211
Antton	30,409	6,340	7,757	2,508	69	3,312	Owen	9,755	2,830	4,337	1,018	153	2,275
Antton	9,956	2,480	6,381	894	72	2,927	Owsley	7,324	1,370	402	171		560
Antton	25,797	5,780	11,996	3,755	210	4,508	Pendleton	9,610	2,850	3,681	1,151	96	2,732
Antton	14,418	3,190	5,345	1,675	130	1,745	Perry	46,566	9,070	26,749	6,253	407	5,196
Antton	8,739	1,740	1,563	488	69	1,173	Pike	81,154	17,300	44,153	11,921	526	12,585
Antton	15,537	2,700	3,288	1,804	77	729	Powell	6,812	1,300	1,889	238		1,052
Antton	39,522	2,970	20,956	6,732	266	4,591	Pulaski	38,452	9,260	21,725	5,049	559	7,745
Antton	13,520	2,320	4,338	1,377	73	2,461	Robertson	2,681	740	684	219	56	694
Antton	18,668	4,330	7,921	1,632	160	3,253	Rockcastle	13,925	2,630	4,138	1,497	101	1,875
Antton	7,184	2,010	2,425	901	71	1,945	Rowan	12,708	2,730	6,064	1,384	66	2,532
Antton	22,335	5,820	15,860	4,089	432	4,882	Russell	13,717	3,270	3,864	1,143	91	2,170
Antton	6,853	1,460	1,674	548	59	1,108	Scott	15,141	4,130	10,408	3,202	256	3,990
Antton	49,137	28,840	82,620	17,115	3,053	23,793	Shelby	17,912	4,830	14,941	3,286	419	5,993
Antton	16,680	3,080	6,651	2,867	123	2,114	Simpson	11,678	3,360	11,348	2,350	442	3,168
Antton	10,021	2,650	3,543	1,259	119	2,177	Spencer	6,157	1,500	3,975	725	37	1,898
Antton	31,178	6,240	19,901	4,684	789	7,725	Taylor	14,403	3,750	10,907	2,095	78	3,962
Antton	13,539	2,320	4,338	830	30	947	Todd	12,890	3,380	5,980	1,712	250	2,412
Antton	17,212	3,790	12,794	2,080	80	3,996	Trigg	9,683	2,110	4,481	958	68	1,989
Antton	13,387	3,880	6,095	1,643	113	4,696	Trimble	5,148	1,390	1,242	378		1,285
Antton	11,677	2,090	2,287	1,076		1,177	Union	14,893	3,800	14,353	3,208	522	5,366
Antton	18,486	5,110	20,532	4,098	754	5,369	Warren	42,758	11,690	42,002	7,865	1,501	11,890
Antton	9,422	2,490	4,924	865	70	2,829	Washington	12,777	3,130	6,695	1,144	67	3,228
Antton	4,798	1,050	601	249		571	Wayne	16,475	3,440	5,471	1,795	72	2,253
Antton	14,643	4,270	10,699	2,296	422	4,869	Webster	15,555	4,300	8,379	2,132	165	3,589
Antton	9,851	2,490	2,851	345	76	1,443	Whitley	31,940	7,080	19,651	5,281	565	4,881
Antton	13,770	3,230	6,134	1,459	131	2,308	Wolfe	7,615	1,350	1,180	287		675
Antton	13,025	3,460	11,281	3,059	283	3,893	Woodford	11,212	3,070	6,869	1,920	293	3,160
Antton	13,624	2,790	2,204	633	32	1,439							
Antton	32,501	7,710	18,319	6,134	383	5,956							
Antton	19,521	4,560	13,666	2,399	429	4,713							
Antton	7,532	2,050	3,400	1,115	149	2,063							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ASHLAND

Boyd Co.)

WCMI 1340 Ashland Bcstg. CBS, Air Trails Charles Sawyer, p W. R. Martin, sm Robert Gilmore, ce  
1935 250 120 20th St. H-R Reps. J. Pattison Williams, John Sowards, pd, pmm, Dick Martin, sd Bettye Allen, wd  
WCMI-FM Ch. 229 (B) Ernest Sparkman, pd Joe H. Barker, cm  
1948 93.7mc Dorothy Kahne, wd Cora Lee Sparkman, pmm  
4.3kw Frank Vaught, sd

WWKO 1420 States Bcstg. System Inc. Grant Charles F. Trivette, p, gm Ernest Sparkman, pd Joe H. Barker, cm  
1954 5,000-D P. O. Box 846 Herman G. Dotson, vp Dorothy Kahne, wd Cora Lee Sparkman, pmm  
GRand 6784 David B. Jordan, ce Frank Vaught, sd

BARDSTOWN

Nelson Co.)

WBRT 1320 Bardstown Bcstg. Andy Anderson, p J. L. Brownell, gm, cm J. L. Brownell Jr., pd  
1954 1000-D P. O. Box No. 1 4780

**This**

**HAS HELPED MANY LOCAL ADVERTISERS TO BUY RADIO MORE EFFECTIVELY IN WICHITA...**

**A TAYLOR-MADE ANALYSIS OF ADVERTISING FOR CREATIVE SELLING ON KANS**

Account \_\_\_\_\_

Product or Service \_\_\_\_\_

Type of People Most Likely To Be Influenced To Buy \_\_\_\_\_

Activity These People Might Be Engaged in at Best Psychological \_\_\_\_\_

Time and Place for Influencing To Buy \_\_\_\_\_

Where Are They Most Likely To Be? \_\_\_\_\_

When Are They Most Likely To Be Engaged in this Activity? \_\_\_\_\_

Advertising Media Available at this Time and Place:  
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Is KANS Programming Designed for the People We Are Trying to Reach at the Best Psychological Time to Reach Them? \_\_\_\_\_

**WE CAN USE IT TO HELP YOU TOO!**

**5000 WATTS NBC KANS** "TAILOR-MADE" RADIO ADVERTISING IN WICHITA, KANSAS  
 REPRESENTED BY THE PAUL H. RAYMER CO.

# KENTUCKY

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; Chief News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>BENTON</b> (Marshall Co.)					
WCBL 1954	1290 1000-D	Purchase Bcstg. Co.		J. Shelby McCallum, gm	
<b>BOWLING GREEN</b> (Warren Co.)					
WKCT 1947	930 1000-D 500-N DA-N	Daily News Bcstg. Box 727 Bowling Green 4325	Pearson	J. Ray Gaines, p Alvis H. Temple, gm, pmm Jeff Wright, cm	Jack Eversole, pd, nd Hank Brosche, fd Haro Durham, co-ce Joann Rudolph, wd
WLBJ 1940	1410 5000-D 1000-N DA-2	Bowling Green Bcstg. 901 Fairview Ave. 3212	MBS Burn-Smith	Ken D. Given, p, gm Robert L. Proctor, cm Helen Given, pd	Georgia Bates, pmm Tom Smith, ce Bart Hagerman, nd
WLBJ-FM 1948	Ch. 268 (B) 101.1mc 8.4kw				Bill Stamps, fd Robert L. Proctor, sd Helen Griffin, wd
<b>CAMPBELLSVILLE</b> (Taylor Co.)					
WLCK 1950	1450 250	Taylor County Bcstg. Co. P. O. Box 248 380		R. L. Turner, p, gm Lindsey Harden, cm	Tom Miekerr, pmm J. B. Crawley, ce
WTCO 1948	1150 1000-D	South Central Ky. Bcstg. Co. 203 East Main St. 250	KBS	H. T. Parrott, p Clifford Spurlock, gm, cm Elwanda Miller, pd	Pat Beard, pmm Harvey Kingsbury, ce Bill Mardis, nd C. V. Bryan, fd Keith Buck, sd Naomi Beard, wd
<b>CENTRAL CITY</b> (Muhlenberg Co.)					
WMTA 1954	1380 500-D	Central City-Greenville Bcstg. Co.			
WNES 1934	1800 500-D	Muhlenberg Bcstg. Co.		William D. Atkinson, p & gm	
<b>COLUMBIA</b> (Adair Co.)					
WAIN 1951	1270 1000-D	Tri-County Radio Bcstg. Corp. 4111	KBS Best	S. C. Bybee, p, gm Lanier Burchett, cm, sd	Oris Gowen, pd Lewis M. Owens, ce
<b>CORBIN</b> (Whitley Co.)					
WCIT 1947	680 1000 DA-N	Corbin-Times Tribune 1071	MBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm, pd	S. G. Hembree, cm C. R. Austin, ce Archie T. Wyatt, sd Ruth Mauney, wd
<b>COVINGTON</b> (Kenton Co.)					
WZIP 1947	1050 250-D	WZIP, Inc. 6th and Madison Ave. JUNiper 5300	KBS Indie	Arthur L. Ellerman, p, gm, cm Walter R. Rehbaum, pd	Sl Schulman, pmm Joseph M. Rice, ce Donald Eubanks, nd Jesse Tyson, fd Milton Green, sd Carmen G. Ellerman, wd
<b>CUMBERLAND</b> (Harlan Co.)					
WCFM 1951	1490 250	Blanfox Radio Co. Inc. 280	MBS KBS Good Coal Burn-Smith	R. B. Helms, p, gm Art Gruenwald, cm, nd	Al Cash, pd, sd J. Francke Fox, ce
<b>DANVILLE</b> (Boyle Co.)					
WHIR 1954	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 Danville 1230	MBS, KBS, Holman	W. T. Isaac, p, cm	David B. Highbaugh, vp, pd, nd, fd, sd Henry C. Lovell, ce
<b>ELIZABETHTOWN</b> (Hardin Co.)					
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151	KBS Best	J. W. Hodges, p Walter Huddleston, gm, cm, nd, fd, sd	Tom Maples, pd Thomas Baldwin, pmm, ce Ed Booher, nd Lee Hutson, wd
<b>FRANKFORT</b> (Franklin Co.)					
WFKY 1946	1490 250	Frankfort Bcstg. Co. Inc. Kentucky Ave. Extended FRankfort 4-8281	MBS Burn- Smith	Ken Hart, p, gm W. M. Morrison, cm Mary Flynn, pd, wd	Bud McLain, pmm Wallace Roach, ce Don Wheeler, nd, fd Ronnie Rhody, sd
<b>FRANKLIN</b> (Simpson Co.)					
WFKN 1954	1220 250-D	Franklin Bcstg. Co. 103 North High St. 33	KBS	L. L. Valentine, p, nd, fd Howard H. Ogles, gm	A. W. Kockritz, Jr., cm Neil James, pd, wd Clarence Driver, ce Stan Fortmann, sd
<b>FULTON</b> (Fulton Co.)					
WFUL 1951	1270 1,000-D 500-N	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270	Best	Dr. R. W. Bushart, p J. O. Lewis, gm, fd John Latham, cm, ce	Dorothy Boyd, pd, wd Jim Ferguson, pmm Al West, nd Pierce Laton, sd
WFUL-FM 1951	Ch. 285 (B) 104.9mc 0.5kw				
<b>GLASGOW</b> (Barren Co.)					
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141	KBS	Jack Pedigo, p Clovis Sadler, gm, pmm, ce, fd	John M. Barrick, cm Caroline Biggers, pd, nd Hank Royse, sd Opal E. Cherry, wd
<b>HARLAN</b> (Harlan Co.)					
WHLN 1941	1230 250	Blanfox Radio Co. Inc. 625	MBS, KBS, Good Coal Burn-Smith	R. B. Helms, p, gm, pm	James Morgan, cm, nd Neil Bradford, pd Marvin Johnson, ce Jack Hoskins, sd

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**IF YOU WANT  
TO ADVERTISE...**



**IN AN IMPORTANT  
LOCAL MARKET...**



**ECONOMICALLY...**



**YET WITH SATURATION  
FREQUENCY...**



**REMEMBER *WHAS*  
AND THE GROWING KENTUCKIANA MARKET**

Today radio—and *only* radio—can give you mass circulation at so low a cost that you can afford to tell and re-tell your story with *saturation frequency*.

And in the booming Kentuckiana market—one of the fastest-growing in the nation—Louisville's WHAS stands unequalled in coverage . . . in facilities . . . in programming . . . and in public service.

REPRESENTED NATIONALLY BY  
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**MEASURE OF A GREAT RADIO STATION**

VICTOR A. SHOLIS, *Director*  
NEIL CLINE, *Station Manager*

• Associated with the Courier-Journal and Louisville Times



# KENTUCKY

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mg sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>HAZARD</b> (Perry Co.)							
	WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS Best	Fred B. Bullard, p Charles W. Metcalf, gm, pmm, nd	Robert S. Mansfield, cm, sd Norma Strong, pd	Marvin E. Young, ce
<b>HENDERSON</b> (Henderson Co.)							
	WSN 1941	860 500-D	Henderson Bcstg. Co. Inc. Zion Rd. 3923	MBS KBS Meeker	Hecht S. Lackey, p, gm Ewing Graham, cm Martin E. Schaeffer, pd, nd	Dorothy McCormick, pmm, wd Orville D. Jackson, ce	Tommy Southwood, fd Dell McLachlan, sd
	WSN-FM 1947	Ch. 258 (B) 99.5mc 20kw					
<b>HOPKINSVILLE</b> (Christian Co.)							
	WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. TUXedo 5-5331	CBS Meeker	F. E. Lackey, p, gm Katherine Peden, cm Margaret Wyatt, pd	Leo Y. Wilson, ce Hal Jenkins, nd	Drury Embry, fd George Gray, sd
	WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw					
	WKO 1954	1480 1000-D	Pennyrite Bcstg. Co. % Chas. W. Stratton Box 110 Russellville, Ky.				
<b>LEBANON</b> (Marion Co.)							
	WLB 1953	1590 1000-D	Lebanon-Springfield Bcstg. Co. Lebanon-Springfield Pike Box 647 486		C. H. Hulse, co-o, ce Charles Shuffett, co-o, pd Charles Hardin, cm	Allen Baker, pmm Paul Owens, nd Jimmy Taylor, fd	Kenneth Hall, sd Fay Gilmore, wd
<b>LEXINGTON</b> (Fayette Co.)							
	WLAP 1922	630 5000-D	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp, gm Miller A. Welch, cm Jack Brooks, pd	Joe DeLong, pmm H. C. Locklar, ce Sue Ann Fenimore, nd	Paul Everman, fd J. B. Faulconer, sd Ann Jones, wd
	WLAP-TV 1950	Ch. 233 (B) 94.5mc 0.4kw					
	WLEX 1946	1300 1000	Central Kentucky Bcstg. Co. 134 North Limestone St. 3-0433	ForJoe	J. D. Gay, Jr., p Earl L. Boyles, evp. & gm	Evelyn Benge, pd Harry Barfield, asst. mgr.	Jim Robertson, ce Cawood Ledford, sd
	WLEX-TV 1947	DA-N					
	WVLK 1947	590 1000 DA-1	Bluegrass Bcstg. Co., Inc. Phoenix Hotel 4-6470	MBS Burn- Smith	Donald J. Horton, p Ted Grizzard, gm George T. Webb, cm	Claude Sullivan, pd, sd Ray Holbrook, pmm, nd	Paul Dunbar, ce Margaret Welch, wd
<b>LONDON</b> (Laurel Co.)							
	WFTG (CP)	1400 250	States Bcstg. System Inc. P. O. Box 848 Ashland, Ky.		Charles F. Trivette, p Herman G. Dotson, vp		
<b>LOUISVILLE</b> (Jefferson Co.)							
	WAVE 1933	970 5000	WAVE, Inc. 334 East Broadway WAbash 2201	NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm LeVal Waitman, cm	James Caldwell, pd Charles Hill, pmm Wilbur Hudson, ce	Rodney Ford, nd Ed Kalay, sd Dolores Ryan, wd
	WAVE-TV 1936	DA-1			J. Portor Smith, p Charles L. Harris, vp, gm Tom Underwood, cm Ward Hatcher, pd	Jerry Fordyce, pmm W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Jerry Brown, sd Agnes Burke, wd
	WGRC 1936	790 5000-D 1000-N DA-2	Northside Bcstg. Corp. Ky. Home Life Bldg. WAbash 8871	MBS Walker			
	WHAS 1922	840 50,000	WHAS, Inc. 6th and Broadway WAbash 2211	CBS CHRstal	Barry Bingham, p Victor A. Sholis, vp & dir. Neil D. Cline, sm John M. Fouts, cm	Sam Gifford, pd Wm. F. Loader, pmm O. W. Towner, ce Richard Oberlin, nd	Barney Arnold, fd Jimmie Finegan, sd Jane Dennis, wd
	WHAS-TV 1940	1240 250			Harry McTigue, p, gm Charles A. Schacht Jr., cm George S. Partridge, pd, nd	Helen E. Roberts, pmm Melvin C. Scarsdale, ce	Jim McIntyre, sd Louise Wellier, wd
	WKLO 1948	1080 5000-D	Mid-America Bcstg. Corp. Henry Clay Hotel CLay 4441	ABC Blair	Milton S. Trost, vp D. C. Summerford, gm	Charles Farmer, cm Mary Louise Moore, pd	Raymond S. Ford, ce Jean H. Clos, nd
	WKLO-TV 1947	1000-N DA-2					
	WKYW 1947	900 1000-D	Radio Kentucky Inc. 431 W. Jefferson St. CLay 4811.	Burn- Smith	F. Eugene Sandford, p Edwin E. S. Weldon, vp, sm	Parker Smith, cm Paul Ruhle, pd	Charles L. Troutman, ce
	WLOU 1948	1350 1000-D	Robert W. Rounsaville 2549 South Third St. CAIhoun 3680	ForJoe, Dora- Clayton	Robert W. Rounsaville, o Lee Smith, m	J. T. Starr Jr., cm Cliff Butler, pd	Stephen Dawson, ce
<b>MADISONVILLE</b> (Hopkins Co.)							
	WFMW 1948	730 250-D	Messenger Bcstg. Co. Box 387 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm, fd	E. L. Kelley Jr., cm, sd Richard T. Harris, pd	Evers Mick, ce Glenda Ausenbaugh, wd
	WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.85kw					
<b>MAYFIELD</b> (Graves Co.)							
	WKT 1946	1050 1,000-D	Mayfield Bcstg. Co. P. O. Box 232 46	Best	Mike Layman, p Jack D. Henderson, gm, pmm	Jerry Watson, cm, nd, sd Frances Reynolds, pd	Jos. M. Hargrove, ce Hallie Vandergriff, wd
	WNGO 1947	1320 1000-D	West Kentucky Bcstg. Co. Inc. P. O. Box 26 1597	.....	H. M. Suthard, p T. E. Brewer, gm, cm	Otis L. Davis, pd, fd John E. Shelton, ce	Bing Hampton, nd, sd Mary Shelton, wd

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with **WAVE**  
you don't buy the cow—

## YOU BUY THE CREAM!

Only *one* radio station in Kentucky gives you exactly what you want in this State, and at the right price.

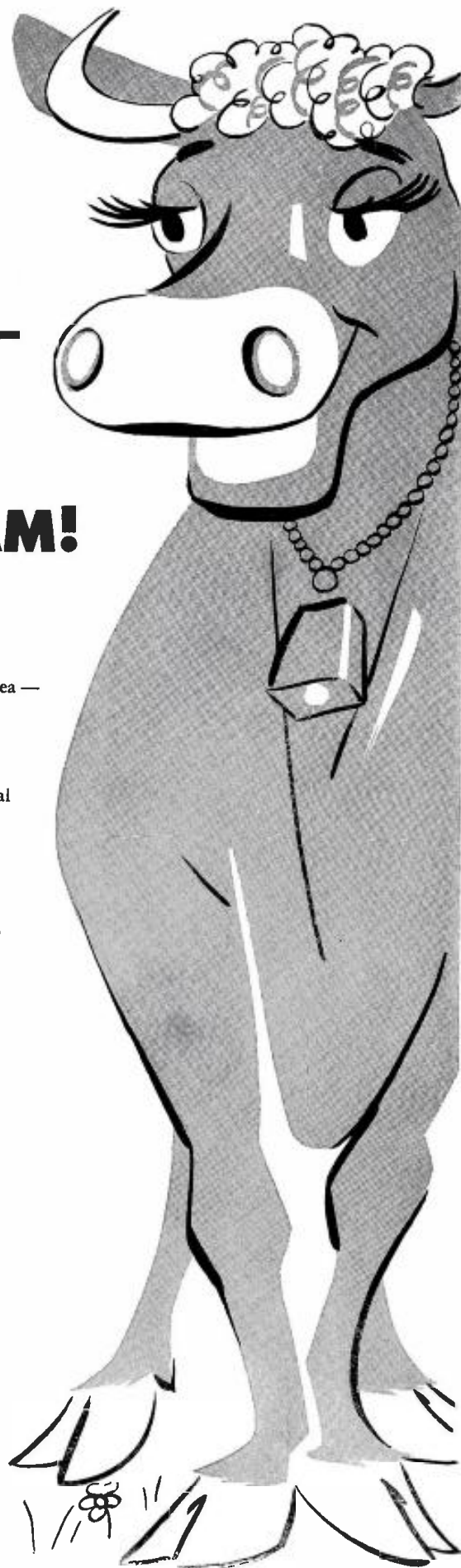
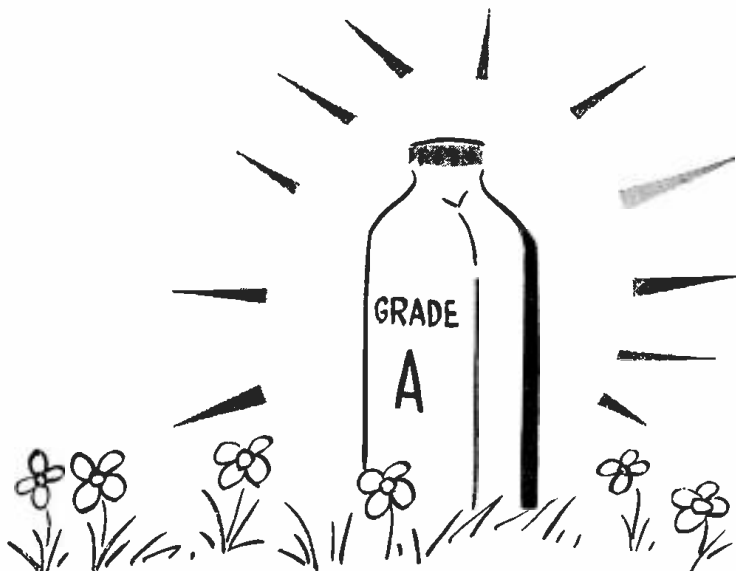
**MORE THAN LOUISVILLE — LESS THAN KENTUCKY!**  
WAVE's 50% BMB daytime area gives the Louisville Trading Area — no more, no less. *This Area accounts for 42.5% of Kentucky's total Effective Buying Income.*

**COMPLETE PROGRAMMING—HIGH LISTENERSHIP.**  
WAVE is the only NBC Station in or near Louisville. Our local programming is big-time stuff, too. We don't ask our audience to listen to one or two voices for endless hours. Our *radio* staff includes 62 people, 44 of whom do on-the-air work rather than management, sales, etc.

Don't buy the cow. Buy the cream — concentrated, unwatered, and nourishing! NBC Spot Sales has the figures.

**WAVE** • **5000 WATTS**  
**LOUISVILLE** • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives



# KENTUCKY

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>MAYSVILLE</b> (Mason Co.)							
	WFTM 1948	1240 250	Standard Tobacco Co. 626 Forest Ave. LOgan 4-3361	MBS KBS	Charles P. Clarke, p John W. Betts, gm Gene A. Waters, pd	Harvey L. Cross, ce Lawrence McGill, nd, sd	J. Scott True, fd Dorothy Wood, wd
<b>MIDDLESBORO</b> (Bell Co.)							
	WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. 980	Holman	Dr. U. G. Brummett, p Maurice K. Henry, gm, cm	Tal England, ce Lee Wilder, nd	Carl Seruel, sd
<b>MONTICELLO</b> (Wayne Co.)							
	(CP)	1570 250-D	Wolf Creek Bcstg Co. % Clifford Spurlock Radio Station WTCO Campbellsville, Ky.				
<b>MOREHEAD</b> (Rowan Co.)							
	WMOR (CP)	1330 1000-D	Morehead Bcstg. Co.		W. S. Sample, p		
<b>MURRAY</b> (Calloway Co.)							
	WNBS 1948	1340 250	Murray Bcstg Co. Box 548 1340		H. T. Waldrop, o & p Ed Griffin, sm	Troy Glidwell, cm, pd & sd Otis Cohoon, ce	
<b>NEWPORT</b> (Campbell Co.)							
	WNOP 1948	740 1000-D	Tri-City Bcstg. Co. 606 Monmouth St. JU niper 7100	.....	James G. Lang, p Ann R. Lang, gm Robert M. Gilmore, cm	R. Douglas Nunn, pd William J. Snyder, ce James E. Brodhead III, nd	Richard L. Pike, sd Charlotte Richter, wd
	WNOP-TV	DA-D					
<b>OWENSBORO</b> (Daviess Co.)							
	WOMI 1938	1490 250	Owensboro Bcstg. Co. Byers Ave. & Livermore Rd. 3-1558	MBS Burn- Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm, pmm	Mrs. Cliffordean Potter, pd, wd	Harold I. Peters, ce Marshall Bruner, nd, fd, sd
	WOMI-FM 1948	Ch. 223 (B) 92.5mc 19.5kw					
	WVJS 1947	1420 1000 DA-2	Owensboro On The Air Inc. 324 Allen St. 3-3521	Rambeau	Vincent J. Steele, p Malcolm Greep, gm John T. Rutledge, cm	Larry Adams, pd Leola C. Hayden, pmm, wd Robert Earl Jagoe, ce	J. Walter Greep, nd Earl Fisher, fd LeRoy Woodward, sd
	WVJS-FM 1947	Ch. 241 (B) 96.1mc 45kw					
<b>PADUCAH</b> (McCracken Co.)							
	WKYB 1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton Jr., p, gm Sam Livingston, bus. m, sd	Joe Pat Knight, pd Ernest Peil, ce	Bill Shores, nd, fd Patricia Ann Paxton, wd
	WKYB-FM 1947	Ch. 227 (B) 93.3mc 31.5kw					
	WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p W. Prewitt Lackey, gm Linn Wolff, cm	Ray Mofield, pd, pmm, nd, fd, sd	U. C. Morris, ce Evelyn Stahl, wd
	WPAD-FM 1946	Ch. 245 (B) 96.9mc 18kw					
<b>PAINTSVILLE</b> (Johnson Co.)							
	WSIP 1949	1490 250	Big Sandy Bcstg. Meade Building 1196	Best	Ted Arnold Silvert, co-o, gm Escom Chandler, co-o	Jack Welch, cm, sd Bill Barker, pd	Eugene Baldrige, ce Robert Marsh, nd
<b>PIKEVILLE</b> (Pike Co.)							
	WLSI 1949	900 1000-D	Cumberland Pub. Co. 456	.....	Mrs. W. J. Ward Jr., p Roy E. Alexander, gm, cm Charles T. Snowden, pd, sd Mitchell Preston, p	Guy N. Ferrell, ce John Adkins, nd	Mike Paxton, fd Edna N. Aders, wd
	WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Peach Orchard Rd. 1280	MBS, KBS Continental		W. T. Frazier, gm	Yancey Bowling, ce
<b>PRESTONSBURG</b> (Floyd Co.)							
	WPRT 1952	960 1000-D	Kentucky Mountain Bcstg. Co. South Lake Drive 5951	KBS	D. C. Stephens, p Rex Osborne, gm, pmm Paul R. Fairchild, cm	Burt Roberts, pd, nd James K. Hoskins, ce	Ellis Boggs, fd Roy Otis Ratliff, sd
<b>PRINCETON</b> (Caldwell Co.)							
	WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Highway 62 N. 2072	KBS, Continental Radio Sales	Leslie Goodaker, o & gm James Johnson, cm	Mrs. L. Goodaker, pd Marvin Mahoney, ce	
<b>RICHMOND</b> (Madison Co.)							
	WEKY 1953	1340 250	WEKY Inc. McKee Building 1340	MBS	Dages I. Boyle, p O. C. Halyard Jr., gm, cm, sd	Robert Vernon Doll, pd, nd Jay Watters, pmm Estil R. Anderson, ce	John Sullivan, fd Dorothy Kahne, wd
<b>RUSSELLVILLE</b> (Logan Co.)							
	WRUS 1953	800 1,000-D	Roth E. Hook 459	Best	Roth E. Hook, p Earl H. Johnson, gm, ce	Raymond L. Hardin, cm, pmm, sd Jane Robey, pd, wd	Paul Barnett, nd Gene Locke, fd

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**SOMERSET**  
(Pulaski Co.)

WSFC 1240 Southeastern Bcstg. MBS Mike Layman, p, gm Johnny Agostine, ce Bob Haney, sd  
1947 250 Co. Inc. Best Don F. Orwin, cm Clyde Denton, nd Louise M. Craig, wd  
Box 740  
1240

**VANCLEVE**  
(Breathitt Co.)

WMTC 730 Ky. Mountain Continental Dr. Lela G. McConnell, p Kenneth Amspaugh, ce Seldon Short, sd  
1948 1000-D Holiness Assn. Wilfred Fisher, gm Louis Bouck, nd Faith Amspaugh, wd  
Vancleave 3, Jackson  
exchange

**WHITESBURG**  
(Letcher Co.)

WTCW 920 Ky-Va. Bcstg. Corp. Kenneth J. Crosthwait, p Aubrey L. Garber, pd, nd. J. Irving Grove, ce  
1953 1000-D P. O. Box 398 gm Don F. Crosthwait, cm sd  
2711

**WINCHESTER**  
(Clark Co.)

WWKY 1380 Winchester Bcstg. Co., MBS N. B. Ratliff, p K. P. Graham, ce Claude Sullivan, sd  
1954 1000-D Inc. Charles Drew, gm, pd, pmm William B. Morrison, cm Rod Planck, nd, fd Betty Bush Botts, wd  
17½ W. Broadway  
1380

LOUISIANA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Acadia	47,050	11,430	\$31,480	\$ 5,457	\$ 690	632,488	Natchitoches	38,144	8,430	14,730	4,069	541	
Allen	18,835	4,610	11,143	2,141	263		Orleans	570,445	162,420	700,852	144,372	28,248	
Ascension	22,387	5,090	12,601	3,239	322		Ouachita	74,713	21,270	102,827	17,056	2,730	
Assumption	17,278	3,700	5,321	1,103	164		Plaquemines	14,239	3,210	5,786	3,160	213	
Avoyelles	38,031	8,890	17,429	3,690	555		Poinc Coupe	21,841	4,940	9,194	1,719	257	
Beauregard	17,768	4,840	13,722	4,356	310		Rapides	90,648	23,850	83,450	19,287	2,227	
Bienville	19,105	4,550	8,226	2,507	233		Red River	12,113	2,640	5,206	1,355	31	
Bossier	40,139	9,650	23,400	6,233	414		Richland	26,672	5,830	18,787	4,074	637	
Caddo	178,547	48,890	229,072	46,566	7,640		Sabine	20,880	4,810	7,753	2,004	272	
Calcasieu	89,635	26,830	104,309	22,896	2,354		St. Bernard	11,087	2,890	4,979	1,469	69	
Caldwell	10,293	2,580	5,540	1,147	246		St. Charles	13,363	3,160	6,086	2,172	206	
Cameron	6,244	1,260	2,140	944	59		St. Helena	9,013	1,890	1,817	563	31	
Catahoula	11,834	2,530	5,602	1,845	224		St. James	15,334	3,200	7,208	2,072	150	
Claborne	25,063	5,820	14,515	4,053	625		St. John the Baptist	14,861	3,140	5,914	2,211	114	
Concordia	14,398	3,360	6,094	2,108	162		St. Landry	78,476	16,540	48,852	10,298	980	
De Soto	24,398	5,190	14,406	3,730	619		St. Martin	26,353	5,440	8,983	1,782	199	
E. Baton Rouge	158,236	48,430	184,356	35,385	6,720		St. Mary	35,648	8,650	28,219	9,217	579	
E. Carroll	16,302	3,470	8,591	2,016	346		St. Tammany	26,988	7,130	18,152	4,516	467	
E. Feliciana	19,133	3,020	5,908	1,688	113		Tangipahoa	53,218	13,100	40,474	8,404	1,357	
Evangeline	31,629	7,690	13,125	2,793	145		Tensas	13,209	2,800	6,514	1,622	269	
Franklin	29,376	6,370	13,968	3,430	458		Terrebonne	43,328	9,870	35,880	9,319	783	
Grant	14,263	3,410	4,899	1,668	61		Union	19,141	4,610	11,056	1,909	236	
Iberia	40,059	9,790	37,440	8,045	910		Vernilion	36,929	9,460	26,560	4,708	696	
Iberville	26,750	6,160	14,265	3,804	296		Vernon	18,974	5,220	10,403	3,523	383	
Jackson	15,434	3,620	9,634	1,996	209		Washington	38,371	9,690	25,748	5,357	796	
Jefferson	103,873	33,650	81,774	23,058	2,754		Webster	35,704	9,250	28,916	7,528	1,070	
Jefferson Davis	26,298	6,560	25,566	5,214	443		W. Baton Rouge	11,738	2,770	5,210	1,872	136	
Lafayette	57,743	14,530	48,888	7,526	1,028		W. Carroll	17,248	3,700	7,927	1,328	223	
Lafourche	42,209	9,460	38,396	8,836	840		W. Feliciana	10,169	1,350	2,971	661	52	
La Salle	12,717	3,350	8,340	2,102	255		Winn	16,119	4,070	8,248	2,097	350	
Lincoln	25,782	5,860	16,406	2,935	439								
Livingston	20,054	4,970	11,968	4,555	216								
Livision	17,451	3,880	10,248	2,244	237								
Morehouse	32,038	7,640	24,429	6,459	740								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

\* State wide total.

DIRECTORY OF AM AND FM STATIONS

**ABBEVILLE**  
(Vermilion Parish)

KROF 960 Abbeville Bcstg. Service George P. Martin, gm, cm. Ebba Lou Martin, pd  
1948 1000-D Inc. & ce  
P. O. Box 306  
90

**ALEXANDRIA**  
(Rapides Parish)

KALB 580 Alexandria Bcstg. Co., ABC Walter H. Allen, p Alex Marchand, pd Jack McCall, nd  
1935 5000-D Louisiana Willard L. Cobb, gm Mary Petrie, pmm Tommy Erwin, fd, sd  
KALB-TV 1000-N Weed Walter D. Melson, cm, sm Jesse Sexton, ce Cecile Carter, wd  
DA-N  
3-2543

KALB-FM Ch. 245(A) 1935 96.9mc 11kw

KDBS 1410 Dixie Bcstg. Service KBS Irving Ward-Steinman, mng ptr. William Lynch, pd Byron Stokes, ce  
1953 1000-D 915 4th St. 3-7454 Dallas Edward Pebbles, cm

KSYL 970 KSYL, Inc. NBC Milton Fox, p, cm Thomas Marhefka, ce Nancy Walker, wd  
1947 1000 P. O. Box 1489 Everett-McKinney Virgil G. Evans, gm, pmm Dick Biondi, nd, sd Harold Wheelahan, pd  
DA-N 6611-6612

**BASTROP**  
(Morehouse Parish)

KTRY 730 Morehouse Bcstg Co. Nathan Bolton, ptr. G. I. Johnson, cm Harry Howard, ce  
1948 250-D Enterprise Bldg. A. R. McCleary, ptr. Carl Livingston, pd Nancy Walker, wd  
1400 Bill Davis, gm

**BATON ROUGE**  
(E. Baton Rouge Parish)

WAFB 1460 Modern Bcstg. Co. of MBS Charlie C. Barnard, p Howard Gordon, pd, pmm Gordon Loudon, fd  
1948 5000-D Baton Rouge Inc. Young Tom E. Gibbens, gm & vp Donald K. Allan, ce Bob Peters, sd  
WAFB-TV 1000-N 929 Government St. Ron Litteral, cm Robert Scarce, nd  
DA-N 4-8571

WAFB-FM Ch. 282(B) 1948 104.3 mc 3 kw

WIBR 1300 Community Bcstg. Co. Walker G. T. Owen, p Roger Davison, cm E. E. Case, ce  
1948 1000 Inc. Robert Earle, gm Scott Erwin, pd Jay Barnes, nd, sd  
DA-2 P. O. Box 1226 4-9493


**LOUISIANA**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.		
<b>BATON ROUGE (Cont.)</b>						
WJBO 1934	1150 5000 DA-1	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas Manship, p Kelly Maddox, gm John D. Wooldridge, sm	Don Perrie, pd, sd Theodore Hubert, ce	Dick Tate, nd Orene Muse, wd
WBRL (FM) 1941	Ch. 251(B) 98.1mc 7.6kw	(WJBO affiliate)				
WLCS 1946	910 1000 DA-1	Air Waves Inc. Box 240 2-4411	ABC Rambeau	Norman Saurage, p Lamar Simmons, gm Olas Olsen, cm, sm	Gene Nelson, pd, nd Ed. Van Valkenburg, ce	Bill Lee, sd Helen Jennings, wd
WLCS-FM 1949	Ch. 266(B) 101mc 2.6kw					
WXOK 1953	1280 1000-D	WXOK, Inc. 246 Convention St. 4-7604	Forjoe	Jules J. Faglin, co-o Stanley W. Ray, Jr., co-o, gm	Gordon Lloyd, sm Hal Harris, pd Tom McGuire, pmm	Noel Walters, ce Bill Ennis, sd
<b>BOGALUSA</b> (Washington Parish)						
WHXY 1954	920 1,000-D	Bogalusa Bcstg. Corp. Box 689 RE 2-4254	Dixie Clark	Dave A. Matison, p Bob Robinson, gm	Aubrey Gatewood, pd	Stanley Henderson, ce

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**IN BATON ROUGE ONLY, WJBO GIVES YOU . . .**

**COVERAGE**  
where it **COUNTS . . .**  
serving  
**21 rich LOUISIANA Parishes**  
of  
**INDUSTRY and AGRICULTURE**



**AUDIENCE that COUNTS..**

WJBO leads in listeners\*\* . . . . .  
was rated first of all Baton Rouge radio stations, in 1/4 hour segments, Monday through Friday, 6:00 A.M. to 12 Midnight.

<b>WJBO</b> . . . . .	<b>83%</b>
(tied with others) . . . . .	07%
Station A . . . . .	06%
Station B . . . . .	04%
Station C . . . . .	00%
Station D . . . . .	00%

\*\* Percentages based on number of 1/4 hours that WJBO was rated first by PULSE AREA SURVEY, May, 1954. Get rating details from George P. Hollingbery Co.

# WJBO

5000 Watts Day & Night	Affiliate of <b>NBC</b> 1150 K. C.	AFFILIATED WITH STATE TIMES - MORNING ADVOCATE AND CHANNEL 2 TV STATION WBRZ WJBO ON THE AIR SINCE 1934
NATIONAL REPRESENTATIVE: GEORGE P. HOLLINGBERY CO.		

(Source: SRDS-Consumer Markets 1954)

\* 53rd in nation for consumer Spendable Income per household—\$6,210.00 per year.



OGALUSA (Cont.)

WIKC 1947	1490 250	Curt Siegelin, Administrator, Estate of Dorothy Moss Siegelin, Deceased. Rio Grande St. Republic 5-1355	KBS	Curt Siegelin, adm. & gm John H. Knight, cm	Delos Knight Jr., pd Charlie Pearson, ce	
<b>OVINGTON</b> (t. Tammany Parish)						
WARB 1953	730 250-D	A. R. Blossman, Inc. P. O. Box 568 1600	.....	A. R. Blossman, Inc., p William H. Bland, Jr., gm, ce	William E. Day, cm	Winford McDaniel, pd, sd
<b>ROWLEY</b> (Acadia Parish)						
KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	.....	Maxwell J. Thomas, o George Thompson, gm, sd Gene Griffin, cm	Jim Trahan, pd Max Thomas, pmm Chester P. Ruffner, ce	Alden C. Sonnier, nd Lee Mathis, fd Mary Grace M. John, wd
<b>E RIDDER</b> (Iberville Parish)						
KDLA 1950	1010 1000-D	Sabine Bcstg. Co. P. O. Box 46 7600	.....	Cyril W. Reddoch, Partner Ralph L. Hooks, gm Roy Burnett, cm, nd	Ted Thompson, pd, ce Winsett Reddoch, pmm Gerald Reddoch, fd	Larry Smith, sd Clarice Anne Hooks, wd
<b>UNICE</b> (t. Landry Parish)						
KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Box 789 3041	MBS Louisiana	Vincent Riehl, p John A. Chauvin, gm, cm	Terrell McCrory, pd J. R. Janot, pmm	Henry Baham, ce
<b>AMMOND</b> (Angipahoa Parish)						
WFPR 1947	1400 250	La. Bcstrs. P. O. Box 432 960-961	KBS Continental Sales	Cyril W. Reddoch, co-o Ralph L. Hooks, co-o		
<b>OUMA</b> (Iberboisne Parish)						
KCIL .946	1490 250	KCIL Inc. P. O. Box 1031 Bayou Black Dr. 8828	NBC	Denver T. Brannen, p L. H. Thesmar, gm, cm	Ken Rogers, pd John Scott, pmm, nd, sd	Earl Herron, ce Billie Dwyer, wd
<b>JENNINGS</b> (St. Davis Parish)						
KJEF 1950	1290 500 DA-N	Jennings Bcstg. Co., Inc. 1521 Lake Arthur Ave. 1155	KBS	Clovis L. Bailey, p, gm, ce Jerry Dugas, cm	Neal Wooley, pd Paul Lejeune, pmm	Howard Hoag, sd Jackie Todd Bertrand, wd
<b>AFAYETTE</b> (Afayette Parish)						
KLFY 990 KLFY-TV	1420 1000-D 500-N DA-N	Camellia Bcstg. Co. Box 398 8-9494	ABC Louisiana Rambeau	Paul H. DeClouet, p William A. Patton, gm J. W. Corcoran, cm	Bob Castellon, pd, nd Fred Hebert, ce Garland Bonin, fd	Bill Patton, sd Elaine Napper, wd
KVOL .935 KVOL-TV	1330 1000 DA-N	Evangeline Bcstg. Co., Inc. 519 S. Buchanan 5-6428	NBC Louisiana Meeker	Morgan Murphy, p George H. Thomas, gm Thomas G. Pears, Jr., cm	B. Hillman Bailey, Jr., pd, pmm Louis P. Pilcher, ce Henry W. Belanger, nd	Al Terry, fd Don Fischer, sd Betty Jane Arceneaux, wd
KVOL-FM 1948	Ch. 241(B) 96.1mc 15kw					
<b>LAKE CHARLES</b> (Icasse Parish)						
KAOK 947	1400 250	KAOK, Inc. Box 1399 6-7541	MBS Forjoe	Jules Paglin, p Stanley W. Ray Jr., mng. d	Tom A. Gresham, co-m	Roy K. Rhodes, co-m
KLOU 947	1580 1000 DA-1	The Pelican Bcstg. Co. Inc. 203 W. Clarence St. HEmlock 6-7277-8	CBS Pearson	Sara M. Anderson, p, gm Harper L. Clark, cm Harry Cook, pd	Annelle H. Bulechek, pmm Ernest J. Vincent, ce	Gardner Underhill II, nd Jay Richards, sd
KPLC 1953 KPLC-TV	1470 5000-D 1000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Weed	T. B. Lanford, p David Wilson, gm, cm Ken Gilmore, pd	Juanita Wilburn, pmm A. B. Craft, ce	Jim Shevlin, nd Sam Tarleton, sd
<b>ANSFIELD</b> (DeSoto Parish)						
KDBC 1954	1360 1000-D	DeSoto Bcstg. Corp. P. O. Drawer 740 1360 and 430	.....	H. E. Sewell, p Arthur L. Greene, gm, pd, nd	George Lester, cm, pmm, sd Boyd Allinson, ce	Shirley Poole, wd R. U. Johnson, fd
<b>ARKSVILLE</b> (Avoyelles Parish)						
KAPB 1954	1370 1000-D	Avoyelles Bcstg. Corp. P. O. Box 506	.....			
<b>INDEN</b> (Webster Parish)						
KAPK 1952	1240 100	Parish Bcstg. Corp. P. O. Box 1026 2940	.....	Martin Kirsch, Jr., p, gm, cm	Ben F. Hubbard, pd, fd Billy Hyatt, ce	Baxley Thames, nd, sd Billie Sue Bryant, wd
<b>ONROE</b> (Ouachita Parish)						
KLIC 1950	1230 250	Dr. Frank P. Cerniglia 8th Floor Bernhardt Bldg. 3-4617	MBS Dora-Clayton	Dr. Frank P. Cerniglia, p, gm William Miles, cm	Douglas China, pd, sd Joe Milner, pmm	Thomas Molloy, nd Mary Smith, wd
KMLB 1930	1440 5000-D 1000-N DA-N	Liner's Bcstg. Station Frances Hotel 7161	ABC Venard, Rintoul & McConnell	Mrs. Robert L. Gaston, Jr., p Charles Price, gm & vp	J. R. Plaisance, cm, pd O. L. Morgan, ce	Laurence Gibbs, nd, sd Bid Causey, fd
KMLB-FM 1947	Ch. 281(A) 104.1mc 17kw.....					
KNOE 1944 KNOE-TV	1390 5000 DA-N	James A. Noe KNOE Road 8155	NBC H-R Reps.	James A. Noe, p Paul H. Goldman, gm, vp Al Donaldson, sm, pmm	Harry Arthur, pd, sd Jack Ratliff, ce Mac Ward, nd	John Lacy, fd Beth Breese, wd

**LOUISIANA**

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>MORGAN CITY</b> (St. Mary Parish)							
	KMRC 1954	1430 500-D	Tri-City Bcstg. Co., Inc. 101 West St. Peter P. O. Box 889 2011	.....	Warren J. Fortier, p	Samuel F. Hosea, gm, cm, pd, pmm	James A. Glass Jr., ce
<b>NATCHITOCHEES</b> (Natchitoches Parish)							
	KWCJ 1947	1450 250	Natchitoches Bcstg Co. Box 232		Dr. William H. Pearson, p	Charles L. Planchard, gm	
<b>NEW IBERIA</b> (Iberia Parish)							
	KANE 1946	1240 250	New Iberia Bcstg. 101 West St. Peter 2-6726	ABC, Louisiana	George H. Thomas, o Dierreil Hamm, gm	Donald Bonin, cm, sd Jo Elyn Chambers, pd, wd	Charles Malone, pmm, nd fd Myrle E. Case, ce
	KVIM 1951	1380 1000-D	Queen City Bcstg. Co. P. O. Box 50 2-5826	.....	Paul M. Cochran, p John H. Coco, gm, pd Jack Guerin, cm	Louis E. Barrilleaux, pmm Kearny Escayne, ce Ernest Alexander, nd	Louis B. Romero, fd Jim Wynn, sd June Richard, wd
<b>NEW ORLEANS</b> (Orleans Parish)							
	WBOK 1951	800 1000-D	WBOK, Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o, gm	Ed Prendergast, sm, pd Dave Shaffer, pmm, nd Fred Schwarz, cm	John Rhodes, ce Jim Smith, sd Kathy Wells, wd
	WDSU 1923	1280 5000	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern, Jr., p Robert D. Swezey, Exec. vp. & gm A. Louis Read, cm & vp	Tom Hicks, pd Marlon Annenberg, pmm Lindsey Riddle, ce	Bill Monroe, nd Mel Leavitt, sd
	WDSU-FM 1949	Ch. 297 (B) 105.3mc 4.7kw					
	WJBW 1928	1230 250	Louise C. Carlson Inc. Cigall Bldg. MAGnolia 3488	.....	Louise C. Carlson, p, gm Edward C. Carlson, pd, pmm	Carlos Schmid, ce John Nickols, nd	Harold Gomez, wd
	WJMR 1946	990 250-D	Supreme Bcstg. Co., Inc. 1500 Canal St. Canal 0356	McGillvra	Chester F. Owens, p George A. Mayoral, gm, cm C. Aubrey Moore, pd	Robert Jeffers, pmm Jack Petrik, ce Cliff Roberts, nd	Clarence Hamann, fd Buster Clesi, sd Nancy Taylor, wd
	WRCM (FM) 1945	Ch. 246 (B) 97.1mc 5.9kw	(WJMR affiliate)				

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**In NEW ORLEANS**

**the Mid-Continent formula**

**works at**

**WTIX**

A little over a year ago, WTIX was last among 11 New Orleans radio stations. Then Mid-Continent took over, applied new ideas, programming, personalities. At this writing WTIX is right up there. Per last available Hooper Continuing Measurement (November, 1954) WTIX is first all day with an average of 21.3%; second station 17.9%. Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

KOWH, Omaha  
Represented by  
H-R Reps., Inc.

WHB, Kansas City  
Represented by  
John Blair & Co.

WTIX, New Orleans  
Represented by  
Adam J. Young, Jr.

# LOUISIANA

WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841	Gill-Perna	Lester Kamin, p Mort Silverman, gm, cm Larry McKinley, pd, nd, sd	Mary Potter, pmm Sam Perkins, ce	Laura Lane, wd John Revisore, slm
WNOE 1925	1060 50,000-D 5000-N DA-2	James A. Noe St. Charles Hotel Express 2173	MBS H-R Rep.	James A. Noe, p James E. Gordon, gm Paul Beville, cm	Tom Abbott, pd & nd Eldon Durand, pmm A. J. Bourgeois, ce	Bill Stanley, fd Jimmy Steele, sd Betty Underwood, wd
WSMB 1925	1350 5000 DA-N	WSMB, Inc. Maison Blanche Bldg. Magnolia 5921	ABC Avery-Knodel	Gaston Dureau, p John R. O'Meallie, gm, cm	Marshall Pearce, pd, nd, sd Mrs. Renate May, pmm	H. G. Nebe, ce Maida Tabor, wd
WITX 1951	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3562	Young	Todd Storz, p Fred Berthelson, gm, cm	Larry Wilson, pd	Morris E. Jones, ce
WTFS 1948	940 1000-D 500-N DA-N	The Times Picayune Pub. Co. 615 North St. Tulane 2411	Branham	John F. Tims Jr., p	H. F. Wehrmann, gm	
WWEZ 1947	690 5000 DA-2	WWEZ Radio, Inc. Hotel New Orleans CANal 3521	.....	A. L. Chilton, p J. A. Oswald, gm, cm	Ken Elliott, pd Harrison C. Mondy, ce	John Fortenberry, nd, sd
WWL 1922	870 50,000 DA-1	Loyola U. Roosevelt Hotel RAYmond 2194	CBS Katz	Rev. W. Patrick Donnelly, p W. Howard Summerville, gm Geo. R. Montgomery, p, gm	Larry Baird, cm Ed Hoerner, pd Harry Hildebrand, pmm Jefferson Davis Bloom, ce Peter Walmsley, vp	Don Lewis, nd George Shannon, fd Bill Brengle, sd Jill Jackson, wd James M. Hilburn, ce
WWMT-FM 1954	Ch. 239(B) 95.7mc 47kw	Fidelity Bcstg. 2031 St. Charles Ave. Raymond 5904				
<b>AKDALE</b> (Iten Parish)						
KREH 1953	900 250-D	Louisiana Bcstg. Service P. O. Box 571 900	.....	Cyril W. Reddoch, p Ralph L. Hooks, gm	Mel Bennett, cm	Ted Thompson, ce
<b>PELOUSAS</b> (Landry Parish)						
KSLO 1947	1230 250	KSLO Bcstg. Co. KSLD Bldg. 2633	KBS ABC Sears & Ayer	W. E. Jones, p, gm A. B. Reed, Jr., cm	Wandell Allegood, pd, sd Richard M. Cole, ce	George Hoff, nd Floyd Cormier, fd
<b>USTON</b> (Lincoln Parish)						
KRUS .947	1490 250	C. E. Faulk, Jr. Box 533 1490	KBS	C. E. Faulk, Jr., p	Kenneth L. Whitaker, gm	
<b>IREVEPORT</b> (Iberville Parish)						
CANV .954	1050 250-D	N.W. La. Bcstg. Corp. Box 3681 2-3122	Dora-Clayton	Glenn V. Wilson, mngng. d	Doris F. Nargassaus, pd	Carl F. Goulden, ce
CCIJ .950	980 5000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young Brown	John H. Pace, gm & cm		
KENT 1947	1550 1000-D 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Pearson	Frank H. Ford, o Frank H. Ford, Jr., gm, cm William F. Ford, slm	Irv Zeidman, pd, sd Bill Monroe, pmm L. J. Carlson, ce	Bob Shipley, nd Bill Rutledge, fd Mary Lou O'Brien, wd
CJOE 954	1480 1000-D	Audiocasting Inc. 507 Spring St. 2-0732	ForJoe	Joe Monroe, p & gm		
KRMD 928	1340 250	Radio Station KRMD Jefferson Hotel P. O. Box 1712 3-6171	ABC Louisiana Weed	T. B. Lanford, mng. ptrnr. W. L. Switzer, s dir. J. H. Jesse, cm	Elizabeth V. Alford, pd E. R. Bernstein, Jr., sd	Dollye Lloyd, wd
KRMD-FM 949	Ch. 266(B) 101.1mc 11.8kw					
KTBS .922	710 10,000-D 5,000-N DA-2	KTBS, Inc. 312 E. Kings Highway 7-3644	NBC Texas Quality Net. Petry	E. Newton Wray, p, gm Pat J. White, cm Michael A. Roppolo, pd	Pat J. White, pmm C. H. Maddox, ce Gene Goss, nd	Neal Dry, fd Ken Case, sd Judy Cain, wd
KTBS-FM 952	Ch. 243(B) 96.5mc 14kw					
CWKH 925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. P. O. Box 1387 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, exec. vp, gm Fred A. Watkins, Jr., cm	Horace Logan, pd James T. Briggs, pmm O. S. Droke, ce	Reid Collins, nd Jack Timmons, fd Jack Fiser, sd
CWKH-FM 948	Ch. 233(B) 94.5mc 13.5kw					
<b>SPRINGHILL</b> (Webster Parish)						
CBSF 1954	1460 1000-D	Springhill Bcstg Co. Box 508				
<b>WALLULAH</b> (Madison Parish)						
CTLD .954	1360 500-D	Howard E. Griffith	KBS			
<b>MONROE</b> (Iberville Parish)						
KTIB .953	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 5348	Louisiana Bayou Net.	F. H. Block, p A. A. Bensabat, Jr., gm Gene Bettis, cm	Don Gatz, pd, ce Leroy Martin, pmm Nolan Falgout, nd	Gene Rodrigue, fd Hal Benson, sd Anne Himel, wd
<b>LA PLATTE</b> (Vergennes Parish)						
KVPI 1953	1050 250-D	Ville Platte Bcstg. Co., Inc. P. O. Box 566 5888 and 5877	.....	Lionel B. Deville, p Chris Duplechain, gm, pd, pmm, nd	W. O. Carson, cm, fd J. S. Fontenot, ce	Bootsy Cappell, sd

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Androscoggin	83,594	23,280	\$ 99,449	\$28,462	\$1,954	18,774	Piscataquis	18,617	5,080	15,619	4,885	560	4,81
Aroostook	96,039	21,630	105,969	27,410	2,271	20,130	Sagadahoc	20,911	5,920	16,171	6,168	336	6,11
Cumberland	169,201	48,020	211,904	60,713	5,522	44,716	Somerset	39,785	10,420	28,601	9,694	778	10,31
Franklin	20,682	5,280	18,100	5,664	417	6,101	Waldo	21,687	5,880	15,447	4,746	271	6,21
Hancock	32,105	9,250	25,120	9,452	434	21,254	Washington	35,187	9,400	23,148	7,893	612	7,91
Kennebec	83,881	22,210	86,096	23,627	2,009	9,059	York	93,541	26,210	75,951	26,673	2,031	23,91
Knox	28,121	8,270	28,011	8,306	551	8,019	Note: Population 1950 Census; radio families Standard Audit & Measurements Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by stat						
Lincoln	18,004	5,050	20,023	6,012	268	11,774							
Oxford	44,221	11,340	35,689	12,421	910	5,911							
Penobscot	108,198	27,330	120,439	30,499	2,649	24,344							

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	TV Affiliate	Power	Licensee	Headquarters Telephone	Network Representative	Executive Abbreviations	Owner	
AUGUSTA (Kennebec Co.)												
WFAU		1340	250	1946			Twin City Bcstg. Co. 223 Lisbon St. Lewiston, Me. Augusta 3-3878	MBS	Yankee Net. O'Connell Borgatti Inc.	Faust Couture, p Norman G. Gallant, gm Harry Simons, cm	Mona Hixon, pd Gregory Evans, pmm	Joseph Roy, ce Catherine Rice, wd
WRDO		1400	250	1932			WRDO, Inc. 175 Water St. 3-4735	NBC	New England Regional Weed	Adeline Rines, p Donald K. Powers, gm, cm Leslie R. Hubley, pd & pmm	Harold T. Dinsmore, ce Dan Kelly, nd Jake Brofee, fd	Will Whitten, sd Dorothy Campbell, wd
BANGOR (Penobscot Co.)												
WABI		920	5000	1925		DA-N	Community Bcstg. Service 57 State St. 6446	MBS	ABC	Horace A. Hildreth, p Leon P. Gorman, Jr., gm Milton Chapman, cm	Leon H. Nelson, pd Richard B. Bronson, pmm Walter L. Dickson, ce	Robert H. Patten, nd John Manchester, fd Paul Dugas, sd
WGUY		1230	250	1947			Bangor Bcstg. Corp. 26 Central St. 7354	CBS	Everett-McKinney Nona Kirby Co.	Sherwood J. Tarlow, p Joseph Kruger, cm Ken Manley, pd & nd	Bob Norris, pmm Sal Fulchino, ce Nick Bell, fd	Herb Vining, sd Ann Bruce, wd
WLBZ		620	5000	1926		DA-N	Maine Bcstg. Co. 100 Main St. 2-4656	NBC	New Eng. Maine Bcstg. Weed	Adeline Rines, p Edward E. Guernsey, gm Gordon Kelley, cm	Irving Hunter, pd George Champman, pmm John Wibby, ce	William Mincher, nd Jake Brofee, fd Eddie Owen, sd
BIDDEFORD (York Co.)												
WIDE		1400	250	1948			Biddeford Bcstg. Co. 234 Main St. 4-4586	MBS	Yankee Raymer	Victor C. Diehm, o Arthur Deters, gm & ce	Carl Swanson, cm & sd Harold Swaney, pd	Dave Dunlap, nd
HOULTON (Aroostook Co.)												
WABM		1240	250	1950			Aroostook Bcstg. Corp. 1340 North Rd. 2257	MBS	KBS Maine Bcstg.	Harry E. Umphrey, p Harold D. Glidden, gm Ted Coffin, cm & pd, fd	R. W. MacIntosh, ce Richard Myer, nd	Dewey DeWitt, sd Peggy Hamilton, wd
LEWISTON (Androscoggin Co.)												
WCOU		1340	250	1938			Twin City Bcstg. Co. 223 Lisbon St. 4-6921	MBS	Yankee-Lobster. O'Connell, Borgatti, Holman	Faust Couture, p Oscar J. Normand, gm John Libby, cm & sd	Herbert Fontaine, pd & pmm Carl P. Rounds, ce	Donald Roberts, nd Harold Alberghini, fd Connie Coury, wd
WCOU-FM		Ch. 230(B)	93.9mc	1948								
WLAM		1470	5000	1947		DA-1	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC	Everett-McKinney Kettell-Carter	Elden H. Shute, Jr., p Frank S. Hoy, gm Gerald T. Higgins, cm	Harold W. Dutch, pd F. Parker Hoy, pmm Henry G. Root, ce	Frederick Gage, nd Richard Gove, sd Sonia Fogue, wd
PORTLAND (Cumberland Co.)												
WCSH		970	5000	1925		DA-N	Congress Square Hotel Co. 157 High St. Portland 2-0181	NBC	New Eng. Maine Bcstg. Weed	Mrs. Adeline B. Rines, p William H. Rines, gm Albert W. Smith, cm Arthur Owens, pd	Linwood T. Pitman, pmm Daniel H. Smith, ce Philip N. Johnson, nd	Linwood H. Brofee, fd J. Donald MacWilliams, s Agnes Gibbs, wd
WGAN		560	5000	1938		DA-1	Guy Gannett Publishing Service 390 Congress St. 2-7423	CBS	Avery-Knodel Foster	Jean Gannett Williams, p Creighton E. Gatchell, vp & gm	Francis H. Farnum, Jr., cm & pd, pmm Roger W. Hodgkins, ce Nunzi Casovola, nd	George Hunter, fd Linn Wells, sd Jane Lauten, wd
WPOR		1490	250	1946			Oliver Bcstg. Co. 477 Congress St. 3-8111	ABC, MBS	Yankee-Lobster O'Connell, Holman, Borgatti, Scott	Harold H. Meyer, p, gm William J. Mullen, cm Raymond Mercier, pd	Thomas Conneen, ce Robert O'Wril, nd	Howie Leonard, sd Martha Standish, wd
WMTW-TV												
PRESQUE ISLE (Aroostook Co.)												
WAGM		1450	250	1931			Aroostook Bcstg. Corp. 489 Main St. Presque Isle 8821	MBS	Yankee Net. Maine Bcstg.	Harry E. Umphrey, p Harold D. Glidden, gm	Richard B. Marshall, cm & pd Lester E. Hughes, ce	Richard Meyer, nd, fd Dewey DeWitt, sd
ROCKLAND (Knox Co.)												
WRKD		1450	250	1952			Knox Bcstg. Co. 493 Main St. 1600	ABC	O'Connell Borgatti Holman	Carleton D. Brown, p Paul R. Huber, gm V. B. Crockett, cm	Alfred M. Thurlow, Jr., ce Frank S. Knight, fd	Raymond E. Gross, sd Marian Lane, wd

Data corrected to Dec. 15, 1954. 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, day only. 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.

**RUMFORD**

<b>Rumford Bestg. Co.</b> 89 Congress St. 1057	<b>Lobster O'Connell</b> Louis J. Borgatti Holman	<b>Melvin L. Stone, p</b> Kenneth J. Ellis, gm, pd George B. Cunningham, cm. pmm	<b>Edward J. Tremblay, ce</b> Ben Pike, nd Harold A. Andrews, fd	<b>Woodrow Mercier, sd</b> Carol Lane, wd
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**KENNEBEC**  
Kennebec Co.)

<b>Kennebec Bestg. Co.</b> 36 Silver St. 2700	<b>ABC Lobster Net.</b> O'Connell, Borgetti	<b>Carleton D. Brown, p &amp; gm</b> Harold L. Vigue, cm Fred Preble, pd	<b>Kendrick E. Chase, pmm</b> & fd Donald Sutherland, ce Paul McClay, nd	<b>Hugh Rowlandson, sd</b> Evelyn Page, wd
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MARYLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Allegheny	89,556	25,790	\$ 80,288	\$ 24,314	\$ 2,451	21,114	Kent	13,677	3,940	14,784	3,891	338	4,382
Anne Arundel	117,392	31,520	84,564	27,889	2,825	35,698	Montgomery	164,401	51,610	194,147	44,346	4,987	77,262
Baltimore	270,273	358,680	1,459,120	385,821	49,470	101,851	Prince Georges	194,182	59,780	122,407	44,947	4,255	76,472
Beverly	12,100	2,900	9,137	2,495	128	3,436	Queen Annes	14,579	4,060	12,408	3,584	220	3,989
Caroline	18,234	5,340	25,125	4,595	454	6,056	St. Marys	29,111	6,740	23,084	8,321	240	6,470
Chesapeake	44,907	11,640	39,006	7,655	880	14,611	Somerset	20,745	5,550	22,798	6,173	465	4,299
Cecil	33,356	8,820	28,928	9,669	400	10,637	Talbot	19,428	5,840	31,244	6,240	1,166	6,252
Charles	23,415	5,200	20,389	4,959	258	6,970	Washington	78,886	22,800	80,987	21,836	2,035	24,148
Chesapeake	27,815	7,760	22,364	6,478	456	7,631	Wiscomico	39,841	11,940	56,682	9,476	974	13,222
Fredrick	82,287	17,530	56,965	13,211	1,259	18,864	Worcester	23,148	6,790	42,228	6,899	602	6,308
Harrett	21,259	4,930	14,440	3,143	229	4,480	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Howard	51,782	14,930	50,283	13,500	1,094	17,612							
Jard	23,119	6,140	11,984	2,398	301	7,780							

DIRECTORY OF AM AND FM STATIONS

**ANNAPOLIS**

<b>WANN</b> 1947	1190 1000-D	<b>Annapolis Bcstg. Corp.</b> P. O. Box 749 Colonial 3-2500	<b>Pearson</b> Dora-Clayton	<b>Morris H. Blum, p, gm, cm</b>	<b>Arthur P. Dietz, ce</b>
<b>WASL</b> 1946	810 250-D	<b>Chesapeake Radio Corp.</b> Box 1551 9211		<b>Robert L. Blalock, p &amp; gm</b> C. W. Taylor, cm	<b>John Drew, pd &amp; fd</b> Jos. H. Griscom, ce
<b>WNAV</b> 1949	1430 1000 DA-N	<b>Capital Bestg. Co.</b> Admiral Heights Colonial 3-2639	<b>Forjoe</b>	<b>Albert McCarthy, p</b> R. C. Embry, operator Richard Rudolph, operator Malcolm A. Campbell, Jr., sm, pmm	<b>Betty Straubel, pd</b> Alan Laffer, ce Dick Norton, fd
<b>WNAV-FM</b> 1949	256(B) 99.1mc 16.6kw				<b>Bill Earle, nd &amp; sd</b> Muriel E. Blalock, wd  <b>Carl Stevens, sd</b> Mary Harlow, wd

Basic  
Networks:  
American  
Yankee  
Mutual  
Lobster

Represented by:

New York:  
Richard O'Connell

Boston:  
Lou Borgatti

Chicago:  
Hal Holman

Pacific Coast:  
Duncan Scott

HAL MEYER: *President*

Portland's  
Favorite  
Station -  
Ask Anyone!

(W) PORTLAND

1. 25.5% of State's population
2. 37.9% of State's retail sales
3. WPOR is strong on local impact—news, weather, music, sports.



PORTLAND, MAINE



City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>BALTIMORE</b> (Baltimore Co.)						
WBAL 1925 WBAL-TV	1090 50,000 DA-N	Hearst Corp. 2610 N. Charles St. HOpkins 7-3000	NBC Christal	Charles B. McCabe, vp & Exec. Dir. D. L. Provost, vp & gm Leslie H. Peard, Jr., vp & sm	John T. Wilner, eng'g vp William N. Rock, pd Alfred Burk, slm Thomas J. White, Jr., nd	Conway Robinson, fd Mollie Martin, wd Joseph M. Croghan, sd William C. Bareham, ce
WBMD 1947	750 1000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 5-7095	.....	George Hull, p H. Shelton Earp, Jr., gm, cm & pmm	Thomas O'Connor, pd, nd, fd & sd	Leo W. Karns, ce Polly Dorsey, wd
WCAO 1922	600 5000 DA-1	Monumental Radio Co. 1102 N. Charles St. Mulberry 5-0600	CBS Raymer	L. Waters Milbourne, p, gm Robert M. Richmond, cm, pmm	George L. Filling, pd Martin L. Jones, ce William F. Conhurst, nd	Roger Griswold, sd Jean McLane, wd Lynn Carroll, wd
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw					
WCBM 1924	680 10000-D 3000-N DA-2	Baltimore Bcstg. Corp. North & Harford Ave. BELmont 5-8400	MBS Bolling	John Elmer, p George H. Roeder, evp, gm William S. Pirie Jr., sl dir.	Charles A. Roeder, pd, nd G. Porter Houston, ce Newell Warner, fd	Eddie Fenton, sd Jackie Soble, wd
WFBR 1922	1300 5000 DA-1	Baltimore Radio Show, Inc. 10 E. North Ave. Mulberry 5-1300	ABC Blair	Robert S. Maslin, Jr., p Robert B. Jones, Jr., vp & gm Walter Dudley Tichenor, cm	W. Bert Hanauer, pd Jean L. Mowbray, pmm William Ranft, ce J. H. L. Trautfeiler, vp	John W. Steele, nd Bill LeFevre, sd Helen K. Neel, wd
WITH 1941	1230 250	Maryland Bcstg. 7 East Lexington St. LEXington 9-7808	Forjoe	Thomas G. Tinsley, p R. C. Embry, vp, cm Anna Ray Suter, pd	Richard Rudolph, slm Allen Hedrick, ce	Gil Kriegel, nd Chuck Thompson, sd
WITH-TV 1949	Ch. 282(A) 104.3mc 20kw	Maryland Bcstg. 7 East Lexington St. Lexington 9-7808	Forjoe Good Music Bcstrs.	Thomas Tinsley, Jr., p	Sam Kraretz, gm	Al Hedrick, ce
WSID 1947	1010 1000-D	United Bcstg. Co. 912 N. Charles St. Saratoga 7-8250	.....	Richard Eaton, p & nd Arthur A. Snowberger, evp Marvin Mirvis, gm	Helen Wherley, pd	Clifford Inman, ce
WTLF (TV) 1954	(WSID, Am affiliate) 1400 250	Belvedere Bcstg. Corp. 1119 North Charles St. Saratoga 7-3555	McGillvra	Thomas McNulty, p, gm Bentley Stacher, cm	Lenore Feldman, pd & sm Frank Murphey, ce	Jack Shoemaker, nd Nelson Baker, sd
<b>BETHESDA</b> (Montgomery Co.)						
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St., N. W. Wash., D. C.	Forjoe	Harold Sheffers, gm Jackson Lowe, cm Miss Georgette Leighton, pd	Miss Ruth Weaver, pmm Robert L. Carnine, ce Roy Schneider, nd	John Bandy, sd Miss Alcibia Murray, wd
WUST-FM 1951	Ch. 292(A) 106.3mc 0.5kw					
<b>CAMBRIDGE</b> (Dorchester Co.)						
WCEM 1947	1240 100	Shore Bcstg. Co. The Pines 1580	MBS	G. P. Richards, p Thomas H. Maguire Jr., gm & pd, nd	Sam Cannon, cm Bette B. Robbins, pmm	Arthur Coburn, ce
<b>CUMBERLAND</b> (Allegheny Co.)						
WCUM 1948	1490 250	Tower Realty Co. P. O. Box 360 5400, 5401	CBS Forjoe	Karl F. Steinmann, p Eldred W. Steinmann, vp	Roy H. Knotts, cm Paul E. Custer, ce	William P. Criswell, nd, Susan Smith, wd
WCUM-FM 1948	Ch. 375(B) 102.9mc 1.29kw					

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. DA-N—Directional Antenna, nt  
 only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Domin  
 Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**In**  
**Baltimore's**  
**Metropolitan Area, 1st in sales in Md.**

**IT'S**  
**WSID** that gets the bid Baltimore's Favorite Independent

**WSID** has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners per dollar cost than any other independent station.

**SOON—WSID-TV**

**U**

**B**

**C**

**CBS**  
**In**  
**Hagerstown,**  
*Capital of Western Maryland*  
**2nd in sales in Md.**

**IT'S WARK-CBS** that leads the entire area

**'Mark WARK' on your list**

Leads any **TWO** other stations in listening audience according to all surveys available.

For more listeners and more value  
Call UBC, 912 N. Charles St. Baltimore, Saratoga 7-8250  
or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

**MARYLAND**

<b>WDYK</b> 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. Cumberland 5001	ABC MBS Thos. F. Clark	Richard A. Raese Gary E. Schroeder, gm	Floyd V. Cozad, cm George Sokol, Jr., ce	Chad Riley, sd
<b>WTBO</b> 1928 WTBO-TV	1450 250	Tenn. Valley Bcstg. Corp. 31 Frederick St. 299	NBC Branham	A. William German, p, gm M. Virginia Rosenbaum, cm, pmm & wd	Michael Hurst, pd & sd Ralph Wirgman, ce	Robert Rosamond, nd, fd
<b>HUNDALK</b> Baltimore Co.)						
<b>WEBB</b> (CP)	1360 1000-D DA-D	1360 Bcstg. Co. % Leon B. Black 946 W. North Ave. Baltimore, Md.		Leon B. Black, p		
<b>SSEX</b> Baltimore Co.)						
<b>WSID</b> 1947	1010 1000-D	(See Baltimore listing)				
<b>FREDERICK</b> Frederick Co.)						
<b>WFMD</b> 1936	930 1000 DA-N	Monocacy Bcstg. Co. 1 West Seventh St. Monument 3-4181	CBS, Meeker	Lawrence Leonard, p Alan W. Long, gm & cm	John W. Cooley, pd Howard C. Fisher, ce	John Zufall, fd
<b>AGERSTOWN</b> Washington Co.)						
<b>WARK</b> 1947	1490 250	United Bcstg. Co. of Western Md., Inc. 128 South Prospect St. 4500	CBS United	Richard Eaton, p Arthur A. Snowberger, evp S. E. Phillips, gm	Hunter Reams, pd & fd Harold Brewer, ce Richard Colleyer, nd	Stan Roberts, sd Betty J. Bupp, wd
<b>WJEJ</b> 1932	1240 250	Hagerstown Bcstg. Co. Inc. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, o & p & gm Wm. H. Paulsgrove, cm, pmm	Robert Leshar, pd George McIntire, ce Glenn Thomas, nd, sd	Dave Allen, fd Betty Andrews wd
<b>WJEJ-FM</b> 1947	Ch. 284(B) 104.7mc 9.8kw					
<b>AVRE de GRACE</b> Harford Co.)						
<b>WASA</b> 1948	1330 1000-D	Chesapeake Bcstg. Corp. P. O. Box 97 800		Jason T. Pate, p, gm Charles W. Irwin, cm	Howard R. Gray, Jr., pd & pmm, nd	Gerald D. Johnson, ce
<b>CONARDTOWN</b> t. Mary's Co.)						
<b>WKIK</b> 1953	1370 1000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211		James L. Bittner, p, ce	Charles Springer, gm, pd	William C. Redd, cm, pmm
<b>EXINGTON PARK</b> t. Mary's Co.)						
<b>WPTX</b> 1953	920 500-D	Patuxent Radio Inc. 224 Great Mills Rd. Great Mills 2-1031	KBS Laurel Net.	W. J. Thomas, p & gm Charles Rutledge, sm, pmm	Edward Lenaway, cm & ce Hazel Carnahan, pd & wd	Ralph Hawkins, nd & sd

**NERVE CENTER OF THE FABULOUS DEL - MAR - PENINSULA**

**WBOC**

960 KC - Full Time - Est. 1940

81,915 RADIO HOMES  
MUTUAL NETWORK

\*Commands 65.8 percent of the radio  
listening audience.

**WBOC-TV**

Channel 16 Est. 1954

42,750 TV HOMES  
ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent  
signal in area.

RADIO-TV PARK . . . . . SALISBURY, MD.

SERVING 301,700 POPULATION; \$430,000,000 RETAIL SALES

President: John W. Downing

General Manager: Charles J. Truitt

\* Conlan Survey: Monday through Friday average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

# MARYLAND

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>MORNINGSIDE</b> (Prince Georges Co.)					
WPGC 1954	1580 1000-D	WPGC Inc. Redwood 6-7710	.....	Harry Hayman, p, gm, ce Robert Bankston, cm, nd & sd	Donald Nork, pd & fd Edward Walker, pmm  Edith Hayman, wd
<b>OAKLAND</b> (Garrett Co.)					
WBUZ (FM) 1948	Ch. 238 (B) 95.5mc 16.5kw	Chesapeake Bcstg. Walker Mill Rd. Redwood 6-8000		L. L. Aitmann, p & gm	
<b>POCOMOKE CITY</b> (Worcester Co.)					
(CP)	1470 1000-D	Walter F. Harris Jr. Box 289 Fredericksburg, Va.			
<b>ROCKVILLE</b> (Montgomery Co.)					
WINX 1948	1600 1000-D	Montgomery County Bcstg. Co. 8 Baltimore Rd. Poplar 2-4357	United .....	Richard Eaton, gm	Arthur A. Snowberger, evp Pierre Eaton, pd
<b>SALISBURY</b> (Wicomico Co.)					
WBOC 1940 WBOC-TV	960 1000 DA-N	Peninsula Bcstg. Co. Radio Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, gm, cm	Jack W. Ward, ce  John W. Downing Jr., pd
<b>SILVER SPRING</b> (Montgomery Co.)					
WGAY 1946	1050 1000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050	Indie	John W. Kluge, p Joseph L. Brechner, gm Stuart J. Hepburn, cm	Chuck Dulane, pd, nd & fd Arthur McDougall, ce  Val Thomas, sd Beverly C. Costello, wd
<b>TOWSON</b> (Baltimore Co.)					
WTOW 1954	1570 1000-D	Suburban Time Mart			
<b>WESTMINSTER</b> (Carroll Co.)					
WTTR 1953	1470 1000-D	Carroll County Bcstg. Corp. Westminster 1170	.....	Russell H. Morgan, vp, gm & cm	Severne S. MacLaughlin, pd Charles T. Buffington, ce  Gladys Wimert, wd
<b>WHEATON</b> (Montgomery Co.)					
WDON 1953	1540 250-D	Commercial Radio Equip. Co. 1319 F St., N.W. Washington, D. C. District 7-1356		Everett L. Dillard, o, gm	James A. Gustafson, cm Robert E. Best, pd, pmm  John Moran, ce

# MASSACHUSETTS

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Barnstable	46,805	15,410	\$ 77,647	\$ 23,348	\$ 2,576	1,237,638	Middlesex	1,064,569	300,910	1,080,465	313,850	34,814	
Berkshire	122,966	39,100	151,547	40,429	3,324		Nantucket	3,484	1,090	7,532	2,387	282	
Bristol	381,569	114,420	390,443	116,376	12,810		Norfolk	392,308	115,300	378,830	117,421	13,166	
Dukes	5,833	1,750	7,503	3,084	390		Plymouth	189,468	58,470	198,801	59,030	5,173	
Essex	522,384	158,210	535,074	165,353	15,794		Suffolk	896,615	251,220	1,400,520	318,352	38,148	
Franklin	52,747	16,220	58,805	15,793	1,162		Worcester	546,401	157,820	596,004	168,370	14,694	
Hampden	367,971	109,300	470,479	121,160	15,015		Note: Population 1950 Census; radio families Standard Audit & Measure Services Inc.; food, drug and retail sales, copyright 1954, Sales Manag ment; further reproduction uncensored; automobiles supplied by sta						
Hampshire	87,954	23,340	71,133	17,797	2,052								

\* State wide total.

## DIRECTORY OF AM AND FM STATIONS

### ATTLEBORO

WARA 1950	1320 1000 DA-2	Attleboro Radio Assoc. 8 North Main St. 1-1320	Walker	Howard H. Sweet, p Keith S. Field, gm Wm. A. Dawson, Jr., cm	David Mohr, pd Raymond D. Arnold, ce Charles J. Mahan, nd	Fred Reynolds, fd Hal Peterson, sd Jo Sherman, wd
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### BOSTON

WBMS 1946	1090 1000-D	WBMS, Inc. 400 Commonwealth Copley 7-3005	Indie Sales	John Laux, p Norman Furman, mgng. d Lou Terri, pd	Harry Paul, pmm Don Snider, ce Ed Moisel, nd	Steve James, fd Gretchen Jackson, wd
WBZ 1921 WBZ-TV	1030 50,000 DA-1	Westinghouse Bcstg. Co. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Chris J. Witting, p Paul E. Mills, gm William J. Williamson, cm Avner Rakov, pd	C. Lud Richards, pmm W. H. Hauser, ce Ken Mayer, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd
WBZA 1924			(See Springfield Listing)			
WCOP 1935	1150 5000 DA-2	Post Publishing Co. 259 Washington St. Lafayette 3-7900	Weed	Roy V. Whisnand, gm Peter T. McGovern, cm	Irwin Dierdorff, pd	Roland C. Hale, ce
WCOP-FM 1948	Ch. 264(B) 100.7mc 20kw					

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MASSACHUSETTS

WEEL 1924	590 5000 DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS CBS Radio Spot Sales	Adrian Murphy, p Harvey J. Struthers, gm Emmett J. Heerd, Jr., cm	Kenneth R. Ovenden, pd John T. Curry, Jr., pmm Harold A. Dorschug, ce	Charles Ashley, nd Louis A. Webster, fd Fred Cusick, sd	
WEEL-FM 1948	Ch. 277(B) 103.3mc 20kw						
WHDH 1929	850 50,000 DA-2	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, p William B. McGrath, mgng, d Alexander M. Tanger, cm	George M. Perkins, pm William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Joe Kelly, fd Curt Gowdy, sd Christine Evans, wd	
WHDH-FM 1949	Ch. 233(B) 94.5mc 20kw						
WMEY 1934	1510 5000 DA-N	The Northern Corp. 70 Brookline Avenue Commonwealth 6-3900		John E. Reilly, p & pd, nd Wm. S. Pote, gm	Lawrence Flynn, cm George Kaplan, pmm	Wm. L. Ferruzzi, ce Frank Fallon, sd	
WNAC 1922	680 50,000 DA-1	General Teleradio Inc. 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Rep.	Thomas F. O'Neil, p Norman Knight, evp, gm George Steffy, vp Thomas Bateson, cm	John D. Maloy, pd George Hallberg, pmm I. B. Robinson, ce	Leland Bickford, nd Les Smith, sd Louise Morgan, wd	
WNAC-FM 1948	Ch. 253(B) 98.5mc 20kw						
WORL 1950	950 5000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000	Headley-Reed	Joseph Dunn, p Arthur E. Haley, gm, cm	Norman Prescott, pd Polly E. Haddad, pm	John Parker, ce Henry Elliott, nd, sd	
WVDA 1953	1260 5000 DA-N	Vic Diehm Associates, Inc. 275 Tremont St. Hancock 6-1122	ABC Raymer	Victor C. Diehm, p Lambert B. Beeuwkes, gm Len Hornsby, cm	John Mounteer, pd Bob Martin, pmm & sd Kenneth Smith, ce	Roderick MacLeish, nd Leon Fremault, fd	
WVOM 1948			(See Brookline listing)				
<b>ROCKTON</b> Plymouth Co.)							
WBET 1946	1480 1000-DA-N	Enterprise Publishing Co. 60 Main St. Brockton 7062	Walker	Charles A. Fuller, gm & nd Earle G. Clement, cm	Arthur B. Jones, pd & fd Charles O. Nowell, ce	Walter Dunbar, sd	
WBET-FM 1948	Ch. 249(A) 97.7mc 0.8kw						
<b>BROOKLINE</b> Suffolk Co.)							
WVOM 1948	1600 5000-DA-1	The Boston Bcstg. Corp. 790 Commonwealth Ave. Beacon 2-5650	KBS	Benjamin Bartzoff, vp	James A. Fitzgerald Jr., pd	Jerome Bartzoff, ce	
<b>AMBRIDGE</b> Middlesex Co.)							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank J. Lyman, Jr., p Theodore B. Pliman, Jr., gm	John H. Kimball, Jr., cm Edward J. Penney, pd	Bob Mehrman, pub, d Ken Wayne, nd & sd	
WTAO-TV 1946	Ch. 245(B) 96.9mc 6.9kw	(WTAO, AM Affiliate)	Good Music Bcstns.	John R. Thornton, gm C. Stuart Grover, cm	John Cameron, pd	Carmen Ferraro, ce	
<b>HICOPEE</b> Hampden Co.)							
WACE 1946			(See Springfield listing)				
<b>ALL RIVER</b> Bristol Co.)							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Yankee Walker	George L. Sisson, Jr., p, gm Markey Gosciminski, cm	Roland Berube, ce James Arkison, nd & sd	Mary S. Harrington, wd	
WSAR 1921	1480 5000 DA-2	Fall River Bcstg. Co. Walker St., Somerset Fall River, 7-9477	ABC Headley-Reed, Kettell-Carter	Frank W. Miller, p Lincoln W. N. Pratt, gm Cornelius D. Sullivan, cm	Joseph Welch, pd, nd & fd John Pavao, ce	Lou Green, sd Gladys Bramblett, wd	
<b>ITCHBURG</b> Worcester Co.)							
WEIM 1941	1280 1000 DA-N	WEIM Fitchburg, Inc. 717 Main St. 2-3677	MBS Yankee Kettell-Carter Walker	Henry G. Molina, Jr., p, gm	Jim Chalmers, cm	Al Maffie, pd	
WFGM 1950	1580 1000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897	Walker	David M. Myers, p, gm Joseph Rich, cm	Tal Hood, pd & pmm Donald L. Coleman, Jr., ce	Kirk Anderson, nd, fd & sd	

When Bostonians want the most in news, the best in music and the quality shows their dials are set at 1260 that's . . .

VIC DIEHM Says:



Boston, Mass. ABC

(Represented by Paul H. Raymer Company)

Biddeford-Saco, Me. MBS-Yankee

There is only one choice to cover the greatest recreational and industrial market in Maine. "It's the Gateway to Good Listening" . . .

WVDA  
WIDE

# MASSACHUSETTS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>FRAMINGHAM</b> (Middlesex Co.)					
WKOK 1947	1190 1000-D	WKOK, Inc. Mount Wayte Ave. Trinity 3-7409	Webb, Kettell-Carter	Albert A. Anderson, p Richard E. Adams, vp, gm Lewis F. Sargent, cm	Roy Leonard, pd John M. Grubbs, pmm Francis W. Bartol, ce James B. Robbins, nd William F. Galvin, sd
<b>GARDNER</b> (Worcester Co.)					
WGAW 1946	1340 250	Gardner Bcstg. Co. 3 Pleasant St. 1490	ABC Webb Borgatti	Emilien R. Robillard, p & treas. William C. Engel, vp & gm	Ernest T. Smiddy, cm Durham Caldwell, pd Gordon Wiley, ce
<b>GREENFIELD</b> (Franklin Co.)					
WHAI 1938	1240 250	John W. Haigis 486 Main St. Prescott 4-4301	MBS Yankee Walker	John W. Haigis, Sr., o & p John W. Haigis, Jr., gm Horace W. Nichols, cm	Ira I. Hewey, pd & sd Thomas J. Kelly, pmm Leland F. Wheeler, ce Graydon H. Spragg, nd Woodbridge B. Brown, fd June K. Greene, wd
WHAI-FM 1949	Ch. 252(A) 98.3 1kw				
<b>HAVERHILL</b> (Essex Co.)					
WHAV 1947	1490 250	WHAV Bcstg. Co. 30 How St. 4-4783	Nona Kirby (New England)	Robert I. Kimel, sm John J. Kirby, cm Arthur Flynn, pd	David E. Cate, ce John J. O'Rourke, nd Edwin V. Johnson, sd Patricia S. Johnson, wd
<b>HOLYOKE</b> (Hampden Co.)					
WREB 1950	930 500-D	Valley Bcstg. Corp. Holyoke Natl. Bank Bldg. Jefferson 2-3296	Nona Kirby, WREB Radio Sales	James H. Wakelin, p John H. Vondell, Jr., sm & pd	Robert H. Berger, sim Richard H. Stewart, nd Donald A. Redman, ce Mel Barger, sd Mildred Chase, wd
<b>LAWRENCE</b> (Essex Co.)					
WCCM 1947	800 1000-D	The Lawrence Bcstg. Co. 278 Essex St. 3-7171	Walker, Foster	George H. Jaspert, p, gm Daniel B. Ruggles, III, cm Pete Ward, pd	Bernard J. Fionte, pmm & nd John D. Bodell, ce Hal Bishop, sd Anne D. Minehan, educ. d Christine Cartwright, wd
<b>LOWELL</b> (Middlesex Co.)					
WCAP 1951	980 1000-D	Northeast Radio, Inc. 243 Central St. Glenview 4-0404	Kettell-Carter	Israel Cohen, p William J. Warren, gm, cm Theodore Cohen, ce	Rex Cox, nd James Alexakos, fd Duke Savitt, sd Mary Connors, wd

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 FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. 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 Dominar Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

THE NEW HOME  
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GREENFIELD, MASSACHUSETTS

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OWELL (Cont.)

WLLH 1934	1400 250	Merrimac Bcstg. Co. 39 Kearney Square, Lowell Gregg Bldg., Lawrence Lowell, Glenview 8-8715 Lawrence 2-2148	MBS Yankee	Gerald Harrison, p Dana W. Fitzgerald, sta. m.	Haskell Bloomberg, gm Tom Clayton, pd & sd	A. G. Michaels, ce Fred Simmonds, nd
WLLH-FM 1948	Ch. 258(B) 99.5mc 12.2kw					
YNN Essex Co.) WLYN 1947	1360 1000-D	Puritan Bcstg. Service 7 Willow St. 5-8200	Walker	Theodore Feinstein, p Melvin Lahr, gm, cm Joseph Cucchiario, pd, nd	Milton Jaffe, pmm Richard Drapeau, ce	Milton Jaffe Gun, sd
(EDFORD Middlesex Co.) WHIL 1952	1430 500-D 1000-D	Conant Bcstg. Co. Inc. 99 Revere Beach Parkway Mystic 8-2250	Nona Kirby	Sherwood J. Tarlow, p, gm Joseph Kruger, cm David Maynard, pd	Arthur Stamler, pmm, nd Sal Fulchino, ce	Bob Walsh, sd Verna Dodier, wd
EW BEDFORD Bristol Co.) WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	Bolling	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard G. Evans, cm	Christian B. Clark, pd, fd & sd Brownell Brightman, ce	Frederick Jerome, nd Robert Adams, wd
WBSM-FM 1949	Ch. 247(B) 97.3 2.5kw					
WNBH 1921	1340 250	E. Anthony & Son, Inc. 555 Pleasant St. 5-7411	MBS Yankee Walker	Basil Brewer, vp Henry M. Solomon, m, cm	James Gleason, pd Herve L. Leduc Jr., ce	Robert Saye, nd Harriet Hall, wd
WNBH-FM 1946	Ch. 251 (B) 98.1mc 20kw					
ORTH ADAMS Berkshire Co.) WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. 466 Curran Highway Mohawk 3-6567 Cecil H. Clifton Box 193 Mohawk 3-5356	McGillyra Nona Kirby	J. Gordon Keyworth, p, gm, cm & ce Lawrence G. Truesdale, pd	Richard O'Brien, pmm Roy Anderson, nd	Bernard Bullett, sd
WNAW 1952	860 250-D			Cecil H. Clifton, p Robert E. Dain, gm	Ralph Haneman, ce Raymond Gordon, sd	Dick Brown, fd Joseph Tubby, wd
ORTHAMPTON Hampshire Co.) WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. Northampton 4275	Borgatti, Webb	John H. Williams, p Alexander W. Milne, gm, cm & pmm	Joseph T. Fennessey, pd & nd David Angell, ce	Mark Layne, sd Dorothy Drewsen, wd
'TTSFIELD Berkshire Co.) WBEC 1947	1490 250	Western Massachusetts Bcstg. Co. 30 Eagle St. 8292	ABC Union Bcstg. Everett- McKinney Kettell-Carter	Donald B. Miller, p W. Wendell Budrow, gm, pmm Peter W. S. Whitestone, cm	Theodore Miller, pd Walton T. Ayer, ce Edward Farrell, Jr., nd	Dana Jones, fd Paul Edwards, sd Pat Turner, wd
WBEC-FM 1947	Ch. 232(A) 94.3mc 1kw					
WBRK 1938	1340 250	The Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee Walker, Borgatti	Leon Podolsky, p Walter Kearsey, gm, cm Edward Merritt, pd	Robert Burbank, pmm Edward Taffett, ce Laughran Vaber, nd	Dan Healy, fd & sd Marlene Rossbach, wd
UINCY Norfolk Co.) WJDA 1947	1300 1000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300	WJDA-WESX Salem Webb	James D. Asher, p, gm, cm & pmm	Charles Glass, pd Arthur F. Lane, ce	George Sweeney, nd George Gehr, sd
ALEM Essex Co.) WESX 1939	1230 250	North Shore Bcstg. Corp. P.O. Box 710 5670	Webb	William C. Asher, p & gm Charles Asher, cm Norman Durkee, pd, pmm, ce & fd	Albert Belknap, nd Thomas Lester, sd Nancie Vaillancourt, wd	



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DIAL 1110



PROVIDENCE

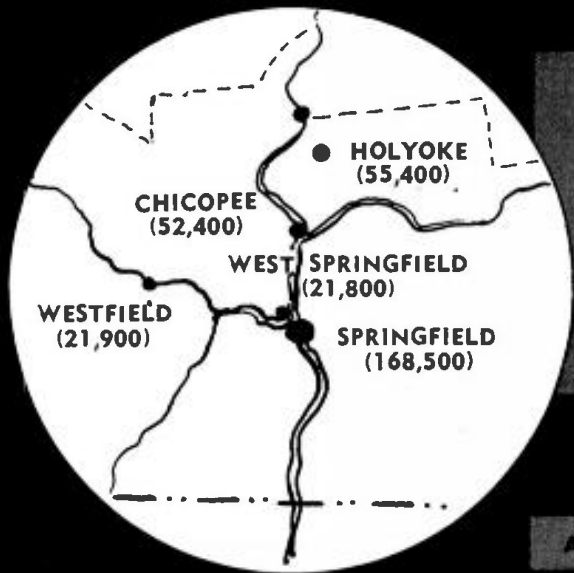
REPRESENTED BY HEADLEY REED

MASSACHUSETTS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SOUTHBRIDGE</b> (Worcester Co.)							
	WESO (CF)	970 500-D	WESO, Inc.		J. W. Miller, p		
<b>SPRINGFIELD</b> (Hampden Co.)							
	WACE 1946	730 1000-D	Regional Bcstg. Co. Hotel Bridgway 6-1323	Bolling	David Hayes, p Ralph J. Robinson, gm, cm Ed Carter, pd	Richard Glinka, ce Fred Oganz, nd	Chick O'Malley, sd Ruth Batcheller, wd
	WBZA 1924	1030 1000	Westinghouse Bcstg. Co. Inc. Hotel Kimball 6-8336	NBC, New England Regional Net. Free & Peters	Chris J. Witting, p Paul E. Mills, gm William J. Williamson, cm Avner Rakov, pd	C. Lud Richards, pmm W. H. Hauser, ce Ken Mayer, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd
	WHYN 1941 WHYN-TV	560 1000 DA-1	The Hampden- Hampshire Corp. 1300 Liberty St. 4-1126	CBS Branham Weed	Charles N. DeRose, gm Patrick J. Montague, cm	William Martin, pd Alexander Paley, ce	Bill Keating, sd Helen Hope, wd
	WHYN-FM 1947	Ch. 226(B) 93.1mc 3.2kw			Charles Tamm, ce		
	WJKO 1949	1600 5000-D DA-D	Springfield Bcstg. Co. P. O. Box 898 Springfield 2-7487	Nona Kirby, Gill-Perna	Earle G. Hewinson Sr., p, cm Chris M. Manitsas, gm, pd, ce	Joseph Daboul, nd, sd Ben Bonkosky, fd	Mrs. Gladys Baacke, wd
	WJKO-FM 1949	Ch. 270 (B) 101.9mc 10 kw					
	WMAS 1932	1450 250	WMAS, Inc. 101 West St. 7-1414	MBS Yankee H-R Reps. Foster	Gerald Harrison, p Robert Donahue, gm, pd Zachary Land, cm	Carl Miller, pmm John Michnovetz, ce	Noah LaMountain, nd George Sands, sd
	WMAS-FM 1947	Ch. 234(B) 94.7mc 1.35kw					
	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. Republic 2-4181	ABC Hollingbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm	Paul Monson, pd, pmm	George R. Townsend, ce
<b>TAUNTON</b> (Bristol Co.)							
	WPEP 1949	1570 1000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528	.....	J. Marshall MacGregor, p & ptr. J. Milton Hammond, gm & ptr.	Joseph G. Quill, sta. m & pd Ed Stawniak, cm Charles Williams, prod. d Lawrence Pradd, ce	Edward Litchfield, nd, sd Harold Woodward, fd Margurite MacGregor, wd
<b>WALTHAM</b> (Middlesex Co.)							
	WCRB 1948	1330 1000 DA-2	Charles River Bcstg. Co. 750 South St. Waltham 5-7080	Nona Kirby	Theodore Jones, p & gm Richard L. Kaye, pd, ce	John Bonney, engr. sup. David S. MacNeill, nd	Arthur Johnson, sd Hazel Roper, wd
	WCRB-FM 1954	Ch. 273(B) 102.5mc 2.95kw		Good Music			

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# MASSACHUSETTS

## VARE (Hampshire Co.)

WARE 1948	1250 1000-D	Central Bcstg. Corp. East St. 1250	KBS Webb Kettell-Carter	H. Scott Killgore, p William R. Sweeney, gm, sd James R. Jones, cm Ted White, pd, fd	Marie DeMott, pmm Pauline J. Mattson, wd	David C. Price, ce Bruce Lunceford, nd
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## VEST SPRINGFIELD (Hampden Co.)

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St.	Walker	Lawrence A. Reilly, p, gm	Holland D. Cameron, cm	James L. Spates, ops. m
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## VEST YARMOUTH (Barnstable Co.)

WOCB 1940	1240 250	E. Anthony & Sons, Inc. So. Sea Ave. Hyannis 502	MBS Yankeer Walker	Basil Brewer, p Paul W. Stiles, gm, cm & pmm	Frank L. Lynch, ce Edgar H. Semprini, nd, sd	Blance Robinson, wd Marilyn Boesse, pd
WOCB-FM 1948	Ch. 232(A) 94.3mc 1kw					

## WORCESTER (Worcester Co.)

WAAB 1931 WAAB-TV	1440 5000 DA-1	WAAB, Inc. 34 Mechanic St. 2-5611	MBS Yankeer Forjoe	George Wilson, p, gm Wayne Teeter, cm Robert Kreiger, pd & pmm	George Capalbo, ce George Downey, nd	Budd Bowers, sd Mary Chase, wd
WNEB 1948	1230 250	New England Bcstg. Co. 405 Main St. 6-4672	Bolling	Paul C. Lytle, p John J. Hurley, gm Edward T. McCann, Jr., cm	Vernon P. Wilson, ce Thomas C. Phillips, nd	Robert L. Gallagher, sd Jeanne Connelly, wd
WORC 1925	1310 1000 DA-1	WORC Inc. 4 Walnut St. Pleasant 5-3101	ABC Headley-Reed Kettell-Carter	Robert F. Bryar, p Kenneth M. Cooper, gm Herman M. Rosen, cm	Richard D. Smith, pd Carrol Philbrook, ce Mel Miller, nd	Bill Crowley, sd Ethelyn, Harney, wd
WTAG 1924	580 5000 DA-2	WTAG, Inc. 18 Franklin St. 5-4321	CBS Christal	Robert W. Booth, vp, gm Herbert L. Krueger, vp, sm Robert J. Brown, cm	Richard L. Gravel, loc. slm A. J. Brissette, pdm Bernard J. LaPlante, spm	E. A. Browning, ce James G. Little, nd John V. Ambrose, sd
WTAG-FM 1940	Ch. 241(B) 96.1mc 10kw					

# MICHIGAN

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Alcona	5,856	1,540	\$ 4,411	\$ 1,353	\$ 85	2,068	Lapeer	35,794	9,210	39,406	10,443	872	12,039
Alcona	10,007	2,630	8,184	2,405	260	2,591	Leelanau	8,647	2,370	5,136	1,681	144	3,086
Alcona	47,493	14,510	45,459	12,354	861	17,136	Lenawee	64,629	19,910	85,880	22,550	2,408	25,791
Alcona	22,189	6,110	23,042	6,380	591	7,662	Livingston	28,725	8,340	33,111	7,815	779	10,758
Alcona	10,721	3,190	9,704	3,143	313	3,040	Luce	8,147	1,560	5,672	1,753	72	1,844
Alcona	9,644	2,520	10,417	2,194	224	3,260	Mackinac	9,287	2,470	8,736	3,171	166	2,274
Alcona	8,037	2,120	6,344	1,883	116	2,192	Macomb	184,961	58,530	225,480	67,976	7,539	83,315
Alcona	26,183	8,270	24,507	6,903	701	9,648	Manistee	18,524	5,420	16,028	4,855	665	6,061
Alcona	88,461	26,020	110,990	27,702	3,758	30,265	Marquette	47,654	13,480	46,090	14,124	924	15,095
Alcona	8,306	2,350	8,204	2,714	391	2,987	Mason	20,474	6,210	25,722	7,091	655	7,152
Alcona	115,702	37,110	166,722	44,604	6,595	48,030	Mecosta	18,968	5,470	17,136	4,582	814	5,825
Alcona	30,202	9,170	31,502	7,532	793	11,393	Menominee	25,299	7,100	21,297	5,830	223	8,084
Alcona	120,813	37,080	166,434	42,436	6,229	45,601	Midland	35,662	10,470	34,833	10,459	1,123	13,723
Alcona	28,185	9,150	24,030	6,437	713	11,342	Missaukee	7,458	1,900	5,306	1,276	74	2,162
Alcona	13,475	3,800	11,379	3,384	348	4,290	Monroe	75,666	22,490	86,576	22,892	2,759	30,155
Alcona	13,731	3,550	15,348	4,418	530	4,055	Montcalm	31,013	9,810	44,286	11,466	1,192	12,265
Alcona	29,206	7,780	32,501	8,738	498	8,518	Montmorency	4,125	1,110	5,067	1,341	83	1,485
Alcona	10,253	3,000	9,478	2,740	408	3,987	Muskegon	121,545	37,650	165,319	47,964	5,779	45,506
Alcona	31,195	9,030	20,540	4,786	396	10,367	Newaygo	21,567	6,430	18,560	5,389	471	7,363
Alcona	4,151	1,230	3,752	1,129	84	1,411	Oakland	396,001	125,240	513,723	137,655	15,892	187,221
Alcona	32,913	9,250	29,786	9,164	718	10,253	Oceana	16,105	4,780	13,725	3,864	376	5,463
Alcona	24,844	7,430	28,728	8,047	476	8,182	Ogemaw	9,345	2,640	10,760	3,016	302	3,068
Alcona	40,023	12,640	43,435	11,615	1,438	15,144	Ontonagon	10,282	2,730	8,991	2,304	153	3,181
Alcona	16,534	4,660	22,814	5,071	601	5,105	Osceola	13,797	3,810	12,586	3,253	297	4,675
Alcona	270,963	82,530	396,744	97,822	14,161	109,253	Oscoda	3,134	890	2,368	1,008	73	1,029
Alcona	9,451	2,470	6,974	1,792	39	3,155	Otsego	6,435	1,580	6,930	1,699	76	2,409
Alcona	27,053	7,700	26,128	6,659	594	8,227	Ottawa	73,751	22,750	90,643	21,708	2,616	28,784
Alcona	25,598	7,840	39,650	8,314	1,100	9,656	Presque Isle	11,996	2,840	9,948	3,139	211	3,661
Alcona	33,429	8,550	34,404	8,738	760	12,081	Roscommon	5,916	2,070	10,592	3,211	403	2,882
Alcona	31,916	9,960	31,087	6,712	530	11,905	Saginaw	153,515	45,320	196,620	49,620	6,441	54,803
Alcona	39,771	11,540	32,958	12,191	579	10,319	St. Clair	91,599	28,210	111,150	30,081	3,024	34,608
Alcona	33,149	9,120	39,550	7,887	778	12,111	St. Joseph	35,071	11,330	40,453	9,696	1,074	14,398
Alcona	172,941	53,270	275,984	66,416	8,283	67,287	Sanilac	30,837	8,980	28,684	7,113	626	11,271
Alcona	38,158	10,770	34,305	9,341	1,055	13,537	Schoolcraft	9,148	2,470	8,669	2,108	108	2,704
Alcona	10,906	3,370	13,356	3,914	533	4,294	Shiawassee	45,967	14,080	44,695	11,781	1,148	17,490
Alcona	17,692	5,110	19,740	5,929	313	6,462	Tuscola	38,258	10,800	34,432	8,708	780	13,991
Alcona	28,964	7,740	25,029	6,743	446	8,980	Van Buren	39,184	12,690	39,923	11,917	1,149	15,468
Alcona	107,925	32,240	152,320	36,951	5,722	40,214	Washtenaw	134,606	37,900	161,000	40,584	6,992	48,129
Alcona	126,707	39,440	171,160	40,125	6,885	47,997	Wayne	2,435,235	708,240	3,646,974	785,547	147,056	905,527
Alcona	4,597	1,320	2,998	1,117	71	1,423	Wexford	18,628	5,520	19,960	4,750	602	6,050
Alcona	288,292	90,520	408,760	97,049	17,820	108,959							
Alcona	2,918	730	945	616	.	83.							
Alcona	5,257	1,590	3,956	1,399	82	1,729							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

### ADRIAN (Lenawee Co.)

WABJ 1948	1500 250-D CP-1490 250	Gerity Bcstg. Co. 2982 Treat Rd. 9000	Best	James Gerity, Jr., p O. W. Myers, gm Albert L. Bishop, cm	Larry Payne, pd, nd Galen Stutzman, ce Don Dean, fd	Keith Roper, sd Aileen Lindbert, wd
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### ALBION (Calhoun Co.)

WALM 1952	1260 500-D	Calhoun Bcstg. Co. 101 1/2 N. Superior St. 5065	Best	J. C. Bedient, p	M. H. Wirth, gm	Park Watson, sm, pd
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# MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ALMA</b> (Grafton Co.)						
WFYC 1948	1280 1,000-D	WFYC, Inc. 157	Great Lakes	L. R. Kamperman, p David W. Sommerville, gm, nd, sd	Raymond Beckwith, cm Bruce Rigg, pd, ce, fd	Jo Kolar, wd
<b>ALPENA</b> (Alpena Co.)						
WATZ 1948	1450 250	Midwestern Bcstg. Co. M-32 West ALpena 1049	MBS, KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm	Wm. Kiker, ce
<b>ANN ARBOR</b> (Washtenaw Co.)						
WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstg. Inc. 4230 Packard Rd. NOrmandy 24573	ABC Walker	James F. Hopkins, p, cm Steve Filipiak, gm Richard F. Harner, pd	Donald A. Herman, pmm James W. Allen, ce Mort Zarcoff, nd	Richard W. Johnston, fd Robert L. Brown, sd Bonnie A. Haig, wd
WPAG 1945 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. 3d Floor Hutzel Bldg. NOrmandy 2-5517	McGillivra	Edward F. Baughn, o, gm Kenneth H. MacDonald, cm	Al Samborn, pd, nd Donald N. Bowdish, ce Howard Heath, fd	Robert Ufer, sd
<b>BAD AXE</b> (Huron Co.)						
WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Gill-Perna	John Wismer, gm	Jim Muehlenbeck, bus. m	
<b>BATTLE CREEK</b> (Calhoun Co.)						
WBCK 1948 WBCK-TV	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank. Bldg. Woodward 3-5555	MBS Burn- Smith	Robert H. Holmes, p Eugene F. Cahill, gm	Leo A. Jylha, cm Harley Hammond, ce	Phillip Goethals, nd Dick Pettl, sd
WELL 1925	1400 250	Federated Publications Mich. Natl. Bank Bldg. Woodward 4-7173	ABC Meeker	Dan E. Jayne, gm, vp	F. F. Owen, cm, pd	Earl J. Stone, ce
<b>BAY CITY</b> (Bay Co.)						
WBCM 1925 WBCM-FM 1946	1440 1,000-D 500-N Ch. 241 (B) 98.1mc 41kw	Bay Bcstg. Co. Inc. 100 Center Ave. 7551 & 7552	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, gm, cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank J. Walsh, nd, sd	G. Edward Vallender, fd Melda G. Lynn, wd
<b>BENTON HARBOR</b> (Berrien Co.)						
WHFB 1947 WHFB-FM 1947	1060 1,000-D Ch. 260 (B) 99.9mc 9.2kw	Palladium Pub. Co. Fairplain Ave. WAlnut 52113	Holman	Stanley R. Banyon, p J. F. Scherer, gm John P. Chase, cm, fd	Ray Turner, pd Munson U. Robinson, ce Ed Backus, nd	Ray Mittan, sd Mary Alice Gerhart, wd
<b>BIG RAPIDS</b> (Mecosta Co.)						
WBRN 1953	1460 1000-D	Paul A. Brandt P. O. Box 825 648	KBS Holman	Paul A. Brandt, o Spencer Denison, gm & cm		

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## 1ST IN AUDIENCE in Greater Battle Creek Pulse

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- Best bet for bonus audience of over 340,000 in four county primary coverage area.

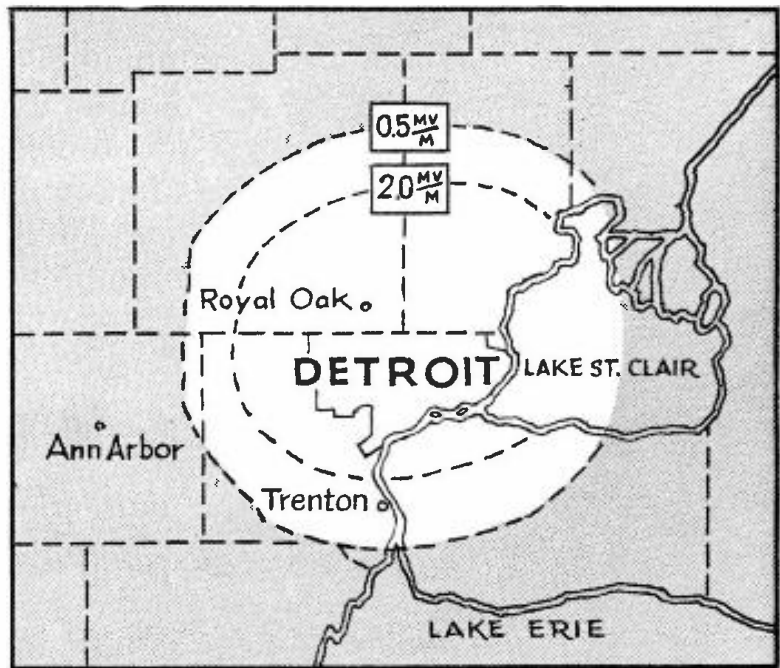
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 Represented Nationally by Burn-Smith Inc.

**WBCK** radio  
 Battle Creek, Mich.





## Right on the head in Detroit



Jacob B. Sparks, Pres. & Gen. Mgr.  
Gordon A. Sparks, Sec'y & Treas. & Mgr.  
Garnet G. Sparks, Vice Pres. & Ch. Eng.

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WEXL . . . tops in sports, news and music gives you coverage where it counts . . . for lower rates and lower cost per thousand.

# WEXL

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ROYAL OAK - DETROIT • MICHIGAN



# MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
				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.		
<b>CADILLAC</b> (Wexford Co.)						
WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South PProspect 5-7831	MBS, Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt L. Chandler, slm	Bill Kiker, ce
<b>CHEBOYGAN</b> (Cheboygan Co.)						
WCBY 1954	1240 250	Straits Bcstg. Co. U. S. Highways 27 & 23 554	Northern Best	Richard E. Hunt, p, gm, cm Bob Clark Jr., pd, pmm	Norbert C. Poeppelman, ce Harry McLeod, nd, fd	Ben Morrow, sd Gerry MacDonald, wd
<b>COLDWATER</b> (Branch Co.)						
WTVB 1949	1590 5,000-D 500-N DA-2	Twin Valley Bcstg. Inc. Box 32 1230	Southern Michigan Net. Best	George Hosek, p E. H. Munn, Jr., gm	James Tuck, cm William Traphagen, pd	Virgil Royer, ce William J. H. Smith, nd
WTVB-FM 1951	Ch. 252 (A) 98.3mc 0.3kw					
<b>DEARBORN</b> (Wayne Co.)						
WKMH 1948		(See Detroit listing)				
<b>DETROIT</b> (Wayne Co.)						
CKLW 1931	800 50,000 DA-1	Western Ontario Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. E. Campeau, p, gm S. C. Ritchie, op. dir. E. W. Wardell, cm	John Gordon, pd Woodruff B. Crouse, pmm W. J. Carter, ce	Austin Grant, nd Art Laing, sp Myrtle Labbitt, wd
<b>(Windsor, Ont.)</b>						
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw					
WCAR 1939	1130 50,000-D (CP from Pontiac) DA-2	WCAR, Inc.				
WDET-FM 1945	Ch. 270(B) 101.9mc 52kw	Wayne University 5063 Cass Ave.		Paul B. Rickard, sm		
WJBK 1925	1490 250 CP-1,500 10,000-D 5,000-N DA-2	Storer Bcstg. Co. Masonic Temple 500 Temple Detroit 1, Michigan TEmple 3-7900 Storer Bcstg.	Katz	George B. Storer, Sr., p Harry R. Lipson, gm Al Nagler, sis. d	Richard E. Fischer, pd Kenneth H. Boehmer, pmm Paul O. Frincke, ce	Don McLeod, nd Ralph R. Rust, sd
WJBK-FM	Ch. 226(B) 93.1mc 30kw					
WJLB 1926	1400 250	Booth Radio & Television Stations Inc. 3100 David Broderick Tower WOODWARD 5-2000 (WJLB AM Affiliate)	Forjoe	John L. Booth, p Edwin E. Nyy, gm Eric V. Hay, cm	George Kendall, pd, pmm Edward H. Clark, ce Richard Pavey, nd	Barney Lee, sd Patricia Swartz, wd
WBRI (FM) 1941	Ch. 250 (B) 97.9mc 3.3kw					

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# WELL

BATTLE CREEK

## Battle Creek's top-rated station

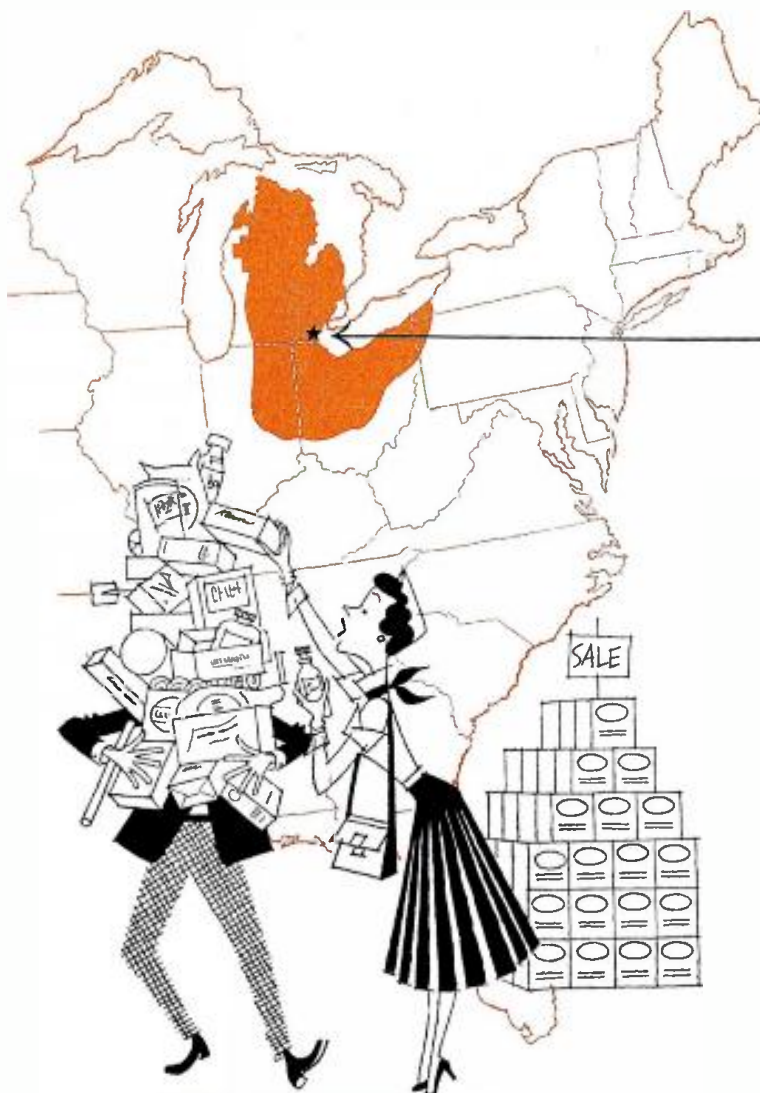
and the best buy because . . .

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

Represented nationally by

**ROBERT MEEKER ASSOCIATES, INC., ★ 250W • 1400**  
521 5th Avenue, New York City

# WELL



almost 10% of the nation's sales takes place **HERE** in WJR's primary coverage area!

**WJR MARKET DATA**

		% of total U. S. market
Population .....	12,601,300	8.3
Radio Homes .....	3,785,540	8.6
Farm Radio Homes .....	328,990	5.9
Drug Sales .....	\$ 464,447,000	10.3
Food Sales .....	\$ 3,266,766,000	9.4
Retail Sales .....	\$13,613,431,000	9.3
Filling Station Sales .....	\$ 739,614,000	10.1
Passenger Car Registrations .....	4,116,934	10.2

**WJR** the great voice of the great lakes

WJR is the one salesman that can effectively and economically increase your volume in *all* of this rich market area. Every single day of the year WJR, the most influential voice in the Great Lakes region, will carry your advertising message to millions of buyers in Michigan, Ohio, Indiana, Pennsylvania and Ontario. Let WJR's success and popularity do a real selling job for you!

Contact WJR or your Christal representative today to get the most for your advertising dollar in one of the nation's richest markets.



WJR, Detroit, The Goodwill Station  
CBS Radio Network  
50,000 watts

AN IMPORTANT AREA FOR YOU  
—A FAMILIAR AREA TO US



WJR, Fisher Building, Detroit 2, Michigan  
Represented Nationally by the Henry I. Christal Company  
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

MICHIGAN

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.
<b>DETROIT (Cont.)</b>					
	WJR 1927	760 50,000	WJR, The Goodwill Station, Inc. 2200 Fisher Bldg. Trinity 5-4440	CBS Christal	John F. Patt, p Worth Kramer, gm Elmer O. Wayne, sim Ron Gamble, pd A. Friedenthal, ce Marshall Wells, fd Jack White, nd Bob Reynolds, sd Agnes May Page, wd
	WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw			
	WKMH 1946	1310 5,000-D 1,000-N DA-2	WKMH, Inc. 15001 Michigan Ave. Tiffany 6-8500	Michigan Broadcasting System Headley-Reed	Fred A. Knorr, p George M. Millar, md John J. Carroll, cm, pmm Bob Seymour, pd Jerrold Martin, ce Richard Buller, nd Frank Sims, sd
	WKMH-FM 1946	Ch. 1310 (B) 100.3mc 7kw			
	WLDM(FM) 1949	Ch. 238 (B) 95.5mc 20kw	Lincoln Bestg. Co. 15401 West Ten Mile Rd. Jordan 4-5835	.....	Harold I. Tanner, p, gm Robert J. Conger, cm Richard J. Bernard, Jr., pd Jerome F. Steadley, ce
	WMAZ(FM)	Ch. 278(B) 103.5mc 20kw	Mich. Music Co.		
	WWJ 1920	950 5,000 DA-N	The Evening News Association 822 W. Lafayette Woodward 2-2000	NBC Hollingbery McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Robert McIntosh, cm Thomas Warner, nat. sim. Melvin C. Wissman, pd Glenn Kyker, pmm Edgar J. Love, ce James R. Clark, nd Fran Harris, wd
	WWJ-TV	Ch. 246 (B) 97.1mc 48kw			
	WXYZ 1925	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Michigan Radio Net. Blair	James G. Riddell, p Harold S. Cristian, gm Harold L. Neal, sim Robert Baldrice, pmm Charles Kocher, ce Tom A'Hearne, nd Don Wattrick, sd Edythe Fern Melrose, wd
	WXYZ-FM 1948	Ch. 266 (B) 101.1mc 4.7kw			
<b>EAST LANSING (Ingham Co.)</b>					
	*WKAR 1922	870 5,000-D	Michigan State College Edgewood 2-1511 Ext. 488	.....	John A. Hannah, p Robert J. Coleman, gm Lawrence T. Frymire, pd Norris E. Grover, ce R. Burleigh Downey, nd Howard Hass, fd Robert Shackleton, sd Virginia Weiser, wd
	WKAR-TV	Ch. 213(E) 90.5mc 9.7kw			

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**NOW!... double the wallop in the Detroit area!**

**CKLW-TV**  
channel  
**9**  
325,000  
WATTS

**CKLW**  
radio  
**800 kc**  
50,000  
WATTS

**THE  
MOST POWERFUL  
RADIO AND TELEVISION  
COVERAGE  
IN THE  
MARKET!**

Adam J. Young Jr. Inc.  
National Rep.

J. E. Campeau, Pres.  
Guardian Bldg.  
Detroit

The **BIG** News  
in Detroit...



**JAMES CLARK**  
News Editor



**KIRK KNIGHT**



**CARL CEDERBERG**



**CHARLES LEWIS**



**PETER STONER**

on **WWJ**... of course!

There's depth in WWJ's day-long schedule of 15-minute newscasts; depth of coverage, of facilities, of personnel. This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

Shown here is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

Put WWJ's unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

**WWJ** **AM** -----  
**FM**

Associate Television Station WWJ-TV  
Basic NBC Affiliate

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

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: The GEORGE P. HOLLINGBERY CO.

# MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	License Headquarters Telephone	Network Representative	Owner ; Pres. p; Exec. vp evp; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>ESCANABA</b> (Delta Co.)						
WBBC 1941	680 1,000 DA-2	Delta Bcstg. Co. 606 Ludington St. 3190-3191	MBS Walker	Geo. D. Lindenthal, p, gm, cm Don Sisto, pd	W. J. Duchaine, pmm, nd H. C. Olsen, ce	Frank Bourke, sd Edith Bell, wd
WESK 1953	1490 250	M & M Bcstg. Co. Sherman Hotel Bldg. 3750	NBC, Northern Net.	William Walker, p Barclay Conley, gm Don Gamelin, cm	Eric Parker, pd Barbara Parker, pmm Jack Foster, ce	Bob Wagner, nd, sd Bill Allison, fd Helen Cloutier, wd
<b>FLINT</b> (Genesee Co.)						
WBBC 1947	1330 1000 DA-2	Booth Radio & TV Stas. G-3076 East Bristol Rd. Cedar 9-8686	MBS Weed	John L. Booth, p Jerry Schroeder, gm Gene Ellerman, cm	James Rush, pd E. H. Clark, ce Wayne Jewell, nd	Noble Gravelin, sd Maude Stewart Beagle, wd
WFDF 1922	910 1,000 DA-1	Trebit Corp. Garland at First Ave. CEdar 2-7158	NBC Katz	H. M. Bitner, Jr., p L. W. Lindow, vp, gm E. A. Knopf, pd, fd	Marvin Levey, pmm Gerald Wolpert, ce Lawrence Ganger, nd Clarence Rhodes, pd, sd	Dan Hunter, sd Betty Clarke, wd
WKMF 1953	1470 1,000 DA-1	WKMH, Inc. 112 West Water St. CEdar 9-7608	Michigan Radio Net. Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm		John Woodard, ce
WMRP 1946	1510 250-D	Methodist Radio Parish, Inc. 3217 Lapeer St. CE 3-5112	KBS Best	Herbert Hausser, p	Wm. H. Morford, gm, cm, pd	Duane Mohrs, ce
WTAC 1947	600 1,000-D 500-N DA-2	WTAC, The Big Station 740 South Saginaw St. CEdar 2-1136	ABC Bolling	John M. Shaheen, p J. R. McKinley, gm	Oscar A. Huff, Jr., pd Frank Folsom, ce	Edward R. Berryman, nd, sd Lawrence DeBeau, fd
<b>FREMONT</b> (Newaygo Co.)						
WBFC 1954	1490 100	Paul A. Brandt 901 E. Maple St. Mt. Pleasant, Mich.				
<b>GAYLORD</b> (Otsego Co.)						
WATC 1950	900 1000-D	Midwestern Bcstg. Co.	MBS Paul Bunyan Holman	Les Biederman, p & gm C. O. Reed, cm	Robert Fritz, pd William H. Kiker, ce	
<b>GRAND RAPIDS</b> (Kent Co.)						
WFUR 1947	1570 1000-D	Furniture City Bcstg. Corp. 399 Garfield Ave., SW GLendale 6-9541	McGillvra	William Kuiper Sr., p, gm Henry J. Swlerenga, cm	John D. Timmer, ce Gordon Kibby, nd	John Rader, fd Miss June Bos, wd
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave. N.E. 94-111	Gill-Perna	Paul F. Eichhorn, p, gm Glenn R. LePard, cm Dirk Nebbeling, pmm, fd	Richard Groenevelt, ce Tom Van Tol, nd	Bruce Grant, sd Norma Brink, wd
WJEF 1945	1230 250	Fetzer Bcstg. Co. 187 Monroe NW Glendale 6-8512	CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, mgn. d. Martin Gaimo, cm & sm	Michael Joseph, pd Bruce M. Glycadgis, ce Richard Jefferies, nd	Dick Miller, sd Margaret Curley, wd
WJEF-FM 1945 Ch. 299 (B)	93.7mc 115kw					
WLAV 1939	1340 250	Versluis Radio & Tele- vision, Inc. 6 Fountain St., N.E. GLendale 6-5461	ABC Pearson	Leonard A. Versluis, p Lee G. Stevens, vp, gm Donald Mullen, pd	Carroll Hutchings, ce Robert S. Greenhoe, nd	Jack Harrison, sd Joanne Randall, wd
WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.8kw					
WMAX 1954	1460 500-D	WMAX, Inc.		Joseph C. Hooker, p, cm Charles A. Sprague, vp, gm		
WOOD 1924	1300 5,000	Grandwood Bcstg. Co. 120 College, S.E. 9-4125	NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, vp, gm Arthur M. Swift, slm	Frank Sisson, pd John Dragomier, pmm Louis Bergenroth, ce	Bob Runyon, nd Bob Kirby, sd Carol Duvall, wd
WOOD-TV	5,000 DA-N					
<b>HOLLAND</b> (Ottawa Co.)						
WHTC 1948	1450 250	Holland Bcstg. Co. Hotel Warm Friend Tavern 9482	Best	W. A. Butler, p Sandy Meek, gm	Bill Gargano, pd John Klungle, ce	Al Ackerman, sd Mary Emma Young, wd
<b>HOUGHTON</b> (Houghton Co.)						
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel 1	NBC Walker	George L. Burgan, o, ce Albert W. Payne, gm	Earl Norden, pd & nd F. Grant Richards, pmm	Peter Fausone, sd Myrtle Barrett, wd

## BEST-IN-MICHIGAN.....

No power station can sell this huge MICHIGAN market for you. In their homes, in their cars, in their cottages only AM radio over the local home town stations can reach the buyers with money to buy your product. Sell **YOUR** product to the local listeners **STOP SELLING** Programs. Use these local Michigan stations for better results! ! Buy AM radio—No double and triple spotting!

WABJ	Adrian	250 watts	Daytime	WMTE	Manistee	250 watts	FULLTIME
WCBY	Cheboygan	250 watts	FULLTIME	WMDN	Midland	250 watts	FULLTIME
WTVB	Coldwater	5000 watts	FULLTIME	WKNK	Muskegon	5000 watts	FULLTIME
WMRP	Flint	250 watts	Daytime	WPON	Pontiac	500 watts	FULLTIME
WHTC	Holland	250 watts	FULLTIME	WSTR	Sturgis	500 watts	FULLTIME
WION	Ionia	500 watts	Daytime				

for details call the **HIL F. BEST CO.**



**FLINT**  
 largest  
 General  
 Motors  
 plant  
 city  
 in the  
 world

served by  
**WFDF**

There are more General Motors employees in Flint (73,673) than in any other city in the world. (Actually a 38% increase over just two years ago) They earn more . . . and spend more . . .

**and WFDF knows how to sell them!**

32 years as a part of Flint make WFDF the one logical choice to reach this rich home of industry, where there is no substitute for on-the-spot, home town experience. Carefully tailored WFDF programming gives Flint area listeners what they want to hear, and an equally well-tailored signal puts your important message right where it will do the most good . . . in the heart of the busy Flint trading area where retail sales are a comfortable 62%\* above the national average.

This home of Buick, Fisher Body, and AC Spark Plug, along with four of Chevrolet's largest plants and a new Ternstedt factory, is already on its way to another record year.

Why not set a new high of your own in Flint this year? Katz can show you the way.

**WFDF MARKET DATA**

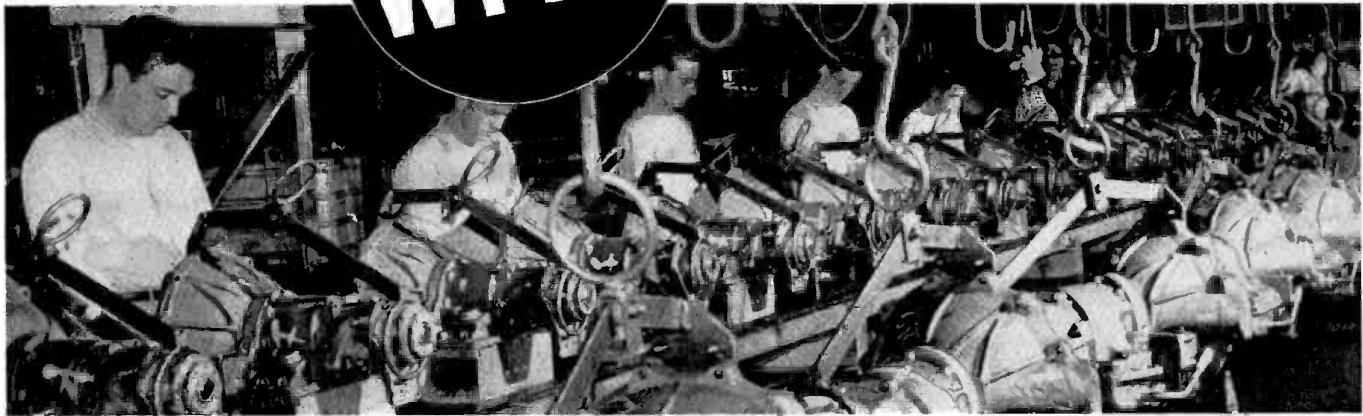
Population .....	293,400
Households .....	86,600
Radio Homes .....	85,560
Consumer Spendable Income .....	\$581,394,000
CSI per Household (County) .....	\$6,714
CSI per Household (Flint) .....	\$6,999
Total Retail Sales .....	\$392,193,000
Retail Sales per Household (County) .....	\$4,529
Retail Sales per Household (Flint) .....	\$5,981

\* 1954 Consumer Markets

**910 KC ● Flint, Michigan**

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Associated with: WFBM, AM & TV Indianapolis—WOOD, AM & TV Grand Rapids — WEOA Evansville.



# MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. nd Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>HOUGHTON LAKE</b> (Roscommon Co.)						
WHGR 1954	1290 1,000-D	Sparks Bcstg. Co. 212 W. 6th St., Royal Oak Lincoln 4-2200	.....	Jacob B. Sparks, p Gordon A. Sparks, cm, pd, nd	Garnet G. Sparks, ce	Bob Ditmer, sd
<b>IONIA</b> (Ionia Co.)						
WION 1953	1430 500-D	Ionia Bcstg. Co. Box 143 1537	Best	Monroe MacPherson Sr., o Monroe MacPherson Jr., gm Kenneth R. Chapin, cm	William R. McLaughlin, pd, nd Erwin Fuller, ce	Clarke Bergeon, fd Ben Thompson, sd
<b>IRON MOUNTAIN</b> (Dickinson Co.)						
WMIQ 1947	1450 250	Iron Mountain-Kings- ford Bcstg. Co., Inc. 211 East Ludington St. 2031	ABC, Northern Net.	Frank J. Russell, p Russell J. Staffeld, gm	William C. Johnson, cm, sm Donald J. Burdick, pd, nd	Paul Anick, ce Core Nelson, sd
<b>IRON RIVER</b> (Iron Co.)						
WIKB 1949	1230 250	WIKB Inc. 234 W. Genessee 102	MBS, KBS Walker	H. H. Frailling, p Len Johnson, gm, cm, sd	Bud Shields, pd, pmm Lester Patten, ce	Milo Jordan, nd Ann Cascioli, wd
<b>IRON WOOD</b> (Gogebic Co.)						
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wis. Bcstg. Co. 134 E. McLeod Ave. 20-21	MBS Walker	William L. Johnson, p, gm, cm, pmm Laura Johnson, pd	Arne Dahlbacka, ce James Johnson, nd	Bob Olson, sd Rose Isaac, wd
<b>ISHPEMING</b> (Marquette Co.)						
WJPD 1947	1240 250	Ishpeeming Bcstg. Co. Jenks Block HUDson 6-9937	KBS	Dr. J. P. Deegan, p Paul C. Crowley, gm, sd	Bernard R. Maloney, cm, ce	Carl B. Tupala, pmm, nd Lois Sarasin, wd
<b>JACKSON</b> (Jackson Co.)						
WIBM 1927	1450 250	Booth Radio & Tele- vision Stations Inc. 2511 Kibby Road 6121	ABC Weed	John L. Booth, p George P. Lasley, gm Robert B. Lees, cm	Jack Underwood, pd, nd Jack Freeborn, pmm, fd Paul Wolfcale, ce	Tom O'Connor, sd Dean Brown, wd
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & Television Corp. 441 Wildwood 4-7181	MBS, Michigan Bcstg. System Headley-Reed	Fred A. Knorr, p John O. Gilbert II, gm	E. Richard Schueler, pd Paul Wright, ce	Ed Hardy, nd, fd, sd

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 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. 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.

# WKMI

## KALAMAZOO

NOW

5,000 WATTS



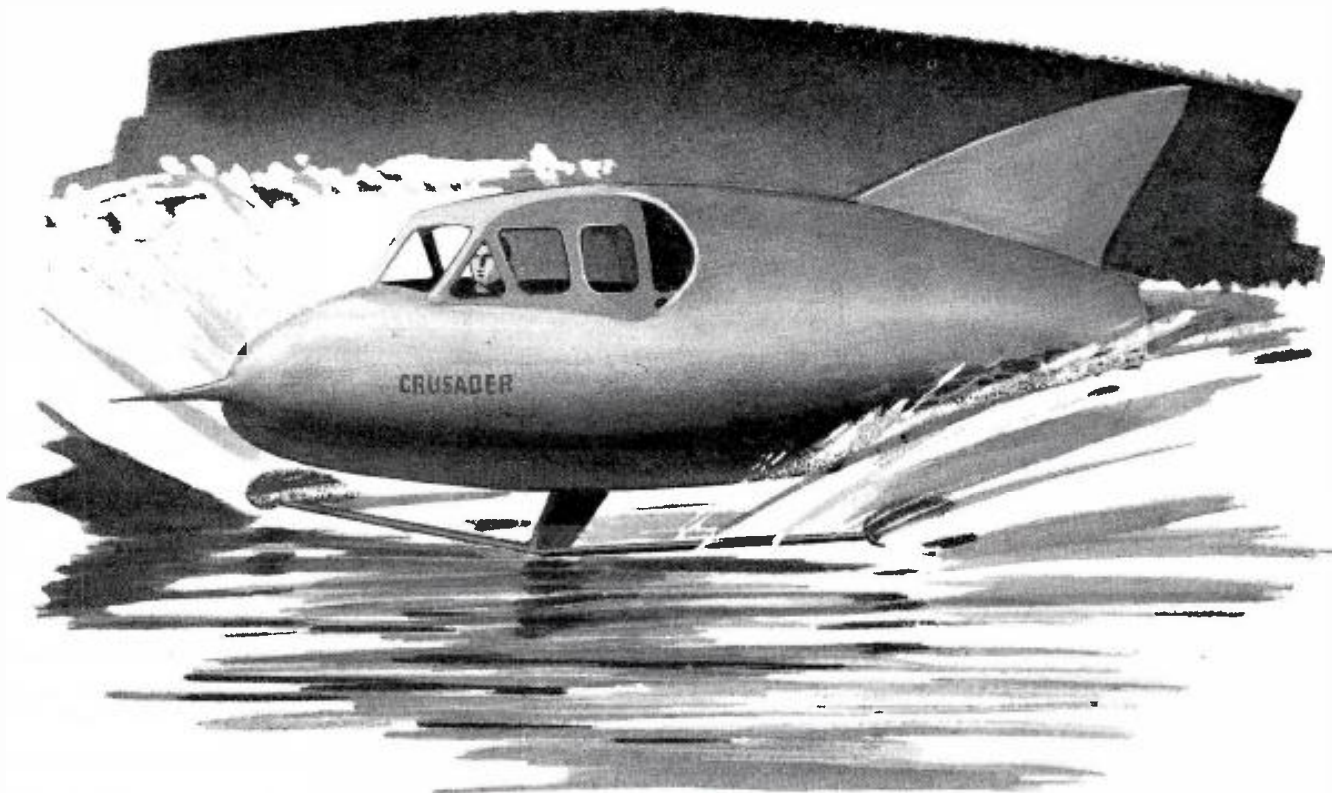
**WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT**

**MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.**

Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.  
 In Detroit: Michigan Spot Sales

**WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN**



**YOU MIGHT GO 206 MPH IN A SPEEDBOAT\*—**

**BUT . . . YOU NEED WKZO-WJEF RADIO  
TO BREAK RECORDS  
IN WESTERN MICHIGAN!**

GRAND RAPIDS—KALAMAZOO AREA PULSE  
SHARE OF AUDIENCE—MON.-FRI.—FEB., 1953

	6 a.m.—12 noon	12 noon—6 p.m.	6 p.m.— 12 midnight
WKZO-WJEF	41% (a)	41%	40%
STATION "B"	13%	13%	17%
STATION "C"	11%	7%	12%
STATION "D"	9%	7%	9%

(a) Does not broadcast for complete period and the share of audience is unadjusted for this situation.

If you want to break sales records in Western Michigan, just remember this:

1. The latest Nielsen Report credits WKZO, Kalamazoo, and WJEF, Grand Rapids, with a 12-county audience of 151,050 *daytime* homes, 130,530 *night-time* homes!
2. WKZO-WJEF give you 70.8% more morning listeners, 105.0% more afternoon listeners and 37.9% more evening listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids!
3. On a per-thousand basis, WKZO-WJEF cost 54.3% less in the morning, 61.9% less in the afternoon and 31.6% less at night, than the next-best two-station choice!

Ask your Avery-Knodel man for all the WKZO-WJEF facts.



*The Felzyer Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN — LINCOLN, NEBRASKA  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD — PEORIA, ILLINOIS

# WKZO-WJEF

**CBS RADIO  
KALAMAZOO**

**CBS RADIO  
GRAND RAPIDS**

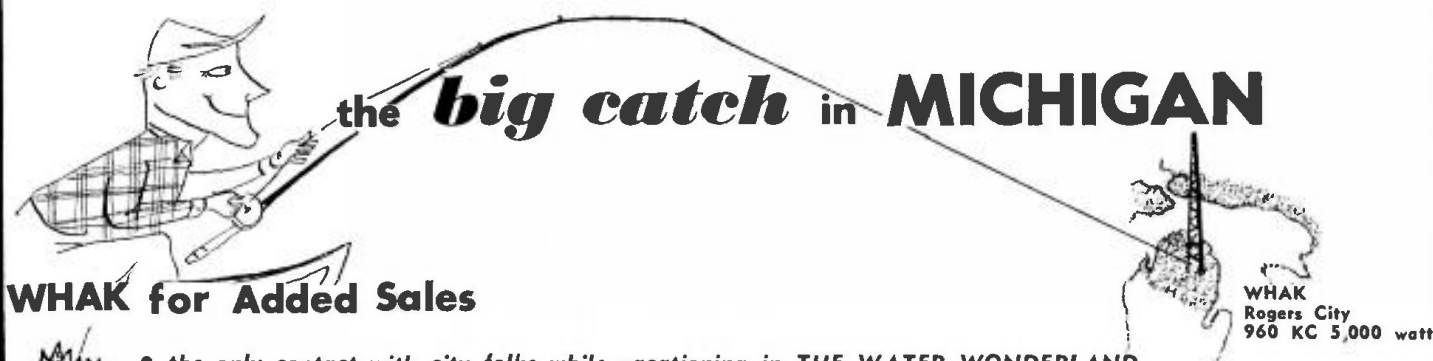
Avery-Knodel, Inc., Exclusive National Representatives

\* John Cobb set this unofficial world's record in his "Crusader" jet speedboat in Scotland, in 1952.

# MICHIGAN

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<b>KALAMAZOO</b> (Kalamazoo Co.)					
WKMI 1947	1360 5,000-D 1,000-N DA-2	Howard D. Steere 301 State Theatre 40111	Forjoe Mich. Spot Sales	Howard D. Steere, p Emil J. Popke, Jr., sm	Dan Daniels, pd Kenneth Farrance, ce
WKZO 1930 WKZO-TV	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 5-2101	CBS Avery- Knodel	John E. Fetzer, p Carl E. Lee, mgng. d John W. O'Harrow, natl. sim	Charles T. Lynch, pd Arthur E. Coveil, ce Carleton W. Collins, fd
<b>LANSING</b> (Ingham Co.)					
WJLS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bcstg. Co. 407-11 N. Washington Ave. 2-1655	.....	John C. Pomeroy, p, gm, cm David L. Froh, pd, sd M. F. Meyer, sim	Stanley Kirby, pmm John Whitacre, ce John Maters, nd
WJIM 1934 WJIM-TV	1240 250	WJIM, Inc. East Saginaw at Howard Sts. 2-1333	ABC NBC Petry	Harold F. Gross, p William Brazzil, cm Howard K. Finch, vp & pd	Richard Nason, pmm Charles L. Brady, ce
<b>LAPEER</b> (Lapeer Co.)					
*WMPC 1926	1230 250	Liberty St. Gospel Church			
<b>LUDINGTON</b> (Mason Co.)					
WKLA 1944	1450 250	Raymond A. Plank East Ludington Ave. 1450-1451	ABC Goebble & Speedway	Raymond A. Plank, p, gm Don Hack, cm, sd	Charles J. Hagerman, pd, ce Hallett Hall, pmm
<b>MANISTEE</b> (Manistee Co.)					
WMTE 1951	1340 250	Manistee Radio Corp. P. O. Box 322 1340	MBS Best	Dr. T. A. Manwell, p Stephen P. Cole, gm Eddy Owens, cm	Lou Blake, pd Norm Knudstrup, pmm Ken Kott, nd
<b>MARINE CITY</b> (St. Clair Co.)					
WDOG 1950	1590 1,000-D DA-D	Radio St. Clair Inc. 5300 Marine City Highway ROckwell 2-1111		Jerry W. Coughlin, p Harry C. Coughlin, gm, cm, pmm	John S. Bell, pd, nd, sd Carlton Goodwin, Jr., ce
<b>MARQUETTE</b> (Marquette Co.)					
WDMJ 1931	1320 1,000 DA-N	The Lake Superior Bcstg. Co. Mining Journal Bldg.	Walker	Robert Luke, cm	Eldon Wallace, pd
<b>MENOMINEE</b> (Menominee Co.)					
WMAW 1952	1340 250	Green Bay Bcstg. Glickman Bldg. Eight 4651	ABC Pearson	Ben Laird, p Vernon H. Uecker, gm Edward Swartzvy, cm	Jack DuBlon, pd Larry Koesling, pmm Bob Reimers, ce, sd
<b>MIDLAND</b> (Midland Co.)					
WMDN 1948	1490 250	Rich Publishing House 124 McDonald TEmple 9-9988	Best	Philip T. Rich, p Peter A. Wolf, gm, cm, ce	Cecil C. Beck, pd, pmm Harry B. Sherman, nd
<b>MT. PLEASANT</b> (Isabella Co.)					
WCEN 1949	1150 1,000-D 500-N DA-N	Paul A. Brandt Blue Grass Rd. 33171	.....	Paul A. Brandt, p Russel Holcomb, gm, cm, pd	Peter Fronayak, ce Tru Ward, nd Earl Peterson, fd
<b>MUSKEGON</b> (Muskegon Co.)					
WKBZ 1926	850 1,000 DA-1	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Meeker Michigan Spot Sales	Arch Shawd, p, gm, cm W. L. Trap, pd	Bill Bennett, pmm George Krivitsky, ce
WKBZ-FM 1948	Ch. 226 (B) 98.9mc 4.7kw				

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.



**WHAK for Added Sales**

- the only contact with city folks while vacationing in THE WATER WONDERLAND
- covers retail trading area of 212,790 residents plus vacationers
- complete facilities-programming to regional taste

**WHAK**  
Rogers City  
960 KC 5,000 watts

MUSKEGON (Cont.)

WKNK 1949	1800 5000 DA-N	N K Bcstg. Co. Federal Square	Best	Nicholas W. Kuris, o & gm		
WMUS 1947	1090 1,000-D	Greater Muskegon Bcstg. Inc. 517 W. Giles Rd. 41872	McGillvra	R. Bunker Rogoski, p Dalton C. Hille, gm, pmm Henry Sweirnga, cm	William Kuiper, pd Samuel Lombardi, ce William Wickstrom, nd, sd	Henry Johnson, fd Rita Miller, wd

OWOSSO  
(Shiawassee Co.)

WOAP 1948	1080 250-D	Owosso Bcstg. Co. 2300 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, gm	Merrill Walker, sm Fran Bowles, ce	Bob Toombs, sd Edwina Hanson, wd
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PETOSKEY  
(Emmet Co.)

WMBN 1946	1340 250	Midwestern Bcstg Co.	MBS Bunyan Holman	Les Biederman, gm		
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PONTIAC  
(Oakland Co.)

WCAR 1939 (CP move to Detroit)	1130 1000-D	WCAR Inc. P. O. Box 55 FEderal 3-7141	Pearson	H. Y. Levinson, p, gm William G. Leonard, vp, slm Mrs. Lou C. Throop, exec. sec.	Lawrence W. Bova, pdm Wayne N. Cook, ce	Bruce G. Martyn, ad Allene Warbler, service dir.
WCAR-FM	Ch. 258(B) 99.5mc 20kw					
WPON 1954	1480 500 DA-N	Gerity Bcstg. Co. c/o Waldron Hotel FEderal 8-0444	Best	James Gerity, Jr., p O. W. Myers, gm	David Lewis Norton, sm, cm Larry Payne, pd, nd	Elwood Brown, ce Dorothy Shufelt, wd

PORT HURON  
(St. Clair Co.)

WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. YUkon 2-8536	Gill-Perna Michigan Spot Sales	John F. Wismer, gm Ned S. Hubbell, sm, nd John J. Shepard, cm	Thomas Sicklesteel, pd Frank Singelyn, pmm Harold Oliver, ce	Lyle Patterson, fd Fred J. Letzgas, sd
WTHH 1947	1380 1,000 DA-1	Times Herald Co. 606 Water St. YUkon 5-5171	ABC	F. Granger Well, evp Richard S. Sommerville, gm Gaylord H. Forbes, cm	Kenneth M. Blevins, pd, nd Kenneth E. Kunze, ce Robert Dando, fd	J. Edward Senyczko, sd Jane Marshall, wd

ROGERS CITY  
(Presque Isle Co.)

WHAK 1949	960 5,000-D	Rogers City Bcstg. Co. Moltke Dr. 7751		Harvey A. Klann, p, ce, gm Albert G. Klann, cm, pmm Harry Brege, pd	Paul Le Blanc, nd Jack Brown, fd	Charles Allen, Jr., sd Delores Klann, wd
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ROYAL OAK  
(Oakland Co.)

WEXL 1923	1340 250	Sparks Bcstg. Co. 212 W. 6th St. LIncoln 4-2200		J. B. Sparks, p, gm Gordon A. Sparks, m, pd, nd	Ernest Holder, cm Garnet G. Sparks, ce	Bob Terry, sd
WOMC(FM) 1947	Ch. 282(B) 104.3mc 18kw					

SAGINAW  
(Saginaw Co.)

WKNX 1954 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 South Washington 3-4471	Gill-Perna	William J. Edwards, p, gm Robert M. Chandler, cm Paul Carey, pd Max W. Thomas, ce	Alvin M. Bentley, vp Howard H. Wolfe, sm Britton W. Temby, nd	Robert Dyer, fd Dick Davis, sd Ida Clayton, wd
WSAM 1940	1400 250	Saginaw Bcstg. Co. 2435 Holland Ave. 2-8181	NBC, Great Lakes Headley-Reed	Milton L. Greenebaum, p Robert W. Cessna, gm Richard Crowley, pd	O. A. Nordenskjold, ce Michael Thomas, nd, sd	M. M. Dinninger, fd Mrs. Cindy Whitney, wd
WSAM-FM 1947	Ch. 251(B) 98.1mc 1.7kw					
WSGW 1950	790 1000 DA-2	Booth Radio & Tv Sta. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm & cm	Fred Krell, pd & pmm Harold Volz, Jr., ce Frank Wells, nd	Richard Rybicki, fd Ted Atwood, sd Marilyn Baldwin, wd

SAULT STE. MARIE  
(Chippewa Co.)

WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. MEIrose 2-2231	ABC, Northern Net.	Stanley R. Pratt, p Richard Y. Burnett, gm Oscar Frenette, pd	Edward L. Krieger, pmm, fd Wm. F. Morris, ce	Homer W. Foster, nd Chuck Pratt, sd Marione Hallatt, wd
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STURGIS  
(St. Joseph Co.)

WSTR 1951 WSTR-FM 1953	1230 250 Ch. 276(A) 103.1mc 0.285kw	WSTR, Inc. South Nottawa Rd.	Best	E. Harold Munn, Jr., gm	Robert Geerdes, cm, pd, pmm, & nd	William S. Miller, ce & fd Rex Hargitt, sd
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TRAVERSE CITY  
(Grand Traverse Co.)

WTCM 1941	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700	MBS Bunyan Holman	Les Biederman, gm		
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WPBN-TV

MINNESOTA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Aitkin	14,327	3,860	\$ 9,422	\$ 2,591	\$ 180	5,953	Cottonwood	15,763	4,550	18,575	3,651	343	8,723
Anoka	35,579	10,300	16,392	5,473	482	13,298	Crow Wing	30,875	9,070	37,535	9,620	768	14,533
Becker	24,836	6,280	18,884	3,685	300	10,911	Dakota	49,019	13,890	39,329	8,161	1,119	20,782
Beltrami	24,962	6,410	22,675	4,828	617	9,190	Dodge	12,624	3,420	10,234	2,568	194	5,759
Benton	15,911	3,980	15,601	3,720	208	6,492	Douglas	21,304	6,303	25,732	5,231	480	10,729
Big Stone	9,807	2,550	12,274	2,377	183	4,771	Faribault	23,879	6,730	26,985	4,723	566	12,456
Blue Earth	38,327	10,920	57,928	9,161	1,153	19,446	Fillmore	24,465	6,900	25,900	4,847	537	11,539
Brown	25,895	7,220	30,847	5,938	832	13,308	Freeborn	34,517	9,980	38,957	7,027	565	16,142
Carlton	24,584	6,370	19,353	6,313	404	10,035	Goodhue	32,118	9,370	37,856	6,706	708	15,021
Carver	18,155	4,950	16,127	2,469	396	8,793	Grant	9,542	2,800	10,225	1,730	180	5,075
Cass	19,488	4,800	12,559	3,729	377	7,213	Hennepin	676,579	209,530	951,102	194,797	30,603	280,729
Chippewa	16,739	4,720	22,187	3,370	328	8,524	Houston	14,435	3,850	12,222	2,750	192	6,893
Chisago	12,669	3,680	10,078	2,168	238	6,176	Hubbard	11,065	3,040	8,944	2,556	153	4,827
Clay	30,363	7,170	45,996	12,340	628	14,805	Isanti	12,123	3,030	9,470	1,932	234	5,112
Clearwater	10,204	2,590	8,699	1,630	194	4,276	Itasca	33,321	9,200	32,080	9,379	593	14,480
Cook	2,900	840	2,744	977	40	1,194	Jackson	16,306	4,510	17,294	2,915	312	7,688



# MINNESOTA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Kanabec	9,192	2,600	7,553	1,472	262	3,706	Red Lake	6,806	1,580	6,089	1,686	432	2,610
Kandiyohti	28,644	7,750	33,770	6,171	601	13,187	Redwood	22,127	6,020	24,488	4,526	438	11,960
Kittson	9,649	2,620	8,027	830	112	5,001	Renville	23,954	6,490	23,453	4,192	350	12,888
Koachiching	16,910	4,510	15,542	4,085	371	7,026	Rice	36,235	8,790	32,653	7,463	784	13,217
Lac Qui Parle	14,545	3,950	14,663	2,560	221	7,489	Rock	11,278	3,230	14,082	2,160	143	5,855
Lake	7,781	2,480	6,479	1,900	78	3,577	Roseau	14,505	3,630	12,504	2,340	218	6,033
Lake of the Woods	4,955	1,230	3,510	649	37	1,610	St. Louis	206,062	62,820	235,620	59,737	5,773	79,227
Le Sueur	19,088	5,560	26,149	3,577	377	9,289	Scott	16,486	4,310	14,262	3,070	343	7,412
Lincoln	10,150	2,800	10,473	1,658	208	5,563	Sherburne	10,661	2,580	6,198	1,072	80	4,319
Lyon	22,253	6,300	34,058	5,932	627	10,831	Sibley	15,816	4,210	13,034	1,785	272	8,375
McLeod	22,198	6,230	27,579	4,450	507	12,474	Stearns	70,681	16,260	76,769	12,974	1,413	28,555
Mahnomen	7,059	1,500	4,847	911	83	2,780	Steele	21,155	6,160	26,743	5,322	467	10,458
Marshall	16,125	4,210	12,546	2,329	173	7,683	Stevens	11,106	2,880	12,432	2,275	225	7,036
Martin	25,655	7,330	28,502	4,583	607	13,179	Swift	15,837	4,420	23,705	4,133	276	8,448
Meeker	18,966	5,140	19,120	3,711	356	8,948	Todd	28,420	6,500	20,769	5,601	328	10,265
Millie Lacs	15,165	4,140	15,151	2,975	274	6,698	Traverse	8,053	2,160	9,985	1,608	179	4,258
Morrison	25,832	6,320	20,992	4,440	333	10,893	Wabasha	16,878	4,580	17,520	3,443	277	7,280
Mower	42,277	12,140	50,045	9,565	1,001	20,121	Wadena	12,806	3,240	17,270	2,378	268	5,558
Murray	14,801	3,820	13,134	2,023	193	7,515	Waseca	14,957	4,290	17,035	2,688	343	7,444
Nicollet	20,929	5,140	13,214	3,665	296	8,776	Washington	34,544	10,060	29,316	6,624	559	14,601
Nobles	22,435	6,160	30,882	4,924	420	11,568	Watsonwan	13,881	3,920	15,075	2,664	371	7,233
Norman	12,809	3,430	10,851	2,345	158	6,721	Wilkin	10,567	2,630	11,210	2,776	195	5,244
Olmsted	48,223	13,580	66,564	8,809	2,825	20,709	Winona	39,841	11,280	43,146	9,583	929	16,074
Otter Tail	51,320	13,130	43,766	6,989	707	21,405	Wright	27,716	7,610	31,780	7,821	459	13,006
Pennington	12,965	3,470	18,427	2,881	365	6,223	Yellow Medicine	16,279	4,520	18,235	2,640	255	8,501
Pine	18,223	4,830	14,151	2,727	244	7,620							
Pipestone	14,003	3,740	18,754	2,841	217	7,492							
Polk	35,900	9,750	35,469	7,118	774	17,164							
Pope	12,862	3,520	8,867	1,799	181	6,096							
Ramsey	355,332	107,860	514,800	105,141	13,963	138,317							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Power	Established	Licensee Headquarters	Telephone	Network Representative	Owner	Executive Abbreviations	
Executive Abbreviations Owner: 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.											
<b>ALBANY (Stearns Co.)</b>											
KASM	1950	1150	500-D			Stearns County Bcstg. Co.	53005	KBS Continental	W. H. Blattner, p Urban J. Keppers, gm	Arthur Boss, cm & sd Celestine Hanauka, pd & wd	Dale Howard, pmm, ce Cliff Mitchell, nd & fd
<b>ALBERT LEA (Freeborn Co.)</b>											
KATE	1937	1450	250			Albert Lea-Austin Bcstg. Co., Inc.	332 South Broadway 2338	ABC Southern Minn. Meeker Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm	Tom Golden, cm Robert Holt, ce	Marie Prosser, nd & wd Trace Goddard, fd, sd
<b>ALEXANDRIA (Douglas Co.)</b>											
KXRA	1949	1490	250			Alexandria Bcstg. Corp.	1315 South Broadway 1000	ABC, KBS Lawson	R. C. Brown, p, gm Everette Q. Walters, cm	Kenneth A. Tessmer, pd, fd Ercel Aga, pmm, nd, sd	Kenneth L. Olson, ce Fran Anderson, wd
<b>AUSTIN (Mower Co.)</b>											
KAUS	1948	1480	1,000 DA-2			Cedar Valley Bcstg. Co., Inc.	405-A North Main 8836	MBS Dairyland Pearson	C. A. Weseman, p Tom Steensland, actg. gm & pd	Ken Soderberg, cm John Ecklin, ce Ken Cessna, nd	Rollie Dain, sd Joyce Bang, wd
<b>BEMIDJI (Beltrami Co.)</b>											
KBUN	1946	1450	250			Butler Bcstg. Co. Inc.	509 1/2 Beltrami 1900	MBS KBS Upper Minn. Lawson	Edward W. Butler, p, gm, cm & pmm Gwenyth Butler, pd & wd	Delwin Grage, ce Dick Morgan, nd	Norm Rick, fd Johnny Dark, sd
<b>BRAINERD (Crow Wing Co.)</b>											
KLIZ	1946	1400	250			Brainerd Bcstg. Co.	2700 East Oak St. 2853	MBS Upper Midwest Walker	E. T. O'Brien, p Earl R. Johnson, m & cm, pd	Betty Smith, pmm & wd James Peterson, ce	John Undseth, nd & fd Al Leighton, fd
<b>BRECKENRIDGE (Wilkin Co.)</b>											
KBMW	1948	1450	250			Interstate Bcstg. Corp.	Wahpeton, N. D. 2-5567	KBS Upper Midwest	Harry M. Griffith, p, gm George Kaufmann, cm	Clayton Kulseth, pd, nd	Harold G. Unkenholz, ce
<b>CLOQUET (Carlton Co.)</b>											
WKLK	1950	1230	250			Cloquet Bcstg. Co.	Reliable Bldg. 4-6725		Albert S. Tedesco, p	Richard A. Rall, gm	
<b>CROOKSTON (Polk Co.)</b>											
KROX	1948	1280	1,000-D 800-N DA-N			Crookston Bcstg. Co. Inc.	Eagles Bldg. 1050	KBS Lawson Cooke Tracy-Moore	Jerome A. Dahlberg, p, pd & sd William J. Kiewel, mgr., cm	John A. Kalin, nd Earl Handyside, vp & tech. dir.	Evelyn Baustian, wd
<b>DETROIT LAKES (Becker Co.)</b>											
KDLM	1951	1360	1,000-D			Detroit Lakes Bcstg. Corp.	1360 Richwood Rd. 1100	Lawson	R. C. Brown, p Gordon Hutton, gm James Patterson, cm	Harry Kirchmann, pd Eric Munro, ce	John Taylor, sd Judy Patterson, wd
<b>DULUTH (St. Louis Co.)</b>											
KDAL	1938	610	5,000 DA-N			Red River Bcstg. Co. Inc.	218 Bradley Bldg. Randolph 2-2628	CBS Avery Knodel	Dalton LeMasurier, p, gm Odin S. Ramsland, cm John Gordon, pd	Dale Cowle, pmm Robert A. Dettman, ce Bill Krueger, nd	Dick Anthony, nd Don Dahl, sd Liz Brown, wd

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# MINNESOTA

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>LITTLE FALLS</b> (Morrison Co.)						
KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 367	KBS	John H. Lemme, p Jack Nugent, gm & sd	Richard Rudeck, cm Sumner Sabeau, pd	Gordon O. Lommen, ce Peggy Berge, wd
<b>MANKATO</b> (Blue Earth Co.)						
KTOE 1950	1420 5,000-D 1,000-N DA-N	Minnesota Valley Bcstg. Co. Box 550 4537	ABC Linder Group Pearson	H. W. Linder, p D. O. Linder, gm, cm Wayne Will, pd	Walt Martel, pmm Steve Wolf, ce Tom White, nd	Cliff Adams, fd Bill Smith, sd
KYSM 1938	1230 250	F. B. Clements & Co. 101 North Second St. 4673	NBC Northwest Meeker	Robert E. Dehaven, gm & cm Charles Pasek, pd & sd	Thomas Corniea, pmm James Houts, ce Thomas Coulter, nd	Stewart Bleakley, fd Ina Mae Dean, wd
KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw					
<b>MARSHALL</b> (Lyon Co.)						
KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Linder Group Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	Gil Amundson, pd Elwood Ewy, ce	Wes James, sd
<b>MINNEAPOLIS</b> (Hennepin Co.)						
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. Foshay Tower Lincoln 8451	H-R Reps.	Leslie C. Park, p Lee L. Whiting, gm Raymond Tenpenny, cm	J. Randolph Norris, pd Jim McGovern, pmm & nd	Harvey V. Headen, ce Fred Vant Hull, sd
KEYD-TV		(See St. Paul listing)				
KSTP 1928						
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244	.....	Dr. Richard A. Elvee, p Loren F. Bridges, gm	Clarence W. LaBonte, ce Mark Lee, nd	Rosalie Hughes, wd
*KTIS-FM	Ch. 253(B) 98.5mc 5.3kw					
*KUOM 1922	770 5000-D ST-WCAL	University of Minnesota Main 8177	.....	James L. Morrill, p Burton Paulu, gm Northrop Dawson Jr., pd F. Van Konynenburg, exec. vp	Berten A. Holmberg, ce Ralph Mauseth, nd Ray Wolf, fd	Ray Christensen, sd Audrey J. Booth, wd
WCCO 1924	830 50,000	Midwest Radio & TV Inc. 625 Second Ave. S. Main 1202	CBS CBS Radio Spot Sales	Larry Haeg, gm Phil Lewis, sim	Robert McKinsey, pd Clayton Kaufman, pmm Kermit Sueker, ce Jim Bormann, nd	Maynard Speece, fd Dick Enroth, sd Darragh Aldrich, wd
WDGY 1923	1130 50,000-D 25,000-N DA-2	Twin Cities Bcstg. Corp. Builders Exchange Bridgeport 2271	MBS Avery- Knodel	C. T. Hagman, p, gm Samuel N. Nemer, cm	Donald O'Brien, pd, nd Bill Oliver, fd	Wes Fesler, sd Beverly Burrnett, wd
WLOL 1940	1330 5,000 DA-1	Independent Bcstg. Co. Northwestern Bank Bldg. Atlantic 0406 (See St. Paul listing)	AM Radio Sales	Ralph L. Atliss, p Wayne Williams, m	Edward L. Wiebe, pd	Merle Bjork, ce
WMIN 1936						
WMIN-TV						
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	Indie	William V. Stewart, p, gm D. Mylo Beam, cm	Becky Ann Stewart, pd, wd Jack I. Moore, mm	Kenneth J. Hanson, ce Jack Hastings, nd
WTCN 1934	1280 5,000-D 1,000-N	Minnesota Tv Public Service Corp. 2925 Dean Blvd. WAlnut 7-8881	ABC Blair	Robert Butler, p Joseph L. Merkle, gm Bill Daley, cm, pd	G. E. LaRocque, pmm Myron Fleming, ce Paul Severeid, nd	Bob Carlson, fd Frank Buetel, sd Judy Bryson, wd
WTCN-TV						
WTCN-FM	Ch. 246(B) 97.1mc 2.45kw					
<b>MONTEVIDEO</b> (Chippewa Co.)						
KDMA 1951	1450 100	Midwest Bcstg. Corp. West Highway 212 8891	ABC Dairyland Pearson	H. Willard Lindner, gm	Bill Farrell, cm	Richard Beekman, ce
<b>MOOREHEAD</b> (Clay Co.)						
KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. 403 Center Ave. 31522	MBS Great Northern Walker	E. J. McKellar, p M. M. Marget, gm & sd	R. L. Owens, cm & pmm Dewey Bergquist, pd	Don Geiken, ce
<b>NEW ULM</b> (Brown Co.)						
KNUJ 1949	860 1000-D	KNUJ Inc. 304½ N. Minnesota St. 904	KBS	Walter K. Mickelson, p George Korenchen, gm, cm	Valgene Alwin, ce Bob Christianson, fd	Herb Schaper, sd Patti Weegman, wd
<b>NORTHFIELD</b> (Rice Co.)						
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500	.....	Milford C. Jensen, gm & ce James V. Anderson, pd Carl B. Helgen, pmm	Frank Nelson, nd John Novotney, fd	Jack Laugen, sd Hilde Howden, wd
<b>OWATONNA</b> (Steele Co.)						
KOBK 1952	1390 500-D	Owatonna Bcstg. Co. Vesterby Bldg. 3388	KBS Clark	Myles Johns, p Harry Bulow Jr., vp, gm, cm	Mrs. Harry Bulow, pd & wd Len Bennett, pmm Warren Weikie, ce	James Steer, nd Frank Philips, fd Bob Balance, sd
<b>REDWOOD FALLS</b> (Redwood Co.)						
KLGR 1954	1490 100	H. W. Linder 209 S. Washington St. 2729	Dairyland Pearson	H. W. Linder, p Willard Linder, gm Ward Shaw, cm	Ron Skow, ce Conrad Stotz, nd	Al Anderson, sd Arlene Akre, wd
<b>RED WING</b> (Goodhue Co.)						
KAAA 1949	1250 1000-D	Red Wing Bcstg. Co. Highway #58 3511		Maxine Jacobs, gm James Bailey, cm Peter Lyman, pd, nd	Halsey D. Cory, pmm Donald M. Willie, ce	Harley Flathers, fd, sd Mary Ann Ferrin, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	32,256	8,020	\$ 31,797	\$ 8,077	\$ 1,245	380,923	Lowndes	37,852	8,500	25,084	5,185	793	
Alcorn	27,158	7,180	19,862	3,644	454		Madison	33,860	6,640	15,551	3,683	290	
Amite	19,261	3,780	9,123	2,898	225		Marion	23,967	5,430	12,220	1,974	358	
Attala	26,652	5,770	15,552	3,908	355		Marshall	25,106	4,740	7,866	2,353	234	
Benton	8,793	1,840	1,521	523	59		Monroe	36,543	8,650	14,593	4,272	383	
Bolivar	63,004	13,120	32,070	9,651	849		Montgomery	14,470	3,220	7,028	1,684	202	
Calhoun	18,369	4,140	6,236	1,374	234		Neshoba	25,730	5,970	11,428	2,536	398	
Carroll	15,499	2,910	2,748	871	49		Newton	22,681	5,010	11,143	2,356	330	
Chickasaw	18,951	4,070	7,659	2,004	238		Noxubee	20,022	3,150	8,118	1,509	216	
Choctaw	11,009	2,470	3,192	945	116		Oktibbeha	24,569	5,210	10,029	2,179	352	
Claiborne	11,944	2,360	5,691	1,826	149		Panola	31,271	6,590	16,181	4,398	370	
Clarke	19,362	3,970	6,302	2,256	247		Pearl River	20,641	5,200	12,908	2,381	314	
Clay	17,757	3,870	6,835	1,684	320		Perry	9,108	2,020	4,022	737	113	
Coahoma	49,361	11,380	34,581	8,641	971		Pike	35,137	8,380	24,850	5,321	803	
Copiah	30,493	6,640	13,592	4,002	390		Pontotoc	19,994	4,950	8,438	1,480	184	
Covington	16,036	3,320	6,444	1,268	220		Prentiss	19,810	4,740	8,710	2,147	145	
De Soto	24,599	4,880	7,299	2,028	55		Quitman	25,885	5,290	11,107	3,002	253	
Forrest	45,055	12,580	47,965	9,372	1,105		Rankin	28,881	5,460	7,570	2,454	147	
Franklin	10,929	2,560	5,290	1,628	181		Scott	21,681	4,690	15,599	2,637	324	
George	10,012	2,250	5,068	1,580	135		Sharkey	12,903	2,490	7,253	1,520	217	
Greene	8,215	1,720	2,560	2,501	130		Simpson	21,664	4,310	8,578	1,822	204	
Grenada	18,330	4,300	12,108	3,493	345		Smith	16,740	3,490	3,386	1,494	127	
Hancock	11,891	2,920	6,928	2,815	194		Stone	6,264	1,470	4,992	1,538	29	
Harrison	84,073	25,520	76,214	19,385	2,257		Sunflower	56,031	11,080	27,967	7,493	644	
Hinds	142,184	38,250	156,492	26,880	4,388		Tallahatchie	30,486	6,010	10,784	3,702	290	
Holmes	33,301	6,220	14,621	3,563	384		Tate	18,011	3,630	8,669	1,831	170	
Humphreys	23,115	4,550	12,252	3,722	330		Tippah	17,522	4,060	6,226	1,355	152	
Issaquena	4,966	990	1,591	537	...		Tishomingo	15,544	3,960	3,954	1,104	101	
Iwawamba	17,216	4,050	3,106	1,130	27		Tunica	21,664	4,310	8,310	2,857	181	
Jackson	31,401	8,750	24,251	7,990	1,157		Union	20,262	5,280	9,340	2,108	266	
Jasper	18,912	3,730	4,798	1,181	154		Walthall	15,563	3,130	4,340	777	46	
Jefferson	11,306	2,260	3,707	1,178	103		Warren	39,616	10,680	34,917	9,633	836	
Jeff Davis	15,500	3,170	6,387	1,077	214		Washington	70,504	17,390	57,081	14,369	1,700	
Jones	57,235	14,890	44,070	10,117	1,040		Wayne	17,010	3,440	6,253	1,490	114	
Kemper	15,893	2,760	4,314	1,133	190		Webster	11,607	2,600	5,785	1,011	153	
Lafayette	22,798	4,960	11,989	2,944	364		Wilkinson	14,116	2,910	6,856	1,981	253	
Lamar	13,225	3,130	5,180	1,761	185		Winston	22,231	4,730	10,659	2,199	273	
Lauderdale	64,171	16,730	50,668	10,410	1,651		Yalobusha	15,191	3,360	7,364	1,961	194	
Lawrence	12,639	2,720	5,490	1,381	145		Yazoo	35,712	7,430	18,812	4,588	687	
Leake	21,610	4,880	5,987	1,202	130								
Lee	38,237	9,990	30,520	5,695	728								
Leflore	51,813	11,080	44,091	8,712	899								
Lincoln	27,899	6,880	20,965	4,974	527								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>ABERDEEN (Monroe Co.)</b>							
WMPA	1240			Prairie Bcstg. Co. P. O. Box 402 1049-1050	KBS Mid-South McGillivra	T. A. Richardson, p William Felton, gm, cm & nd	Helen McShane, pd & pmm Preston Derryberry, ce
Freddie Faught, sd Jo Boyd, wd							
<b>AMORY (Monroe Co.)</b>							
WAMY	1580		5000-D	Charles C. Boren Jr.			
<b>BATESVILLE (Panola Co.)</b>							
WBLE	1290		1000-D	Panola Bcstg. Co. Drawer #73 7266		Harold B. McCarley, co-o & gm Norman R. Phillips, ce	R. B. Wade, nd W. C. Eacker, sd
Billie P. Phillips, wd							
<b>BLOXI (Harrison Co.)</b>							
WLOX	1490		250	WLOX Bcstg. Co. Buena Vista Hotel 5581-5582	MBS Holman	James S. Love Jr., p Ray Butterfield, gm & sd Thomas B. Majure, cm & ce	Mary Burns Griffin, pd Richard Kettering, pmm
Suzanne Strangi, nd Virginia Hession, wd						Odes E. Robinson, p & gm Homer Dedeaux, cm & sd	Earl B. Blessey, pd, nd, & fd Odes E. Robinson Jr., ce
Marge Curet, wd							
WVMI	570		1000-D	Radio Assoc. Inc. P. O. Box 152 6961	Natl. Times Sales Dora-Clayton		
<b>BOONEVILLE (Prentiss Co.)</b>							
WBIP	1400		250	Booneville Bcstg. Co. U. S. Hwy. 45 South 678	KBS Dora-Clayton	E. O. Roden, p Keith Wroten, gm, cm, ce & nd	Betty Box, pd
<b>BROOKHAVEN (Lincoln Co.)</b>							
WJMB	1340		250	Brookhaven Bcstg. Co. Inc. W. Chicasaw St. 1298	MBS Miss. Network Continental	Tullius Brady, o & gm	Hank Huggins, asst. m
Aubrey H. Felder, ce							
<b>CANTON (Madison Co.)</b>							
WDOB	1370		1000-D	Madison County Bcstg. Co. Inc. Box 182 1370	KBS Indie Dora-Clayton	Jerry P. Keith, gm & nd Tom Brewer, cm	Buddy Thames, pd & sd Elizabeth Gunn, pmm & wd
J. R. Golden, ce Claude Jones, fd							
<b>CENTREVILLE (Wilkinson Co.)</b>							
WGLC	1580		250-D	Southern Bcstg. Co. Inc. 4001	KBS	Carl Treppendahl, p Alvin Sansing, gm	C. W. Wright, cm Thelma N. McCraime, pd & nd
Bill Norris, ce							
<b>CLARKSDALE (Coahoma Co.)</b>							
WROX	1450		250	Mrs. Eunice T. Imes	MBS Mid-South McGillivra	Mrs. Eunice T. Imes, o Bob McRaney, gm P. B. Hinman Jr., sm & pmm	Helen Sugg, cm & wd Jack Cristil, pd & sd C. D. Graves, ce
John Thomas, nd Jack Stapleton, fd							

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**ROCHESTER**  
(Olmstead Co.)

KROC 1935 KROC-TV	1340 250	So. Minnesota Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC Meeker	Mrs. Gregory P. Gentling, p G. David Gentling, gm Warren Miller, cm Cal Smith, pd & sm	Alexander Janus, pmm Robert Cross, ce Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd Mary Miller, wd
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**ST. CLOUD**  
(Stearns Co.)

KFAM 1938	1450 250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm & sim		
KFAM-FM 1948	Ch. 284(B) 104.7mc 15kw					
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC Rambau Bulmer & Johnson	Max H. Lavine, p Michael J. Bartelme, gm, cm	Wallace N. MacBriar, pd	Charles Willms, ce

**ST. PAUL**  
(Ramsey Co.)

KEYD KSTP 1928	1500 50,000	(See Minneapolis listing) KSTP, Inc. 3415 University Ave.	NBC Petry	Stanley E. Hubbard, p & gm K. M. Hance, exec. vp Marvin L. Rosene, slm Karl A. Plain, slm D. Brooks Henderson, prod. sup.	W. S. Sadler, ce Dick Nesbitt, sd	Julian Hoshal, nd William Davey, pmm
KSTP-TV	DA-2	Prior 2724			Cal Karnstedt, fd	
*KTIS 1949		(See Minneapolis listing)				
*KTIS-FM 1949		(See Minneapolis listing)				
*KUOM 1922		(See Minneapolis listing)				
WCCO 1924		(See Minneapolis listing)				
WCCO-TV		(See Minneapolis listing)				
WDGY 1923		(See Minneapolis listing)				
WLOL 1940		(See Minneapolis listing)				
WMNS 1936	1400 250	Franklin Bcstg. Co. 611 Frontenac Pl. Prior 7757	.....	Wm. F. Johns, p	Norm Page, pd & nd Sherie M. Lowe, pmm	Warren Fritze, ce Hal Newell, sd
WMNS-TV						
WMNS-FM 1947	Ch. 258 (B) 99.5mc 16kw					
WPBC 1949		(See Minneapolis listing)				
WTCN 1934		(See Minneapolis listing)				
WTCN-FM 1951						

**SOUTH ST. PAUL**  
(Ramsey Co.)

WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 158 N. White Bear Ave. Van Buren 5588	Pearson	Victor J. Tedesco, gm Arne G. Peterson, sm Jack Douglas, pd Nicholas Tedesco, slm	Paul Dominguez, ce Bill Freer, pmm John Gaskell, nd	Bert Olson, fd Sam Sabean, sd Kerrin Duffy, wd
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**STILLWATER**  
(Washington Co.)

WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126½ So. Main St. 46	KBS Cooke	William F. Johns Sr., p Richard K. Power, gm Roger Erickson, pd & fd Dewey Campbell, pmm	James Wicks, ce James H. McLaughlin, nd, sd	Anita E. Buck, wd
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**THIEF RIVER FALLS**  
(Pennington Co.)

KTRF 1947	1230 250	KTRF Radio Corp Thief River 13	Bulmer & Johnson	D. L. Olson, p, gm Jane Carlson, pd	Henry Bothman, ce Lois Udstrand, nd & wd	John Dunicliff, fd Doug Tegtmeyer, sd
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**VIRGINIA**  
(St. Louis Co.)

WHLB 1938	1400 250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	NBC, Arrowhead Hollingbery Bulmer & Johnson	Morgan Murphy, p	Harold J. Parise, gm	Baldino Roderigo, sm
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**WADENA**  
(Wadena Co.)

KWAD 1948	920 1,000 DA-N	Associated Bcstrs. Inc. 1st Natl. Bank Bldg. 920	MBS Bulmer & Johnson	R. L. Fossen, p James W. Buchan, gm	Charles E. Boone, cm Roxanne Michaels, pd	Howard Helland, ce Lyle Hermann, sd
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**WILLMAR**  
(Kandeyohi Co.)

KWLM 1940	1340 250	Lakeland Bcstg. Co. 1340 North 7th St. Belmont 5-1340	ABC Dairyland Pearson	H. W. Linder, p Willard Linder, gm John C. Lynch, cm	James A. Martinson, pd Francois T. Peterson, ce James A. Peck, nd	Wm. Nolan, Jr., fd Randolph Armtzan, sd Irene Peters, wd
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**WINONA**  
(Winona Co.)

KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairyland Pearson	M. H. White, p E. M. Allen, gm H. R. Hurd, cm	C. E. Williams, pd & nd, sd Joseph Rizzardi, pmm Lewis Denes, ce	Don Bonham, fd Ethel Holte, wd
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw					

**WORTHINGTON**  
(Nobles Co.)

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 & pmm	Ty Mack, pd & nd Clinton Knapp, ce Norm Robinson, fd	Bill Mann, sd Fred Lowry, wd
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**CLEVELAND**

(Bolivar Co.)

WCLD 1490  
1948 250

Voice of the Delta  
P. O. Box 272  
990 or 1115

KBS  
Best

Joseph W. Carson, p  
Bruce Gresham, sm

Earl B. Neal, ce  
Lawrence Feduccia, sd

Dot Brooke, wd

**COLUMBIA**

(Marion Co.)

WCJU 1450  
1948 250

WCJU Inc.  
P. O. Box 472  
754-755

MBS

Lester Williams, p & gm  
Ray Tolar, cm & ce

Clifford Chance, pd

William Barrett, sd

**COLUMBUS**

(Lowndes Co.)

WACR 1050  
1950 1000-D

J. W. Furr  
Main & Fourth St.  
768

KBS  
Best

J. W. Furr, o  
B. M. Dabney Jr., gm & cm

G. Wayne Harris, pd & nd  
C. Landis Rogers, pm

Robert Montgomery, ce  
Betty Wheeler, wd

WCBI 550  
1940 1000-D  
WCBI-TV 500-N  
DA-2

Columbus Bcstg. Co.  
Inc.  
Gilmer Hotel  
1313

MBS  
Mid-South  
McGillvra

Birney Imes Jr., p  
Bob McRaney, gm & pmm  
J. W. Eatherton, cm

Martha Puckett, pd & wd  
Thomas McFerrin

Chris Everson, nd & fd  
Dick Crago, sd

**CORINTH**

(Alcorn Co.)

WCMA 1230  
1946 250

Corinth Bcstg. Co. Inc.  
Ray Bldg.  
5575

MBS  
Dixie  
Burn-Smith  
Dora-Clayton

Aaron B. Robinson, vp  
John E. Bell, gm  
Joe P. Van Dyke, cm

Vincent Lawrence, pd  
John E. Bell, pmm  
James D. Anderson, ce

Kathryn H. Graves, nd & wd  
Fred Dillion, sd

**FOREST**

(Scott Co.)

WFST 860  
(CP) 500-D

Scott Co. Bcstg. Co.  
% John F. Clagett  
1424 K St., N. W.  
Washington 5, D. C.

**GREENVILLE**

(Washington Co.)

WGVM 1280  
1948 1000-D

Cottonbelt Bcstg. Corp.  
of Mississippi  
118 S. Broadway  
4559

ForJoe  
Meiville

David M. Segal, p & gm  
Edward M. Guss, sm  
Jack R. Stull, cm

Wallace D. Hoy, pd, nd & fd  
Gene Harrington, pmm & sd

Wayne McChristian, ce  
Letitia R. Boyles, wd

WJPR 1330  
1939 1000-D  
500-N  
DA-N

Radio Services Co.  
107 S. Poplar St.  
9049-9040

MBS  
KBS  
Sears & Ayres

Emmet H. McMurry Jr., p &  
gm

Frank Wilson Baldwin, cm  
Murray Schroyer, pd

Dot Russum, pmm  
Percy L. Kuhn, ce

**GREENWOOD**

(Leflore Co.)

WABG 960  
1950 1000-D  
500-N  
DA-N

Greenwood Bcstg. Co.  
Inc.  
222 Howard St.  
3010

ABC  
McGillvra

Cy N. Bahakel, p & gm

Tom Reardon, cm & pd

C. C. Greene, ce

WGRM 1240  
1937 250

P. K. Ewing  
WGRM Bldg.  
1900

NBC  
KBS  
Miss. Network

F. C. Ewing, gm

Louis Pierce, cm

Lew Sadler, pd

**GRENADA**

(Grenada Co.)

WNAG 1400  
1949 250

Birney Imes Jr.  
Barwin Hotel  
1400

MBS  
Mid-South  
McGillvra

Birney Imes Jr., p  
Bob McRaney, gm

Monroe Looney, sm, cm &  
pmm

Jimmie Pinnix, ce

**GULFPORT**

(Harrison Co.)

WDEB 1390  
(CP) 1000-D

John Edward Breland.  
316 E. Beach St.  
Long Beach, Miss.

ABC  
McGillvra

Hugh O. Jones, o & gm  
C. E. Vann, asst. m & pd  
Mrs. O. L. Owens, cm

Holton Turnbough, pmm  
C. T. Hook, ce

Jerry Thompson, nd  
Tommie Meek, sd

WGCM 1240  
1928 250

WGCM Bcstg. Co.  
Hewes-Martin Bldg.  
1110

ABC  
McGillvra

Hugh O. Jones, o & gm  
C. E. Vann, asst. m & pd  
Mrs. O. L. Owens, cm

Holton Turnbough, pmm  
C. T. Hook, ce

Jerry Thompson, nd  
Tommie Meek, sd

WGCM-FM Ch. 268 (B)  
1948 101.5mc  
3kw

**HATTIESBURG**

(Forrest Co.)

WBKH 950  
1954 1000-D

Hattiesburg Bcstg. Co.  
122 1/2 E. Front St.  
Ju 3-1825

Indie Sales

Frank Hollifed, sm

WFOR 1400  
1925 250

Forrest Bcstg. Co. Inc.  
302 Hemphill St.  
Juniper 4-5432

NBC

C. J. Wright Sr., p  
C. J. Wright, Jr., gm  
E. M. Jenkins, cm

David L. Waite, pd, pmm,  
nd & sd

B. B. McLemore, ce  
Bette Cle Waite, wd

WRFM(FM) Ch. 250 (B)  
1949 97.9mc  
2.5kw

(WFOR, Am Affiliate)

WHSY 1230  
1948 250

Hub City Bcstg. Co. Inc.  
Highway 11 North  
P. O. Box 1008  
Juniper 3-1741

ABC  
MBS  
Dixie  
Clark

Charles W. Holt, p  
Connie I. Holt, gm  
William R. England, sm  
William C. Viedt, cm & sd

Dean Griffin, pd  
Walter Murphey, pmm  
Charles Sharpling, ce

Bill Buchannon, nd  
Jimmy Swan, fd  
Alice Bivin, wd

**HAZLEHURST**

(Catahoula Co.)

WMDC 1220  
1953 250-D

Southwestern Bcstg. Co.  
of Miss.  
869

KBS

Louis Alford, gm  
A. M. Smith, sm & ce

H. G. Breland, cm  
Mal Jones, pd, pmm & nd

Bill Wall, fd  
Don Meiners, sd

**INDIANOLA**

(Sunflower Co.)

WNLA 1380  
1953 500-D

Delta Bcstg. Co.  
134 Baker St.  
500

Clark

W. L. Kent, ptrn.  
John M. McLendon, ptrn.  
Howard M. Peters, gm  
& cm

Paul Artman, pd & sd  
Barbee Ashley, pmm & fd

Robert Meador, ce & nd  
Heien Neil Henry, wd

**JACKSON**

(Hinds Co.)

WJDX 620  
1929 5000-D  
WLBT(TV) 1000-N  
DA-N

Lamar Life Insurance  
Co.  
715 South Jefferson St.  
P. O. Box 2171  
2-2691

NBC  
Hollingbery

Fred L. Beard, gm  
Frank Gentry, cm  
Forrest Cox, pd

Percy G. Root, ce  
Dick Sanders, nd

Howard Langfitt, fd  
Woodie Assaf, sd

WJDX-FM Ch. 275 (B)  
1948 102.9mc  
50kw

WJQS 1400  
1947 250

Miss. Bcstg. Co.  
Edwards Hotel  
3-9681

CBS  
Miss. Network

Withers Gavin, p & gm

Robert R. Smathers, ce

WJXN 1450  
1945 250

Jackson Bcstg. Co.  
816 Foley St.  
2-6673

Indie

James T. Ownby, p & gm

Robert L. Statham, ce

# MISSISSIPPI

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>JACKSON (Cont.)</b>						
1938 WOKJ	1590 1000-D	Dixieland Bcstg. Co. 1017 Lynch St.	McGillivra	Wilburn Kent, co-gm	John McLendon, co-gm	Jay Gilbert, sm
1954 WRBC	1300 5000-D	Rebel Bcstg. Co. of Miss. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm & cm A. C. Leonard, pd W. V. Dubard, pmm	G. G. Benson, ce Bailey Hutchins, nd Dick Miller, fd	Percy Powers, sd Marjorie Lee, wd
1938 WSLI	930 5000	Standard Life Bcstg. Co. Robert E. Lee Hotel P. O. Box 1847 3-2788	ABC Weed	W. R. Newman Jr., p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	Bruce K. Smith, pd & pmm C. A. Perkins, ce	Jim Neal, fd Dorothy Dawley, wd
1947 WSLI-TV	DA-N					
<b>KOSCIUSKO (Attala Co.)</b>						
1947 WKOZ	1340 250	Kosciusko Bcstg. Co. 109 W. Jefferson P. O. Box 392 782	ABC McGillivra	Cy N. Bahakel, p Mims Boswell Jr., m & cm	J. R. Collins, ce	Charles N. Brown, sd
<b>LAUREL (Jones Co.)</b>						
1932 WAML	1340 250	New Laurel Radio Stations Inc. P. O. Box 950 5601	NBC KBS Rebel Dixie Hollingbery	Harold M. Matison, p Granville Walters, gm & pmm	Morris Caver, cm Stanley Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Patty Overstreet, wd
1946 WLAU	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 8-7227	ABC MBS McGillivra	Chalmers T. McCallum, co-o & p Mrs. Norma H. Leggett, co-o, gm, & secy-treas. Carroll F. Jackson, co-o D. N. Jackson, co-o	Teck Jones, cm Dave Kane, pd & nd W. B. Carter, ce	Charlie Crumbley, sd Nancy Allen, wd
(CP)	1430 1000-D	American Southern Bcstrs. 118 W. Kingston St.				
<b>LOUISVILLE (Winston Co.)</b>						
1953 WLSM	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111 1000	Best	William R. Parkes, sm	Herb Guthrie, ce	
<b>MACON (Norubee Co.)</b>						
1947 WMBC	1400 250	J. W. Furr WMBC Bldg. 310	KBS Best	Felix Adams Jr., gm		
<b>McCOMB (Pike Co.)</b>						
1948 WAPF	1010 1000-D	Southwestern Bcstg. Co. of Miss. Pike Hotel 1884	KBS	Louis Alford, gm W. K. Johnston, cm	James Hemphill, pd & nd Phillip D. Brady, ce	George Mullendore, fd Matt Goodall, sd
1939 WHNY	1250 500-D	Broadcast Service Inc. Box 111 2080	ABC Dixie Clark	Charles W. Holt, p W. R. Tyler, gm W. A. Stewart, cm	Al Dunaway, pd & sd Carroll Hines, pmm Robert Louis Sanders, ce	Herb Knott, nd Jerry Lowery, fd Maureen Morton, wd
<b>MERIDIAN (Lauderdale Co.)</b>						
1928 WCOC	910 5000-D	Miss. Bcstg. Co.	CBS	Withers Gavin, p & gm		
1946 WMOX	1240 250	Birnie Imes Jr. P. O. Box 1511 20171	MBS Mid-South McGillivra	Birnie Imes Jr., p Bob McRaney, gm Joseph W. Carson, sm	F. E. Holladay, cm & pd Win. Beaver, ce	George Pruitt, fd Jim Dowdy, sd
1953 WTOK	1450 250	Southern Tv Corp. Southern Bldg. 3-1441	ABC	Robert F. Wright, p & gm Jerry Joiner, sm, cm & nd	Gene Reeves, pd Cecil Germany, pmm	Joe Saxon, ce George Shannon, sd
<b>NATCHEZ (Adams Co.)</b>						
1941 WMIS	1240 250	Natchez Bcstg. Co. City Bank Bldg. 8211	NBC KBS Miss. Network Louisiana Network	P. K. Ewing Jr., gm & pmm Ervin Parks Jr., cm	Carlton Adams, nd Charles L. Barrie, fd	Sheriff Priester, sd Jane Cann, wd
1949 WNAT	1450 250	Old South Bcstg. Co. Inc. Eolia Hotel 4621	ABC MBS Miss. Network Louisiana Network	Mrs. Laurie G. Ratcliff, p Paul Schilling, gm Ed. Phelan, cm	Val Jensen, pd & fd Lou Garris, pmm & sd Martin Tyronne, ce	Elliott Trimble, nd Mrs. Irene Grifthey, wd
<b>NEW ALBANY (Union Co.)</b>						
(CP)	1470 500-D	New Albany Bcstg. Co. % Vernon K. Wroten Booneville, Miss.				
<b>PASCAGOULA (Jackson Co.)</b>						
1951 WPMP	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83 & 391	ABC KBS Miss. Network	W. R. Guest Jr., p & pmm W. F. Hess, sm & pd Bill Brewer, cm	Fred Strother, ce M. P. Lewis, fd	Tommy Gilbert, sd Emma Rae Cole, wd
<b>PHILADELPHIA (Neshoba Co.)</b>						
1948 WHOC	1490 250	William H. Cole P. O. Box 28 740	KBS	William H. Cole, p, gm & cm Mrs. William H. Cole, pd, pmm & wd	Paul Miller, ce Larry Parks, nd	Bill Norton, fd John Ketcher, sd
<b>PICAYUNE (Pearl River Co.)</b>						
1949 WRJW	1320 5000-D	Tung Bcstg. Co. 510	KBS	S. G. Thigpen Sr., p Jimmie Willson, gm	Archie Rushing, pd Donovan Murphy, ce	Maxie Stevens, sd Louise Willson, wd
<b>STARKVILLE (Oktibbeha Co.)</b>						
1948 WSSO	1230 250	The Starkville Bcstg. Co. 1230	KBS Mid-South	Joe Phillips, p, gm, cm & ce Clarice Cruickshank, pd & wd	Jim Cruickshank, nd	Allen Ross, fd & sd
<b>TUPELO (Lee Co.)</b>						
1944 WELO	1490 250	Tupelo Bcstg. Co. Inc. WELO Bldg. 1400	MBS Mid-South McGillivra	Birney Imes Jr., p Robert McRaney, gm Bob Evans, sm	Ernest L. Bowen Jr., cm Edward Cleary, pd & sd Leroy Green, ce	Bill Sides, nd Red Purnell, fd
1953 WTUP	1380 1000-D	Lee Bcstg. Co. Box 612 3111	Skyline Network Dora-Clayton	E. O. Roden, p James E. Reese, gm & cm Jerry Brown, pd & pmm	Keith Wroten, ce Dan Skilton, nd & fd	Bobby Ritter, sd Jerry Brown, wd

Data corrected to Dec. 15, 1954. 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—Day. DA-D—Directional Antenna, day only. 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.

VICKSBURG  
(Warren Co.)

WQBC 1931	1420 1000-D 500-N	Delta Bcstg. Co. Inc. Post Herald Bldg. 312	MBS KBS Sears & Ayer	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd	Waverley Conway, ce
WVIM 1948	1490 250	Radio Mississippi Inc. Box 76 3901	Dora-Clayton Indie	J. Dige Bishop, p Cecil Goodreau, gm	J. W. Gardner, ce Ted Lawrence, nc	Gene Underwood, sd Frances Antoine, wd

WAYNESBORO  
(Wayne Co.)

WABO 1954	990 250-D	New Laurel Radio Station Inc. 5-4700	Dixie	Arnold Matison, co-o Harold Matison, co-o	Granville Walters, gm Keith L. Andre, m	Clyne Graves, ce
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WEST POINT  
(Clay Co.)

WROB 1947	1450 250	Bob McRaney Sr. 1450	McGillvra	Bob McRaney Sr., gm	Jack King, sm	
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YAZOO CITY  
(Yazoo Co.)

WAZF 1947	1230 250	WAZF Inc. S. Main St. 1300	MBS Miss. Network Dora-Clayton	E. O. Roden, p Richard F. Crans, gm Ollie Bales, cm	Joel Netherland, pc Keith Wroten, ce	Floyd Johnson, sd Wynne Wroten, wd
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MISSOURI

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Adair	19,689	6,080	\$19,937	\$ 4,553	\$ 422	5,291	Macon	18,332	6,000	11,857	2,543	392	5,101
Andrew	11,727	3,830	5,553	1,525	148	2,966	Madison	10,380	2,890	7,874	1,864	188	2,487
Atchison	11,127	3,400	11,399	2,398	268	3,091	Marion	7,423	1,970	3,435	813	103	1,537
Audrain	23,829	7,780	24,881	5,215	538	7,413	Mercer	29,765	9,790	32,723	7,913	758	7,820
Barry	21,755	6,230	19,712	3,543	281	5,498	Miller	13,734	3,990	9,662	1,952	111	3,431
Barton	12,678	4,230	9,602	1,870	408	3,529	Mississippi	22,551	5,370	16,207	4,330	490	3,645
Bates	17,534	5,890	12,967	2,426	227	4,828	Moniteau	10,840	3,410	8,512	1,027	216	2,977
Benton	9,080	2,480	7,126	1,406	59	2,515	Montgomery	11,314	3,690	10,931	1,806	253	3,165
Bollinger	11,019	2,860	3,420	864	1,482	2,037	Morgan	11,070	11,555	9,368	1,955	88	3,221
Boone	48,432	13,880	42,288	8,298	4,757	11,070	New Madrid	10,207	2,970	6,867	1,652	120	2,664
Buchanan	96,826	28,990	95,619	20,913	597	23,447	Newton	39,444	8,920	22,354	6,806	533	5,716
Butler	37,707	10,310	27,907	6,038	167	6,936	Nodaway	28,240	8,330	16,877	3,750	324	7,285
Caldwell	9,929	3,470	9,491	1,856	377	3,121	Oregon	24,033	7,450	20,232	4,140	484	6,916
Callaway	23,316	5,880	12,928	2,663	63	5,053	Osage	11,978	3,190	5,132	796	174	2,065
Camden	7,861	2,350	4,283	987	1,283	1,902	Ozark	11,301	2,870	7,498	1,199	109	2,559
Cape Girardeau	38,397	11,340	40,221	8,713	364	9,988	Pemiscot	456,624	10,850	24,324	6,293	782	6,512
Carroll	15,589	4,900	12,667	2,902	54	4,288	Perry	14,890	4,020	11,588	1,701	208	3,707
Carter	4,777	1,370	1,937	443	540	776	Pettis	31,577	10,480	31,315	6,241	813	8,808
Cass	19,325	6,200	18,024	3,414	255	5,983	Phelps	21,504	7,480	18,865	3,939	296	5,894
Cedar	10,663	3,590	7,617	1,218	190	2,468	Pike	16,844	1,571	16,330	4,261	418	4,596
Chariton	14,944	4,650	11,776	2,345	180	3,608	Platte	14,975	4,530	8,108	1,714	181	4,790
Christian	12,412	3,710	7,219	1,371	112	2,819	Polk	14,908	4,461	16,062	1,759	322	4,600
Clark	9,003	2,830	8,505	1,564	2,741	2,819	Pulaski	10,392	3,060	8,470	949	282	4,609
Clay	45,221	16,820	52,537	11,544	461	14,908	Putnam	9,166	2,870	4,766	976	228	2,355
Clinton	11,726	3,760	16,234	2,538	1,411	3,837	Ralls	8,686	2,540	4,533	918	122	2,235
Cooper	35,464	9,600	37,369	9,169	451	8,774	Randolph	22,918	7,680	19,416	4,183	598	6,784
Cooper	16,608	5,050	14,053	2,591	205	4,038	Ray	15,932	5,290	12,462	2,457	349	4,267
Crawford	11,615	3,220	6,044	1,431	207	2,688	Reynolds	6,915	1,520	2,675	612	56	973
Dade	9,324	2,740	7,557	1,189	207	2,066	Ripley	11,414	3,070	4,739	1,115	204	1,820
Dallas	10,392	3,060	9,540	1,871	151	3,098	St. Charles	28,874	4,970	28,248	6,573	624	9,196
Daviess	11,180	3,480	9,072	1,817	174	2,268	St. Clair	10,482	3,280	6,138	906	120	2,358
De Kalb	8,047	2,890	5,572	1,229	60	2,659	St. Francois	35,276	10,130	27,499	8,517	749	9,478
Dent	10,935	3,320	8,211	2,046	80	2,890	St. Louis County	406,349	397,120	1,591,980	374,508	52,177	129,139
Douglas	12,838	3,360	5,141	748	964	2,290	St. Louis City	850,196	*	*	6	*	205,166
Dunklin	45,329	11,850	32,256	6,474	777	8,676	Ste. Genevieve	11,237	2,980	8,033	1,971	175	2,661
Franklin	38,046	10,880	33,757	8,151	153	10,809	Saline	26,694	8,010	23,939	4,693	709	6,793
Gasconade	12,342	3,780	11,787	2,227	303	3,370	Schuyler	5,760	1,790	5,525	577	144	1,668
Gentry	11,036	3,420	10,673	2,297	3,735	3,249	Scotland	7,332	2,380	6,427	1,579	58	2,963
Greene	104,823	34,880	114,375	19,561	429	31,146	Scott	32,842	9,210	29,536	6,359	699	7,418
Grundy	13,220	4,290	14,458	2,708	339	3,722	Shelby	8,377	2,620	6,224	354	68	1,239
Harrison	14,107	4,390	10,720	2,512	611	3,729	Stoddard	9,730	3,550	7,847	1,418	130	2,989
Henry	20,043	6,380	18,380	3,408	282	2,976	Stone	33,463	8,510	20,051	4,110	298	6,230
Hickory	5,387	1,780	3,122	217	282	1,186	Sullivan	9,748	2,540	4,372	814	197	1,895
Holt	9,833	2,920	10,356	2,466	282	2,603	Taney	11,289	3,530	7,970	1,939	140	2,861
Howard	11,857	3,500	8,229	1,815	413	2,830	Texas	9,863	2,750	6,133	1,225	114	2,263
Howell	22,725	6,490	14,511	2,864	4,564	5,266	Vernon	19,992	5,400	8,519	1,752	245	4,306
Iron	9,458	2,340	5,259	1,784	58	1,876	Warren	22,685	6,630	19,487	3,705	428	5,681
Jackson	541,035	182,720	1,010,568	168,165	51,061	157,923	Washington	7,686	2,300	7,534	1,334	108	2,303
Jasper	79,106	26,510	86,651	18,069	2,488	697	Wayne	14,689	3,480	6,326	1,955	82	2,669
Jefferson	38,007	11,640	32,821	9,156	687	11,568	Webster	10,514	2,430	3,966	828	121	1,727
Johnson	20,716	6,470	13,186	2,168	447	5,688	Worth	15,072	4,380	10,569	1,484	148	3,432
Knox	7,617	2,460	3,896	760	115	2,117	Wright	5,120	1,540	4,195	770	86	1,514
Laclede	19,010	5,510	19,854	3,517	528	5,122	* Figure included in St. Louis County total.	15,664	4,660	13,593	1,699	282	3,618
Lafayette	25,272	7,720	27,984	5,160	1,102	7,184							
Lawrence	23,420	7,530	14,780	3,003	635	6,926							
Lewis	10,733	2,460	9,828	1,729	171	3,024							
Lincoln	13,478	4,400	13,722	2,476	159	4,030							
Lincoln	18,885	6,290	18,857	3,259	615	5,684							
Livingston	16,532	5,230	18,530	3,422	456	4,308							
McDonald	14,144	3,940	12,670	1,688	285	3,092							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

BOONVILLE  
(Cooper Co.)

KWRT 1953	1370 1,000-D	William R. Tedrick KWRT Bldg. 1031	Indie	William R. Tedrick, o, gm William R. Diekroeger, cm Audrey M. Tedrick, pmm	Herbert J. Schumaker, ce Paul H. Shively, nd & sd	John E. Harris, fd Edna Deskin, wd
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CAPE GIRARDEAU  
(Cape Girardeau Co.)

KFVS 1925	960 1,000-D	Hirsch Broadcasting Co. 324 Broadway 5-5511	MBS Pearson	Oscar C. Hirsch, p & gm	Ralph L. Hirsch, cm	
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KGMO 1952	1220 250-D	KGMO-Radio Tv Inc. P. O. Box 274 5-8228	KBS	William C. Brandt, p & pd, nd Richard C. Brandt, gm & pmm	Robert L. Schultz, ce & sd William M. Bryan, cm	John Daume, fd
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CARTHAGE  
(Jasper Co.)

KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS Magic Circle	John Joseph Daly, o, gm Lee M. Hooker, c rep.	Lee Crocker, pd & pmm William Woods, ce	Robert Young, nd Jim King, sd
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# MISSOURI

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp sim; 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; Sales Mgr. pmm; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>CARUTHERSVILLE</b> (Pemiscot Co.)					
KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 3rd St. 965	KBS	Robert L. Harrison, gm, pmm Ed. Dyer, cm	Harry Moreland, pd & sd Jim Brasfield, nd Al. Lawrence, ce, fd Peggy Harrison, wd
<b>CHARLESTON</b> (Mississippi Co.)					
KCHR 1953	1350 500-D	South Missouri Bcstg. Co. 2-4451	KBS Best	Kermit Barker, p, gm, cm & ce	James L. Byrd III, pd
<b>CHILLICOTHE</b> (Livingston Co.)					
KCHI 1948	1010 250-D	Cecil W. Roberts Highway 36 1920	KBS	Cecil W. Roberts, p	Howard G. Rion, gm
<b>CLAYTON</b> (St. Louis Co.)					
*KFUO 1924	850 5000	The Lutheran Church- Mo. Synod. 210 N. Broadway St. Louis, Mo. Chestnut 8001		Herman H. Hohenstein, D. D., d The Rev. Elmer J. Knoerns- child, pdm	E. F. Schoenleber, d of music Larry N. Straham, office m
*KFUO-TV L-KOA					A. H. Wiese, ce
*KFUO-FM 1951	Ch. 256 (B) 99.1mc 6.1kw				
KXLW 1947	(See St. Louis listing)				
<b>CLINTON</b> (Henry Co.)					
KDKD 1950	1280 1000-D	Clinton Bcstg. Co. P. O. Box 113 233	KBS	Dave M. Segal, p Stanley Dixon, gm & cm	Dean Clayton, ce & sd Jim Price, nd & fd Joyce Church, wd
<b>COLUMBIA</b> (Boone Co.)					
KFRU 1925	1400 250	KFRU Inc. Hiway 40 and 63 (Southbound) 4141	ABC Webb	H. J. Waters Jr., p Mahlon R. Aldridge, gm, pmm & sd	Felix J. LeGrand, cm Shirley Bauderer, pd Robert Haigh, ce William Brooks, nd Shirley Mason, wd
KCMU (CP)	1580 250-D	Cecil W. Roberts 909 Michigan Ave. Farmington, Mo.	KBS		
<b>FARMINGTON</b> (St. Francois Co.)					
KREI 1947	800 1,000-D	Cecil W. Roberts 107	KBS	Cecil W. Roberts, p	Earl L. Whitener, gm William Westbrook, ce
<b>FESTUS</b> (Jefferson Co.)					
KJCF 1951	1010 250-D	Jefferson County Radio & TV Co. Box 192 Yellowstone 7-3810	KBS	Donald M. Donze, p & gm	Russ Seals Jr., ce
<b>FLAT RIVER</b> (St. Francois Co.)					
KFMO 1947	1240 250	Lead Belt Bcstg. Co. 1000	MBS	Oscar C. Hirsch, p James F. Collins, gm, cm Lynn Bohs, pd	Virginia Collins, pmm & wd Gilbert Collins, ce James Strader, nd Rex Denman, sd
<b>FULTON</b> (Callaway Co.)					
KFAL 1950	900 1000-D	Missouri Central Bcstrs. 5th & Market St. 1400	.....	Robert W. Nickles, gm L. Reed Holt, cm	Roger P. Fox, pd J. J. Patterson, ce
<b>HANNIBAL</b> (Marion Co.)					
KHMO 1941	1070 5,000-D 1,000-N DA-2	Bolling Bcstg. Co. 102½ South Main St. Hannibal 9450 Quincy, Ill. 8714	MBS Pearson	James P. Bolling, ptrn. William H. Shaw, gm, cm	Gene Hoenes, pd & pmm Ben Parrish, ce Rex Wilder, nd Don Rodgers, fd
<b>INDEPENDENCE</b> (Jackson Co.)					
KIMO 1947	1510 1,000-D	Craig Siegfried 310 North Osage Clifton 9815	.....	Craig Siegfried, o Harry L. Becker, gm, cm & pmm	Robert Atkelsson, ce Dave Dean, nd George Smith, fd Helen M. Becker, wd
<b>JEFFERSON CITY</b> (Cole Co.)					
KLIK 1954	950 5,000-D	Empire Bcstg. Co. 410 East Capitol Ave. 6-3191	Young	Jerrell A. Shepherd, p Lynn Bickett, gm Bill E. Brown, cm	John Halligan, ce Jack Simion, nd Gail Bank, fd Forrest Wallace, sd
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe St. 6-3137	MBS KBS Bogner	Lenore R. Goshorn, p Catherine Roer, gm, cm, pd & pmm	E. A. Richter, sls. dir. Leroy S. Hackman, ce Richard A. Chapman, nd
KWOS-FM 1948	Ch. 253 (B) 98.5mc 3.1kw				
<b>JOPLIN</b> (Jasper Co.)					
KFSB 1948	1310 5,000-D 1,000-N DA-2	Four States Bcstrs. Inc. 1027 Main St. Mayfair 4-1310	Meeker	Harry Easley, p W. H. Clark, vp, gm & cm Ed Johnson, pd	Sam Babcock, pmm Lloyd Frazier, ce Jim Randell, nd Leonard Brown, fd Don Gross, sd
KSWM 1946	1230 250	Air Time, Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, p, gm Dewitt T. Knight, cm	Ronald Robson, pd Jack Langford, ce Ken Krowe, nd John Holmes, sd
KSWM-TV WMBH 1934	1450 250	Joplin Bcstg. Co. 6th & Main 330	MBS Magic Circle Sears & Ayers	D. J. Poynor, p & o, gm M. E. Dunn, cm Golda Shaunce, pd	E. L. Dodger, ce Lee George, nd Lou Boda, sd Maxine DeVaney, wd
WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw				

Data corrected to Dec. 15, 1954. 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, day only. 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.

**KANSAS CITY**

<i>(Jackson Co.)</i>		(See Kansas City, Kan. listing)					
KCKN 1925	1340 250						
KCMO 1936	810	Meredith Engineering Co.	ABC	E. T. Meredith, p	R. C. Strawn, pmm	C. W. Jackson, fd	
KCMO-TV 1948	50,000-D 10,000-N DA-N	125 East 31st St. Jefferson 8789	Katz	E. K. Hartenbower, gm R. W. Evans, cm George Stump, pd	Karl Troegien, ce Jim Monroe, nd	Tony Williams, sd Anne Hayes, wd	
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw						
<i>(See Concordia, Kan., listing. Duplicates KMBC with studios at Kansas City)</i>							
KFRM 1947							
KMBC 1921	980	KMBC Bcstg. 11th & Central	CBS	L. G. Backstrom, p	Ed Shulz, pmm	Sam Molen, sd	
KMBC-TV	5,000-DA-N	Harrison 2850	Free & Peters	Donald Dwight Davis, vp John T. Schilling, vp, gm George J. Higgins, vp, cm	Henry Goldenberg, ce Claude Dorsey, nd Phil Evans, fd	Bea Johnson, wd	
KFRS 1952	1590 1,000-D	Twin City Adv. Agency, Inc. 2814 E. 23rd St. Humboldt 3100	McGillvra	Edward H. Pate, gm Andrew R. Carter, cm & ce	Psyche Pate, pd & wd Dave Butler, nd	Chuck Moore, sd	
KUDL 1953	1380 1,000-D	KUDL, Inc. 1012 Baltimore Ave. Baltimore 0077	Missouri Triangle Forjoe	David M. Segal, p Harold Backun, gm Irving Schwartz, cm	Jack Baruth, pd Sam Bradley, pmm	Wm. H. Simons, ce Anne Marshall, wd	
WDAF 1922	610 5,000	The Kansas City Star Co. 3030 Summit St. Harrison 1200	NBC Christal	Roy A. Roberts, p H. Dean Fitzer, gm V. S. Batton, sm E. Manne Russo, cm	Harry J. Kaufmann, pd, pmm J. A. Flaherty, ce Randall Jessée, nd	Rod Turnbull, fd Jay Barrington, sd Martha Spalding, wd	
WDAF-TV							
WHB 1922	710 10,000-D 5000-N DA-2	Mid-Continent Bcstg. Co. Pickwick Hotel	Blair	Todd Storz, p George W. Armstrong, vp & gm			
<i>(Dunklin Co.)</i>							
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. 8-4616	.....	Paul C. Jones, p & gm Charles H. Harrison, sm & sd	Joe Bankhead, cm John T. Reeder, pd	Robert H. Conner, ce Johnny Mack, nd & fd	
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw						
<i>(Adair Co.)</i>							
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 5-3781		Sam A. Burk, o & gm J. J. Dougherty, cm	Lois Daudel, pd Ralph Neeley, ce	Robert Herrin, nd Eldon Drennen, fd & sd	
<i>(Laclede Co.)</i>							
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 E. Commercial 1015	MBS Magic Circle	Mrs. Frances Fields, p O. R. Wright, gm Clarence Duvall, cm	Jack A. Sellers, pd & pmm Gene Clay, ce Delmar Hilton, nd, sd	Ambrose Healey, fd Pat Eagon, wd	
<i>(Dunklin Co.)</i>							
KTCB 1954	1470 1000-D	Charles W. Craft 100 W. Main St. 851		Harold Gregson, gm	Gerald Jumper, cm	Ted Pyle, pmm	

**In KANSAS CITY**  
**the Mid-Continent formula**  
**works at**

**WHB**

Mid-Continent purchased WHB in June, 1954. Already there's a new listen over K.C.'s oldest (1922) call letters. New programming, new personalities, new ideas, new news are boosting ratings for a station which was already near the top, so much so that the latest Hooper has WHB *first* all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

WTIX, New Orleans  
Represented by  
Adam J. Young, Jr.

KOWH, Omaha  
Represented by  
H-R Reprs., Inc.

WHB, Kansas City  
Represented by  
John Blair & Co.



**MISSOURI**

**MARSHALL**

(Saline Co.)

**KMMO** 1300  
1949 1,000-D

**KMMO Inc.**  
40

**Pearson**

H. V. Heinkle, p  
J. M. Silvey, gm  
Harold Douglas, cm

Don Clem, pd  
Harold Douglas, pmm & sd  
W. W. Williams, ce

John Hughes, nd  
Dud Cason, fd  
Vaunciel Blum, wd

**MARYVILLE**

(Nodaway Co.)

**KNIM** 1580  
1953 250-D

**Maryville Radio & TV Corp.**  
Box 278  
730

**KBS**

Dr. R. Wayne Wilson, p  
Jack L. Jaquay, gm & pd,  
nd & fd

Gilbert Poesche, cm & sd  
Arnold Wilson, ce  
Sue Ogden, wd

**MEXICO**

(Audrain Co.)

**KXEO** 1340  
1948 250

**Audrain Bcstg. Corp.**  
1705 East Liberty  
2340

**MBS**

W. Earl Dougherty, gm, cm  
& fd  
Greg Swanson, pd

Bill Robertson, pmm, nd &  
sd

Hyle Lemen, ce  
Emily Kaye, wd

**MOBERLY**

(Randolph Co.)

**KNCM** 1230  
1950 250

**Moberly Bcstg. Co.**  
Box 396  
1600

Jerrell A. Shepherd, o, gm  
Ralph Henry, cm

Jim Lipsey, pd  
Ed Scarr, ce

Dale Low, nd  
Hugh Frizzell, sd

**MONETT**

(Barry Co.)

**KRMO** 990  
1950 250-D

**Monett Bcstg. Co.**  
KRMO Bldg.  
858

**Continental**

L. C. McKenney, ptrn. & gm  
J. J. Daly, ptrn. & gen. sm  
Floyd Stewart, m, pd &  
pmm

Marion Pilant, cm  
George Province, ce  
Victor Cox, n & sd

Jack Allen, fd  
Carolyn Crane, wd

**MOUNTAIN GROVE**

(Wright Co.)

**KI.RS** 1360  
1954 1000-D

**Kickapoo Prairie Bcstg. Co.**  
Mountain Grove, Mo.

L. C. McKenney, gm

John Billingsley, asst. m

**NEOSHO**

(Newton Co.)

**KBTN** 1420  
1954 500-D

**Ozarks Playground Bcstrs.**  
212½ E. Main St.  
1666

**KBS Magic Circle**

John V. Turner, p & gm  
Dud Stallings, sm, pd, nd

Forrest Crockett, cm & fd  
Norman Bradford, ce

Ted Shearer, sd  
Betty Utz, wd

**NEVADA**

(Vernon Co.)

**KNEM** 1240  
1949 250

**Radio KNEM Inc.**  
P. O. Box 15  
13

**KBS Magic Circle Best**

John Blake, p  
Kenneth E. White, gm, ce

Wally Gunderson, cm  
John Beydler, pd

Jim McCall, fd

**OSAGE BEACH**

(Camden Co.)

**KRMS** 1150  
1952 1,000-D

**Central Mo. Bcstg.**  
1612 Grand Ave.  
Kansas City  
Harrison 0171

.....

Robert M. Smith, p, ce  
James von Grempe, gm &  
pmm

George S. Strickland, cm  
Helen R. Huber, pd & wd

Sparkey Warren, nd & sd

**POPLAR BLUFF**

(Butler Co.)

**KWOC** 930  
1938 1000-D  
500-N  
DA-N

**Poplar Bluff Bcstg. Co.**  
428 Vine St.  
3922

**KBS Pearson**

A. L. McCarthy, gm  
L. G. Stovall, cm  
Jerry Higley, pmm, sd

Don M. Lidenton, ce  
Bob Phillips, nd  
Glenn Gross, fd

Mona Lee Miller, wd

**KWOC-FM** Ch. 233 (B)  
1938 94.5mc  
14kw

**ROLLA**

(Pheips Co.)

**KTFR** 1490  
1947 250

**Show-Me Bcstg. Co.**  
Soest Road  
380

**KBS**

Martin M. Mitchum, co-o, ce  
Luther W. Martin, co-o, gm,  
nd

Ward Rinehart, cm  
Norma Fleming, pd  
Muri Nash, pmm, sd

Tom Dye, fd  
Roxy Rhodes, wd

**SALEM**

(Dent Co.)

**KSMO** 1340  
1953 250

**Show-Me Bcstg. Co.**  
4th and Hickory  
303

Luther W. Martin, co-o, gm  
Martin M. Mitchum, co-o

William B. Smith, cm  
Patsy Whittaker, pd, wd

Kenneth Wilkins, ce, fd

**SEDALIA**

(Pettis Co.)

**KDRO** 1490  
1939 250  
**KDRO-TV**  
**KSIS** 1050  
1953 1000-D

**Milton J. Hinlein**  
2100 W. Broadway  
4004  
**Yates Bcstg. Co.**  
KSIS Bldg.  
590

**MBS  
KBS  
ForJoe  
Best**

Milton J. Hinlein, p & pmm  
Herbert W. Brandes, gm  
James F. Glenn, cm, sd  
Carl W. Yates Jr., p & gm

Bob Harvey, pd  
Nola W. Lytle, wd  
Roscoe Maricle, ce  
Mrs. Bettie Sue Baldwin,  
pd & wd

Bob Younger, nd  
Jack Call, fd

**SIKESTON**

(Scott Co.)

**KSIM** 1400  
1948 250

**Sikeston Community Bcstg. Co.**  
Hwy 60 West  
1

.....

L. R. Bowman Jr., p  
R. L. Watkins Jr., gm, cm,  
pmm

James W. Palmer, pd, nd  
& sd  
Ralph Hirsch, ce

James D. Loyd, fd  
Jo Alberson, wd

**STE. GENEVIEVE**

(Ste. Genevieve Co.)

**KSGM** 980  
1947 500  
DA-1

**Donze Enterprises, Inc.**  
410 Merchant St.  
580

**KBS**

Elmo L. Donze, p, gm, cm,  
pd, & pmm

Muriel L. Rose, ce

**ST. JOSEPH**

(Buchanan Co.)

**KFEQ** 680  
1923 5,000  
**KFEQ-TV** DA-2  
**KRES** 1550  
1946 5,000  
DA-N

**KFEQ Inc.**  
KFEQ Bldg.  
3-2528  
**KRES Radio Corp.**  
404 South 8th  
4-6346

**MBS  
Headley-Reed**

Barton Pitts, p & o, gm  
J. Ted Branson, cm

William R. Balch, pd  
J. Wesley Koch, ce

Ralph Combes, nd  
Harold J. Schmitz, fd

Tee Casper, p & gm, sd  
Robert Mosiman, cm

Richard Irving, pd & pmm  
Floyd George, ce

Don Ruggles, nd  
Anita Krueggell, wd

**ST. LOUIS**

(Independent City)

**KATZ** 1600  
(CP) 1000-D  
**KCFM(FM)** Ch. 273 (B)  
(CP) 102.5mc  
3kw

**St. Louis Bcstg. Co.**  
**Commercial Bcstg. Co.**

Cora Lee Garrett co-o  
Bernice Schwartz, co-o

**KMOX** 1120  
1925 50,000

**Columbia Bcstg. System**  
401 South 12th Blvd.  
Central 1-8240

**CBS  
CBS Radio  
Spot Sales**

Gene Wilkey, gm  
Robert Hyland, cm

Mark Russell, pd  
Foster Brown, pmm

Harry Harvey, ce

**KSD** 550  
1922 5,000  
**KSD-TV** DA-N

**The Pulitzer Pub. Co.**  
1111 Olive St.  
MAin 1-1111

**NBC  
NBC Spot Sales**

Joseph Pulitzer, p  
George M. Burbach, gm

Guy E. Yeldell, sm  
Harold Grams, pd

David Pasternak, pmm  
J. E. Risk, ce

*In more and more client-agency huddles, decision-makers are*

# **SOLD ON SPOT**

*. . . and all the advantages of SPOT RADIO advertising which influence their decisions are prominently present on KSD . . . the NBC network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are*

# **SOLD ON KSD**

*The St. Louis Post-Dispatch Radio Station  
5000 Watts on 550 KC Day and Night*



*National Advertising Representative:*

**SPOT SALES**

*Television Affiliate . . . KSD-TV*

# MISSOURI

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations			
				Owner o; Pres. p; Exec. up 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.			
<b>KSTL</b> 1948	690 1,000-D	Radio St. Louis Inc. 5915 Berthold Ave. Sterling 1-3636	Forjoe	Dick J. Kasten, p & gm Wm. A. Knight, cm Tony Glenn, pd	Ira E. Pollock, ce Norman Edwards, nd Bill Green, fd	Art Ford, sd Doris Jennemann, wd	
<b>KWK</b> 1927 <b>KWK-TV</b>	1380 5000 DA-N	KWK, Inc. 1215 Cole St. Main 1-9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sm V. E. Carmichael, vp & coml. dir.	John W. Tinnea, exec. pd Russell C. Kaiser, pd for radio Fred J. Mueller, mdse-pmm	N. J. Zehr, ce Jack Griffin, nd Les Carmichael, sd	
<b>KXLW</b> 1947	1320 1000-D	St. Louis County Bcstg. Co. 2735 Bomparte Ave. Woodland 1-1320	Pearson	John W. Kluge, p William W. Jefferay, gm Edward W. Pape, cm	June R. Hardaway, pd & pmm James F. Mitchell, ce		
<b>KXOK</b> 1938	630 5,000 DA-2	KXOK Bcstg. Co. 710 North Tweifth Blvd. Chestnut 1-6000	ABC Blair	Elzey M. Roberts Jr., p C. L. Thomas, vp & gm Bruce Barrington, sm & nd	V. N. Springgate, cm Elmer G. Muschany, pd Frank Doyle, pmm	Arthur F. Rekart, ce Frances Laux, sd Martha Lane, wd	
<b>WEW</b> 1921	770 1,000-D	St. Louis University 3642 Lindell Blvd. FRanklin 1-5665		Rev. Paul C. Reinert, p George A. Volz, gm Ray A. Karpowicz, cm	Lambert Kaiman, pd & nd Charles C. Casey, ce Charles Stookey, fd	Ed MacAuley, sd Louise Munsch, wd	
<b>WL</b> 1922	1430 5,000 DA-2	Missouri Bcstg. Corp. 3715 Lindell Blvd. Olive 2-4500		L. A. Benson, p, ce N. Pagliara, gm	C. W. Beintker, cm J. Carr, pd & pmm	Gene Chase, nd Harry Stone, sd	
<b>WIL-TV</b>							
<b>SPRINGFIELD</b> (Greene Co.)							
<b>KGBK</b> 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville 4-2822	NBC Venard, Rintoul & McConnell	Tams Bixby Jr., p Keith C. Wells, gm, cm F. J. Uhlis, pd	Dudley Morris, pmm Richard G. Bowman, ce Dick Stracke, nd	Don Sylvester, fd Ben Hodge, sd Pat Scott, wd	
<b>KICK</b> 1949	1340 250	Kickapoo Prairie Bcstg. Co. 610 College St. 4-1561	MBS, KBS McGulvra	Floyd M. Jones, p L. C. McKenney, gm Robert Vinyard Jr., sm	M. Richard Bradley, cm William V. Walker, ce Sol Mosher, nd	Bob Lee, sd Les Kennow, wd	
<b>KTTS</b> 1948	1400 250	Independent Bcstg. Co. P. O. Box 1716 SSS, 2-7474	CBS Sears & Ayers	J. H. G. Cooper, p G. Pearson Ward, gm	Wendel Smith, pd	William F. Curry, ce	
<b>KTTS-TV</b> <b>KTTS-FM</b> 1948	Ch. 234 (B) 94.7mc 11.3kw						
<b>KWTO</b> 1933	560 5,000 DA-N	Ozarks Bcstg. Co. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p & gm Leslie L. Kennon, vp & asst. gm	R. M. Keltner, sim Joe Slattery, pd Bill Bailey, pmm	Fritz Bauer, ce Vern Hawkins, nd, sd Lloyd Evans, fd	
<b>THAYER</b> (Oregon Co.)							
<b>KALM</b> 1953	1290 1,000-D	Robert F. Neathery 165	KBS Magic Circle	Robert F. Neathery, p	Sam Beatty, ce		
<b>TRENTON</b> (CP)							
	1600 500-D	Trenton Bcstg. % Samuel A. Burk P.O. Box 726 Kirksville, Mo.					
<b>UNION</b> (Franklin Co.)							
<b>KLPW</b> 1954	1220 1,000-D	Franklin County Bcstg. Co. Box 72 Washington 1439	Bolling	Leslie P. Ware, p Norb Moore, gm, cm	Frank Lohmeyer, ce Herb Housman, fd	Don Hobelman, sd Del Moore, wd	
<b>WARRENSBURG</b> (Johnson Co.)							
<b>KOKO</b> 1953	1450 250	Warrensburg Bcstg. Co. Box 395 1260	KBS Forjoe	Lee E. Baker, o C. L. Parks, gm Dorsey Dobson, cm	James R. Gammon, pd Gene Tipton, pmm Jim Preston, ce		
<b>WARRENTON</b> (Warren Co.)							
<b>KWRE</b> 1949	730 500-D	W. T. Zimmerman Warrenton 398	KBS	W. T. Zimmerman, o, gm Russell Benton, cm & fd	John Perrion, sd	Pauline Wolfe, wd	
<b>WEST PLAINS</b> (Howell Co.)							
<b>KWPM</b> 1947	1450 250	Robert F. Neathery 700	KBS	Robert F. Neathery, p, gm & ce Fritze Williams Dixon, cm & wd	Ann Woodside, pd Orville Barton, nd Les Allsworth, fd Laurel Thompson, sd		
<b>KWPM-FM</b> 1951	Ch. 247 (B) 97.3mc 3kw						

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# MONTANA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Beaverhead	6,871	2,230	\$10,208	\$ 1,925	\$ 156	2,174	Golden Valley	1,337	400	558	136	38	438
Big Horn	9,824	2,350	8,920	2,448	199	2,409	Granite	2,773	930	2,837	760	59	867
Blaine	8,516	2,300	6,934	1,545	120	2,153	Hill	14,285	4,400	16,852	3,641	44	5,046
Broadwater	2,922	850	2,844	624	19	907	Jefferson	4,014	940	2,565	624	90	1,063
Carbon	10,241	3,210	7,793	1,702	232	2,848	Judith Basin	3,200	850	3,106	523	40	1,217
Carter	2,798	640	1,956	428	23	679	Lake	13,835	4,130	11,406	3,829	278	3,685
Cascade	53,027	17,880	75,807	14,939	1,431	18,028	Lewis & Clark	24,540	8,160	30,112	6,946	704	8,331
Chouteau	6,974	2,230	9,549	1,662	25	2,793	Liberty	2,180	490	2,791	429	90	1,190
Custer	12,861	4,280	22,175	3,266	604	4,322	Lincoln	8,693	2,620	6,814	2,278	202	2,906
Daniels	3,946	1,090	5,403	1,274	166	1,486	McCone	3,258	870	2,594	444	25	1,265
Dawson	9,092	2,850	14,545	2,172	206	3,861	Madison	5,998	1,810	3,640	768	143	1,596
Deer Lodge	16,553	4,880	12,018	3,746	172	5,162	Meagher	2,079	780	1,348	187	16	680
Fallon	3,860	960	5,544	1,301	46	1,236	Mineral	2,081	570	1,674	442	39	745
Fergus	14,015	4,440	17,849	3,808	415	4,636	Missoula	35,493	11,400	42,080	9,219	1,558	12,473
Flathead	31,495	10,450	41,851	8,461	1,067	10,633	Musselshell	5,408	1,840	5,345	1,313	160	1,589
Gallatin	21,902	6,840	27,667	5,328	513	7,421	Park	11,999	*4,020	16,529	3,555	464	4,671
Garfield	2,172	720	1,813	588	20	550	Petroleum	1,026	280	623	215	16	340
Glacier	9,845	2,510	11,539	2,706	282	2,773	Phillips	6,334	1,960	6,493	1,283	151	2,036

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Pondera	6,392	1,710	9,431	1,306	253	2,472	Teton	7,232	2,200	10,012	1,597	279	2,562
Powder River	2,693	970	1,212	313	19	704	Toole	6,867	1,920	8,925	1,590	189	2,512
Powell	6,301	1,740	5,068	1,534	57	2,286	Treasure	1,402	360	1,491	239	37	393
Prairie	2,377	770	2,340	541	19	766	Valley	11,353	3,310	10,726	2,088	295	3,556
Ravalli	13,101	4,250	10,822	2,540	268	3,691	Wheatland	3,187	1,070	3,819	753	20	1,089
Richland	10,366	3,090	15,568	3,048	356	3,375	Wibaux	1,907	390	1,872	619	19	676
Roosevelt	9,580	2,780	16,230	2,829	419	3,456	Yellowstone	55,875	19,530	85,890	15,402	2,338	22,975
Rosebud	6,570	1,540	5,477	1,270	153	1,570	National Park	58	**	**	..	..	..
Sanders	6,983	2,180	4,295	1,016	151	2,007	* Yellowstone Ntl Park included in Park County figure.						
Sheridan	6,674	1,720	9,768	1,935	202	2,412	** See Park County.						
Silver Bow	48,422	16,890	58,479	15,582	1,267	15,756	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Stillwater	5,416	1,640	4,909	900	204	1,911							
Sweet Grass	3,621	1,030	4,829	821	24	1,162							

DIRECTORY OF AM AND FM STATIONS

ANACONDA

(Deer Lodge Co.)

KANA	1230	Anaconda Bcstg. Co.	Gill-Perna	A. J. Mosby, p, gm	King Harmon, pd, pmm,	Charles Field, ce
1946	250	Box 727	1-3-6	Thomas Golden, cm	nd, sd	William Terrant, fd

BILLINGS

(Yellowstone Co.)

KBMY	1240	Billings Bcstg. Co.	MBS, KBS,	Rockwood Brown, p	Charles DuBois, pd, pmm,	Bob McCann, sd
1946	250	P. O. Box 2124	Intermountain	Ken Nybo, gm	nd	Kay Hines, wd
KGHL	790	Midland Empire Bcstg.	Avery-Knodel	Warren Marshall, cm	Ted Hildebrand, ce	V. Braunberger, pd, sm
1928	5,000	Co.	NBC	P. N. Fortin, p	Ed Yocum, cm	
	DA-N	422 North Broadway	Katz	Jeff Kiichli, gm, ce		
		2-2222				
KOOK	970	Montana Network Inc.	CBS	C. L. Crist, p	Lloyd Larsen, cm	Grant French, ce
1951	5,000	Box 1498	Headley-	V. V. Clark, gm	Cliff Ewing, pd	Ed Peiss, sd
KOOK-TV	DA-N	9-5970	Reed			

BOZEMAN

(Gallatin Co.)

KBMN	1230	Penn Engineering Co.	KBS	G. Norman Penwell, p	Ben Hespen, ce	Larry Binder, sd
1950	250	North 7th Ave.	Gill-Perna	Dan Snyder, gm, cm	Elton Reeves, fd	Gerry Snyder, wd
KXLQ	1450	KRBM Bcstrs. Inc.	NBC	James A. Loder, pd, nd	Ernest Seccomb, Jr., cm	Dick Smiley, pd
1939	250	1420	Walker	E. B. Craney, p		
			Z-Bar Net.	Ernest A. Neath, gm		

BUTTE

(Silver Bow Co.)

KBOW	1490	Copper City Radio Co.	CBS	Frank Reardon, p	Art Collins, pd	Al Morgan, ce
1947	250	720 Yale Ave.	Cooke	Bill Carroll, cm	Kay McNabb, traffic m	Helen Reardon, wd
KOPR	550	Copper Bcstg. Co.	ABC, MBS,	Frank C. Carman, p	Larry Halloran, pmm	Paul Erler, fd
1948	1,000	Finlen Hotel	Intermountain	Ed Cooney, gm, cm	John Gort, ce	Horst Burgman, sd
KOPR-TV	DA-N	6546	Avery-Knodel	Jim Harrold, pd	Wes Bowen, nd	Joan McMahon, wd
KXLF	1370	KGIR Inc.	NBC, Z-Bar Net.	E. B. Craney, p	Paul Hatton, pd, nd	Vern Totten, ce
1929	5,000	Box 1956	Pacific	Arne E. Anzjon, gm cm	Ray Larson, pmm	
KXLF-TV		2-2344	Northwest			
			Walker			

GLASGOW

(Valley Co.)

KLTZ	1240	Glasgow Bcstg. Co.		James C. Carson, gm	W. L. Holter, pmm	Tom Ash, nd, fd
1954	250	1st National Bank Bldg.		William Beach, cm	William Sebastian, ce	Bob Miller, sd, wd
		1000		C. L. Scofield, pd		

GLENDIVE

(Dawson Co.)

KXGN	1400	Glendive Bcstg. Corp.		Lewis Wiles Moore, p	Bill Danielson, cm, sd	Eleanor Rosman, wd
1948	250	Box 200		Daniel C. Palen, gm, nd, fd	Donald J. Powers, ce	
		Empire 5-3377				

GREAT FALLS

(Cascade Co.)

KFBB	1310	Wilkins Bcst. Inc.	CBS	J. P. Wilkins, p, gm	Bud Blanchette, cm	Wilbur Myhre, ce
1922	5,000	P. O. Box 1139	Headley-	Le Roy Stahl, sm	Ray Kelley, pd	
KFBB-TV	DA-N	4-4377	Reed	Robert H. Warner, gm	Mel Hallock, pd, nd, fd	Bruce Twerell, sd.
KMON	560	Montana Farmer Bcstg.	ABC, MBS,	Frank W. Kauli, cm		
1948	5,000	Corp.	Intermountain			
	DA-N	Tribune Bldg.	Avery-Knodel			
		4-4382				
KXLK	1400	Great Falls Bcstg. Co.	NBC,	Barclay Craighead, p	William Zimlich, pd	Eugene Kukkola, ce
1947	250	P. O. Box 2072	Z-Bar Net,	T. L. Frayling, gm, cm	Juanita Loucks, pmm	
		2-2453	Great Western			
			Walker			

HAVRE

(Hill Co.)

KOJM	610	North Montana Bcstg.	MBS, KBS,	O. R. Rubie, p	Lyle Leeds, cm, nd, sd	Stanley G. Stephens, pmm
1947	1,000	Co.	Intermountain	Charlotte H. Brader, gm	James R. Saenger, pd	Geo. H. Bauer
	DA-2	426 1/2 First St.	Avery-Knodel			
		1096	Cooke			

HELENA

(Lewis & Clark Co.)

KCAP	1340	Lewis & Clark Bcstg.	MBS, KBS,	Edward Maronick, p	Walter H. Marshall, pmm	Bob Johnson, sd
1949	250	Corp.	Intermountain	K. O. MacPherson, gm	Dean Mack ce, fd,	Margaurite Cruickshank,
		P. O. Box 1164	Montana	Carl Arghabrite, cm	Virginia Terrett, nd	wd
		4030 or 4010	Avery-Knodel	Pat Lee, pd		
KXLJ	1240	The Peoples Forum of	NBC	Barclay Craighead, sm		
1937	250	the Air	Z Bar Net.			
		1306 11th Ave.	Pac. Northwest			
			Walker			

KALISPELL

(Flathead Co.)

KGEZ	600	KGEZ, Inc.	MBS,	Frank Reardon, p	Richard V. Vick, cm, nd, sd	Jean Fitzwater, wd
1927	1,000	7 Main St.	Intermountain	Norm Fisher, gm, pd, pmm	Paul C. Johnston, ce	
	DA-2	4331	Cooke			

LEWISTOWN

(Fergus Co.)

KXLO	1230	Montana Bcstg. Co.	MBS,	William G. Kelly, p	Joe Spoja, cm	David L. Sather, ce
1947	250	Box 620	Intermountain	Donald C. Williams, gm		
		1210				

# MONTANA

City County	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner	Executive Abbreviations o; Pres. p; Exec. up 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.
<b>LIBBY</b> (Lincoln Co.)					
KLCB 1954	1230 250	Lincoln Co. Broadcasters Hafferman Shopping Center 410	KBS New West	Smith McNeill, p Joe Menehan, gm, cm, pmm James Maurer, pd, nd	Jimmie Lee Laughlin, ce, fd Ted Mangun, sd Merle Schermerhorn, wd
<b>LIVINGSTON</b> (Park Co.)					
KPRK 1947	1340 250	Yellowstone Amusement Co. Box 691 1000	MBS, Intermountain Avery-Knodei	P. B. McAdam, p, gm, ce	Jack F. Hinman, cm, pmm Nikki Kolence, nd, pd
<b>MILES CITY</b> (Custer Co.)					
KATL 1941	1340 250	Star Printing Co. Box 209 1340	MBS, KBS, Intermountain Avery-Knodei	Ian A. Elliot, gm, nd Fred B. Hunnes, cm Earl L. Dahlstrom, pd	Norval B. Davis, pmm, fd Frances Kelly, ce Annette Smith, wd Tom Biedrzycki, sd
<b>MISSOULA</b> (Missoula Co.)					
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 127 E. Main 2-2155	CBS Gill- Perna	A. J. Mosby, p Guy B. Furnsworth, gm, cm Don Bradley, pd, pmm	Leo Stewart, ce Don Weston, nd, sd Bob McCoy, fd Erin Day, wd
KGVO-TV					
KXLL 1948	1450 250	Western Montana Associates Box 1503 4-4114	NBC, PNB, Z-Bar Net, Great Western Walker	Pat M. Goodover, p, gm, pd R. J. Gillis, cm	John Campbell, pmm, sd Ray Lee, ce
<b>SHELBY</b> (Toole Co.)					
KIYI 1947	1240 250	Tri County Radio Corp. N. Marias Ave. 5541	MBS, KBS, Intermountain Cooke	John Lyon, co-owner Frank Krshek, co-owner, cm Georgia Knickerbocker, pd	Mike Donavon, pmm George Potter, ce Vern Hunt, nd Bob Boucher, fd
<b>SIDNEY</b> (Richland Co.)					
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 So. Central 408	MBS, Great Northern	E. E. Krebsbach, p, gm E. Clair Krebsbach, cm, pd	R. Keith Kresbach, pmm O. H. Halvorson, ce

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 FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. 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.

# NEBRASKA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	28,855	9,020	\$47,170	\$ 6,994	\$1,404	11,327	Keya Paha	2,160	460	1,150	397	20	634
Antelope	11,624	3,570	13,157	2,248	236	4,152	Kimball	4,283	1,240	6,886	1,254	170	2,013
Arthur	803	258	70	9	...	271	Knox	14,820	4,320	17,162	2,584	468	4,901
Banner	1,325	400	29	9	...	569	Lancaster	119,742	38,570	154,770	25,194	5,283	43,037
Blaine	1,203	786	106	15	...	405	Lincoln	27,380	8,850	38,874	8,385	1,001	10,858
Boone	10,721	3,190	10,197	1,598	206	3,610	Logan	1,357	480	627	180	15	474
Box Butte	12,279	3,680	18,554	3,582	324	4,315	Loup	1,348	400	689	116	18	475
Boyd	4,911	950	4,929	1,001	96	1,733	McPherson	825	275	49	49	289	...
Brown	5,184	1,410	8,815	1,475	171	1,746	Madison	24,338	7,230	41,304	6,556	738	8,501
Buffalo	25,134	8,040	35,401	6,285	911	9,100	Merrick	8,812	2,830	11,115	1,567	249	3,379
Blurt	11,536	3,530	13,102	2,808	343	4,228	Morrill	8,263	2,160	8,946	1,797	297	2,980
Butler	11,432	3,580	9,511	1,824	257	4,338	Nance	6,512	1,960	5,748	996	125	2,300
Cass	16,361	5,120	13,741	2,959	422	6,261	Nemaha	10,973	3,300	8,771	1,937	152	3,590
Cedar	13,843	3,810	12,793	2,243	391	4,548	Nuckolls	9,609	2,810	10,811	2,283	303	3,773
Chase	5,176	1,550	7,898	1,411	148	1,832	Otoe	17,056	5,350	18,208	3,377	485	6,484
Cherry	8,397	2,510	12,211	1,724	257	2,807	Pawnee	6,744	2,130	4,406	846	112	2,444
Cheyenne	12,081	4,000	17,777	3,281	443	6,085	Perkins	4,809	1,350	5,814	1,084	143	1,758
Clay	8,700	2,910	6,496	1,584	137	3,670	Phelps	9,048	2,920	14,899	3,070	328	3,858
Colfax	10,010	3,220	16,959	2,656	270	3,899	Pierce	9,405	2,930	10,029	12,289	218	3,395
Cuming	12,994	3,740	16,891	2,437	365	4,675	Platte	19,910	5,720	27,133	4,637	613	7,660
Custer	19,170	5,560	18,650	3,890	578	6,656	Polk	8,044	2,440	9,308	1,658	334	3,108
Dakota	10,401	3,010	12,157	2,334	304	3,940	Red Willow	12,977	4,100	22,138	3,839	501	4,829
Dawes	9,708	2,760	12,679	2,642	263	3,451	Richardson	16,886	5,420	20,581	3,755	419	5,884
Dawson	19,393	6,110	35,661	5,424	798	7,578	Rock	3,026	950	3,411	566	19	982
Deuel	3,330	990	6,003	822	143	1,308	Saline	14,046	4,690	13,988	2,799	306	5,434
Dixon	9,129	2,850	8,584	1,582	189	3,107	Sarpy	15,693	4,580	5,771	1,639	238	6,786
Dodge	26,285	8,670	42,521	8,065	773	11,107	Saunders	16,923	5,450	16,412	4,035	325	7,350
Douglas	281,020	89,710	391,007	77,174	12,695	89,204	Scotts Bluff	33,939	10,040	48,202	9,277	1,104	12,944
Dundy	4,354	1,230	7,102	988	49	1,691	Seward	13,155	4,100	12,503	2,863	360	5,002
Fillmore	9,610	3,070	7,001	1,810	296	3,849	Sheridan	9,539	2,700	11,580	2,331	303	3,179
Franklin	7,096	2,300	8,428	1,821	183	2,618	Sherman	6,421	1,790	4,290	395	22	2,176
Frontier	5,282	1,430	3,302	491	38	1,953	Stoux	3,124	930	1,769	335	42	1,037
Furnas	9,385	3,180	11,446	2,484	329	3,316	Stanton	6,387	1,870	4,356	901	104	2,413
Gage	28,052	8,540	28,751	5,880	971	10,358	Thayer	10,563	3,420	10,274	2,141	280	4,142
Garden	4,114	1,140	3,755	982	108	1,493	Thomas	1,206	670	670	185	15	371
Garfield	2,912	850	3,489	606	43	1,020	Thurston	8,590	2,210	7,407	1,072	194	2,580
Gasper	2,794	790	2,110	265	41	1,108	Valley	7,252	2,180	7,093	1,853	196	2,591
Grant	1,057	190	945	251	13	462	Washington	11,511	3,520	11,113	2,883	199	4,436
Greely	5,575	1,490	5,414	980	203	1,796	Wayne	10,129	2,870	10,791	1,797	157	3,859
Hall	32,186	10,280	46,796	9,236	1,124	13,985	Webster	7,395	2,310	6,827	1,458	186	2,702
Hamilton	8,778	2,950	7,782	1,736	144	3,626	Wheeler	1,526	440	418	119	15	517
Harlan	7,189	2,100	7,450	1,611	135	2,300	York	14,346	4,520	16,276	2,846	392	5,533
Hayes	2,304	780	565	25	...	883							
Hitchcock	5,867	1,830	5,624	825	187	2,141							
Holt	14,859	4,230	16,960	3,017	344	4,844							
Hooker	1,061	290	1,706	82	14	434							
Howard	7,226	2,190	6,155	1,277	136	2,844							
Jefferson	13,623	4,160	14,895	2,836	378	5,009							
Johnson	7,251	2,340	7,855	1,480	207	2,741							
Kearney	6,409	1,960	10,096	2,478	205	2,580							
Keith	7,449	2,290	11,688	1,732	219	2,903							



DIRECTORY OF AM AND FM STATIONS

**ALLIANCE**  
(Box Butte Co.)

KCOW 1949	1400 250	Sandhills Bcstg. Corp. 1100 West 10th St. 1300	KBS McGillivra	Hans Jagers, p Gene Ackerley, gm	George Vogel, pd & sd Roland Reed, ce	Thomas Lathen, nd Wyletta Mounts, wd
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**BEATRICE**  
(Gage Co.)

KWBE 1949	1450 250	Blue Valley Bcstg. Co. P. O. Box 567 1245	MBS, KBS Nebr. Net.	Merje G. Jones, p Gordon C. Pentz, gm Wm. Boyce, cm	Marge McGavren, pd, pmm Earl McWilliams, ce	Arlin Holle, fd Jerry Granger, sd
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**BROKEN BOW**  
(Custer Co.)

KCNI 1949	1280 1000-D	Custer County Bcstg. Co. Box 561 611	.....	Bud Crawford, p, gm, pmm & ce Georgia A. Crawford, asst. m & wd	Joe Grieser, cm Scott Insley, nd	Andy Anderson, pd & sd
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**CHADRON**  
(Dawes Co.)

KCSR 1954	1450 250	Community Service Radio Corp. 212 Bordeaux St. P. O. Box 949 5545	KBS	William H. Finch, p, co-mgr., cm & ce F. D. Fouse, vp	Robert W. Fouse, co-mgr & pd Freeman B. Hover, nd	Franklin Clark, sd Lois Hamm, wd
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**COLUMBUS**  
(Platte Co.)

KJSK 1948	900 1000-D	George Basil Anderson Box 460 5154	KBS Continental Biddick	George Basil Anderson, o Milo Kincaid, gm, pd	Max Reeves, ce & fd	Paul Deck, nd & sd
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**FREMONT**  
(Dodge Co.)

KFGT 1947	1340 100	Walker Radio, Inc. 118 East 5th St. 1060	Nebraska	Lester A. Walker, p, gm Robert L. Johnson, sm	Kenneth D. Headrick, pd, pmm, nd	H. C. Snyder, ce Ernestine Smizer, wd
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**GRAND ISLAND**  
(Hall Co.)

KMMJ 1925	750 1000-D L-WSB	Town & Farm Radio, Inc. Division at Cedar 703, 704, 744	ABC, Farm & Home Net. H-R Reps	Don Searle, p Bill Martin, exec. vp & gm Ken Titus, cm	Ed Meyer, pd Willard Morton, pmm U. L. Lynch, ce	George Kister, nd & fd Nay Deines, sd Jane Anderson, wd
KRGI 1953	1430 1000 DA-N	Grand Island Bcstg. Co., 315 South Locust 5181	Sears & Ayer	Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pd & pmm	Don Campbell, ce Harry Perkins, nd	Art Westergard, sd Fran Johnson, wd

**HASTINGS**  
(Adams Co.)

KHAS 1954	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS, KBS Gill-Perna	Fred A. Seaton, p James Pickett, gm	Lloyd Thomas, pd & pmm, nd, fd	Robert Morey, sd Duane Allison, ce
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**KEARNEY**  
(Buffalo Co.)

KGFW 1930	1340 250	Central Nebr. Bcstg. Corp. 2221 Central Ave. 2-3541	MBS, KBS Holman	John C. Mitchell, gm Bob Riedy, cm	Howard Harrington, ce Bud Makinster, nd	Bob Jenkins, fd, sd Esther Sanders, wd
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**LEXINGTON**  
(Dawson Co.)

KRVN 1951	1010 25,000-D DA-D	Nebraska Rural Radio Corp. 104 West 8th St. 716	Raymer	Jay A. Person, p Max Brown, gm Harry H. Packard, cm, pmm	Doc (Guy) Embree, pd Robert J. Bitner, ce Jeff Davis, nd	Stan Matzke, fd Charles Barrett, sd Ellen Selah, wd
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**LINCOLN**  
(Lancaster Co.)

KFOR 1924	1240 250	Cornbelt Bcstg. Corp. 48th & Vine Sts. 2-6965	ABC Raymer	James Stuart, p Richard W. Chapin, gm Av Bondarin, pd	R. A. Pugsley, ce Jack Bates, nd Roger Larson, slm Charles Winkler, ce	Frank Hayden, sd Hazel Stebbins, wd
KLMS 1949	1480 1000 DA-2	Lincoln Bcstg. Corp. 130 North 18th St. 2-7579	KBS	Howard A. Shuman, p Frank Stubbs, gm & cm		Perry Douthit, nd, fd & sd
KOLN 1947 KOLN-TV	1400 250	Cornhusker Radio & TV 40th & W 6-2367	MBS Avery-Knodel	John Fetzer, p A. James Ebel, gm Dale V. Berger, m Jack Meyer, pd	Graham Jeambey, pmm Ray Taylor, ce By Krasne, nd	Bill Morris, fd Bill King, sd Elsie N. Sanderson, wd

**McCOOK**  
(Red Willow Co.)

KBRL 1947	1300 1000-D	The McCook Bcstg. Co. 1300 West "J" St. 1300	MBS McGillivra	LeRoy W. Lenwell, p, gm	Ronald D. Schaffer, pd	Gilbert Mitchell, ce
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**NORFOLK**  
(Madison Co.)

WJAG 1922	780 1600 L-WBBM	Norfolk Daily News Radio Station WJAG 432	Walker	Gene Huse, p Bob Thomas, gm Evans G. Meier, opr.d & pmm, fd	Glen Hixson, pd & sd Frank Wiedenbach, ce	Wally Bazyn, nd Mary Moore, wd
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**NORTH PLATTE**  
(Lincoln Co.)

KNBR 1952	970 1000-D DA	John Townsend Box 778 3528	Indie Sales	John Townsend, o	Bill Lemke, gm	
KODY 1930	1240 250	Radio Station KODY 1521 West 12th St. 382	NBC, KBS Meeker	John Alexander, gm Joe diNatale, slm & sd Bill Wood, pd	H. Jay Blakesley, ce Charley Craig, nd	Edwin Launer, fd Jerry Wing, wd


**OGALLALA**  
(Keith Co.)

KOGA 1954	930 500-D	Ogallala Bcstg. Corp. 216 N. Spruce 845	KBS	Ed Launer, gm	Al Peters, ce	
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# NEBRASKA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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.		
<b>OMAHA</b> (Douglas Co.)						
KBON 1942	1490 250	Inland Bcstg. Co. 676 World Ins. Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p, gm Ernest S. Friseman, cm James Harker, pd	Richard E. Welna, ce Dick McCann, nd	Lyle Richardson, sd Mayme M. Allison, wd
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Victor Toft, p Harry Burke, gm Harold Soderland, cm Lyell Bremser, pd	Don Shoemaker, pmm Art Stewart, trans. engr. Sam Cohen, ne	Hugh McCoy, ne William Macdonald, fd Lyell Bremser, sd
KOIL 1925	1290 5000 DA-N	Central States Bcstg. Co. 511 South 17th St. Jackson 7626	ABC Raymer	Charles Crabtree, co-mgr. pd Don W. Burden, co-mgr & cm	Jerry Weist, ce Bob Hill, nd	Joe Cullen, sd Julie Burns, wd
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228	H-R Reps.	Todd Storz, p Virgil Sharpe, vp & gm Jack Sandler, slm James O'Neill, pdm	Ed Morgan, pmm Bill Baldwin, ce George Dunlevy, nd	Jim Milliken, fd Jack Sandler, sd Helen Norwood, wd
WOW 1923 WOW-TV	590 5000	Meredith WOW, Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred Bohem, chmn. of bd. E. T. Meredith, Jr., p Payson Hall, vp & trs. Frank P. Fogarty, vp & gm Lyle DeMoss, asst. gm	Bill Wiseman, slm Ken Quaife, asst. slm Ray Olson, pd Merrill Workhoven, pdm Keith Royer, pmm	Glenn Flynn, ce James McGaffin, nd Mal Hansen, fd Jack Payne, sd Connie Cook, wd
<b>SCOTTSBLUFF</b> (Scottsbluff Co.)						
KNEB 1948	960 1000-D 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. Scottsbluff 1620	MBS. Inter- mountain Holman	John R. Jirton, p Russ M. Stewart, gm Byron Joachim, cm	Wayne McIntosh, pd & nd Paul Freygang, pmm Leslie A. Proctor, ce	Fred Walgren, fd Wayne Cody, sd
KOLT 1930	1320 5000-D 1000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill-Perna	L. L. Hilliard, p, gm Tony Kehl, cm & sd William G. Walter, pd	Viril Davis, pmm Harland Morrison, ce William J. Brennan, nd	Dick Ingwerson, fd Doris Berry, wd
<b>SIDNEY</b> (Cheyenne Co.)						
KSID 1952	1340 250	W. G. Grove, Inc. Box 772 Legion Park 5503	ABC McGillvra Wyoming Cowboy	W. C. Grove, p & ce David W. Young, gm & cm Edith Sanks, pd	Cornelia McAdams, pmm Edward Husman, nd	Ron Tighe, sd Louis Ham, wd
<b>YORK</b> (York Co.)						
KAWL (CP)	1370 500-D	Prairie States Bcstg. Co. % Melville Gleason 320 Cherokee Leavenworth, Kans.				

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## In OMAHA

# the Mid-Continent formula

## works at

# KOWH

Mid-Continent ideas, programming, personalities brought KOWH to the top in Omaha in December, 1951, and have kept KOWH on top and climbing ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%; Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

WHB, Kansas City  
Represented by  
John Blair & Co.

WTIX, New Orleans  
Represented by  
Adam J. Young, Jr.

KOWH, Omaha  
Represented by  
H-R Reps., Inc.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Churchill	8,161	1,690	\$ 9,053	\$ 1,241	\$ 95	2,835	Nye	3,101	820	2,788	1,052	73	1,643
Clark	48,289	18,220	84,308	17,498	2,876	30,180	Ormsby	4,172	1,150	5,161	1,361	322	1,677
Douglas	2,029	480	2,225	307	115	1,395	Pershing	3,103	870	3,737	682	48	1,277
Elko	11,854	3,100	14,841	2,918	515	4,091	Storey	871	250	420	127		246
Esmeralda	614	170	149	30		148	Washoe	50,205	18,370	72,804	15,428	6,079	23,621
Eureka	896		838	438	34	284	White Pine	9,425	2,420	9,797	2,518	387	3,836
Humboldt	4,838	1,210	6,449	1,601	93	1,806	* See Lander. **Eureka included in Lander County figure.						
Lander	1,850	**870	1,839	385	78	557	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Lincoln	3,837	900	2,422	707	139	1,398							
Lyon	3,879	920	3,218	960	102	2,324							
Mineral	5,560	2,000	4,252	1,610	109	2,981							

DIRECTORY OF AM AND FM STATIONS

<b>CARSON CITY</b> (Ormsby Co.)		Edwin L. & Alma F. Bulls % Radio Station KLUK Evanston, Wyo.					
(CP)	1400 250						
<b>ELKO</b> (Elko Co.)		Elko Bcstg. Co. P. O. Box 790 260		MBS Intermountain	Chris Sheerin, p John Gammick, gm & cm Robert Vizina, pd & pmm, nd	Milo Taber, ce Lynn Burns, sd Viola Lynch, wd	
KELK 1948	1240 250						
<b>ELY</b> (White Pine Co.)		White Pine Bcstg. Co. Hotel Nevada 2077			David I. Hansen, co-m & sim	Dale V. Bradley, co-m & pd	
KELY 1950	1230 250						
<b>HENDERSON</b> (Clark Co.)		Moritz Zenoff Ave. M and 16th St. Frontier 2-1131		Clark	Moritz Zenoff, o Thompson Magowan, gm, cm	L. B. Richardson, pd	Peter Gingras, ce
KBMI 1954	1400 250						
<b>LAS VEGAS</b> (Clark Co.)		Nevada Bcstg. Co. P. O. Box 1310 1-400		ABC Grant	Maxwell Kelch, o, gm Merl Sage, cm	K. P. O'Connell, pd, pmm Ralph O. Dow, ce	E. J. Oncken, nd Bud Weil, sd
KENO 1940	1460 1000 DA-N						
KENO-FM 1947	Ch. 280(A) 103.9mc 36kw						
KLAS 1948	1230 250	Las Vegas Bcstg. Inc. P. O. Box 1510 4646		CBS Weed	R. G. Jolley, p Tom Ivory, gm Bill Pursel, cm	Jim Hart, pd, nd Lois Lott, pmm Greg Gehart, ce	Bostick Wester, fd Chuck Hull, sd Ronnie Pepper, wd
KLAS-TV 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500		NBC Hollingbery	David McKay, p, gm Jean Paul King, sm Bob Baker, pd	Wm. Binford, ce Jack LaMarca, nd	Joe Wynn, sd Beth Allen, wd
KRAM 1948	920 1000-D 500-N DA-N	Boulder City Bcstg. Co. P. O. Box 1712 920		MBS, KBS Intermountain Lee Avery-Knodel	Edward J. Jansen, p Truman B. Hinkie, gm	Lester Seiffer, cm Sam Salerno, pd, sd	Fred Young, ce Halley Gates, nd
<b>RENO</b> (Washoe Co.)		Sierra Bcstg. Co. Mapes Hotel 24501		MBS, KBS, Don Lee Walker McGavren	Robert L. Stoddard, o, gm Robert Hughes, cm	Al Glass, ce	Betty Stoddard, wd
KATO 1946	1340 250						
KOH 1928	630 5000-D 1000-N DA-N	McClatchy Bcstg. Co. of Nev. 143 Stevenson St. 3-5108		NBC Raymer	Eleanor McClatchy, p Hugh Kees, sm	Wesley Craig, ce George Umbenhaur, nd	William Agler, fd
KOLO 1946	920 1000 DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4518		CBS Hollingbery	David McKay, p H. G. Wells, gm Howard S. Doyle, cm	Roland DuBois, pd, nd Gene McKenna, pmm George O'Brien, ce	Noble Crew, fd Shirley Preiss, wd
KNEV(FM) 1953	Ch. 238(B) 95.5mc 10.5kw	Everett B. Cobb 538 S. Virginia St. 2-5175			Everett B. Cobb, o, m Leon W. Cobb, sis, m	Janice Savage, pd	Arthur Seymour, ce
KWRN 1947	1230 250	KWRN, Inc. Riverside Hotel		ABC Grant	Franz J. Robischon, p & gm W. Leroy Swecker, cm	Walter Rees, ce Don Mitchell, sd	Fran Conrad, wd
(CP)	1450 250	Magowan, Jones & Harford % James Harford 221 S. 15th St. Las Vegas, Nev.					
<b>WINNEMUCCA</b> (Humboldt Co.)		Northwest Radio & Tv Corp. Box 546			Lester W. Pearce, p, sm		
KWNA 1955	1400 250						

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Bellknop	26,832	7,980	\$ 34,884	\$ 10,282	\$ 853	7,478	Rockingham	70,059	21,350	71,321	23,168	1,734	22,270
Carroll	15,868	4,680	17,019	5,791	490	5,255	Strafford	51,567	14,800	51,765	15,511	1,684	13,367
Cheshire	38,811	11,500	34,884	11,596	906	11,487	Sullivan	28,447	7,670	32,319	8,689	614	7,837
Coos	35,932	9,610	32,284	10,354	853	8,744	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Grafton	47,923	13,080	50,819	14,650	1,841	12,743							
Hillsborough	156,987	46,500	177,888	53,955	3,707	38,127							
Merrimack	63,022	17,470	62,856	17,115	2,109	16,684							

DIRECTORY OF AM AND FM STATIONS

<b>BERLIN</b> (Coos Co.)		White Mountains Bcstg. Co. Inc. Green Square 1797 or 1798		KBS Kettell-Carter	John W. Guider, p Jock Mackenzie, gm, cm Charles Ross, pd, sd	Herschel Howe, ce Ralph Pelouquin, nd	Jack Story, fd Grace Potter, wd
WMOU 1946	1230 250						
WMOU-FM 1946	Ch. 1230 103.7mc 10kw						

# NEW HAMPSHIRE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
<b>CLAREMONT</b> (Sullivan Co.)					
WTSV 1948	1230 250	Grandview, Inc. 221 Washington St. 1800	ABC Borgatti	Wm. J. Barkley, p Ralph Gottlieb, gm Richard Hill. pmm, cm, fd	Joe Shaw, pd, nd, sd A. J. Davis, ce Helen Ward, wd
WTSV-FM 1946	Ch. 291 (B) 106.1mc 4.8kw				
<b>CONCORD</b> (Merrimac Co.)					
WKXL 1946	1450 250	Capitol Bcstg. Corp. 110 N. Main St. Capitol 5-5522	CBS KBS Young	H. Scott Killgore, p Wm. R. Sweeney, gm Howard L. Chase, cm, sd	Garry Miller, pd Marie De Mott, pmm Fred Sheehan, ce
<b>HANOVER</b> (Grafton Co.)					
WTSL 1949	1400 250	WTSL, Inc.	ABC, Granite State Young, Borgatti	William J. Barkley, p	Ralph Gottlieb, gm
<b>KEENE</b> (Cheshire Co.)					
WKNE 1926 WKNE-TV	1280 5000 DA-1	WKNE Corp. 17 Dunbar 2080	CBS Yankee Meeker Kettell-Carter	Joseph K. Close, p Frank B. Estes, gm, cm Ted E. Sawyer, pd, pmm	Ernest Robarge, ce Frank J. Finning, nd Stacey Cole, fd Don Roberts, sd Ruth Redington, wd
<b>LACONIA</b> (Belknap Co.)					
WLNH 1922	1350 5000-D	Northern Bcstg. Corp. 653 Main St. Laconia 2300	ABC Grant Kettell-Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney Clarke, cm	Irving Kaizer, pd Walter Avery, ce Sally Moor, nd James Westhall, sd
<b>MANCHESTER</b> (Hillsboro Co.)					
WFEA 1932	1370 5000 DA-1	Public Information Inc. Box 446 5-5491	CBS Everett- McKinney Kettell-Carter	Farris E. Rahall, p Norton I. Virglen Jr., gm Albert Auclair, cm	Don Jones, pd, fd Jack Sherman, pmm Jay Kosik, ce Alan Rock, nd, sd Julie Blake, wd
WKBR 1946	1240 250	Granite State Bcstg. Inc. 155 Front St. 4-4075	Granite State Net. Borgatti, Young	William J. Barkley, p Ralph Gottlieb, gm Warren Journay, cm	Norman E. Bailey, pd, pmm Royston Phillips, ce Forest Morgan, nd Connie Stackpole, wd
WKBR-FM 1947	Ch. 261(A) 100.1mc 1kw				
WMUR 1941 WMUR-TV	610 5000-D 1000-N DA-2	The Radio Voice of New Hampshire, Inc. 1819 Elm St. 5-5788	ABC Yankee Weed	Francis P. Murphy, o & p Norman J. Gittleson, vp, gm Wallace A. Walker, cm	Bernie Mack, pd Vincent Chandler, ce Gus Bernier, nd, fd Esther Ayer, wd
<b>NASHUA</b> (Hillsborough Co.)					
WOTW 1954	900 1000-D	Nashua Bcstg. Corp. Lund Rd. Tuxedo 2-2781	Walker	Arthur A. Newcomb, p, gm Harrison Q. Bauman, cm Robert E. Berry, pd, pmm, fd	Robert C. Bingham, ce Edward Leclus, nd, sd Madaleine M. Hallisey, wd
WOTW-FM 1948	Ch. 262(A) 106.3mc 1kw				
<b>PORTSMOUTH</b> (Rockingham Co.)					
WHEB 1931	750 1000-D L-WSB	WHEB, Inc. New Hampshire National Bank Bldg. 4080	MBS Walker Kettell-Carter	Charles M. Dale, p, cm Thomas M. Dale, gm	George Pinkerton, pd Tony Vaccaro, ce
<b>ROCHESTER</b> (Strafford Co.)					
WNNH 1948	930 5000-D	Strafford Bcstg. Corp. Rochester Hill Rd. Rochester 1400	Webb Borgatti	A. J. Malin, p, gm M. E. Ball, cm J. Alan Jasper, pd	Howard B. Martin, pmm, nd Ralph Warner, ce Merrill Smith, fd Late Williams, sd Martha Mallory, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

REACH  
NEW HAMPSHIRE'S  
LARGEST  
AUDIENCE

WITH  
MORE  
USEFUL  
RESULTS

SUMMARY OF  
**SURVEY\***  
SEPTEMBER 1954

**MANCHESTER & CONCORD**

TOTAL BASIC CALLS	23,411
SETS IN USE	5,415
	23.1%

STATION DISTRIBUTION

WMUR	27.2%
STATION A	19.6%
B	15.5
C	15.1
D	14.6
OTHERS	8.0

\* NEW ENGLAND RESEARCH CO.

**THE RADIO VOICE OF NEW HAMPSHIRE INC.**

★ Regularly reaches a DAYTIME audience of 42,537 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a NIGHTTIME audience of 32,894 radio families—in 5 of the 10 N. H. Counties.

★ 50.5% more families DAYTIME and 35.7% more families NIGHTTIME than any other New Hampshire station (1952 SAMS).

**75%** of the New Hampshire households are within the WMUR coverage area and do 77% of all the buying done in the state.

610 KC BASIC ABC  
MANCHESTER, NEW HAMPSHIRE  
REPRESENTED BY WEED & CO.

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Atlantic	132,399	42,210	\$213,854	\$ 52,552	\$ 6,394	34,941	Monmouth	225,327	71,980	318,906	88,966	8,007	88,583
Bergen	539,139	178,180	601,806	200,466	15,232	204,088	Morris	164,371	49,250	183,668	56,478	4,280	58,014
Burlington	135,910	36,860	120,710	34,841	2,655	41,636	Ocean	56,622	20,140	110,286	29,462	2,717	25,029
Camden	300,743	91,710	356,421	104,544	7,463	97,360	Passaic	337,093	106,950	486,358	120,628	9,191	108,712
Cape May	37,131	12,670	62,246	18,681	1,284	14,557	Salem	49,508	15,090	49,115	13,668	1,014	17,681
Cumberland	88,597	27,170	108,594	28,170	1,971	34,459	Somerset	99,052	29,380	104,703	30,206	2,258	33,165
Essex	905,949	273,020	1,318,020	334,589	34,236	283,463	Sussex	34,423	10,800	38,630	11,225	578	14,424
Gloucester	91,727	28,640	76,580	22,859	1,835	30,441	Union	396,136	123,260	475,152	137,544	11,164	148,498
Hudson	647,437	196,610	652,212	212,205	16,854	149,385	Warren	54,374	16,940	55,559	14,815	962	20,728
Hunterdon	42,736	13,470	52,342	12,255	886	17,648	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Mercer	229,781	64,260	342,164	82,357	6,982	68,137							
Middlesex	264,872	79,360	299,434	87,280	6,265	92,286							

DIRECTORY OF AM AND FM STATIONS

ASBURY PARK (Monmouth Co.)

WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza Prospect 4-3000	Wayne D. McMurray, p Everett Rudloff, gm	Margaret Curtis, cm, wd Charles F. Hill, sd	Frank Hunber, ce Jack Christie, nd
WJLK-FM 1947	Ch. 252 (A) 94.3mc 1kw				

ATLANTIC CITY (Atlantic Co.)

WFPG 1940	1450 250	Neptune Bcstg. Co. Steel Pier 5-2188	CBS Pearson	Fred Weber, p Harry H. Foster, gm Blair K. Thron, opers. d	Cole Leaming, cm Ed Davis, pd, nd Earle Godfrey, ce	Bob Weems, sd Hazel Hartman, wd
WFPG-TV						
WLDB (CP) 1940	1490 250	Atlantic City Bcstg. % 610 Victory Blvd. Staten Island, N. Y.		Leroy Bremmer, p, gm, tech. d	John Moore, sm	Matt Moller, pd
WMID 1947	1340 250	Mid-Atlantic Bcstg. Brighton Hotel 4-1340	ABC, MBS Stars Natl.	Richard Endicott, p David Freedman, gm, cm	Alan Owen, pd, nd Don Rich, pmm	Ralph Glenn, sd Mildred Freeland, wd
WOND 1950	(See Pleasantville, N. J., listing)					

BRIDGETON (Cumberland Co.)

WSNJ 1937	1240 250	Eastern States Bcstg. Corp. 2930	Good Music Clark	Paul Alger, vp, gm, cm Joe McCulley, pd Jim Gilmore, pmm	Ed Bold, ce Don Hart, nd, fd	Jerry Alden, sd Louise Henderson, wd
WSNJ-FM 1946	Ch. 299 (B) 98.9mc 9kw					

CAMDEN (Camden Co.)

WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600		John Cleary, gm, cm Jack LaMar, pd, sd	Jack Silin, pmm John Zander, ce	Lou Elliot, nd Thersa Skolski, wd
WKDN 1948	800 1,000-D	South Jersey Bcstg. 2881 Mt. Ephraim Ave. Emerson 5-7200	Rambeau	Ranulf Compton, p Gordon Giffen, gm	Harvey Husten, pd	Robert Houston, ce
WKDN-TV						

MILLVILLE (Cumberland Co.)

WMLV 1953	1440 1000-D DA-D	Union Lake Bcstrs. Inc. Lincoln Rd. 2600		John H. Norris, o R. G. Ballou, mgr, pd, ce, nd	K. H. Sheppard, pmm, sd George Phifer, fd	Paula Gordon, wd
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MORRISTOWN (Morris Co.)

WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. 10 Park Pl. Morristown 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry Behre, cm	Bob Vesel, pd Rudy Frow, ce Merrill Morris, nd	Ned Ehlers, sd Mary Bradley, wd
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THE GROWING NORTH JERSEY SHORE — IN THE PALM OF YOUR HAND!

1. WJLK has more listeners than any other radio station heard in its area
2. WJLK has largest average radio audience of all radio stations heard in this area
3. Nine out of ten families in this area listen to WJLK; Five out of ten regularly
4. WJLK reaches 137,000 persons and reaches 77,000 four or more days each week
5. Facts established by Advertest Research through 11,369 interviews.

Radio Voice of Asbury Park Press

Local Hourly News & Public Service

ONLY RADIO STATION FOR

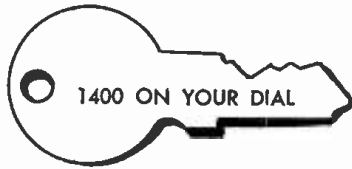
NEW JERSEY'S NORTH SHORE



For Complete Coverage of the South Jersey Seashore Area

it's the

ATLANTIC COUNTY KEY



**W O N D**



ATLANTIC COUNTY'S NO. 1 STATION

(Advertest—July, 1954)

**W O N D**erful Music — News & Sports

W. Barrett Mayer,  
New York Representative,  
COLUMBUS 5-1430

Offices at  
550 Fifth Ave.,  
New York 36, N. Y.

**NEW JERSEY**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
				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.		
<b>NEWARK</b> (Essex Co.)						
WAAT 1926	970 5000-D	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400		Irving R. Rosenhaus, p, gm Edmund S. Lennon, vp Bertram Lebhar Jr., sls. d	George Green, pd Herb Green, nd Lou Frankel, pmm	Frank Bremer, ce Fred Sayles, sd
WATV (TV) 1947	1000-N DA-N Ch. 234 (B) 94.7mc 13.5kw					
WAAT-FM 1947						
WHBI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Broadcast Corp. 155 Washington St. Mitchell 2-7354	.....	James L. Shearer, p William A. Masi, gm, cm	Marie Masi, pd Harold Michaels, ce	Thelma Taylor, wd
WNJR 1947	1430 5,000 DA-N	Rollins Bcstg. Co. Rte. 22 Murdock 8-3685	Rollins	O. Wayne Rollins, p Albert R. Lanphear, gm, cm, pmm	Charles M. Conti, pd, nd G. Russell Chambers, ce	Jocko Maxwell, sd
WVNJ 1947	620 5,000 DA-2	Newark Bcstg. Corp. West Mt. Pleasant Ave. Mitchell 3-7800	.....	Edward W. Scudder Jr., p Ivon B. Newman, dir. sl.	Steven Van Gluck, pd	Peter Testan, ce
<b>NEW BRUNSWICK</b> (Middlesex Co.)						
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	.....	James L. Howe, p, gm James M. Vogdes, sm, cm	Jack Allen Potts, pd, pmm Victor Takach, ce	Anthony Marano, nd, sd
WCTC-FM 1947	Ch. 252 (A) 98.3mc 1kw					

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**AMERICA'S GREATEST RHYTHM AND BLUES STATION**



**WNJR**

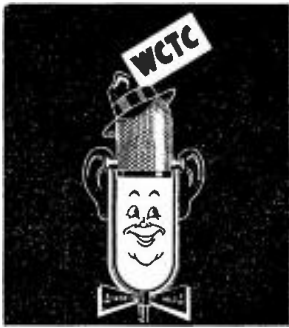
**NEWARK**

1430 kc 5 kw FULLTIME

ROLLINS BROADCASTING COMPANY INC.

**THE NEGRO STATION FOR NEW YORK AND NEW JERSEY**

NEW YORK OFFICE 550 FIFTH AVE. CIRCLE 7-6634



"Mighty Mike"

## "HAVE TUX, WILL TRAVEL!"

*Birthplace:* NEW BRUNSWICK, N. J.      *Residence:* 1450 ON THE DIAL  
*Present Occupation:* SUPER SALESMAN  
*Experience:* EXPERT LOCAL NEWSMAN, SPORTSCASTER, and MUSICAL ENTERTAINER  
*Remarks:* HAVE EASY ACCESS TO 402,300 CENTRAL JERSEY LISTENERS WITH \$423,837,000 TO SPEND  
*References:* SEARS ROEBUCK, AMERICAN STORES, ROBERT HALL  
*In case of emergency, notify:* JIM VOGDES

NEW BRUNSWICK, N. J. **WCTC** CHarter 7-1450

### NEW JERSEY

#### NEWTON (Sussex Co.)

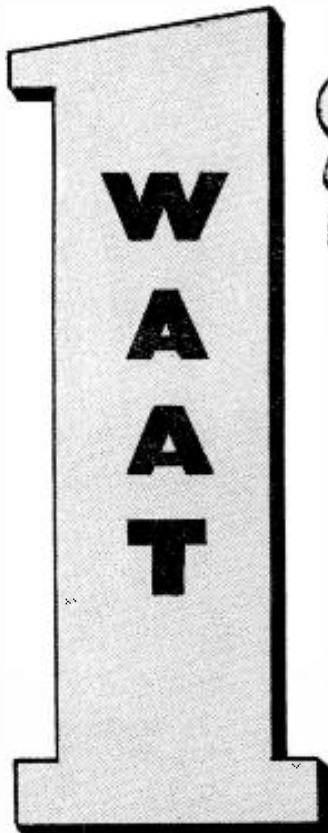
WNNJ 1953	1380 500-D	Sussex County Bcstrs. Box 23 Newton 1616	Thurston Holmes, gm George Coghlan, cm Robert Hamilton, pd, nd	John Bennett, pmm, sd William Fairclough, ce	John W. Dorney, fd Naomi Wolfe, wd
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#### PATERSON (Passaic Co.)

WPAT 1941	930 5000 DA-2	No. J. Bcstg. Co. 66 Hamilton St. Armory 4-3400	D. J. Wright, evp, gm Charles W. Parker, bus. m	Charles Scully, opers. d Earl Lucas, ce
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#### PLEASANTVILLE (Atlantic Co.)

WOND 1950	1400 250	Pioneer Bcstrs, Inc. Old Turnpike Atlantic City 2-4171	Charles E. Rupp, p John G. Struckell, gm, pd Larry R. Carle, pmm	Milton C. Thurlow Jr., ce George Anthony, nd Ned French, fd	Thomas J. McCarthy, sd Peggy Jayne Lucca, wd
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**ST**

### ... STATION IN NEW JERSEY

covering 82% of the state  
plus a big bonus in New York.

### ... WITH AUDIENCES

according to Pulse.

### ... WITH ADVERTISERS

and 8 out of 10 are retail

### ... WITH BUSINESS

which has been firm for the last five years  
and is now better than ever.

**WAAT**

1020 BROAD STREET

**970 ON THE DIAL**

**NEWARK, N. J.**

# NEW JERSEY

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations 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.
<b>TRENTON</b> (Mercer Co.)						
WBUD 1947	1260 5000-D 1000-N DA-2	Morrisville Bcstg. Co. Ewingville Rd. Export 4-7191	United	Richard Hardin, p, gm, cm A. W. Eastburn, pd	W. A. Brewer, ce Bus Sardt, sd	Nan Rednor, wd
WTNJ 1923	1300 250-D	WOAX, Inc. 418 Bellevue Ave. Export 3-4281	Webb	William DeFreitas, p William G. Long, gm	Albert Leibert, pd Nicholas Delassandro, ce	Jack Wellington, nd John Black, sd
WTOA (FM) 1949	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. Owen 5-8541		Jerome P. McCarthy, gm	Don Clifton, sd	Paul Fireman, ce
WTTM 1942	920 1.000 DA-1	Peoples Bcstg. Corp. 541 E. State St. Owen 5-8515	NBC Forjoe	Murray D. Lincoln, p Herbert E. Evans, vp Fred L. Bernstein, gm	Wes Hopkins, pd Fred Walker, pmm Chester Sunderland, exec. eng.	Arnold Snyder, nd Fulton Arnold, sd Bea Kirby, wd
<b>VINELAND</b> (Cumberland Co.)						
WWBZ 1946	1360 1.000 DA-N	Community Bcstg. Service Inc. 633 Wood St. Vineland 7-1360	Gill-Perna	Joseph M. Bullock, p Fred M. Wood, gm, pmm & fd	John Serra, cm Dorothy H. Carlson, pd, wd	Saul Altzman, ce Ray Waite, sd
<b>WILDWOOD</b> (Cape May Co.)						
WCMB 1951	1230 100	Francis J. Matrangola 3010 New Jersey Ave. 2-7751		Francis J. Matrangola, p, gm Edward W. Brown, cm George Hart, pd	Carlton S. Owen, ce Charles V. Mathis, nd	Nick Virgilio, sd Margret Murphy, wd
<b>ZAREPATH</b> (Somerset Co.)						
*WAWZ 1931	1360 5.000 DA-2 ST-WBNX	Pillar of Fire Inc. Alma White College Elliott 6-0102		Arthur K. White, p, gm	Donald J. Wolfram, pd	Nathaniel L. Wilson, ce
*WAWZ-FM 1954	Ch. 256 (B) 99.1mc 4.8kw					

# NEW MEXICO

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Bernalillo	145,673	43,750	\$196,800	\$40,660	\$5,875	52,189	Otero	14,909	3,670	10,649	2,954	417	4,674
Catron	3,533	650	1,298	514		483	Quay	13,971	3,860	18,760	3,884	810	3,890
Chaves	40,805	11,830	55,110	10,271	1,760	13,854	Rio Arriba	24,997	4,210	9,130	2,642	309	2,782
Colfax	18,761	3,830	15,527	2,945	440	3,101	Roosevelt	16,409	4,640	16,881	3,581	686	4,141
Curry	23,351	7,360	34,344	5,859	979	7,834	Sandoval	12,438	1,550	2,661	800	81	1,332
De Baca	3,464	910	4,490	699	182	864	San Juan	18,292	2,840	11,196	1,661	263	6,896
Dona Ana	39,557	9,250	33,681	7,441	823	11,025	San Miguel	26,512	4,610	15,081	3,872	531	3,558
Eddy	40,641	12,280	51,749	11,934	2,090	14,360	Santa Fe	38,153	9,230	41,728	7,381	1,781	15,155
Grant	21,649	5,460	20,389	4,463	568	5,410	Sierra	7,186	2,240	7,681	1,682	384	1,982
Guadalupe	6,772	1,180	4,705	1,417	191	1,111	Socorro	9,670	2,020	4,811	1,005	223	1,687
Harding	3,013	480	1,900	183	52	794	Taos	17,146	2,320	6,811	2,292	249	1,952
Hidalgo	5,095	1,150	5,776	880	86	1,325	Torrance	8,012	1,530	4,310	761	141	1,433
Lea	30,717	9,660	51,850	9,499	1,273	16,794	Union	7,372	1,850	7,854	1,469	164	1,763
Lincoln	7,409	1,540	5,331	1,191	172	1,964	Valencia	22,481	4,390	13,643	3,265	554	4,150
Los Alamos	10,478	3,470	6,442	2,932	963	3,565							
Luna	8,753	2,210	9,097	2,241	243	2,577							
McKinley	27,451	3,550	21,546	3,563	290	3,790							
Mora	8,720	1,280	2,012	508	88	670							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

### ALAMAGORDO (Otero Co.)

KALG 1950	1230 250	William Wayne Phelps Box 268 211	MBS, KBS, Inter- mountain	William Wayne Phelps, p	Bob Hoffman, sm, cm, pd, pmm Bill Shimer, ce
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Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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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THE NEWSWEEKLY OF RADIO AND TELEVISION

**BROADCASTING • TELECASTING**

ANNUAL SUBSCRIPTION PRICE IS \$7.00

WITH YEARBOOKS \$11.00.

**ALBUQUERQUE**  
(Bernillo Co.)

KABQ 1947	1340 250	KABQ Bcstg. Co. P. O. Box 1386 317 North Broadway 3-1744	MBS, Inter- mountain O'Connell	Helen A. Price, p Bert Arnold, vp, gm Andy Anderson, cm	Lowell Christison, pd, pmm, nd John Morrison, ce	Gene Osborn, sd
KDEF 1953	1280 1000-D	KDEF Bcstg. Co. 508 2nd St. NW 37813	McGillivra	Frank Quinn, p, gm Wayne Griffin, pd	Don White, ce Ben Caine, nd	Bill Previtti, sd Jane Hart, wd
KGGM 1926	610 5000- DA-N	New Mexico Bcstg. Co. 1414 Coal Ave. West 34543	CBS Weed	A. R. Hebenstreit, p, gm George Morgan, cm Bob Vandriel, pd	Leonard Dodds, ce Dick Colman, nd	Larry Edwards, sd Vergie Abeyta, wd
KHFM(FM) (CP)	Ch. 242 (B) 96.3mc 1.4kw	CHE Bcstg. Co.				
KOAT 1946	860 1000-D 500-N DA-N	Sunshine Bcstg. Co. 2000 Indian School Rd. 7-8848	ABC Hollingbery	Wm. Wayne Phelps, p Robert Watson, sm & pd	Richard Gregory, cm Donald Delaney, ce William H. Carman, sup. e	Phil Eakins, sd Virginia Sears, wd.
KOB 1921 KOB-TV	770 50,000-D 25,000-N	Albuquerque Bcstg. Co. 1430 Coal Ave., S.W. 3-4411	NBC Branham	Wayne Coy, p, gm Rolf S. Nielsen, cm Michael Dillon, pd	Dallas Wyant, pmm George S. Johnson, ce Tom Doyle, nd	Cecil Herrell, fd Frank Joyce, sd

**ARTESIA**  
(Eddy Co.)

KSVP 1946	990 1000-D 250-N	Artesia Bcstg. Co. 1450 South Roselawn Box 38 650	MBS, KBS, Inter- mountain Keystone	Martin Yates III, p David M. Button, gm, pd, pmm	Thomas Howard, cm L. O. Wilcox, ce Dave Muhlstein, nd	Jim Heald, fd Bill Key, sd Kay Erskine, wd
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**CARLSBAD**  
(Eddy Co.)

KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 601 North Canal St. 5-4101	CBS Southwest Branham	Val Lawrence, p Norman R. Loose, gm Richard E. Doyle, cm	Al Fitzcathley, pd Harland Nifong, ce	Robert Fuller, nd Robert Barnett, sd
KPBM 1950	740 1000-D	Coronado Bcstg. Co. 313 West Mermod 5-5373	McGillivra	Darrell A. Swayze, p, gm, cm	Martin Murray, pd, nd Vic Daley, ce	Bill West, sd

**CLAYTON**  
(Union Co.)

KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. Corp. Fair Grounds Box 7 616	Best	Arthur M. Jernigan, p Franklin E. Vale, gm, cm nd, fd, sd	Henry O. Pruet, pd	Robert D. Waters, ce
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**CLOVIS**  
(Curry Co.)

KCLV 1952	1240 250	New-Tex Bcstg. Box 688 4401	Pearson	Odis L. Echols, p, cm Odis L. Echols Jr., gm, pd Albert Houpe, pmm	Clayton Fuchs, ce William A. Prime, nd, fd & sd	Rosina Prime, wd
KICA 1933	980 1000 DA-N	Hugh DeWitt Landis 520 Pile 5511	MBS, Inter- mountain Holman	Hugh DeWitt Landis, p, gm, pd	Harold R. Cook, cm M. S. O'Dell Jr., ce	Lou Pyka, nd Boe Cook, sd

**DEMING**  
(Luna Co.)

KOTS 1954	1230 250-D	Luna County Bcstg. Co. P. O. Box 470 999	KBS	Robert W. Tobey, ptrn, gm Edwin E. Merriman, ptrn. Hugh S. Thomas, ptrn.	Frank Goss, cm Larry Chisholm, pd, ce	Raul Armendariz, pmm Robert L. Moore, nd, sd
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**FARMINGTON**  
(San Juan Co.)

KVBC 1951	1240 250	Valley Bcstg. Co. 413½ W. Main St. Davis 5-3541	.....	Marvin Bowles, p C. O. Kendrick, gm	James Montgomery, cm Gene Pearsall, pd	M. E. Bowles, ce Bob Ballard, sd
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**GALLUP**  
(McKinley Co.)

KGAK 1945	1230 250	Thunderbird Bcstg. Co. P. O. Box 1150 1300	McGillivra	Merle H. Tucker, p, gm Robert E. Adamson, cm Stewart Chamberlain, pd	Jack M. Hall, pmm Robert E. Adamson, ce Richard Dickson, nd	Harvey L. Morris, sd Mida Tucker, wd
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**HOBBS**  
(Lea Co.)

KHOB 1954	1280 1000-D	Lea Co. Bcstg. Co. P. O. Box 1596 3-5149	Melville	Lloyd Hawkins, o & gm	Jack Crandall, slm	
KWEW 1938	1490 250	KWEW, Inc. 116 E. Dunnam 3-3137	MBS, KBS, Southwest Branham	Theresa P. Whitmore, p Harry McAdams, gm Phil McGee, cm	Dortha Montgomery, pd Bill Walls, pmm Roy Evans, ce	Layne Hungerford, nd Claude Fewell, sd Mandy Blackhurst, wd

**LAS CRUCES**  
(Dona Ana Co.)

KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 N. Main St. Jackson 6-2496	MBS, KBS Inter- mountain	Mark B. Thompson, p Richard J. Gregory Jr., gm Ben O. Norgress, cm	Donald W. Husted, pd, sd Jack Diehl, ce	Cecil Harrell, fd Mary Jane Gregory, wd
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**LAS VEGAS**  
(San Miguel Co.)

KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS Best	E. N. Thwaites, p, gm, cm	Dorothy G. Thwaites, pd, wd	A. F. Schultz, ce
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**LOS ALAMOS**  
(Los Alamos Co.)

KRSN 1949	1480 250	Sunshine Bcstg. Co. Community Center 2-4422	ABC Hollingbery	Wm. Wayne Phelps, p A. M. Cadwell, gm	Robert Y. Porton, cm & pmm, sd	William Spack, Jr., pd & nd John L. Lockhart, ce Kay Richardson, wd
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**LOVINGTON**  
(Lea Co.)

KLEA 1953	630 500-D	Prosperity Land Bcstg. Co. P. O. Drawer 865 6-2211 or 8911	Melville	David R. Worley, o, gm James Littlejohn, sm	Hoyt Caldwell, cm, pmm	Bobby Stone, pd Francis Clements, ce
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**PORTALES**  
(Roosevelt Co.)

KENM 1949	1450 250	Plains Bcstg. Co. Inc. P. O. Box 477 600	KBS	John Burroughs, co-o, p L. Randolph, co-o, gm & cm Bill Mathers, pd & sd	Rollie Simmons Jr., ce Carroll Jackson, nd	Betty Bailey, wd Roy Simmons, fd
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# NEW MEXICO

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations 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.
<b>RATON</b> (Colfax Co.)					
KRTN 1946	1490 250	Southwest Bcstrs. Inc. P. O. Box 767 875	MBS	Ernest N. Thwaites, o. p. gm Dorothy G. Thwaites, sm, cm, pmm	Charles A. Williams, pd A. F. Schultz, ce  James T. Roper, nd, sd Evelyn Shuler, wd
<b>ROSWELL</b> (Chaves Co.)					
KBIM 1953	910 5000-D	Taylor Bcstg. Co., Inc. 512 West Second St. 4848	KBS Clark	W. C. Taylor, p, gm Woodie Groves, cm, pmm Hank Harral, pd	Vernon Hughes, ce John Davis, nd Tony Redmon, fd  Bill Wente, sd Mrs. Jean Groves, wd
KGFL 1927	1400 250	KGFL Inc. Box 1019 2000	MBS, Southwest, Inter- mountain Branham	Mrs. W. E. Whitmore, p G. F. Jud Roberts, gm, cm, sd	Almarie Oldfield, pd E. C. Rader, ce Charles Wells, nd  G. N. Venrick, fd Beverly Brigham, wd
KSWS 1947 KSWS-TV	1230 250	John A. Barnett 1722 W. Second 3737	NBC Meeker, Melville	John A. Barnett, o J. C. Porter, gm	Paul B. McEvoy, cm Hohn Anderson, pd  Ray Summersgill, ce
<b>SANTA FE</b> (Santa Fe Co.)					
KTRC 1946	1400 250	J. Gibbs and Bayne A. Spring 210 East Marcy Street 3-6685	ABC McGillvra	J. Gibbs Spring, p, gm, pmm, cm Bayne A. Spring, pd	Lloyd Storr, ce Fabian Chavez, Jr., nd  Al Ortiz, Jr., sd Bobbie Curtis, wd
KVSF 1935	1260 1000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, gm, nd, sd	Bobby Berg, pd Joe Campbell, pmm  E. J. Vanderwood, ce Calla Hay, wd
<b>SILVER CITY</b> (Grant Co.)					
KSIL 1946	1340 250	James H. Duncan 1640 Cactus St. 611, 612	CBS, Southwest Branham	James H. Duncan, o, gm, pd	Earl McCall, ce G. Gust Boyd, sd  Priscilla C. Duncan, wd
<b>TRUTH OR CONSEQUENCES</b> (Sierra Co.)					
KCHS 1946	1400 250	Rex A. Tynes P. O. Box 351	KBS	Rex A. Tynes, o	Richard Bonner, pd  Dell Sanders, ce
<b>TUCUMCARI</b> (Quay Co.)					
KTNM 1941	1400 250	Quay County Bcstg. Co. Box 668 100	MBS Melville	Lloyd Hawkins, co-owner, gm R. S. Fox, sm	Howard Maudlin, cm, ce, sd Kathryn Stephenson, pd R. S. Fox, pmm, fd  Mrs. Millard Murphey, nd, wd

# NEW YORK

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Albany	239,386	75,900	\$385,628	\$ 81,432	\$5,555	72,415	Onondaga	341,719	103,060	432,072	107,493	10,544	104,505
Alegany	43,784	17,750	39,574	10,534	984	13,413	Ontario	60,172	17,300	70,481	16,622	1,241	19,347
Brock	1,451,277	4,428,830	1,176,513	480,439	28,583	58,254	Orange	152,255	44,840	200,416	52,407	4,521	48,157
Broome	184,698	55,750	219,989	52,674	5,324	55,483	Orleans	29,832	9,270	33,091	8,673	654	9,790
Cattaraugus	77,901	23,080	89,254	21,900	2,205	22,952	Oswego	77,181	22,710	75,765	20,934	1,959	22,078
Cayuga	70,136	20,680	78,038	18,427	1,465	20,693	Otsego	50,763	15,750	61,779	15,334	1,308	15,959
Chautauqua	135,189	43,360	174,401	43,928	3,459	41,356	Putnam	20,307	6,330	29,904	8,663	567	10,610
Chemung	86,827	27,300	119,241	26,273	2,173	25,885	Queens	1,550,849	498,480	1,621,880	594,385	36,210	347,344
Chemango	39,138	11,810	39,596	9,829	538	12,371	Rensselaer	132,607	40,170	146,729	38,454	2,724	34,734
Clinton	53,662	13,190	21,820	12,607	960	13,237	Richmond	191,555	54,000	171,881	66,736	4,341	66,736
Columbia	43,182	13,330	42,781	12,053	836	14,007	Rockland	89,276	23,200	80,803	26,823	1,999	28,983
Cortland	37,158	11,150	48,074	10,498	574	11,480	St. Lawrence	98,897	26,240	99,783	27,036	2,304	25,779
Delaware	44,420	13,120	53,201	10,710	1,004	13,635	Saratoga	74,869	22,760	78,099	21,253	1,717	21,719
Dutchess	136,781	36,340	192,192	61,803	4,103	41,893	Schenectady	142,497	46,580	187,203	46,142	4,225	49,028
Erie	889,238	267,600	1,207,950	303,238	30,132	265,508	Schoharie	22,703	6,760	26,609	5,994	372	7,372
Essex	35,086	9,900	28,429	8,686	1,061	9,744	Schuyler	14,182	4,330	15,803	3,332	291	4,618
Franklin	44,830	12,200	53,608	13,581	1,025	11,673	Seneca	29,253	7,710	24,569	6,433	604	9,633
Fulton	51,021	16,790	58,171	16,517	1,179	15,313	Steuben	91,439	26,910	97,834	25,074	2,111	26,386
Genesee	47,584	13,970	57,290	12,247	1,071	15,555	Suffolk	276,129	79,170	332,311	96,122	7,250	131,887
Greene	28,745	8,740	39,097	10,144	730	9,992	Sullivan	40,731	12,600	79,590	24,239	2,124	16,105
Hamilton	4,105	1,240	4,154	1,850	83	1,490	Tioga	30,166	9,260	31,391	8,126	501	9,099
Herkimer	61,407	18,660	64,707	18,567	1,245	18,152	Tompkins	59,122	16,840	66,927	15,966	1,351	17,201
Jefferson	85,521	25,850	106,701	23,665	2,635	24,740	Ulster	92,621	28,760	114,442	33,846	2,127	31,089
Kings	2,738,175	821,540	2,496,526	890,134	60,063	606,863	Warren	39,205	11,720	68,913	15,596	1,514	12,159
Lewis	22,521	6,110	21,375	5,165	282	6,526	Washington	47,144	13,290	40,836	12,696	1,147	13,223
Livingston	40,257	10,860	39,565	9,432	778	12,419	Wayne	57,323	17,520	61,824	13,676	1,226	20,055
Madison	46,214	13,660	54,783	12,982	1,379	14,723	Westchester	625,816	185,720	936,888	283,248	22,487	213,590
Monroe	487,632	151,760	659,341	159,848	18,725	150,901	Wyoming	32,822	9,350	34,293	7,051	630	9,734
Montgomery	59,594	18,500	73,948	18,995	1,408	16,880	Yates	17,615	5,540	26,749	9,879	446	5,898
Nassau	672,765	216,380	1,003,764	287,780	19,301	315,804							
New York	1,980,101	639,160	4,390,729	679,051	108,976	1,214,864							
Niagara	139,992	57,660	226,256	56,553	5,374	61,118							
Oneida	222,855	65,010	263,088	67,830	5,215	63,267							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

Data corrected to Dec. 15, 1954. 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—D—Directional Antenna, day only. 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.





# SMALL BUDGET ADVERTISERS

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### ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .

**\$100 A WEEK!**



. . . you'll be surprised what \$100 a week will buy!

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**50,000 WATTS**  
AVERY-KNODEL, INC.  
National Representatives

# WKBW

**BUFFALO'S MOST POWERFUL STATION**

**BASIC ABC**  
CLINTON H. CHURCHILL  
Founder, President  
and General Manager

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. pmm; Prom. Mgr. pdm; Prod. Mgr. pdm;
<b>ALBANY</b> (Albany Co.)						
	WABY 1932	1400 250	Eastern NY Bcstg. Corp. 80 Braintree St. 2-3353 (See Schenectady listing)	Rambeau	David Kyle, p Edward L. Trudeau, gm	Alix Blake, cm, pmm Toni Brady, pd, wd Tom McDermott, ce Bill Pope, nd, sd
	WGWO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	James T. Healey, p & gm Eugene J. Fitzpatrick, cm Frank G. Fanny, pd	Paul Dennis, pmm Stanley J. Pawlic, ce John Lawrence, sd Clark D. Race, nd John Bridgewater, fd Mona Smith, wd
	WPTR 1948	1540 50,000 DA-1	Patroon Bcstg. Co. Inc. P. O. Box 1548 Albany 5-3345	MBS Weed	J. Myer Schine, p Leo Rosen, gm & cm George Millis, pd & sd	Harry Appel, fd Bob Snyder, pmm Russell David, ce Harold Robator, nd Elaine Drooz, wd
	WROW 1947	580 5,000-D DA-2	Hudson Valley Bcstg. Co. Box 4100	ABC Boiling	Dr. John J. Quinlan, p Thomas S. Murphy, gm	Harry L. Goldman, sm Harry V. Barker, sim
<b>AMSTERDAM</b> (Montgomery Co.)						
	WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. Victor 3-2500	.....	Alphonse DiMezza, p Walter T. Gaines, pd & gm Ty Tyson, cm George Gaines, pd Al Dan Gaines, pmm	Barry Frank, ce Jake Siusarz, ce Donald Decker, nd Gilbert Roucco, nd Louis DiMaggio, fd Phil Spencer, sd Pete Sacalles, sd Fran Hicks, wd Evelyn Bavin, wd
<b>AUBURN</b> (Cayuga Co.)						
	WMBO 1928	1340 250	WMBO, Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keesee, gm	Robert B. Morgan, pd Herbert House, ce
	WMBO-FM 1949	Ch. 241 (B) 96.1mc 18kw				
<b>BATAVIA</b> (Genesee Co.)						
	WBTA 1941	1490 250	Batavia Bcstg. Corp. 218 E. Main St. 715	MBS	Edmund R. Gamble, p, gm Charles L. Snow, cm James Fagan, pd, pmm	Fred Callendar, ce Jim Gerrety, nd, sd Emil Apenes, fd Myrna Ritz, wd
<b>BAY SHORE</b> (Suffolk Co.)						
	WRBS (FM) (CP)	Ch. 290 (B) 105.9mc 20kw	Great South Bay Bcstg. Co. Box 13 Brookside Plaza, on Freeman Ave. Islip, Long Island Islip 3-8438	.....	George E. Klein Jr., p & gm, pd	Paul E. Seidel, ce Allan Smith, nd Wilhelmina Klein, rec. librarian
<b>BINGHAMTON</b> (Broome Co.)						
	WENE 1947	1430 5,000 DA-1	Ottaway Stations, Inc. 905 E. Main St. 5-3351	ABC Radio- TV Rep.	James H. Ottaway, p F. H. Brinkley, mg, d Stephen W. Ryder, gm	Norman F. Flynn, sim & pmm Len Hathaway, pd & sd Sheldon W. Weyland, ce Harold Hancock, nd & fd Dottie B. Robinson, wd
	WINR 1946	680 1000-D DA-2	Southern Tier Radio Service, Inc. Court House Square 4-4318	NBC Hollingbery	Donald W. Kramer, p George J. O'Connor, gm H. R. Nicholson, cm, sim	Charles Bishara, pd, pmm Adebert Kelley, ce Jan Costley, nd Robert Cullings, sd
	WKOP 1947	1360 5,000-D DA-2	The Binghamton Bcstrs., Inc. 34 Chenango St. 2-3437	MBS Headley- Reed	Andrew Jarema, p, gm Wally Buman, cm	Charles Hallinan, ce Frank Doian, nd
	WKOP-FM 1954	Ch. 237 (A) 95.3mc 0.42kw				
	WNBF 1927	1290 5,000 DA-N	Clark Assoc. Inc. Wall & Henry Sts. P. O. Box 48 3-7311	CBS Rural Radio Net. Boiling	George R. Dunham, gm Stanley N. Heslop, sim	Edward M. Scala, pd John L. Turner, pmm L. H. Stantz, ce
<b>BOONVILLE</b> (Onelida Co.)						
	WBRV (CP)	900 500-D	Black River Radio, Inc. c/o Livingston Lensing R.D. 3			
<b>BROOKLYN</b> (Kings Co.)						
	*WBBR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society Inc. 124 Columbia Hgts. MAIN 5-1240	.....	N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd & nd R. H. Lefter, ce C. Ulrich, fd Verda Hauenstein, wd
<b>BUFFALO</b> (Erie Co.)						
	WBEN 1930	930 5,000 DA-N	WBEN, Inc. MOhawk 0930	CBS Christal	Edward H. Butler, p Alfred H. Kirchofer, vp C. Robert Thompson, gm Frank W. Kelly, sm	Chester Daly, sim Sally Work, wd Carl Erickson, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce Richard Burke, nd Alden L. Fox, fd Ralph Hubbell, sd
	WBEN-FM 1946	Ch. 293 (B) 106.5mc 52kw				
	WBNY 1935	1400 250	Roy L. Albertson, Inc. 485 Main St. MOhawk 1400		Roy L. Albertson, p Michael L. Merla, gm Roy L. Albertson Jr., vp, cm	Henry C. Brach, pd Thomas L. Vines, ce William Miles, nd Gene Korzelius, sd Elaine Ziebarth, wd
	WBNY-FM 1948	Ch. 225 (B) 92.9mc 48kw				
	WEER 1924	970 5,000 DA-1	WEER, Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Connors, III, p William Doerr, gm Carl G. Kirchofer, cm	William A. Schweitzer, pd & pmm Frank B. Ridgeway, ce Gene Barry, nd Charley Bailey, sd Dorothy Shank, wd
	WGR 1922	550 5,000-DA-N	WGR Corp. Hotel Lafayette Washington 3100	NBC Free & Peters Radio & TV Sales	George F. Goodyear, p J. J. Bernard, gm	Nat L. Cohen, sm Anthony C. Rocco, sim K. B. Hoffman, ce Phillip H. Curtis, pmm
	WGR-TV	5000 DA-N	WGR Corp.			
	WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main St. GRant 5101	ABC Rural Avery-Knodel	Clinton H. Churchill, p & gm Alfred E. Ancombe, sm Frank Ward, pd	Stan Barron, sd Kay B. Cooke, wd D. Ireland, pub. ser. d Leroy Fiedler, ce Hugh Shannon, nd Wally Wagener, fd

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**W**HEREVER YOU **G**O THERE'S **R**ADIO

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the Nation's 14<sup>th</sup>  
Largest Market*

**Your 1<sup>st</sup> Buy is . . .**

**WGR**

**Buffalo's 1<sup>st</sup> Radio Station**

**BASIC NBC AFFILIATE**

**5,000 WATTS**

*Representatives:* **FREE and PETERS**

**W**HEREVER YOU **G**O THERE'S **R**ADIO

# NEW YORK

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; 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 Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>BUFFALO (Cont.)</b>						
WWOL 1947	1120 1000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forje	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, cm & pmm	Fred Klestine, pd & nd Walter Williams Jr. ce	Guy King, sd Trudy Peoples, wd
WWOL-FM 1948	Ch. 281 (B) 104.1mc 0.75kw					
WXRA 1948	1080 1,000-D	Western New York Bcstg. Co. 1515 Niagara Falls Blvd. Amherst 1180	Rambeau	Edwin R. Sanders, ptrn. Thaddeus Pedbielniak, ptrn., & gm, cm	James J. Frieling, pd Bradley D. Steiger, pmm Roger W. Fleming, ce	Jack McLean, nd Charles C. Burr, sd
WXRC(FM) 1949	Ch. 277 (B) 103.3mc 4.6kw					
<b>CHEEKTOWAGA (Erie Co.)</b>						
WNIA (CP)	1230 250	Niagara Bcstg. System c/o Gordon P. Brown WSAY Rochester, N. Y. Monroe 7710 (Rochester)		Gordon P. Brown, p, gm & ce		
<b>CHERRY VALLEY (Otsego Co.)</b>						
WRR(FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Northeast Radio Corp. 306 E. State St. Ithaca, N. Y. Ithaca 4-6357	Rural Avery- Knodel	C. L. Dickinson, p Donald K. deNeuf, gm	H. Stilwell Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce
<b>CORNING (Steuben Co.)</b>						
WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Adv. Inc. Caton Rd. 8-7000	McGillvra	Paul L. Carpenter, p, gm & cm Richard Buzzard, pd	M. F. Johnston, pmm & sd Thomas Shafer, ce Gerry Wells, nd	Howard Green, fd Joan Shappee, wd
WCLI 1949	1450 250	Radio Corning, Inc. 99 West First St. 6-5421	ABC Meeker	Gordon M. Jenkins, p, gm & cm George P. Droelle, Jr., sec.- treas. sm & pd, sd	Frank P. Costello, slm Joan M. Purcell, wd Richard Tobias, nd	Frank Saia, ce Bob Shaddock, fd
WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw					
<b>CORTLAND (Cortland Co.)</b>						
WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland, Inc. Schines State Theatre Bldg. Skyline 6-2826	Gill- Perna	Leighton A. Hope, p William L. Thompson, gm, cm, pd, pmm	William Barron, ce Art Wall, nd	Jack O'Ranch, fd & wd Wes Adams, sd
WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw					
<b>DE RUYTER (Madison Co.)</b>						
WRR(FM) 1948	Ch. 286 (B) 105.1mc 5.3kw	Northeast Radio Corp. 306 E. State Ithaca, N. Y. 4-6357	Rural Avery- Knodel	C. L. Dickinson, p D. K. deNeuf, gm	H. S. Brown, cm M. N. Knapp, pd	T. R. Humphrey, ce
<b>DUNKIRK (Chautauqua Co.)</b>						
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p & gm B. F. Goodrich, cm	Van Miller, pd, sd James Grace, ce	Ted Gunther, fd
<b>ELMIRA (Chemung Co.)</b>						
WELM 1947	1400 250	Radio Elmira, Inc. 222 E. Market St. 3-5626	ABC, CBS, Rural Meeker	John S. Riggs, p Keith W. Horton, vp, slm Ruth E. Dibble, pd	Arthur French, ce Monroe Benton, nd	William Griffiths, sd Ethel Parker, wd
WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS, NBC Everett- McKinney	Dale Taylor, gm Bill Pope, cm Ted Hodge, pd	Ellis Erdman, pmm, sd Thurlow A. Greene, ce	Charles Hobart, nd Edna Bartlett, wd
<b>ENDICOTT (Broome Co.)</b>						
WENE 1947		(See Binghamton listing)				
<b>FREEPORT (Nassau Co.)</b>						
WGGB 1924	1240 100	Long Island First Inc. 44 So. Grove St. 9-1400		M. C. Evans, cm, sd A. Cheesman, pd	Herbert Clock, pmm	John Frogge, nd
<b>FULTON (Oswego Co.)</b>						
WOSC 1949	1300 1,000-D	Cassill Radio Corp. 167 Water St. Oswego, N. Y. 3088	KBS	Richard C. Mitchell, p Jack Burgess, gm, cm	Edward Reich, pd	Robert Blair, ce
<b>GENEVA (Ontario Co.)</b>						
WGVA 1947	1240 250	Star Bcstg. Co. Inc. 87 Seneca St. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp & gm Ernest F. Oliver, sm & cm	Alex Lamutis, pd, nd & fd Archie Fabretti, pmm	R. Carleton Greene, ce Wesley Kimble, sd
<b>GLENS FALLS (Warren Co.)</b>						
WWSC 1946	1450 250	Great Northern Radio, Inc. 13 Warren St. 2-6518	ABC Devney	Louis P. Brown, p Martin Karig, gm E. V. Wiley, cm	Carl Mattison, pd Wilson P. Foy, ce	Robert Middleton, nd Burton Steere, sd
<b>GLOVERSVILLE (Fulton Co.)</b>						
WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 West Fulton St. 4-7175	CBS Gill-Perna	George Bissell, p A. C. Lloyd, Jr., gm & cm Peter Dreyer, pd	Ruth M. Robertson, pmm Richard J. Stewart, ce Neal Edgar, nd	Lanny Cane, sd Jean Williams, wd

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**HEMPSTEAD**

(Nassau Co.)

WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. Ivanhoe 1-8000	Rambeau	Paul Godofsky, p & gm Joseph A. Lenn, cm Jerry Carr, pd & nd	George Ball, pmm Frank E. Knaack, ce Howard Campbell, fd	George Ball, sd M. N. Godofsky, wd
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw					

**HORNELL**

(Steuben Co.)

WLEA 1951	1480 1,000-D	Hornell Brewing Co. 97 Main St. 1420	MBS, KBS Gill-Perna	Charles D. Henderson, p & gm G. W. Stidstone, sm	Don Jones, pd Frederick Witter, ce	Lloyd Austin, fd
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	Empire McGillivra	Olive Buisch, p Louis Buisch, gm Sheffield Davis, cm	Eddie Spoo, pd Howard Huff, ce Donald J. Curran, sm	Ed Murphy, nd & sd Ira Blixt, fd Marion Gale, wd
WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw					

**HUDSON**

(Columbia Co.)

WHUC 1947	1230 250	Colgren Bcstg. Co. Box 604 8-3341	Hudson Valley Group Kettell-Carter McGillivra	John F. Kearney, ptrn, & gm Robert P. Strakos, ptrn, & cm James P. Cranna, pd	Jennie W. Weaver, pmm & wd Charles Weiler, ce	John O'Shea, nd Harry Brown, fd Lou Pierro, sd
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**HUNTINGTON**

(Suffolk Co.)

WGSM 1954	740 1,000-D	Huntington Montauk Bcstg. Co. Inc. 379 New York Ave. 4-6740	..... Keller	Edward J. Fitzgerald, o, gm & cm Byron T. Sammis, p	Marjorie Anning, pd Stanley Smith, pmm William W. Naramore, ce	Wm. Goddard, nd David Rosehill, fd & sd Ruth Rodgers, wd
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**ITHACA**

(Tompkins Co.)

WHCU 1940	870 1,000-D	Cornell University Saving Bank Bldg. 4-6301	CBS	Michael R. Hanna, gm Horace M. Brockway, cm Joseph A. Short, pd	Sam Woodside, pmm, nd & sd Herbert P. Michels, ce	L. W. Kaiser, fd Gertrude Grover, wd
WHCU-TV 1947	L-WWL Ch. 247 (B) 97.3mc 40kw					
WRRR(FM) 1953	Ch. 279 (B) 103.7mc 5.6kw	Northeast Radio Corp. 306 E. State St. 4-6357	Rural Avery- Knodel	C. L. Dickinson, p Donald K. deNeuf, gm	H. Stihwell Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce

**JAMESTOWN**

(Chautauqua Co.)

WJOC 1948	1340 250	Air Waves, Inc. 415 West Fourth St. 5-108	MBS, KBS Rambeau	Harold P. Kane, p, gm & cm William Winn, pd	T. Granham Maxwell, pmm Burton O. Waterman, ce	Beverly Benson, wd
WJTN 1924	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC, Rural, Venard, Rintoul, McConnell	Jay E. Mason, p Simon Goldman, gm J. Carl Williams, cm George Piceger, pd	Christine O'Polka, pmm Harold Kratzert, ce Jess Price, nd	Doc Webster, fd Max Robinson, sd Connie Samuelson, wd
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.5kw					

**JOHNSTOWN**

(Fulton Co.)

WENT 1944 (See Gloversville, N. Y. listing)

**KENMORE**

(Erie Co.)

WXRA 1948 (See Buffalo listing)

**KINGSTON**

(Ulster Co.)

WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Feebles, gm & cm Ernest Ward, pd	Richard McCarthy, pmm & sd Carl Egolf, ce	Robert Browning, nd Dorothy Narel, wd
WKNY-TV						

**LIBERTY**

(Sullivan Co.)

WVOS 1947	1240 250	Sullivan County Bcstg. System 1680	.....	S. D. Lubin, p, gm	H. G. Borwick, cm	B. Gessner, ce
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**LITTLE FALLS**

(Herkimer Co.)

WLFH 1952	1230 250	Rock City Bcstrs. Cor. Albany & 2nd St. 296	MBS McGillivra	Arthur Feldman, co-o Robert Feldman, co-o Frank Camarata, cm	Theresa Bilek, pd, pmm Arthur Clark, ce	Lee Scott, nd & sd Dan Tucker, fd
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**LOCKPORT**

(Niagara Co.)

WUSJ 1949	1340 250	Union-Sun & Journal, Inc. 3-5944	Gill- Perna	William J. Kemble, gm Joseph A. Pinna, cm Tony Allen, pd & nd	Richard Wetherbee, ce Jack Murphy, fd	Thomas Hutchinson, sd Constance Witte, wd
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**MALONE**

(Franklin Co.)

WICY 1946	1490 250	North Country Bcstg. Co. Inc. 65 Woodward St. WICY Bldg. 187	MBS	Mitchell C. Tackley, p & gm, pmm Alice M. Tackley, cm	Don Paye, pd Adolf Stromer, ce	John Flynn, nd & sd Pauline Smith, wd
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**MASSENA**

(St. Lawrence Co.)

WMSA 1945	1340 250	The Brookway Co. Arcade St. Watertown, N. Y. 27	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm Thomas R. McHugh, cm & sm	James H. Nash, pd & nd Robert A. Anderson, pmm Michael Tarkulich, ce	Dan Burgess, fd Gleen Gough, sd
WMSA-FM 1948	Ch. 287 (B) 105.3mc 13kw					

**MIDDLETOWN**

(Orange Co.)

WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119	.....	James M. Patt, p, gm & cm Jerry Wax, pd Fred Schoelkopf, ce	Albert Larson, nd Harold Shively, fd	Joe Ryan, sd Betty Siers, wd
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**MINEOLA**

(Nassau Co.)

WKBS 1947 (See Oyster Bay listing)



NEW YORK

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. pdm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>NEWBURGH</b> (Orange Co.)						
WGNV 1933	1220 1,000-D	Orange County Bcstg. Corp. 181 Broadway 4800	Kettell- Carter	George W. Bingham, p, gm Joseph W. Rake, cm	Richard Raskin, pd & sd Marvin S. Seimes, ce	William Forrest, nd
<b>NEW ROCHELLE</b> (Westchester Co.)						
WNRC 1950	1460 500-D	Radio New Rochelle, Inc. 411 Fifth Ave. 6-0800	.....	James A. Iodice, p & gm Paul V. Coughlin, cm & pd, nd	Nick Andrews, pmm Jerry Dale, sd & wd	
WNRC-FM 1953	Ch. 288 (A) 93.5mc 1kw					
<b>NEW YORK</b> (New York Co.)						
WABC 1921	770 50,000	American Bcstg. Para- mount Theatres Inc. 7 W. 86th St. Susquehanna 7-5000	ABC Petty	Robert E. Kintner, p (ABC) Michael Renault, act. gm & cm	Myrtle Tower, pd Eugene Accas, pmm	John Bourcier, ce Donald Coe, nd
WABC-TV						
WABC-FM 1948	Ch. 238 (B) 95.5mc 1.5kw					
WABF(FM) 1942	Ch. 258 (B) 99.5mc 18kw	Metropolitan Bcstg. & Tv, Inc. 654 Madison Ave. Temple 8-5400		Ira A. Hirschmann, p	Sherman Lawrence, gm & slm	
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 280 East 181st St. MElrose 5-0333	King	Amroy L. Haskell, p Wm. I. Moore, gm & cm	Edward Ervin, co-pd	Frank Johnson, co-pd
WCBS 1924	880 50,000	Columbia Bcst. System 485 Madison Ave. Plaza 1-2345	CBS CBS Radio Spot Sales	Frank Stanton, p (CBS) Carl Ward, gm Sam Slate, pd	Henry Untermeyer, slm Murray Gross, pmm	Davidson Vorhes, ce David Driscell, nd
WCBS-TV						
WCBS-FM 1941	Ch. 266 (B) 101.1mc 1.5kw					

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SPEAK MANY  
LANGUAGES...**

**...and WHOM  
SPEAKS THEIR  
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... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

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Foreign Language  
Radio Station  
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**ATLANTIC BROADCASTING COMPANY, INC.**  
136 WEST 52 ST.—NEW YORK 19, N. Y.—CIRCLE 6-3900

WEVD 1927	1330 5,000 DA-2 ST-WBRR, WHAZ	Debs Memorial Radio Fund Inc. 117-119 West 46th St. Plaza 7-0880	.....	Adolph Held, p Henry Greenfield, gm & cm	George Field, pd & pmm	Charles Brown, ce
WEVD-FM 1951	Ch. 250 (B) 97.9mc 20kw					
WGHF(FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF, Inc. 10 East 40th St. Lexington 2-4927	.....	W. G. H. Finch, p Gordon Myers, gm	Lloyd Jacquet, cm Delmar Nuetzman, pd	Veikko K. West, ce
WHOM 1930	1480 5,000 DA-2	Atlantic Bcstg. Co. Inc. 136 West 52nd St. Circle 6-3900	.....	Fortune Pope, p Charles Baltin, vp & cm	Ralph Costantino, pd R. A. Fornier, pmm	George Steiger, ce
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11kw					
WINS 1926	1010 50,000 DA-1	Gotham Bcstg. Corp. 28 West 44th St. BRYant 9-6000	.....	J. Elroy McCaw, co-o John Keating, co-o Robert Leder, gm	Robert Smith, pd Joe Besch, pmm Paul von Kunitz, ce	Peter Roberts, nd Les Keiter, sd
WLIB 1944	1190 1,000-D L-WOWO	New Bcstg. Co. 207 East 30th St. OREgon 9-2720	Forjoe	Morris S. Novik, p Harry Novik, gm George A. Bernstein, cm	George Goodman, nd Sara-Lou Harris, wd Nathan M. Rudich, pd	Mitchell Jablons, pmm & sd Gordon Greenfield, ce
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1657 Broadway Circle 6-2200	AM Radio Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm	Leon Goldstein, pd & nd Patricia Bolton, pmm	James McCafferty, ce Mrs. Helen S. Straus, Ed. d.
WMGM 1922	1050 50,000 DA-1	Loew's Inc. 711 Fifth Ave. Murray Hill 8-1000	Rambeau	Arthur M. Tolchin, dir. Frank Roehrenbeck, gm Samuel Faust, slm	Raymond Katz, pd Paul Fuelling, ce	Nat Asch, sd Jo Ranson, pub. d
WMGM-FM 1942	Ch. 262 (B) 100.3mc 18kw					
WNEW 1934	1130 50,000-D 10,000-N DA-N CP-50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. Plaza 3-3300	Blair	Richard D. Buckley, p & gm, slm John Jaeger, asst. m, nd	William Kaland, pd Ken Klein, pmm	Max Weiner, ce Alan E. Brandt, pub. d
*WNYC 1924 WNYC-TV	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600	.....	Mayor Robert F. Wagner, p Seymour N. Siegel, dir. & gm	John DeProspro, exec. officer Bernard R. Buck, pd	A. Alan Levin, pmm William H. Pitkin, ce David Bond, nd Peter Gravina, wd
*WNYC-FM 1941	Ch. 230 (B) 93.9mc 18kw					
WOR 1922 WOR-TV	710 50,000 DA-1	General Teleradio, Inc. 1440 Broadway Longacre 4-8000	MBS	Thomas F. O'Neil, p Gordon Gray, vp & gm, pd Seymour Hardy, exec. asst. William Dix Jr., slm	Robert Hoffman, pmm & research m Charles Singer, ce	George Brown, nd Stan Lomaz, sd Martha Deane, wd
WOR-FM 1941	Ch. 254 (B) 98.7mc 1.7kw					
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Walker	Richard E. O'Dea, p Ralph N. Weil, gm & exec. vp	Joseph N. Curl, cm Emile Hill, ce Arnold Hartley, pd & vp	Thomas Morgan, nd Carroll Forbes, pmm

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S T A R R I N G



HAL JACKSON



LLOYD WILLIAMS



VICTOR BOZEMAN



THE BOWERS



BILL JENKINS



GEO. GOODMAN

WLIB

**NEW YORK**

City County Call Letters Established	Chan. or Power Freq.	Licensee Telephone Headquarters	Representative Network	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>NEW YORK (Cont.)</b>						
WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, exec. vp & gm	Norman S. McGee, vp in charge of sls. Eleanor N. Sanger, pd	Mary Rice Anderson, pmm Louis J. Kleinklaus, ce
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw					
WRCA 1922	860 50,000 DA-1	Natl. Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot Sales	Sylvester Weaver, p (NBC) Hamilton Shea, gm Ernest de la Ossa, sm	George Stevens, cm Steve White, pd Max Buck, pmm	Gerald Sellar, ce Bill Berns, nd Phil Alampi, fd
WRCA-TV 1944	Ch. 246 (B) 97.1mc 1.1kw					
WWRL	(See Woodside listing)					

**NIAGARA FALLS**  
(Niagara Co.)

WHLA 1940	1270 5,000-D DA-D	Earl C. Hull Hotel Niagara 8471	MBS Rural	Earl C. Hull, o & gm Jack Whitney, cm	Robert J. Wilson, ce George Cambell, nd	Rick Azar, sd Shirley Arch, wd
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**NEW YORK**

City County Call Letters Established	Chan. or Power Freq.	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>OYSTER BAY</b> (Nassau Co.)						
WKBS 1947	1520 250-D	Key Bcstg. System, Inc. Box 750 Mineola, N. Y. Pioneer 6-6700	.....	R. Lee Hollingsworth, p & gm, ce Perry Samuels, cm	Robert Jenkins, pd Tommy Hollingsworth, pmm	Frank Costa, nd Cindy Hollingsworth, wd
<b>PATCHOGUE</b> (Suffolk Co.)						
WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 Colonial Drive, E. 3-0408	Webb	Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp Jack Ellsworth, pd	George Chandler, ce Harry Fischer, nd Owen Marlowe, fd	Bob Early, sd Linda Wiman, wd
WALK-FM 1952	Ch. 278 (B) 97.5mc 15kw					
WPAC 1951	1590 1,000-D	Patchogue Bcstg. Co. Inc. 2 E. Main St. 3-4600	.....	Lee Morrison, p & gm Herbert Morrison, cm & oper. m Kick Hodkin, pd	Don Lombardy, pmm Morton Morrison, ce Stan Allan, sm & sd	Gene Healy, nd Don Redmond, fd Joan Pettello, wd
<b>PEEKSKILL</b> (Westchester Co.)						
WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-1124	.....	Irving E. Cottrell, p & gm & ce	Francis V. Lough, cm, pd & pmm	Sam D'Onofrio, nd Jim Grehan, sd
<b>PLATTSBURG</b> (Clinton Co.)						
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Yankee Rural Gill-Perna	G. F. Bissell, p & gm John Charles, cm Leon Kelly, pd	Alex J. Coursey, pmm Lawrence Lapanne, ce James F. Roddy, nd	John E. Clute, fd Arthur Pierce, sd
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301-03 Cornelia St. 2800	MBS	Joel H. Scheier, gm & cm	Betty Kraus, pd Dick Hildreth, wd	John M. Nazak, ce
<b>PORT JERVIS</b> (Orange Co.)						
WJLC 1953	1490 100	Port Jervis Bcst. Corp. Neversink Dr. 3-2293	.....	William H. Ware, p Ernest C. Winkler, gm Oscar Wein, cm	Henry S. Schwartz, pd & sd Herbert Steen, ce	Daniel Dwyer, nd Gertrude Harper, wd
<b>POTSDAM</b> (St. Lawrence Co.)						
WFDL (CP)	1470 1000-D	St. Lawrence Radio Inc. c/o David A. Kyle 22 Cottage St. Monticello, N. Y.				
<b>POUGHKEEPSIE</b> (Dutchess Co.)						
WEOK 1949	1390 1000-D	Mid-Hudson Bcstrs. 385 Main St. 8300	Everett- McKinney	Arthur J. Barry, p & gm William Eames, pd Frank Breslin, cm	John Burke, ce Patty Perl, wd Jack Cutler, nd	Wm. Robinson, fd Lou Pells, sd
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 6800	ABC Kettell- Carter	George W. Bingham, p & gm Richard A. Dwelley, cm	John Kuhn, pd & pmm Marvin S. Seimes, ce	Sandy Millman, nd Ruth-Ann Knierman, wd
<b>RIVERHEAD</b> (Suffolk Co.)						
WRIV (CP)	1390 500-D	Suffolk Co. Bcstg. Co. Box 230 Patchogue, N. Y.		Nils E. Segerdahl, p		
<b>ROCHESTER</b> (Monroe Co.)						
WBBF 1947	950 1,000 DA-2	WBBF, Inc. Sheraton Hotel Hamilton 6000	MBS Cooke	Thomas L. Brown, p & gm Lloyd B. Gibson, cm	Tom Decker, pmm & sd Vincent Lopopolo, ce	Dean Taylor, nd Pauline Gaffney, wd

**NEW YORK**

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WEVD 1927	1330 5,000 DA-2 ST-WBBER, WHAZ	Debs Memorial Radio Fund Inc. 117-119 West 46th St. Plaza 7-0880	.....	Adolph Held, p Henry Greenfield, gm & cm	George Field, pd & pmm	Charles Brown, ce
WEVD-FM 1951	Ch. 250 (B) 97.9mc 20kw					
WGHF(FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF, Inc. 10 East 40th St. Lexington 2-4927	.....	W. G. H. Finch, p Gordon Myers, gm	Lloyd Jacquet, cm Delmar Nuetzman, pd	Vettko K. West, ce
WHOM 1930	1480 5,000 DA-2	Atlantic Bcstg. Co. Inc. 138 West 52nd St. Circle 6-3900	.....	Fortune Pope, p Charles Baftin, vp & cm	Ralph Costantino, pd R. A. Fornier, pmm	George Steiger, ce
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11kw					
WINS 1926	1010 50,000 DA-1	Gotham Bcstg. Corp. 28 West 44th St. BYant 9-6000	.....	J. Elroy McCaw, co-o John Keating, co-o Robert Leder, gm	Robert Smith, pd Joe Besch, pmm Paul von Kunitz, ce	Peter Roberts, nd Les Keiter, sd
WLIB 1944	1190 1,000-D L-WOVO	New Bcstg. Co. 207 East 30th St. ORegon 9-2720	Forjoe	Morris S. Novik, p Harry Novik, gm George A. Bernstein, cm	George Goodman, nd Sara-Lou Harris, wd Nathan M. Rudich, pd	Mitchell Jablons, pmm & sd Gordon Greenfield, ce
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1837 Broadway Circle 6-2200	.....	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm	Leon Goldstein, pd & nd Patricia Bolton, pmm	James McCafferty, ce Mrs. Helen S. Straus, Ed. d.
WMGM 1922	1050 50,000 DA-1	Loew's Inc. 711 Fifth Ave. Murray Hill 8-1000	.....	Arthur M. Tolchin, dir. Frank Roehrenbeck, gm Samuel Faust, slm	Raymond Katz, pd Paul Fuelling, ce	Nat Asch, sd Jo Ranson, pub. d
WMGM-FM 1942	Ch. 262 (B) 100.3mc 18kw					
WNEW 1934	1130 50,000-D 10,000-N DA-N CP-50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. Plaza 3-3300	Blair	Richard D. Buckley, p & gm, slm John Jaeger, asst. m, nd	William Kaland, pd Ken Klein, pmm	Max Weiner, ce Alan E. Brandt, pub. d
*WNYC 1924 WNYC-TV	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3800	.....	Mayor Robert F. Wagner, p Seymour N. Siegel, dir. & gm	John DeProspro, exec. officer Bernard R. Buck, pd	A. Alan Levin, pmm William H. Pitkin, ce David Bond, nd Peter Gravina, wd
*WNYC-FM 1941	Ch. 230 (B) 93.9mc 18kw					
WOR 1922 WOR-TV	710 50,000 DA-1	General Teleradio, Inc. 1440 Broadway Longacre 4-8000	MBS	Thomas F. O'Neil, p Gordon Gray, vp & gm, pd Seymour Hardy, exec. asst. William Dix Jr., slm	Robert Hoffman, pmm & research m Charles Singer, ce	George Brown, nd Stan Lomaz, sd Martha Deane, wd
WOR-FM 1941	Ch. 254 (B) 98.7mc 1.7kw					
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Walker	Richard E. O'Dea, p Ralph N. Weil, gm & exec. vp	Joseph N. Curl, cm Emile Hill, ce Arnold Hartley, pd & vp	Thomas Morgan, nd Carroll Forbes, pmm

LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE  
The Only station in New York with studios in Harlem.



WALTER WHITE

WALTER WHITE  
SHOW SYNDICATED  
NATIONALLY FEAT-  
URES NEWS AND  
INTERVIEWS WITH  
FAMOUS PEOPLE IN  
ALL WALKS OF LIFE. WRITE  
FOR RATES

NEW YORK NEGRO POPULATION  
IS 1,012,883 (U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS PRO-  
GRAMS EVERY HOUR ON THE HALF  
HOUR—35 NEWSCASTS PER WEEK

1190 ON THE DIAL

207 EAST 30th STREET, NEW YORK 16, N. Y.

S T A R R I N G



HAL JACKSON



LLOYD WILLIAMS



VICTOR BOZEMAN



THE BOWERS



BILL JENKINS



GEO. GOODMAN

WLIB

**NEW YORK**

City	County	Call Letters	Chan. or Power Freq.	Licensee Telephone Headquarters	Representative Network	Owner	Executive Abbreviations	
		Established				o: Pres. p: Erec. 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.		
<b>NEW YORK (Cont.)</b>								
WQXR		1936	1560 50,000 DA-1	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, exec. vp & gm	Norman S. McGee, vp in charge of sis. Eleanor N. Sanger, pd	Mary Rice Anderson, pmm Louis J. Kleinklaus, ce
WQXR-FM		1939	Ch. 242 (B) 96.3mc 11kw					
WRCA		1922	660 50,000 DA-1	Natl. Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot Sales	Sylvester Weaver, p (NBC) Hamilton Shea, gm Ernest de la Ossa, sm	George Stevens, cm Steve White, pd Max Buck, pmm	Gerald Sellar, ce Bill Berns, nd Phil Alampi, fd
WRCA-TV		1944	Ch. 246 (B) 97.1mc 1.1kw					
WRCA-FM		1944						
WWRL			(See Woodside listing)					
<b>NIAGARA FALLS</b> (Niagara Co.)								
WHL D		1940	1270 5,000-D DA-D	Earl C. Hull Hotel Niagara 8421	MBS Rural	Earl C. Hull, o & gm Jack Whitney, cm Eddy Joseph, pd	Robert J. Wilson, ce George Campbell, nd	Rick Azar, sd Shirley Arch, wd
WHL D-FM		1946	Ch. 253 (B) 98.5mc 46kw					
WJL		1947	1440 1,000-D	John J. Laux 29 Main St. 5796	Standard	John J. Laux, p Tom W. Talbot, gm & cm Tiny Hamerick, pd	Walt Allen, pmm Gus Czaplak, ce Jimmy Thompson, nd & sd	Ralph Krueger, wd Lee Forester, fd
<b>NORWICH</b> (Chenango Co.)								
WCHN		1953	970 500-D	Radio Norwich, Inc. 14 S. Broad St. 4-2218	McGillvra	William J. Hall, p & gm Philip G. Penfold, cm Ray Whitlock, asst. m & pd, nd	Kenneth Rockwell, ce Bob Kinney, fd	Paul Dohl, sd Connie Baker, wd
<b>OGDENSBURG</b> (St. Lawrence Co.)								
WSLB		1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	J. R. Brandy, p & cm Harold J. Frank, gm Hal Gilman, pd, fd	Larry Watson, pmm Ellsworth Hall, ce Tom Nichola, nd	Frank Mason, sd Flo Beach Rowe, wd
WSLB-FM		1946	Ch. 291 (B) 106.1mc 13.7kw					
<b>OLEAN</b> (Cattaraugus Co.)								
WHDL		1929	1450 250	WHDL, Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	John R. Henzel, p & gm James F. Hastings, gen. slm Donald W. Merriman, pd & sd	Jean L. Smith, pmm Wallace Taylor, ce	Donald McLean, nd Ivers Norton, fd
WHDL-FM		1949	Ch. 239 (B) 95.7mc 43kw					
<b>ONEONTA</b> (Otsego Co.)								
WDOS		1947	1400 250	Ottaway Stations, Inc. 104 Chestnut St. 2470	MBS Radio-TV Reps.	James H. Ottaway, p Francis H. Brinkley, mgm. d	Harold E. Graves, gm Benjamin Turnbull, cm Howard Atwell, pd & pmm	Wiley Bates, ce Lee Hickling, nd & fd Esther Walling, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**TAP THE RICH MARKET OF METROPOLITAN NEW YORK through**

**AM** 1330 K.C. 5000 WATTS

**FM** 97.9 20 K.W.

ENGLISH . . . . . JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast metropolitan New York market. For more than two decades top-draw na-

tional and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners. Renewing their contracts year after year,

these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

Send for your copy of the Roster of Distinguished WHO's WHO Among WEVD SPONSORS.

HENRY GREENFIELD, MANAGING DIRECTOR

**WEVD 117-119 West 46th Street, New York 36, N.Y.**

All Programs are Broadcast on AM and FM Simultaneously



# Good music rings the bell!



America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

**WQXR** *1560 on AM dial 96.3 on FM dial*

**THE RADIO STATION OF THE NEW YORK TIMES**

*"Always the best in music"*

229 West 43rd Street, New York 36, N. Y. LA 4-1100

# NEW YORK

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sm; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>OYSTER BAY</b> (Nassau Co.)					
WKBS 1947	1520 250-D	Key Bcstg. System, Inc. Box 750 Mineola, N. Y. Pioneer 6-6700	.....	R. Lee Hollingsworth, p & gm, ce Perry Samuels, cm	Robert Jenkins, pd Tommy Hollingsworth, pmm  Frank Costa, nd Cindy Hollingsworth, wd
<b>PATCHOGUE</b> (Suffolk Co.)					
WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 Colonial Drive, E. 3-0408	Webb	Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp Jack Ellsworth, pd	George Chandler, ce Harry Fischer, nd Owen Marlowe, fd  Bob Early, sd Linda Wirman, wd
WALK-FM 1952	Ch. 278 (B) 97.5mc 15kw				
WPAC 1951	1580 1,000-D	Patchogue Bcstg. Co. Inc. 2 E. Main St. 3-4600	.....	Lee Morrison, p & gm Herbert Morrison, cm & oper. m Kick Hodkin, pd	Don Lombardy, pmm Morton Morrison, ce Stan Allan, sm & sd  Gene Healy, nd Don Redmond, fd Joan Pettello, wd
<b>PEEKSKILL</b> (Westchester Co.)					
WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-1124	.....	Irving E. Cottrell, p & gm & ce	Francis V. Lough, cm, pd & pmm  Sam D'Onofrio, nd Jim Grehan, sd
<b>PLATTSBURG</b> (Clinton Co.)					
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Yankee Rural Gill-Perna	G. F. Bissell, p & gm John Charles, cm Leon Kelly, pd	Alex J. Coursey, pmm Lawrence Lapanne, ce James F. Roddy, nd  John E. Clute, fd Arthur Pierce, sd
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301-03 Cornelia St. 2800	MBS	Joel H. Scheier, gm & cm	Betty Kraus, pd Dick Hildreth, wd  John M. Nazak, ce
<b>PORT JERVIS</b> (Orange Co.)					
WDLC 1953	1490 100	Port Jervis Bcst. Corp. Neversink Dr. 3-2293	.....	William H. Ware, p Ernest C. Winkler, gm Oscar Wein, cm	Henry S. Schwartz, pd & sd Herbert Steen, ce  Daniel Dwyer, nd Gertrude Harper, wd
<b>POTSDAM</b> (St. Lawrence Co.)					
WPDM (CP)	1470 1000-D	St. Lawrence Radio Inc. c/o David A. Kyle 22 Cottage St. Monticello, N. Y.			
<b>POUGHKEEPSIE</b> (Dutchess Co.)					
WEOK 1949	1390 1000-D	Mid-Hudson Bcstrs. 385 Main St. 8300	Everett- McKinney	Arthur J. Barry, p & gm William Eames, pd Frank Breslin, cm	John Burke, ce Patty Perl, wd Jack Cutler, nd  Wm. Robinson, fd Lou Pells, sd
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 6800	ABC Kettell- Carter	George W. Bingham, p & gm Richard A. Dwelley, cm	John Kuhn, pd & pmm Marvin S. Seimes, ce  Sandy Millman, nd Ruth-Ann Knierman, wd
<b>RIVERHEAD</b> (Suffolk Co.)					
WRIV (CP)	1390 500-D	Suffolk Co. Bcstg. Co. Box 230 Patchogue, N. Y.		Nils E. Segerdahl, p	
<b>ROCHESTER</b> (Monroe Co.)					
WBBF 1947	950 1,000 DA-2	WBBF, Inc. Sheraton Hotel Hamilton 8920	MBS Cooke	Thomas L. Brown, p & gm Lloyd B. Gibson, cm Claude Johnstone, pd	Tom Decker, pmm & sd Vincent Lopopolo, ce  Dean Taylor, nd Pauline Gaffney, wd
WCBF-TV					
WHAM 1922	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Cuiver 7240	NBC Hollingbery	Robert C. Tait, p William Fay, vp J. W. Kennedy, Jr., cm C. W. Siverson, pd	Ralph Wallace, pmm Kenneth Gardner, ce David E. Kessler, nd  George Haefner, fd Bob Turner, sd Ann Rogers, wd
WHAM-TV					
WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM affiliate)			
WHEC 1925	1480 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney O'Connell	Frank E. Gannett, p C. Glover DeLaney, vp & gm	Lowell H. MacMillan, cm & sd Warren Doremus, pd & nd  R. Bovanizer, pmm Bernard C. O'Brien, ce Dorothy Cotton, wd
WRNY 1947	680 250-D	Rochester Bcstg. Co. 191 East Ave. Hamilton 9775	Rambeau Stars National	Arthur C. Kyle, Jr., p Jack Allen Shefrin, gm, cm, pd & pmm	John Rathbun, ce Richard Hildreth, nd & sd  Jo Anne Calkins, wd
WRNY-TV					
WRNY-FM 1948	Ch. 250 (B) 97.9mc 7.4kw				
WSAY 1936	1370 1000-DA-1 CP, 5000- DA-N	Federal Bcstg. System. Inc. 323 Main St. East Baker 4870	Walker Webb	Gordon P. Brown, o, p, gm, pmm, ce John Hill, sm, pd	
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. 17 South Clinton Ave. HA-4820	ABC Bolling	Ervin F. Lyke, p & gm Arthur Murrellwright, cm Paul C. Louthier, pd	Donald Kallock, pmm Raymond Jobs, ce David Roberts, nd  Jerry Flynn, sd Pat Sumberg, wd
WVET-TV					
<b>ROME</b> (Oneida Co.)					
WKAL 1948	1450 250	Copper City Bcstg. Capitol Theatre Bldg. Rome 3616	MBS Cooke	Myron Kallet, p Joseph W. Kallet, gm Lou Barile, pd	Sherm Brodey, pmm James Delaney, ce Bob Curley, nd  Jerry Medoff, fd Phil Tostl, sd Anita Risman, wd
WKTU (TV)					

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# WANT THE WOMAN'S EAR IN ROCHESTER ? ? ?



## "PULSE" GIVES YOU THE ANSWER:-

IN ROCHESTER the Pulse report covering the 235 quarter hours between 6:45 A.M. and 6:00 P.M., Monday thru Friday, breaks down as follows:—

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS . . . . .	205	30	0	0	0	0
TIES . . . . .	0	0	0	0	0	0

### HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER? . . . . .

During the same period as above there are 105 quarter hours when local shows are pitted against local shows. Here's the score:—

	WHEC	B	C	D	E	F
FIRSTS . . . . .	85	20	0	0	0	0

**WHEC Carries All  
Ten of The "Top-Ten"  
Daytime Shows!**

There are, from time to time, availabilities in these high rated local WHEC programs. Why not find out if we haven't got, right now, just the spot to get you off the spot in Rochester?

### 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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr.
<b>SARANAC LAKE</b> (Franklin Co.)							
	WNBZ 1927	1450 250	Upstate Bcstg. Corp. 88 Main 1320	ABC Rambeau	Jacques DeMattos, p, gm & cm Jeanne DeMattos, pd	H. Berwind Williams, ce Thomas Wertenbaker, nd	John Garwood, sd Muriel Beseth, wd
<b>SARATOGA SPRINGS</b> (Saratoga Co.)							
	WSPN 1954	900 250-D	Spa Bcstrs., Inc. 71 West Ave. 2180	.....	Richard O'Connor, p & gm John H. Bennett, cm	Robert W. Dingman, pd & nd Donald J. Hunt, pmm	Henry Worthing, ce Warren Wildy, sd
<b>SCHENECTADY</b> (Schenectady Co.)							
	WGY 1922	810 50,000	General Electric Co. I River Road 7-2261	NBC Christal	Chester H. Lang, vp Robert B. Hanna, gm Merl Galusha, sm Bernard S. Krause, pd	James Q. Cobb, pmm Willard J. Purcell, ce J. Lansing Christman, nd	Don Tuttle, fd Bob Bender, sd Irma Kroman, wd
	WRGB (TV)						
	WGFM (FM) 1922	Ch. 258 (B) 99.5mc 6kw	(WGY, Am Affiliate)				
	WSNY 1942	1240 250	Western Gateway Bcstg. Corp. 819 State St. 3-3622	.....	Winslow Leighton, p & gm Thomas Seeley, cm & sm	Stephen Fitz, pd & sd Irving Beck, ce	Thomas Ryan, nd
<b>S. BRISTOL TWP.</b> (Wyoming Co.)							
	WRRE(FM) 1948	Ch. 236 (B) 95.1mc 5.3kw	Northeast Radio Corp.				
<b>SYRACUSE</b> (Onondaga Co.)							
	WFBL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 South Warren St. 2-1147	CBS Free & Peters	Oscar F. Soule, p Charles F. Phillips, gm Richard F. Polgreen, sm	Edward Bryant, pd Robert W. Weir, pmm Ray Owens, nd	Robert Holmes, fd Bill Thorpe, sd Dorothy Nilt, wd
	WHEN 1941	620 5,000-D	Meredith Syracuse Radio Corp. 511 Loew Bldg. 2-0277	ABC Rural Katz	Paul Adanti, vp & gm Louis N. Parmentier, sm John L. Scott, pd	Robert Peel, pmm Donald F. Langham, ce Joe Cumiskey, nd & fd	Al Meltzer, sd Ione Tracy, wd
	WHEN-TV	1,000-N DA-N					
	WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. P. O. Box 1212 72-3366	MBS Rambeau	Arthur C. Kyle, Jr., gm James McKechnie, asst. m, sd Melvin M. Silvieus, cm	Fred Jeske, pd Vera Lansley, pmm Frank Schamu, ce	Dan Leonard, nd Eric J. Fields, fd Frances Patterson, wd
	WOLF 1940	1490 250	Civic Bcstg. Corp. Van Rensselaer & Kirkpatrick Sts. 2-7211	..... Walker	T. S. Marshall, p, gm & cm Hamilton Woodie, pd & pmm, nd	Donald A. Muir, ce	Red Parton, sd
	WSYR 1926	570 5,000	Central N. Y. Bcstg. Corp. 224 Harrison St. 37111	NBC Cristal	E. R. Vadeboncoeur, p & gm W. R. Alford, Jr., cm W. V. Rothrum, pd	Tom McCollum, pmm A. J. Eicholzer, ce Fred Hillegas, nd	R. F. Doubleday, fd Bill Martin, sd Jennie Belle Armstrong, wd
	WSYR-TV	DA-2					
	WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw					
<b>TICONDEROGA</b> (Essex Co.)							
	WIPS 1954	1250 500-D	Portage Bcstg. Co. Inc. 1776	ABC. KBS Vacation Land Net.	Martin Karig, p	John H. Bennett, gm & cm	John Glynn, pd & ce

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APS=Radio . . .



Only APS has everything!

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

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# WGYLAND IS VACATION LAND

From the first winter snow until the spring thaw, winter sports fans flock to upper New York and New England adding to WGY's huge radio audience.



**...AND RADIO GOES WHERE  
VACATIONERS GO!**

WGY also covers 200 miles of the Great New York State Thruway,  
with its powerful 50,000-watt signal.



**Measure of a Great  
Radio Station**

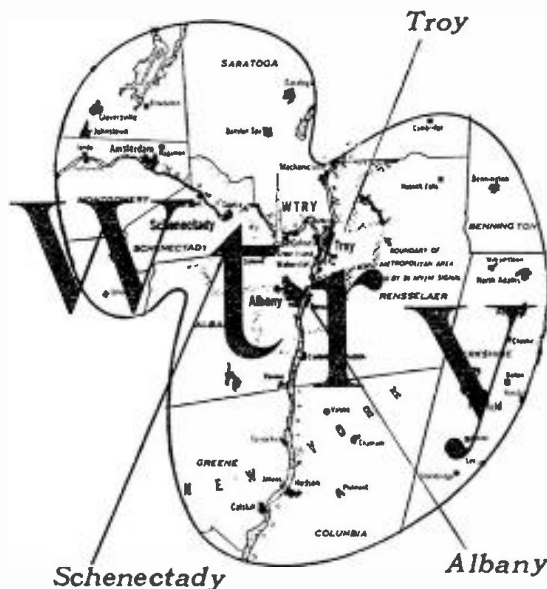
## WGY <sup>A</sup> GENERAL ELECTRIC STATION

Albany—Troy—Schenectady—plus—54 counties in New York and New England  
Represented nationally by Henry I. Christal Co., Inc.  
NEW YORK ★ BOSTON ★ CHICAGO ★ DETROIT ★ SAN FRANCISCO



City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>TROY</b> (Rensselaer Co.)						
WFLY (FM) 1948	Ch. 222(B) 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio Gill-Perna	Frank L. York, o & gm Robert C. Goodrich, sm	Russell B. Wilde, cm Don G. Girard, pd	Karl H. Schabinger, ce
*WHAZ 1922	1330 1,000 ST-WBBR, WEVD	Rensselaer Polytechnic Institute AShley 2-3000	.....	Livingston W. Houston, p Hiram D. Harris, gm	A. Olin Niles, pd Carl J. Kunz, Jr., pmm & ce	Mary McKeever, wd
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1000	CBS Blair Foster	H. C. Wilder, p W. W. Carter, Jr., gm E. M. Sleighel, cm	R. S. English, pd James F. Baker, Jr., pmm A. H. Chismark, ce	John J. Givney, nd Hank Maloy, sd Joyce Donovan, wd
<b>UTICA</b> (Oneida Co.)						
WGAT 1947	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Kellogg Rd. New Hartford, N. Y. 5-5209	McGillvra	J. Eric Williams, p & gm C. D. Williams, cm & pmm Nicholas F. Dardano, pd & sd	Frederick H. Harrington, ce James E. Duke, nd	Ann Conley, wd
WIBX 1928	950 5,000 DA-1	WIBX, Inc. First Natl. Bank Bldg. 2-2101	CBS Walker	Margaret Bowen, p & gm Elliott Stewart, exec. vp & sm, pd	Frederick C. Bowen, pmm John T. Dowdell, ce	Betty Cushing Griffin, prod. d Edwin Slusarczyk, fd
WRUN 1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery- Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, sm	Edward N. Stemmler, pd & fd, sd Margaret Barnard, pmm George Woods, co-ce	Carroll F. Henry, co-ce John Davis, nd Elizabeth Odames, wd
WRUN-FM 1949	Ch. 289 (B) 105.7mc 4.3kw					
<b>WALTON</b> (Delaware Co.)						
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Atop Bear Springs Mt. Underhill 5-4321	Rural Rambeau	E. O. Bush, p Michael J. Cuneen, vp, gm & cm	James T. Kirwan, pd & nd Robert Devine, ce	Richard Hoyt, fd Betty Moore, wd
<b>WATERTOWN</b> (Jefferson Co.)						
WATN 1941	1240 250	Watertown Bcstg. Corp. Trust Company Bldg. 2424	MBS Devney	G. Harry Righter, p, gm & cm	Donald Schryver, co-ce J. Frederick Sprague, co-ce	Don Hopkins, sd
WWNY 1941	790 1,000-DA-N	The Brockway Co. Hotel Woodruff	CBS Weed	John B. Johnson, p Louis Saiff, Jr., gm Earl R. Kelly, sm, pmm	Patrick E. Rheame, slm John V. Evans, prod. m Maynard B. Davis, ce	John G. Case, sd Dorothy Parr, wd
WWNY-FM 1948	Ch. 263 (B) 100.5mc 15.4kw					
<b>WETHERSFIELD TWP.</b> (Ontario Co.)						
WRRL(FM) 1948	Ch. 299 (B) 107.7mc 5.4kw	Northeast Radio Corp. 306 E. State St. Ithaca, N. Y. Ithaca 4-6357	Rural Avery- Knodel	C. L. Dickinson, p D. K. deNeuf, gm	H. S. Brown, cm Merril Knapp, pd	Thomas Humphrey, ce

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In this, the nation's 32nd retail market, WTRY remains the most popular station and benefits from these characteristics of the market:

RADIO PENETRATION: 99.1%  
 TV PENETRATION: 76%  
 RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%  
 TV TUNE-IN, 7:00 AM-12 PM: 18%

\*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY .....	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

\*Pulse, Inc. October 1954

**STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY**  
 JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY

**WHITE PLAINS**  
(Westchester Co.)

WFAS 1230  
1932 250

Westchester Bcstg.  
Corp.  
Secor Rd., Hartsdale  
9-6400

Headley-  
Reed

Valentine E. Macy, Jr., p  
Frank A. Seitz, gm

Randall Kaler, pd  
John H. Hade, pmm

Jack Pearson, ce  
Lenny Dillon, sd

WFAS-FM Ch. 280 (A)  
1947 103.9mc  
0.12kw

**WOODSIDE**  
(Queens Co.)

WWRL 1600  
1926 5,000  
DA-1

Long Island Bcstg.  
Corp.  
41-30 58th St.  
Woodside, N. Y.  
DEfender 5-1600

William H. Reuman, p  
Edith Dick, gm  
Selvin Donneson, cm, pmm

Fred Barr, pd & nd  
Benton R. Bartlett, ce

Jocko Maxwell, sd  
Alma John, wd

WWRL-FM Ch. 286 (B)  
1953 105.1mc  
20kw

**NORTH CAROLINA**

**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Alamance	71,220	18,550	\$64,163	\$15,127	\$1,617	30,386	Lee	23,522	5,660	18,786	4,103	540	9,043
Alexander	14,554	3,350	6,375	1,370	102	5,132	Lenoir	45,953	10,010	43,485	7,718	1,244	15,185
Ailegany	8,155	1,820	2,921	452	49	2,307	Lincoln	27,459	6,390	17,027	3,607	100	9,320
Anson	26,781	5,710	14,275	3,057	358	7,212	McDowell	25,720	5,980	15,403	4,132	564	7,056
Ashe	21,878	4,630	7,042	1,308	105	4,778	Macon	16,174	3,490	6,513	1,434	220	3,550
Avery	13,352	2,780	3,796	1,018	102	2,964	Madison	20,522	4,280	5,468	1,150	189	4,002
Beaufort	37,134	7,940	29,245	7,249	608	10,727	Martin	27,938	5,420	16,250	2,703	311	7,924
Bertie	26,439	5,180	15,737	2,735	229	7,486	Mecklenburg	197,052	53,660	261,722	49,296	7,024	77,146
Bladen	29,703	5,810	14,463	3,365	319	8,086	Mitchell	15,143	3,360	6,243	1,101	139	3,476
Brunswick	19,238	3,880	3,963	1,204	165	4,787	Montgomery	17,260	3,880	10,979	2,956	100	6,216
Buncombe	124,403	32,180	116,440	24,225	4,121	39,450	Moore	7,000	7,000	25,822	6,257	807	17,443
Burke	45,518	10,230	21,064	4,802	570	13,517	Nash	59,919	12,930	49,403	9,467	1,386	17,628
Cabarrus	63,783	16,510	60,300	16,789	1,782	26,123	New Hanover	63,272	17,630	77,172	18,031	2,482	21,395
Caldwell	43,352	10,030	25,442	7,454	665	8,097	Northampton	28,432	5,270	10,511	4,107	369	6,563
Camden	5,223	1,290	1,023	536	...	4,078	Onslow	42,047	9,700	22,748	5,135	940	11,714
Carteret	23,059	5,720	13,271	4,534	634	4,041	Orange	34,435	7,900	20,314	5,149	739	9,233
Caswell	20,870	4,060	3,688	920	46	1,243	Pamlico	9,993	2,170	2,013	908	...	2,584
Catawba	61,794	16,150	54,120	12,626	1,220	19,749	Pasquotank	24,347	6,010	24,769	5,794	546	7,941
Chatham	25,392	5,660	15,321	2,351	276	12,046	Pender	18,423	3,610	4,087	1,264	81	4,532
Cherokee	13,294	3,830	8,916	1,925	99	14,471	Perquimans	9,602	2,150	6,145	1,215	43	3,060
Chowan	12,540	2,670	7,309	1,620	194	26,633	Person	24,361	5,140	14,693	2,438	412	7,877
Clay	6,006	1,160	856	223	98	2,333	Pitt	63,789	12,910	48,798	8,838	897	18,479
Cleveland	64,357	14,990	44,064	9,923	869	1,416	Polk	11,627	2,880	5,508	2,030	91	3,669
Columbus	50,621	10,420	33,598	6,542	909	23,891	Randolph	50,804	12,960	36,380	8,362	1,013	19,950
Craven	48,823	11,490	35,416	7,601	1,035	6,170	Richmond	39,597	9,250	35,099	10,107	755	11,634
Cumberland	96,006	21,570	87,399	18,347	2,363	11,364	Robeson	87,769	17,290	58,387	11,087	1,611	22,432
Currituck	6,021	1,650	2,196	679	...	32,187	Rockingham	64,616	16,110	42,012	10,920	1,389	21,176
Dare	5,405	1,210	3,351	1,132	94	13,820	Rowan	75,410	20,020	57,240	15,244	1,861	28,377
Davidson	62,244	16,190	47,736	11,340	974	55,710	Rutherford	46,356	10,890	30,629	7,144	881	14,332
Davie	15,420	3,640	6,880	1,661	234	8,697	Sampson	49,780	10,570	20,204	4,419	490	16,139
Duplin	41,074	8,680	16,949	4,323	498	35,206	Scotland	26,336	5,420	17,848	3,932	367	6,045
Durham	101,639	26,250	117,968	21,744	3,712	2,979	Stanly	32,130	9,990	27,178	6,188	684	15,038
Edgecombe	51,634	10,800	35,608	8,868	713	1,610	Stokes	21,520	4,760	5,080	1,199	87	7,162
Forsyth	146,135	39,020	128,940	27,132	3,883	9,226	Swain	45,593	11,070	37,224	7,274	1,186	18,793
Franklin	31,341	6,510	11,275	2,735	374	4,861	Tyrrell	9,921	2,000	4,492	1,566	134	2,018
Gaston	110,838	28,060	87,298	23,137	2,517	74,672	Transylvania	15,194	3,440	9,991	2,361	350	4,820
Gates	9,555	1,920	2,938	775	41	14,205	Tyrrell	5,048	1,030	1,534	559	84	1,187
Graham	6,886	1,530	2,776	590	106	15,570	Union	42,034	9,880	33,103	5,799	646	13,796
Granville	31,793	6,170	14,735	3,482	471	10,865	Vance	32,101	7,080	25,588	5,190	579	10,078
Greene	18,024	3,410	5,020	913	126	11,171	Wake	136,450	33,370	144,820	26,551	4,394	41,502
Gulford	191,057	50,460	263,304	50,190	6,551	6,281	Warren	23,539	4,320	9,851	2,338	234	5,444
Halifax	58,372	11,560	42,807	11,440	1,060	3,440	Washington	13,180	2,750	7,421	2,439	142	3,562
Harnett	47,605	10,660	28,969	6,450	1,065	1,457	Watauga	18,342	3,900	7,522	2,101	291	5,075
Haywood	37,361	9,220	23,229	4,098	890	10,885	Wayne	64,267	14,140	54,104	8,551	1,047	20,892
Henderson	30,921	8,280	25,670	6,195	718	11,171	Wilkes	45,243	10,040	23,297	4,201	550	12,239
Hertford	21,453	4,380	15,413	3,163	202	6,281	Wilson	54,506	12,040	43,082	9,015	1,166	18,668
Hoke	15,756	2,890	6,030	1,485	94	3,440	Yadkin	22,133	5,340	7,360	1,465	81	7,581
Hyde	6,479	1,280	1,422	881	42	1,457	Yancey	16,306	3,300	5,834	1,046	60	3,263
Iredell	56,303	14,270	43,497	11,130	1,177	21,345							
Johnston	19,261	3,820	7,085	1,368	195	4,515							
Jones	65,906	14,820	37,209	7,941	970	20,623							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

# W W R L

## NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

# NEGRO SPANISH GERMAN

1,045,000                      738,000                      902,000

CUSTOMERS FOR 9¢ PER THOUSAND

## 5,000 WATTS

## DEfender 5-1600

# NORTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations		
				<i>Owner</i> : 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.			
<b>AHOSKIE</b> (Hertford Co.)							
WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. P. O. Box 89 3101	KBS Dora- Clayton	Charles H. Jenkins, p P. G. Sewell, gm, cm Bill Smith, pd, nd	W. G. Barnes, ce Joe Bradley, fd	Pete Franklin, sd Eiva Creech, wd	
<b>ALBEMARLE</b> (Stantley Co.)							
WABZ 1947	1010 1,000-D	WABZ, Inc. Hotel Albemarle 1100	KBS	Staton P. Williams, p W. J. Page, gm	J. T. Newman, cm C. H. Fletcher, pd	J. D. Brooks, ce	
<b>ASHEBORO</b> (Randolph Co.)							
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. P. O. Box 309 2187-2188	KBS	Roy Cox, p J. R. Marlowe, gm, cm A. B. Brown, pd, nd	Miss Dorothy Lewallen, pmm, wd W. H. Trogdon, ce	Nelson J. Harrill, fd Dick Sweeney, sd	
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw						
<b>ASHEVILLE</b> (Buncombe Co.)							
WISE 1939	1310 5000-D 1000-N	Radio Station WISE, Inc. 100 College St. 3-5381	NBC Bolling	Harold Thoms, p, gm Loyd Leonard, cm Dick Harshaw, pd	M. S. Thoms, pmm John Randolph, ce	Art Borgerson, nd Ed Storey, fd	
WISE-TV 1947	DA-N						
WLOS 1947	1380 5,000-D	Skyway Bcstg. Co. 288 Macon Ave. 2-2431	ABC, MBS Venard, Rintoul, McConnell Ayers	Charles M. Britt, p Charles B. Britt, evp Bradley H. Roberts, cm	R. Fred Brown, pd, fd, sd Jane Steele, pmm Charles Sumner, ce	J. E. Edmond, nd Sunny Daye, wd	
WLOS-TV 1954	Ch. 282 (B) 104.3mc 9.2kw						
WSKY 1947	1230 250	Radio Asheville, Inc. 12 Church St. 3-4451	Rambeau	Zeb Lee, p & gm, sd James W. Young, cm, pmm	Sam Greene, pd & nd Wm. Clements, Jr., ce		
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Pub. Co. 14 O'Henry Ave. 5611	CBS H-R Reps.	Charlie Peace, p Cecil B. Hoskins, gm, pmm James A. Hagan, cm	William F. Melia, pd William H. Hamrick, ce Jack Clements, nd, fd	Charlie Shepherd, sd Betty Szold, wd	
<b>BEAUFORT</b> (Carteret Co.)							
WBMA (CP)	1400 250	Richard Ray Cummins General Delivery					
<b>BELMONT</b> (Gaston Co.)							
WCGC 1954	1270 500-D	Central Bcstg. Co. Box 58	.....	Robert R. Hilker, gm, ce Red Feamster, pd	J. Norman Young, cm	Gurney Thomas, fd	
<b>BOONE</b> (Watauga Co.)							
WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. Amherst 4-8461		Doris B. Brown, p & m Roland B. Potter, gen. slm	Ralph Tugman, cm Dwight Larick, pd & nd	Ben Mast, pmm & sd Boyd Daugherty, ce	
<b>BREVARD</b> (Transylvania Co.)							
WPNF 1950	1240 250	Pisgah Bcstg. Co., Inc. Turner 3-2611	NBC Tobacco Sports Net.	Ed M. Anderson, p M. L. (Jack) Hammette, gm, cm	John Dellinger, pd, pmm, nd Baxter Morris, ce	Larry Brown, sd Francis Walker, wd	
<b>BURLINGTON</b> (Alamance Co.)							
WBBB 1941	920 5,000-D	Alamance Bcstg. Co. 318 South Main St. 66376	MBS Carolina, Sports Net. Walker	E. Z. Jones, gm, nd Robert Ray, cm Ed Brooks, pd	C. E. Peacock, pmm, fd Berry Tysor, ce	Joe Sansone, sd Doris N. Rickard, wd	
WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw						
WFNS 1947	1150 1,000-D	Burlington Graham Bcstg. Co. Maple at Broad, P. O. Box 1328 4261	Sears & Ayer	L. E. Neese, p G. C. "Jack" Starnes, gm Harold Nail, cm	Phil Peterson, pd, pmm, nd, sd	Charles D. Chandler, ce Jim Hall, fd	
WFNS-FM 1949	Ch. 230 (B) 93.9mc 2.8kw						
<b>CANTON</b> (Haywood Co.)							
WWIT 1954	970 1,000-D	Western North Carolina Bcstrs., Inc. Superhighway West 3588	.....	Beverly M. Middleton, p Kermit Edney, gm Robert Eversman, cm	Carroll Sexton, pd John Welch, ce Martin Morgan, nd	James Northington, fd Ed Storie, sd Freda Hipps, wd	
<b>CHAPEL HILL</b> (Orange Co.)							
WCHL 1953	1360 1,000-D	Village Bcstg. Co. Durham Rd. P. O. Box 388 8484	.....	Roland McClamroch, Jr., p, gm	William M. Alexander, cm, pmm	Fritz Thurstone, ce Mrs. Lois Garren, wd	
<b>CHARLOTTE</b> (Mecklenberg Co.)							
WAYS 1941	610 5,000-D 1,000-N DA-2	Inter-City Adv. Co. 3229 S. Blvd. Edison 3-7173	ABC Bolling	George W. Dowdy, p James P. Poston, gm Nat L. Royster, cm	Dick Bennick, pd Don Matney, pmm B. C. Stewart, ce	Conrad Phillips, nd Sterling Smith, sd	
WBT 1922	1110 50,000	Jefferson Standard 1901 West Morehead St. Edison 3-8833	CBS CBS Radio Spot Sales	J. M. Bryan, p Charles H. Crutchfield, gm W. J. Jorgenson, cm, sim	William H. Melson, Jr., pd John P. Dillon, pmm Thomas E. Howard, d of engrg.	Jack Knell, nd Grady Cole, fd	

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44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.



GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".



CLYDE McLEAN captures 61% with "Thursday Night Classicale".



PHIL AGRESTA'S "Carolina News" has 57%



65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Starlite Salute".



GRADY COLE...for 25 years "Mr. Radio" in the South with a 45% share of audience.



A 48% share for ALAN NEWCOMB'S "HITCHHIKER"

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".



BOB RAIFORD'S "Raiford at Random" attracts 61%.

JACK KNELL and the news commands 54% of the 6:00 P.M. traffic.



Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

**criteria in the Carolinas**

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

**WBT**

CHARLOTTE, N. C.

**JEFFERSON STANDARD BROADCASTING COMPANY**

Represented Nationally by CBS Radio Spot Sales

# NORTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp eyp; 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; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>CHARLOTTE (Cont.)</b>					
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 2520 Toomey Ave. Edison 3-2195	Forjoe	Francis M. Fitzgerald, p, gm Ray Ervin, cm	John McKeel, pd Pete Toomey, pmm, fd S. K. Lineberger, ce Hatty Flemming, wd
WIST 1951	930 5,000-D 1,000-N DA-N	Bcstg. Co. of the South 12 South Tryon St. Franklin 6-3511	MBS Free & Peters	B. Calhoun Hipp, p G. Richard Shafro, vp, gm W. Frank Harden, mgng. dir.	Thomas B. Sawyer, cm Fred W. Vinroot, pd Charles Friar, pmm John N. Parker Jr., ce Steve Morris, nd Tom Browne, sd Vivian Buratti, wd
WSOC 1933	1240 250	WSOC, Inc. 1925 North Tryon St. Edison 2-7136	NBC Tobacco Sports H-R Reps.	Earle J. Gluck, p, gm Bomar A. Lowrance, cm Armand F. Bodie, pd, sd	Charles M. Marshall, pmm L. L. Caudle, ce Fred B. Dixon, nd, fd Patty Strange, wd
WSOC-FM 1947	Ch. 27.8 (B) 103.5mc 38kw				
WWOK (CP)	1480 1000-D	Rounsaville of Charlotte, Inc.		Robert W. Rounsaville, p	
<b>CLINGMAN'S PEAK (Mecklenburg Co.)</b>					
WMIT-FM 1942	Ch. 29.5 (B) 106.9mc 325kw	Mount Mitchell Bcstrs. P. O. Box 546 Franklin 6-7561	Webb	J. R. H. Wilson, p, gm	Thomas G. Bryant, pd, ce
<b>CLINTON (Sampson Co.)</b>					
WRRZ 1946	880 1000-D	Radio Station WRRZ, Inc. Butler Bldg. 2354	ABC Walker	W. R. Roberson, Sr., p	
<b>CONCORD (Cabarrus Co.)</b>					
WEGO 1943	1410 1,000-D	Cabarrus Bcstg. Co. Box 527 26000	KBS Continental Radio Sales	A. W. Huckle, p Elizabeth G. Huckle, gm	Howard McCurry, cm, pd Keenth R. Kennedy, ce
<b>DUNN (Harnett Co.)</b>					
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. Inc. Box 431 3133 or 3134	BCDLS Net.	L. A. Tart, Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	Hershell Barbour, pd, sd John Ciccone, pmm Joseph Kotlas, ce Herb Allen, nd, fd Polly Faulk, wd
<b>DURHAM (Durham Co.)</b>					
WDNC 1934	620 5,000-D 1,000-N DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 6155	CBS Raymer	C. C. Council, p J. Frank Jarman, vp, gm C. James Woodhouse, cm, sd	E. R. Higgins, Jr., pd, nd Sue Germino, office m George W. Bartlett, ce Frances Jarman, wd
WDNC-FM 1948	Ch. 28.6 (B) 105.1mc 36kw				
WSRC 1954	1410 1,000-D	Southern Radiocasting Co. Box 28 2-4661	Rambeau Dora- Clayton	John C. Greene, Jr., o, gm & pmm H. Tom Morris, slm	Helen R. Greene, pd Frank Graham, ce, sd Norflely Whitted, nd W. D. Ford, fd Delores Jones, wd
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919-6910	MBS McGillvra	Edgar L. Clinton, p, gm Charles M. Cook, pd	Edward C. Norman, ce Dave Welbourne, sd
WTIK 1946	1310 1,000-D 500-N DA-N	WTIK, Inc. 205½ W. Main St. 6101	ABC Bolling	James L. Howe, p Robert L. Williams, gm, ce	James W. Batts, cm William P. Weathers, pd Manley Stockton, nd Edwin Coles, sd
<b>ELIZABETH CITY (Pasquotank Co.)</b>					
WCNC 1939	1240 250	Albermarle Bcstg. Co. WCNC Bldg. 4379	MBS, KBS Continental	Harold Stanley, m	Claude Ferrell, cm Joyce Ryan, pd
WGAI 1947	560 1,000-D 500-N DA-2	The Advance, Inc. Kramer Bldg. 4371 & 4372	ABC, Tobacco Sports Net. Tarheel Farm Net.	C. Alden Baker, p, gm Jim Woods, cm, sd Don Owens, pd, pmm	Goodrich Williams, ce Annie Blount, nd Gene Marshall, fd Imogene Eason, wd
<b>ELKIN (Surry Co.)</b>					
WIFM 1949	1540 250-D	Tri-County Bcstg. Co. P. O. Box 152 860	Media Sales & Service	H. F. Laffoon, p W. P. Erwin, gm	Gene Smith, cm, ce Mrs. Ruth Smith, pd
WIFM-FM 1949	Ch. 26.5 (A) 100.9mc 0.35kw				
<b>FAIRMONT (Robeson Co.)</b>					
WFMO 1953	860 1,000-D	Carolinas Bcstg. Co. Box 492 4781	Tarheel Farm Net. Tobacco Sports Net.	Cutlar Moore, p Billy E. Peele, gm, pmm Jim Clark, cm, pd, nd	Joseph F. Milazzo (Miles), ce Jerry Farmer, fd Bob Evans, sd Betty Jean Rhodes, wd
<b>FAYETTEVILLE (Cumberland Co.)</b>					
WFAI 1948	1230 250	Ralph E. Hess P. O. Box 659 2-8131, 2-8132	CBS Clark	Ralph E. Hess, o, gm James H. Mayes, Jr., m, slm Dick Perry, pd, nd, fd	Frances McFayden, pmm Robert Money, ce Jim Batten, sd Covey Moorman, wd
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn- Smith	L. W. Allen, gm W. D. Bailey, cm	Marvin Rosenberg, pd W. B. Belche, pmm Richard Madson, ce John Paras, nd, sd
WFNC 1940	1390 5,000-D 1,000-N DA-2	Cape Fear Bcstg. Co. 1009 William Clark Rd. 2-4196, 2-4197	MBS Tobacco Net. Walker	Victor W. Dawson, p, gm Tom Harrell, cm Mack Stamps, pd	Vestal Taylor, nd, fd Jack Ikner, ce Johnny Joyce, sd Lois Robert, wd
WFNC-FM 1940	Ch. 25.1 (B) 98.1mc 14kw				

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**FOREST CITY**  
(Rutherford Co.)

<b>WBBO</b> 1947	780 1,000-D	Rutherford Co. Radio Co. Route 2 3205	Tobacco Sports Net.	Ed M. Anderson, p, gm Fred Blanton, cm Jane Smith, pd, pmm	Merton Twerks, ce Lee Kanipe, nd, fd	Moon Martin, sd Jane Smith, wd
<b>WBBO-FM</b> 1948	Ch. 227 (B) 93.3mc 1.5kw					

**FUQUAY SPRINGS**  
(Wake Co.)

<b>WFVG</b> 1949	1460 1,000-D	J. M. Stephenson Box 465 333	KBS Continental Radio Sales	J. M. Stephenson, o Robert E. Stephenson, gm, ce	Rupert Weathers, sm, cm Walter M. Pearson, pd, pmm, nd	Bob Stephenson, fd Gerald Goodwin, sd Miss Frances Wood, wd
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**GASTONIA**  
(Gaston Co.)

<b>WGNC</b> 1939	1450 250	Catherine T. McSwain Dallas Road 5-8501	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Frank Abernethy, cm Fred Gray, pd	W. C. Groves, ce
<b>WGNC-FM</b> 1948	Ch. 270 (B) 101.9mc 11.1kw					
<b>WLTC</b> 1948	1370 1,000-D	Gastonia Bcstg. Service Inc. Box 1010 51280	KBS Clark	James B. Petty, p, gm, ce B. C. Morrow, cm	Mrs. Velna Wilder, pd, wd Donald Voigt, nd, fd	Boyce Hanna, sd

**GOLDSBORO**  
(Wayne Co.)

<b>WFMC</b> 1951	730 1,000-D	Southern Radio & Television Corp. P. O. Box 655 963	KBS	Kenneth T. Marshall, p, gm	Henry Harrison, ce, pd	
<b>WGBR</b> 1938	1150 1,000 DA-2	Eastern Carolina Bcstg. Co. P. O. Box 1024 3730	ABC Tobacco Net.	A. T. Hawkins, p Vassie G. Balkcum, gm, cm	Norman D. Satterthwaite, pd, nd	Daniel B. Trueblood, ce
<b>WEQR-FM</b> 1946	Ch. 245 (B) 96.9mc 27kw	(WGBR, Am affiliate)				

**APS=Radio . . .**



MUZAK—Reg. U.S. Pat. Off.

Only APS has everything!

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

2. APS is the industry's only *all* high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK knowhow.
5. APS is budget priced.

*There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.*



## NORTH CAROLINA

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<b>GREENSBORO</b> (Guilford Co.)						
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. O. Henry Hotel Bldg. 2-6125	CBS Hollingbery	Michaux H. Crocker, p Allen Wannamaker, gm, pmm	William P. Mitchell, cm Dan T. Griffin, pd William H. Malone, ce	Add Penfield, nd, sd Joe Tew, fd Clara Martin, wd
WCOG 1948	1320 1,000 DA-1	Inter-City Advertising Co. 314 South Greene St. Greensboro 3-7262	ABC Bolling	George W. Dowdy, p Gilbert M. Hutchison, gm Terry Bane, cm, pd	Mrs. Margaret Jones, pmm Joe Lamb, ce Fred Covington, nd	Mart Taylor, fd Bob Thompson, sd Jane Van Ness, wd
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn- Smith Grant	Ralph M. Lambeth, p, gm E. George Barber, Jr., cm H. Marie Craven, pd, wd Wayne M. Nelson, p, gm, cm	Earl O. Sullivan, pmm Fred S. Smith, ce Fletcher Smith, nd Leoma Showmar, pd	Bob Montgomery, fd Jack Rimmer, sd E. M. Stanton, Jr., ce
WPET 1954	950 500-D	Wayne M. Nelson P. O. Box 567 54464				
<b>GREENVILLE</b> (Greenville Co.)						
WGTC 1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. Box 898 6181	MBS. Tobacco Pearson	H. W. Anderson, p A. Hartwell Campbell, gm John G. Clark Jr., cm & pmm	Bill Burwell, pd Hank Tribbley, ce Bob Dupree, nd	Larry Carr, sd Tom Moore, fd

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# "ONE" IS OUR NUMBER!

1

First radio station in Greensboro . . . we are in our 29th year  
of broadcasting

## NORTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. pm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>LENOIR</b> (Caldwell Co.)						
WJRI 1947	1340 250	John P. Rabb 107 West Avenue Plaza 4-5361	MBS KBS	John P. Rabb, p & gm F. Kent Atwater, cm, pmm K. Rabb, pd & wd	Arnold Setzer, ce Alfred L. Digregorio, nd	Max Culp, fd George Flowers, sd
<b>LEXINGTON</b> (Davidson Co.)						
WBUY 1946	1450 250 CP-1440 5000-D	Davidson County Bcstg. Co. P. O. Box 359 2716	Tobacco Net. Continental	Omar G. Hilton, ptrn. Greeley N. Hilton, ptrn. Wally Mack, gm	Dewey Hutchins, cm Claude White, pd Branch Twigg, pmm & sd	Fred Honeycutt, ce Roy West, nd Claude White, fd
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.3kw					
<b>LINCOLNTON</b> (Lincoln Co.)						
WLON 1953	1050 500-D	Lincoln County Bcstg. Co. Startown Rd. Regent 5-8071	.....	J. A. Polhill, p W. Jack Brown, gm, cm	Charles W. Loveland, pd, nd	Dennis C. Long, ce
<b>LUMBERTON</b> (Robeson Co.)						
WAGR 1954	1480 1000	Southeastern Bcstg. Corp. 217 E. Third St. 3394	ABC Walker, Media Sales & Service	Billy S. Hodges, gm		
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 West 5th St. 6056	MBS KBS Continental	Jack Pait, p W. James MacNeil, gm, cm & pmm, sd	Maurice Stuart, pd & nd, fd J. E. Howell, ce Lillian M. Smith, wd	
<b>MARION</b> (McDowell Co.)						
WBRM 1949	1250 1000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221	Tobacco Sports Net.	W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd	J. C. Pleasant, cm Hubert C. Martin, ce	Jim Prince, fd, sd Jessie Reynolds, wd
<b>MAYODAN</b> (Rockingham Co.)						
WFMB(FM) 1949	Ch. 228(A) 93.5 mc 0.38kw	Mayo Bcstg Corp. Box 382 Madison 312	Southern	L. B. Shelton, p	L. E. Rish, gm & ce	
<b>MONROE</b> (Union Co.)						
WMAP 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS Continental	D. E. Marable, p, gm, & fd J. A. Laney, sm & sd	W. D. Benton, bus. m R. I. Smith, ce	Frances Long, nd & wd
<b>MOORESVILLE</b> (Iredell Co.)						
WHIP 1950	1350 1000-D	Wayne M. Nelson 34301	KBS	Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd	E. M. Stanton, Jr., ce
<b>MOREHEAD CITY</b> (Carteret Co.)						
	740	Carteret Bcstg. Co.	KBS	Grover C. Munden, p, gm	Alice H. Taylor, pd	Lynn C. Stoller, nd, sd, wd

**NORTH CAROLINA**

**WILMINGTON**  
(New Hanover Co.)

WGNI 1946	1340 250	New Hanover Bcstg. Co., P. O. Box 869 2-2493	MBS Tobacco Net. Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Carl B. Caudill Jr., pd A. L. Madeley, ce	
WMFD 1935	630 1,000 DA-2	Richard Austin Dunlea 225 Princess St. 4840	ABC Burn- Smith	Richard Austin Dunlea, Jr., gm Charles Castleberry, cm	Alan W. Compton, pd Edward I. Herring, Jr., ce Paul Jennewein, nd	Al Compton, fd Bob West, sd Julia M. Mitton, wd
WMFD-FM 1949	Ch. 242 (B) 96.3mc 12kw					

**WILSON**  
(Wilson Co.)

WGTM 1937	590 5,000 DA-2	Watson Industries Inc. U. S. Hwy. 301 2188 & 2189	CBS Walker	Penn. T. Watson, Sr., p Henry E. Sullivan, gm Desmond Barclay, cm	Bill Bunn, pd Ernest C. Pate, Jr. W. N. Glover, fd	Clint Faris, sd Mary Nackos, wd
WVOT 1948	1420 1,000-D 500-N DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd, fd Lynda Thomas, pmm Dan Williams, ce	Charlie Crone, nd Bill Ramsey, sd

**WINSTON-SALEM**  
(Forsyth Co.)

WAAA 1950	980 1000-D	Community Bcstg. Serv- ice Inc. P. O. Box 3119 2-4121	Stars National	Roger Page, Jr., p Tom Buckley, gm & cm	Larry Williams, pd, nd & sd Fred Bennett, ce	
WAIR 1937	1340 250	Radio Winston-Salem Inc. P. O. Box 3078 2-1133	ABC Meeker	John S. Riggs, p Joseph A. Face, gm Wally Voigt, cm	Larry Patrick, pd, pmm, nd Lee C. King, ce	Johnny O'Neill, sd Marion Cason, wd
WAIR-FM 1946	Ch. 226 (B) 93.1mc 34kw					
WSJS 1930	600 5,000 DA-2	Piedmont Publishing Co. 419-421 North Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, gm, vp Harry B. Shaw, slm	Jean D. Isenhower, pmm Phil Hedrick, ops. m Leon Lasley, ce	F. O. Carver, nd Harvey Dinkins, fd Max Ulrich, sd
WSJS-FM (CP)	Ch. 281 (B) 104.1mc 42kw					
WTOB 1947	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co., Inc. 309 S. Stratford Rd. 34353	CBS, MBS H-R Reps.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm	Johnny Miller, pd James Hoke, ce	George Thomas, nd Owen Spann, sd

**YOU COVER**

**15 TOP NORTH CAROLINA COUNTIES\***

\*A Rich, Growing Market with Retail Sales of  
**\$665,570,000**  
(Sales Management 1954 Survey of Buying Power)



**AM WSJS FM**

WINSTON-SALEM, N. C.

600 KC—5 KW



**Affiliate**

\*\* FIRST in the morning —  
FIRST in the afternoon —  
FIRST in the evening . . .  
according to the current  
Pulse Report.

**REPRESENTED BY:  
HEADLEY-REED CO.**

## NORTH DAKOTA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	4,910	1,180	\$ 8,874	\$ 1,328	\$ 102	1,609	Morton	19,295	4,550	20,599	3,578	454	6,003
Barnes	16,894	4,420	17,841	3,202	311	5,590	Mountrail	9,418	2,510	9,732	1,577	266	3,359
Benson	10,675	2,410	5,182	1,231	92	2,788	Nelson	8,090	1,870	9,698	1,215	197	2,829
Billings	1,777	470	130	49		489	Oliver	3,081	580	981	284	37	684
Bottineau	12,140	3,090	10,125	1,811	246	3,852	Pembina	13,990	3,410	13,581	2,342	198	4,231
Bowman	4,001	970	6,360	1,333	199	1,477	Pierce	8,328	2,020	7,676	1,233	84	2,512
Burke	5,621	1,810	5,368	1,284	150	2,262	Ramsey	14,373	3,550	19,042	2,832	322	4,802
Burleigh	25,673	6,700	44,044	5,372	1,231	9,385	Ransom	8,876	2,270	8,706	1,379	152	3,033
Cass	58,877	15,910	91,586	10,890	2,719	19,678	Renville	5,405	1,460	5,698	1,494	90	1,717
Cavalier	11,840	2,820	9,439	1,498	180	3,443	Richland	19,865	5,170	23,336	3,171	361	6,245
Dickey	9,121	2,380	10,495	1,517	272	2,683	Rolette	11,102	2,060	6,353	1,280	158	2,389
Divide	5,967	1,450	5,680	843	128	2,297	Sargent	7,616	1,840	4,344	955	35	2,386
Dunn	7,212	1,650	5,158	943	99	1,860	Sheridan	5,253	1,270	3,524	529	83	1,558

## NORTH DAKOTA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner	Exec. vp	Gen. Mgr.	Sta. Mgr.	Coml. Mgr.	Sales Mgr.
<b>DICKINSON</b> (Stark Co.)	KDIX 1947	1230 250	Dickinson Radio Association 119 2nd Ave. West Dickinson 4113	KBS Holman	Dr. P. J. Weir, p Orville F. Burma, gm Eugene A. Spear, cm, slm	Lauren Haacke, pd, pmm Benjamin J. Lockard, ce Warren P. Vrana, nd	Karlton R. Johnson, fd William C. Mason, sd Marguerite Graham, wd					
<b>FARGO</b> (Cass Co.)	KFGO 1948	790 5000 DA-N	Northern States Bcstg. Co. 421½ N. P. Ave. 2-3291	ABC, Great Northern Walker Clark	W. R. Haggart, p Charles G. Burke, gm, pmm Garfield Fox, cm	Donald K. French, pd, nd, sd Olaf N. Gabrielson, ce	David Cassady, fd Verna S. Newell, wd					
	WDAY 1922 WDAY-TV	970 5000 DA-N	WDAY Inc. Box 1031 5357	NBC, Northwest Net. Free & Peters	Earl Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, slm	Ken Kennedy, pm Roy Pederson, pmm Julius Hetland, techn. d. Juline Savold, ce	Glenn Flint, nd Ernie Brevik, fd Glenn Hanson, sd Georgie Arden, wd					
<b>GRAFTON</b> (Walsh Co.)	KGFT (CP)	1370 1000 DA-N	KVOX Bcstg. Co. 403 Center Ave. Moorhead, Minn.									
<b>GRAND FORKS</b> (Grand Forks Co.)	*KFJM 1923	1440 1000-D 500-N ST-KILO	University of N. Dak.									
	KILO 1941	1440 1000-D 500-N ST-KFJM	Grand Forks Herald Inc. First National Bank Bldg. 4-5321	CBS Everett- McKinney	M. M. Oppegard, p Herman Livingston, gm, cm John H. Doyle, pd, pmm, fd	Arnold F. Petrich, ce Richard Buckingham, nd	Ed Bohnhoff, sd Dorothy Ann Kirk, wd					
	KNOX 1947 KNOX-TV	1310 5000 DA-N	Community Radio Corp. 4-4611	MBS Great Northern Rambeau	Carroll E. Day, p Robert Lukkosen, cm John G. French, gm	John Dark, pd, pmm David Chumley, ce	Robert A. Whyte, nd Roy Gunderson, fd Beverly Ford, wd					
<b>HETTINGER</b> (Adams Co.)	KNDC 1954	1490 250	Hettinger Bcstg. Co. 547		T. G. Barclay, p Les Kieven, gm, cm Roger Rein, pd, fd	Roger Flemmer, pm Chuck Brokow, ce Bill McIntyre, nd	Tommy Clement, sd Helen Stelmack, wd					
<b>JAMESTOWN</b> (Stutsman Co.)	KEYJ 1954	1400 250	James River Bcstg. Co. White Bldg. 1400	MBS Great Northern KBS	Robert E. Ingstad, p & gm A. G. Berry, slm							
	KSJB 1937	600 5000 DA-1	North Dakota Bcstg. Co. 1600	CBS Dakota Radio Net. Weed	John W. Boler, p Chester Reiten, gm, fd Jerry Upman, pd	Harvey Van Erem, ce Chuck Schoregge Jr., nd	Virgil Cobla, sd Andy Ingersoll, wd					
<b>MANDAN</b> (Morton Co.)	KGCU 1925	1270 1000-D 250-N	Mandan Radio Assn. 200 3rd Ave., N. W. 561	MBS Great Northern Walker	Walton S. Russell, p Paul C. Gussner, gm, cm & pmm	Merritt Bushee, pd Ray Barnett, ce Winston Hoehner, nd	Pat Phillips, sd Glenna Thompson, wd					
<b>MINOT</b> (Ward Co.)	KCJB 1950 KCJB-TV	910 1000 DA-N	North Dakota Bcstg. Co. Inc. 15 A Central Ave. 51-161	CBS, Dakota Radio Net. Weed	John N. Boler, p, gm Herman Burkart, cm Donald Kingsley, pd	Stanley Spangler, pmm Joseph Main, ce Wm. H. Johnson, nd	Chester Rietan, fd Rollie Peterson, sd Cis Hadley, wd					
	KLPM 1929	1390 5000-D 1000-N	Minot Bcstg. Co. Fair Block 41-146	ABC, MBS, Great Northern Walker	John B. Cooley, ptrn., gm C. W. Baker, ptrn., sm, ce Leslie E. Maupin, ptrn., cm, pd	Dean Thurow, pmm K. M. Knutson, nd E. H. Cooley, fd	Harry Stoner, sd Rosella Kounovsky, wd					
<b>VALLEY CITY</b> (Barnes Co.)	KOVC 1938	1490 250	KOVC Inc. 135 Central Ave. So. 1490	MBS, Great Northern	Robert E. Ingstad, p, gm Marlin Obie, cm Russ Kaber, pd, sd	Lee Weston, pmm Chas. Sjostrom, ce	Bob Ingstad, nd Fern Morsch, wd					
<b>WAHPETON</b> (Richland Co.)	KBMW 1948	1450 250	(See Breckenridge, Minn., listing)									
<b>WILLISTON</b> (Williams Co.)	KWBM 1948	1450 250	Charles L. Scofield Box 198 35371		Charles Scofield, o, gm, ce Willard L. Holter, cm, pmm	Benjamin H. Innis Jr., pd Don Hotchkiss, fd Bob Gilbert, nd	Bob Miller, sd Jane Innis, wd					

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**FOREST CITY**  
(Rutherford Co.)

WBBO 780  
1947 1,000-D

Rutherford Co. Radio  
Co.  
Route 2  
3205

Tobacco  
Sports Net.

Ed M. Anderson, p, gm  
Fred Blanton, cm  
Jane Smith, pd, pmm

Merton Twerks, ce  
Lee Kanipe, nd, fd

Moon Martin, sd  
Jane Smith, wd

WBBO-FM Ch. 227 (B)  
1948 93.3mc  
1.5kw

**FUQUAY SPRINGS**  
(Wake Co.)

WFVG 1450  
1948 1,000-D

J. M. Stephenson  
Box 465  
333

KBS  
Continental  
Radio Sales

J. M. Stephenson, o  
Robert E. Stephenson, gm,  
ce

Rupert Weathers, sm, cm  
Walter M. Pearson, pd,  
pmm, nd

Bob Stephenson, fd  
Gerald Goodwin, sd  
Miss Frances Wood, wd

**GASTONIA**  
(Gaston Co.)

WGNC 1450  
1939 250

Catherine T. McSwain  
Dallas Road  
5-8501

ABC  
Continental

Catherine T. McSwain, p  
Pat McSwain, gm

Frank Abernethy, cm  
Fred Gray, pd

W. C. Groves, ce

WGNC-FM Ch. 270 (B)  
1948 101.9mc  
11.1kw

WLTC 1370  
1948 1,000-D

Gastonia Bcstg. Service  
Inc.  
Box 1010  
51280

KBS  
Clark

James B. Petty, p, gm, ce  
B. C. Morrow, cm

Mrs. Velna Wilder, pd, wd  
Donald Voigt, nd, fd

Boyce Hanna, sd

**GOLDSBORO**  
(Wayne Co.)

WFMC 730  
1951 1,000-D

Southern Radio &  
Television Corp.  
P. O. Box 655  
963

KBS

Kenneth T. Marshall, p, gm

Henry Harrison, ce, pd

WGBR 1150  
1938 1,000  
DA-2

Eastern Carolina Bcstg.  
Co.  
P. O. Box 1024  
3730

ABC  
Tobacco  
Net.

A. T. Hawkins, p  
Vassie G. Balkcum, gm, cm

Norman D. Satterthwaite,  
pd, nd

Daniel B. Trueblood, ce

WEQR-FM Ch. 245 (B)  
1946 96.9mc  
27kw

(WGBR, Am affiliate)

**APS=Radio . . .**



MUZAK—Reg. U.S. Pat. Off.

**Only APS has everything!**

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

- 2. APS is the industry's only *all* high-fidelity full basic transcription library service.
- 3. APS is the only transcription library actively managed and operated by broadcasters.
- 4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK knowhow.
- 5. APS is budget priced.

*There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.*





# NORTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
				<i>o</i> ; Pres. <i>p</i> ; Exec. up <i>evp</i> ; Gen. Mgr. <i>gm</i> ; Sta. Mgr. <i>sm</i> ; Coml. Mgr. <i>cm</i> ; Sales Mgr. <i>slm</i> ; Prog. Dir. <i>pd</i> ; Chief Eng. <i>ce</i> ; Prom. Mgr. <i>pmm</i> ; Prod. Mgr. <i>pdm</i> ; News, Farm, Sports or Women's Dir. <i>nd, fd, sd, wd.</i>		
<b>GREENSBORO</b> (Guttford Co.)						
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. O. Henry Hotel Bldg. 2-6125	CBS Hollingsbery	Michaux H. Crocker, <i>p</i> Allen Wannamaker, <i>gm</i> , <i>pmm</i>	William P. Mitchell, <i>cm</i> Dan T. Griffin, <i>pd</i> William H. Malone, <i>ce</i>	Add Penfield, <i>nd, sd</i> Joe Tew, <i>fd</i> Clara Martin, <i>wd</i>
WCOG 1948	1320 1,000 DA-1	Inter-City Advertising Co. 314 South Greene St. Greensboro 3-7262	ABC Bolling	George W. Dowdy, <i>p</i> Gilbert M. Hutchison, <i>gm</i> Terry Bane, <i>cm, pd</i>	Mrs. Margaret Jones, <i>pmm</i> Joe Lamb, <i>ce</i> Fred Covington, <i>nd</i>	Mart Taylor, <i>fd</i> Bob Thompson, <i>sd</i> Jane Van Ness, <i>wd</i>
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith Grant	Ralph M. Lambeth, <i>p, gm</i> B. George Barber, Jr., <i>cm</i> H. Marie Craven, <i>pd, wd</i> Wayne M. Nelson, <i>p, gm, cm</i>	Earl O. Sullivan, <i>pmm</i> Fred S. Smith, <i>ce</i> Fletcher Smith, <i>nd</i> Leoma Showmar, <i>pd</i>	Bob Montgomery, <i>fd</i> Jack Rimmer, <i>sd</i> E. M. Stanton, Jr., <i>ce</i>
WPET 1954	950 500-D	Wayne M. Nelson P. O. Box 567 54464				
<b>GREENVILLE</b> (Greenville Co.)						
WGTC 1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. Box 898 6181	MBS. Tobacco Pearson	H. W. Anderson, <i>p</i> A. Hartwell Campbell, <i>gm</i> John G. Clark Jr., <i>cm &amp;</i> <i>pmm</i>	Bill Burwell, <i>pd</i> Hank Tribbley, <i>ce</i> Bob Dupree, <i>nd</i>	Larry Carr, <i>sd</i> Tom Moore, <i>fd</i>

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# "ONE" IS OUR NUMBER!

- 1** First radio station in Greensboro . . . we are in our 29th year of broadcasting
- 1** Now rated first in size of audience among local stations (1953 Pulse Report)
- 1** Home county first in retail sales in the Carolinas (Sales Management's 1954 Survey of Buying Power)

We will never be satisfied  
with less than  
the No. 1 Spot!



**HENDERSON**

<i>(Vance Co.)</i>						
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136	MBS Tobacco Net.	Nathan Frank, p, gm, cm, pmm Tommy Powell, pd	James Mayo, ce Bob Harrison, nd, fd, sd	Dotty Roberson, wd
WHNC-FM 1948	Ch. 223 (B) 92.5mc 10kw					
WHVH (CP)	1450 250	Vance Co. Bcstg. Co. c/o Howard V. Harrell, Hillsboro St. Oxford, N. C.				

**HENDERSONVILLE**

<i>(Henderson Co.)</i>						
WHKP 1946	1450 250	Radio Hendersonville Inc. Chimney Rock Rd. 9061	ABC, KBS Cooke	Beverly M. Middleton, p Kermit Edney, gm	Robert Smith, cm Charles Renfrow, ce	Jim Northington, fd Freda Hipps, wd

**HICKORY**

<i>(Catawba Co.)</i>						
WHKY 1940	1290 5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave. N. W. 2295	ABC Dora- Clayton	Carl V. Cline, Sr., p Edmund S. Long, gm Theodore T. Weaver, cm	Laura C. Hall, pd, pmm Thomas E. Long, ce H. D. Henry, nd	Arnold Setzer, fd Ellis Greenway, sd Amy Lee Brinkley, wd
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 329 First Ave., N. W. 2124	Tobacco Sports Net. Pearson	Edmond H. Smith, Jr., gm Lee Douglas, cm Mrs. Mattie Padgett, pd	Cecile Bost, pmm Elmer Troutman, ce	Margaret A. Smith, nd, wd Bill Taylor, fd, sd

**HIGH POINT**

<i>(Gulfport Co.)</i>						
WHPE 1947	1070 1000-D	High Point Bcstg. Co. Inc. 504½ North Main St. 3466	KBS Media Sales & Svce.	Gary C. Davis, p, nd James A. Penley, gm, cm, pmm	J. Harold Craven, pd, sd Robert L. Moore, ce	
WHPE-FM 1947	Ch. 238 (B) 95.5mc 13kw					
WMFR 1935	1230 250	WMFR, Inc. 164 S. Main St. 4593	ABC Burn- Smith	Frank S. Lambeth, p, gm Frank Smith, cm	Max Meeks, pd, nd, fd Gerald Sullivan, pmm	Robert P. Boyd, ce William Smith, sd
WMFR-FM 1946	Ch. 258 (B) 99.5mc 8kw					
WNOS 1953	1590 1,000-D	North State Bcstg. Co. P. O. Box 1448 7323-8900	Tobacco Sports Net. Continental Radio Sales	William H. Currie, p, gm, sd Howell F. McElfresh, cm	Joy A. Currie, pd, wd Yancey Cecil, ce	Tom A. Wall, nd Woody Mashburn, fd
WNOS-FM 1953	Ch. 262 (B) 100.3mc 2.7kw					

**JACKSONVILLE**

<i>(Onslow Co.)</i>						
WJNC 1945	1240 250	Greater Carolinas Television & Radio Industries, Inc. Box E 7707-7708	MBS, Tobacco Net.	Lester L. Gould, p, gm Rodric L. Jones, cm Dorothy R. Gould, pd, wd	Dick Bove, pmm, sd Rod O. Dorsey, ce	William W. Harvey, nd Jame Alligood, fd
WLAS 1954	910 1,000-D	Seaboard Bcstg. Corp. P. O. Box 56 3901	.....	Jerry Popkin, p Paul Parker, gm, cm	Tancil Horne, pd, ce, sd	Margie King, wd

**KANNAPOLIS**

<i>(Cabarrus Co.)</i>						
WGTL 1937	870 1000-D	Fred H. Whitley, Inc. Cannon Blvd. P. O. Box 997 8700	.....	Fred H. Whitley, p & gm Foy Hinson, ce		

**KINGS MOUNTAIN**

<i>(Cleveland Co.)</i>						
WKMT 1953	1220 1,000-D	Southern Radiocasting P. O. Box 669 999	Dora- Clayton	R. H. Whitesides, p, co Jonas R. Bridges, gm Paul League, cm	Doris Bridges, pd, wd Ed Campbell, pmm Bob Hilker, ce	Fred Knight, nd, fd Red Feinster, sd

**KINSTON**

<i>(Lenoir Co.)</i>						
WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 West Vernon Ave. 5151	KBS Devney, Dora- Clayton	William S. Page, p Jack P. Hankins, gm Philip Huckins, cm	W. A. Kiker, pd William Dixon, ce Jack Rider, nd	Richard Bowman, sd Peggy Kyle, wd
WFTC 1937	960 5,000-D 1,000-N DA-N	Kinston Bcstg. Co. 204 East King St. 4111	ABC, CBS Best	J. H. Vester gm, cm, pmm	John Wilson, pd Herman B. Civilis, ce, fd	Tom Johnson, nd, sd Adelaide Waller, wd
WISP 1953	1230 100	Citizen's Bcstg. Co. Inc. Oasis Bldg, Kinston 6161	MBS	E. J. Schuffman, p, gm J. Linwood Moseley, cm, sd	Robert E. Mongold, pd David Hardison, ce	Alice Aycock, wd

**LAURINBURG**

<i>(Scotland Co.)</i>						
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Tobacco Sports Net. Dora-Clayton	Edwin Pate, p J. R. Dalrymple, Jr., gm, cm Bud Ward, pd	W. S. Brown, pmm Truman Brock, ce Dick Brown, nd	Jimmie Dalrymple, fd Bill Hogan, sd Rita Ryle, wd
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw					

**LEAKSVILLE**

<i>(Rockingham Co.)</i>						
WLOE 1946	1490 250	WLOE, Inc. Box L, Boulevard St. MAINE 3-3118	MBS	Douglas L. Craddock, p, gm, cm, pmm Barbara Earles, pd	Eldred Winn, ce Ronnie Rippy, nd Cari Webb, fd	Mert Warren, sd Virginia Hudgins, wd
WLOE-FM 1949	Ch. 224 (A) 92.7mc 0.52kw					

# NORTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>LENOIR</b> (Caldwell Co.)						
WJRI 1947	1340 250	John P. Rabb 107 West Avenue Plaza 4-5361	MBS KBS	John P. Rabb, p & gm F. Kent Atwater, cm, pmm K. Rabb, pd & wd	Arnold Setzer, ce Alfred L. Digregorio, nd	Max Culp, fd George Flowers, sd
<b>LEXINGTON</b> (Davidson Co.)						
WBUY 1946	1450 250 CP-1440 5000-D	Davidson County Bcstg. Co. P. O. Box 359 2716	Tobacco Net. Continental	Omar G. Hilton, ptrn. Greeley N. Hilton, ptrn. Wally Mack, gm	Dewey Hutchins, cm Claude White, pd Branch Twigg, pmm & sd	Fred Honeycutt, ce Roy West, nd Claude White, fd
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.3kw					
<b>LINCOLN</b> (Lincoln Co.)						
WLON 1953	1050 500-D	Lincoln County Bcstg. Co. Startown Rd. Regent 5-8071	.....	J. A. Polhill, p W. Jack Brown, gm, cm	Charles W. Loveland, pd, nd	Dennis C. Long, ce
<b>LUMBERTON</b> (Robeson Co.)						
WAGR 1954	1480 1000	Southeastern Bcstg. Corp. 217 E. Third St. 3394	ABC Walker, Media Sales & Service	Billy S. Hodges, gm		
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 West 5th St. 6056	MBS KBS Continental	Jack Pait, p W. James MacNeil, gm, cm & pmm, sd	Maurice Stuart, pd & nd, fd J. E. Howell, ce Lillian M. Smith, wd	
<b>MARION</b> (McDowell Co.)						
WBRM 1949	1250 1000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221	Tobacco Sports Net.	W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd	J. C. Pleasant, cm Hubert C. Martin, ce	Jim Prince, fd, sd Jessie Reynolds, wd
<b>MAYODAN</b> (Rockingham Co.)						
WFMB(FM) 1949	Ch. 228 (A) 93.5 mc 0.38kw	Mayo Bcstg Corp. Box 382 Madison 312	Southern	L. B. Shelton, p	L. E. Rish, gm & ce	
<b>MONROE</b> (Union Co.)						
WMAF 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS Continental	D. E. Marable, p, gm, & fd J. A. Laney, sm & sd	W. D. Benton, bus. m R. I. Smith, ce	Frances Long, nd & wd
<b>MOORESVILLE</b> (Iredell Co.)						
WHP 1950	1350 1000-D	Wayne M. Nelson 34301	KBS	Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd	E. M. Stanton, Jr., ce
<b>MOREHEAD CITY</b> (Carteret Co.)						
WMBL 1947	740 1000-D	Carteret Bcstg. Co. P. O. Box 432 6-3188	KBS, Tobacco Sports Net. McGillivra	Grover C. Munden, p, gm Walder Niemi, cm, ce	Alice H. Taylor, pd Charles H. Markey, pmm	Lynn C. Stoller, nd, sd, wd Richard J. Babock, fd
<b>MORGANTON</b> (Burke Co.)						
WMNC 1947	1490 250 CP-1430 5000-D	Nathan J. Cooper P. O. Box 698 1100	NBC	Nathan J. Cooper, gm Madelyn Y. Patton, pd	Frank A. Ballew, ce	Stanley Moore, nd
<b>MT. AIRY</b> (Surry Co.)						
WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400 and 1401	KBS Clark	Ralph D. Epperson, p, gm Lucy Bowman, cm Costin Lindsay, pd	Bill Belton, pmm Harry A. Epperson, Jr., ce Horace Westmoreland, nd, sd	Neil Smith, fd Frances Valentine, wd
WSYD 1951	1240 250 CP-1300 5000-D	Mt. Airy Bcstg. Inc. P. O. Box 209 581	MBS	Robert H. Epperson, p, gm, ce Erastus F. Poore, cm	Alma Hiatt, pd, pmm, wd Jerry Norman, nd	Elbert Williams, fd Ronald Johnson, sd
<b>NEW BERN</b> (Craven Co.)						
WHTT 1943	1450 250	Harmon L. Duncan Highway 17, South 4450	MBS Tobacco Sports Net. Pearson	Harmon L. Duncan, p Ray D. Williams, gm, cm George Nelson, pd, nd, sd	Jim Putnam, pmm Roy Gallagher, ce	Paul Cox, fd Edythe Williams, wd
WOOW 1953	1490 250	Craven Bcstg. Glendurnie Gardens 3311	KBS	L. T. Grantham, p, gm	Harry Doggette, cm, pd	Sam Birdsong, ce
<b>NEWTON</b> (Catawba Co.)						
WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Box 148 930	MBS	Earl Holder, p, gm Eugene Henry, cm	Sylvia Cope, pd	Eddie Cope, ce
<b>NORTH WILKESBORO</b> (Wilkes Co.)						
WKBC 1947	810 1000-D	Wilkes Bcstg. Co. Radio Bldg. 633		Doris B. Brown, gm, pd & fd	Roland B. Potter, cm & pmm Claude Raney, nd & sd	Walter Harrold, ce Anne Martin, wd
<b>OXFORD</b> (Granville Co.)						
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4187	.....	Charles Allen, p James F. Flanagan, gm, cm Bob Gilreath, pd	Bob Smith, pmm Gale Lewis, ce Pat Flanagan, nd, sd	Hart Curl, fd Doris Dickerson, wd
<b>RALEIGH</b> (Wake Co.)						
WMSN 1954	570 500-D	Merchants & Farmers Station 649 Maywood Ave. 3-3874	.....	B. H. Ingle, Sr., p, gm, nd	Ed McLeod, ce	Ruth Johnson, wd

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# NORTH CAROLINA

WNAO 1948	850 10,000-D 5,000-N DA-N	Sir Walter Television Co. 219 S. McDowell St. 20321	ABC, MBS Avery- Knodei	John W. English, p Charles G. Baskerville, gm Jim Simpson, cm, sd	Leo Ribitzki, pd, pmm Pete Miller, ce	Clay Williams, fd Neville Campbell, wd
WNAO-FM 1948	Ch. 241 (A) 96.1mc 29.5kw					
WPTF 1924	880 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	R. H. Mason, p, gm R. W. Youngsteadt, sim Graham B. Foyner, pd	H. T. Vaden, pm Henry Hulick, Jr., ce J. Edgar Kirk, nd	Bill Jackson, fd Jim Reid, sd Harriet Pressly, wd
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw					
WRAL 1939	1240 250	Capitol Bcstg. Co. 139 S. Salisbury St. 46401	Tobacco Radio Net. Forjoe	A. J. Fletcher, p Fred Fletcher, gm Fletcher Turner, cm	George Hall, pd Virgil D. Duncan, ce	Bill Armstrong, nd Ray Reeve, sd
WRAL-FM 1946	Ch. 268 (A) 101.5mc 54kw					
<b>REIDSVILLE</b> (Rockingham Co.)						
WFRC 1947	1600 1,000 DA-N	Piedmont Carolina Bcstg. Co. 116 Gilmer St. 4381-4362	ABC, KBS	H. T. Williams, p Steve Woodson, gm, cm Alfred Nelson, pd	Page Smith, pmm, nd Sam Sexton, ce Ed Foil, fd	Gene Overby, sd Hazel Bedell, wd
WREV 1950	1220 250-D	Reidsville Bcstg. Co. Drawer 1349 7051	Webb Media Sales & Service	W. M. Oliver, Sr., p, gm, cm, fd	Katye P. Oliver, pd, pmm	W. M. Oliver, Jr., ce, nd, sd wd
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw					
<b>ROANOKE RAPIDS</b> (Halifax Co.)						
WCBT 1939	1230 250	WCBT, Inc. 251 Roanoke Ave. 7-2545	MBS, KBS Continental Radio Sales	J. W. Crew, Jr., p, gm Jerry Elliott, sm, nd, fd, wd	Don Collins, cm Dick Phillips, pd	Marvin Floyd, ce Jim Ferguson, sd
WKFM (FM) 1949	Ch. 254 (B) 98.5mc 10kw	(WCBT, Am Affiliate)				
<b>ROCKINGHAM</b> (Richmond Co.)						
WAYN 1946	900 1,000-D	WAYN, Inc. 4041	.....	Wayne M. Nelson, p, gm	Wm. Futterer, cm	Wm. E. Henley, ce
<b>ROCKY MOUNT</b> (Nash Co.)						
WCEC 1947	810 1,000-D	Eastern Carolina Electronics, Inc. 115 N. Church St. 23109	KBS Tobacco Net. Pearson	Josh Horne, p Mel Warner, gm, pmm, sd Ray Thompson, cm	Ray Wilkinson, pd, nd Grover Taylor, ce	Tal Pollard, fd Bunny Tucker, wd
WFMA (FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, Am affiliate)				
WEED 1933	1390 5,000-D 1,000-N DA-2	W. A. Wynne Box 752 2-8149	ABC Burn- Smith	W. A. Wynne, o, gm	Rainey Horner, cm	Joe R. Morris, ce
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw					
<b>ROXBORO</b> (Person Co.)						
WRXO 1949	1430 1000-D	Roxboro Bcstg. Co. P. O. Box 130 6013		Harold S. Taylor, p, gm, cm	Lloyd M. Perkins, ce	
<b>SALISBURY</b> (Rowan Co.)						
WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. Milford Hills Rd. 276-277	ABC, Duke Football Net.; Tobacco Sports Net. McGillvra	C. H. Wentz, p Harry L. Welch, gm, cm Gales M. Adkins, pd	Claude F. White, pmm, fd, sd Elbert L. Sherman, ce	William D. Wolfe, nd Ellen G. Cheek, wd
WSTP 1949	1490 250	Piedmont Bcstg. Corp. Center Theatre Bldg. 2121-2122	MBS, KBS Burn- Smith	Robert M. Wallace, p Russell B. McIntire, m, pd Katherine M. Murphy, cm	Russell Hunt, pmm Carl B. Watson, ce Jim Turner, nd, sd	Hal Frazier, fd Helen Miller, wd
WSTP-FM 1947	(Ch. 293 (B) 106.5mc 2.9kw					
<b>SANFORD</b> (Lee Co.)						
WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. P. O. Box 550 4-5561	.....	W. L. Simmons, p Waldo W. Frimm, gm	L. B. Nelson, cm	W. M. Primm, pd, nd, sd
WWGP 1946	1050 1000-D	Sandhills Bcstg. Corp. 210 St. Clair Ct. Spring 3-6611	KBS Tobacco Sports Net.	W. E. Horner, p Del Carty, gm, cm, nd, sd	Dan Moss, pd, fd Fred Vaughn, pmm	J. S. Dees, ce Nancy MacDuffie, wd
WWGP-FM 1946	Ch. 288 (A) 105.5mc 0.49kw					
<b>SHELBY</b> (Cleveland Co.)						
WOHS 1946	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS, KBS	Robert M. Wallace, p, gm Max P. Butler, cm	Hugh Dover, pd, fd Edwin A. Patterson, ce	Don McLain, sd
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw					
<b>SILER CITY</b> (Chatham Co.)						
WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. P. O. Box 352 Siler City 618	Tobacco Sports Net. UNC Baseball Net. Best	William Wren, p L. C. Bruce, cm, sd Eugene Whitaker, pd, sd	Hilda R. Marley, pm, wd Henry P. Irvin, ce	Wayne Neil, fd

# NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>SMITHFIELD</b> (Johnston Co.)							
	WMPM 1950	1270 1,000-D	Seima Smithfield Bcstg. Co. Box 238 2434	.....	John S. Townsend, gm, ce Bill Burwell, cm	Bill Kirby, pd, fd John Wall, pmm, nd	Larry Carr, sd Anne Hockaday, wd
<b>SOUTHERN PINES</b> (Moore Co.)							
	WEEB 1947	990 1,000-D	The Sandhill Commu- nity Bcstrs., Inc. Drawer 1140 22942 or 22952	MBS Holman	Jack Younts, p, gm Joseph A. Warren, cm, ce Elizabeth M. Younts, pd	Charles Clapp, nd E. H. Garrison, fd	Bill Turnstall, sd Matsy Abernathy, wd
<b>STATESVILLE</b> (Iredell Co.)							
	WSIC 1947	1400 250	Statesville Bcstg. Co. Radio Road 9078	MBS, Tobacco Sports Net. Southern Radio Reps.	Chas. D. Melton, gm	Tom Lawrence, pd, sd	T. Ken Abernathy, ce
	WSIC-FM 1947	Ch. 289 (B) 105.7mc 2.7kw					
<b>TABOR CITY</b> (Columbus Co.)							
	WTAB (CP)	1370 1000-D	Tabor City Bcstg. Co.		John B. Ward Sr., p		
<b>TARBORO</b> (Edgecombe Co.)							
	WCPS 1946	760 1,000-D	Coastal Plains Bcstg. Co. Edgecomb Bank Bldg. 2191	Dora- Clayton	V. E. Fountain, p G. Lee Hodges, gm, pmm, ce	R. M. Fountain, sld Tom Shields, pd, nd	John Price, fd Lewis Heilbronner, sd
	WCPS-FM 1952	Ch. 282 (B) 104.3mc 7kw					
<b>THOMASVILLE</b> (Davidson Co.)							
	WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. 750 2701	Continental	George W. Lyles, Sr., p Harold Harrison, gm, cm, pd, pmm	James McAden, ce John Mauti, nd	Jack Grubb, sd Neil V. Fouts, wd
	WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw					
<b>TRYON</b> (Polk Co.)							
	WTYN 1954	1580 250-D	The Thermal Bcstg. Co. Box 1482 361	.....	Mildred Allen, co-o Edithe Mooneyham, co-o	Harrison Bridgeman, Jr., pm Palmer Greer, ce	Jimmy Boyd, fd Ann Flake, wd
<b>WADESBORO</b> (Anson Co.)							
	WADE 1947	1210 1,000-D	R. P. and R. A. Lyon Box 341 427	KBS Walker	R. P. and R. A. Lyon, co-o W. P. Billingsley, gm	Peggy L. Mitchell, pd Kenneth R. Read, ce	Walter Mitchell, sd
<b>WALLACE</b> (Duplin Co.)							
	WLSE 1953	1400 250	Duplin Bcstg. Co. P. O. Box 449 6611 or 6911	MBS, KBS	Harry E. Kramer, p Lester L. Gould, gm Howard N. Fisher, sm, pd, sd	Hal Denny, cm, pmm Gene Vinson, ce	Hal Masters, nd, fd Edith R. Fisher, wd
<b>WASHINGTON</b> (Beaufort Co.)							
	WHED 1953	1340 250	Pamlico Bcstg. Co. P. O. Box 439 278	KBS Duke Football Continental	R. R. Knowles, p W. W. Moore, vp, gm, cm, pm, nd	Alex Dare, pd, wd Richard Tripp, ce Pete Etchison, fd	Len McDowell, sd
	WRRF 1942	930 5,000-D, 1,000-N DA-N	Tar Heel Bcstg. System Inc. Bank of Washington Bldg; 403 & 404	ABC Walker	W. R. Roberson, Jr., p T. H. Patterson, gm William Abeyounis, cm, pmm	Merrill Daniels, pd L. E. Hland, ce Dick Stokes, nd	Dick Jones, fd Russ Lindley, sd
<b>WAYNESVILLE</b> (Haywood Co.)							
	WHCC 1947	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-4661	KBS Media Sales & Service	Kenneth D. Fry, gm, ptn, pd	Margaret F. Fry, ptn, pmm, wd	Joseph W. Herman, ce
<b>WHITEVILLE</b> (Columbus Co.)							
	WENC 1946	1240 250	Whiteville Bcstg. Co. P. O. Box 700 2133	MBS, KBS Tobacco Net. Tobacco Sports Net. Clark	J. A. Maulsby, p Jim Newton, gm	Charles Burroughs, pd, fd, sd Stephen J. Hart, ce	Gilbert Cour, nd Mrs. Lou Sasser, wd
<b>WILLIAMSTON</b> (Martin Co.)							
	WIAM 1951	900 1,000-D	East Carolina Bcstg. Co. 115 East Main St. 2457	.....	Charles M. Gaylord, co-o, gm, cm, pmm William H. Farris, Jr., co-o, sm, pd, nd, sd	Charles Neer, ce Tommy Lloyd, fd	Mattie Lou Roberson, wd

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# NORTH CAROLINA

## WILMINGTON (New Hanover Co.)

WGNI 1946	1340 250	New Hanover Bcstg. Co., P. O. Box 869 2-2493	MBS Tobacco Net. Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Carl B. Caudill Jr., pd A. L. Madeley, ce	
WMFD 1935	630 1,000	Richard Austin Dunlea 225 Princess St. 4840	ABC Burn- Smith	Richard Austin Dunlea, Jr., gm Charles Castleberry, cm	Alan W. Compton, pd Edward I. Herring, Jr., ce Paul Jennewein, nd	Al Compton, fd Bob West, sd Julia M. Mitton, wd
WMFD-TV 1949	Ch. 242 (B) 96.3mc 12kw					

## WILSON (Wilson Co.)

WGTM 1937	590 5,000 DA-2	Watson Industries Inc. U. S. Hwy. 301 2188 & 2189	CBS Walker	Penn. T. Watson, Sr., p Henry E. Sullivan, gm Desmond Barclay, cm	Bill Bunn, pd Ernest C. Pate, Jr. W. N. Glover, fd	Clint Faris, sd Mary Nackos, wd
WVOT 1948	1420 1,000-D 500-N DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd, fd Lynda Thomas, pmm Dan Williams, ce	Charlie Crone, nd Bill Ramsey, sd

## WINSTON-SALEM (Forsyth Co.)

WAAA 1950	980 1000-D	Community Bcstg. Serv- ice Inc. P. O. Box 3119 2-4121	Stars National	Roger Page, Jr., p Tom Buckley, gm & cm	Larry Williams, pd, nd & sd Fred Bennett, ce	
WAIR 1937	1340 250	Radio Winston-Salem Inc. P. O. Box 3078 2-1133	ABC Meeker	John S. Riggs, p Joseph A. Pace, gm Wally Voigt, cm	Larry Patrick, pd, pmm, nd Lee C. King, ce	Johnny O'Neill, sd Marion Cason, wd
WAIR-FM 1946	Ch. 226 (B) 93.1mc 34kw					
WSJS 1930	600 5,000 DA-2	Piedmont Publishing Co. 419-421 North Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, gm, vp Harry B. Shaw, slm	Jean D. Isenhower, pmm Phil Hedrick, ops. m Leon Lasley, ce	F. O. Carver, nd Harvey Dinkins, fd Max Ulrich, sd
WSJS-FM (CP)	Ch. 281 (B) 104.1mc 42kw					
WTOB 1947	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co., Inc. 300 S. Stratford Rd. 34353	CBS, MBS H-R Reprs.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm	Johnny Miller, pd James Hoke, ce	George Thomas, nd Owen Spann, sd

YOU COVER

**15 TOP NORTH CAROLINA COUNTIES\***

\*A Rich, Growing Market with Retail Sales of  
**\$665,570,000**  
(Sales Management 1954 Survey of Buying Power)

WITH \*\*



**AM WSJS FM**

WINSTON-SALEM, N. C.

600 KC—5 KW



**Affiliate**

\*\* FIRST in the morning—  
FIRST in the afternoon—  
FIRST in the evening . . .  
according to the current  
Pulse Report.

**REPRESENTED BY:  
HEADLEY-REED CO.**

# NORTH DAKOTA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	4,910	1,180	\$ 6,874	\$ 1,326	\$ 102	1,609	Morton	19,295	4,550	20,599	3,578	454	6,003
Barnes	16,884	4,420	17,841	3,202	311	5,690	Mountrail	9,418	2,510	9,782	1,577	266	3,359
Benson	10,875	2,410	5,182	1,231	92	2,788	Nelson	8,090	1,870	9,696	1,215	197	2,629
Billings	1,777	470	130	49		489	Oliver	3,091	580	981	284	37	684
Bottineau	12,140	3,080	10,125	1,811	246	3,852	Pembina	13,990	3,410	13,581	2,342	198	4,231
Bowman	4,001	970	6,360	1,333	199	1,477	Pierce	8,328	2,020	7,676	1,233	84	2,512
Burke	6,621	1,810	5,388	1,264	150	2,262	Ramsey	14,373	3,550	19,042	2,832	322	4,802
Burleigh	25,873	6,700	44,044	5,372	1,231	9,385	Ransom	8,676	2,270	8,706	1,379	152	3,033
Cass	58,877	15,910	91,596	10,890	2,719	19,878	Renville	5,405	1,460	5,686	1,494	80	1,717
Cavalier	11,840	2,820	9,439	1,488	160	3,443	Richland	19,865	5,170	23,336	3,171	381	6,245
Dickey	9,121	2,380	10,495	1,517	272	2,883	Rolette	11,102	2,060	6,353	1,290	158	2,386
Divide	5,967	1,450	5,680	843	128	2,297	Sargent	7,616	1,840	4,344	955	35	2,386
Dunn	7,212	1,650	5,158	943	99	1,860	Sheridan	5,253	1,270	3,524	529	83	1,558
Eddy	5,372	1,270	5,586	819	131	1,691	Sioux	3,696	610	1,241	494	32	651
Emmons	9,715	1,970	8,830	1,645	46	2,509	Slope	2,315	490	443	150		683
Foster	5,337	1,460	7,111	1,261	84	1,861	Stark	16,137	3,830	23,097	2,944	551	5,090
Golden Valley	3,489	980	4,914	920	86	1,263	Steele	5,145	1,280	4,053	823	84	1,737
Grand Forks	39,443	10,320	58,607	7,763	1,022	11,385	Stutsman	24,158	5,660	29,149	4,203	604	7,547
Grant	7,114	1,630	5,440	946	182	1,946	Towner	6,360	1,450	5,840	1,075	122	2,027
Griggs	5,460	1,380	5,563	741	85	1,815	Traill	11,359	2,930	12,251	1,964	199	3,866
Hettinger	7,100	1,750	10,813	1,651	186	2,190	Walsh	18,659	4,490	20,172	2,645	372	5,980
Kidder	6,168	1,420	4,479	926	85	1,861	Ward	34,782	9,690	55,272	8,403	1,519	11,226
LaMoure	9,498	2,350	10,336	1,878	173	2,899	Wells	10,417	2,650	9,979	1,653	183	3,285
Logan	6,357	1,350	5,321	680	43	1,802	Williams	16,442	5,500	32,382	5,136	516	7,951
McHenry	12,556	3,090	10,766	2,574	212	3,767							
McIntosh	7,590	1,730	9,859	1,799	102	2,359							
McKenzie	6,849	1,840	5,078	983	126	2,159							
McLean	18,824	4,870	19,548	5,155	530	5,997							
Mercer	8,666	2,000	7,642	1,806	186	2,616							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Power	Established	TV Affiliate	Licensee Headquarters Telephone	Network Representative	Owner	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.
<b>BISMARCK</b> (Burleigh Co.)																			
		KFYR	550				Meyer Bcstg. Co. 200 1/2 Fourth St. CA 30900	NBC Blair	Mrs. P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm		Cal Culver, pd Jack Swenson, pmm & nd Ivar Nelson, ce								Larry Kindle, fd Doug Anderson, sd
<b>DEVILS LAKE</b> (Ramsey Co.)																			
		KDLR	1240				KDLR Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p, gm Paul R. Lange, cm, pmm		Wilbur Clemenson, pd Richard Moritz, ce								Norman Buckner, sd

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# this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarck. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds  
KFYR Radio  
Bismarck, North Dakota



# WDAY....

*because*

WDAY simply doesn't *have* any radio "competition". We believe you will find no other station in America that covers its market so completely — so almost *exclusively*.

WDAY is by far the highest in Red River Valley radio audience ratings . . . mail pull . . . local advertising . . . national spot advertising . . . network advertising. Ask Free & Peters!

## FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



**FREE & PETERS, INC.**

*Exclusive National Representatives*

# NORTH DAKOTA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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.
<b>DICKINSON</b> (Stark Co.)					
KDIX 1947	1230 250	Dickinson Radio Association 119 2nd Ave. West Dickenson 4113	KBS Holman	Dr. P. J. Weir, p Orville F. Burda, gm Eugene A. Spear, cm, slm	Lauren Haacke, pd, pmm Benjamin J. Lockerd, ce Warren P. Vranina, nd Karlton R. Johnson, fd William C. Mason, sd Marguerite Graham, wd
<b>FARGO</b> (Cass Co.)					
KFGO 1948	790 5000 DA-N	Northern States Bcstg. Co. 421 1/2 N. P. Ave. 2-3291	ABC, Great Northern Walker Clark	W. R. Haggart, p Charles G. Burke, gm, pmm Garfield Fox, cm	Donald K. French, pd, nd, sd Olaf N. Gabrielson, ce David Cassady, fd Verna S. Newell, wd
WDAY 1922 WDAY-TV	970 5000 DA-N	WDAY Inc. Box 1031 5357	NBC, Northwest Net. Free & Peters	Earl Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, sim	Ken Kennedy, pm Roy Pederson, pmm Julius Hetland, techn. d. Juline Savold, ce Glenn Flint, nd Ernie Brevik, fd Glenn Hanson, sd Georgie Arden, wd
<b>GRAFTON</b> (Walsh Co.)					
KGFT (CP)	1370 1000 DA-N	KVOX Bcstg. Co. 403 Center Ave. Moorhead, Minn			
<b>GRAND FORKS</b> (Grand Forks Co.)					
*KFJM 1923	1440 1000-D 500-N ST-KILO	University of N. Dak.			
KILO 1941	1440 1000-D 500-N ST-KFJM	Grand Forks Herald Inc. First National Bank Bldg. 4-5321	CBS Everett- McKinney	M. M. Opegard, p Herman Livingston, gm, cm John H. Doyle, pd, pmm, fd	Arnold F. Petrich, ce Richard Buckingham, nd Ed Bohnhoff, sd Dorothy Ann Kirk, wd
KNOX 1947 KNOX-TV	1310 5000 DA-N	Community Radio Corp. 4-4811	MBS Great Northern Rambeau	Carroll E. Day, p Robert Lukkosen, cm John G. French, gm	John Dark, pd, pmm David Chumley, ce Robert A. Whyte, nd Roy Gunderson, fd Beverly Ford, wd
<b>HETTINGER</b> (Adams Co.)					
KNDC 1954	1490 250	Hettinger Bcstg. Co. 547	.....	T. G. Barclay, p Les Kleven, gm, cm Roger Rein, pd, fd	Roger Flemmer, pm Chuck Brokow, ce Bill McIntyre, nd Tommy Clement, sd Helen Stelmack, wd
<b>JAMESTOWN</b> (Stutsman Co.)					
KEYJ 1954	1400 250	James River Bcstg. Co. White Bldg. 1400	MBS Great Northern KBS	Robert E. Ingstad, p & gm A. G. Berry, slm	
KSJB 1937	600 5000 DA-1	North Dakota Bcstg. Co. 1800	CBS Dakota Radio Net. Weed	John W. Boler, p Chester Reiten, gm, fd Jerry Upman, pd	Harvey Van Erem, ce Chuck Schoregge Jr., nd Virgil Cobia, sd Andy Ingersoll, wd
<b>MANDAN</b> (Morton Co.)					
KGCU 1925	1270 1000-D 250-N	Mandan Radio Assn. 200 3rd Ave., N. W. 561	MBS Great Northern Walker	Walton S. Russell, p Paul C. Gussner, gm, cm & pmm	Merritt Bushee, pd Ray Barnett, ce Winston Hoehner, nd Pat Phillips, sd Glenna Thompson, wd
<b>MINOT</b> (Ward Co.)					
KCJB 1950 KCJB-TV	910 1000 DA-N	North Dakota Bcstg. Co. Inc. 15 A Central Ave. 51-181	CBS, Dakota Radio Net. Weed	John N. Boler, p, gm Herman Burkart, cm Donald Kingsley, pd	Stanley Spangler, pmm Joseph Main, ce Wm. H. Johnson, nd Chester Rietan, fd Rollie Peterson, sd Cis Hadley, wd
KLPM 1929	1390 5000-D 1000-N	Minot Bcstg. Co. Fair Block 41-146	ABC, MBS, Great Northern Walker	John B. Cooley, ptrn., gm C. W. Baker, ptrn., sm, ce Leslie E. Maupin, ptrn., cm, pd	Dean Thurow, pmm K. M. Knutson, nd E. H. Cooley, fd Harry Stoner, sd Rosella Kounovsky, wd
<b>VALLEY CITY</b> (Barnes Co.)					
KOVC 1938	1490 250	KOVC Inc. 135 Central Ave. So. 1490	MBS, Great Northern	Robert E. Ingstad, p, gm Marlin Obie, cm Russ Kaber, pd, sd	Lee Weston, pmm Chas. Sjoström, ce Bob Ingstad, nd Fern Morsch, wd
<b>WAHPETON</b> (Richland Co.)					
KBMW 1948	1450 250	(See Breckenridge, Minn., listing)			
<b>WILLISTON</b> (Williams Co.)					
KWBM 1948	1450 250	Charles L. Scofield Box 198 35371		Charles Scofield, o, gm, ce Willard L. Holter, cm, pmm	Benjamin H. Innis Jr., pd Don Hotchkiss, fd Bob Gilbert, nd Bob Miller, sd Jane Innis, wd

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# OHIO

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	20,499	5,740	\$ 13,285	\$ 2,700	\$ 290	5,688	Butler	147,203	42,620	193,682	52,360	4,684	52,733
Allen	88,183	27,030	112,484	25,098	2,389	31,406	Carroll	19,039	5,480	13,182	2,788	181	6,065
Ashland	33,040	10,300	37,496	8,099	818	12,555	Champaign	26,793	7,930	27,442	5,805	640	9,839
Ashtabula	78,695	24,030	96,615	23,650	2,287	29,942	Clark	111,661	33,870	131,006	30,571	3,705	38,502
Athens	45,839	11,640	37,968	8,741	869	11,839	Clermont	42,182	12,240	35,588	10,334	785	16,358
Auglaize	30,837	9,400	39,189	8,296	527	11,495	Clinton	25,572	7,910	36,850	7,376	486	9,491
Belmont	87,740	24,780	64,602	22,032	1,134	22,203	Columbiana	98,920	29,450	110,495	28,355	2,806	31,764
Brown	22,221	6,390	14,509	3,071	254	6,943	Coshocton	31,141	9,440	30,135	6,543	699	10,103



# OHIO

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Crawford	38,738	12,190	50,050	11,877	1,018	15,070	Miami	61,309	19,270	74,806	18,590	1,920	23,311
Cuyahoga	1,389,532	419,570	1,976,290	522,083	63,158	485,713	Monroe	15,362	4,010	7,394	1,393	75	3,827
Darke	41,789	12,530	56,055	10,832	897	15,594	Montgomery	398,441	121,740	573,093	137,494	20,056	147,414
Defiance	25,925	7,820	35,256	7,744	703	10,130	Morgan	12,836	3,790	9,294	1,816	152	3,897
Delaware	30,278	8,600	33,152	6,932	455	10,784	Morrow	17,188	4,970	12,088	2,803	150	6,207
Erie	52,565	16,220	67,760	17,440	2,376	20,081	Muskingum	74,535	22,070	72,581	18,062	2,031	23,237
Fairfield	52,130	15,550	44,902	11,078	1,317	19,028	Noble	11,750	3,190	5,938	953	65	3,278
Fayette	22,554	6,840	25,355	5,051	401	7,793	Ottawa	29,469	9,110	31,696	8,121	484	12,400
Franklin	503,410	152,800	658,130	142,096	20,304	183,779	Paulding	15,047	4,480	10,323	2,595	183	5,604
Fulton	25,580	7,620	35,030	7,265	645	10,095	Perry	28,999	8,080	20,207	6,365	362	8,228
Gallia	24,910	5,990	16,002	3,543	263	5,606	Pickaway	29,352	7,280	27,958	5,848	440	6,580
Geauga	26,646	7,220	21,773	5,612	326	11,204	Pike	14,607	4,470	13,209	3,064	76	6,580
Greene	58,692	17,680	59,329	13,500	1,929	22,170	Portage	63,954	18,390	64,848	17,222	1,551	24,195
Guernsey	38,452	10,970	34,716	8,314	608	10,185	Preble	27,081	8,050	21,198	4,772	371	10,266
Hamilton	723,952	228,750	971,953	239,136	27,499	216,407	Putnam	27,081	8,820	24,977	4,584	327	9,102
Hancock	44,280	14,380	53,351	11,348	1,087	17,453	Richland	91,305	27,590	116,368	24,525	2,497	34,453
Hardin	28,673	8,490	26,221	6,106	631	10,073	Ross	54,424	14,770	53,334	13,857	1,438	16,823
Harrison	19,054	5,480	14,462	4,936	183	5,924	Sandusky	46,114	14,130	60,388	12,744	1,101	16,661
Henry	22,423	6,580	26,331	5,294	498	8,505	Scioto	32,910	23,800	36,640	22,156	2,118	25,602
Highland	28,188	8,780	27,035	6,456	411	9,529	Shelby	32,978	15,450	56,782	12,280	1,217	19,417
Hocking	19,520	5,210	15,322	4,183	336	8,545	Stark	28,488	8,220	29,919	7,825	584	10,973
Holmes	16,780	3,840	10,857	1,872	200	4,479	Summit	283,194	84,020	359,085	88,992	8,251	100,093
Huron	39,353	11,940	48,108	12,543	2,139	14,919	Trumbull	410,032	125,220	534,490	138,030	14,040	149,992
Jackson	27,767	7,600	22,695	5,740	414	8,087	Tuscarawas	158,915	46,110	180,047	50,485	3,805	56,784
Jefferson	96,495	26,410	96,841	27,060	2,287	25,640	Union	70,320	20,790	75,036	20,196	1,864	23,955
Knox	35,287	10,630	44,044	10,219	890	12,457	Van Wert	26,687	6,030	17,407	3,250	327	7,425
Lake	75,979	24,180	92,796	26,136	2,278	36,170	Vinton	26,971	8,520	31,052	6,995	523	10,108
Lawrence	49,115	13,120	36,908	10,223	612	12,861	Warren	10,759	2,570	4,219	1,675	67	2,613
Licking	70,645	22,100	76,846	18,670	1,847	26,577	Washington	38,505	11,160	40,020	9,722	848	15,489
Logan	31,329	9,830	42,028	8,851	655	11,720	Wayne	44,407	12,830	36,413	8,613	720	14,740
Lorain	148,162	44,010	185,808	51,448	5,082	58,099	Williams	58,716	16,130	73,810	14,552	1,544	20,840
Lucas	395,551	120,610	570,096	135,540	16,459	145,201	Wood	26,202	8,230	32,480	7,379	640	10,380
Madison	22,300	5,800	34,884	6,194	694	6,964	Wyandot	59,605	17,020	59,584	16,132	1,353	21,660
Mahoning	257,629	71,220	319,690	83,268	6,813	82,822		19,785	5,870	17,585	3,803	370	7,389
Marion	49,959	15,470	66,450	15,408	1,642	18,315							
Medina	40,417	12,580	46,482	10,108	1,044	16,658							
Meigs	23,227	6,510	17,222	3,898	402	6,010							
Mercer	26,314	8,070	40,182	6,621	482	10,276							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

## AKRON

(Summit Co.)

WADC 1925 DA-1	1350 5,000	Allen T. Simmons Inc. WADC Bldg. Jefferson 5-6156	CBS Hollingbery	Allen T. Simmons, p Robert B. Wilson, asst. m & cm	Harold Hageman, pd & nd Secret Williams, pmm Arnold Bock, ce	Roger Carter, fd Doc Williams, sd Nina Magno, wd
WAKR 1940 WAKR-TV	1590 5,000 DA-N	Summit Radio Corp. 853 Copley Rd. Portage 2-8811	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, vp & sim	Adrian R. Cooper, pd & pmm Irwin L. Knopp, ce Ed McDonald, nd	Torey Southwick, fd Bob Wylie, sd Marion Geyer, wd
WAKR-FM 1947	Ch. 24B (B) 97.5mc 4.4kw					
WCUE 1950 DA-D	1150 1,000-D	Akron Bcstg. Corp. 41 S. Main St. Franklin 8-7114	Pearson	Tim Elliot, p & gm Jack Maurer, vp, sm & cm Philip A. Meyers, asst. cm	Jack Clifton, pd Jean Elliot, pmm & wd George V. Paul, ce	Kenneth Halterman, nd Ed Erwin, sd



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No need to fluff your lines. There's only one CUE to follow when your stage is set in Akron. Why, they love us in our own home town (see our Hooper) . . . one CUE from us and they'll love you, too.

more MUSIC more NEWS more OFTEN

# Wcue

Akron's only independent - we're home folks  
TIM ELLIOT, President

John E. Pearson Co., National Representatives after February 10, 1955



# OHIO

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>AKRON (Cont.)</b>					
WHKK 1945	640 1,000 DA-1 L-KFI	The WHKK Bcstg. Co. 51 West State St. Blackstone 3-7101	MBS Bolling	P. R. Herbert, co-o J. B. Maurer, co-o Cliff Rodgers, pd	Henry Niederkofer, ce Paul Ray, nd Dick Howard, fd Dick Reynolds, sd Jacqueline Rowles, wd
<b>ALLIANCE (Stark Co.)</b>					
WFAH 1953	1310 1,000-D DA-D	Review Pub. Co. 2720 S. Union Ave. 15345	Rambeau	D. A. Peterson, gm F. LaBarba, cm R. A. Gates, pd	G. Peterman, ce Gene Rockwell, nd Tony Gates, fd Ed Krahling, sd
WFAH-FM 1947	Ch. 169 (A) 101.7mc 1kw				
<b>ASHLAND (Ashland Co.)</b>					
WATG 1950	1340 250	Ashland Bcstg. Co. 2-1573	McGillvra	Robert S. Burke, p Eugene E. Mills, gm & cm Donald Holzappel, sm & pmm	Richard Leidy, pd Richard Matthes, ce Wayne Byers, nd, sd Cathy Donges, wd
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.3kw				
<b>ASHTABULA (Ashtabula Co.)</b>					
WICA 1937	970 5,000-D	WICA, Inc. 32-126	Standard Everett- McKinney	D. C. Rowley, p D. W. Fassett, bus. m J. Yourcheck, cm	John Strasen, pd, fd L. E. Gerrity, pmm Frank Bernate, ce Charles Hess, nd Andrew Holecko, sd Arlene Klammer, wd
WICA-TV	1,000-N DA-2				
WICA-FM 1949	Ch. 279 (B) 103.7mc 40kw				
<b>ATHENS (Athens Co.)</b>					
WATH 1950	1540 1,000-D CP-970	A. H. Kovlan & J. D. Sinyard Box 527 31587	Continental	A. H. Kovlan, co-o, gm & ce J. D. Sinyard, co-o, cm & pmm	Joe Klarke, pd Doug Johnson, nd Ted Covert, fd Tom Andrews, sd Irene Kovlan, wd
<b>BELLAIRE (Belmont Co.)</b>					
WTRX 1947	1290 1,000-D	Ohio-W. Va. Bcstg. Co. The Skyline Bellaire 1515 Ogden Bldg., Wheeling Wheeling 1177	MBS Hollingbery	John W. Kluge, p Frank Curtis, sm & cm Paul Howard, pd	Greg Van Camp, pmm Howard Daubenmeyer, ce George Diab, nd & sd Wes Manley, fd Jo Dun, wd
WTRX-FM 1947	Ch. 263 (B) 100.5mc 20kw				
<b>BELLEFONTAINE (Logan Co.)</b>					
WOHP 1952	1390 500-D	Lake Erie Radio & TV Corp. 6681	KBS	T. M. Nelson, p Patrick Shannon, gm Joe Smith, cm	Chester Terry, ce Nina Lewis, nd Jan Evans, wd Brad Harris, sd
<b>BOWLING GREEN (Wood Co.)</b>					
WWBG 1954	730 250-D DA-D	Howard R. Ward P. O. Box 105 31334	.....	Howard R. Ward, p & gm James Shepherd, pd	Leslie W. Smith, pmm George Stearns, ce
<b>CAMBRIDGE (Guernsey Co.)</b>					
WILE 1948	1270 1,000-D	Land o' Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	Howard A. Donahoe, p	Alber G. Engel, sm, ce Bruce W. Meighen, cm David C. Lorimer, pd, nd & sd
<b>CANTON (Stark Co.)</b>					
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N.W. 6-8396	Best	P. C. Wilson, p, cm James Wilson, gm, pd	Bill Bennett, pmm Ronald Baker, ce Jim Russell, nd, sd Anita Lynch, wd
WCMW 1946	1060 1000-D	Stark Bcstg. Corp. Hills & Dales Rd. N.W. 5-9475	Burke Stuart	S. L. Huffman, p Clark L. Dozer, mgr. J. R. Hale, cm	Eugene Dillon, pd, nd & sd Jane Thomas, pmm & wd William Waechter, ce Denver Dever, fd
WHBC 1925	1480 5,000 DA-N	The Ohio Bcstg. Co. 550 S. Market St. 6-7166	ABC Venard	G. Gordon Strong, p Eugene Carr, radio d Robert C. Fehlman, m Paul Gilmor, cm	Robert Breen, pd Louise Maag, pmm Kenneth L. Sliker, ce Al Frances, nd Bob Krahling, fd Jim Muzzy, sd Carol Adams, wd
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw				
<b>CHILLICOTHE (Ross Co.)</b>					
WBEX 1947	1490 250	Shawnee Bcstg. Co. Carlisle Hill 2-0646	ABC, KBS, Buckeye Southern Ohio Grant	John Halliday, p Truman Morris, gm William Mnich, sm	Lew Wagner, cm Robert Carano, pd, nd Dave Achor, pmm & fd James Egbert, ce Mickey Davies, sd Jacqueline Dearth, wd
<b>CINCINNATI (Hamilton Co.)</b>					
WCIN 1953	1480 1,000-D DA-D	Robert W. Rounsaville 3301 Beekman St.	Forjoe Dora- Clayton	Robert W. Rounsaville, o Wm. R. Wagner, sm	Ralph B. Johnson, cm Lawrence D. Faulkner, pd Joe McCormack, ce
WQXN-TV					
WCYK 1929	1530 50,000 DA-N	L. B. Wilson, Inc. Hotel Gibson Cherry 6565	Welstead	C. H. Topmiller, p, gm Thomas Welstead, vp & natl. sim	George Moore, local sim Robert M. Fleming, pmm John Murphy, nd Marty Roberts, fd Paul Sommerkamp, sd Vee James, wd
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm Glenn Clark Miller, asst. gm W. Earl Corbett, sta. d	Robert B. Rietman, sim Cliff Baker, pmm Paul Adams, ce Bob Otto, nd Waite Hoyt, sd
WCPO-TV					
WCPO-FM 1949	Ch. 285 (B) 105.1mc 12.5kw				

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WKRC 1924 WKRC-TV	550 5,000-D 1,000-N DA-1	Radio Cincinnati, Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft, Jr., p David G. Taft, evp Hubbard Hood, gm Kenneth W. Church, natl. slm	Edward J. Kennedy, pd & sd Lila Lambert, pmm Wilford Kennedy, ce	George A. Wilson, dir. of eng. Thomas McCarthy, nd & fd Barbara Cameron, wd
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw					
WLW 1922 WLWT (TV)	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	MBS NBC NBC Spot Sales	James D. Shouse, chrnm. of bd. Robert E. Dunville, p Ward L. Quaal, vp & asst. gm	Harry Mason Smith, vp, ch. sis. Chester Herman, pd Richard F. McCarthy, d. radio prom.	R. J. Rockwell, vp & ce Terry Flynn, nd Robert Miller, fd
WSAI 1923	1360 5,000 DA-N	Gordon Bcstg. Co. Sinton Hotel Main 1068	ABC Weed	Sherwood R. Gordon, p & o, gm T. W. Thurman, nat. slm S. R. Gordon, nat. slm	Charles A. Black, sm Arthur Plaut, pmm Jonas Heiser, ce Bill Robbins, nd	Tom Morgan, fd Dick Baker, sd Marilyn Case, wd
<b>CLEVELAND</b> (Cuyahoga Co.)						
WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890	Everett- McKinney	R. Morris Pierce, p Willard L. Dougherty, exc. vp & gm	Frederick C. Wolf, asst. to p Ralph Quay, ce	Ken Bichl, nd
WDOK-FM (CP)	Ch. 271 (B) 102.1mc 9.4kw					
WERE 1948 WERE-TV	1300 5,000 DA-1	Cleveland Bcstg. Inc. 5000 Euclid Ave. Superior 1-9600	Venard Rintoul McConnell	Ray T. Miller, p Richard M. Klaus, gm Charles Dunbar, cm Leonard G. Trostler, lcl. slm	Edwin J. Stevens, pd Paul Mahler, pmm Harry Dennis, ce	Jerry Bowman, nd, fd Ellen Marshall, wd
WERE-FM 1948	Ch. 253 (B) 98.5mc 20kw					
WGAR 1930	1220 50,000 DA-1	Peoples Bcstg. Corp. Hotel Statler Prospect 1-0200	CBS Christal Ohio Story Net.	Herbert E. Evans, p Carl E. George, gm Robert Forker, cm Reginald P. Merridew, opr. d Ruth Allen, wd	Robert C. Smith, pmm Lloyd C. Wingard, chief studio eng. Donald McCollister, chief trans. eng.	Charles Day, nd Jim Martin, fd William McColgan, sd
WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw					
WHK 1921 WHK-TV	1420 5,000 DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley- Reed	Sterling E. Graham, p Kenneth K. Hackathorn, gm William K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm Ralph DeLany, ce	Jack Pluntze, nd Eleanor Hanson, wd
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw					
WJMO 1947	1540 1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p Arthur A. Snowberger, evp Paul Nakel, sm	Leonard Adams, cm	C. C. Courtney, asst. to p
WJW 1943 WXEL (TV)	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC Katz	John D. Kelly, gm, slm	Gerald G. Roberts, ce Bruce MacDonald, pd Peter Lee, pmm	Thomas Carson, nd James Graner, sd Jane Stevens, wd
WJW-FM 1948	Ch. 281 (B) 104.1mc 2.8kw					
WTAM 1923 WNBK (TV)	1100 50,000	Natl. Bcstg. Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot Sales	Sylvester L. Weaver, Jr., p (NBC) Lloyd E. Yoder, gm	William N. Davidson, asst. gm & dir. s. Harold W. Waddell, slm Lawson Deming, pd	Clement G. Scerback, pmm S. E. Leonard, ce Edward R. Wallace, nd Tom Manning, sd
WTAM-FM 1948	Ch. 289 (B) 105.7mc 3.7kw					
<b>CLEVELAND HEIGHTS</b> (Cuyahoga Co.)						
WSRS 1947	1490 250	WSRS, Inc. 2156 Lee Road ERlieview 1-2005	Forjoe	S. R. Sague, p, gm, pd Norman V. Bergholm, cm Bill Gannon, pmm	Bob Leedham, ce George Patrick, nd	
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					

**CLEVELAND'S  
ONLY  
NEWS STATION  
ON THE AIR  
24 HOURS DAILY  
'ROUND THE CLOCK**

# WSRS

**LOCAL NEWS  
EVERY SIXTY  
MINUTES ON  
THE HALF HOUR  
'ROUND THE CLOCK  
DAY AND NIGHT**

*"The Community Information Station with the  
All-American Family Appeal"*

**AWARDED 1st PLACE\* FOR OUTSTANDING NEWS PROGRAMS!**

\*AFTRA AWARDS

NAT'L. REP. FORJOE & CO.

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>COLUMBUS</b> (Franklin Co.)							
WBSN	1924	1460	5,000-D	RadiOhio, Inc. 33 North High St. Capital 4-9285	CBS Blair	Richard A. Borel, p & gm W. I. Orr, cm Geer Parkinson, pd James Verian, pmm	L. H. Nafzger, ce Chet Long, nd Bill Zipf, fd
WBSN-TV	1924	1,000-N	DA-N				
WCOL	1922	1230	250	Air Trails, Inc. E. Broad at Young St. Capital 1-4581	ABC H-R Rep.	Charles Sawyer, p J. P. Williams, exc. vp Alex Buchan, adm. asst.	Wm. H. Spencer, sm Michael Ryan, pd, sd Harold Beard, ce
WCOL-FM	1949	Ch. 222 (B)	92.3mc 33kw				
*WOSU	1922	820	5,000	Ohio State U. University 3148	.....	Howard L. Bevis, p Robert C. Higgy, gm William H. Ewing, pd	Al Boggioni, ce Don Erb, nd Art Smith, fd
WOSU-TV		L-WFAA, WBAP					
*WOSU-FM		Ch. 209(E)	89.7mc 14kw				
WRFD	1947			(see Worthington for listing)			
WTVN	1921	610	5,000	Radio Columbus Inc. 22 East Gay St. Capitol 4-1101	MBS Katz	Hulbert Taft, Jr., p Byron Taggart, gm Sam T. Johnston, cm	Paul Frank, pd & nd Dan E. Ries, pmm William Hansher, ce
WTVN-TV	1921	DA-N					
WVKO	1951	1580	1,000-D	Skyway Bcstg. Corp. 274 S. Third St. Capitol 1-5247	Buckeye. Forjoe	Col. Gustav Hirsch, p Bert Charles, gm & pd Bill Selander, cm	Marjorie White, pmm, wd Bill Hammett, ce
WVKO-FM	1948	Ch. 234 (B)	94.7mc 52kw				
<b>COSHOCTON</b> (Coshocton Co.)							
WTNS	1947	1560	1,000-D	Coshocton Bcstg. Co. 114 North 8th St. 1560	.....	Bruce Wallace, p & gm James T. Sigman, cm	Stanley C. Robinson, pd, nd & sd Carl Speaks, pmm
<b>DAYTON</b> (Montgomery Co.)							
WAVI	1947	1210	250-D	WAVI Bcstg. Corp. 1820 Cincinnati St.	Gill-Perna	H. K. Crowl, p, gm & cm Art Burnham, pd & fd	Vernon B. Veich, ce Von Crabill, nd & sd
WHIO	1935	1290	5,000-DA-N	Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Madison 8581	CBS Hollingbery	James M. Cox, p Robert H. Moody, gm Walter E. Wolaver, cm	Wade H. Alley, pd Charles E. Gay, pmm Ernest L. Adams, ce
WHIO-TV							
WHIO-FM	1946	Ch. 256 (B)	99.1mc 19kw				

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# RECIPE for SALES:

To a full measure of ENTERTAINMENT add a large portion of SERVICE. Flavor with TOP TALENT, blend with plenty of solid SHOWMANSHIP. Serve hot with 5,000 watts at 880 kc. Recipe serves Columbus city market and 72 Ohio counties!



Ask Meeker Associates

Peoples Broadcasting Corp.

Great Things are Cookin' at

# WRFD-radio, Worthington, Ohio

<b>WING</b> 1924	1410 5,000 DA-N	Great Trails Bcstg. Corp. 121 North Main Hemlock 3773	ABC H-R Reprs.	Charles Sawyer, p J. P. Williams, exc. vp., gm. & cm Alex Buchan, adm. asst.	Charles Reeder, pd Larry Marker, pmm Howard Ryan, ce	Jack Zeiglin, nd & fd Bill Kehl, sd Betty Ann Horstman, wd
<b>WONE</b> 1949	980 5,000 DA-2	Skland Bcstg. Corp. 380 West First St. Michigan 6501	Headley- Reed	Ronald B. Woodyard, p, gm & pd James McDonough, special asst. to pres.	Louis Froelich, cm Dorothy Tatum, pmm	Stanley A. Beck, ce
<b>DEFIANCE</b> (Defiance Co.)						
<b>WONW</b> 1948	1280 500-DA-N	Tri-State Bcstg. Co. P. O. Box 278	Devney	R. W. Crowell, p Glenn R. Thayer, vp & gm	Paul R. Murphy, pd	William Dommer, sd
<b>DOVER</b> (Tuscarawas Co.)						
<b>WJER</b> 1950	1450 250	Dover Bcstg. Co. WJER Bldg. 4-2126	KBS	Agnes Reeves Greer, p Wm. E. Steis, gm John Needs, cm	Bob Valiguet, pd Al Werner, pub. rel. Don Graff, ce	Rex Ridenour, nd & sd Bill Burton, fd Sally Drew, wd
<b>EAST LIVERPOOL</b> (Columbiana Co.)						
<b>WOHI</b> 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 780 Fulton 5-1490	ABC KBS	Richard V. Beatty, p Robert E. Metcalfe, gm, pd & pmm	George T. Farrall, cm George Kelly, ce James Lowery, nd & sd	Michael Turk, fd Angeline Frank, wd
<b>ELYRIA</b> (Lorain Co.)						
<b>WEOL</b> 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255	Walker	Roy W. Ammel, p	Richard E. Barrett, sm & cm	
<b>WEOL-TV</b>						
<b>WEOL-FM</b> 1948	Ch. 297 (B) 107.3mc 15kw					
<b>FINDLAY</b> (Hancock Co.)						
<b>WFIN</b> 1941	1330 1,000-D	Findlay Pub. Co. 500½ South Main 1330	McGillvra	R. Lowell Heminger, p Harold H. Heminger, gm & cm	Jack E. Douglas, pd Allen P. Dudley, pmm Edgar Smith, ce	Clair Meekins, nd & sd John Hutson, fd
<b>WFIN-FM</b> 1948	Ch. 263 (B) 100.5mc 8.2kw					
<b>FOSTORIA</b> (Seneca Co.)						
<b>WFOB</b> 1952	1430 1,000 DA-2	Seneca Radio Corp. Box 589 5866	Rambeau	Andrew Emerine, p Melvin L. Murray, gm, nd & sd	Roger V. Wise, cm James Robert Paulus, pd	Farrel Faye Elsea, ce Neal Clardy, fd
<b>WFOB-FM</b> 1946	Ch. 244 (A) 96.7mc 1kw					
<b>FREMONT</b> (Sandusky Co.)						
<b>WPRO</b> 1949	900 500-D DA-D	Wolfe Bcstg. Co. 905 W. State St. Federal 2-3951	Best	Robert F. Wolfe, p R. C. Force, mgng. d Frank Swartz, pd	J. Weddell Kerr, pmm Allen Kaubel, ce	Art Smith, nd & sd Earl Hurst, fd
<b>WPRO-FM</b> 1946	Ch. 257 (A) 99.3mc 1kw					

## WBNS radio reports:

# MOST LISTENERS . . . WHERE MOST IS SPENT

Now we can PROVE WBNS Radio not only has more listeners than all other local stations combined, IT HAS THESE LISTENERS WHERE MOST DOLLARS ARE SPENT!

Each year, WBNS sponsors the Fall Festival . . . it's our own "pulse" which shows us where our listeners are. WBNS personalities offer inexpensive premium giveaways for ten days. This year we heard from 13,317 listeners, an increase of 20% over last year.

And the pattern shows . . . 11,006 replies from

**More than ever . . .**

**. . . When Central Ohio is your market**

**. . . WBNS Radio is a must.**

Franklin County alone. Eighty-two per cent of the returns came from the big spending area in Central Ohio, where retail sales far exceed the surrounding counties.

This proves our year-long pitch: WBNS sells action, not acres . . . WBNS sells quality listenership, not just quantity. We have more listeners than all other local stations combined, and we've got them where MOST MONEY IS SPENT!

CBS for CENTRAL OHIO



# OHIO

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp eyp; 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	
<b>GALLIPOLIS</b> (Gallia Co.)						
WJEH 1950	990 250-D	Ohio Valley on the Air, Inc. Box 244 1160	KBS, Southern Ohio Net., Grant	John E. Halliday, p Marianne B. Campbell, sm Truman A. Morris, gm William M. Watterson, pd	K. W. Robinson, slm Edgar L. Atkins, ce James Bacon, nd	Jerry Roach, fd Odie O'Donnell, sd Jean Saunders, wd
<b>HAMILTON</b> (Butler Co.)						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Natl. Bank Bldg. 4-6543	Grant	Robert J. Briede, p Robert L. Odson, gm Raymond Motley, cm, sd	Norm Keller, pd Dick Plessinger, ce Ken Maloney, nd	Robert Copp, fd Milly Soule, wd
WMOH-FM 1948	Ch. 273 (B) 103.5mc 8.7kw					
<b>IRONTON</b> (Lawrence Co.)						
WIRO 1951	1230 250	Iron City Bcstg. Co. Inc. Radio Plaza 360	MBS KBS McGillvra	C. A. Baker, p Clinton A. McElroy, gm, cm & sd	Jay Brushart, pd & pmm, nd C. A. Baker, ce	Larry Howard, fd Eunice Venz, wd
<b>JACKSON</b> (Jackson Co.)						
WLMJ 1953	1280 1,000-D	WLMJ, Inc. P. O. Box 72 850	KBS, Southern Ohio Net. Grant	Francis D. Moore, p Truman A. Morris, gm Don W. Hughes, sm	Jake Gahm, pd Art Farrar, pmm, nd Eddie Atkins, ce	Bill Harbour, sd Lewis E. Davis, fd Patricia Roy, wd
<b>LANCASTER</b> (Franklin Co.)						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. Memorial Drive 4500	.....	Dr. Nelson R. Embrey, p William L. Zimmerman, sm	Robert F. Wery, ce Ron Johnson, nd	Roy Stingley, fd Eleanor Blazer, wd
<b>LIMA</b> (Allen Co.)						
WIMA 1948	1150 1,000	N. W. Ohio Bcstg. Corp. 223 N. Main 3-2660	ABC, Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Keller, cm	Easter Straker, pd & wd Robt. McDermott, pmm & fd Albert Smith, ce	Don Sherwood, nd Bill Frink, sd
WIMA-TV 1948	DA-N					
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					
<b>MANSFIELD</b> (Richland Co.)						
WMAN 1939	1400 250	Richland, Inc. 144½ Park Ave. West 4235-6	ABC, Venard, Rintoul & McConnell	Mrs. M. F. Rubin, o J. M. O'Hara, p & gm, cm Robert A. James, pd	John Patrick, pmm William E. Morrison, ce Rex Hess, nd	Pres Roper, fd Billie Worden, wd
<b>MARIETTA</b> (Washington Co.)						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. 201 Hotel Lafayette 1690	MBS, McGillvra	W. G. Wells, o R. Sanford Guyer, ptrn. & gm Fred Reynolds, cm	Nyla Mason, pd Gene Bowen, pmm & fd Charles E. Clark, ce	Bob Goreth, nd Dave Pyles, sd Paula Carr, wd
<b>MARION</b> (Marion Co.)						
WMRN 1940	1490 250	Marion Bcstg. Co. P. O. Box 518 3-1131	ABC, Ohio Fm Net.	Robert T. Mason, Sr., p & gm Arthur L. Martin, cm Madge Cooper, pd & wd	Marjorie Williams, pmm Francis J. Peters, ce Joe Ionne, nd	Charles F. Might, fd Ed Paulin, sd
WMRN-FM 1953	Ch. 295 (B) 106.9mc 25kw					
<b>MIDDLETOWN</b> (Butler Co.)						
WPFB 1947	910 1,000-D 100-N	Paul F. Braden Lebanon-Coles Rd. 2-3625	..... Webb	Paul F. Braden, p & gm Joseph H. LeMoyno, cm George D. Lummis, pd	Harold Calvin, pmm Laurace H. Beckwith, ce Dan Humphreys, nd	Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd
<b>MT. VERNON</b> (Knox Co.)						
WMVO 1953	1300 500-D DA-D	The Mt. Vernon Bcstg. Co. Box 390 Coshocton Rd. 20946	KBS	Helen E. Zelkowitz, gm & cm, wd George Bennett, pd & nd	Royce Woodward, ce Paul Koons, fd	Charlie Kilkenney, sd
WMVO-FM 1951	Ch. 229 (B) 93.7mc 2.9kw					
<b>NEWARK</b> (Licking Co.)						
WCLT 1949	1430 500-D	The Advocate Printing Co. 27 W. Main St. Fairfax 4-0561	Meeker	F. W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm	John Fisher, pd B. E. Windle, ce	Ned C. Stout, nd & fd Brandon Barnes, sd
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw					
<b>PIQUA</b> (Miami Co.)						
WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420	KBS Best	Richard E. Hunt, p & gm Robert C. Bubp, sm & cm, pmm	Ken Shroyer, pd Dallas Davis, ce Bill Fox, nd & fd	Bob Cook, sd Minabelle Hutchins, wd

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# The new sound in Cincinnati has a cash register ring!



*The local merchant measures his results by sales--not ratings.*

*He listens for the sound of his cash register.*

*WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.*

## *Listen to reason:*

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station*. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives  
for the new sound in Cincinnati  
Weed & Company

# wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



**THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner or sim; Pres. p; Exec. vp evp; 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 Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>PORTSMOUTH</b> (Scioto Co.)						
WNXT 1951	1260 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. P. O. Box 1228 Masonic Bldg. 2-1961	ABC, Everett- McKinney	Marshall Rosene, p, gm & cm Phil Phillips, pd Theima Henderson, pmm	Russell Newman, ce Harry Smith, nd Geo. Wood, fd	Jack Hurst, sd Lucile Graham, wd
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 32111	CBS, Buckeye Venard, Rintoul & McConnell	Eugene Carr, p Gordan Strong, gm	Gerald F. Boyd, cm & m E. G. Sheridan, pd & nd	M. Myers, ce Polly Daehler, wd
WPAY-FM 1947	Ch. 281 (B) 104.1mc 7kw					
<b>SANDUSKY</b> (Erie Co.)						
WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Huntington Ave. 5170	MBS, Ohio Net. Holman	Jay Wagner, p & gm Louis Mahla, cm Robert Hinners, pd & sd	Jay Leibach, ce Ray Sherman, nd	James Londot, fd Nancy Lake, wd
<b>SPRINGFIELD</b> (Clarke Co.)						
WAVI 1947		(See Dayton listing)				
WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC H-R Reps.	Charles Sawyer, p John Pattison Williams, evp Alexander Buchan, vp & adm. asst.	Virginia Bennet, sm John McEnaney, pd & pmm Victor Buchong, ce	Fred Weber, nd, fd & sd Alice Bahan, wd
WJEL 1947	1800 1,000-D	Champion City Bcstg. Co. 120 S. Limestone St. 3-4676	McGillivra	R. Stanley Lucas, p William Bailey, vp Robert L. Yontz, sec.-treas. & gm	Ken Arnold, sm, pd & ce Charles Perry, cm & pmm	Bob Woodrow, nd & sd Terry O'Connell, sp. events
<b>STUBENVILLE</b> (Jefferson Co.)						
WSTV 1940	1340 250	WSTV, Inc. Exchange Realty Bldg. Atlantic 2-6265	MBS, Ohio Net. Avery- Knodel	Jack N. Berkman, p John J. Laux, exc. vp, & gm Joseph M. Troesch, cm & asst. gm, pmm	Harry Birrell, pd Charles Shepherd, ce Scott McMurray, nd	Francis P. Taylor, fd Charles T. Donley, sd Mary B. Worstall, wd
WSTV-FM 1947	Ch. 278 (B) 103.5mc 3.1kw					
<b>TOLEDO</b> (Lucas Co.)						
WOHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2365 Pickle Rd. Taylor 4321	Pearson, Mich. Spot Sales	Ford R. Weber, p Russell A. Gohring, vp & gm William C. Webster, cm	Paul King, pd & nd Sam W. Sloan, pmm	Edwin J. Powell, ce Dave Martin, sd
WSPD 1921	1370 5,000	Starer Bcstg. Co. 136 Huron St. Adams 3175	NBC, Katz	George B. Storer, p Allen L. Hald, vp & mgng. d Emerson Kimble, gm Westford F. Shannon, cm	Edward C. Kutz, pd Bill Ashworth, pmm Bill Stringfellow, ce	Jim Uebelhart, nd Tom Bender, sd Lee Knight, wd
WSPD-FM 1947	Ch. 268 (B) 101.5mc 23kw					
WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	ForJoe	Edward Lamb, p Sunne Miller, gm & cm Richard Rice, pd & nd	Robert Sowers, ce Paul Potocky, fd	Orris Tabner, sd Barbara Baker, wd
WTRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw	(WTOD, AM Affiliate)				
WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm	Richard H. Edsall, sm Robert Krieghoff, pd	Harold Holmes, ce Doug Tabner, sd
WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw					
<b>WARREN</b> (Trumbull Co.)						
WHHH 1941	1440 5,000 DA-2	The Warren Tribune Radio Sta., Inc. 108 Main St. 2212-9	MBS, Rambeau	Helen H. Hulbert, p Carl J. Raymond, gm D. M. Shaver, sm & sd	Peter J. Dignan, pmm Robert E. Hardy, ce	Stan Willis, nd John Strasbaugh, fd

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# W W S T

Producers of:  
**THE MISS OHIO PAGEANT**

Just one of the many outstanding annual promotions that build and hold listener interest

→

**"RADIO WOOSTER"**

*"Serving Ohio's Foremost Agricultural Area"*

Gross Yearly Retail Sales  
(Home County Only)

**\$67,131,000.00\***

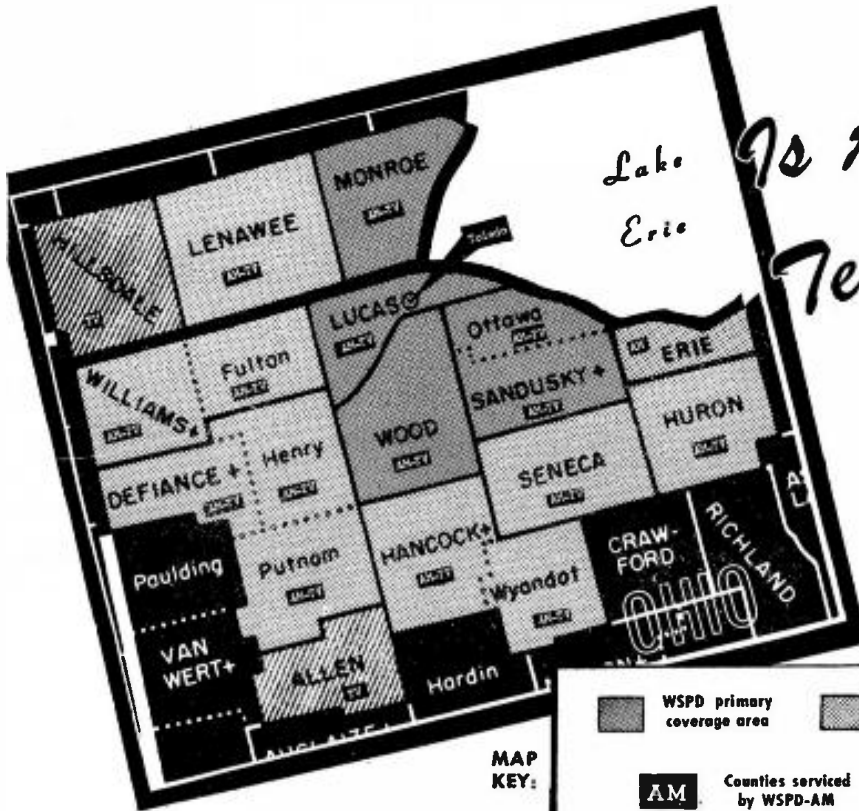
\*(1952 Sales Management)

AM—1,000 WATTS  
960 KC

FM—13,000 ERP  
104.5 MG

→ **YOUR BEST DOLLAR BUY FOR SPOTTING NORTH-CENTRAL OHIO**

# WSPD's "Billion Dollar Market"



*90 America's  
Testground*



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800  
Families 359,150  
Radio Homes 355,050  
Percent tuned to WSPD-AM  
Daytime 56.8%  
Nighttime 48.6%

\*Television Homes 300,050  
Percent tuned to WSPD-TV  
Daytime 78%  
Nighttime 91.5%

**EFFECTIVE BUYING POWER**  
Total—\$1,917,277,000  
Per Capita \$1,622  
Per Family \$5,338

**RETAIL SALES**  
Total \$1,409,122,532  
Per Family \$3,923  
Spent For:  
Food \$332,271,000  
Gen. Mdse. \$137,070,000  
Furniture & Household—\$72,696,000  
Automotive \$311,027,000  
Drug \$36,600,000

Toledo ranks high in the nation's 200 leading areas  
Toledo ranks 38th in population  
Toledo ranks 33rd in total income  
Toledo ranks 37th in total retail sales  
Toledo ranks 34th in food store sales  
Toledo ranks 34th in gen. mdse. store sales  
Toledo ranks 37th in home furnishing sales  
Toledo ranks 31st in automotive store sales  
Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

\*October 1, 1954

Standard Rate and Data Consumer Markets  
Nielsen Coverage Service  
Television Magazine  
Sales Management

# WSPD

**AM-TV**  
TOLEDO, OHIO

Storer Broadcasting Company

DOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally  
by KATZ

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; 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; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>WASHINGTON COURT HOUSE</b> (Fayette Co.)					
WCHO 1952	1250 500-D	Court House Bcstg. Co. 113½ S. Main 5-6211	Best	W. N. Nungesser, p Leon Loyd, gm & cm	William Hughes, pd Carl Egbert, ce Andrew S. Sparks, nd Robert Terhune, fd
<b>WAVERLY</b> (Pike Co.)					
WPKO 1954	1380 1,000-D DA-D	Hi Kinco Bcstrs. Piketon 2781	.....	D. E. Kinker, ptrn., gm & ce W. W. Cooper, ptrn. & cm A. Hively, ptrn.	Art Layne, pd & sd Robert Cordray, nd Dave Winslow, fd Mary Aleen Cordray, wd
<b>WELLSTON</b> (Jackson Co.)					
WKOV 1952	1570 250-D	The Family Bcstg. Co. Rt. No. 2 546	.....	Stephen Kovalan, p Parks Robinson, gm, cm & ce	Kenneth Williams, pd & pmm, fd Howard Boggs, nd John Wilson, sd Betty Walker, wd
<b>WOOSTER</b> (Wayne Co.)					
WWST 1947	960 1,000-D	Wooster Republican Printing Co. 3-5075	KBS, Buckeye Net.	E. B. Evans, gm & fd Quentin W. Welty, cm	Robert E. Heeter, pd B. L. Bowman, ce Wm. Ridenour, sd
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw				
<b>WORTHINGTON</b> (Delaware Co.)					
WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 246 N. High St. Columbus, O. Franklin 2-5342	Meeker	Herbert E. Evans, vp & gm Joseph D. Bradshaw, m Harry H. Hoessly, cm Bill Arthurs, pd	Phil Sheridan, pmm Harold SchAAF, ce Arthur MacArthur, nd Jim Chapman, fd Dave Collins, sd Mary Lou Pfeiffer, wd
<b>YOUNGSTOWN</b> (Mahoning Co.)					
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. Riverside 4-4421	ABC Weed	John Cherpack, Jr., p & ce Gene Trace, vp, gm & cm Tony Ross, pd	Marilyn Noble, pmm Jerry Knight, nd Hugh Johnston, fd Joe Valicenti, sd Nane Ebert, wd
WFMJ 1939	1390 5,000 DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 3-4121	NBC Headley- Reed	Wm. F. Maag, Jr., p Mitchell F. Stanley, gm & cm	Robt. Locke, pd Frank Dieringer, ce Bill Lindsay, nd Eldon Groves, fd Eddie Lane, sd Marjorie Mariner, wd
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. Sterling 2-1145	CBS, Raymer	W. P. Williamson, p & gm J. L. Bowden, sta. dir. Don Brice, pd	Jim Smith, pub. rel. d B. T. Wilkens, ce Gene Starn, nd Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd
WKBN-TV 1947	Ch. 255 (B) 98.9mc 25kw				

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NBC  
AFFILIATE

**WINN**

FOR  
RESULTS

Ohio's 9th. Market  
ZANESVILLE

Over 30 Years  
of Successful  
Service & Selling

.. for Sales!

.. for Programs!

.. for Personalities!

.. for Promotion!

Represented Nationally by John E. Pearson TV, Inc.

**ZANESVILLE**  
(Muskingum Co.)

WHIZ 1240  
1954 250  
WHIZ-TV

Southeastern Ohio  
Bcstg. System  
Lind Arcade Bldg.  
N. 5th St.  
2-5431

NBC,  
Pearson

Clay Littick, p  
Allan Land, gm  
Nate Milder, cm

Bob Wagner, pd & sd  
Nancy Armstrong, pmm  
William Hunt, Sr., ce

Art Schreiber, nd  
Roger Connor, fd

OKLAHOMA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adair	14,918	3,560	\$ 4,892	\$ 1,376	\$ 255	2,325	Lincoln	22,102	6,010	17,527	4,648	470	6,323
Alfalfa	10,689	3,200	9,913	2,402	532	3,740	Logan	22,170	6,420	16,089	3,962	520	6,264
Atoka	14,269	3,300	6,483	1,852	58	2,029	Love	7,721	1,790	3,391	1,040	129	1,807
Beaver	7,411	1,950	5,801	1,298	85	2,280	McClain	14,681	3,950	8,718	2,561	357	3,679
Beckham	21,627	6,710	25,523	5,824	733	7,281	McCurain	31,588	7,270	14,707	5,323	430	4,231
Blaine	15,049	4,140	13,640	2,999	464	4,467	McIntosh	17,829	4,060	7,915	2,090	252	2,849
Bryan	28,999	7,690	20,262	4,746	456	6,697	Major	10,279	3,000	8,005	1,562	187	3,311
Caddo	34,913	9,420	27,193	6,583	894	8,851	Marshall	8,177	2,100	4,238	1,184	168	2,078
Canadian	25,644	7,340	21,906	4,955	776	9,708	Mayes	19,743	5,190	10,237	2,582	270	4,654
Carter	36,455	10,620	38,340	8,977	1,516	12,167	Murray	10,775	3,080	7,627	1,181	272	3,493
Cherokee	18,989	4,370	7,831	2,455	279	3,123	Muskogee	65,573	18,340	48,402	10,482	2,041	15,177
Choctaw	20,405	4,930	10,937	3,745	289	3,010	Noble	12,156	3,680	11,248	2,518	259	4,074
Cimarron	4,589	1,310	6,633	1,181	67	1,401	Nowata	12,734	3,580	6,880	1,612	174	4,277
Cleveland	41,443	11,010	32,767	9,229	1,643	12,199	Okluskee	16,948	4,060	8,017	1,996	227	3,135
Coal	8,056	1,730	2,737	911	45	1,356	Oklahoma	325,352	108,670	427,648	79,689	15,198	121,869
Comanche	55,165	15,990	62,490	12,514	1,614	17,188	Okmulgee	44,561	12,410	34,662	8,909	1,038	11,315
Cotton	10,180	2,790	7,535	1,542	195	2,900	Osage	33,071	9,330	17,134	4,609	632	10,976
Craig	18,263	4,550	9,804	2,051	286	4,307	Ottawa	32,218	9,350	26,521	7,126	831	10,626
Creek	43,143	12,200	32,012	8,229	1,081	13,036	Pawnee	13,616	3,930	8,215	2,277	324	4,337
Custer	21,097	6,110	24,707	4,961	827	6,821	Payne	46,430	13,260	39,690	9,955	1,226	12,710
Delaware	14,734	3,630	3,250	1,052	109	3,040	Pittsburg	41,031	10,710	35,805	9,139	1,257	10,100
Dewey	8,789	2,390	5,912	1,443	257	2,280	Pontotoc	30,875	8,670	31,518	6,207	899	8,563
Ellis	7,326	2,180	5,529	1,245	157	2,057	Pottawatomie	43,517	12,300	38,832	8,002	1,551	14,404
Garfield	52,820	16,640	65,875	10,500	2,380	17,482	Pushmataha	12,001	2,910	5,088	1,791	173	1,484
Garvin	29,500	8,300	28,089	6,281	863	8,216	Roger Mills	7,395	1,980	3,044	723	88	1,626
Grady	34,872	9,920	28,973	6,358	990	9,588	Rogers	19,532	5,440	11,339	3,077	355	5,573
Grant	10,461	3,000	7,725	1,790	329	3,956	Seminole	40,672	10,080	35,169	7,837	1,375	10,517
Greer	11,749	3,280	9,200	2,713	302	3,044	Sequoyah	19,773	4,490	5,636	1,558	192	3,078
Harmon	8,079	2,220	8,398	1,700	273	2,104	Stephens	34,071	10,440	41,192	10,168	1,280	12,985
Harper	5,977	1,740	6,819	1,294	254	2,185	Texas	14,235	4,440	24,555	9,711	921	5,133
Haskell	13,313	2,990	5,119	977	79	2,086	Tillman	17,598	4,930	19,598	4,363	672	5,021
Hughes	20,664	5,350	13,255	3,639	443	4,161	Tulsa	251,686	82,380	349,020	71,196	10,918	102,688
Jackson	20,082	5,920	22,218	4,594	644	6,394	Wagoner	16,741	4,090	7,912	2,182	327	3,317
Jefferson	11,122	2,980	7,647	1,963	274	2,974	Washington	32,880	10,480	38,796	9,281	1,839	12,416
Johnston	10,608	2,820	3,166	1,316	156	1,872	Washita	17,657	4,910	11,872	2,384	402	4,585
Kay	48,892	15,670	49,504	11,442	2,170	19,162	Woods	14,526	4,430	17,787	2,378	570	4,907
Kingsfisher	12,860	3,830	16,000	2,877	522	4,346	Woodward	14,383	3,900	14,523	3,168	538	4,453
Klowa	18,926	5,490	19,700	3,811	808	5,718							
Lattimer	9,690	2,240	3,152	935	96	1,406							
Le Flore	35,276	8,890	15,454	4,381	397	6,772							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

**ADA**  
(Pontotoc Co.)

KADA 1230 1934 250 KTEN(TV)	KADA Bcstg. Inc. P. O. Box 642 12	ABC, MBS, Oklahoma, Venard, Rintoul, McConnell	Dr. C. C. Morris, p Bill Hoover, vp, gm Brown Morris, secy.-treas., gm	Jerry Spencer, sm Fred Thompson, pd George Miller, Jr., ce, nd	Roddy Peeples, fd Monte Bell, sd Z. D. Parker, wd
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**ALTUS**  
(Jackson Co.)

KWHW 1450 1947 250	Altus Bcstg. Co. Inc. 1405	MBS Pearson	Frank E. Wimberly, p, gm	Ernest Baucum, ce	
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**ANADARKO**  
(Caddo Co.)

KADO 1250 (CP) 500-D	Caddo Bcstg. Co. 1302 Missouri Ave. Chickasha, Okla.				
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**ARDMORE**  
(Carter Co.)

KVSO 1240 1935 250 KVSO-TV	John F. Easley Ardmore Bldg. 3030	ABC, Oklahoma Net, Venard, Rintoul, McConnell	John F. Easley, p Albert Riesen, gm	Dolly Dutton, pd Gay Varnell, pmm	William E. Kolb, ce William McCallard, fd
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**BARTLESVILLE**  
(Washington Co.)

KWON 1400 1941 250	Bartlesville Bcstg. Co. KWON Bldg. Dewey Rd. Box 69 1400	MBS	J. Fred Case, gm, p, cm	John Collins, pmm	Nathan Parsons, ce
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**BLACKWELL**  
(Kay Co.)

KBWL 1580 1953 250-D	Star Bcstg. Co. 120½ N. Main St. 308	KBS Best	W. Britton, p J. W. Carrick, gm, sd	Ray Bush, cm, nd Mildred Hackney, pd, wd	Fred Clark Sr., pmm H. B. Greene, ce
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**CHICKASHA**  
(Grady Co.)

KWCO 1560 1946 1000-D 250-N DA-N	Washita Valley Bcstg. Co. P. O. Box 770 2898	MBS, KBS Best	Jack L. Pink, p, gm	Wm. K. Berry, ce	
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**CLINTON**  
(Custer Co.)

KWOE 1320 1949 1000-D	W. Okla. Bcstg. Co. Box 558 617	Best	V. M. Preston, gm Leo Tremblay, cm	Lew Preston, pd & pmm & nd	Hubert E. Gaston, ce Lewis Pierce, fd
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# OKLAHOMA

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; 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; Sales Mgr. pm; Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>CUSHING</b> (Payne Co.)					
KWHP 1953	1600 1000-D	William Howard Payne P. O. Box 791 922	Best	William Howard Payne, o, gm Mary Lou Cross, pd	LoRena H. Payne, pmm, wd Charles F. Hebard, ce George Lanham, nd Lou Allard, fd Darrell Minnix, sd
<b>DUNCAN</b> (Stephens Co.)					
KRED 1947	1350 250-D 100-N	Duncan Bcstg. Co. Box 1192 1350	MBS, KBS Venard Rintoul McConnell	R. H. Drewry, p W. M. Brubaker, gm John Moen, pd	Tom Richards, pmm Les Agee, ce, cm Bill Merrill, nd Ed Gregory, fd Bill Brubaker, sd Joyce Dennis, wd
<b>DURANT</b> (Bryan Co.)					
KSEO 1947	750 250-D	Democrat Printing Co. Box 511 2200	.....	R. F. Story, co-o Bennett Story, co-o	Leroy W. Moses, gm, cm Leonard M. Brown, ce Lewis W. Coleman, nd Mrs. B. F. Caldwell, wd
<b>ELK CITY</b> (Beckham Co.)					
KASA 1932	1240 250	Southwest Bcstg. Co. 1500 North Randall 730	MBS Best	Lonnie J. Preston, p, gm, fd Charles Cross, cm, sd	Alice Howenstine, pd, wd R. H. Hemphill, ce
<b>ENID</b> (Garfield Co.)					
KCRC 1929	1390 1000 DA-1	Enid Radiophone Co. Broadway Tower Bldg. 447	ABC, KBS Oklahoma Net. Pearson	Milton B. Garber, p Pat Murphy, gm	Byron Napier, pd, pmm Murray Coleman, ce Phil Brown, nd Phil Rose, sd
KGWA 1950	960 1000 DA-1	Public Bcstg. Service Inc. 115½ East Broadway 4230	MBS Grass Roots Net. Pearson	George E. Failing, p H. J. Godschalk, gm, cm, pmm	Betty Henthorn, pd Ralph Druen, ce Rex Walker, nd Les Wildman, fd Dick White, sd
<b>FREDERICK</b> (Tillman Co.)					
KTAT 1948	1570 250-D	Frederick Bcstg. Co. Post Office Drawer 920 EDison 5-2131	KBS Oklahoma Football Net. Best	Ron Wheeler, co-o, gm, nd	Dan Jones, co-o, cm, ce Mary Wheeler, pd, wd
<b>GUYMON</b> (Texas Co.)					
KGYN 1948	1220 1000-D	Plains Bcstg. Co. Inc. P. O. Box 38 888	Best	T. M. Raburn, Jr., p, gm	Ed Slater, cm Herb Noyes, ce
<b>HOBART</b> (Kiowa Co.)					
KTJS 1947	1420 250-D	Alfred R. Fuchs P. O. Box 796 1070		Alfred R. Fuchs, o & m	
<b>HUGO</b> (Choctaw Co.)					
KIHN 1948	1340 250	Little Dixie Bcstg. Co. Inc. Box 248 1140	.....	O. A. Brewer, p R. A. Prichard, gm	Billie Van Hoose, pd Dalton Jones, ce
<b>IDABEL</b> (McCurtain Co.)					
KBEL 1953	1240 250	Idabel Bcstg. Co. Box 1072 892	.....	Winston O. Ward, p, gm J. P. Stanley, cm, pmm	Ralph Mills, pd, nd Cliff Taylor, ce Bobby Dunn, sd Amy Norwood, wd
<b>LAWTON</b> (Comanche Co.)					
KSWO 1941 KSWO-TV DA-2	1380 1000 DA-2	Oklahoma Quality Bcstg. Co. Box 699 1380	ABC, MBS Pearson	R. H. Drewry, p Leo R. Morris, gm Tom J. Gilmore, pd	Willard Cochran, ce Leatrice Kemp, nd Norman Hall, fd Monte Moore, sd
<b>McALESTER</b> (Pittsburg Co.)					
KNED 1950	1150 1000-D 500-N DA-N	Pittsburg County Bcstg. Co., Inc. P. O. Box 73 Aldridge Hotel 1480	Pearson	Ray VanHooser, p, gm Phil Reed, cm Mary Jo Lawson, pd	Frank Hopkins, pmm Dexter Ferry, ce Deane Keith, nd Jack Maxey, fd Joe H. Pate, sd Carole Clements, wd
KTMC 1946	1400 250	McAlester Bcstg. Co. Inc. Earle Hotel 2411	ABC, MBS, KBS Oklahoma Net. Venard	Bob Baggett, gm William H. Skeith, cm, sd Geraldine Jones, pd	Larry Kraft, pmm Harold Duncan, ce Bob Bristow, nd Sam Criswell, fd Adah Johnson, wd
<b>MIAMI</b> (Ottawa Co.)					
KGCL 1948	910 1000 DA-1	Miami Bcstg. Co. Hotel Miami Kimball 2-3303	KBS Magic Circle Net. Young	Kenyon Brown, evp William A. Searle, gm Carm Soriceilli, pd	Louis E. Stone, ce Carm Girard, nd Glen Lutes, fd Russ Martin, sd Opal Wright, wd
<b>MUSKOGEE</b> (Muskogee Co.)					
KBIX 1936	1490 250	Oklahoma Press Publishing Co. Barnes Bldg. Murray 2-1331	ABC Oklahoma Net. Venard Rintoul & McConnell	Tams Bixby, Jr., p Wally Weber, gm	Howard Whiteley, pd, sd Clyde Miller, ce Harvey Marsh, nd
KMUS 1948	1380 1000-D 500-N DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. Murray 2-2488	Pearson	R. M. Mountcastle, p Jimmie Barry, gm, cm George Overton, pd, nd	Paul Weatherbee, pmm Jim Keitel, ce Joe Fischer, sd Nancy Howard, wd
KMUS-FM 1947	Ch. 208(B) 101.5mc 8.75kw				

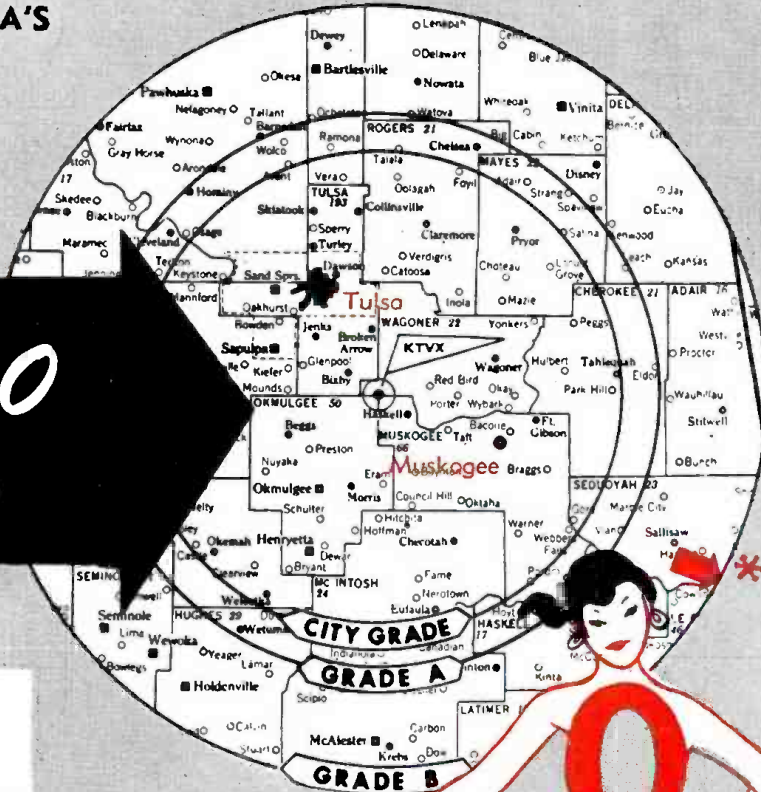
Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.  
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# SUPER POWER

IN  
EASTERN OKLAHOMA'S

**SUPER  
MARKET**  
*NOW*

*316,000  
Watts*



## THE KTVX AREA MARKET

Counties Covered .....	31
Total Population .....	1,038,994
Total Families .....	313,491
TV Families .....	170,650
Spendable Income ....	\$1,298,141,000
Total Retail Sales .....	\$916,065,000

\*Fort Smith, Ark., "Shopping Center" of Western Arkansas, lies well within KTVX's 150-microvolt-per-meter "rural" coverage circle.

*Channel*  
**KTVX**

OWNED AND OPERATED BY

**TULSA BROADCASTING CO.**

Gen. Offices — Box 1739, Tulsa, Okla.

Studios — 720 Eastside Blvd., Muskogee, Okla.

AVERY KNODEL, INC., National Representative

Affiliated with

KTUL Radio, Tulsa, Okla.

— KFPW Radio, Fort Smith, Ark.

**ABC**

L. A. Blust  
Vice Pres.-Gen. Mgr.

**DUMONT**

Ben Holmes  
Natl. Sales Mgr.

# OKLAHOMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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.
<b>NORMAN</b> (Cleveland Co.)						
KNOR 1949	1400 250	Cleveland Co. Bcstg. Co. P. O. Box 542 474	KBS Best	Tol Dickenson, p William S. Morgan, ptrn. & gm	James B. Logan, cm Gene Stansberry, pd Gene Morris, ce	June Morgan, traffic m Clyde Davis, nd Jim Hughes, sd
*WNAD 1922	640 1000-D	University of Oklahoma 900 Extension 424	.....	G. L. Cross, p Hugh M. Mix, gm G. E. Landen, pd, sd	Mima McCandles, pmm Thomas E. Welch, ce	Stanley Weinberg, nd, fd Alice Ann Silverthorn, wd
*WNAD-FM 1948	Ch. 215 (E) 90.9mc 7kw					
<b>OKLAHOMA CITY</b> (Oklahoma Co.)						
KBYE 1947	890 1000-D	State Bcstg. Co. 108 Northwest 9th FOrest 5-2323	Dora-Clayton Radio-Tv Reps.	A. Earl Cullum, Jr., p Frank J. Lynch, vp, gm	F. F. Lynch, cm Robert E. Schlib, ce	Martha Knott, wd
KLPR 1947	1140 1000-D	Oklahoma City Bcstg Co. 128½ West Commerce St. FOrest 5-8358	.....	Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd	Jay Davis, ce Fred Collins, nd	Al Hancock, fd L. H. Bengtson, sd
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. FOrest 5-4333	MBS Pearson	M. H. Bonebrake, p, gm George Collissen, cm	Hal Henegar, ce	Bill Ward, sd
KOMA 1927 KWTV (TV)	1520 50,000 DA-N	KOMA, Inc. P. O. Box 8788 Victor 3-6641	CBS Avery-Knodel	John T. Griffin, ch bd Roy J. Turner, p Edgar T. Bell, gm Gene Riesen, cm	Perry Dickey, pd Montez Tjaden, pmm Morris Thomas, ce Bruce Palmer, nd	Wayne Liles, fd Harry Gunther, sd Brooke Loring, wd
KTOK 1927	1000 5000 DA-2	KTOK, Inc. 1800 W. Main FOrest 5-8352	ABC Raymer	Wendell Mayes, p Tom Johnson, gm	Bill Bryan, pd	Clifford Easum, ce
KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Liberty National Bank Bldg. CEntral 2-6367	Rambeau	Ralph Ball, p R. M. Lester, Jr., gm	Eddie Peak, cm Morgan Roberts, pd, nd	Thomas F. Lindsey, ce Eddie Peak, sim

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# APS = Radio . . .



Only APS has everything!

MUZAK—Reg, U.S. Pat. Off.

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.
2. APS is the industry's only all high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK know-how.
5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.





# New Drive!

Use new drive to increase sales of your product in the Oklahoma City market. Let KOMA steer your sales message to the most people at the lowest cost. Check these facts:

**KOMA** is Oklahoma City's only 50,000 watt station.

**KOMA** is the CBS-Radio affiliate for central Oklahoma.

**KOMA** has better programming day in and day out.

**KOMA** has a bigger "ready, willing and able to buy" audience.

**KOMA** promotion is designed to help you sell your product or service.

THE BEST RADIO BUY IN  
OKLAHOMA CITY IS.....

# KOMA

50,000 WATTS • CBS-RADIO

AFFILIATED MANAGEMENT KWTV

Edgar T. Bell, General Manager    Gene Riesen, Sales Manager  
REPRESENTED BY AVERY-KNODEL, INC.



# OKLAHOMA

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>OKLAHOMA CITY (Cont.)</b>					
WKY 1920 WKY-TV	930 5000 DA-N	WKY Radiophone Co. 500 E. Britton Rd. Trinity 8-2161	NBC Katz	E. K. Gaylord, p Eugene B. Dodson, dir. of radio P. A. Sugg, sm P. O. Brawner, pd	Wally Kinnan, pmm H. J. Lovell, ce Grant Foster, nd Harold Dedrick, fd Frissy Thomas, pb. serv. dir., wd
<b>OKMULGEE</b> (Okmulgee Co.)					
KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Times Bldg. 3646	MBS Pearson	Don W. Reynolds, p John D. Whitt, gm	Nil Kenan, pd John F. Brenneeman, ce Ed Webb, nd, sd Nancy Greaves, wd
<b>PAULS VALLEY</b> (Garvin Co.)					
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610, Highway 77 North 1470-1471	KBS Best	James T. Jackson, p Phil Crenshaw, gm	James J. Gray, cm, fd George A. Rountree, ce John R. Willoughby, nd, sd
<b>PONCA CITY</b> (Kay Co.)					
WBBZ 1928	1230 250	Ponca City Publishing Co. 1601 East Oklahoma Rogers 5-8607	MBS Pearson	Clyde E. Muchmore, p Cy Casper, gm Bill Gorman, cm	Bill Maugans, pd, pmm, nd, fd Chuck Chaney, ce Bill Plate, sd Maureen McBride, wd
<b>POTEAU</b> (LeFlore Co.)					
KLCO 1953	1280 1000-D	LeFlora Bcstg. Co. Box 511 660	KBS	R. B. Bell, co-o, gm, cm	Bernice Bell, co-o, pd Conn McBee, ce
<b>PRYOR</b> (Mayes Co.)					
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & South Mill St. 1263	KBS, Best Eastern Oklahoma Net.	L. L. Gaffaney, o, gm, ce, nd	Mrs. L. L. Gaffaney, cm Merle Caldwell, pd Glenn Chapman, fd
<b>SEMINOLE</b> (Seminole Co.)					
KWSH		(See Wewoka, Okla., listing)			
<b>SHAWNEE</b> (Pottawatomie Co.)					
KGFF 1930	1450 250	KGFF Bcstg. Co. Hotel Aldridge 4390	MBS Best	Oscar S. Stauffer, p William A. Weaver, gm	Jeral C. Ziegler, cm, pd, pmm Earl R. Ward, ce William C. Boren, nd, sd Dean Ford, fd
<b>STILLWATER</b> (Payne Co.)					
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS Clark	James R. Bellatti, gm, pd Paul A. McCollum, ce	Jim Wells, fd Otis Wile, sd Velda Davis, wd
KSPI-FM 1947	Ch. 230(B) 93.9mc 3.9kw				
<b>TULSA</b> (Tulsa Co.)					
KAKC 1946	970 1000-D 500-N DA-N	Public Radio Corp. American Airlines Bldg. 4-2401	MBS Big Five Net. Walker	Sam E. Avey, p James L. Neal, vp, gm, cm Frank Kirk, pd	Jack Long, pmm M. M. Donley, ce Forrest Brokaw, nd Mary Lou Hopkins, wd
KFMJ 1946	1050 1000-D	Fred Jones Bcstg. Co. 1242 S. Boston 5-5555	Bolling	Fred Jones, p	Lawson Taylor, gm Nathan Wilcox, ce
KOME 1938	1300 5000-D 1000-N DA-2	Oil Capitol Sales 8th and Main 3-4121	Gill-Perna	John E. Brown, Jr., p Clinton Fowler, evp E. William George, gm Charles W. Grim, Jr., cm	Betty Hair, pd Roy Brown, ce Royce McKissack, nd Jack Reeves, fd Tony George, sd Elaine Ford, wd
KRMG 1949	740 50,000-D 25,000-N DA-2	Western Bcstg. Co. 311 South Denver 54-4291	ABC Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm	W. H. Bradley, ce Glenn Condon, nd Mack Creager, sd Bernie Ash Holmes, wd
KTUL 1934	1430 5000 DA-N	Tulsa Bcstg. Co. 1850 South Boulder 2-3191	CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp L. A. Blust, Jr., vp, gm Wm. D. Swanson, slm	John Devine, pd George Ketcham, pmm Robert E. Snider, ce Vic Lundberg, nd Bob Mays, sd Elizabeth Dikeman, wd

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# In Oklahoma, more folks listen to WKY radio than to all other Oklahoma City stations combined!\*

## WKY NEWS . . .

When Oklahomans want "news while it's news", they just naturally stay tuned to WKY! Under the experienced guidance of Grant Foster, Director of WKY News Bureau, WKY keeps its listeners informed with 10 local newscasts each week-day (6 a.m. to 10:15 p.m.) plus 9 more newscasts on Saturday and Sunday! All news is edited by WKY's own news-bureau staff. News sources are AP and UP wire services, and a close liaison with the Oklahoma City desk of The Daily Oklahoman and the Oklahoma City Times.

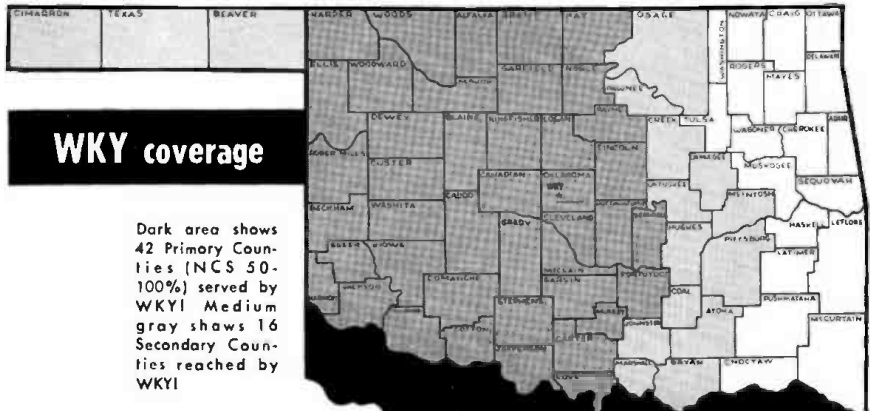


## WKY's FARM DEPARTMENT . . .

The wide-spread activities of WKY's Farm Department are known and appreciated throughout Oklahoma, not only by farmers, ranchers, 4-H and FFA members—but by city folks as well! This is not surprising, for WKY's Farm Directors are a familiar sight at agricultural events, throughout the Southwest. Such thoroughness has gained a huge, loyal listening-audience for WKY's Farm Department daily broadcasts. Folks find them informative . . . helpful. In October, 1954, one of the many services rendered by this department was acknowledged by the National Safety Council's Farm Safety Award given to WKY Radio.

WKY NEWS . . . and FARM DEPARTMENT . . . are typical of WKY's around-the-clock programming. Oklahomans likewise turn to WKY for the best in music, drama, variety shows, sports and other attractions.

Remember, when planning an advertising schedule for Oklahoma, that WKY, the third oldest radio station in the nation, serves more Oklahoma homes and covers more Oklahoma buying power from Oklahoma's largest city . . . than any other station!



## The 58 Oklahoma counties in WKY's Daytime Nielsen Coverage Area contain

- 71%** OF OKLAHOMA'S POPULATION
  - 72%** OF OKLAHOMA'S TOTAL RETAIL SALES
  - 71%** OF OKLAHOMA'S FOOD SALES
  - 72%** OF OKLAHOMA'S DRUG SALES
  - 74%** OF OKLAHOMA'S AUTOMOTIVE SALES
  - 83%** OF OKLAHOMA'S GROSS FARM INCOME
- (Source: SRDS 1954 Consumer Markets and A. C. Nielsen 1952 Comprehensive Survey)

## RADIO SETS IN USE

6 AM to 12 NOON	12 NOON to 6 PM	6 PM to 12 MIDNIGHT
24.3%	23.4%	19.8%

## WKY audience

### SHARE OF RADIO AUDIENCE

DAY	TIME PERIOD	WKY	Stn. E	Stn. C	Stn. D	Stn. F	Stn. G	Stn. H	MISC.*
MON.	Morning (6-12 Noon)	34%	12%	9%	3%	1%	1%	1%	39%
THUR.	Afternoon (12 Noon-6PM)	36%	11%	7%	2%	2%	2%	1%	38%
FRI.	Evening (6PM-12midnight)	41%	14%	8%	5%	X	X	X	33%

\* Includes all other local stations in 42 county area in Oklahoma, plus out-of-state stations received. No one station has more than about 2%.

# WKY

\*Pulse area survey 1954  
Morning . . . afternoon . . . evening

**Radio Oklahoma City, Okla.**

**930 KC 5000 W NBC**

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

# OKLAHOMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up 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.		
<b>TULSA (Cont.)</b>						
KVOO 1925 KVOO-TV	1170 50,000 DA-N	Southwestern Sales Corp. Philtover Bldg. 2-3281	NBC Petry	W. G. Skelly, p W. E. Way, gm Gustav K. Brandborg, asst. gm, cm	Joseph O'Neill, pd W. T. McClarin, pmm John Bushnell, ce	G. Kenneth Miller, nd Sam Schlieder, fd Hal O'Halloran, sd
<b>VINITA (Craig Co.)</b>						
KVIN (CP)	1470 500-D	Vinita Bcstg. Co. S. Foreman St. 407	.....	John Q. Adams, co-o John Mahoney, co-o	L. D. Hargreaves, m, ce Jackie Johnson, nd, fd	Jimmy Schulze, sd
<b>WEWOKA (Seminole Co.)</b>						
KWSH 1948 KTEN (TV)	1260 1000 DA-2	Tri-City Bcstg. Co. Inc. Box 1260 1260	ABC, MBS, KBS, Oklahoma Net. Venard	Dr. C. C. Morris, p Bill Hoover, gm Roy Judge, sm	Gladys Williams, pd & pmm Warren Abbott, ce Bob Shaw, nd & fd	Howie Martin, sd Laura Martin, wd
<b>WOODWARD (Woodward Co.)</b>						
KSIW 1947	1450 250	Woodward Bcstg. Co. Box 808 1450	MBS Pearson	Edward A. Ryan, p, gm Roy V. Bevers, cm	Mrs. Lenora Woods Ryan, pd	Frank R. Berry, ce

# OREGON

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Baker	16,175	4,920	\$16,950	\$ 3,592	\$ 472	7,106	Lincoln	21,308	7,400	25,160	7,580	412	9,165
Benton	31,570	9,820	29,879	6,577	569	11,118	Linn	54,317	18,280	79,951	18,680	1,425	24,001
Clackamas	86,718	29,450	66,303	17,262	1,844	33,473	Malheur	22,223	6,470	32,686	4,555	778	9,878
Clatsop	30,776	11,800	39,225	10,916	792	12,018	Marion	101,104	30,670	131,546	26,162	3,068	41,654
Columbia	22,987	7,050	19,071	6,739	435	9,402	Morrow	4,783	1,330	6,658	1,237	73	2,773
Coos	42,285	13,700	58,124	14,599	1,228	21,184	Multnomah	471,537	164,740	765,479	162,190	15,543	189,665
Crook	8,991	2,680	9,079	2,583	272	4,451	Polk	26,317	8,240	19,123	5,315	461	9,605
Curry	6,048	2,190	6,076	1,902	165	4,515	Sherman	2,271	680	2,528	471	32	1,462
Deschutes	21,812	6,970	37,814	7,712	788	9,825	Tillamook	18,606	6,080	22,680	6,315	663	6,689
Douglas	54,549	18,390	73,201	20,917	1,730	28,406	Umatilla	41,703	13,830	52,580	11,285	1,806	21,604
Gilliam	2,817	960	3,897	512	85	1,742	Union	17,962	5,630	20,390	4,269	705	7,929
Grant	6,329	2,420	6,375	1,827	200	3,902	Wallowa	7,264	2,110	7,249	1,725	263	3,516
Harney	6,113	1,750	8,256	1,661	71	3,019	Wasco	15,552	5,450	24,949	4,608	576	8,551
Hood River	12,740	3,870	14,526	3,913	291	6,034	Washington	61,269	20,940	54,704	15,601	1,220	26,590
Jackson	58,510	20,320	84,416	19,551	1,915	28,468	Wheeler	3,313	1,020	1,675	287	30	1,420
Jefferson	5,536	2,010	6,731	1,229	105	1,523	Yamhill	33,484	10,510	37,854	8,774	828	14,976
Josephine	28,542	9,190	39,911	9,504	1,063	13,525	<b>Note: Population 1950 Census; radio families Standard Audit &amp; Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.</b>						
Klamath	42,150	12,740	60,078	12,573	1,523	19,477							
Lake	6,649	1,900	10,135	1,996	414	3,523							
Lane	125,776	41,560	152,421	35,409	3,191	57,568							

## DIRECTORY OF AM AND FM STATIONS

<b>ALBANY (Linn Co.)</b>						
KWIL 1941	790 1,000 DA-2	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. Wabash 6-2233	MBS, Don Lee, Best, Ayres Moore & Lund	R. R. Cronise, p Chet Wheeler, gm Warren Stoffer, asst. mgr. Dewey Rand, cm	Bob Cornell, Corvallis m LeRoy Jolley, pd & fd John Boyer, pmm Herb Davidson, ce	Ken McCoy, nd Duanne Coker, sd Jeanne Forbes, wd
KWIL-FM 1947	Ch. 269(A) 101.7mc 0.6kw					
<b>ASHLAND (Jackson Co.)</b>						
KWIN 1948	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-4381	MBS	W. D. Miller, p Daren L. Flickinger, gm	Winston K. Marks, cm	William E. Lively, pd
<b>ASTORIA (Clatsop Co.)</b>						
KAST 1935	1370 1000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS, Moore & Lund, Ayres	Robert B. Chessman, p Robert D. Holmes, gm	Irving M. Steinbock, cm Mary Ristola, pd	Herman Robison, pmm, nd, fd Jay Bruce Whitwell, ce Warren Grimberg, sd
KVAS 1950	1230 250	Lower Columbia Bcstg. Co. 612 Commercial St. 3320	Tracy Moore	Albert L. Capstaff, p & gm Tom Williams, cm	Jim Titus, ce Ruth Williams, wd	
<b>BAKER (Baker Co.)</b>						
KBKR 1939	1490 250	Inland Radio, Inc. 3032 Auburn Ave. 140	Oregon Trail, Best, Moore & Lund	Mrs. Marshall E. Cornett, chief o Gordon L. Capps, p Kenneth B. Lockwood, gm, cm	Kenneth F. Holden, pd, sd Richard R. Eardley, pmm & nd	Walter E. Stewart, ce Clinton Bellows, fd Grace L. Baer, wd
<b>BEND (Deschutes Co.)</b>						
KBND 1938	1110 1000 DA-N	Central Oregon Bcstg. Co. 114 Oregon Ave. 848	MBS, Don Lee, Grant	Frank H. Loggan, p, gm & pmm Douglas Gaines, cm	Kessler Cannon, pd, nd & sd	Robert Dickinson, ce Jack Thornton, nd
<b>COOS BAY (Coos Co.)</b>						
KOOS 1928	1230 250	KOOS Inc. 505 Hall Bldg. Congress 7-2121	MBS, Don Lee	Sheldon F. Sackett, p Phil Waters, gm	William A. Cook, cm John Tasnady, pd, nd & sd	Nathan Olson, ce Patsy Barkwell, wd
<b>COQUILLE (Coos Co.)</b>						
KWRO 1949	1450 250	KWRO, Inc. Roxy Bldg. 3961	KBS, Continental Radio Sales, Moore & Lund, O'Connell	William E. Walsh, p Lynn C. Thomas, gm	Don Robinett, cm	Drew Walker, ce

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.  
 FM's in italic. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-D*—Directional Antenna, day only. *DA-N*—Directional Antenna, night only. *DA-I*—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.

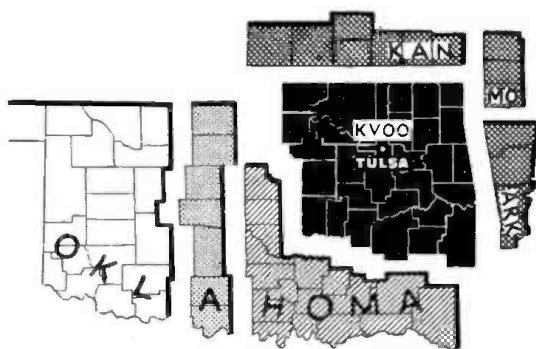
Every Sale is a Local Sale

# KVOO—No. 1 Station in Oklahoma

First

ONLY KVOO Blankets Oklahoma's No. 1 Market

Plus Rich Bonus Counties in Missouri, Kansas and Arkansas



Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
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Population figures from 1950 Census. Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

	Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
Percent of 77 County Okla. Land Area	34.8%	54.3%	63.8%	
Population % of Okla.	46.6	75.8	84.0	70.6%
Retail Sales % of Okla.	43.5	75.2	84.4	72.0
Effective Buying Income % of Okla.	43.8	74.4	82.9	67.2
Bank Deposits % of Okla.	48.0	75.8	85.5	

\*Percent is of total Oklahoma figure for 77 counties.

Second

KVOO'S NCS Area Has More Buying Power\*\* Than Any Other Oklahoma Station's NCS Area

KVOO NCS AREA DAYTIME 98 Counties***	Retail Sales	Food Store Sales	Drug Store Sales	Automotive Sales	Gross Farm Income
	\$2,231,037,000	\$486,139,000	\$67,808,000	\$552,284,000	\$779,798,000
<b>KVOO HAS</b>	22% More	28% More	15% More	17% More	12% More

Than has any other Oklahoma Station in its Daytime NCS Area

\*\*Figures from Standard Rate & Data Service and Sales Management.  
\*\*\*61 Oklahoma Counties; 19 Arkansas Counties; 13 Kansas Counties; 5 Missouri Counties.

## KVOO IS THE LOWEST COST PER THOUSAND BUY IN OKLAHOMA

A year-end survey of manufacturing expansions and new plants in 40 counties of Eastern Oklahoma during 1953 revealed that 208 manufacturing firms expanded present facilities or built new plants during the year at a cost of \$38,417,669. There were 43 new plants constructed over the area. Tulsa County set the pace for the area and the state with 16 manufacturing firms building new plants in the county at a total cost of \$622,052, and 144 Tulsa firms expanding present plant facilities at a combined cost of \$16,787,584.

# RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

local  
advertisers  
on  
KVOO  
reach  
new  
highs  
because  
local  
merchants  
know  
KVOO  
radio  
pays  
off

# OREGON

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
				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.		
<b>CORVALLIS</b> (Benton Co.)						
KCOV 1954	1240 250	Midland Bcstg. Co. Corvallis Hotel 3-6395	Everett- McKinney, Moore & Lund	Donald McCormick, p	Frank Flynn, gm	
*KOAC 1922	550 5000 DA-2	Oregon State College Plaza 3-4351	NAEB	James M. Morris, prog. m, pd	Grant S. Feikert, ce Robert Hinz, nd, sd	William Smith, fd Gladys Chambers, wd
KRUL 1947	1340 250	Pacific States Radio Co. 1221 South 15th St. 3-3322	McGillvra	Fred T. Haley, p Doug Setterberg, gm & cm	Harold Wehmeier, pd & sd	Stephen Wade, ce
<b>COTTAGE GROVE</b> (Lane Co.)						
KOMB 1953	1400 250	Coast Fork Bcstg. P. O. Box 606 1400	.....	Orlo Bagley, p & nd	Anthony Maucione, gm & cm	Wendall Ray, pd & sd
<b>DALLAS</b> (Polk Co.)						
(CP)	1460 500-D	Polk Co. Bcstrs. 135 N.E. 79th Ave. Portland, Ore.		Edward C. McElroy, co-o Leland M. Tucker, co-o		
<b>THE DALLES</b> (Wasco Co.)						
KODL 1940	1230 250-D 100-N (CP) 1400 1000 DA-N	Western Radio Corp. KODL Bldg. 2300	ABC, KBS, Ayres Moore & Lund	V. B. Kenworthy, p Paul E. Walden, sm	Lawrence Beaudoin, cm George Pence, pd	Bruce Elliott, ce Ramona Stroh, wd
KDLO (CP)	1300 1,000-D	Radio Mid-Columbia, Inc. P. O. Box 404		Chester J. Stuart, p, gm Harold L. Newhouse, vp, cm	Gerald K. Webb Sr., pd F. L. Phillips Sr., fd	Collin R. Matheny, tech. d
<b>EUGENE</b> (Lane Co.)						
KASH 1947	1600 1000 DA-N	Radio Air Ways, Inc. P. O. Box 1600 5-3357	ABC, KBS, Cooke, Pacific North- west	E. L. Kincaid, p & gm Paul Plank, cm & fd	Laura Plank, pd & wd Clare Kincaid, pmm & nd	Norville M. Packard, ce
KERG 1949	1280 5000-D 1000-N DA-N	Guard Publishing Co. P. O. Box 506 5-4304	CBS, Weed	Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm	Robert Fulton, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd Clifton Cole, sd
KORE 1927	1450 250	Lane Bcstg. Co. 2598 Willamette St. 4-4214	MBS, Don Lee, Everett- McKinney, Moore & Lund	Lee Bishop, p & gm Virgil Parker, cm, sd Harry Kirk, pd	Bob Davis, pmm Floyd Viken, ce & fd Darrell Burns, merc. m	Dolph James, nd Emelyn Rohlfis, wd
KRGA 1954	1050 1000-D	(See Springfield, Ore., listing.)				

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# NO SUBSTITUTE <sup>for</sup> OLD FASHIONED SELL



**TALK ABOUT  
COVERAGE!**

K U G N

reaching 1,000,000 listeners

from  
EUGENE,  
ORE.

590 K C  
5000 WATTS DAY  
1000 WATTS NIGHT  
N B C

Represented Nationally by

## Robert Meeker Associates

**MORE THAN 63%  
OF OREGON'S  
POPULATION**

EUGENE (Cont.)

KUGN 1946	590 5000-D 1000-N DA-N	KUGN, Inc. P. O. Box 112 4-6216	NBC, Meeker	C. O. Fisher, p & gm E. W. Karl, cm	Reginald Roos, pd & pmm George Hathaway, ce	Jack Billings, nd & sd Mimi Houglum, wd
KUGN-FM 1948	Ch. 256(B) 97.1mc 0.38kw					

FOREST GROVE

KRWC 1950	1570 250-D (CP 1000-D)	Irving V. Schmidtke Sunset Dr. Rt. #2 6091	Ayres Moore & Lund	Irving V. Schmidtke, o, gm & ce Clarence Sherman, cm & fd	Robert White, pd Robert Kingsley, pmm Allen E. Haffard, nd	Al Williams, sd Eleanor Schmidtke, wd
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GRANTS PASS

KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 Greenwood 6-4477 (KUIN, AM Affiliate)	MBS Don Lee Grant	A. E. Voorhies, p Edward A. Malone, gm M. K. Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd, Lee Boner, fd
KGPO (FM) 1947	Ch. 245(A) 96.9mc 3.1kw					

HILLSBORO

KRTV 1954	1360 1000-D	Tualatin Valley Bcstg. 155-A S. Second Ave. 9300	Moore & Lund	Harold C. Singleton, p Herbert Everitt, gm, pd, sd John Elder, cm	Dick McLaughlin, pmm Paul Alexander, ce, fd	Tom Moeller, nd Patti Johnson, wd
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HOOD RIVER

KIHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561	Moore & Lund	C. H. Fisher, p	Don M. McCutcheon, sm, cm, sd, nd & pd	Don I. Morris, ce
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KLAMATH FALLS

KFJI 1923	1150 5000-D	KFJI Bcstrs. Inc. 327 Main 2-2551	MBS, Don Lee Grant, Moore & Lund	W. D. Miller, o & cm Alan K. Abner, gm	Brad Cole, pd Jack Rockwell, pmm Wayne Loerke, ce & fd	Lawrence Vitto, nd Bob Bartlett, sd Pat Squires, wd
KFLW 1946	1450 250	Southern Ore. Pub. Co. P. O. Box 941 8115	ABC, CBS Everett- McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Doe, cm	Charles McFarlan, prod. sup.	Edith Pieruccini, pmm & traffic m Bill Grimes, ce

LA GRANDE

KLBM 1938	1450 250	Inland Radio, Inc. Box 907 2201	KBS, Best Moore & Lund,	Gordon L. Capps, p Mrs. Marshall E. Cornett, chief o	Ken Lillard, gm & cm Judy Holman, pd & wd	Russel Myer, ce Richard Bain, fd
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LEBANON

KGAL 1950	920 1000 DA-1	Linn Co. Bcstg. 8631		W. Gordon Allen, p John Truhan, exec. dir. & gm	Donald Wellman, cm & nd Nate Bridges, asst. m & pd R. D. Bridges, Jr., ce	George Lichtenthaler, fd Clair Peck, sd Madeline Allen, wd
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McMINNVILLE

KMCM 1949	1260 1000 DA-N	Yamhill Bcstrs. Inc. Box 207 3811	KBS Beaver, Continental	Jack B. Bladine, p Glasco P. Branson, gm, cm nd, & pmm	Leslie Cunningham, pd Jack Adkins, ce	Craig Singletary, sd
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MEDFORD

KBOY 1954	730 1000-D	K-Boy Bcstrs. P. O. Box 1109 3-5355		C. E. Wilson, ptrn. & gm, pd	P. D. Jackson, ptrn.	W. H. Hansen, ptrn., cm & ce
KMED 1922	1440 5000-D 1000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker, Moore & Lund	Vernon J. Robinson, p Ray Johnson, gm & ce Bill Hansen, cm	Russ Jamison, pd & nd Norm Oberst, pmm	Paul Alexander, fd Clara Daniels, wd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277	ABC, CBS Grant	R. W. Ruhl, p Jimmy Dunlevy, gm & pmm Tom MacLeod, cm & sd	John Ahern, pd, nd Dick Woods, ce	Monte Morris, fd Loretta Seitz, wd

NEWPORT

KNPT 1948	1310 1000 DA-N	Yaquina Radio Inc. 1940 North Coast Highway 560	Continental Radio Sales Ayers, Moore & Lund	Tom Becker, p, gm Bob Eubanks, cm, pd, nd	Helen Wade, pmm Don Newman, ce, sd	Bob Spangler, fd Mo Dixon, wd
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NORTH BEND

KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351	CBS, Grant	Josephine Edwards, o & gm William Jones, sim	Marijane Camp, pd Arthur Schuldt, ce	Keith Gebers, nd William Kraus, sd
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ONTARIO

KSRV 1946	1380 1000 DA-N	Inland Radio Inc. Box 540 212	KBS, Best, Moore & Lund	Mrs. Marshall E. Cornett, chief o Gordon L. Capps, p & gm J. Robert Humphreys, cm	Rodrck Walter, pd Charles E. Harland, pmm Geoffrey Gass, ce	Patrick Wilkins, nd Jay R. Sherlock, fd James E. Hayden, sd
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OREGON CITY

KGON 1947	1230 250	Clackamas Bcstrs., Inc. P. O. Box 391 5249 Evergreen 1-5475 (Portland)	Meeker	Dr. John H. Fitzgibbon, p Irwin S. Adams, gm & cm, pmm	Sonora B. Hoffman, pd & wd Edward G. Saxe, ce	Frank Faro, nd Vincent Coyle, sd
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PENDLETON

KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	ABC	V. B. Kenworthy, p & gm Ted A. Smith, sm & sd	John Webb, cm John Cameron, pd	Douglas Whipple, ce Doris Forsman, wd
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PORTLAND

*KBPS 1923	1450 250	Portland Public Schools- Benson Poly. School 546 N. E. 12th Ave. Filmore 5469		Patricia L. Green, gm	Fred Warner, producer	Harold Potter, ce
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# OREGON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.
<b>PORTLAND (Cont.)</b>					
KEX 1928	1190 50,000 DA-1	Westinghouse Bcstg. Co. Inc. 1230 SW Main Capital 1881	ABC, Free & Peters	Chris J. Witting, p J. B. Conley, gm Robt. E. Rudolph, cm Mel Bailey, pd	Charles Burrow, pmm Jack Erwin, ce Bob Thomas, nd Ivan Jones, fd Bob Blackburn, sd Kay West, wd
KEX-FM 1948	Ch. 231(B) 92.3mc 56.4kw				
KGW 1922	620 5000 DA-1	Pioneer Bcstrs., Inc. 1320 SW Broadway Beacon 6364	NBC Northwest, Petry	Gordon D. Orput, p James A. Mount, gm Robert H. Prigmore, cm Chester L. Blomness, loc. sim	Robert E. Franklin, pd & pmm Earl E. Petersen, ce John Rasco, nd Paul Rask, sd Konnie G. Worth, wd
KLIQ 1948	1200 1000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambricks, p. gm, pd,	
KOIN 1925 KOIN-TV	970 5000 DA-N	Mt. Hood Radio & TV Bcstg. Corp. P. O. Box 1031 Atwater 3333	CBS, CBS Radio Spot Sales	Ted R. Gamble, p C. Howard Lane, vp Harry H. Buckendahl, vp & gm John L. Palmer, natl. adv. m	Willard Mears, pd George Wann, pmm L. S. Bookwalter, dir. of eng. Lester Halpin, nd Luke L. Roberts, fd Johnny Carpenter, sd
KOIN-FM 1948	Ch. 266(B) 101.1mc 48.6kw				
KPAM 1951	1410 1000-D	Oregon Bcstrs. Ltd. P. O. Box 1230 Atwater 0106		S. M. Goard, gm & cm Douglas Ducklow, pd	James R. Hampton Jr., pmm C. K. Dickson, ce John Lewis, nd
KPFFM (FM) 1946	Ch. 246(B) 97.1mc 3.3kw	(KPAM, AM Affiliate)			
KPDQ 1947	800 1000-D	John W. Davis P. O. Box 800 Capital 9209	Webb	John W. Davis, p & gm	Willard Guthrie, pd Robert Beattie, ce
KPOJ 1932	1330 5000 DA-1	KPOJ, Inc. 1019 SW 10th Ave. Broadway 3484	MBS, Don Lee Blair	W. W. Knight, p R. M. Brown, gm Robt. C. LaBonte, cm	Jack Moys, pd Robt. Whitely, pmm Richard Pooley, ce Vern Mueller, nd Chas. LaFranchise, sd Patti Cook, wd
KPOJ-FM 1948	Ch. 254(B) 98.7mc 44kw				
KQFM (FM)	Ch. 262(B) 100.3mc 57kw	H Quenton Cox 423 Terminal Sales Bldg. Atwater 5191			
KWJJ 1925	1080 10,000 DA-2	Rodney F. Johnson 1011 SW 6th Ave. Atwater 4393	Burn-Smith, McGavren, Young	Rodney F. Johnson, p & gm Ben T. Crosby, cm Jerry Speerstra, pd	Charles Larsen, pmm Harold C. Singleton, ce Don Kneass, nd Ric Thomas, pd Frederick Eichhorn, pmm Joshva Higgins, fd Bob McAnulty, sd
KXL 1928	750 10,000 L-WSB DA-1	KXL Bcstrs. Inc. Box 5886 Evergreen 1-6558	Walker, Moore, Pacific	H. S. Jacobson, p, gm & cm	Len Garrett, ce Chuch Foster, nd
<b>PRINEVILLE (Crook Co.)</b>					
KRCO 1930	690 1000-D	Radio Central Oregon, Inc. P. O. Box 188 6239	Best, Moore-Lund	N. A. Miksche, co-o, m & cm Collin R. Matheny, co-o, m & ce	Elsie Stover, pd & wd Hal Newhouse, pmm Ted Smith, fd & sd
<b>REDMOND (Deschutes Co.)</b>					
KJUN 1952	1240 250	Juniper Bcstrs. Inc. 234	ABC, McGillivra	F. Gilbert Lieser, p & gm, sd	Patricia Riggs, m & pd, wd Gene Johnstck, ce & nd Donald Nelson, fd
<b>ROSEBURG (Douglas Co.)</b>					
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson Orchard 3-5551	CBS, Grant, Moore & Lund	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd & fd Max Dick, ce
KRXL 1950	1240 250	Umpqua Bcstg. Inc. P. O. Box 847 Orchard 3-4464	MBS, Don Lee Cox	Donn W. Radabaugh, p Iris Rice Helliwell, gm, cm Del McKay, pd, sd	Carol Kerr, pmm Leo Reetz, ce Nat W. Jackson, nd Lon Hunt, fd Betty Crocker, wd
<b>SALEM (Marion Co.)</b>					
KGAE 1950	1430 1000-D	KGAE, Inc. P. O. Box 768 4-1430	Beaver Holman	W. Gordon Allen, p Earle W. Headrick, gm Robert Morse, cm	Jean McLean, pd & pmm John Truhan, ce Ray Loter, nd & sd Larry Ross, fd Betty Bangert, wd
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, gm S. P. Smith, cm	Carl Ritchie, pd Bruce Fountain, ce Ed Rickey, nd Chuck Boice, sd
KSLM 1934 KSLM-TV	1390 1000	Oregon Radio, Inc. Box 631 3-4831	MBS, Don Lee, Everett- McKinney	Glenn McCormick, p & gm Dave Hoss, sm	Herb Johnston, pd & nd Clyde Carlton, ce Al Bauer, fd
<b>SPRINGFIELD (Lane Co.)</b>					
KRGA 1954	1050 1000-D	W. Gordon Allen Box 696 5-0183	Beaver, Holman	W. Gordon Allen, p Glen M. Stadler, gm & cm Andy Anderson, pmm	Robert Litten, pd Rodney Loudon, nd Robert Crites, ce Carrieanne Ayres, wd
KUGN 1946	590 5000-D 1000-N DA-N	(See Eugene, Ore., listing.)			
<b>TILLAMOOK (Tillamook Co.)</b>					
KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Box 1590 Victor 2-4422	Beaver, Continental, Ayres	F. H. Guyton, p Tom Hoover, gm, cm, pd & pmm, nd & sd	Larry Bruner, ce Carl Karpstein, fd Gay Shippee, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	44,197	12,140	\$ 47,859	\$ 10,252	\$ 894	15,743	Lancaster	234,717	63,640	270,566	55,553	7,079	79,034
Allegheny	1,515,297	429,430	1,904,829	519,970	50,025	374,761	Lawrence	105,120	29,730	109,512	30,347	2,287	33,701
Armstrong	80,842	21,950	70,688	19,850	1,709	24,893	Lebanon	81,683	24,840	90,612	20,790	1,654	26,337
Beaver	175,192	48,760	183,427	58,558	4,763	50,755	Lehigh	198,207	57,120	242,125	51,228	4,046	58,007
Bedford	40,775	10,530	30,577	7,448	354	13,031	Lucerne	392,241	104,190	371,389	99,281	6,959	95,214
Berks	255,740	74,220	302,610	89,122	5,767	82,474	Lycoming	101,249	30,180	108,718	30,193	2,524	33,643
Blair	139,514	39,410	134,278	41,160	2,703	38,686	McKean	56,607	16,480	58,983	16,237	1,504	17,812
Bradford	51,722	14,590	46,295	11,080	882	15,772	Mercer	111,954	31,430	141,792	35,752	3,487	37,378
Bucks	144,620	44,490	195,648	45,897	3,221	63,349	Mifflin	43,691	11,800	41,354	11,364	1,048	13,002
Butler	97,320	27,040	102,190	25,252	2,149	32,872	Monroe	35,773	9,620	42,099	9,815	868	13,177
Cambria	209,541	53,480	183,090	50,183	2,993	52,621	Montgomery	353,068	99,300	402,732	117,705	11,236	132,967
Cameron	7,023	1,800	7,936	2,404	67	2,566	Montour	16,001	3,510	8,952	2,503	311	4,198
Carbon	57,558	15,580	47,157	16,207	855	16,880	Northampton	185,243	51,900	233,805	70,172	5,521	64,078
Centre	85,922	16,230	56,966	14,604	1,478	19,095	Northumberland	117,115	32,470	110,566	30,806	2,786	32,447
Chester	159,141	41,500	159,408	39,994	4,342	52,038	Perry	24,782	6,780	19,771	5,113	282	8,979
Clarion	38,344	10,140	38,630	9,744	730	12,769	Philadelphia	2,071,605	597,450	2,711,124	613,305	68,052	407,471
Clearfield	85,957	22,660	79,291	22,558	1,407	22,739	Pike	8,425	2,910	7,546	2,316	74	3,323
Clinton	36,352	10,200	33,260	9,466	532	11,341	Potter	16,510	4,660	16,021	4,057	198	5,393
Columbia	53,480	15,500	53,913	14,177	977	18,075	Schuylkill	200,557	53,390	163,423	45,517	3,268	54,458
Crawford	78,948	22,820	91,454	21,543	1,721	25,713	Snyder	22,912	5,890	16,257	3,657	225	7,887
Cumberland	94,457	28,130	97,435	24,595	2,493	37,112	Somerset	81,813	21,060	69,661	17,876	1,069	23,701
Dauphin	197,784	58,390	252,831	54,331	7,763	59,793	Sullivan	6,745	1,700	5,147	1,774	39	2,041
Delaware	414,234	122,410	412,170	122,087	14,798	134,687	Susquehanna	31,970	8,480	24,711	7,601	244	9,504
Elk	34,503	9,170	24,850	8,873	785	10,437	Tioga	35,474	10,190	32,241	7,254	492	11,545
Essex	219,388	64,390	303,452	76,856	5,995	73,611	Union	23,150	5,560	15,472	3,873	358	7,638
Fayette	189,899	49,560	176,208	45,464	3,457	47,111	Venango	65,328	17,770	59,705	16,681	1,200	19,795
Forest	4,944	1,320	2,792	1,004	29	1,603	Warren	42,698	11,700	54,046	11,236	811	13,848
Franklin	75,927	20,750	82,798	18,502	1,630	26,442	Washington	209,628	57,270	201,306	57,616	4,869	58,102
Fulton	10,387	2,590	5,620	1,165	88	3,207	Wayne	28,478	7,740	27,928	6,700	417	8,863
Greene	45,394	11,670	29,958	9,176	568	11,836	Westmoreland	313,179	85,610	323,451	94,147	6,804	87,371
Huntingdon	40,872	10,710	29,834	8,194	341	12,798	Wyoming	16,768	4,600	16,799	4,046	160	6,122
Indiana	77,106	20,110	69,415	16,600	1,337	22,360	York	202,737	60,590	251,024	61,936	4,124	73,687
Jefferson	49,147	13,610	43,176	12,566	835	15,130	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Juniata	15,243	4,030	13,441	2,318	84	5,510							
Lackawanna	257,396	70,210	239,188	67,702	5,010	56,003							

DIRECTORY OF AM AND FM STATIONS

ALLENTOWN  
(Lehigh Co.)

WAEB 1948	790 500-D 1,600-N DA-2	WAEB, Inc. Center Square HEmlock 4-9364	Quaker Radio-TV Rep.	Howard Wasserman, p S. Robert Ackley, gm, cm John Z. Mraz, pd, pmm, nat. sm	William Gottshall, ce Bert Barer, nd, fd	Ernie Stiegler, sd Joan Amant, wd
WFMZ(FM) 1947	Ch. 264(B) 100.7mc	Penn-Allen Bcstg. Co. 1524 Linden St. HEmlock 3-7521	Good Music	Raymond J. Kohn, p, gm	Lloyd Hawk, cm, pd	Carl Egolf, ce
WFML-TV 1948	4.8kw 1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. HEmlock 4-4801	CBS Raymer	Charles Helwig, p Victor C. Diehm, vp James F. Chambers, gm, pd N. Joe Rahall, p Oggie Davies, gm	Alfred F. Wilcox, cm, pmm Gerald B. Werst, ce James Dougherty, nd Marshall S. Cleaver, pd C. Frank Cordaro, ce	Paul Mitchell, fd Al Smith, sd Nancy Blake, wd Alan Raber, nd, sd Gladys Hersh, wd
WKAP 1947	1320 1,000 DA-N	WKAP, Inc. P. O. Box 609 HEmlock 3-3168	Weed			
WSAN 1923	1470 5000 DA-N	Lehigh Valley Bcstg. Co. 39 N. Tenth St. HEmlock 4-9511	NBC Headley-Reed	B. Bryan Musselman, p, gm Olivia M. Barnes, cm, pmm	George Y. Snyder, pd Reuel H. Musselman, ce	John T. Van Sant, sd Kay Allyn, wd
WSAN-FM 1947	Ch. 260(B) 99.9mc 8kw					

ALTOONA  
(Blair Co.)

WFBG 1925	1340 250	Gable Bcstg. Co. 1320 11th Ave. 6487	NBC Quaker Net.	George P. Gable, p John M. Snyder, md James R. Gates, sm, pd	George Burgoon, ce George Eggert, nd Eugene Hammill, fd	Don Cossiter, sd Jo Cooney, wd
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6648	ABC, MBS Meeker	Roy F. Thompson, p, gm William S. Clear, sm Dorothy M. Thompson, pd	Marge Griffith, pmm, wd John Grimme, ce Dave Denniston, nd	E. G. Hamill, fd Ken Clapper, sd
WVAM 1948	1430 1,000 DA-N	General Bcstg. Corp. 2727 Albert Dr. ALtoona 8127	CBS Quaker Weed	George Gartland, co E. S. Leopold, p Will Kettner, gm, pd, pmm, fd	Will Union, cm Dominic Legge, ce John Riley, nd	Harry Maclay, nd Mike Boslet, sd Jeanne Lindemann, wd
WVAM-FM 1953	Ch. 261(A) 100.1mc 0.36kw					

APOLLO  
(Armstrong Co.)

WAVL 1947	910 1000-D	Tri-Borough Bcstg. Co. Press & Radio Bldg. 72-3921		Cecil F. Clifton, co-o & gm Andrew J. West, co-o & cm	H. Edgar Smith, ce Silas West, pd	Carrey Bentley, nd
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BARNESBORO  
(Cambria Co.)

WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. 803 Maple Ave. BARNESBORO 1010	KBS Laurel Net.	Harris G. Breth, p W. J. Thomas, gm	William Raihall, cm, pd Joanne Tibbott, office m	Dyle Miller, ce Mildred Tatters, wd
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BEAVER FALLS  
(Beaver Co.)

WBVP 1948	1230 250	WBVP, Inc. 1216 7th Ave. Beaver Falls 4100		Frank R. Smith, p, gm Thomas B. Price, cm Charles H. Wilson, pd	Jean E. Biggard, pmm Robert Ramsey, ce Ernie Kline, nd	George Allen, nd Chuck Wilson, sd Gertrude B. Trobe, wd
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BEDFORD

(Bedford Co.) (CP)	1310 1000-D	Inquirer Printing Co. % Hugo K. Frear 130 So. Juliana St.		John F. Biddle, p		
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BETHLEHEM  
(Northampton Co.)

WGPA 1947	1100 250-D	Bethlehems' Globe Pub Co. 423 Brodhead Ave. UNiversity 6-8074		Rolland L. Adams, p Arthur C. McCracken, sm Frank Collie, cm, pmm	Stefan George, pd Edwin L. Rybak, ce Robert Wolken, nd	John Daday, sd Lunnette Arnold, wd
WGPA-FM 1947	Ch. 236(B) 95.1mc 10kw					

BLOOMSBURG  
(Columbia Co.)

WHLM 1948	550 500 DA-1	Flom Radio 107 W. Main St. 1600-1801	Raymer	Harry L. Magee, o Robert R. Williams, gm L. J. Campbell, cm Anthony Perry, pd	Patsy O'Brien, pmm Anthony F. Hogg, ce Max L. Williamson, nd	Ed Price, fd Edwin Jones, sd Frances Saunders, wd
WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Ed Darlington, gm & cm Jim Lehman, pd	Kay Myers, pmm, nd & sd Robert Fulton, ce	Stan Hummer, fd

**PENNSYLVANIA**

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr.
					o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>BRADDOCK</b> (Allegheny Co.)							
	WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. ELeCtRIC 1-1100		William G. Matta, p, gm George C. Matta, cm	Elmer L. Heess, ce Mario Bigese, nd	Tom Powers, sd Blanch Anderson, wd
<b>BRADFORD</b> (McKean Co.)							
	WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm, pmm, nd Frederick P. Tascone, cm	Lloyd P. Gordon, pd, fd Dean W. Merry, ce John C. Laffin, sd	Gertrude E. Curley, wd
<b>BUTLER</b> (Butler Co.)							
	WBUT 1949	1050 250-D	Beacom Bcstg. Enterprises McQuiston Rd. 75-778	Quaker Gill-Perna	J. Patrick Beacom, p Gerald D. Coleman, gm, cm, pmm, pd, ce	G. Earl Sadlon, nd Lee Roy Miller, fd	Richard Kutan, sd Gertrude Baker, wd
	WBUT-FM 1949	Ch. 249(A) 97.7mc 0.72					
	WISR 1941	680 250-D	Butler Bcstg. Co. 357 North Main St. BUTler 74-701		Joel W. Rosenblum, p Robert L. Kaufman, gm Harold W. Critchlow, cm Warren E. Ihlenfeld, pd	Randolph A. Wertz, pmm Paul F. Rex, ce Michael S. Salamon, nd	Donald Oesterling, fd Don C. Wimer, sd Margo Pitts, wd
<b>CARBONDALE</b> (Lackawanna Co.)							
	WCDL 1950	1230 250	Carbondale Bcstg. Co., Inc. 127 Salem Rd. Carbondale 1230	KBS Cooke	William H. Ware, p Robert G. Adams, Jr., gm, cm	David Ross, pd	Walter Rude, ce
<b>CARLISLE</b> (Cumberland Co.)							
	WHYL 1952	960 1,000-D	Richard Field Lewis Jr. Inc. of Carlisle P. O. Box 520 1785, 1786	Quaker & Penn Harris	Richard Field Lewis, Jr., p Winslow T. Porter, gm, cm	Clinton H. Morse, pd Jack Simmons, ce	Leonard Waite, nd Irwin W. Galt, fd
<b>CHAMBERSBURG</b> (Franklin Co.)							
	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1111	Forjoe	John S. Booth, gm Earl P. Strine, cm	Richard Bowers, pd Allan Saunders, pmm & sd	James McCurdy, ce Sam Taylor, nd & fd
	WCHA-TV 1948	Ch. 240(A) 95.9mc .8kw					
<b>CHARLEROI</b> (Washington Co.)							
	WESA 1947	940 250-D	Monongahela Bcstg. Corp. Box 584 HUDson 3-6551	Clark	Dr. A. S. Sickman, p Charles R. DuVall, gm	George D. Galley, pd Silvio Garafalo, ce	Wm. Richards, nd
<b>CHESTER</b> (Delaware Co.)							
	WDRF 1947	1590 1000 DA-N	Eastern Bcstg. Co. 3500 Edgemont Ave. 4-4321	Forjoe	Louis Kapelski, p Howard C. Weiss, gm Cy Swingle, cm	Jeff Scott, pd, sd, nd Harry Simington, ce Frances Johanssen, pmm Marian Pedlow, wd	
	WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	Webb	James M. Tisdale, p, gm, ce Alex Sherwood, cm	Robert A. Hibbert, pd Frank Wayne, nd	Don Baron, sd Eleanor Snering, wd
<b>CLEARFIELD</b> (Clearfield Co.)							
	WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. CLEARfield 5-5541	Laurel Net.	W. K. Uterich, p W. J. Thomas, gm Joseph Milsop, cm, pd	Margaret Nemeth, asst. m Llewellyn Duck, ce Earl Moorehead, nd	Wm. Mitchell, fd Janet Cowdrick, wd
<b>COATESVILLE</b> (Chester Co.)							
	WCOJ 1949	1420 1,000-D CP-5000 DA-N	Chester County Bcstg. Co. 809 E. Lincoln Highway 2100	Quaker	Louis N. Seltzer, p, ce William S. Halpern, gm	Donald Kimes, cm, pmm George Thurston, nd	Eloise Denning, wd
<b>CONNELLSVILLE</b> (Fayette Co.)							
	WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford Ave. 2700	KBS	Cam T. Trollo, p Jack Craddock, gm, cm, sd	Joseph A. Speeney, pd Robert Ray, ce	Mary Lou Misiewicz, wd
<b>CORRY</b> (Erie Co.)							
	WOTR 1947	1370 500-D	Olivia T. Rennekamp				
<b>COUDERSPORT</b> (Potter Co.)							
	WFRM 1953	600 500-D	Farm & Home Bcstg. Co., Inc. 9 N. Main St. 611	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp, gm James F. Ponder, slm	Clyde F. Robison, pd Robert Glarner, pmm F. K. Reed, ce	Walter E. Taylor, nd Shirley Roche, wd
<b>DOYLESTOWN</b> (Bucks Co.)							
	WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	KBS, Quaker Indie Sales	Charles M. Meredith, p William A. Lynch, gm & cm	Robert Fretz, pd, nd & sd Richard A. Alliger, pmm	R. Robert Wright, ce Nonnie Crawford, wd

Data corrected to Dec. 15, 1954. 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, day only. 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.

**DUBOIS**  
(Clearfield Co.)

WCED 1941	1230 250 CP-1420 5000-D 500-N DA-2	Tri County Bcstg. Co. Inc. 80 N. Park Pl. 1700	CBS Quaker McGillivra	H. T. Gray, p J. S. Gray, gm George Williams, cm, sm	Ken Johnston, pd Sam King, pmm, nd Burrell Morris, ce	Marv Bloom, sd
WCED-FM 1948	Ch. 271(B) 102.1mc 3.1kw					

**EASTON**  
(Northampton Co.)

WEEX (CP)	1230 250	Easton Publishing Co.				
WEEX-FM 1948	Ch. 252(A) 98.3mc 1kw	Easton Pub. Co. 6155 2857 Nazareth Rd. 3-3557		J. L. Stackhouse, p Richard Hubbell, asst. to p	John Reed Porterfield, gm Nelson S. Rounstey, bus. m	Charles McKee, pd Charles R. Thon, ce
WEST 1936	1400 250	Associated Bcstrs. Inc. 518 Northampton St. 6131	NBC, Meeker	Clair R. McCollough, sta. exec. Theodore Pierce, sm	J. Robert Gulick, gslm Eugene Bethman, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WEST-FM 1948	Ch. 300(B) 107.9mc 11kw					

**EMPORIUM**  
(Cameron Co.)

WEMR 1954	1340 100	Kenneth E. Rennekamp 513-15 Berger Bldg., Pittsburgh ATLantic 11365	KBS Quaker	Kenneth E. Rennekamp, p Curt Doelicke, gm, cm, nd	O. T. Rennekamp, pd	Calvin Custer, ce
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**EPHRATA**  
(Lancaster Co.)

WGSA (CP)	1310 500-D DA-D	Garden Spot Bcstrs. Inc. 111 E. Frederick St. Lancaster, Pa.		George J. Kienzle Jr., p		
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**ERIE**  
(Erie Co.)

WERC 1941	1260 5000 DA-2	Presque Isle Bcstg. Co. 121 W. 10th St. 4-6367	ABC Quaker Weed	Jacob A. Young, co-o, p B. Walker Sennett, co-o, vp Arthur M. Ingram, gm	Robert Yochim, cm J. Jacob Young, pd Kenneth L. Hestor, ce	Ralph Wheeler, nd Jeanne Caldwell, wd
WERC-FM 1950	Ch. 260(B) 99.9mc 9.7kw					
WIKK 1948 WICU (TV)	1330 5,000 DA-2	Community Service Bcstg. Co. Inc. 3514 State St. 23-248	NBC Petry	Edward Lamb, p Ben McLaughlin, gm Charles R. Kinney, sm, pd	Jack Schumaker, pmm Ken Husband, ce Charles Welsh, nd	Lou Zero, fd Jim Hurley, sd Linda Page, wd
WJET 1951	1570 250-D	The "Jet" Bcstg. Co. Inc. 18th & Ash St. 4-8013	ForJoe	Myron Jones, p, gm Lou Skelly, cm Kathryn Pfadt, pd	William Fleckenstein, ce John Creveling, nd, sd	Ted Landacre, fd Tess Willard, wd
WLEU 1933 WLEU-TV	1450 250	Commodore Perry Bcstg. Service Inc. 212 Commerce Bldg. ERie 22-129	MBS Quaker Rambeau	Owen K. Murphy, p Philip B. Hirsch, gm	James D. Brownyard, cm Robert Eaton, pd, nd	William P. Sebenick, ce Art Arkelian, sd
WLEU-FM 1948	Ch. 250(B) 97.9mc 7.3kw					

**FARRELL**  
(Mercer Co.)

WJAR 1954	1470 500-D	Sanford A. Schaftz Hoelzle Rd. 4171	Clark	Sanford A. Schaftz, p, gm Leonard J. Schaftz, cm	John Dunn, nd Arthur Simmers, fd	Jack Joyner, sd
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**GETTYSBURG**  
(Adams Co.)

WGTE 1950	1450 250	Times & News Pub. Co. P. O. Box 28 GETtysburg 850	KBS	P. H. Cunningham, gm, cm	E. L. Shoop, Jr., pd	L. M. Blair, ce
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**GREENSBURG**  
(West Morland Co.)

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 128 N. Penn. Ave. GREENSBURG 3740		Kenneth Brennen, p George J. Podyen, gm	Glenn Grayson, pd, nd Lyle Allen, ce	Gene Tiberio, sd
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**GROVE CITY**  
(Mercer Co.)

*WSAJ 1922	1340 100 SH	Grove City College Main & Broad Sts. Grove City 763		Dr. Weir C. Kettler, p	Stanley J. Seiple, pd	Dale O. Smock, ce
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**HANOVER**  
(York Co.)

WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. HANover 3831	MBS	John D. Bare, p, gm, cm Murray L. Goldsborough, asst. mgr. and pmm Ned Rutledge, pd	Philip A. Rohrbaugh, ce Ed John, nd	John L. Kratzert, fd
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PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp eyp; 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
<b>HARRISBURG</b> (Dauphin Co.)						
WCMB	1460	Rossmoyne Corp.	MBS	Edgar T. Shepard, Jr., p	J. Howard Bair, ce	John A. Smith, fd
1948	5,000	228 Court St.	Cooke	Ed K. Smith, gm	Steve Ross, nd	Gordon Jones, sd
WCMB-TV	DA-2	4-3005		Ed Gonzales, pd		
WHGB	1400	Kendrick Bcstg. Co. Inc.	ABC	Herbert Kendrick, p, gm	Jack Hooper, pd, sd	Lillian Mickley, wd
1945	250	112 Market St.	Quaker	Ralph Hartman, cm	William Kuntz, ce	
		44988	Pearson			
WHP	580	WHP Inc.	CBS	A. K. Redmond, gm & cm	Beatrice Potteiger, pmm &	George Wirt, fd
1924	5000	216 Locust St.	Bolling	Dick Redmond, pd	sls serv.	Ed Gundaker, sd
WHP-TV	DA-N	4-3211		E. Daniel Leibensperger, ce	John Price, nd	
WHP-FM	Ch. 247(B)					
1946	97.3mc					
	1.55kw					
	(See Carlisle listing)					
WHYL	1952					
1922						
WKBO	1230	Keystone Bcstg. Corp.	NBC,	Clair R. McCollough, sta.	J. Robert Gulick, gen. slm	Paul I. Woodland, pmm
1922	250	31 North Second St.	Meeker	exec.	Thomas Weitzel, pd	J. E. Mathiot, tech. dir.
		4-0191		W. Eugene Garman, sm		
<b>HAZLETON</b> (Luzerne Co.)						
WAZL	1490	Hazleton Bcstg. Co. Inc.	MBS, NBC	Victor C. Diehm, p, gm	Robert J. Sacco, pmm	Paul Cerula, nd, fd
1932	250	Hazleton Natl. Bank	Raymer	Thomas A. Tito, cm	Elwood C. Tito, ce	Fran Carter, wd
WAZL-TV		Bldg.		Bill Graham, pd, sd		
		Gladstone 4-3531				
WAZL-FM	Ch. 250(B)					
1947	97.7mc					
	2.6kw					
<b>HOMESTEAD</b> (Allegheny Co.)						
WHOD	860	Steel City Bcstg. Corp.	Forjoe	Anthony S. Ortale, p	James Herbert, ce	Sid J. Dickler, pmm
1948	250-D	103 E. 8th Ave.	Nat. Negro	Leonard E. Walker, sm, cm,	Mal Goode, nd, sd	
		1-0172	Net.	pd		
<b>HUNTINGDON</b> (Huntingdon Co.)						
WHUN	1150	Joseph F. Biddle Pub.	KBS	John H. Biddle, p	J. Darleen Grove, cm	E. A. Craig, ce
1947	1,000-D	Co.	Laurel Net.	William E. Germann, gm	S. H. Germann, pd	
		400 Washington St.				
		1291				
<b>INDIANA</b> (Indiana Co.)						
WDAD	1450	WDAD, Inc.	CBS Laurel	W. K. Ulerich, p	Clifford Porter, pd	William Cochrane, fd
1945	250	637 Philadelphia St.	KBS	W. J. Thomas, gm	Stanley Grazadio, ce	Roger Wood, sd
		Indiana 5-5511	Laurel Net.	Jonas Termin, cm	Winslow Haehner, nd	Ruth Piquenot, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# WCMB

**MUSIC**

- Clockwatchers Society • Polka Parade
- WCMBandstand • Songshop • Pete Wambach
- Music 'Til Midnight • Tunesmith
- Dinnerdate • Cool Corner

**NEWS**

- Award Winning Local Newscasters
- Harrisburg's ONLY Local Commentaries
- Harrisburg's exclusive DAILY DIARY
- Top FARM REPORTER and FARM SERVICE
- Plus Gabriel Heatter, Fulton Lewis, jr.

**SPORTS**

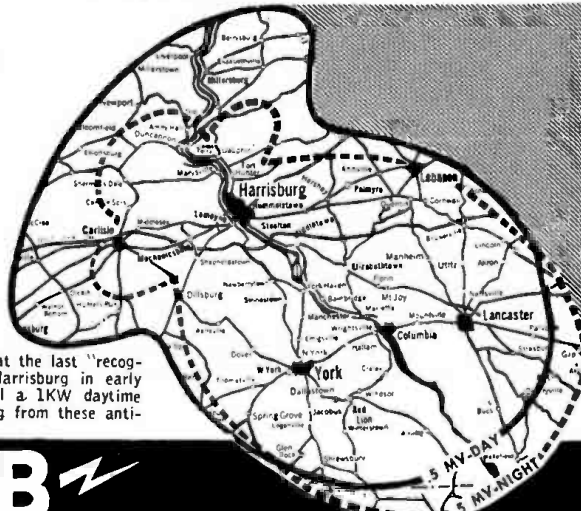
- Local Football • Local Basketball
- American League Ice Hockey
- Major League Baseball • Day and Night
- Pro Football • College Football

★ TIMEBUYERS NOTE: Are you aware that the last "recognized" audience survey was taken in Harrisburg in early 1952 . . . back when WCMB was still a 1KW daytime independent? Are you buying Harrisburg from these antiquated listings??

**BIG MARKET  
BIG STATION  
BIG VALUE**

**delivers Harrisburg, York,  
Lancaster, Carlisle, Lebanon**

**—at pennies-per-thousand!**



**5,000 WATTS  
'ROUND  
THE CLOCK**

# WCMB

**HARRISBURG, PA.**

5 MV-DAY  
5 MV-NIGHT



ALMOST EVERYONE IN CENTRAL PENNSYLVANIA DIALS "While" in Carlisle...

# WHYL Central Pennsylvania's BIG COVERAGE MUSIC STATION

WHYL has made a whale of a difference in Central Pennsylvania's listening habits.

IF YOU HAVE BEEN DEPENDING ON BMB'S, SAM'S, NIELSEN, AND RATINGS ALL OF WHICH PRE-DATE WHYL, THEN YOU'VE MISSED ONE OF CENTRAL PENNSYLVANIA'S GREAT STATIONS, "WHILE" IN CARLISLE.

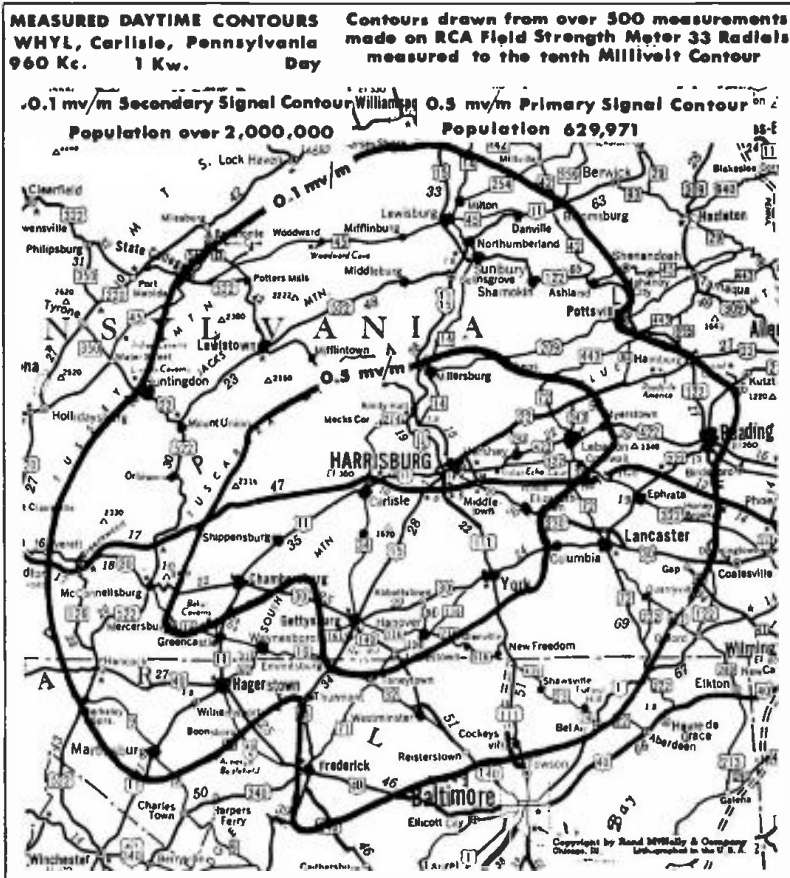
• WHYL GIVES BETTER COVERAGE OF THE HARRISBURG TRADING AREA THAN THREE OF THE FOUR HARRISBURG STATIONS!

• WHYL HAS PRODUCED MORE BUSINESS PER ANNOUNCEMENT FOR HARRISBURG ADVERTISERS THAN HAVE THREE OF THE FOUR HARRISBURG STATIONS! (WHYL has never been tested with the fourth station.)

• WHYL'S OVER-ALL COVERAGE IS SECOND BEST IN CENTRAL PENNSYLVANIA! (Because of a favorable low frequency, high soil conductivity, good ground system, and the complete and permanent absence of any adjacent or co-channel interference all the way to the tenth millivolt contour.)

• WHYL HAS YET TO LOSE ANY RESULT-PER-DOLLAR EXPENDITURE TEST WITH ANY MEDIA IN THE AREA!

• WHYL IS A BIG-TIME, DAY-LONG MUSIC OPERATION FEATURING HOUR AFTER HOUR OF THE FINEST POPULAR MUSIC EVER WRITTEN. WHYL EMPLOYS THE HIGHEST PAID STAFF OF ANNOUNCERS IN CENTRAL PENNSYLVANIA TO SELL YOUR MERCHANDISE—AND WHYL'S PROGRAMMING IS NOT DUPLICATED IN THE AREA.



WHYL HAS A LARGER SCHEDULE OF FOOD FAIR STORE, INC., ANNOUNCEMENTS THAN ANY RADIO STATION IN THE UNITED STATES.

WHYL SELLS RAYCO AUTO SEAT COVERS FOR THEIR HARRISBURG STORE!

WHYL IS THE HARRISBURG OUTLET, AND KEY STATION OF THE PENN-HARRIS RADIO NETWORK!

BONNE BELL 1006 LOTION USES WHYL EXCLUSIVELY TO SELL THEIR PRODUCTS THROUGHOUT CENTRAL PENNSYLVANIA!

L. B. SMITH, FORD, IN LEMOYNE (HARRISBURG), CENTRAL PENNSYLVANIA'S LARGEST RETAILER OF AUTOMOBILES HAS FOUND WHYL THEIR MOST PRODUCTIVE MEDIUM. L. B. SMITH USES WHYL EXCLUSIVELY FOR RADIO COVERAGE!

THE CAREVA CORPORATION, DISTRIBUTOR OF SYLVANIA AND KELVINATOR PRODUCTS KNOW THE POWER OF WHYL, AND USE WHYL HEAVILY. JUST 25 SYLVANIA ANNOUNCEMENTS SOLD 26 \$359.50 TV SETS IN THREE DAYS!

29 RUM & MAPLE PIPE TOBACCO GIVE-AWAY ANNOUNCEMENTS ON WHYL PRODUCED MAIL FROM 116 CENTRAL PENNSYLVANIA CITIES AND TOWNS!

WHYL DOUBLED THE BUSINESS OF HAAR'S DRIVE-IN THEATRE AND PLAYGROUND IN 1954 IN SPITE OF

FOUR MAJOR DETOURS FRONTING ON THEIR PROPERTY THAT WERE ABSENT IN 1953!

FELLER'S, ONE OF HARRISBURG'S LARGEST STORES, RUNS OVER 1560 ANNOUNCEMENTS PER YEAR ON WHYL, AS DO EIGHT OTHER CLIENTS!

THE HARRISBURG ZONE CHEVROLET DEALERS ASSOCIATION THROUGH KETCHUM, MACLEOD AND GROVE, INC., HAVE QUADRUPLED THEIR EXPENDITURE ON WHYL IN ITS TWO YEARS OF OPERATION!

IN 1953 ROY RICHWINE USED A COMBINATION OF 32 RADIO AND TELEVISION STATIONS TO ADVERTISE "NICKEL DAY" AT WILLIAMS GROVE PARK. IN 1954, AS AN EXPERIMENT, HE USED JUST ONE STATION, WHYL. IN SPITE OF BAD WEATHER HE HAD THE BIGGEST NICKEL DAY IN THE HISTORY OF THE PARK!

WHYL PRODUCED MORE PHONE CALLS, FOR A HARRISBURG ADVERTISER, FROM WITHIN THE CITY LIMITS OF HARRISBURG, THAN DID A COMBINATION OF TWO HARRISBURG STATIONS DURING THE SAME PERIOD RUNNING THREE TIMES THE VOLUME OF ADVERTISING!

IN A STATE-WIDE PENNSYLVANIA FARM SHOW BROADCAST ON THE PENN-HARRIS RADIO NETWORK, INTERNATIONAL HARVESTER COMPANY GAVE DEALERS THEIR CHOICE OF STATIONS FOR TAG ANNOUNCEMENTS. 33 DEALERS REQUESTED WHYL AS COMPARED TO AN AVERAGE OF 6 FOR OTHER STATIONS!

BRUCE'S AUCTION, DUNCANNON, PA., USED 4 NEWS-PAPERS, DISPLAY POSTERS AND OVER 2,000 MAILING PIECES, PLUS JUST 6 ANNOUNCEMENTS ON WHYL TO ADVERTISE ONE OF THEIR AUCTIONS. OF THE 2,800 PERSONS ATTENDING 43.6% STATED THAT THEY CAME BECAUSE OF THE 6 ANNOUNCEMENTS ON WHYL!

WHYL OPENED DOORS TO THE SPAN-O-LIFE BATTERY DISTRIBUTOR IN 11 COUNTIES!

MANBECK BAKING COMPANY USED 10 RADIO STATIONS TO ADVERTISE THEIR PRODUCTS IN 1953. IN 1954 ALL BUT TWO RADIO STATIONS WERE DROPPED. WHYL WAS ONE OF THE TWO RETAINED FOR YEAR AROUND ADVERTISING BY ASSOCIATED ADVERTISERS, THEIR AGENCY! WHYL HAS FOUR MAJOR BAKING COMPANIES ON THE AIR—TWO AS A RESULT OF THEIR OWN AREA-WIDE SURVEYS!

WHYL WAS VOTED THE MOST POPULAR RADIO STATION BY THE MEMBERS OF THE HARRISBURG YWCA!

WHYL HAS A LONG LIST OF DISTINGUISHED ADVERTISERS. SPACE PREVENTS LISTING THEM, OR TELLING YOU MORE ABOUT WHYL'S PHENOMENAL SUCCESS IN SELLING MERCHANDISE.

WHYL IS PROMOTED AREA-WIDE IN A VARIETY OF WAYS, INCLUDING A CROSS-PROMOTION WITH WTPA-TV HARRISBURG, WHEREBY WHYL IS ADVERTISED 5 NIGHTS WEEKLY ON WTPA-TV.

"WHILE" IS SO EFFECTIVE IN SELLING GOODS AND SERVICES THROUGHOUT ALL OF CENTRAL PENNSYLVANIA THAT STATION TIME COULD NOT COPE WITH THE DEMAND OF ADVERTISERS! IN THE LAST FOUR MONTHS OF 1954, WHYL WAS FORCED TO REFUSE BUSINESS!

SELL THE HARRISBURG MARKET AND CENTRAL PENNSYLVANIA VIA "WHILE" IN CARLISLE.

WAYZ, 1380 Kc., Waynesboro, Pa.  
WRFL-FM, 92.5 Mcs., Winchester, Virginia

WINC, 1400 Kc., Winchester, Virginia  
Serving Lebanon, Harrisburg, York, Hanover, Gettysburg, and Chambersburg, Pa.; Hagerstown, Md.; Martinsburg, W. Va.; and Harrisonburg, Va. plus countless other communities.

WSIG, 790 Kc., Mt. Jackson, Va.

Write, Wire, or phone Carlisle 1785 collect for availabilities.

Winslow T. Porter, Gen. Manager • Richard Field Lewis, Jr., Pres.

OTHER RICHARD FIELD LEWIS, JR. STATIONS, COMBINED WITH WHYL, OFFER OVERLAPPING PRIMARY COVERAGE OF THE RICH CUMBERLAND AND SHENANDOAH VALLEY AREA FROM MYERTOWN, PENNSYLVANIA TO WITHIN A FEW MILES OF STAUNTON, VIRGINIA. INQUIRE ABOUT THE PACKAGE RATE.

# PENNSYLVANIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.		
<b>JOHNSTOWN</b> (Cambria Co.)						
WARD 1946	1480 250	Central Bcstg. Co., Inc. Porch Bldg. 81-216	CBS Quaker Weed	Geo. D. Gartland, p Robert R. Nelson, gm Stewart W. Phillips, sm	James Mailoy, pmm Millard C. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd
WARD-TV 1948	Ch. 221(A) 92.1mc 0.285kw					
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel Johnstown 91187	ABC, MBS Quaker Radio-TV Rep.	John J. Keel, p John Pallottini, gm, cm	Dick Olinger, pd, nd Earl R. Castine, ce	Bob Sefick, sd
WJAC 1925	1400 250	WJAC, Inc. 329 Main St. 4-1267	NBC Young	Walter W. Krebs, p Park Claycomb, cm John P. Foster, pd	Theodore P. Foster, pd Nevin L. Straub, dir. tech. op	Theodore E. Campbell, ce Ronald Stephenson, nd
WJAC-TV 1948	Ch. 238(B) 95.5mc 8.3kw					
<b>KANE</b> (McKean Co.)						
WADP 1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520		David Potter, p, gm Robert Johnson, sm, pd	Dick Feit, cm	John Nordine, ce
<b>KITTANNING</b> (Armstrong Co.)						
WACB 1948	1380 1,000-D	Armstrong County Bcstg. Corp. Market St. Kittanning 43-1381	Quaker Rambeau	J. B. Moore, p Charles M. Erhard, Jr., gm William C. Frederick, cm	Harold H. Stoops, pd, pmm Frank Walleck, ce Benjamin W. Bowser, nd, sd	Samuel B. Shenk, fd Joann Semmens, wd
<b>LANCASTER</b> (Lancaster Co.)						
WGAL 1922	1490 250	WGAL, Inc. 8 West King St. 5251	NBC, Meeker	Clair R. McCollough, p Maynard W. Thomas, sm	J. Robert Gulick, gen. sm Kenneth Kreider, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WGAL-TV 1944	Ch. 267(B) 101.3mc 3.8kw					
WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co. 252 North Queen St. LANcaster 4-7261	ABC, MBS Headley-Reed Good Music	Frank H. Altdoerffer, o, gm Samuel M. Altdoerffer, vp J. Stanley Baker, cm	Karl Schayne, pd, nd Richard Kline, pmm Ramon Sherman, ce	Edward Miller, fd Guy Barry, sd Dorothy Stevens, wd
WLAN-FM 1948	Ch. 245(B) 96.9mc 6.7kw					
<b>LANSFORD</b> (Carbon Co.)						
WLSH 1952	1410 1,000-D	Miners Bcstg. Service Inc. Box D 1440	Everett- McKinney	Joseph L. Maguire, p John W. Angst, sm Joseph Lendvay, cm	James K. Stock, asst. m. fd Milton W. Seltzer, ce Bud Angst, nd	Ed Fisher, sd
<b>LATROBE</b> (Westmoreland Co.)						
WAKU 1951	1570 250-D	Clearfield Bcstrs. Inc. P. O. Box 208 2348	Laurel	W. K. Ulerich, p William J. Thomas, vp & gm Warren A. Koerbel, sm & pd	Frank D'Emilio, asst. sm, sd Stanley Graziado, ce Stan Costanza, nd	Chris Slater, fd Colleene Frichtel, wd
<b>LEBANON</b> (Lebanon Co.)						
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	H. Raymond Stadium, p Lester P. Etter, nd Philip J. Reilly, cm, pmm	Julian F. Skinnel, nat. sls. d M. Leonard Savage, ce Henry Homan, nd	Howard Van Voorhis, sd
WLBR-TV 1948	Ch. 261(A) 100.1mc 0.72kw					
<b>LEWISTOWN</b> (Mifflin Co.)						
WKVA 1949	920 1,000-D	Central Penn. Bcstg. Co. 19 S. Wayne St. 6771	ABC Gill-Perna	Robert L. Wilson, p, gm George L. Parrish, cm Lynn Bloom, pd, fd	Wayne Hetrick, pmm Robert Steltzer, ce Adrian Franosan, nd	Dean Close, sd Vera Snook, wd
WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 W. Market St. 6757	NBC Quaker Burn-Smith	J. W. Woods, p T. W. Metzger, gm Ralph Parker, cm	James Keyes, pd, pmm, nd Kenneth Callahan, ce	Dale Smith, sd Thekia Leeper, wd
<b>LOCK HAVEN</b> (Clinton Co.)						
WPZ 1946	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm & cm	Dave King, asst. m. pd, pmm & nd Kenneth Caum, ce	John McCool, fd June Kohr, wd
<b>McKEESPORT</b> (Allegheny Co.)						
WEDO 1946	810 1,000-D	Tri City Bcstg. Co. 547 Fifth Ave. NOrth 4-7167	Rambeau	Edward J. Hirshberg, p, gm Robert E. Badger, sm Charles Moyer, pd	Russel R. Weiskircher, pmm Wilkes Hurley, ce Allison McDowell, nd	Charles Moyer, sd Terry Lee, wd
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Market St. ORchard 88888 HOMestead 1-4221	McGillvra	Robert M. Cox, p, gm E. A. Kline, cm F. C. Pat Haley, pd	S. R. Vidnovic, pm, sd Charles W. White, ce Stephen Chontos, nd	Sally Mossman, wd
<b>MEADVILLE</b> (Crawford Co.)						
WMGW 1947	1490 250	Meadville Bcstg. Service, Inc. First Natl. Bank Bldg. 46-723	ABC	H. C. Winslow, p Robert E. Trace, gm, sd Douglas Rose, cm	James Strickler, pd Jack Harvey, ce	Michael D'Angelo, nd
WMGW-FM 1948	Ch. 262(B) 100.3mc 10kw					

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**MONTROSE**  
(Susquehanna Co.)

WPFL 1250  
1953 1,000-D

Montrose Bcstg. Corp.  
Locust St.  
Montrose 397

W. Douglas Roe, p, gm, nd  
Ruth Ohman, pd, wd

Melvin Hoffman, ce  
Norman Dale, fd

Bill Ohman, sd

**NANTICOKE**  
(Luzerne Co.)

WHWL 730  
1948 1,000-D

Radio Anthracite, Inc. ForJoe  
38 E. Main St.  
Valley 2-6109

Henry W. Lark, p, o  
Milton Laughlin, m  
Lee Vincent, cm

Bill Jones, pd  
Ronn Berger, pmm, sd  
Bernard Bailey, ce

Cary Williams, nd  
Lee Moran, fd  
Rose Fujak, wd

**NEW CASTLE**  
(Lawrence Co.)

WKST 1280  
1938 1,000  
WKST-TV DA-N

WKST, Inc.  
Cathedral Bldg.  
Oliver 4-5501

MBS  
Quaker  
Everett-  
McKinney

S. W. Townsend, p  
Harley M. West Jr., gm  
G. E. McGary, Jr., cm, slm  
H. W. Reith, pd, sd

D. L. Dout, ce  
Alan Croy, nd

Ruth Ray, wd

**NEW KENSINGTON**  
(Westmoreland Co.)

WKPA 1150  
1940 250-D

Allegheny-Kiski Bcstg. Continental  
Co.  
810 Fifth Ave.  
Edison 7-3588-89

C. R. Cooper, p  
Edward J. Kroen, gm, pd

Mel Goldberg, cm

W. W. Neely, ce

**NORRISTOWN**  
(Montgomery Co.)

WNAR 1110  
1948 500-D

Norristown Bcstg. Co.  
115 W. Main St.  
NORRISTOWN 8-7600

N. Joe Rahall, p  
Ogden R. Davies, gm  
John M. Banzhoff, sm

Woodward W. White, slm  
Bernard Brode, pd, sd

Anthony DeSola, ce  
James M. Nellany, nd

**OIL CITY**  
(Venango Co.)

WKRZ 1340  
1948 250

WKRZ, Inc.  
201 Fair Bldg.  
41-260

MBS  
KBS  
Quaker

Kenneth E. Rennekamp, p,  
gm  
Catharine McLaughlin, cm

John Remus, pd  
Glenn Henderson, pmm  
Robert Weber, ce

Betty Lesco, nd, wd  
Bill Kensley, fd  
Joseph Young, sd

**PHILADELPHIA**  
(Philadelphia Co.)

KYW 1080  
1922 50,000  
WPTZ (TV) DA-1

Westinghouse Bcstg. NBC  
Co., Inc. Free & Peters  
1819 Walnut St.  
Locust 4-3700

Chris M. Witting, p (WBC)  
F. A. Tooke, gm  
R. H. Teter, slm  
G. W. Davis, sm

J. J. Signor, pmm  
R. J. Bowley, ce  
John Raleigh, nd

Bill Givens, fd  
Herb Carneal, sd  
Ruth Welles, wd

WCAU 1210  
1922 50,000  
WCAU-TV

WCAU, Inc.  
City Line & Monument  
Rd.  
Greenwood 7-8300

CBS  
CBS Radio  
Spot Sales

Donald W. Thornburgh, p,  
gm  
John S. DeRussy, slm

Joseph T. Connolly, pd, vp  
Robert N. Pryor, pmm, vp  
J. G. Leitch, engrg. vp

Charles Shaw, nd  
Amos Kirby, fd  
Bill Campbell, sd

WCAU-FM Ch. 251(B)  
1941 92.1mc  
11Kw

WDAS 1400  
1923 250  
CP-1480  
1000  
DA-2

Max M. Leon, Inc.  
223 Arch St.  
Market 7-8484

ForJoe

Max M. Leon, p, o  
Robert A. Klein, gm, cm

Jerry Grove, pd, nd  
Frank W. Unterberger, ce

Sherry O'Brien, sd  
Irvin L. Timbers, pmm



VIC DIEHM Says:

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

Allentown, Pa. CBS

(Represented by Paul H. Raymer Company)

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

Hazleton, Pa. NBC-MBS

(Represented by Paul H. Raymer Company)

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed . . . \$25,000,000 you can't afford to pass up . . .

Bloomsburg, Pa.

(Represented by Paul H. Raymer Company)

**WHOL**  
**WAZL**  
**WHLM\***

\*Owned and Operated by Harry L. Magee

**PENNSYLVANIA**

City	County	Chan. or Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
<b>PHILADELPHIA—(Cont.)</b>							
WFL		1922	560 5,000 DA-2	Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700	ABC Quaker Blair	Roger W. Clipp, gm Kenneth W. Stowman, gen. slm Jack Steck, pd	Joe Zimmermann, pmm Henry Rhea, ce Charles Harrison, nd Howard Jones, fd Tom Moorehead, sd Mary Jones, wd
WFL-FM		1941	Ch. 271(B) 102.1mc 10kw				
WFLN(FM)		1949	Ch. 238(B) 95.7mc 20kw	Franklin Bcstg. Co. 8200 Ridge Rd. IVy Ridge 2-6000	Good Music	Lawrence M. C. Smith, p Raymond S. Green, vp, gm	John Culver, oper. m Morris Henken, pd Harry Dallison, ce
WHAT		1924	1340 250	Independence Bcstg. Co. Conshohocken & Windemere Aves. Rittenhouse 6-2058	Nat. Negro Net. Indie	William A. Banks, p, gm, cm Dolly Banks, sm Annette Oromaner, pd	Leonard Stevens, pmm Charles Lehman, ce Charles O'Donnell, nd Wynn Moore, sd Mary Mason, wd
WHAT-FM		1948	Ch. 287(B) 105.3mc 20kw				
WIBG		1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio-Tv Reps.	Paul F. Harron, p Edward D. Clery, gm, cm Douglas Arthur, pd	Rupe Werling, pmm Hohn H. Henninger, tech. d George Hooper, ce Ray Walton, nd Tony Bourg, fd Bosh Pritchard, sd
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, vp, sis. d. Clyde Spitzner, loc, cm Varner Paulsen, pd	Clifford C. Harris, ce Paul Martin, pmm Reginald K. Harris, asst. ce Sam Ettinger, nd Jim Learning, sd Wendy Phillips, wd
WIP-FM		1942	Ch. 227(B) 93.3mc 20kw				

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**SPECTACULAR?**

**"AURACULAR"?**

**we speak in the VERNACULAR!...**

Yes . . . WIP speaks in the vernacular . . .  
 Sales . . .  
 Results . . .  
 For WIP's Results are Spectacular!  
 WIP's spectaculars are produced in color . . . ONE color . . .  
 Beautiful, bright, exciting, profitable, legal-tender green.  
 Because of spectacular results, produced by everyday sales, WIP is consistently preferred by local and national advertisers.  
 In 1953, and again in 1954, WIP has more local and national advertisers than any other network station in Philadelphia.\*  
 Both local and national advertisers know that WIP not only talks sales and results . . . WIP gets sales and results.

For chapter and verse, or in the vernacular . . . how to ring the cash register spectacularly . . . use WIP. Ask PETRY . . .

**MBS WIP 5000 WATTS**  
**610 KC**

National Representatives EDWARD PETRY CO., INC.

PHILADELPHIA'S PIONEER VOICE

\*Broadcast Advertisers Reports for July, 1953 and September, 1954.

The Station You Think of

**1st**

... in Philadelphia

**WFIL**

**560** on the dial

*The Philadelphia Inquirer Station*

Represented by John Blair & Company



**PENNSYLVANIA**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; 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; Sales Mgr. m; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>PHILADELPHIA—(Cont.)</b>						
WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. LOcust 4-2300	McGillvra	Patrick J. Stanton, p, gm Charles Stahl, cm Michael Deegan, pd	James Rubenstone, pmm Alec Felton Iles, ce Doug Henson, nd	George Lyle, sd Joan Norris, wd
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. LOcust 4-6000	Gill-Perna	William H. Sytk, p Wm. B. Caskey, vp, gm Erwin Rosner, cm	Sam Elber, pd, pmm, nd Charles W. Burtis, ce	Matt Guokas, sd Pat Page, wd
WPEN-FM 1942	Ch. 275(B) 102.9mc 20kw					
WTEL 1925	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. DAvenport 4-4310	Rosary Hour Net. Webb	E. Douglass Hibbs, p, pd Henry N. Cocker, gm	Theodora Kay, wd	
<b>PITTSBURGH (Allegheny Co.)</b>						
KDKA 1920 WDTV (TV)	1020 50,000	Westinghouse Bcstg. Co. Inc. Grant Bldg. GRant 1-4200	NBC Free & Peters	Chris J. Witting, p (WBC) L. R. Rawlins, sm, gm John G. Still, sim	Robert E. White, pd David N. Lewis, pmm	T. C. Kenney, ce Homer Mariz, fd
KDKA-FM 1942	Ch. 225(B) 92.9mc 12.5kw					
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Co. 800 Chamber of Commerce Bldg. ATlantic 1-9100	CBS Raymer	Gunnar O. Wlig, evp James F. Murray, gm Chris Salmon, sim	John D. Gibbs, pd Owen S. Simon, pmm James Schultz, ce	Jack Henry, nd Pie Traynor, sd
WCAE 1922	1250 5,000 DA-N	WCAE, Inc. Carlton House 550 Grant St. AT 1-6900 (See Homestead listing)	ABC Katz	Leonard Kapner, p, gm Alan Trench, cm	R. Clifton Daniel, pd William Thieman, pmm	James H. Greenwood, ce Gloria Abdou, wd
WHOD 1948						
WILY 1954	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. EMerson 1-5000	Stars National	John Kluge, p Ernie Tannen, gm Herbert Waters, cm	Bill Powell, pd, nd Lee Dorris, pmm	Ralph L. Ketterer, ce Earsley Kincaid, wd
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House, Inc. Chamber of Commerce Bldg. GRant 1-4860	MBS H-R Rep.	H. Kenneth Brennan, p, gm John H. Buchheit, cm William Babcock, pm	Caley E. Augustine, pmm Walter W. McCoy, ce Herbert O. Morrison, nd	Charles Reichblum, sd Jane Allen Ball, wd
WJAS-FM 1921	Ch. 259(B) 99.7mc 24kw					
WKJF (FM) 1948 WKJF-TV 1947	Ch. 229(B) 93.7mc 40kw	Agnes J. Reeves Greer 1715 Grandview St. HUbbard 1-2828		Agnes J. Reeves Greer, p Richard E. Nason, gm, cm	Thomas J. Daugherty, pd	Peter Pappas, ce
WPIT 1947	730 1,000-D	WPIT, Inc. 213 Smithfield St. ATlantic 1-1900	ForJoe	John J. Laux, p Don Ioset, vp, gm, cm	Clifford Charles, pd, pmm	Michael Komichak, ce
WWSW 1932	970 5000 DA-2	WWSW Inc. Hotel Sheraton Grant 1-5200	Blair	O. M. Schloss, p & gm Ben W. Muros, cm	Harold Goldstein, pmm Henry Kaiser, ce	Ray Schneider, nd Joe Tucker, sd
WWSW-FM 1941	Ch. 233(B) 94.5mc 20kw					
<b>PITTSSTON (Luzerne Co.)</b>						
WPTS 1954	1540 1,000-D	Midway Bcstg. Co. Inc. Newrose Bldg. OLympic 4-3388	Indie	Angelo W. Fiorani, ptrn., p, gm Rose F. Fiorani, ptrn. R. E. Florey, cm Frank Silva, sm, sd	Charles Mantione, pd Ruth Goodman, pmm John P. McGoldrick, ce	Robert Carroll, nd Eleanor Fagnotti, wd
<b>POTTSTOWN (Montgomery Co.)</b>						
WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. Inc. 247 High St. 5000	Quaker Indie	Herbert Scott, p, gm Clifford Chafey, cm Bud Bentz, pd	Royal Worth, pmm Ralph Mellon, ce Andy Billy, nd	Shorty Long, fd Bob Tobias, sd Helen Shanta, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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 Key to two great MARKETS...

## Scranton, Wilkes-Barre —all on one low rate

Two big markets for the price of one—and the one LOW price is WPTS, Pittston . . . only an arm's length from Wilkes-Barre and Scranton.

Programming is carefully tailored to area tastes so WPTS' large, faithful audiences mean sure sales in the heart of the Anthracite Region.

1540 kc      INDIE SALES CO., Inc. — National Rep.  
A. W. Fiorani, Pres. & Gen'l. Mgr. . . . R. E. Florey, Com. Mgr.

# WPTS 1000 WATTS      PITTSTON, PA.

**POTTSVILLE**  
(Schuylkill Co.)

WPAM 1947	1450 250	Miners Bcstg. Service Inc. P. O. Box 629 5050	MBS, KBS Quaker Everett- McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank Tamulonis, cm	Horace Richards, pd Milton Seitzer, ce	John Samm, sd Romaine Scott, wd
WPPA 1946	1360 1000-D 500-N DA-N	Pottsville Bcstg. Co. 212 South Centre St. 4744		A. V. Tidmore, o, gm Ralph L. Price, cm	Edward A. Romance, pd, sd William P. Tidmore, ce	James B. Thompson, nd Vivian Price, wd
WPPA-FM 1948	Ch. 270(B) 101.9mc 2.8kw					

**PUNXSUTAWNEY**  
(Jefferson Co.)

WPME 1953	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin St. 1221	Quaker	Sheridan W. Pruett, p Charles M. Erhard, Jr., vp, gm Michael A. Catanzarito, cm	Albert G. Fusco, pd William O. Carlton, pmm, nd Joseph A. Pelletier, ce	Dale Morley, fd Robert Walker, sd Marilyn S. Crummy, wd Celine M. Ragley, wd Jay Edwards, sd Mary Ann Lauer (Mrs. Robert Lauer), wd
WPXY 1953	1300 1,000-D	Jefferson Bcstg. Co. 110 N. Findley 2080	MBS Allegheny Mountain Net. McGillivra	Cary Simpson, p John F. Belin, gm J. L. Rainbow, cm Leonard M. Zelick, pd	Jane E. Winne, pmm Ed Paul, nd Clair McCall, fd	

**READING**  
(Berks Co.)

WEEU 1932 WEEU-TV	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC Headley-Reed	Hawley Quier, p Thomas E. Martin, evp, gm K. Richard Creitz, asst. m, cm	George Carroll, pd, nd, sd Jane E. Winne, pmm Samuel M. Black, fd	Elizabeth McLean, wd Robert S. Guldin, tech. oper. d
WHUM 1948 WHUM-TV	1240 250	Eastern Radio Corp. Skyline Drive 4-4805	CBS H-R Reps.	Humboldt J. Greig, p John E. Schuier, vp Alan Lane, cm, pd	Robert Esterly, pmm Joseph Risse, ce John Deegan, nd	Ted Rickenbach, fd Jack Ryan, sd Frank Moonney, sd
WRWA 1922	1340 250	Reading Bcstg. Co. 19 North Fifth St. 7173	NBC, Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, sm	J. Robert Gulick, gen, sim Saul Miller, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.

**RED LION**  
(York Co.)

WGCB 1950	1440 1,000-D	Red Lion Bcstg. Co. Box 88 33471	Kennedy	John M. Norris, p, gm, pmm	Vicent Freeman, cm	Geary Russell, ce
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**ROARING SPRING**  
(Blair Co.)

WKMC (CF)	1370 500-D	Carl W. Kensinger & Robert E. Meredith				
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**ST. MARYS**  
(Elk Co.)

WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 4-2821	MBS Allegheny Mountain Net. Quaker	C. H. Simpson, gm R. H. Knouse, sim John A. Fay, pd Anson F. King, pmm	Herbert Martin, n. editor Gilbert H. Wogan, ce Bess Hallas, office m	Arnold Kuhn, fd Gibby Hoffman, sd Becky Smith, wd
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**SAYRE**  
(Bradford Co.)

WATS 1950	960 1,000-D	Susquehanna Valley Bcstg. Co. 110 North Elmer Ave. Turner 2-2401	Indie	Thompson K. Cassel, p Walter D. Knowles, gm Norman K. Decker, sim	William J. Miller, pd Benjamin A. Franklin, ce Charles L. Snyder, nd	Daniel Tyler, sd Harriet Ann Ruch, wd
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**SCRANTON**  
(Lackawanna Co.)

WARM 1940 WARM-TV	590 5,000 DA-2	Union Bcstg. Co. 333 Madison Ave. Diamond 3-1245	ABC Quaker Net. Hollingbery	Martin F. Memolo, p William W. Scranton, vp William M. Dawson, gm Sam M. Feigenbaum, sim	Art Bolin, pd Jay Russell, pmm Roswell J. Parker, ce	John Von Bergen, nd Dave Griffiths, sd Lynn Forman, wd
WGBI 1925 WGBI-TV WGBI-FM 1949	910 1,000-D 500-N Ch. 267(B) 101.3mc 1.8kw	Scranton Bcstrs. Inc. 1000 Wyoming Ave. Diamond 2-7634	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, gm, cm, pmm	Frank Monaghan, pd K. R. Cooke, ce Mrs. Madge Holcomb, vp	Thomas Powell, nd Tom Reilly, sd
WICK 1954	1400 250	Scranton Radio Corp. 522 Lackawanna Ave. Diamond 7-7303	Walker	Joe Dobbs, p & gm	John P. McGoldrick, ce	
WQAN 1950	630 500-D	E. J. & Elizabeth Lynett 149 Penn Ave. Diamond 2-9151	Meeker	E. J. Lynett, co-o Elizabeth Lynett, co-o Cecil Woodland, gm John Kreiger, cm	Hugh J. Connor, pd Bill Pierce, pmm Guy Rauer, ce	Warren Jones, nd Jack Griswold, sd Tony Martell, wd
WEJL(FM) 1948	Ch. 298 (B) 107.3mc 1.8kw	(WQAN, AM Affiliate)				
WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. Diamond 73388	NBC Headley-Reed	David M. Baltimore, p, gm Barry Sherman, sm, sd	Bert Oliver, cm Robert McHale, pd, nd	Willard Shlmski, ce Betty Parks, wd

**SHAMOKIN**  
(Northumberland Co.)

WISL 1948	1480 1,000 DA-N	Radio Anthracite, Inc. Rock & Sunbury St. 8-6831	MBS Quaker Forjoe	Henry W. Lark, p Chas. R. Petrie, gm	Dick Owen, pd Ray Willard, ce	Dottie Owen, wd
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**SHARON**  
(Mercer Co.)

WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnlne, Jr., p, gm Harold R. Smith, pd	A. C. Heck, ce	Ted Richardson, fd
WPIC-FM 1947	Ch. 275(B) 102.9mc 26kw					

**SOMERSET**  
(Somerset Co.)

WVSC 1951	990 250-D	Somerset Bcstg. Co. Box 231 4186	Indie	T. H. Opegard, ptrn., gm, cm Carl R. Lee, ptrn., sm, ce	Elwood Thompson, pd Ted Chandler, nd	Bob French, sd Yvonne Kaufman, wd
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**STATE COLLEGE**  
(Centre Co.)

WMAJ 1945	1450 250	Centre Bcstrs. Inc. 209 East Beaver Ave. Adams 7-4959	MBS, KBS Laurel Net.	William K. Ulerich, p Mrs. Alethea Ulerich, gm	Mary Anne Beezer, cm Milton J. Bergstein, sm, sd	Dan Grove, nd
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# PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>STROUDSBURG</b> (Monroe Co.)							
	WPPO 1947	840 250-D	Pocono Bestg. Inc. 578 Main St. 1102	Radio-TV Reps.	James H. Ottaway, p Merle C. Ostrum, gm Edward J. Somers, cm	Joseph Webster, pd, nd Chester S. Miller, sm Ernest Transue, ce	John Meunier, fd Joseph Whalen, sd
<b>SUNBURY</b> (Northumberland Co.)							
	WKOK 1933	1240 250	Sunbury Bestg. Corp. 1150 North Front St. 1325	CBS	Harry H. Haddon, p Homer R. Smith, gm	C. Donald Walther, cm M. J. Kane, pd	John Keller, Jr., ce Jerry Moore, sd
	WKOK-FM 1948	Ch. 231(B) 94.1mc 4.4kw					
<b>TITUSVILLE</b> (Crawford Co.)							
	WTIV (CP)	1290 500-D	Crawford Co. Bestg. Co. % Victor D. Lindeman Jr. 12 E. 41st St. New York, N. Y.				
<b>TYRONE</b> (Blair Co.)							
	WTRN 1954	1580 250-D	Tyrone Bestg. Co. Pennsylvania Ave.	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp, gm Lee C. Ray, sm W. F. Walk Jr., pd	Mac Goheen, slm Norman Swayne, ce G. David Castlebury, nd	Blair Shore, fd Don Steele, sd Iva Holsum, wd
<b>UNIONTOWN</b> (Fayette Co.)							
	WMBS 1937	590 1000 DA-N	Fayette Bestg. Corp. Fayette Nat'l Bank Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p James Gismond, gm, pmm & sd	Frederick J. David, cm Charles H. Underwood, pd William J. Henzly, ce	Rex Carter, fd Hester W. Risk, wd
<b>WARREN</b> (Warren Co.)							
	WNAE 1946	1310 1,000-D	Northern Allegheny Bestg. Co. 210 Second Ave. Warren 3033 (WNAE, Am Affiliate)		A. David Potter, Jr., p, gm James Potter, cm	W. LeRoy Schneck, pd Homer Haines, ce	Herb Harris, nd Frank Files, sd
	WRRN(FM) 1948	Ch. 223(B) 92.3mc 3kw					
<b>WASHINGTON</b> (Washington Co.)							
	WJPA 1942	1450 250	Washington Bestg. Co. George Washington Hotel Washington 4870	MBS McGillvra	A. Boyd Siegel, mgng. d John L. Merdian, gm, pd, pmm	Peter Stanton, cm, sd Robert Kark, ce	Mitchell Gray, nd Lynn Carter, wd Lyle Carter, fd
	WJPA-FM 1946	Ch. 282(B) 104.3mc 4.0kw					
<b>WAYNESBORO</b> (Franklin Co.)							
	WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. Inc. of Waynesboro 23 W. Main St. 1900		Richard Field Lewis, Jr., p Samuel "Jay" Hanshaw, gm, cm	Jack Ceiger, pd, sd Robert Harrison, pmm, nd Fred Brabandt, ce	Robert Rider, fd Mrs. Phylis Helman, wd
<b>WELLSBORO</b> (Tioga Co.)							
	WNBTV (CP)	1570 250-D	Farm & Home Bestg. Co. c/o John A. Fay Radio Station WFRM Coudersport, Pa.		Cary H. Simpson, p		
<b>WILKES-BARRE</b> (Luzerne Co.)							
	WBAX 1922	1240 250	Anna Stenger 85 West Union St. Valley 3-0196	MBS Burn-Smith	Anna Stenger, p John H. Stenger, gm	Edward Kuzma, pd Milan Krupa, ce	James Hutchison, fd Robert Whitehead, sd
	WBRE 1924	1340 250	Louis G. Baltimore 825 S. Franklin Valley 3-3101	NBC Headley-Reed	Louis G. Baltimore, p David M. Baltimore, gm Ernest Lewis, cm	Franklin D. Coslett, pd Charles Sakoski, Sr., ce Wm. Connelly, nd	Jim McCarthy, sd Rory Miles, wd
	WBRE-FM 1947	Ch. 253(B) 95.5mc 2.3kw					

Data corrected to Dec. 15, 1954. 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, day only. 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.

you	<b>KNOW</b>	the market prosperous southeastern pennsylvania. included in primary (5mv/m) coverage is york-harrisburg-lancaster comprising the nations twenty second population center . . . retail sales \$550,000,000.
our listeners	<b>KNOW</b>	the solid signal (non-directional 1,000 watts 1250 kc) from central pennsylvania's tallest radio tower (385 foot) commands highest random tune-in throughout the ten county area.
retailers	<b>KNOW</b>	they get results with "customized" commercials done by WNOW personalities. WNOW is the station used by more york retailers than any other . . . retailers insist on results!
time buyers	<b>KNOW</b>	the voice and choice of southeastern pennsylvania is <i>always</i> the best cost-per-thousand buy with top ratings in many time segments . . . check October-November 1954 Conlan.
everyone	<b>KNOWS</b>	music, sports and news is now radio's favorite listening. WNOW is the only independent in york-harrisburg or lancaster . . . the only station with share of audience increase (Conlan, April to Nov., 1954).
agencies agree	<b>WNOW</b>	discount plans and promotion offer maximum penetration at lowest cost. new 1955 national rates (less sales commission) are about the same as local rates . . . minute participations only \$5.00 (52-time).

## WNOW NOW YORK'S BEST BUY! — CONTACT FOR JOE

**PENNSYLVANIA**

<b>WILK</b> 1947 <b>WILK-TV</b>	980 5,000-D 1,000-N DA-N	Wyoming Valley Bcstg. Co. 88 N. Franklin St. VA 4-4686	ABC Quaker Avery-Knodel	Attorney Mitchell Jenkins, p Roy E. Morgan, evp Thomas P. Shelburne, treas. Luther Strittmatter, cm	Tom Bigler, pd, nd Mrs. Dorothy Albee, pmm Theodore French, ce	James Hutchinson, fd Chuck Whittier, sd Libby Brennan, wd
<b>WILLIAMSPORT</b> (Lycoming Co.)						
<b>WLYC</b> 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676	KBS Quaker Radio-TV Prom Syndicate	John T. Keliher, p W. Richard Carlson, gm, pmm Vince Campana, cm	Vern Hester, pd Norman Briggs, ce Bill Deuel, nd	Hank Anders, fd Foster Gaines, sd Norah Carlson, wd
<b>WLYC-FM</b> 1949	Ch. 286(B) 105.1mc 1kw					
<b>WRAK</b> 1930 <b>WRAK-TV</b>	1400 250	WRAK, Inc. 244 West 4th St. 2-6116	NBC Quaker Everett- McKinney	George E. Joy, p, gm Jane L. Straw, office m J. Wright Mackey, sm, cm	Irving A. Berndt, Jr., pd Everett Rubendal, pmm	Glenn Sherman, ce Marian Antes, wd
<b>WRAK-FM</b> 1947	Ch. 262(B) 100.3mc 3.2kw					
<b>WWPA</b> 1949	1340 250 CP-1330	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm Phil Lane, cm	Louis C. Cate, pd, pmm Carl W. Steinbacher, ce Gordon K. Thomas, nd	Robert Figueras, fd Bill Gardner, sd Gertrude Madden, wd
<b>YORK</b> (York Co.)						
<b>WNOW</b> 1948 <b>WNOW-TV</b>	1250 1,000-D	Broadcast Division, Helm Coal Co. 25 S. Duke St. 82-911	KBS Forjoe	Lowell W. Williams, gm Edwin L. Jay, cm H. E. Daugherty, pd	James Crist, pm Glenn M. Winter, ce Albert H. Gladding, nd	Luther "Shorty" Fincher, fd "Doc" Daugherty, sd Ruth Saltzgiver, wd
<b>WNOW(FM)</b> 1948	Ch. 289 (B) 105.7mc 13kw					
<b>WORK</b> 1932	1350 5,000-D 1,000-N DA-N	Associated Bcstrs., Inc. 13 South Beaver St. 6629	NBC, Meeker	Clair R. McCollough, sta. exec. Clare I. Miller, sm	J. Robert Gulick, gen, slm Glenn M. Brillhart, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
<b>WRZE(FM)</b> 1948	Ch. 253(B) 98.5mc 8kw	White Rose Bcstg. Co. 31 E. King St. 8-2873		C. M. Gitt, p M. B. Rebert, gm	E. S. Cannon, cm Stephen West, pd	Clark E. Wise, ce
<b>WSBA</b> 1942 <b>WSBA-TV</b>	910 1,000 DA-2	Susquehanna Bcstg. Co. 53 N. Duke St. 2-5521	ABC, MBS Quaker Young	L. J. Appell, Jr., p P. K. Eberly, cm, pmm	Robt. Shipley, pd Llewellyn Jones, ce Otis Morse, nd	Herman Stebbins, fd Dennis Kaye, sd Ethel Gray, wd

**RHODE ISLAND**

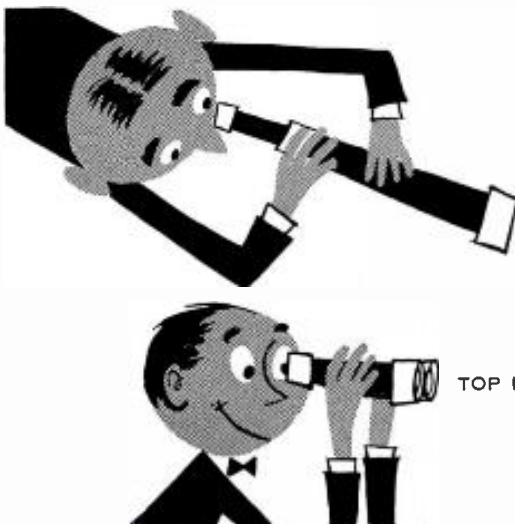
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Bristol	29,079	8,400	\$22,356	\$ 7,833	\$ 861	*243,739	Washington	48,542	13,580	48,708	15,435	1,707	
Kent	77,763	24,380	72,411	21,026	2,014		Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Newport	61,539	18,470	60,480	21,773	2,158								
Providence	574,973	170,280	654,330	168,716	21,199								

\* State wide total

**DIRECTORY OF AM AND FM STATIONS**

<b>NEWPORT</b> (Newport Co.)	<b>WADK</b> 1948	1540 1000-D	The Aquidneck Bcstg. Corp. 172 Thames St. 1540	Walker	Milton E. Mitler, p & gm Gordon Gurney, cm Flo Simpson, pd	Henry N. Petersen, pmm Joseph Britto, ce	Jack Stewart, nd & sd Dona March, wd
<b>PAWTUCKET</b> (Providence Co.)	<b>WPAW</b> 1950	550 1000-D	Roger Williams Bcstg. Co. Inc. 34 North Union St. PA 5-9000	KBS Rambeau	Dominick A. Hysko, p Allen Jones, gm & cm Graham Richards, pd	James Keough, pmm James Bonney, ce	Lucien Ricard, nd, sd Robin Jones, wd



ANYWAY YOU LOOK AT IT - IN PROVIDENCE IT'S  
TOP LOCAL AUDIENCE + TOP TALENTS = RESULTS

DIAL 1110



PROVIDENCE

REPRESENTED BY HEADLEY-REED

# RHODE ISLAND

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>PROVIDENCE</b> (Providence Co.)						
WEAN	1922	790 5000 DA-2	Providence Journal Co. 144 Fountain St. Dexter 1-0600	ABC, MBS Yankee, Venard, Rintoul & McConnell Borgatti	George P. Metcalf, p William Koster, gm	Don Morton, pd George W. Sharpe, ce Harry McKenna, nd Sue Bailey Reid, wd
WPJB-FM	1948	Ch. 286(B) 105.1mc 20kw	(WEAN, Am affiliate)			
WHIM	1947	1110 1000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Relay, Headley-Reed, Kettell-Carter	Robert T. Engles, p & gm Gerson R. Parmet, cm C. George Taylor, pd	John E. Metts, bus. mgr. Carroll A. Philbrook, ce Bruce Williamson, nd Gerson R. Parmet, sd
WICE	1947	1290 1000 DA-1	Narragansett Bay Bcstg. Co. 1111 North Main Jackson 1-6565		Louis A. R. Pieri, o Frederick P. Grady, gm, cm	John F. Crohan, sm John C. Martin, Jr., pmm Oliver R. Adams, ce George P. Duffy, sd
WJAR	1922	920 5000 DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8255	NBC, New England Weed	George O. Griffith, vp & treas. John J. Boyle, gm	David J. Shurtleff, cm Thomas J. C. Prior, ce Warren Walden, nd & sd Elizabeth Gunning, wd
WPJM (FM)	1948	Ch. 268(B) 101.5mc 9.6kw	Nobscot Bcstg. Corp.			
WPRO	1924	630 5000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776	CBS, Blair	William S. Cherry, Jr., p Arnold F. Schoen, Jr., gm	Kenneth M. Curto, cm John A. Owen, Jr., pd John V. Ferri, ce
WPRO-TV	1948	Ch. 222(B) 92.3mc 20kw				
WRIB	1947	1220 1000-D	R. I. Bcstg. Co. 29 Weybosset St. Union 1-4512	Indie	Frank Rao, p Nicholas Ruggieri, gm & nd	Edward McBride, cm Don Rogers, pd Frederick Weiss, ce
<b>WESTERLY</b> (Washington Co.)						
WERI	1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	ABC, KBS, Walker	R. G. Moore, p Warren M. Greenwood, gm & cm	Brud Warren, pd & pmm, nd, fd, & sd Anibal Martins, ce Jean S. Quattromani, wd
<b>WOONSOCKET</b> (Providence Co.)						
WNRI	1954	1380 1000-D	Friendly Bcstg. Co. Inc. 814 Diamond Hill Rd.		Jack C. Salera, p, gm & fd John Costa, cm & sd	Lorraine Salera, pd & pmm, nd, wd Joseph Britto, ce
WWON	1946	1240 250	Woonsocket Bcstg. Co. 99 Main St. Woonsocket 1240	MBS Webb, Borgatti	Millicent S. Palmer, p Gene Rousseau, gm	Eugene Mailloux, cm Harold Belknap, ce Gene O'Neill, sd Aurora Graziani, wd
WWON-FM	1949	Ch. 288(A) 106.3mc .39kw				

# SOUTH CAROLINA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Abbeville	22,456	4,960	\$12,325	\$ 3,694	\$ 747	5,377	Harry	59,820	12,250	39,134	8,456	1,389	12,363
Aiken	53,137	16,680	35,090	10,914	747	27,865	Jasper	10,985	2,110	5,942	1,317	107	2,129
Allendale	11,773	2,730	5,376	1,620	169	2,678	Kershaw	32,287	6,530	18,061	5,306	478	7,628
Anderson	90,664	22,070	69,655	16,624	1,866	27,377	Lancaster	37,071	8,410	27,787	7,196	737	8,818
Bamberg	17,533	3,560	9,721	2,071	242	3,629	Laurens	46,974	10,560	27,502	7,578	758	10,862
Barnwell	17,266	4,330	8,624	2,304	279	6,204	Lee	23,173	4,000	7,527	2,274	232	4,287
Beaufort	26,993	5,180	13,545	3,728	286	5,610	Lexington	44,279	10,930	24,072	6,228	692	14,761
Berkeley	30,251	5,170	9,244	3,209	131	4,490	McCormick	8,577	1,780	3,514	987	79	1,728
Calhoun	14,753	2,720	4,720	1,402	142	2,546	Marion	33,110	6,800	21,486	4,841	742	5,931
Charleston	164,856	40,990	147,084	38,313	4,513	40,348	Marlboro	31,768	6,620	17,432	4,715	441	6,033
Cherokee	34,892	7,840	19,051	5,320	465	7,891	Newberry	31,771	7,570	23,629	6,286	745	6,385
Chester	32,597	7,220	21,529	6,839	545	6,686	Oconee	39,050	8,590	21,675	5,232	468	9,462
Chesterfield	38,236	7,170	20,937	4,484	621	7,323	Orangeburg	68,726	13,660	39,616	9,646	1,127	15,028
Clarendon	32,815	5,330	11,107	2,724	309	4,858	Pickens	40,058	9,520	22,572	7,068	733	11,783
Colleton	28,242	5,820	15,535	2,916	620	5,743	Richland	142,565	37,530	179,064	32,570	5,491	43,435
Darlington	50,016	10,930	33,995	8,939	790	12,155	Saluda	15,924	3,370	5,862	1,219	141	3,929
Dillon	30,930	5,870	17,070	4,401	436	6,001	Spartanburg	150,349	37,080	137,663	31,277	3,150	39,617
Dorchester	22,801	5,010	11,658	3,620	400	4,829	Sumter	57,634	12,080	38,316	9,523	1,066	13,792
Edgefield	16,591	3,340	8,127	2,196	249	3,325	Union	31,334	7,010	18,147	5,502	637	6,139
Fairfield	21,790	4,060	9,202	2,271	254	3,902	Williamsburg	43,807	7,200	20,466	5,111	419	6,431
Florence	79,719	17,000	67,673	15,532	1,500	18,108	York	71,596	16,720	62,320	16,501	1,525	17,642
Georgetown	31,782	6,370	20,291	6,038	640	5,645							
Greenville	168,152	44,650	176,384	37,269	5,059	56,075							
Greenwood	41,628	10,220	40,513	9,524	1,360	12,200							
Hampton	18,027	3,700	8,399	2,020	262	3,608							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

<b>AIKEN</b> (Aiken Co.)						
WAKN	1952	990 1,000-D	Aiken Electronics Advertising Corp. P. O. Box 811 77-4242	Savannah Valley Rambeau	E. T. Whitmire, p W. Randall Davidson, gm Charlie Sciple, cm & pmm	Wayne Mashburn, pd & nd Allen Askins, Jr., ce Danny McClure, fd Randy Davidson, sd Gwen White, wd
<b>ANDERSON</b> (Anderson Co.)						
WAIM	1935	1230 250	Wilton E. Hall 1 Martin St. Canal 6-1511	CBS, Palmetto Headley- Reed	Wilton E. Hall, p Glenn P. Warnock, gm G. Paul Browne, cm	Marshall Gilliard, pd Virginia Barath, pmm John Willis, ce James Brownell, nd Al Joseph, sd
WAIM-TV	1947	Ch. 266 (B) 101.1mc 64kw	(WAIM, Am Affiliate)			
WANS	1949	1280 1000 DA-N	Carolina Bcstg. Inc. P. O. Box 211 Canal 4-3424	MBS, KBS Devney	C. R. Johnson, Sr., p R. E. Liverance, gm Robert S. Fant, cm	Carroll S. Lee, pd Elizabeth Barath, pmm Al Pratt, ce Charles Martin, nd Harry Carroll, sd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*, *9*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. 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.



more  
New Englanders  
listen to WPRO  
than to any other  
Rhode Island  
station

Survey after survey \* conclusively proves that WPRO offers you single-station dominance of the nation's 14th largest market—Providence, R.I., and Fall River and New Bedford, Mass. The reasons: WPRO's popular local personalities . . . audience-winning CBS Radio network programs . . . 5,000 powerful watts on 630 kc. With WPRO, you can sell this rich market at lowest-cost-per-thousand. Ask JOHN BLAIR!

\*Area PULSE surveys

to reach the  
most buyers...

BUY BASIC...



**WPRO** AM  
& FM

PROVIDENCE · 630 KC · 5000 W

Represented by JOHN BLAIR & COMPANY

# SOUTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. pmm; Prod. Mgr. pdm;
<b>BARNWELL</b> (Barnwell Co.)					
WBAW 1953	740 250-D	Blue Ridge Bcstg. Co. Inc. 3507	KBS, Savannah Valley Net.	J. A. Gallimore, p Joe Wilder, gm & cm	Frank Harmon, pd & nd Bill Hollingsworth, Jr., pmm Marion P. Jones, ce Gwen Wilder, wd
<b>BEAUFORT</b> (Beaufort Co.)					
WBEU 1954	960 1,000-D	Beaufort Bcstg. Co. Inc. 812	.....	John M. Trask, p W. C. Bochman, gm & sd	Howard Farmer, cm Newton Smyth, pd, nd & fd James Byrd, ce
<b>BENNETTSVILLE</b> (Mariboro Co.)					
WBSC 1947	1550 10,000-D 5,000-N DA-N	Bennettsville Bcstg. Co. Box 839 1080	MBS	John W. Orvin, p & gm W. G. Hazel, cm	Neil Terrell, pd & pmm John S. Gronert, ce
<b>BISHOPVILLE</b> (Lee Co.)					
WAGS 1954	1380 1,000-D	Lee County Bcstg. Co. 1380	KBS, Clarke	A. R. Godshall, ptrn. Howard Ginsberg, ptrn., gm, nd, sd	Barbara Melton, cm Bess Ginsberg, pd & wd Marvin Matasoff, ce W. L. Bryant, fd
<b>CAMDEN</b> (Kershaw Co.)					
WACA 1948 WACA-TV	1590 1000-D	Camden Bcstg. Corp. Hemlock 2-2311		Haygood S. Bowden, p Tom Richards, gm, cm, pmm, nd, sd	Angelo A. Amodio, pd, ce Herb Price, fd Betty Scarborough, wd
<b>CHARLESTON</b> (Charleston Co.)					
WCSC 1930 WCSC-TV WCSC-FM 1948	1390 5,000 DA-N Ch. 245 (B) 98.9mc 36kw	WCSC, Inc. 485 East Bay St. 3-8371	CBS, Free & Peters	John M. Rivers, p & gm John B. Hearne, cm Robert S. Tamblin, pd & fd	Annie Lee Small, pmm Eloise Turner, wd Wilbur R. Albee, ce Harry Gianaris, nd George Norwig, sd
WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Burn-Smith	S. Lewis Johnson, p E. Harold Keown, gm George R. Connor, cm	William P. Birchfield, ce Jack McKee, nd Chuck Lansford, sd Louise B. Withrock, pd Margaret Mickalis, pmm
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 3-6428	Natl. Negro Net. For Joe Dora-Clayton	George C. Weiss, p Laurens Moore, exec. vp Robert T. Chrystie, vp in chg. of sales	G. E. Sundeen, Jr. John Ingold, fd
WTMA 1939	1250 5000-D 1000-N DA-N	The Atlantic Coast Bcstg. Corp. 133 Church Street 2-2961	NBC Hollingbery	Charles E. Smith, p, gm Henry J. Guzik, cm Jack Gale, pd	Chester E. Pike, pmm David W. Jefferies, ce Steve Carroll, nd Jack Leland, fd William Walton, sd Nancy Rutledge, wd
WTMA-FM 1945	Ch. 236(B) 95.1mc 15kw				
WUSN 1948 WUSN-TV	1450 250	Southern Bcstg. Corp. 42 Tenth Ave. 2-2652	MBS H-R Reps.	J. Drayton Hastie, p Grange S. Cuthbert, Jr., gm	Henry J. Hoppe, pd, nd & sd Martha Martin, pmm & wd Walter Nelson, ce
<b>CHERAW</b> (Chesterfield Co.)					
WCRE 1953	1420 500-D	Three States Bcstg. Co. Box 631 7500	.....	Marvin J. Peterson, p Fred A. Staples, gm & pd	Wendell Baxter, cm Ansel Bryan, ce John Kiser, nd Vera H. Staples, wd
<b>CHESTER</b> (Chester Co.)					
WGCD 1948	1490 250	Craig Bcstg. Co. 213 Main St. 2171	MBS, KBS McGillvra	Morgan J. Craig, p, ce George P. Cobb, gm, cm	James L. Kennedy, pd, nd, sd

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## No other station serves South Carolina like this . . .

WIS is South Carolina's leading radio station. It is 5,000 watts at 560 K.C. Of the 150,620 daytime families credited to WIS in 26 of South Carolina's 46 counties, a total 84,800 families—or 57%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (Nielsen, April 1953.)

Population .....	1,037,300	Food .....	160,736,000
Total Homes .....	240,800	Gen. Mdse. ....	81,103,000
Radio Homes .....	235,190	Furn., Hh., Radio .....	36,177,000
E. B. I. ....	915,783,000	Automotive .....	161,768,000
Retail Sales .....	665,781,000	Drug .....	17,937,000

# WIS

RADIO  
5000 W  
560 KC  
NBC

G. Richard Shafto, General Manager  
J. Dudley Saumenig, Managing Director

Sales Management, May 10, 1954; Nielsen, April 1953.

Sell the most people for the least cost via WIS Radio . . . lowest cost per family reached of all media in the area!



Represented nationally by Free & Peters

**SOUTH CAROLINA**

**COLUMBIA**  
(Richland Co.)

WCOS 1939	1400 250	Radio Columbia, Inc. Cornell Arms Apt. 2-2177	ABC, Headley- Reed	Charles W. Pittman, p & gm John Kress, loc. cm	John Ropp, pd & pmm, nd Robert Lambert, ce	Ken Baldwin, sd
WCOS-TV 1951	Ch. 250 (B) 97.9mc 5.3kw					
WIS 1930	560 5,000	The Bcstg. Co. of the South 1111 Bull St. 36431	NBC, Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, gm J. Dudley Saumenig, mgn. d	Miller Montgomery, slm John W. Evans, pd Lisa Battle, pmm Herbert G. Eldson, Jr., ce	Ray Stanfield, nd & sd Bob Bailey, fd Kay Collins, wd
WIS-TV 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	WMSC Radio Corp. 1127 Lady St. 2-8659	CBS, H-R Reps. Ayers	C. Wallace Martin, p, gm & cm Gray Olive, pd	Don Clark, Jr., pmm C. E. Stone, Jr., ce Charles Wickenberg, nd	Bill Brown, sd Ruth Gottlieb, wd
WNOK 1947	1230 250	Palmetto Radio Corp. P. O. Box 5307 1811 Main 3-9401	MBS, Raymer	Irwin Kahn, p H. Moody McElveen, Jr., gm & cm Edward P. Jordan, pd	Paty Bell, pmm Donald E. Willoughby, ce Don Robertson, nd	Jack Cook, fd Bob Fulton, sd Kim DiFilippo, wd
WNOK-TV 1954	1470 1,000-D	Michalak Bcstg. Co. 3300 Main St. 6-1551	ForJoc, Regional Reps., Dora-Clayton	Frank A. Michalak, p & gm Joe Morris, asst. m, cm, pd & pmm	William Bridges, ce	William McKinley Bowman, nd

**CONWAY**  
(Horry Co.)

WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 799 340-570	MBS	L. M. Hawley, ptrn., gm, pmm	H. L. Hanks, ptrn., cm, ce	Jack E. Hawley, pd
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**DARLINGTON**  
(Darlington Co.)

WPF (CP)	1350 500-D	Darlington Bcstg. Co. 821 Buchanan Blvd. Durham, N. C.
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**DILLION**  
(Dillon Co.)

WDSC 1946	800 1,000-D	Border Bcstg. Co. Highway 301 470	ABC, Gill-Perna	Joseph Martin, p & gm Adelaide Monroe, cm Lee Lumpkin, pd & nd	Johnny Quick, pmm H. C. Sanford, ce Jim Murff, fd	Dave Rush, sd Dorothy Fleming, wd
WDSC-FM 1951	Ch. 226 (B) 92.9mc 10kw					

**EASLEY**  
(Pickens Co.)

WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS, Indie	Cleatus Brazzell, p & gm Charles B. Smith, pd & nd	Henry O. McDonald, Jr., ce Hal Smith, sd	Jane Boroughs, wd
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**FLORENCE**  
(Florence Co.)

WJMK 1947	970 5,000-D 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC, Walker, Dora-Clayton	Eugene E. Stone, p Paul H. Benson, Jr., gm & cm	Frank A. Jennie, ce Ervin Melton, Jr., nd & sd	Dave Thomas, sd
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 2-3271	KBS	Melvin Purvis, p A. P. Skinner, gm, cm	Don Gray, pd	John Cooper, ce

**GAFFNEY**  
(Cherokee Co.)

WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm, nd Elizabeth Stacy, cm	Billy Gibbons, pd, sd Virginia Gertz, pmm	Jesse Parker, ce, fd Bettye Blayke, wd
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**GEORGETOWN**  
(Georgetown Co.)

WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser 3-3421	MBS, Cooke	J. B. Dezell, p & gm, nd Al Wester, cm & sd	M. A. Dezell, pd & wd	Don Delaney, ce
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**GREENVILLE**  
(Greenville Co.)

WAKE 1950	1440 5,000 DA-2	Piedmont Bcstg. Co. Inc. 3 College St. 5-7408	CBS, Pearson	V. D. Ramseur, p Don Price, cm	Jerry Mosteller, pd, sd Inez Anders, pmm Palmer Greer, ce	James Francis, nd Carolne Wardlaw, wd
WAKE-FM 1954	Ch. 235 (B) 94.9mc 3.9kw					

*Take It From The Local Advertiser!*

**W**ITHOUT WOLS NATIONAL BUYERS WON'T COVER SOUTH CAROLINA'S RICH  
**O**NLY WOLS HAS SOLD TIME TO 98% OF LOCAL ADVERTISERS  
**L**OCAL ADVERTISING ON WOLS EXCEEDS THAT OF ANY RADIO STATION IN  
**S**ERVICE BY WOLS HAS COVERED EASTERN SOUTH CAROLINA'S LARGEST MARKET  
 FOR 18 YEARS

**W**  
**O**  
**L**  
**S**

*Is Tops In South Carolina's Tobacco Market*

FLORENCE

THE PIONEER VOICE OF EASTERN SOUTH CAROLINA

1230 KC

# SOUTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>GREENVILLE—(Cont.)</b> (Greenville Co.)							
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	Rambeau, Dora-Clayton	Mrs. James G. Meade, p & gm J. Davenport, asst. m	William Ingram, cm L. Wayne Davis, pd & nd J. Harold White, ce	Don Lee Bailey, fd Wally Mullinax, sd Margaret Bennett, wd	
WESC-FM 1947	Ch. 223 (A) 92.5mc 12.5kw						
WFBC 1933	1330 5,000	WMRC, Inc. Poinsett Hotel 5-8525	NBC, Avery- Knodel	R. A. Jolley, Sr., p Kenneth Beachboard, gm Kenner Garrett, cm Bruce Buchanan, pd	Lidie Walters, wd Curt Guthrie, pmm Burton Anderson, ce	Claude Freeman, nd Dr. Paul Fisher, fd Bob Shelley, sd	
WFBC-TV 1948	Ch. 229 (B) 93.7mc 8.7kw						
WMBB 1954	1490 250	Paramount Bcstg. Co. 400 Mayberry St. 3-2751	ABC. MBS Cooke	C. F. Cope, p, gm Wm. T. Arrington, pd, cm	Mary Frances Harrill, pmm, wd Burton Anderson, ce	Max Mace, nd R. D. Poole, fd Lee Gibson, sd	
WMUU 1949	1260 1,000-D	Bob Jones University 2-6711	Continental Radio Sales	Dr. Bob Jones, Jr., p R. K. Johnson, gm Jim Ryerson, sm David Yearick, pd	Glen Schunk, cm Paul Mathew, ce Elmer Rumminger, nd	George Sprout, fd Jack Buttram, pd Velma Eubanks, wd	
<b>GREENWOOD</b> (Greenwood Co.)							
WCRS 1941	1450 250	Greco, Inc. 607 Textile Bldg. P. O. Box 868 9-1300	NBC, Clark, Ayers	Douglas Featherstone, p Dan Crosland, gm, pmm & nd	Ralph Norman, cm Jean Tribble, pd	Charles Sparks, ce	
WCRS-FM 1948	Ch. 239 (B) 95.7mc 5kw						
WGSW 1953	1350 1,000-D	Radio Greenwood, Inc. Edward Arms Bldg. 9-7372	MBS, Clemson Football Net. Indie, Dora-Clayton	W. C. Woodall, Jr., p George B. Cook, Jr., gm Olyn L. Gee, cm & nd	Ben H. Dekle, pd J. E. Smith, pmm Robert K. James, ce & sd	Ed Smith, fd Ann Butler, wd	
<b>GREER</b> (Greenville Co.)							
WKFI (CP)	1300 1000-D	Greer Radiocasting Co. Box 52		Vernon T. Fox, co-o	S. Gibson Bruce, Jr., co-o		
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1097	KBS	E. A. Burch, co-o & gm John L. Goggin, cm & nd	Betty Beers, pd & wd	Cecil Sills, ce & sd	
<b>HARTSVILLE</b> (Darlington Co.)							
WHSC 1948	1450 250	Hartsville Bcstg. Co. Inc. 1306 College Ave. 1450	MBS, KBS	Raymond Caddell, vp & gm, nd Jim Putnam, cm	Earl Caton, pd Lamar Caldwell, pmm, fd	Donald Brienan, ce Eleanor Flowers, wd	
<b>KINGSTREE</b> (Williamsburg Co.)							
WDKD 1949	1300 1,000-D CP-1310 5000-D	Palmetto Bcstg. Co. 6761		M. L. Few, ptrn. E. G. Robinson, Jr., ptrn. & gm	Arnold Hraham, cm Carroll Godwin, pd Tilla Robinson, pmm	Dan Owen, ce Glenn French, nd, sd Margaret Sullivan, wd	
<b>LAKE CITY</b> (Florence Co.)							
WJOT 1953	1260 1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631		James O. Tice, Jr., p J. O. Tice, Sr., gm Phil Rice, cm & pmm	Frances M. Tice, pd Walter Turner, ce Henry McEiveen, Jr., nd	Marion Fowler, fd Ashby Ward, sd Betty Jo Brown, wd	
<b>LANCASTER</b> (Lancaster Co.)							
WLCM 1951	1360 1,000-D	Royal Bcstg. Co. Inc. 103 South Catawba St. 2051	KBS	Charles K. Connoley, Jr., p William G. Cobie, gm J. Paul Wade, cm	Jo Ann McManus, pd & wd Faris A. Giles, pmm	Robert S. Shickenjanski, ce Allen H. Hill, sd	
<b>LAURENS</b> (Laurens Co.)							
WLBG 1948	860 250-D	WLBG, Inc. Radio Center 22331	KBS	J. C. Todd, p Milton Scarboro, gm Jack Bishop, cm	Harold Dale, nd & sd Bert Holland, fd Betty Bishop, pd	Charles Rush, pmm Jack Taylor, ce Betty Crenshaw, wd	
<b>MULLINS</b> (Marion Co.)							
WJAY 1949	1280 1,000-D	The Mullins & Marion Bcstg. Co. P. O. Box 41 Mullins 3901	KBS	W. G. Smith, p James F. Ramsey, gm & cm Kenneth Gasque, pd	George Magera, ce Dwight Snyder, nd & sd	Ken Lovell, fd Mamie Lee Smith, wd	
<b>MYRTLE BEACH</b> (Horry Co.)							
WMYB 1948	1450 250	Coastal Carolina Bcstg. Corp. Oak St. & 28th Ave. 7123		J. Olin Tice, Jr., p J. Olin Tice, Sr., gm & cm, pmm	Harry Hyman, pd Walter Tabler, ce	Ashby Ward, nd & sd Jo Ann Rhinehardt, wd	
<b>NEWBERRY</b> (Newberry Co.)							
WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Drive 143	MBS, Dora- Clayton	James F. Coggins, o, p & gm, sd Emory Bedenbaugh, cm	Marcia Coggins, pd & pmm, wd	Ray Gilliam, ce Bob Molden, nd & fd	
<b>ORANGEBURG</b> (Orangeburg Co.)							
WDIX 1946	1150 5,000-D 500-N DA-2	WDIX Inc. P. O. Box 662 1150	ABC, MBS, KBS, Ayers, Devney Clark	C. S. Henerey, p Frank B. Best, gm & pmm, nd Norman M. Matthews, cm & sd	Joseph A. Phillips, pd Gus M. Browning, ce	Gordon M. Lovejoy, fd Betty B. Hydrick, wd	
WTND 1948	920 1000-D	WTND, Inc. No. 1 Memorial Plaza 1600		J. I. Sims, p & gm Ed Pauling, cm	L. Richard Rhame, pd & nd Larry Styles, co-ce	Perry Herrington, co-ce Earl Bricklemeyer, sd	
WORG (FM) 1952	Ch. 274 (B) 102.7mc 4.6kw	(WTND, Am Affiliate)					

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# GREENVILLE—1st Market in South Carolina

There are three big markets in South Carolina—the Piedmont, with Greenville as center; the mid-state, with Columbia as center; and the coastal, with Charleston as center.



Each market consists of six counties, like this:

GREENVILLE—Greenville, Anderson, Laurens, Oconee, Pickens, Spartanburg.

Columbia—Richland, Calhoun, Fairfield, Kershaw, Lexington, Sumter.

Charleston—Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown.

## HERE'S HOW S.C.'s 3 MARKETS RANK:

	POPULATION	INCOMES	RETAIL SALES
GREENVILLE	550,600 people	\$675,112,000	\$455,251,000
Columbia	338,600 people	372,874,000	273,435,000
Charleston	318,300 people	325,587,000	217,355,000

# WFBC—1st Radio Station in S.C.'s 1st Market

Established in 1933, as Greenville's first radio station, WFBC was first with 5,000-watts power, first in programming, and first in local and national advertising. This NBC affiliate has consistently led all other Greenville radio stations in listenership.

## Growth and Progress for WFBC



Handsome new home of WFBC-Radio and WFBC-TV completed early in 1955, one of the finest and most modern structures of its kind in America, this building contains areas for administration, operations and production for both radio and television.

For rates, information and assistance, contact us or our representatives, Avery-Knodel, Inc.

## LATEST PULSE† SURVEY SHOWS WFBC'S PRESENT LEADERSHIP

Distribution by Stations of Listening Homes

	Morning	Afternoon
WFBC-Radio	26	30
Station "B"*	18	16
Station "C"	14	15
Station "D"	13	12
Station "E"*	6	6

\* Operate daytime only.

† Greenville area April 19-23, 1954.





# SOUTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Comt. Mgr. cm; Sales Mgr.
				<small>Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Comt. 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.</small>			
<b>ROCK HILL</b> (York Co.)							
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077	MBS, KBS, McGillvra	James S. Beaty, Jr., co-o, gm & ce William C. Beaty, co-o, sm & pd	Harper S. Gault, co-o, cm & fd	Connie R. Morton, sd	
WRHI-FM 1948	Ch. 252 (A) 98.3mc 0.65kw						
WTYC 1949	1150 1,000-D	Tri-County Bcstg. Co. Hi-Way 21A at Tucker Street 3175	Tri-County Indie	E. L. Burwell, gm & nd Arnold E. Baynard, cm Isaac E. Brooks, pd	E. A. Roberts, ce Walter A. Clark, fd	Samuel Martin, sd Mrs. F. D. Quinton, wd	
<b>SENECA</b> (Oconee Co.)							
WSNW 1949	1150 1000-D	Blue Ridge Bcstg. Co. Box 443 8234	KBS Palmetto Bcstg. System	J. A. Gallimore, p, nd Charles W. Gwyn, sm, cm	Virginia F. Gallimore, pd Evelyn Orr, pmm	Herbert J. Hosea, ce Grace Brissey, wd	
WSNW-FM 1953	Ch. 251 (B) 98.1mc 6.5kw						
<b>SPARTANBURG</b> (Spartanburg Co.)							
WJAN 1953	1400 250	Spartanburg Bcstg. Co. Inc. 101 Schuyler Bldg. 3-1400	ABC, MBS, KBS	W. Ennis Bray, p & gm C. B. Goodyear, cm Gene Bollinger, pd	Charlie Spears, fd Louise Childers, wd Bill Bray, pmm	James L. Tate, ce Hamp Smith, nd Chuck Gaines, sd	
WORD 1940	910 1,000 DA-2	WORD, Inc. 291 East Main St. 32711	NBC, Raymer	Irvin Kahn, p Paul von Hagel, gm Buddy Womick, pd & pmm, fd	Ralph Queen, ce Rick Rogers, nd	Bill Goodrich, sd Helen Beeley, wd	
WDXY (FM) 1940	Ch. 263 (B) 100.5mc 9.2kw	(WORD, Am Affiliate)					
WSPA 1929	950 5,000 DA-N	The Spartan Radio- casting Co. 224 East Main St. 3-3821	CBS, Hollingsbery	Walter J. Brown, p Roger A. Shaffer, m Ross M. Holmes, cm	Ed McGrath, pd & sd Jane Dalton, pmm & wd Harold R. Beckholt, ce	James J. Hobbs, Jr., nd Cliff Gray, fd	
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw						
<b>SUMTER</b> (Sumter Co.)							
WFTG 1940	1290 1,000 DA-2	Radio Station WFTG, Inc. Radio Center Bldg. Spruce 3-7305	MBS, McGillvra	F. B. Creech, p T. Doug Youngblood, gm Fulton B. Creech, Jr., cm Paul T. Reidy, pd	Charles Ballard, pmm Richard L. Elam, ce John Sherman, nd	T. O. Bowen, fd W. H. Moore, sd Kathryn Gaillard, wd	
WSSC 1953	1240 100	Radio Sumter, Inc. East Calhoun Ext. Spruce 3-7389	ABC, Southern Radio	J. A. Gallimore, p C. Edward Damron, gm & cm	Tony James, pd & sd Lillian Davis, wd Harry W. Fowler, pmm	Roderick B. Arkell, ce Bob Jacobs, nd	
<b>UNION</b> (Union Co.)							
WBCU 1949	1460 1,000 DA-N	Bcstg. Co. of Union, Inc. 210 Main St. 1200	MBS, Dora- Clayton	Edward L. B. Osborne, p & gm	Noel Belue, pd T. W. Weathers, ce	C. P. Stribling, fd & sd	
<b>WALTERBORO</b> (Colleton Co.)							
WALD 1947	1490 250 CP-1220 1000-D	Walterboro Bcstg. Co. Box 833 3861	MBS	R. M. Jefferies, p Louis M. Neale, Jr., gm	John I. Seigler, cm, nd, fd & sd Mary Alice Seigler, pd, wd	Gary Poole, pmm Ralph Keogh, ce	
WALD-FM 1952	Ch. 292 (A) 106.3mc 0.59kw						

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# SOUTH DAKOTA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Armstrong	52	*					Jones	2,281	780	2,674	287	20	785
Aurora	5,020	1,350	3,283	457	118	1,852	Kingsbury	9,962	2,820	10,575	1,879	185	3,683
Beadle	21,082	6,340	258,809	4,906	540	7,852	Lake	11,792	3,210	11,334	1,807	191	4,239
Bennett	3,398	700	2,790	513	45	1,106	Lawrence	16,648	4,950	12,559	3,169	551	5,470
Bon Homme	9,440	2,680	9,831	1,215	289	3,502	Lincoln	12,767	3,730	12,391	2,336	259	4,783
Brookings	17,851	5,110	17,024	3,652	372	6,175	Lyman	4,572	1,140	3,040	644	37	1,398
Brown	32,617	9,690	49,153	7,419	1,145	10,956	McCook	8,828	2,370	7,169	915	155	3,179
Brule	6,076	1,740	8,046	1,939	259	2,189	McPherson	7,071	1,760	6,381	900	44	2,232
Buffalo	1,615	370	107	107	...	368	Marshall	7,835	2,020	6,898	1,223	119	2,395
Butte	8,161	2,390	10,898	1,940	274	2,815	Meade	11,516	2,780	7,297	2,007	142	3,150
Campbell	4,046	950	1,975	553	22	1,243	Mellette	5,046	760	1,141	219	21	760
Charles Mix	15,558	4,210	14,549	3,069	399	4,797	Miner	6,268	1,750	5,871	924	212	2,100
Clark	8,369	2,450	7,032	1,100	175	2,835	Minnehaha	70,910	22,060	93,394	15,865	2,688	25,898
Clay	10,993	3,140	7,542	1,423	262	3,579	Moody	9,252	2,580	6,384	992	122	3,181
Codington	18,994	5,560	27,523	3,691	451	6,660	Pennington	34,053	10,930	52,895	7,645	1,441	14,927
Corson	6,166	1,360	3,194	702	35	1,385	Perkins	6,776	1,830	10,919	1,524	58	1,966
Custer	5,517	1,460	3,540	912	32	1,904	Potter	4,688	1,340	7,306	1,234	195	1,633
Daivison	16,522	4,970	23,397	3,498	636	5,940	Roberts	14,929	3,720	10,803	1,647	201	4,552
Day	12,294	3,240	12,526	2,022	265	3,913	Sanborn	5,142	1,460	4,192	954	42	1,751
Deuel	7,689	1,950	4,314	1,006	55	2,613	Shannon	5,689	880	500	219	19	...
Dewey	4,916	*1,130	3,333	814	127	1,086	Spink	12,204	3,310	11,908	2,076	281	3,791
Douglas	5,636	1,250	3,506	718	132	1,889	Stanley	2,055	460	863	242	21	775
Edmunds	7,275	1,790	6,435	722	74	2,140	Sully	2,763	800	2,843	540	22	923
Fall River	10,439	2,670	8,573	1,998	463	3,628	Todd	4,758	940	524	253	...	...
Faulk	4,752	1,480	4,565	740	41	1,536	Tripp	9,139	2,300	11,779	1,792	169	3,006
Grant	10,233	2,720	7,552	1,601	166	3,533	Turner	12,100	3,610	11,078	2,328	311	4,584
Gregory	8,556	2,390	6,495	1,243	164	2,721	Union	10,792	3,240	9,012	1,384	391	4,000
Haakon	3,167	780	4,250	761	172	1,145	Walworth	7,648	2,170	11,079	1,806	280	2,488
Hamlin	7,058	2,010	5,904	816	43	2,358	Washabaugh	1,551	***	151	43	...	...
Hand	7,149	1,850	7,884	1,186	334	2,451	Yankton	16,804	4,210	19,734	3,996	312	5,815
Hanson	4,896	1,260	1,830	473	30	1,542	Ziebach	2,806	810	1,499	391	22	590
Harding	2,289	750	1,356	370	24	746	* Armstrong County was officially combined with Dewey County in the elections of 1952. ** Armstrong included in Dewey County figure. *** Washabaugh included in Jackson County figure. **** See Jackson.						
Hughes	8,111	2,220	11,362	2,261	285	3,002	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Hutchinson	11,423	3,140	11,392	1,647	237	4,059							
Hyde	2,811	760	3,357	568	40	938							
Jackson	5,788	*** 690	2,511	400	50	58							
Jerauld	4,476	1,270	3,636	825	121	1,516							

DIRECTORY OF AM AND FM STATIONS

**ABERDEEN**  
(Brown Co.)

<b>KABR</b> 1952	1220 250-D	Aberdeen Bcstg. Service Highway 281 No. 2626	Lawson	Delbert T. Hunt, p, gm, cm & ce	Eddie Weeks, pd, pmm & nd	Jaron Zastrow, sd
<b>KSDN</b> 1948	930 1,000 DA-N	Aberdeen News Co. 12 Third Ave., S.E. 4573	ABC, Weed	Henry J. Schmitt, p Byron J. McElligott, gm, pmm	Russ Osborne, cm E. C. Pieplow, pd & nd George Crocker, ce	Tom McComber, fd Dick Doyle, sd Helen Hølgate, wd

**DEADWOOD**  
(Lawrence Co.)

<b>KDSJ</b> 1947	980 1,000 DA-N	Heart of the Black Hills Stations 186	MBS, Hollman, Upper Midwest	John Daniels, co-o Eli Daniels, co-o & gm, ce	Harry Daniels, co-o & cm	Ken Stodder, sd
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**HURON**  
(Beadie Co.)

<b>KJVV</b> 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota So. 765	NBC Lawson	Max F. Staley, p & gm Dwight Coursey, cm, pmm & nd	Dale Larson, pd Lydell J. Smith, ce	Bill Tredway, sd Rita Engel, wd
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**MITCHELL**  
(Davidson Co.)

<b>KORN</b> 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 North Main 621	MBS	Ray Eppel, p, gm & pd M. A. Johnson, cm & pmm	John Doherty, ce Gary Altman, nd	Monk Johnson, sd
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**PIERRE**  
(Hughes Co.)

<b>KGFX</b> 1916	630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	Upper Midwest, Lawson	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd		
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**RAPID CITY**  
(Pennington Co.)

<b>KOTA</b> 1936	1380 5,000 DA-N	The Black Hills Bcstg. Co. of Rapid City 1819 West St. Joe St. Fillmore 2-2000	CBS Headley-Reed, Bulmer & Johnson	Helen S. Duhamel, p Leo D. Borin, gm Jack A. Crowley, pm & slm	J. Norman Heffron, pd & nd William F. Turner, bus. m Robert Mustfeldt, ce	Gene Taylor, fd Harley Hanson, sd Folly Weedman, wd
<b>KRSD</b> 1953	1340 250	Heart of the Black Hills Station 816 Kansas City St. 6050	Black Hills Holman	John Daniels, co-o, p Eli Daniels, co-o, gm, ce Harry Daniels, co-o	Stan Lieberman, cm, fd Joe Kopp, pd Bob Fell, nd	Ed Mueller, sd Donna Honley, wd

**SIOUX FALLS**  
(Minnehaha Co.)

<b>KELO</b> 1937	1320 5,000 DA-N	Mid Continent Bcstg. Co. Phillips Ave. at 8th St. 4-5841	NBC, Raymer, Bulmer & Johnson	Joe L. Floyd, p Evans A. Nord, gm & cm Murray Stewart, pd	Jack Townsend, pmm Lois Van DeMark, wd Les Froke, ce	Bill Wigginton, nd Les Harding, fd Jim Burt, sd
<b>KIHO</b> 1946	1270 1000 DA-1	Big Sioux Bcstg. Co. 218 So. Main Ave. 4-7736	MBS Pearson	Dr. John D. Conner, p David J. Kempkes, gm Frederick W. Schweikher, cm	Paul Beckstrand, pd Wayne Pritchard, pmm	Clayton Holm, nd Danny Olson, sd
<b>KISD</b> 1948	1230 250	KISD, Inc. KISD Bldg. W. 12th St. 4-5571	KBS, Cooke, Lawson	Verl Thomson, p & gm, pd Charles Callahan, cm Helen Achatz, traffic mgr.	Roy Thorson, ce Veryl Moser, nd	Roger Birkeland, fd Vince Galvin, sd
<b>KSOO</b> 1926	1140 10,000-D 5,000-N DA-N	Sioux Falls Bcstg. Assn. Inc. 317 South Phillips Ave. 4-5601	ABC, Avery- Knodel	Morton H. Henkin, p George R. Hahn, vp & gm Don Cavitt, pmm & cm	Ray L. Loftness, pd Max Pierce, ce Orrin Melton, nd	Red Stangland, fd Ken Guenther, sd Nina Wright, wd

**VERMILION**  
(Clay Co.)

<b>*KUSD</b> 1922	690 1,000-D DA-D	University of South Dakota Union Bldg. 923-ext. 346	.....	Edward J. Slack, gm Martin Busch, pd Morton Miller, prd. m	Ruth Adkins, wd James E. Prusha, ce Harlan Peterson, nd	Lyn Schmid, fd LeRoy Okerlund, sd
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**WATERTOWN**  
(Codington Co.)

<b>KWAT</b> 1926	950 1,000 DA-N	The Midland Natl. Life Insurance Co. 777	MBS, KBS, Walker	John W. Ehrstrom, p Ross E. Case, gm & cm Paul Bernards, pd	Warren McCormick, pm Francis Alwin, ce Max Witcher, nd	Richard Schultz, fd Rick Gereau, sd Shirley Gebhart, wd
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**YANKTON**  
(Yankton Co.)

<b>WNAX</b> 1922	570 5,000 DA-N	Cowles Bcstg. Co. 3rd & Mulberry 442	CBS Katz	Gardner Cowles, p Robert R. Tincher, gm Chris Mack, asst. mgr. D. D. Sullivan, adv. d	Roland Peterson, pd Gordon Laughead, pmm Clifton Todd, ce Art Smith, nd	Chet Randolph, fd Les Davis, sd Wynn Speece, wd
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TENNESSEE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Anderson	59,407	16,630	\$42,237	\$15,481	\$2,348	20,549	Hancock	9,116	1,810	1,705	232	69	1,233
Bedford	23,627	6,540	18,501	4,407	441	6,932	Hardeman	23,311	4,650	9,701	2,880	288	3,430
Benton	11,495	2,990	4,801	1,250	122	2,953	Hardin	16,908	3,940	11,283	2,004	101	2,271
Bledsoe	8,561	1,570	3,289	897	81	1,084	Hawkins	30,494	6,900	11,121	2,740	248	5,800
Blount	54,691	14,070	39,811	11,024	11,334	17,512	Haywood	26,212	5,430	15,787	4,908	370	4,055
Bradley	32,338	8,310	26,547	6,390	575	10,978	Henderson	17,173	4,130	10,486	2,282	282	3,587
Campbell	34,389	7,540	21,186	6,792	488	5,857	Henry	23,828	6,480	16,987	4,123	528	5,746
Cannon	9,174	2,070	3,991	779	42	1,730	Hickman	13,353	3,070	5,932	988	84	2,571
Carroll	26,533	7,200	17,842	5,109	422	6,294	Houston	5,318	1,210	1,478	474	66	982
Carter	42,432	10,360	29,842	7,592	840	9,524	Humphreys	11,030	2,850	6,488	1,730	213	2,402
Cheatham	9,167	2,060	4,508	1,106	71	2,175	Jackson	12,348	2,820	2,330	383	72	1,394
Chester	11,149	2,730	6,437	1,798	205	2,595	Jefferson	19,667	4,800	10,247	2,843	346	4,757
Claborn	24,788	5,200	9,008	1,330	112	3,073	Johnson	12,278	2,570	4,765	1,127	123	2,063
Clay	8,701	1,910	2,114	374	32	1,065	Knox	223,007	61,310	248,292	52,080	6,901	59,436
Cocke	22,991	4,990	12,833	3,531	146	4,740	Lake	11,655	2,610	8,865	2,199	288	2,309
Coffee	23,049	6,680	19,295	4,609	389	6,237	Lauderdale	25,047	5,940	16,354	4,334	567	4,617
Crockett	16,624	4,170	10,181	2,971	305	3,130	Lawrence	28,818	6,910	18,171	3,764	311	5,886
Cumberland	18,877	4,020	12,394	3,396	109	5,812	Lewis	6,078	1,360	4,542	1,156	75	1,368
Davidson	321,758	90,240	374,430	79,254	10,506	94,782	Lincoln	25,824	6,590	16,394	3,811	439	5,181
Decatur	9,442	2,340	5,292	1,072	199	1,849	Loudon	23,182	5,830	16,889	5,111	561	6,707
De Kalb	11,680	2,650	3,889	871	68	1,955	McMinn	32,024	8,070	21,706	5,362	579	8,490
Dickson	18,805	5,050	11,219	3,030	478	4,074	McNairy	20,390	5,090	11,594	2,536	193	3,652
Dyer	33,473	8,820	33,911	7,968	679	7,884	Macon	13,599	3,490	2,807	738	38	2,962
Fayette	27,535	5,210	10,934	2,939	194	3,595	Madison	60,128	15,820	51,714	10,899	1,129	15,137
Fentress	14,917	2,920	5,310	898	76	1,611	Marion	20,520	4,970	11,429	3,014	337	4,229
Franklin	25,431	6,010	16,328	3,505	442	5,848	Marshall	17,768	4,910	14,671	3,473	411	4,972
Gibson	48,132	13,480	39,511	8,515	1,252	12,217	Mauzy	40,388	10,730	34,982	7,722	866	11,796
Giles	26,951	6,740	17,748	3,802	449	5,375	Melgs	6,080	1,180	1,475	565	42	1,174
Grainger	13,086	2,710	2,550	518	37	2,659	Monroe	24,513	5,400	14,392	3,702	451	5,011
Greene	41,048	10,220	28,054	5,871	622	10,249	Montgomery	44,186	10,550	33,152	8,063	918	12,429
Grundy	12,558	2,680	4,557	1,478	44	1,655	Moore	3,948	1,130	1,250	418	38	1,137
Hamblen	23,976	6,350	26,868	5,877	565	8,489	Morgan	15,727	3,030	4,657	1,483	40	2,719
Hamilton	208,255	58,530	261,256	58,630	7,604	57,021	Obion	29,056	8,130	23,045	5,182	580	6,846

# TENNESSEE

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Overton	17,568	3,830	6,458	1,261	222	2,395	Sumner	33,533	8,720	16,980	5,071	495	8,142
Perry	8,482	1,500	1,914	473		1,023	Tipton	29,782	6,740	20,788	4,697	535	5,985
Pickett	5,093	980	1,108	235	30	526	Trousdale	5,520	1,540	3,002	624	70	1,642
Polk	14,074	2,980	7,282	2,207	156	2,329	Unicoi	15,888	3,640	9,584	2,015	96	3,723
Putnam	29,889	7,510	18,478	3,972	488	6,530	Union	8,670	1,860	1,277	416		2,494
Rhea	16,041	3,800	8,891	2,360	366	4,747	Van Buren	3,985	710	924	399	38	486
Roane	31,685	7,890	22,548	6,070	787	8,492	Warren	22,271	6,050	17,928	4,516	432	5,216
Robertson	27,024	6,790	16,008	4,445	615	5,794	Washington	59,971	14,660	60,298	10,380	1,560	16,210
Rutherford	40,836	10,510	33,390	6,991	796	11,606	Wayne	13,884	3,170	6,573	1,948	147	2,111
Scott	17,382	3,610	6,836	1,088		2,428	Weakley	27,982	7,780	15,115	3,948	573	6,257
Sequatchie	5,685	1,150	2,551	608	39	1,716	White	16,204	3,870	9,549	2,442	345	3,224
Sevier	23,375	5,400	15,449	4,467	433	5,309	Williamson	24,307	5,820	13,393	3,454	333	5,985
Shelby	482,393	135,500	619,545	114,467	17,069	140,937	Wilson	26,318	7,060	20,518	4,194	432	5,900
Smith	14,098	3,610	6,304	1,012	144	3,053							
Stewart	9,175	1,980	3,008	582	76	1,509							
Sullivan	95,063	25,890	90,687	17,712	2,539	30,181							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

## DIRECTORY OF AM AND FM STATIONS

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; chief exec. 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; Sales Mgr. Harold Henley, nd
<b>ATHENS</b> (McMinn Co.)					
WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 1450	MBS, KBS	Lowell F. Arterburn, o & B. J. Charles, gm	L. M. Dawson, cm & pmm Max Robinette, pd J. W. Turner, ce
<b>BRISTOL</b> (Sullivan Co.)					
WCYB		(See Bristol, Va., listing)			
WFHG		(See Bristol, Va., listing)			
WOPI 1929	1490 250	Radiophone Bcstg. Sta. Easley-Wright Bldg. State & Fourth Sts. South 3730	NBC, Tennessee Valley Net. Burn-Smith	W. A. Wilson, Sr., p & gm James C. Wilson, cm Rocky Stone, pd, fd, sd	William A. Wilson, Jr., pmm George Guertin, ce Harold Henley, nd
WOPI-FM 1946	Ch. 245 (B) 96.9mc 10kw				
<b>CHATTANOOGA</b> (Hamilton Co.)					
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Patten Hotel 7-1128	MBS, Walker	Cliff W. Bowers, cm Bill Giddens, pd	George McMurtrie, ce Gus Chamberlain, nd
WAPO 1936	1150 5,000-D 1,000-N	WAPO Bcstg. Service, Inc. Read House 6-6141	ABC Avery-Knodel	R. G. Patterson, p, gm Frances Harley, pd Helen Patterson, vp, nat. acts. ex., pmm	B. B. Barnes, ce Steve Conrad, nd, sd
WAPO-FM	Ch. 256 (B) 99.1mc 60kw				
WDEF 1941	1370 5,000 DA-N	WDEF Bcstg. Co. 425 Volunteer Bldg. 6-0124	NBC, Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Kenn Early, pd Warren Herring, pmm
WDEF-TV					
WDOD 1925	1310 5000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p Norman A. Thomas, vp & gm Frank Hubbs, pd	Bryan J. Bush, gen. slm Jack C. Fiedler, local slm J. E. Walker, ce
WDOD-FM 1949	Ch. 243 (B) 96.5mc 44kw				
WDXB 1948	1490 250	WDXB, Inc. 100 Dome Bldg. 6-1114	Forjoe	Joseph Bloom, p James C. Cole, gm Luther Wilson, cm & fd	Gaylord McPherson, pd & David E. Cohen, pmm
WMFS 1951	1260 1,000-D	WMFS, Inc. 835 McCallie 6-4146	Natl. Negro Net Pearson	B. F. J. Timm, p & gm Fred J. Webb, sm, pd & pmm A. A. Burke, Jr., loc. cm	Glen Channels, ce Dave Oliver, nd
<b>CHURCH HILL</b> (Hawkins Co.)					
WMCH 1954	1260 1,000-D	Twin Cities Bcstg. Co. P. O. Box #4 Elgin 7-2601		Thales E. Wallace, o Carroll G. Ogle, gm	Sterling Manis, pd James Ruth, ce
<b>CLARKSVILLE</b> (Montgomery Co.)					
WDXN 1954	540 250-D	Clarksville Bcstg. Co. Bailey Bldg.	Dixie	J. M. Cecil, pers. m	
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS, Rambeau	John Parry Sheftall, p & gm, cm John Bailey, ce	Clay Cline, pd & pmm, fd Melvin Sandler, nd
<b>CLEVELAND</b> (Bradley Co.)					
WBAC 1945	1340 250	Robert W. Rounsaville Central Ave. 62	MBS	Robert W. Rounsaville, o Thad F. Fitch, sm	Bland Sells, cm John Fulton, mgm. d
WCLE (CP)	1570 1000-D	Radio Cleveland c/o J. A. Gallimore Radio Station WSNW Seneca, S. C.			
<b>COLUMBIA</b> (Maury Co.)					
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co. Box 71 1340	MBS, KBS, Walker	R. M. McKay, Jr., p & gm Melvin Dugger, cm	Walt D. Hard, pd Cameron McKay, ce
<b>COOKEVILLE</b> (Putnam Co.)					
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789	CBS, KBS Continental	M. L. Medley, p, gm & cm Joe Mabry, sm & nd Stacey Mott, pmm	Claud W. Haston, ce Tom Harris, fd

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**COVINGTON**  
(Tipton Co.)

WKBL 1954	1250 1000-D	Tipton County Bcstg. Co. P. O. Box 289 9635		Charles K. Sparks, gm, fd Carl Swafford, cm, sd Charles C. Watts Jr., pd, nd	R. William Hoffman, pmm, ce Mary Nelle Thomas, wd
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**CROSSVILLE**  
(Cumberland Co.)

WAEW 1953	1340 250	WAEW Inc. 10th and School Sts. 333	KBS	Arthur Wilderson, p, gm Allen Breazeale, ce	
WAEW-FM 1953	Ch. 246(B) 97.1mc 10kw				

**DICKSON**  
(Dickson Co.)

WDKN (CP)	1260 1000-D	Dickson Co. Bcstg.		Wm. A. Potts, p	James M. Hayes, vp
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**DYERSBURG**  
(Dyer Co.)

WDSG 1948	1450 250	State Gazette Bcstg. Co. Box 58 77	MBS, KBS	Russell Bruce, p Bill Ward, gm & vp, nd Wendell Vaughn, cm	Shirley Jones, pd, wd Pinkey Cole, pmm Dave Ross, ce	Horace Dunagun, fd Mel Barton, sd
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**ELIZABETHTON**  
(Carter Co.)

WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 2-1241	MBS	Robert W. Rounsaville, co-o George M. Clark, co-o Frazier Cochrane, sm	Terry Sams, cm John Fulton, mgm, d William Hale, pd & sd	M. Condon Bowers, Jr., ce Ruth Ritchie, wd
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**FAYETTEVILLE**  
(Lincoln Co.)

WEKR 1948	1240 250	Elk River Bcstrs. P. O. Box 625 1240	MBS, KBS	John R. Crowder, ptrn. James P. Clark, ptrn. & sd Jim Tate, gm, sm, cm	Teddy Barnes, pd & fd Charles W. Shewry, pmm, nd	Ernest J. Tucker, ce Miss Roberta Mansfield, wd
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**FRANKLIN**  
(Williamson Co.)

WAGG 1953	950 1,000-D	Williamson County Bcstg. Co. Inc. Fourth Ave., South 982	.....	William R. Ormes, p & gm Wilson Herbert, cm	John Haeberle, pd Wayne Hannah, pmm	Ellis F. Jones, Jr., ce Jean Haynes, wd
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**GALLATIN**  
(Sumner Co.)

WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. P. O. Box 811 1010	KBS	A. B. Perkins, p J. B. Thomas, gm, pd Chas. W. Brewer, cm, sd	George Scott, pmm Lee Raines, ce Hugh Jarrett, nd	Evelyn Chenault, fd Lottie Shaw, wd
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**GREENVILLE**  
(Greene Co.)

WGRV 1946	1340 250	Radio Greenville, Inc. Box 243 4147	MBS	Paul O. Metcalfe, p & gm	Hugh Pickel, cm Pete Luttrell, pd	Laile Hampton, ce
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**HARRIMAN**  
(Roane Co.)

WHBT 1946	1230 250	Harriman Bcstg. Co. Crescent & Devonia Sts. Harriman 661	MBS, Continental Radio Sales	F. L. Crowder, p & gm	Walter Scarbrough, cm	Reggie Honey, ce
WHBT-FM	Ch. 237(A) 95.3mc 0.78kw					

**HUMBOLDT**  
(Gibson Co.)

WIRJ 1949	740 250-D	Gibson County Bcstg. Co. Inc. 210 N. 22nd Ave. 740	KBS, Mid-South	J. Frank Warmath, p Howard E. Byrum, gm Carroll Wilson, cm	Bill Carter, pd Marion Warmath, wd Gerald Hicks, ce	Curtis White, nd Ted Gee, fd Buck Byrum, sd
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**JACKSON**  
(Madison Co.)

WDXI 1948	1310 5,000-D	Dixie Bcstg. Co. Williams Bldg. 7-5681	MBS, KBS, Dixie Net, Burn-Smith	Aaron B. Robinson, p William H. Winsett, gm John Murphy, cm Larry Blair, nd	Tom Williams, fd Larry Crenshaw, pd Dave O'Brien, pmm	James S. Thomas, ce Lance Russell, sd Ruth O'Neill, wd
WJAK (CP)	1460 1000-D	Jackson Bcstg. Co. Elks' Bldg.		Dr. Alexander Leech, co-o	Wm. E. Leech, co-o	
WTJS 1931	1390 1,000 DA-N	The Sun Pub. Co. 104-106 West Baltimore St. 7-3316	ABC, Midsouth Branham	Albert A. Stone, vp & gm Frank S. Proctor, m Leslie R. Brooks, asst. m	Vincent Tapler, pd, nd & sd Peggy McKinnie, pmm & wd	Joseph M. Rhodes, ce Darrell Hicks, sd
WTJS-FM 1947	Ch. 264 (B) 100.7mc 50kw					

**JOHNSON CITY**  
(Washington Co.)

WETB 1947	790 1,000-D	Press, Inc. 204 West Main St. 2993	McGillvra	Carl Jones, p Arthur Kelsey, gm	Berney Burleson, pd E. B. Jones, ce	Bill Miller, sd Sibyl McCulloch, wd
WJHL 1938	910 5,000-D	WJHL, Inc. 145 W. Main St. 2780	ABC, Pearson	W. H. Lancaster, Sr., p W. H. Lancaster, Jr., gm Ken Marsh, cm	William Shell, pd & pmm, nd Roland Medler, sup. trans. eng. Al Renfro, sup. oper. eng.	Raymond Rosson, fd Tom Lyons, sd Mrs. Margaret Shurtz, wd
WJHL-FM 1948	Ch. 264 (B) 100.7mc 8.1kw					

**KINGSPORT**  
(Sullivan Co.)

WKIN 1951	1320 5,000-D	Radio Station WKIN Inc. Corner E. Market & Wexler Circle 6-8131	KBS	Cy N. Bahakel, p Phil Bahakel, gm & pmm Andrew Grauer, cm, nd	Chuck Foster, pd & sd Robert Heith, ce Louise Lucado, fd	Mrs. Veda Rose Widener, wd
WKPT 1940	1400 250	Kingsport Bcstg. Co. 222 Commerce St. Circle 5-4161	NBC, Burn-Smith	C. P. Edwards, Jr., p Paul L. Overbay, gm Phil J. Weaver, cm	Martin Karant, pd & nd James E. Davis, pmm Thomas Phillips, ce	Ike N. Upchurch, fd Richard Ellis, sd
WKPT-FM 1948	Ch. 253 (B) 98.5mc 10kw					

# TENNESSEE

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<b>KNOXVILLE</b> (Knox Co.)					
WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC, Gill- Perna	John P. Hart, p & gm Neal Branch, pd & pmm	J. Rex Horton, ce Robert E. Agee, nd Rex Raney, sd Mrs. George Morton, wd
WBIR-FM 1946	Ch. 227 (B) 93.3mc .3kw				
WIVK 1953	860 1,000-D	Dick Bcstg. Co. 319 N. Gay St. 4-3684	Nat'l. Negro Net. ForJoe	James A. Dick, p, gm & pmm T. C. Hooper, cm	James P. Hess, Jr., pd Milton Jones, ce
WKGN 1947	1340 250	WKGN Inc. Park Nat'l. Bank Bldg. 4-0766	MBS Everett- McKinney, O'Connell	George P. Mooney, p	J. Horton Davis, cm John Ward, pd & sd Milton L. Jones, ce Emil V. Anderson, nd
WKXV 1954	900 1,000-D	Knoxville Ra-Tel Inc. 411½ W. Main St. 4-9886	KBS Walker	Roy S. Carr, p Tom Carr, gm	Marvin I. Thompson, cm Willie C. Day, pd George Gilbert, pmm John D. Caylor, ce
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, gm O. L. Smith, cm	Charles McMahon, pd Gene Miller, pmm Ray Evens, ce Joe Long, nd Cliff Allen, fd Phil Sutterfield, sd
WROL 1927	620 5,000 DA-2	Mountcastle Bcstg. Co. Inc. 612 South Gay St. 2-7111	NBC, Avery- Knodel	Paul Mountcastle, Sr., p W. Henry Linebaugh, gm John T. McCloud, cm	John H. Reese, pd H. Wayne Hudson, pmm Fred Andrews, ce Raleigh Powell, nd & sd Bill Johnson, fd Mary Walker, wd
<b>LAFOLLETTE</b> (Campbell Co.)					
WLAF 1953	1450 100	LaFollette Bcstg. Co. Piedmont Hotel 1060	MBS	Marvin L. Paul, gm & ce Leo Meehan, Jr., slm	Robert M. Leibforth, pd Denny Walker, sd
<b>LAWRENCEBURG</b> (Lawrence Co.)					
WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4411	MBS, KBS, Dixie Net. Burn-Smith	Aaron B. Robinson, p-o Kenneth Marston, gm & cm, sd	Harris T. Sawyer, pd & fd Philip J. Kemper, ce Mrs. Frances Baxter, wd
<b>LEBANON</b> (Wilson Co.)					
WCOR 1949	900 250-D	Lebanon Bcstg. Co., Inc. Trousedale Ferry Rd. 1540	.....	Theo F. Ezell, Jr., p & gm Jack Hendrickson, Jr., cm & sd	Jim Throneberry, pd & nd William Johnston, ce Leslie Vanhook, fd Freddie Russell, wd
<b>LENOIR CITY</b> (Loudon Co.)					
WLIL 1950	730 1,000-D	WLIL, Inc. 406 East Broadway 1095	KBS	Arthur Wilkerson, p & gm Thomas Tuck, cm & pmm	E. Grubb, pd Allen Breazeale, ce
WLIL-FM 1950	Ch. 262 (B) 100.3mc .3kw				
<b>LEWISBURG</b> (Marshall Co.)					
WJMJ 1947	1490 250	Louis D. Lingner East Hill Box 20 780	MBS, KBS, Best	Louis D. Lingner, p & gm Perry Gillum, cm, nd	Wynona Clark, pmm & wd R. C. Wiley, ce Leon Harrison, fd

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**SERVING AND SELLING  
OVER A MILLION PEOPLE  
IN SEVEN  
STATES**

**FROM LENOIR CITY, TENNESSEE**

**WLIL-WLIL-FM**

**THE ARTHUR WILKERSON STATIONS**

MAILING ADDRESS:  
**Wilkerson Building  
Lenoir City, Tenn.**

**WLIL** Lenoir City, Tenn., 1,000 Watts, 730 AM 100.3 FM  
**WAEW** Crossville, Tenn., 250 Watts, 1340 AM—97.1 FM  
**WLIK** Newport, Tenn., 1,000 Watts 1270

**2 & 3 Station Package Discount—Write for rate card**



**LEXINGTON**  
(Henderson Co.)

WDXL 1954	1490 250	Lexington Bcstg. Co. P. O. Box 366 3500	MBS, KBS, Dixie Net, Burn-Smith, Dora-Clayton	Aaron B. Robinson, p Neal B. Bunn, gm T. W. Williams, cm	Peggy Pearson, wd Dave Godwin, pd & nd Gene Gentry, pmm	B. L. Enochs, ce Eve Flagg, sd
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**MARYVILLE**  
(Blount Co.)

WGAP 1947	1400 250	Gateway Bcstg. Co. Co. Blount Natl. Bank Bldg. 2490	KBS	Frank H. Corbett, ptrn. & gm Harry C. Weaver, ptrn.	Horace McGill, cm Ken Kribbs, pd & nd	Henry McDonald, Jr., ce Marion Artman, wd
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**McKENZIE**  
(Carroll Co.)

WHDM 1954	1440 500-D	Tri-County Bcstg. Co. Inc. Box 188 3371	Clark	Michael R. Freeland, p & pmm George Martin, p mgr., sd Irene Morgan, cm	James D. McClure, ce Lou Owen, nd & wd	Lance Beard, fd
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**McMINNVILLE**  
(Warren Co.)

WBMC (CP)	960 500-D	Cumberland Valley Bcstg. Co. c/o J. M. Matvas P. O. Box 16V McMinnville, Tenn.		W. W. Davis, p		
WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 2233	MBS	Sam J. Albritton, p Royce E. Richards, gm Paul Womack, cm	Roy C. Crocker, pd & sd Bill Brittain, pmm & nd Roy Pearshall, ce	H. V. Massey, fd Joyce Knowles, wd

**MEMPHIS**  
(Shelby Co.)

KWEM 1946	990 1,000-D	KWEM, Inc. 64 Buntyn 48-3311	Stars National	E. D. Rivers, Jr., p Bob R. Way, gm	Spencer Bedsole, cm Henrietta Davis, pd	John Hollingshead, ce Bill Strength, fd
WCBR 1952	1480 1,000-D	Chickasaw Bcstg. Co. Inc. 378 Beale St. 5-7545	McGillvra	Wm. H. Smith, gm Dick Whitmore, cm Dick Cole, pd	Mary Wooton, pmm Bill E. Jones, ce	Wyn Richards, nd & sd Ruby Hudson, wd
WDIA 1947	1070 50,000-D 5,000-N DA-2	Bluff City Bcstg. Co. Box 5125 2074 Union Ave. 36-2703	Pearson, Dora- Clayton	John R. Pepper, p Bert Ferguson, mgr. Harold F. Walker, cm David James, pd	Don Kern, pmm Henry Fones, ce Marie Wathen, nd	Ernest Brazzle, fd Frank Armstrong, sd Gloria Nieman, wd
WHBQ 1925 WHBQ-TV	560 5,000-D 1,000-N DA-2	General Teleradio, Inc. Hotel Chisca P. O. Box 176	MBS, Blair	Thomas J. O'Neil, p John H. Cleghorn, gm Tom Ragland, cm	Dick Covington, pd Jack Starr, pmm Welton Roy, ce	Gene Roper, nd Stan Torgerson, sd
WHHM 1946	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Young	P. E. Furlow, p C. K. Beaver, gm Allan Avery, cm	Jay Black, pd George Mooney, pmm & sd	William Marsh, ce Ray Brown, nd
WMC 1923 WMCT (TV)	790 5,000 DA-N	Memphis Publ. Co. 495 Union Ave. 8-7464	NBC, Branham	Enoch Brown, p H. W. Slavick, gm Richard Voorhis, sm Harlan Judkins, pd	Olivia Browne, wd Walter E. Frase, pmm E. C. Frase, Jr., ce	Robert Pigue, nd Walter Durham, fd Robert Keuhner, sd
WMC(FM) 1947	Ch. 259 (B) 99.7mc 300kw					
WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS, Inc. 112 Union Ave. 5-2663	ABC, Radio- TV Reps.	Harold R. Krelstein, p & gm Charles DeVois, sm & pmm Charles Britt, loc. sim	Gene Plumstead, pd J. G. Deaderick, ce Tys Terwey, nd & sd	Bob Neal, fd Barbara Cason, wd
WREC 1922 (CP)	600 5,000 DA-2  1430 1000-D (DA)	WREC Bcstg. Service Hotel Peabody Bldg. 5-1313  Tri-State Bostg. Svc. c/o Sam C. Phillips 706 Union Ave. Memphis, Tenn.	CBS, Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, ntl. sim Charles B. Brakefield, loc. sim	Jack Michael, pd Wilson Raney, ce	Russ Hodge, nd & sd Kitty Kelly, wd

**MORRISTOWN**  
(Hamblen)

WCRK 1948	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS, KBS, Holman	Herbert S. Walters, p Howell Ashford, Jr., gm John Redwine, cm	John F. McCrary, pd James A. Redden, ce	Hugh Cate, nd Englebert Patterson, wd
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**MURFREESBORO**  
(Rutherford Co.)

WGNS 1946	1450 250	WGNS Inc. Box 456 1450	KBS Holman	Cecil Elrod Jr., p & gm William O. Barry, cm John D. Hood, pd	Ruth Howell, pmm Paul Howell, ce Dick Hocker, nd	David Moore, fd Ray Duffy, sd Helene Ewing, wd
WMTS 1953	860 250-D	Murfreesboro Bcstg. Co. 112 N. W. Broad St. 1202	.....	A. D. Smith, Jr., p Virgil Trimm, gm Curwood Garrett, sd	Yvonne Mingle, wd Charles Snoddy, cm Jim Edwards, pd	Clyde Major, pmm, nd & fd Eugene Covington, ce

**NASHVILLE**  
(Davidson Co.)

WKDA 1947	1240 250	Capitol Bcstg. Co. 1st Amer. Natl. Bank Bldg. 4-0511	Pearson	John W. Kluge, p Harvey L. Glascock, vp & gm	Faye Dillon, asst. to mgr. Tom Parrish, pd & spmm, nd	O. C. Griffin, Jr., ce Charles R. Dougherty, sd
WLAC 1926 WLAC-TV	1510 50,000 DA-N	Life & Casualty Ins. Co. of Tennessee Third Natl. Bank Bldg. 6-0161	CBS, Katz	F. C. Sowell, gm E. G. Blackman, sim Paul Oliphant, pd	Jerry Glaser, pmm F. D. Binns, ce	Jack Drake, nd Mary Manning, wd
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co. Inc. Maxwell House Hotel 4-3411	MBS Weed	Frank W. Mayborn, p Frank M. Farris, vp & treas. Robert E. Cooper, vp & gm	Dean Dunham, pd Clarence L. Waggoner, pmm Charles W. Stokely, ce	Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS Continental	Van T. Irwin, Jr., p & gm Herman Rippey, cm	Howell Smith, pd Webber Parrish, pmm & nd	Howard Woodward, ce

# TENNESSEE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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	
<b>NASHVILLE (Continued)</b>						
WSIX 1927 WSIX-TV	980 5,000 DA-N	WSIX, Inc. Nashville Trust Bldg. 5-5431	ABC, Hollingbery	R. D. Stanford, p Louis R. Draughon, gm E. S. Tanner, cm	Jack M. Simpson, pd Chas. Duke, ce	Joe Calloway, nd Larry Munson, sd
WSM 1925 WSM-TV	650 50,000	WSM, Inc. 301 Seventh Ave. N. 6-7181	NBC, Petry	E. W. Craig, chmn. of the bd. John H. DeWitt, Jr., p Irving Waugh, cm & exec. asst. to p	Jack Stapp, pd William R. McDaniel, pmm George Reynolds, vp, ce & tech. d	Harold Baker, nd John McDonald, fd Dick Shively, sd Majorie Cooney, wd
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 400 Davidson St. 42-0489	Nat'l Negro Net. Forjoe, Dora- Clayton	H. C. Young, Jr., p & o, gm & pd Norman Stewart, cm & pmm	Arthur Viaches, ce & fd Charles Mitchell, nd	Bob Hudson, sd Louise Fletcher, wd
WSOK-FM 1953	Ch. 290 (B) 105.9mc 3.1kw					
<b>NEWPORT (Cocke Co.)</b>						
WLK 1954	1270 1,000-D	Arthur Wilkerson Lumber Co., Inc. Intersection 25E & 25W Highways 3085	KBS	Arthur Wilkerson, p & gm	Ira B. Crisp, cm	Allen Breazeale, ce
<b>OAK RIDGE (Anderson Co.)</b>						
WATO 1948	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS	Ross Charles, p & gm Sam Throver, cm	Tom Carlisle, pd Hal Tompkins, ce	Bill Hoops, nd
WOKE 1951	1290 1,000-D 500-N DA-N	Air Mart Corp. P. O. Box 391 Grove Center 5-1333	.....	Harry C. Weaver, p & gm O. E. O'Brien, cm Bill Sorrell, pd & sd	Mrs. Flo Allen, pm d Robert L. Goodman, ce	John Carr, nd & fd Jet Wilkerson, wd
<b>PARIS (Henry Co.)</b>						
WTPR 1947	710 250-D	Paris Bcstg. N. Poplar St. 1700	MBS, KBS, Dixie Net., Burn-Smith	Aaron B. Robinson, p Jack M. Cecil, gm B. C. Kilgore, cm	Will Coker, pd Bill Morris, pmm Don Somerville, ce	Bruce Grove, nd Gertrude Cecil, wd
WTPR-FM	Ch. 250(B) 97.9mc 9.2kw					
<b>PULASKI (Giles Co.)</b>						
WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. So. First St. 1066	ABC, Clark	John R. Stephens, p & gm Mrs. John R. Stephens, cm Clarence Holley, cm	Dee L. Hoover, pd, sd Nathan P. Street, pmm Noble G. Morgan, ce	Helen P. Abernathy, nd Terrell Jackson, fd D. L. Hoover, sd Ailene W. Cane, wd
<b>RIPLEY (Lauderdale Co.)</b>						
WTRB 1954	1570 250-D	West Tennessee Radio Service 113 W. Washington 1060	.....	Hobson H. Daws, gm & cm Earl W. Daly, pd	Harold L. Baker, pmm	Charles Sykes, ce
<b>ROGERSVILLE (Hawkins Co.)</b>						
WRGS 1954	1370 1000-D	Rogersville Bcstg. Co. Burem Pike 6491		John E. Beal, gm	Charles W. Beal, cm	George Beal, pmm
<b>SEVIERVILLE (Sevier Co.)</b>						
WSEV (CP)	930 1000-D	Smoky Mt. Bcstg. Corp.				
<b>SHELBYVILLE (Bedford Co.)</b>						
WHAL 1946	1400 250	Shelbyville Bcstg. Co. Inc. East Side Square 1400	MBS	Charles Christian, vp, gm & cm & sd	Sue Brown, pmm & wd Timothy Marsh, ce	Dan Smith, nd & fd
<b>SOUTH PITTSBURG (Marion Co.)</b>						
WEPG 1954	910 500-D	Eaton P. Govan, Jr. Railroad St. 6185	.....	Eaton P. Govan, Jr., p, gm, cm & pmm, fd	Vinette B. Govan, pd & wd William H. Dunn, ce	Thomas N. Hoge, nd, & sd
<b>SPARTA (White Co.)</b>						
WSMT 1953	1050 1,000-D	Sparta Bcstg. Co. Inc. U. S. Highway 42 3751	.....	Sam J. Albritton, p B. L. Upchurch, vp & gm, pd Van L. Slack, cm & sd	Hubert Beasley, ce Bill Passons, nd	Bill Round, fd Gladys G. England, wd
<b>SPRINGFIELD (Robertson Co.)</b>						
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. P. O. Box 464 Glenn Bldg. 1287	KBS	Walter Duke, ptnr., gm & pd W. N. Locke, ptnr. Mrs. Hoyt Bell, ptnr.	Dean Rhodes, cm Anna A. Duke, ce & wd	Charles Blankinship, fd Jack Clark, sd
<b>SWEETWATER (Monroe Co.)</b>						
WDEH (CP)	800 500-D	Harriman Bcstg. Co. % F. L. Crowder Harriman, Tenn.				
<b>TULLAHOMA (Coffee Co.)</b>						
WJIG 1947	740 250-D	WJIG Bcstg. West End Drive 2607	.....	Raymond L. Prescott, Jr., o Wallace Beecham, gm	Mary C. Prescott, cm, wd Alfred Parsons, ce, nd	Bill Flatt, fd & sd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# WSM ADVERTISERS KNOW A GOOD THING WHEN THEY SEE IT!

Frequent and sudden shifts of media and methods of selling are commonplace in the advertising business. An advertising campaign must produce results or be supplanted by a different approach. Thus, we point to the fact that advertisers such as these have continued their same WSM live talent programs year after successful year. This is notable recognition of proven selling power, pointing the way to increased sales for *your product* in the rich Central South Market.



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**10** Consecutive Years



R. J. REYNOLDS

**15** Consecutive Years



TENNESSEE COAL & IRON

**10** Consecutive Years



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**18** Consecutive Years



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RC COLA NEHI CORPORATION

**13** Consecutive Years

Jefferson Island



JEFFERSON ISLAND SALT

**6** Consecutive Years



AMERICAN TEA & COFFEE CO.

**10** Consecutive Years



O'BRYAN BROS. DUCKHEAD WORK CLOTHES

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STUDEBAKER

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Nashville

Clear Channel

50,000 Watts

# TENNESSEE

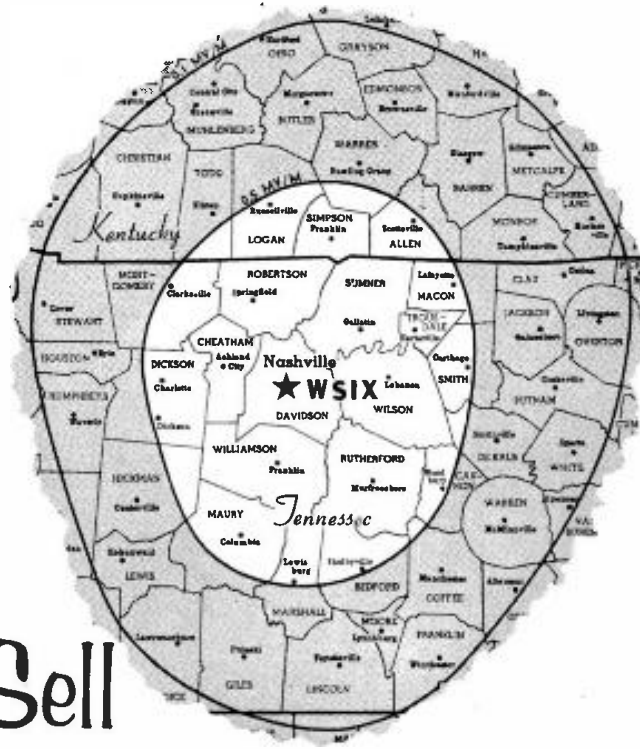
City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>UNION CITY</b> (Obion Co.)					
WENK 1946	1240 250	Union City Bestg. Co. Inc. 1240	MBS, Dixie, Burn-Smith	Aaron B. Robinson, p Louis C. Wraether, sm, sd Edwin F. Kallenberg, Jr., cm, sd	Mrs. Jackie Osburn, pd Charles Holland, ce James Wells, nd  Hank Huggins, fd
<b>WINCHESTER</b> (Franklin Co.)					
WCDD 1948	1340 250	Franklin County Bestg. Co. P. O. Box 1103 2201	MBS	Ernest F. Richards, Jr., gm, pmm & nd Harry W. Sullivan, cm	Henry T. Murray, pd James F. Spencer, ce  Jim Webb, fd Mildred C. Crawford, wd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.  
 FM's in italic. *CP*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-D*—Directional Antenna, day only. *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.

# TEXAS

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Anderson	31,845	8,390	\$23,049	\$ 7,111	\$ 672	7,618	Guadalupe	25,392	6,450	23,274	6,037	461	7,958
Andrews	5,002	2,090	5,202	1,832	147	2,822	Hale	28,211	8,540	52,738	9,715	1,854	12,144
Angelina	36,032	10,150	35,481	8,638	1,085	10,189	Hall	10,930	2,860	15,231	3,257	295	2,814
Aransas	4,252	1,090	3,450	1,246	226	1,545	Hamilton	10,680	3,180	10,476	3,829	616	3,989
Archer	6,816	1,910	3,590	1,228	137	2,725	Hansford	4,202	1,180	6,308	2,226	284	2,824
Armstrong	2,215	690	1,396	278	27	1,102	Hardeman	10,212	3,030	9,057	2,226	284	2,824
Atascosa	20,048	4,770	12,958	3,064	316	4,929	Hardin	19,535	5,310	13,444	3,738	354	5,428
Austin	14,663	4,050	14,594	3,236	275	4,929	Harris	806,701	259,570	1,195,425	282,642	35,947	315,591
Bailey	7,592	2,020	9,697	2,386	320	4,971	Harrison	47,745	11,440	37,762	9,763	879	10,438
Bandera	4,410	1,220	4,487	1,548	182	1,841	Harley	1,913	530	511	293	27	803
Bastrop	19,622	4,880	12,941	4,179	835	5,032	Haskell	13,736	3,630	14,472	2,329	422	4,197
Baylor	6,875	2,110	7,985	1,631	70	2,595	Hays	17,840	4,240	13,590	4,021	496	6,549
Bee	18,174	4,330	16,478	3,767	549	4,918	Hempfling	4,123	1,250	4,678	1,042	60	1,497
Bell	73,824	20,430	64,318	15,686	2,134	22,473	Henderson	23,405	5,920	17,397	3,696	419	6,181
Bexar	500,480	128,970	548,268	122,872	17,086	160,520	Hidalgo	160,446	33,330	131,395	31,339	3,822	28,116
Blanco	3,780	1,260	3,771	1,282	48	1,471	Hill	31,282	8,900	25,281	6,210	713	10,685
Borden	1,108	37	37	9		300	Hockley	20,407	6,000	28,894	7,610	958	7,970
Bosque	11,836	3,440	9,674	2,293	431	4,642	Jack	5,287	1,510	4,848	1,017	136	2,057
Bowie	61,968	18,000	51,925	13,983	1,750	18,166	Jack	23,490	6,650	14,599	3,102	527	7,172
Brazoria	46,549	13,820	56,877	16,302	1,869	21,331	Hopkins	22,825	5,430	20,689	4,967	611	4,703
Brazos	38,390	10,040	39,053	8,918	1,226	11,395	Houston	26,722	7,540	35,442	7,266	969	11,757
Brewster	7,309	1,710	7,112	1,758	284	1,820	Howard	4,298	1,370	2,325	584	93	600
Briscoe	3,528	860	3,226	821	67	1,164	Hudspeth	4,298	1,370	2,325	584	93	600
Brooks	9,195	2,170	11,163	2,758	329	1,929	Hunt	42,731	12,330	37,900	9,575	1,104	13,557
Brown	28,807	8,860	27,441	6,534	1,214	9,341	Hutchinson	31,580	10,220	39,628	10,743	1,692	13,981
Burleson	13,000	2,950	8,217	2,666	212	2,893	Irion	1,590	440	1,077	295	62	525
Burnet	10,356	2,930	6,781	1,357	227	2,938	Irvin	7,755	2,180	6,507	1,544	247	2,762
Caldwell	19,350	4,890	18,085	3,635	393	6,537	Jack	12,916	3,430	10,423	2,849	362	4,323
Calhoun	9,222	2,570	8,934	2,416	202	6,537	Jasper	20,049	4,810	20,689	4,967	611	4,703
Callahan	9,087	2,590	5,062	1,680	243	3,430	Jeff Davis	2,090	440	872	238	82	387
Cameron	125,170	28,510	122,877	27,282	3,159	27,151	Jefferson	195,083	59,040	265,843	59,447	8,272	70,225
Camp	8,740	2,310	5,194	1,668	27	2,929	Jim Hogg	5,389	1,220	3,475	872	138	1,323
Carson	6,852	1,960	6,736	1,364	269	3,092	Jim Wells	27,991	6,530	29,812	6,885	997	8,113
Cass	26,732	6,200	18,666	3,312	525	5,989	Johnson	31,390	9,640	27,590	7,180	799	12,016
Castro	5,417	1,570	5,239	1,091	58	1,996	Jones	22,147	6,410	25,532	6,089	657	7,669
Chambers	7,871	1,990	6,271	1,704	62	3,365	Karnes	17,339	3,610	16,555	3,689	378	4,369
Cherokee	9,222	2,570	8,934	2,416	202	6,537	Kaufman	31,170	7,530	24,901	5,892	621	8,098
Childress	12,123	3,550	17,092	3,894	337	3,790	Kendall	5,423	1,560	5,894	1,442	212	2,335
Clay	9,896	2,860	6,357	1,682	208	3,995	Kendy	632	81	80	80	55	613
Cochran	5,928	1,630	7,798	1,952	158	1,887	Kent	2,249	570	1,170	396	55	613
Coke	4,045	1,100	3,100	906	79	1,519	Kerr	14,022	4,190	18,824	3,824	461	5,734
Coleman	15,503	4,470	14,899	3,214	504	5,724	Kimble	4,619	1,160	3,890	1,041	122	1,456
Collin	41,892	12,130	32,146	9,294	851	12,829	Kinney	2,668	709	209	69	229	
Collingsworth	9,139	2,240	9,627	2,194	296	2,594	Klberg	21,991	5,200	1,383	274	55	547
Colorado	17,728	4,820	17,728	4,286	397	6,091	Knox	10,082	2,840	22,383	6,701	504	6,724
Comal	16,357	4,700	20,875	4,286	528	7,196	Lamar	43,033	11,990	37,762	8,837	1,029	2,848
Comanche	15,516	4,550	14,090	3,083	624	4,515	Lamb	20,015	5,500	25,292	6,572	722	7,508
Concho	5,078	1,450	4,438	894	82	1,469	Lampasas	9,929	2,940	10,338	1,766	273	3,575
Cooke	22,146	6,230	23,937	5,253	793	8,321	La Salle	7,485	1,600	5,372	684	35	1,338
Correll	16,284	4,730	9,703	2,947	266	7,021	Lavaca	12,159	5,620	12,269	4,543	225	7,103
Cottle	6,099	1,790	6,892	1,721	197	1,671	Lee	10,144	2,500	8,840	1,943	180	3,050
Crane	23,985	6,240	3,908	859	70	2,029	Leon	12,024	2,930	5,453	1,623	220	2,369
Crockett	3,981	1,070	4,773	1,118	170	1,285	Liberty	26,729	6,900	30,365	8,039	780	8,562
Crosby	9,582	2,570	10,466	2,835	238	3,529	Limestone	25,251	8,320	15,704	4,471	629	7,004
Culberson	1,825	**	2,484	489	54	740	Lipscomb	3,658	1,040	6,451	1,298	275	1,370
Dallam	7,640	2,240	13,229	2,894	49	2,751	Live Oak	9,054	1,910	6,829	1,575	185	2,260
Dallas	614,799	202,520	1,057,736	195,676	34,133	256,567	Llano	5,377	1,780	6,191	1,424	204	1,907
Dawson	19,113	5,360	26,847	5,782	763	5,809	Loving	8,227	1,46	47	47	87	
Deaf Smith	2,840	14,782	3,437	381	4,145	Lubbock	101,048	32,840	179,881	27,048	6,584	38,558	
Delta	8,964	2,330	6,338	1,642	72	2,159	Lynn	11,030	2,840	2,043	314	3,957	
Denton	41,365	11,470	39,959	9,213	1,431	13,841	McCulloch	11,701	3,220	12,119	2,674	321	2,655
De Witt	22,973	6,020	27,219	6,419	675	189	McLennan	130,194	37,960	160,545	34,884	4,285	1,951
Dickens	7,177	1,880	7,521	1,594	189	2,090	McMullen	1,187	287	103	52	2,751	
Dimmit	10,654	1,870	5,938	1,686	155	1,995	Madison	7,996	1,980	6,919	1,536	189	1,481
Donley	6,216	1,750	6,183	1,495	212	2,061	Marion	10,172	2,290	5,292	1,534	187	7,076
Duval	15,643	2,910	7,769	2,805	354	3,004	Martin	5,541	1,300	2,685	705	59	2,467
Dykes	23,942	7,390	28,917	7,684	839	8,913	Mason	4,945	1,610	3,681	864	176	4,196
Ector	42,102	15,480	65,204	15,799	1,947	23,623	Matagorda	12,559	5,740	26,718	6,393	854	40,763
Edwards	2,908	890	1,530	589	56	538	Maverick	12,292	2,234	14,593	4,115	555	405
Ellis	45,645	12,540	39,736	11,912	1,184	14,110	Medina	17,013	4,090	12,110	2,510	319	5,480
El Paso	194,968	50,630	244,866	52,488	8,589	58,798	Menard	4,175	1,120	4,919	850	64	1,015
Erath	18,434	5,640	17,911	3,195	481	6,179	Midland	25,785	9,460	37,748	7,657	1,707	16,314
Falls	26,724	6,610	23,608	5,558	578	6,699	Milam	23,585	5,840	21,015	5,643	705	6,736
Fannin	31,253	8,930	19,312	6,107	749	7,926	Mills	5,999	1,750	4,291	832	94	1,709
Fayette	24,176	6,240	22,816	4,513	653	7,798	Mitchell	14,357	3,900	12,743	3,288	312	4,246
Fisher	11,023	2,810	7,887	2,180	296	4,070	Montague	17,070	4,880	16,846	3,647	502	6,604
Floyd	10,535	3,110	11,904	2,569	351	4,191	Montgomery	24,504	6,370	18,813	4,981	513	6,801
Foard	4,216	1,100	4,023	800	63	1,281	Moore	13,349	3,970	17,875	5,512	517	5,447
Fort Bend	31,056	7,040	31,401	5,948	449	4,440	Morris	9,433	2,510	5,833	1,973	247	3,003
Franklin	6,257	1,740	3,625	676	64	1,440	Motley	3,963	1,130	4,517	1,190	151	1,028
Freestone	15,896	3,830	9,519	2,632	321	3,725	Nacogdoches	30,326	7,590	22,336	6,528	838	6,784
Frio	10,357	2,180	7,643	2,178	182	1,989	Navarro	39,916	10,870	33,865</			



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MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Pecos	9,939	2,380	10,844	2,422	375	3,711	Travis	180,980	43,980	190,216	39,188	7,436	49,543
Polk	16,194	3,840	11,088	3,341	342	3,145	Trinity	10,040	2,500	6,937	2,492	181	2,080
Potter	73,386	24,130	169,747	26,875	5,429	34,099	Tyler	11,282	2,780	9,110	1,850	228	2,303
Presidio	7,354	1,310	6,612	1,465	229	1,425	Upshur	20,822	5,230	12,720	3,182	380	5,282
Rains	4,286	1,040	1,709	425	65	1,098	Upton	5,307	1,580	5,200	1,256	256	2,606
Randall	13,774	4,940	11,913	2,124	375	6,868	Uvalde	16,015	4,150	18,439	4,032	598	4,794
Reagan	3,127	850	5,892	1,463	268	1,579	Val Verde	16,635	3,590	15,853	3,390	461	5,135
Real	2,479	650	1,325	468	64	560	Van Zandt	22,593	6,180	13,797	3,305	448	6,141
Red River	21,851	5,550	11,935	3,627	437	4,236	Victoria	31,241	8,720	37,194	8,220	607	13,313
Reeves	11,745	3,160	16,323	4,359	371	4,635	Walker	20,163	4,300	14,508	3,873	472	3,832
Refugio	10,113	2,500	8,380	2,457	385	3,173	Waller	11,961	2,680	10,208	1,863	270	3,262
Roberts	1,031	300	739	119	47	453	Ward	13,346	3,900	14,822	3,557	488	4,809
Robertson	19,908	4,650	14,662	4,400	510	5,019	Washington	20,542	5,030	16,579	3,802	418	5,916
Rockwall	6,156	1,550	4,482	1,493	121	2,968	Webb	56,141	11,440	53,483	12,215	1,728	10,694
Runnels	16,771	4,840	15,114	3,720	418	6,554	Wharton	36,077	9,080	57,537	8,510	811	11,610
Rusk	42,348	10,720	30,078	7,109	864	12,644	Wheeler	10,317	2,690	12,589	2,828	449	3,286
Sabine	8,568	1,870	3,240	1,083	64	1,486	Wichita	98,493	27,420	130,117	24,244	4,123	38,047
San Augustine	6,837	1,780	5,220	1,681	232	1,704	Wilbarger	20,852	5,750	24,294	5,265	707	7,123
San Jacinto	7,172	1,790	1,902	765	64	834	Willacy	20,920	5,470	23,047	7,082	497	3,848
San Patricio	35,842	8,050	26,100	6,985	853	10,266	Williamson	38,853	10,310	35,476	8,413	912	13,350
San Saba	8,666	2,420	8,636	1,998	216	2,351	Wilson	14,672	3,190	8,951	1,201	339	3,991
Schleicher	2,852	690	2,944	684	66	1,317	Winkler	10,064	3,200	11,519	3,302	472	4,754
Scurry	22,779	7,280	35,357	5,069	759	7,903	Wise	16,141	4,700	12,256	3,598	277	5,041
Shackelford	5,001	1,360	4,886	1,009	189	2,065	Wood	21,308	5,750	19,556	3,966	550	6,580
Shelby	23,479	5,970	13,969	3,615	491	4,810	Yoakum	4,339	1,030	2,816	890	94	2,095
Sherman	2,443	590	5,562	795	80	1,110	Young	16,810	5,030	19,722	3,790	537	6,886
Smith	74,701	20,510	85,648	16,686	2,922	22,620	Zapata	4,405	780	1,354	624	46	514
Somervell	2,542	750	1,922	528	66	1,061	Zavala	11,201	2,000	7,542	1,437	238	2,184
Starr	13,948	2,340	6,690	2,782	315	2,055	* McMullen included in Atascosa County figure.						
Stephens	10,597	3,250	13,848	3,294	401	4,088	* See Dawson.						
Sterling	1,282	1,560	1,351	152	51	519	* King is included in Cottle County figures. ** See Hudspeth County.						
Stonewall	3,679	920	2,013	603	66	1,043	* See Sterling.						
Sutton	3,746	870	4,341	1,057	168	1,224	* Culberson is included in Hudspeth County figures.						
Swisher	8,249	2,320	11,397	2,160	480	3,273	* See Willacy. * See Cottle. * See Reeves. * See Atascosa.						
Tarrant	361,253	118,630	585,990	107,514	17,604	154,959	* Loving is included in Reeves County figure.						
Taylor	63,370	19,410	91,359	15,981	2,520	23,344	* Glasscock is included in Sterling County figure.						
Terrell	3,189	870	2,846	610	60	830	* Kenedy is included in Willacy County figure.						
Terry	13,107	3,650	19,394	3,851	618	5,161	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Throckmorton	3,618	980	2,989	793	129	1,126							
Titus	17,302	4,770	14,403	4,125	346	4,988							
Tom Green	58,929	17,990	77,432	15,212	2,265	21,660							

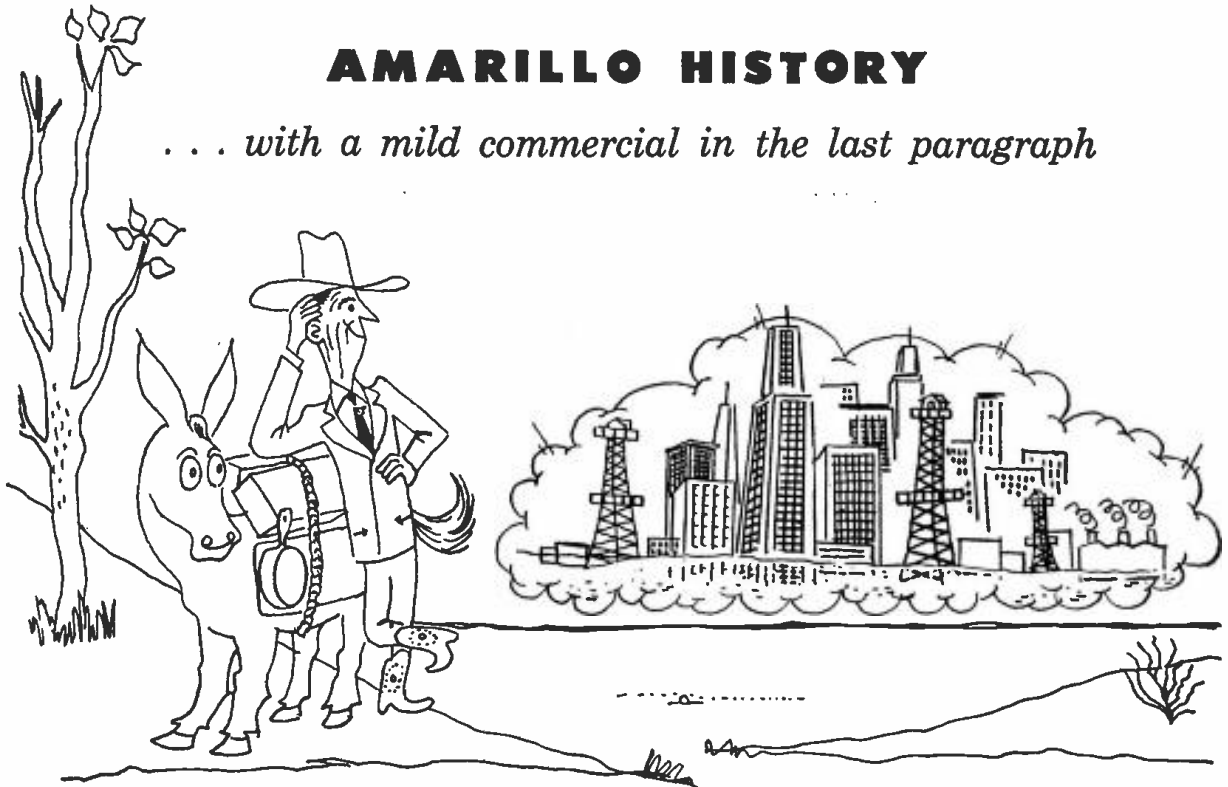
DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	Chan. or Freq.	Power	Licensese Headquarters Telephone	Network Representative	Executive Abbreviations	Owner
ABILENE	(Taylor Co.)	KRBC 1936		1470 5,000-D		Abilene Radio & Tv Co. 4510 S. 14th St. 2-8491	ABC Texas State Net. Pearson	Dale Ackers, p Bro Mingus, mgr. of radio, pd	Forest Lane, cm & pmm Troy Mallon, ce Don Wilson, Jr., nd
		KRBC-TV		1,000-N DA-N					
		KWKC 1946		1340 250		Citizens Bcstg. Co. Inc. 2500 Butternut St. 3-2545	MBS, Venard, Rintoul & McConnell	W. P. Wright, p A. C. Etter, gm, pmm Tyler Stewart, cm	Forest Tipton, ce Robert Evans, nd
ALICE	(Jim Wells Co.)	KBKI 1947		1070 1,000 DA-N		Alice Bcstg. Co. 65 Johnson 4-4324	MBS, Pearson	Givens A. Parr, p Robert I. Grimes, gm Jaye Allen Frye, pd	Hans Felix Breithbarth, pmm S. L. Spencer, ce
ALPINE	(Brewster Co.)	KVLF 1947		1240 250		Big Bend Bcstrs. 2144	KBS, Cactus State, Southwest	Jack Hawkins, p Gene Hendryx, gm & cm, sd	Bill Hight, pd Sherman Newsom, ce
AMARILLO	(Potter Co.)	KAMQ 1947		1010 1,000-D 500-N DA-N		Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS, Forjoe	H. W. Houck, co-o, p Robert D. Houck, co-o, gm Leslie Smith, cm	Webster Smith, pd & sd Johnny Hathecock, pmm Stewart Parsons, ce
		KFDA 1939		1440 5,000-D		Amarillo Bcstg. Co. Inc. P. O. Box 1400 Drake 4-5343	ABC, Headley-Reed	Gene L. Cagle, p Stan Wilson, vp & gm Murry Woroner, cm & sd Warren Anderson, pd	Laurel Knorpp, pmm Bill Spiller, ce Jim Abbott, nd
		KFDA-TV		1,000-N DA-N					
		KGNC 1922		710 10,000 DA-2		Plains Radio Bcstg. Co. 2000 North Polk St. Drake 4-4601	NBC, Texas Quality Net. Katz	B. E. Walker, p Wesley S. Izzard, gm Aubrey Jackson, asst. gm & cm	Bob Watson, sm & pd Marianne Johnson, pmm W. H. Torrey, ce Bob Izzard, nd
		KLYN 1949		940 1,000 DA-1		Plains Empire Bcstg. Co. 1014 West 7th Drake 2-8773	CBS, Blair	R. G. Hughes, p Kerwyn Brown, dir. Willard L. Kline, gm	John Heetland, cm & sd Joe Ramay, pd & fd Mrs. Virgil Nelson, pmm
		KZIP (CP)		1310 1000-D		Panhandle Bcstg. Co. % David P. Pinkston P. O. Box 1319 Lubbock, Tex.			
ANDREWS	(Andrews Co.)	KAFT 1954		1360 500-D		Andrews Bcstg. Box 883 1360		Joseph E. Young, co-o, gm, cm, ce, sd	Archie W. Holman, co-o
ATHENS	(Henderson Co.)	KBUD 1948		1410 250-D		Henderson County Bcstg. Co. Box 309 2277	KBS	J. B. McNutt, Jr., o, gm & ce	
ATLANTA	(Cass Co.)	KALT 1950		900 1,000-D		Ark-La-Tex. Bcstg. Co. Box 289 900	Best	Herman H. Wommack, Jr., p David A. Wommack, gm Alvis N. Dowd, cm	George Wommack, pd James L. Waites, ce

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# AMARILLO HISTORY

... with a mild commercial in the last paragraph



**A**MARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in per family retail sales, is close to the stuff an advertiser looks for when he wants business. KGNC, half as old as Amarillo, reaches 78 counties with 1 million persons in Texas, New Mexico, Kansas, Oklahoma and Colorado. KGNC-TV, a high-powered newcomer, covers an area of 400,000 persons, gives its advertisers a clean shot at Panhandle hospitality and loyalty.



NBC and DuMONT AFFILIATE

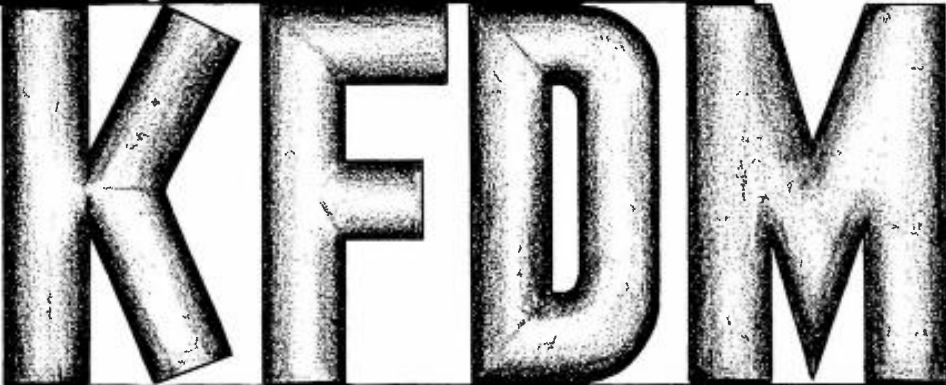
**AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency**

TEXAS

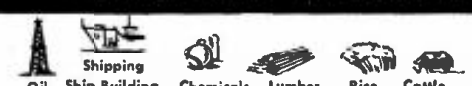
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner O: Pres. p; Erec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>AUSTIN</b> (Travis Co.)						
KNOW 1927	1490 250	Pioneer Bcstg. Co. 520 Capital Natl. Bank Bldg. 2-6213	ABC, Texas State Net. Pearson	Wendell Mayes, p Louis R. Cook, gm	M. H. Coleman, cm Frank Bissett, pd, nd & sd	J. E. Lewis, ce
KTBC 1939 KTBC-TV	590 5,000-D 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 Driskill Hotel 2-2424	CBS, Raymer	Claudia T. Johnson, p J. C. Kellam, gm O. P. Bobbitt, cm Richard Fryor, pd	Charles Brown, pmm Ben Hearn, ce Paul Bolton, nd	Dave Shanks, fd Harry Voelker, sd Barbara Robinson, wd
KTXN 1949	1370 1,000-D	Radio KTXN, Inc. 1211 E. 6th St. 7-4476	The Sombbrero Net. O'Connell, Oakes	Ed C. James, p Frank Stewart, gm Calvin Adams, cm	Lilia Guzman, pd Paul Lindhorn, Jr., ce	Robert Villanueva, nd & sd Mrs. Margarita Munoz, wd
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. Inc. P. O. Box 1116 8-8521	MBS, Forjoe	John B. Connally, p Willard Deason, gm	Charles L. Howell, cm Dave Smith, pd	Willis B. Morter, ce Randy J. Dodson, sd
<b>BALLINGER</b> (Runnels Co.)						
KRUN 1947	1400 250	Runnels County Bcstrs. Box 351 3151	KBS, Best, Melville	Walter G. Russell, p Robert F. McGarvey, gm, nd, sd	Clayton Jay, cm John Thurman, pd & fd Robert Holliday, pmm	W. C. Kelley, ce Elrita Stanley, wd
<b>BAY CITY</b> (Matagorda Co.)						
KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. Box 1431 4642	MBS, KBS, Best	J. G. Long, p Bryan Powell, gm	Vernon Townsend, sm & nd Isadore Wendell, cm	Sam Sitterlee, pd & ce Robert Dickson, sd
<b>BAYTOWN</b> (Harris Co.)						
KRCT 1947	650 250-D	Bay Bcstg. Co. Box 629 8251	Best	W. D. Christmas, p John H. Touchstone, gm & cm	C. W. Zorn, pd	Clifford Alford, ce
KREL 1947	1360 1000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 419 8211	Interstate United News- papers	J. B. Blayton Sr., p J. B. Blayton Jr., vp	Robert Brisendine, sm Albert H. Saddler, gen'l slm	
KREL-FM 1949	Ch. 221 (A) 92.1 mc. 0.82 kw					
<b>BEAUMONT</b> (Jefferson Co.)						
KFDM 1924 KFDM-TV	560 5,000 DA-N	Beaumont Bcstg. Corp. Box 2950 2-7758	ABC, Free & Peters	D. A. Cannan, p C. B. Locke, exec. vp, & gm, cm	Dave Russell, pd, nd & sd Helen Caldwell, pmm Harold Bartlett, ce	Dick McAdoo, fd Lois Marchbanks, wd

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**THERE'S Real Buying Power IN THE RICH . . .**



**... THREE-CITY MARKET • BEAUMONT, PORT ARTHUR & ORANGE, TEXAS**



Under KFDM's umbrella coverage are 24 counties and three rich, bustling, Texas, Gold Coast cities . . . all supported by these strategic, diversified industries which mean **STEADY PAYROLLS** and robust sales every day of the year! Some of the nation's largest refineries and chemical plants are in this area. Yes, here's economic activity that every advertiser should **TAP FOR SALES**. Sell this market with KFDM's outstanding concentrated and penetrating coverage.

**CONCENTRATE ON THIS STRONG, DIVERSIFIED-INCOME MARKET**

- 1,093,300 — Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
- \$814,900,000 — Retail Sales
- \$1,163,108,000 — Net Effective Buying Income

Figures compiled by Sales Management for 1954 Survey of Buying Power

**STUDIOS IN BEAUMONT**  
5000 watts • 560 kilocycles

AFFILIATED WITH  
**AMERICAN BROADCASTING COMPANY**  
REPRESENTED BY  
**FREE & PETERS**

KJET 1948	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 2673 20201	Forjoe	Ben J. Rogers, co-o	Walter L. Rubens, co-o, gm, cm	Robert Anderson, ce
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, vp R. M. Frost, gm	Louis Durst, cm Gordon Clark, pd Marvin J. Easterwood, ce	Wes Wise, nd Ed Dittert, sd Betty Klein, wd
KRIC-FM 1948	Ch. 248 (B) 97.3mc 14kw					
KTRM 1947	990 1,000 DA-1	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Bill McRae, cm Roy D. Shotts, pd	Joe Trum, pmm Ben Hughes, ce Charles Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd
<b>BEEVILLE</b> (Bee Co.)						
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490	.....	John D. Rossi, ptr. & gm V. L. Rossi, ptr. Bill Bennett, pd	Fred Strong, cm H. E. Bertram, ce James Rossi, nd	Paul Russell, fd James Goodman, sd Mimi Tharp, wd
<b>BIG SPRING</b> (Howard Co.)						
KBST 1938	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 4-6391	ABC, Texas State Pearson	William J. Wallace, p & gm William L. Cox, cm	J. N. Young, Jr., pd & pmm, nd Andrew M. Jones, ce	James Bruce Frazier, fd Larry Sanville, sd
KBST-TV 1949	1400 100	Big State Bcstg. Co. Box 1386 44201	MBS, KBS, Best	V. T. Anderson, co-o E. W. Anderson, co-o	Myrl Stein, gm Ken Welch, cm	Jean Welch, pd & wd Alfred Martel, ce
<b>BONHAM</b> (Fannin Co.)						
KFYN 1947	1420 250-D	Charles L. Cain 903 E. 4th St. 915	.....	Charles L. Cain, p, gm & cm, ce Jessie Mae Cain, pd & pmm	Jim Lightfoot, nd & sd Lanny Lidford, fd	Marion Waggoner, wd
<b>BORGER</b> (Hutchinson Co.)						
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. Box 110 1600	MBS	R. G. Hughes, p Jack Roberts, m, pd & pmm H. W. Blymiller, co-cm	Louis W. Roberts, co-cm H. E. Kreiger, ce	Jake Saxton, nd & sd Janet Parker, wd
<b>BRADY</b> (McCulloch Co.)						
KNEL 1935	1490 250	Geno M. Burns, executor 777	KBS	Mrs. G. L. Burns, p Gene M. Burns, gm, pd John Sloane, cm & pmm, nd	Cecil Nelin, ce John Holcomb, fd	Pearly Samuelson, sd Joan Sallee, wd
<b>BRECKENRIDGE</b> (Stephens Co.)						
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Inc. Miller Bldg. 1430	Best	R. W. Chapman, p, gm, cm M. E. Chapman, pd	R. L. Smith, ce Brian Swain, fd	Jay Thompson, sd
<b>BRENHAM</b> (Washington Co.)						
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ Main St. 3-655	KBS	Tom S. Whitehead, p & gm J. C. Price, cm	Lonnie R. Schlottmann, ce J. W. Stufflebeme, fd	Tommie Blake, sd
<b>BROWNFIELD</b> (Terry Co.)						
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111	KBS	Mike A. Barrett, o, mgr., cm, gm J. Richard Aker, pd, nd	E. Crawford Taylor, pmm & sd Franklin Bonner, ce	Ray Corbin, fd
<b>BROWNSVILLE</b> (Cameron Co.)						
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	ABC, Best	Minor J. Wilson, p, gm Vance C. Wilson, cm Les Brecht, pd & sd	Earl Wheeler, pmm Willis A. Wilson, ce	Bob Pollock, nd Connie Green, wd
XEO		(See Mexico listing)				
<b>BROWNWOOD</b> (Brown Co.)						
KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS, Texas State Net, Pearson	Wendell Mayes, p & gm Bill Jamar, cm	Wendell Mayes, Jr., pd Barbara K. Taylor, pmm	A. W. Stewart, ce Mrs. Neil Denman, wd
KEAN 1953	1240 100	Lyman Brown Enter- prises 2220 Flsk Ave. 4372	Best	Lyman C. Brown, p & gm & nd	Bert Webb, cm & pmm, fd & sd	Bill Simmons, pd Max Donnell, Jr., ce
<b>BRYAN</b> (Brazos Co.)						
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS, Best	David C. Jones, Jr., o & gm Mike Mistovich, cm & pmm, sd	James W. Robertson, ce Jim Carroll, nd & fd	Cora Garth, wd
<b>CENTER</b> (Shelby Co.)						
KDET 1949	930 1,000-D	Center Bcstg. Co. 205 Austin St. 1199	KBS, East Texas Net, Best	Tom E. Foster, p & gm Jack Bell, cm Tolbert Foster, pd	Joe Foster, pmm Harlan Riley, ce Charles Hancock, nd	Charlie Slate, fd Leon Sanders, sd Mrs. Rex Payne, wd
<b>CHILDRESS</b> (Childress Co.)						
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. P. O. Box 272 Webster 7-2563	MBS, Best	R. M. Hagan, p & gm LeRoy Carter, pd	Nelle Carter, pmm	S. J. Woodworth, ce
<b>CLARKSVILLE</b> (Red River Co.)						
KCAR (CP)	1350 500-D	Texo Bcstg. Co. % Clarksville Times 96				
<b>CLEBURNE</b> (Johnson Co.)						
KCLE 1947	1120 250-D	Martl, Inc. 919 N. Main 5-6643, 5-4091	Best	George W. Martl, p, gm Frank H. Hardgrove, cm D'Voe Lee, pd	John Martl, pmm Walter C. Lacy, ce Eugene E. Meazell, nd	Monroe Coston, sd Dolores Farris, wd
KCLE-FM 1949	Ch. 232 (A) 94.3 mc. 0.33 kw					

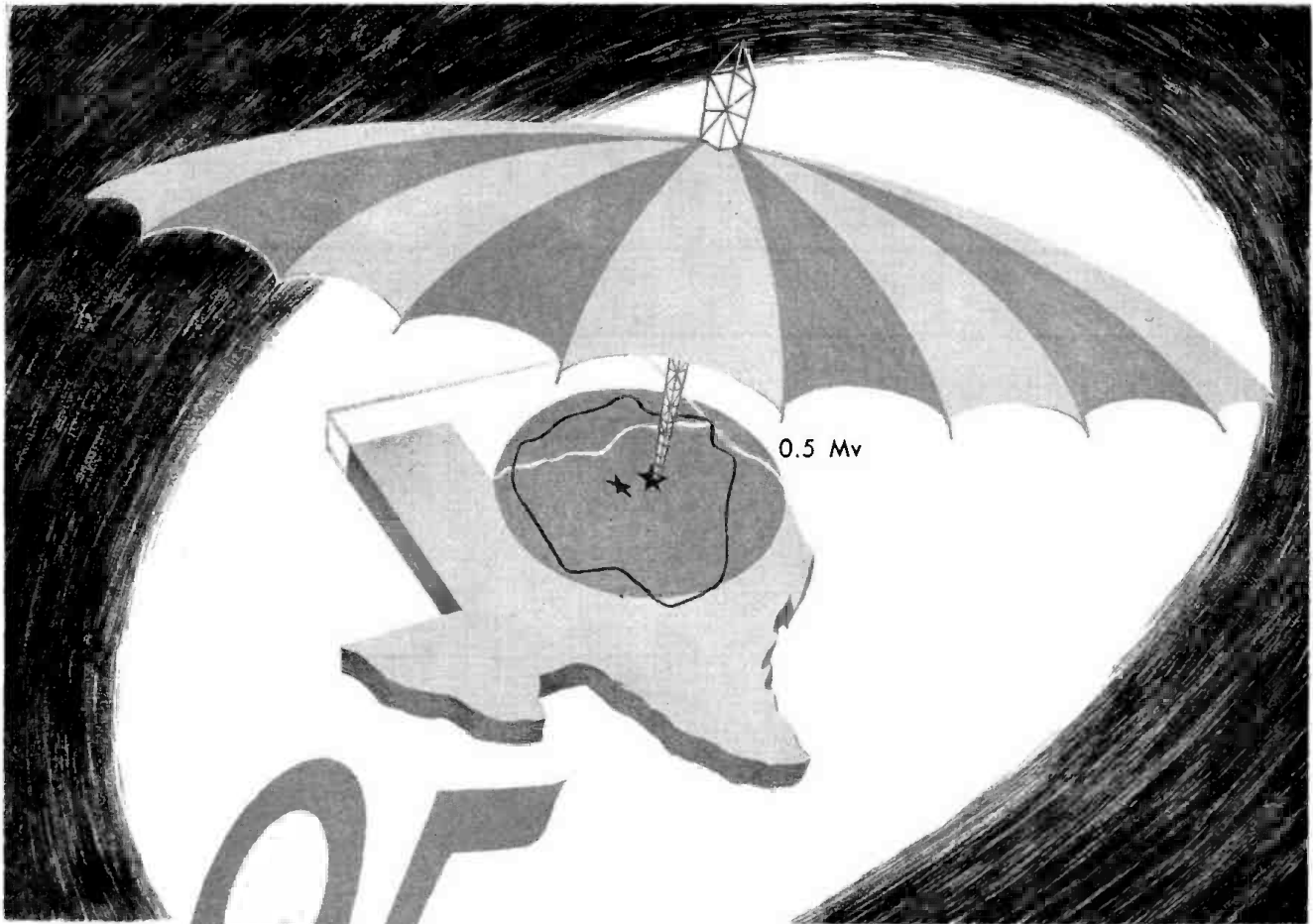


TEXAS

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ca; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>CLEVELAND</b> (Liberty Co.)				
KVLB 1954	1410 500 DA-2	Harvard C. Bailes Plum Grove Rd. 892	.....	Harvard C. Bailes, p, gm & cm, sd Cal McAdams, pd & pmm, nd Al Strong, ce
<b>COLEMAN</b> (Coleman Co.)				
KSTA 1947	1,000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS	H. H. Jackson, p Floyd Shelton, gm, nd, fd Paul Johnson, cm J. W. Staggs, pd & sd Margaret Hall, pmm J. D. Larson, ce Joann Harriss, wd
<b>COLLEGE STATION</b> (Brazos Co.)				
WTAW 1922	1150 1,000-D	A & M College of Tex. 6-8724	KBS	Richard L. Webb, gm Elsie Patranella, cm John Scogin, pd James Austin, ce Dick Hickerson, fd Charles Parker, sd
<b>COLORADO CITY</b> (Mitchell Co.)				
KVMC 1950	1320 500-D	The Colorado City Bcstg. Co. Box 990 1320	.....	Eldon B. Mahon, p, gm Charles A. Diegel, mgr. Porter A. Richardson, ce
<b>COMMERCE</b> (Hunt Co.)				
----- (CP)	1450 250	Memorial Bcstg. Co.		
<b>CONROE</b> (Montgomery Co.)				
KMCO 1951	900 500-D DA-D	Montgomery County Bcstg. Co. P. O. Box 1464 Pleasant 6-4488	.....	Reagan Smith, p & gm David L. Ogiesby, sm & cm J. C. Dorrell, pd & pmm John Neathery, ce Hal H. Coley, nd & sd
<b>CORPUS CHRISTI</b> (Nueces Co.)				
KCCT 1954	1150 1,000-D DA-D	International Radio Co. 401 S. Staples 4-2426	O'Connell	Gabe Lozano, p Mike Ferdin, gm & ce Alex Moore, cm Francisco Grajales y Pina, pd Elia Araiyo, wd
KCCT-FM 1954	Ch. 238 (B) 95.5 mc. 2 kw			
KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. 2-7411 Centre Theatre Bldg.	CBS Raymer	E. C. Hughes, ptrn., gm, sm H. B. Lockhart, ptrn. Chas. W. Rossi, ptrn. Earl C. Dunn, ptrn. Allan Dale, cm, pd Patricia Kline, pmm Harold Griffith, ce Paul Young, nd Bart Boyd, fd Bill Keck, fd Ruth Delmar Sullivan, wd
KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Texas Quality Net. Free & Peters	T. Frank Smith, p & gm W. M. Elkner, cm Charles Nethery, pd T. Frank Smith, Jr., pmm Don Morris, ce Bill Crowder, nd Jack Lozier, fd Bill Field, sd Katherine Fry, wd
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242	ABC, Tex. State Net. Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm Eugene Looper, pd Forest Moore, pmm W. K. Bridges, ce J. K. Wright, nd Mary L. Kennedy, wd
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	Everett- McKinney	L. C. Smith, p & gm Herb Garrett, cm & pmm Hector E. Barrera, pd J. H. Mayberry, ce Victor Lara, nd Miguel Medina Betancourt, fd Jimmie Johnson, sd Adela Gonzales, wd
KWBU 1944	1030 50,000-D	Baptist Convention of Texas 402 So. Chaparral 4-5258	Branham	Carr P. Collins, gm Harry H. Hayes, mgr, pmm Dean Walker, pd Paul Walker, ce Don Reed, nd & fd Ray O'Neal, sd Gerry Wright, wd
<b>CORSICANA</b> (Navarro Co.)				
KAND 1937	1340 250	Alto Inc. State Natl. Bank Bldg. 4-7421	KBS. Branham	Luther A. Johnson Jr., p & gm
<b>CROCKETT</b> (Houston Co.)				
KIVY 1949	1290 500-D	The Pioneer Bcstg. Co. P. O. Box 670 222	KBS, East Texas Net.	James H. Gibbs, p & gm, pd, nd William Carter, cm, pmm & ce Mabel Arledge, wd
<b>CUERO</b> (DeWitt Co.)				
KCFH 1949	1600 500-D	A. M. Respondek 5-3430	Best	A. M. Respondek, p & gm Frank Notzon, cm Robbie Nell Krueger, loc. nd
<b>DALHART</b> (Dallas Co.)				
KXIT 1948	1410 500-D	Dalhart Bcstrs. P. O. Box 1350 740	KBS. Best	Robert J. Beller, gm, cm & ce Len Beller, pd & sd Gomerray J. Allen, nd Carl M. Cumming, fd
<b>DALLAS</b> (Dallas Co.)				
KGKO 1953	1480 1,000-D 500-N DA-1	Lakewood Bcstg. Co. P. O. Box 5808 Westbrook 7594	Radio-Tv Reps.	William S. Morgan, Jr., gm T. A. Harris, pd Henderson Rogers, ce Charles Boland, sd
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Prospect 5495	Pearson	Lee Segall, p Charles F. Payne, gm Cliff Hahne, cm Don Robinson, pd Bob E. Tripp, ce Ricky Cox, nd Meg Healy, wd
KIXL-FM 1947	Ch. 283 (B) 104.5mc 25kw			
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson Randolph 7121	H-R Reps. Clarke Brown	B. R. McLendon, p Gordon B. McLendon, gm Bill Weaver, sm Bill Stewart, pd Les Vaughn, pmm Glenn Callison, ce Alec Gifford, nd
KRLD 1926	1090 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS, Southwest Branham	Clyde W. Rembert, p & gm J. W. Crocker, asst. gm William A. Roberts, cm Ted Parrino, pd A. J. Futnan, pmm B. B. Honeycutt, ce Larry Rasco, nd A. B. Jolley, fd Ves Box, sd
KRLD-FM 1948	Ch. 223(B) 92.5 mc. 40kw			

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**95** *1009 cities and communities are under the KRLD umbrella*  
**% MORE RADIO HOMES SINCE 1940**

The KRLD-CBS RADIO AUDIENCE has increased 95% since 1940 . . . and continues to GROW! That's the amazing story as shown by Broadcasting-Telecasting's breakdown on Radio Families within the KRLD radio primary coverage area, or the 0.5 Mv line.

1009 smaller cities and communities are under the "umbrella" of KRLD Radio coverage according to the United States Official Postal Guide. A total population of more than three and one-half million.

Today 1,038,587 radios are tuned regularly to KRLD Radio within its primary listening area. Never before has KRLD been able to offer so much for each advertising dollar invested.

KRLD Radio blankets at ONE COST an Area in which 68 Secondary Stations are located. KRLD is the 9th largest Coverage Station among CBS 213 Radio network affiliates in the nation.

RADIO FAMILIES	
KRLD 1954	1,038,587
KRLD 1940	536,686
INCREASE	491,901
1954 POPULATION PRIMARY COVERAGE AREA	3,555,300

Exclusive Outlet for CBS Network Radio Programs  
 The world's greatest names and entertainment

**KRLD**

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER  
 THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE  
 THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board

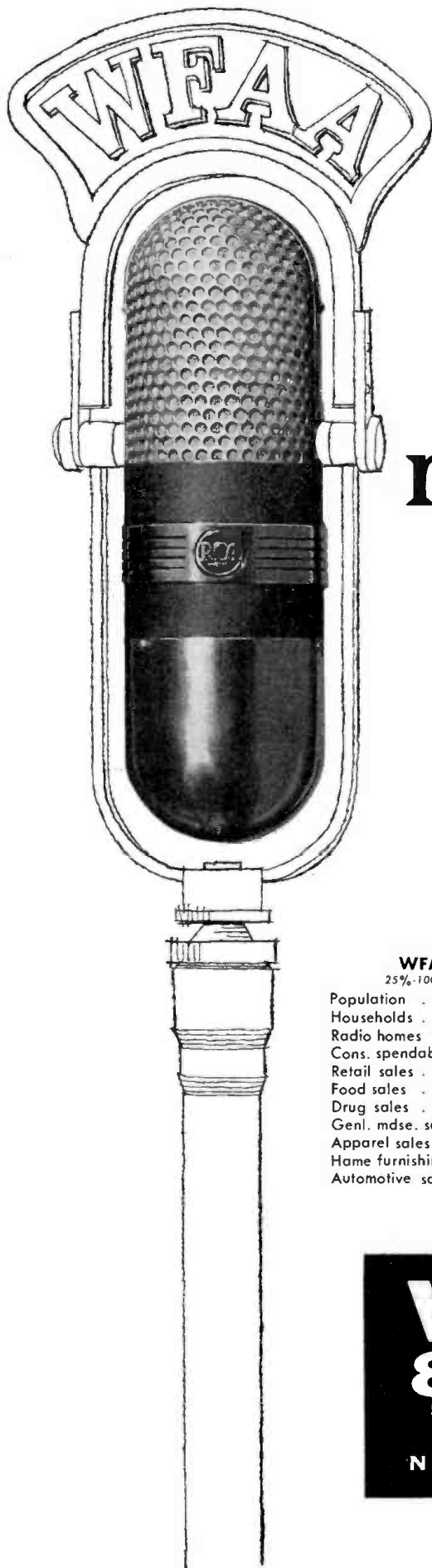
Clyde W. Rembert, President

TEXAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. up evp; sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>DALLAS—(Cont.)</b> (Dallas Co.)							
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193	.....	A. L. Chilton, p R. G. Terrill, gm & pmm	Leonard Holland, pd & nd, sd R. L. Kanatzar, cm	M. M. Ming, ce Leonare Chilton, wd	
WFAA <sup>1</sup> 1922 WFAA-TV	820 50,000 570 5,000-DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC, Texas Quality Net. Petry	E. M. Dealey, p Alex Keese, gm George K. Utley, cm Karl Lambertz, pd	Wynona Portwood, pmm Wm. C. Ellis, ce Bob Tripp, nd	Murray Cox, fd Ralph Widman, sd Carolyn Cole, wd	
WRR 1920	1310 5,000 DA-N	City of Dallas, Tex. Fair Park Station Tenision 6101	MBS, Texas State Net. Blair	Durward J. Tucker, gm & ce Mrs. Jerry Thompson, cm Richard Workman, pd	Pete Teddie, pmm John York, nd	Eddie Hill, sd Becky Phillips, wd	
WRR-FM 1948	Ch. 266(B) 101.1mc 65kw						
<b>DEL RIO</b> (Val Verde Co.)							
KDLK 1946	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 5-2431	KBS .....	Don R. Howard, p, gm & cm, pmm	Julius Sadosky, pd & nd Pat Jeter, ce	Roy Herbolt, fd Mary Hayes, wd	
<b>DENISON</b> (Grayson Co.)							
KDSX 1948	950 500 DA-2	KDSX, Inc. Hotel Denison 3400	.....	B. V. Hammond, Jr., p & mgr. (Denison) L. L. Hendrik, mgr. (Sherman)	Allen V. Hundley, Jr., sm William A. Duke, pd & nd Joseph D. Knight, ce	Nick Owen, fd John Clift, sd	
KRRV		(See Sherman listing)					
<b>DENTON</b> (Denton Co.)							
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144	.....	Harwell V. Shepard, p, gm, cm, pd, pmm, ce			
KDNT-FM 1947	Ch. 292 (A) 106.3mc .766kw						
<b>DUMAS</b> (Moore Co.)							
KDDD 1948	800 250-D	North Plains Bcstg. Corp. P. O. Box 337 2-5000	KBS, Best	Lucian W. Spencer, co-o William L. Spencer, co-o	Al Tremble, Jr., gm & cm William R. Lask, pd & ce	Royce Johnson, nd	
<b>EASTLAND</b> (Eastland Co.)							
KERC 1953	1590 500-D	Tri-Cities Bcstg. Co. of Eastland Co. 109½ S. Seaman St. 7	KBS	F. James Dabney, p & gm, fd Donna Moser, pd & wd	R. W. Scott, pmm Arthur Henderson, ce	Grover Lee, nd & sd	
<b>EDINBURG</b> (Hidalgo Co.)							
KURV 1947	710 250 DA-N	KURV, Inc. Box 480 3-2777	.....	Rogers Kelley, p J. M. McDonald, gm	I. D. Williams, ce Robert F. Dodson, pd	Charles Cummins, nd & sd	
<b>EL CAMPO</b> (Wharton Co.)							
KULP 1948	1390 500-D	Wharton County Bcstg. Co. Inc. Box 1390 1390	.....	Culp Krueger, p Robert R. Hathaway, gm & ce	V. Frank Jones, cm Jerry Werila, pd Chuck Schwartzkopf, nd	Bill Reading, fd & sd Mary Kunetka, wd	
<b>EL PASO</b> (El Paso Co.)							
KELP 1947	920 1,000-D	Trinity Bcstg. Corp. 4530 Delta St. 3-3658	ForJoe	Barton R. McLendon, p Gordon B. McLendon, exec. dir.	Joe Roddy, Jr., gm W. W. Fagette, cm Albert Cobb, pd	Dave Mott, ce Elmer Allen, nd	
KOKE (TV)	500-N DA-N						
KEPO 1948	590 10,000 DA-2	KEPO, Inc. 2419 N. Piedras St. 5-2731	ABC, Pearson	W. B. Pratt, p R. C. Hughes, gm Gene Rethmeyer, cm	Arthur B. Davis, pd & pmm John Harrison, nd E. L. Gemoets, ce	Marlin L. Haines, sd Polly Harris, wd	
KROD 1940	600 5,000	El Paso Times, Inc. 2201 Wyoming St. 2-6551	CBS, Southwest Net. Branham	Dorrance D. Roderick, p Bruce M. Barnard, Jr., gm Tom Wiseheart, cm Jud Melton, pd	Ken McClure, pmm Ed Talbott, ce Louis Hendricks, nd	Cecil Harrell, fd Ted Hunt, sd Lenore Dils, wd	
KROD-TV	DA-N						
KSET 1947	1340 250	Rio Grande Bcstg. Co. 904 Magoffin Ave. 3-2693	MBS, Intermountain, McGillivra	Fred T. Hervey, p Tom R. McKenna, exec. vp George E. Bullard, gm	E. Warren Pullen, cm Arthur D. Harlem, pmm Ed. A. Sullivan, ce	Jess Richardson, sd Ann Haggin, wd	
KTSM 1929	1380 1,000-D	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC, Hollingbery	Karl O. Wyler, p & gm Karl O. Wyler, Jr., secy.- treas.	Roy T. Chapman, vp & cm Jack B. Chapman, pd K. J. Walton, ce	John Phelan, nd & sd Conrey Bryson, fd	
KTSM-TV	500-N						
XEJ	(See Mexico listing)						
<b>FALFURRIAS</b> (Brooks Co.)							
KBPL 1953	1260 500-D	Ben L. Parker 104 North St. Marys 555	KBS	Ben L. Parker, p Albert C. Ryan, gm & cm	Eleanor L. Ryan, pd	Humberto Gomez, ce	
<b>FLOYDADA</b> (Floyd Co.)							
KFLD 1950	900 250-D	West Texas Bcstrs. Inc. Ralls Highway 900	KBS, Continental Radio	Wayne Robison, gm, cm, pd pmm & nd	W. M. Highfill, ce Carl Minor, sd	Alma Holmes, wd	

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<sup>1</sup> Stations are assigned fulltime, but divide time between two channels; NBC rides 820 kc clear channel, ABC rides 570 kc 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.



# Only BIG radio is BIG enough to reach BIG Texas...

Texans are where you find 'em!

In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.

Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but *omits* a heap of good people who are able to get their entertainment and information *only* by Radio!

In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.

Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest — or the tail is wagging the cow.

#### WFAA-820 MARKET

25%-100% NCS Area — SAMS, 1952

Population . . . . .	4,259,500
Households . . . . .	1,302,550
Radio homes . . . . .	1,276,460
Cons. spendable income . .	\$5,420,526,000
Retail sales . . . . .	\$4,489,567,000
Food sales . . . . .	\$ 996,882,000
Drug sales . . . . .	\$ 137,145,000
Genl. mdse. sales . . . . .	\$ 609,665,000
Apparel sales . . . . .	\$ 200,181,000
Home furnishings . . . . .	\$ 227,102,000
Automotive sales . . . . .	\$1,144,213,000

(Source: SRDS: 1954 CM)

#### WFAA-570 MARKET

25%-100% NCS Area—A. C. Nielsen, 1952

Population . . . . .	2,603,100
Households . . . . .	804,520
Radio homes . . . . .	792,110
Cons. spendable income . .	\$3,395,811,000
Retail sales . . . . .	\$2,888,483,000
Food sales . . . . .	\$ 612,416,000
Drug sales . . . . .	\$ 87,891,000
Gen. mdse. sales . . . . .	\$ 440,714,000
Apparel sales . . . . .	\$ 129,619,000
Home furnishings . . . . .	\$ 149,780,000
Automotive sales . . . . .	\$ 687,399,000

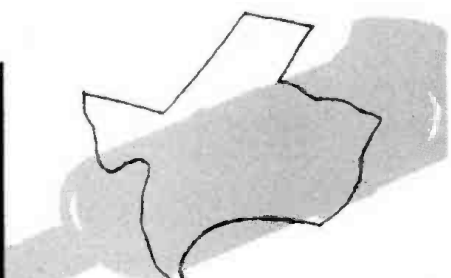
# WFAA

## 820 • 570

50,000 WATTS                      5000 WATTS

### DALLAS

NBC • ABC • TQN



ALEX KEESE, Station Manager  
 GEORGE K. UTLEY, Commercial Manager  
 EDWARD PETRY & COMPANY — National Representative  
 RADIO SERVICE OF THE DALLAS MORNING NEWS

TEXAS

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; 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; Sales Mgr. cm; Jody Singleton, ce	
<b>FT. STOCKTON</b> (Pecos Co.)						
KFST 1954	860 250-D	Clyde E. Thomas 107 East First 690	KBS	Clyde E. Thomas Sr., o James J. Parr, actg. gm & pd	C. T. Smith, cm Jody Singleton, ce	Nolan B. Conner, sd Frances Haynes, wd
<b>FT. WORTH</b> (Tarrant Co.)						
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp. P. O. Box 7321 Fortune 7175	.....	J. H. Speck, p & gm J. N. Mullan, cm	Walt Jones, pd & nd	Chester Grubbs, asst. mgr., ce
KCUL 1949	1540 10,000-D 1,000-N DA-2	East West Bcstg. Co. 3607 Camp Bowle Blvd. Sunset 6555	Best	Jas. G. Ulmer, p, gm & cm Maydell Wallace, pd	R. L. McAlister, ce	Puss Ervin, sd
KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Net. H-R Reps.	Gene L. Cagle, p & gm Charles B. Jordon, vp & asst. mgr.	D. C. Hornburg, sec.-treas. James T. Peterson, ce Porter Randall, nd	Dave Nangle, sd
KWBC 1946	970 1,000-D	Associated Bcstrs. Inc. P. O. Box 7115 Valley 1278	Gill-Perna	John J. Flood, Jr., p, gm J. R. Pipes, cm Linda Loftin, pd	Joe W. Evans, pmm Robert Christian, ce	Moses Cardona, nd Velma McEwen, wd
KXOL 1947	1360 1000 DA-N	Fort Worth Bcstg. Co. 3004 West Lancaster ED 1448	Forjoe	F. M. Skinner, p Earle Fletcher, gm, vp Hewel Jones, sim	Jerry Hahn, pd, pmm John R. Crouse, ce	Dick Smith, nd Augie Navarro, sd
WBAP 1922	820 50,000 570	Carter Publications 3900 Barnett Lockwood 1981	ABC, NBC, Texas Quality, Free & Peters	Amon G. Carter, chmn. Amon Carter, Jr., p Harold Hough, dir. George Cranston, gm	Roy Bacus, cm Ed Lally, pd Joe Wallace, pmm R. C. Stinson, ce	James Byron, nd W. A. Ruhmann, fd Bud Sherman, sd Margaret McDonald, wd
WBAP-TV 1949	5,000 DA-2 ST-WFAA					
WBAP-FM 1949	Ch. 263 (B) 109.5mc 5ikw					
<b>FREDERICKSBURG</b> (Gillespie Co.)						
KNAF 1947	1340 250	Gillespie Bcstg. Co. Box 311 311	MBS. Best	Arthur Stehling, p Norbert A. Fritz, gm, cm & ce	Walter Fuhrmann, fd	Alene Fritz, wd
<b>FREEPORT</b> (Brazoria Co.)						
KBRZ 1952	1460 500-D	Radio Station KBRZ, Inc. P. O. Box 1077 3-2655	KBS	Kelly Bell, p Kenneth Ferguson, gm Clifford Holloway, cm	Joe Darby, pd, nd Paul Wagonschein, ce	Jim Carroll, sd Janice Peterson, wd
<b>GAINESVILLE</b> (Cooke Co.)						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. 204 E. California St. Howard 5-5546	KBS Melville	Joe M. Leonard, Sr., p Joe M. Leonard, Jr., gm Earl Leonard, cm	Frank Francher, pd, nd & sd Jerry Talley, pmm & fd	Cordell Martin, ce Kathryn Gaffe, wd
<b>GALVESTON</b> (Galveston Co.)						
KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bcstg. Co. P. O. Box 1138 3-4329	Pearson	James W. Bradner, Jr., o, gm Roger Beane, cm	John Speciale, pd & sd Luke Strippling, ce	Charles Gray, nd Frances Kay Harris, wd
KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. 5-6676	Rambeau	Geo. Roy Clough, p, gm	Braden E. Clough, cm, pd, pmm	Lee D. Clough, ce
<b>GLADEWATER</b> (Gregg Co.)						
KSLJ 1949	1430 1,000-D	Gladewater Bcstg. Co. Box 1426 2181	East Texas Net., Best	C. A. Lee, p Tom Perryman, gm & cm	Dow Bushnell, pd Lloyd Johnson, ce	Shirley Graham, wd
<b>GONZALES</b> (Gonzales Co.)						
KCTI 1947	1450 250	Gonzales Bcstg. Co. P. O. Box 158 770	KBS, Cooke	Lawrence M. Walshak, ptrn. & gm	Frank Wilson, Jr., ptrn., cm, pd, pmm & ce	David Walshak, nd & sd
<b>GRAHAM</b> (Young Co.)						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1330	Melville	Clay E. Thompson Jr., p H. V. Newsom, gm, cm, nd & ce	Eugene Turner, pd & sd D. J. Chandler, fd	Alethea M. Albright, wd
<b>GREENVILLE</b> (Hunt Co.)						
KQVL 1946	1400 250	Truett Kimzey P. O. Box 1015 2066	MBS, KBS, Texas State Net., Pearson	Truett Kimzey, p Leo Hackney, gm & cm & pmm	Jimmy Jones, pd & nd S. E. Davis, ce	Bill Rust, sd Jackie Taylor, wd
<b>HAMILTON</b> (Hamilton Co.)						
KCLW 1948	900 250-D	Hamilton Bcstg. Co. Box 592 500	KBS	C. M. Hatch, co-o & gm	Coy Perry, co-o	Carl Knelly, ce
<b>HARLINGEN</b> (Cameron Co.)						
KGBT 1940	1530 50,000-D 10,000-N DA-N	Harbenito Bcstg. Co. P. O. Box 711 Garfield 3-3910	CBS, Pearson	McHenry Tichenor, p Bob McDonald, gm & fd L. S. Roberts, cm	Bob Burton, pd Harold Jones, ce	Jerry Fisher, nd & sd Sally Burrus, wd
<b>HENDERSON</b> (Rusk Co.)						
KGRI 1947	1,000 250	Henderson Bcstg. Corp. P. O. Box 311 4528		Roy B. Cannon, p W. C. Crawford, gm, cm, pmm	John T. Cauley, pd, nd, fd, sd	John M. Bolon, ce
<b>HEREFORD</b> (Deaf Smith Co.)						
KPAN 1948	860 250-D	Marshall Formby Box 868 860	Best	Marshall Formby, o Clint Formby, gm Sam Albright, cm	Chris Clark, pd, sd Dennis Surber, ce	Betty Massey, nd Jane Jones, wd

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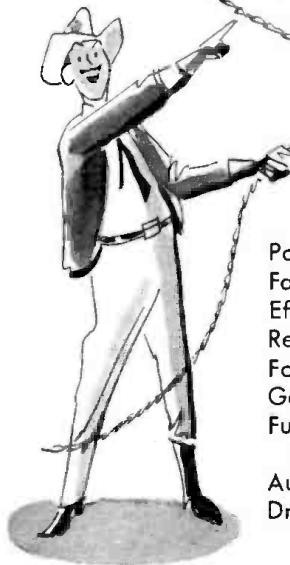
# REACH!



**more people . . . . .**  
**greater sales . . . . .**  
**biggest market . . . . .**

**. . . in the great Southwest  
 with WBAP 820-570**

Buy the stations that are way out front—that reach the heart of this fabulous market—the wealthy, buy-minded Southwest!



**WBAP-820 Market\***

Population .....	4,391,100
Families .....	1,308,400
Effective Buying Income	\$6,089,498,000
Retail Sales .....	4,564,597,000
Food Sales .....	985,133,000
General Merchandise .....	607,637,000
Furniture—Household—	
Radio .....	220,070,000
Automotive Sales .....	1,121,590,000
Drug Sales .....	139,342,000

**WBAP-570 Market\***

Population .....	2,500,100
Families .....	761,000
Effective Buying Income	\$3,784,375,000
Retail Sales .....	2,801,768,000
Food Sales .....	593,549,000
General Merchandise .....	436,046,000
Furniture—Household—	
Radio .....	134,764,000
Automotive Sales .....	642,292,000
Drug Sales .....	86,684,000

\*Sales Management, May 10, 1954

Based on 25%-100% Coverage Sams Spring 1952 Report

**WBAP** **AM ★ FM ★ TV**  
**820 ★ 570 ★ CHANNEL 5**

STAR-TELEGRAM STATIONS • ABC — NBC • FORT WORTH, TEXAS

AMON CARTER  
Chairman

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, INC. — National Representatives



TEXAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. v; 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.
<b>HILLSBORO</b> (Hill Co.)					
	KHBR 1948	1560 250-D	Hill County Bcstg. Co. P. O. Box 317 2-3431	KBS Best, Melville	Ross Bohannon, p Nelson W. Galle, gm, cm J. K. Lane, Jr., pd, sd Gordon E. Guest, pmm Billy Eugene Stanley, ce Lee Roy Smith, nd
<b>HOUSTON</b> (Harris Co.)					
	KCOH 1948	1430 1000-D	Call of Houston Inc. 1 Main St. Charter 1888	Nat'l Negro Net. Gill-Perna O'Connell	William A. Smith chmn. of bd. Robert C. Meeker, p & gm Robert E. Mulvey, cm
	KLBS 1948	610 5000 DA-2	Howard Bcstg. Corp. Milby Hotel Preston 1161	Walker Rep.	Howard W. Davis, p Howard L. Burris, vp Glenn Douglas, gm Bill Pelham, pd Jack Rollings, pmm Glenn M. Cook, Jr., ce
	KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p David H. Morris, gm Bill Lightfoot, cm Ken Grant, pd & sd Jackie Naylon, pmm Harry Smith, nd Bob Byron, sd
	KPRC 1925	950 5,000 DA-N	The Houston Post Co. P. O. Box 1234 Madison 9271	NBC, Texas Quality Net. Petry	W. P. Hobby, p Jack W. Harris, gm Jack McGrew, cm Francis Sullivan, pd Kirt Harriss, pmm Harvey Wheeler, ce Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd
	KPRC-FM 1946	Ch. 275 (B) 102.9mc 48kw			
	KTHT 1944	790 5,000 DA-2	Texas Radio Corp. P. O. Box 3011 KEystone 5535	MBS, H-R Reps.	Robert Straus, p Sam H. Bennett, gm & cm Johnny Goodman, pd Mildred Davis, pmm Tommy Sasser, pmm O. B. Johnson, ce Tim Osborne, nd Ted Nabors, fd Loel Passe, sd Katie Houston, wd
	KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS, Texas Bcstg. Sys. Texas State Net. Blair, Brown	B. F. Orr, p Ray Herndon, m Ray Bright, sim Tom Jacobs, pd Heien Bender, pmm Tom L. Hiner, c tech. adv. Bob Hart, nd George Roesner, fd
	KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw			
	KXYZ 1941	1320 5,000 DA-N	Shamrock Bcstg. Co. 5th Fl. Gulf Bldg. Capitol 6151	ABC, Avery-Knodel	Glenn H. McCarthy, p Fred Nahas, gm Ted Hills, cm, sm Kenneth Bagwell, pd & fd Wayne Thompson, pmm Gerald R. Chinski, ce Roland Baker, nd Guy Savage, sd Joy Mladenka, wd
	KYOK 1947	1590 5,000 DA-N	KYOK Inc. 412 Main St. Preston 3108	Pearson	Jules J. Paglin, p Stan W. Ray, Jr., vp & gm Cal Perley, gm Bob Mabry, cm Harry Smith, pd & pmm Charles Hoge, ce Louise Weaver, wd
<b>HUNTSVILLE</b> (Walker Co.)					
	KSAM 1938	1490 250	Huntsville Bcstg. Co. P. O. Box 312 30	MBS, KBS	M. B. Cauthen, ptrn. & pmm Theodore F. Lott, ptrn. & gm, nd Roy Greer, cm & pd Jack Nichols, ce Wesley Sherrill, fd
<b>JACKSONVILLE</b> (Cherokee Co.)					
	KEBE 1947	1400 250	Bill A. Laurie Pierce Lane & Lake Sts. 2211	East Texas Net.	Bill A. Laurie, o, gm & pmm Mrs. Emc Laurie, pd Donald Burroughs, ce Dick Pickens, nd Chas. H. Wilson, fd Ben Erie Laurie, sd Annelie Womack, wd
<b>JASPER</b> (Jasper Co.)					
	KTXJ 1948	1350 1,000-D	Jasper Bcstg. Co. P. O. Box 6090 580	East Texas Net. Best	Joe J. Fisher, co-o Joe H. Tonahill, co-o R. D. Howell, bus. mgr. Harold G. Pendergast, cm & sm James Brasher, pd Fred Smith, ce, nd, sd Juanice Aud, wd
<b>JUNCTION</b> (Kimble Co.)					
	KMBL 1951	1450 250	Kimble Co. Bcstg. Box 597 2768	KBS	Farrell M. Brooks, p, gm, cm & ce, nd, fd & sd Norma Sue Brooks, pd & wd
<b>KENEDY</b> (Karnes Co.)					
	KENN (CP)	990 250-D	Kenedy Bcstg. Co.		
<b>KERMIT</b> (Winkler Co.)					
	KERB 1950	600 1,000-DA-D	KERB Inc. Highway 302 3481		G. H. Cook, p H. J. Porter, evp, gm, cm Ray Boyd Kilman, pd, nd, sd Bobby Shackelford, ce

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**No Matter How You Look at it ...**

When You Buy Radio (Morning, Noon, or Night), it's ...

**K-NUZ**

**RADIO RANCH**

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

**LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD**

NATIONAL REP.: FORJOE AND COMPANY

IN HOUSTON: DAVE MORRIS, KE-2581

**... IN HOUSTON**

# Only the Best STAYS First

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 29 years, KPRC has shown top results because of leadership in popular live local programs . . . top local news coverage . . . audience rating . . . cost per thousand . . . coverage . . . network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

**KPRC**  
**HOUSTON**

*First*

- FIRST** in Circulation
- FIRST** in News
- FIRST** in Ratings
- FIRST** in Local Talent
- FIRST** in Live Shows
- FIRST** in Merchandising and Promotion
- FIRST** in Public Service
- FIRST** in Physical Equipment

NBC and TQN on the Gulf Coast  
**JACK HARRIS**  
Vice President and General Manager  
Nationally Represented by  
**EDWARD PETRY & CO.**

# TEXAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; sim; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>KERRVILLE</b> (Kerr Co.)					
KERV 1948	1230 250	Kerrville Bcstg. Co. Junction Highway 900	MBS. Best	W. Scott Schreiner, p Leonard L. Johnson, gm, nd, sd	Charles F. Braun, cm Wanda Oster, pd Clyde Jones, ce Guy Powell, fd Virginia Ward, wd
<b>KILLEEN</b> (Bell Co.)					
KLEN (CP)	1050 250-D	Highlite Bcstg. Co.			
<b>KILGORE</b> (Gregg Co.)					
KOCA 1938	1240 250	Radio Sta. KOCA, Inc. Box 989 2001	KBS, East Texas Net.	Roy G. Terry, p H. A. Degner, gm	Wayne Douglas, cm & sd J. W. Maintz, ce
<b>KINGSVILLE</b> (Kleberg Co.)					
KINE 1948	1330 1,000-D	Radio Sta. KINE, Inc. 205 East King St. 2-2822	Best	James H. Clement, p Ben A. Glusing, gm	Eston R. Pace, cm & sm R. T. Whitaker, ce Jake Trussell, sd
<b>LAMESA</b> (Dawson Co.)					
KPET 1947	890 250	Lamesa Bcstg. Co. 502 South First St. 2404	KBS	R. O. Parker, ptnr. Bob Bradbury, gm	Robert Harris, cm & sd Geneva Crutcher, pd Roland Ouelette, ce
<b>LAMPASAS</b> (Lampasas Co.)					
KCYL 1952	1450 250	Lampasas Bcstg. Corp. Box 149 1000	Best	V. Dean Turner, p, gm & cm, nd Gene Reithmyer, pd	Dennis Sullivan, pmm Joe Morgan, ce Harrison Stevens, fd John Brandon, sd Warahdene Wheeler, wd
<b>LAREDO</b> (Webb Co.)					
KVOZ 1952	1490 250	Border Bcstrs. Inc. Box 1498 3-3496	MBS, KBS, Pearson	Edward J. Harpole, p Burney Jones, gm Jack Senter, cm	Hector Garcia, pd Frank Manuel, ce Neil Gilligan, sd Evelyn Jones, wd
<b>LEVELLAND</b> (Hockley Co.)					
KLVT 1949	1230 250	Forrest Weimhold Farm & Market Hiway 1030		Forrest Weimhold, o Joe Garrison, gm & sd Bob Garrison, cm	Gil Patschke, pd & ce Bob Durham, pmm Bob Voss, nd Artie Forehand, fd
<b>LITTLEFIELD</b> (Lamb Co.)					
KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400	KBS	J. C. Rothwell, p J. B. McShan, gm & cm	Othell Whitson, pd & wd Frank Bonner, ce Bill Hinz, nd Dick Curd, sd
<b>LONGVIEW</b> (Gregg Co.)					
KFRO 1935	1370 1,000 DA-N	Voice of Longview Curtis Bldg. Plaza 3-4461	ABC, KBS, Texas State Net. Cooke	James R. Curtis, p	John Allen, cm
KLTI 1948	1280 1,000-D	Letourneau Radio Corp. P. O. Box 1886 Plaza 8-4496	Pearson	R. G. Letourneau, p Lynn Williams, gm	George Warwick, cm Ruby J. Cooper, pd, pmm Kenneth D. Maxwell, ce
KTLI-FM 1948	Ch. 290(B) 105.9 9.8kw				
<b>LUBBOCK</b> (Lubbock Co.)					
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 5600 Avenue A Sherwood 4-1414	NBC, Texas State Net., Texas Quality Net. Raymer	Joseph H. Bryant, p & gm Robert L. Snyder, asst. mgr. Leroy Land, cm	Dudley Williams, pd & sd Jack Tippit, pmm Frank Lee, ce Joe Gilbert, nd Stuart Condron, fd Betty Ebeling, wd
KDAV 1953	580 500-D D^A-D	KDAV, Ltd. P. O. Box 1319 Sherwood 4-4587	Hal Falter	D. P. Pinkston, p & gm W. J. Duncan, pd	Walt Lawson, ce Corwin Riddell, nd E. J. Watkins, fd
KDUB 1954	1340 250	Texas Telecasting Inc. 7400 College Avenue Sherwood 4-2345	Avery-Knodel	W. D. Rogers, p, gm George Collie, cm Roy Trent, pd, nd & fd	W. H. Shipley, pmm Rudy Stornes, ce Ken Cariker, sd Edith Bennett, wd
KDUB-TV 1927	790 5,000-D 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J. Porter 5-5567	CBS, Katz	W. B. Walker, p Gordon Thompson, gm Leon Harris, cm	Robert A. Nash, pd, nd Dan Tarpley, pmm W. S. Bledsoe, ce Jack E. Creel, fd Jack Dale, sd Peggy Bell, wd
KLLL 1953	1480 500-D	McMa Agency 52nd & Magnolia St. 4-1460	KBS. Indie	R. B. McAlister, co-o & gm	Grady Franklin Maples, co-o Glenn Smith, ce
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. 1916 Ave. Q Porter 3-0484	ABC, Rambeau Melville	Walter G. Russell, p M. M. Rochester, gm & pmm Winton Kyle, cm	Wes Youngblood, pd & sd Roger V. Hively, ce H. I. Kiefer, nd Betty McCramey, wd
<b>LUFKIN</b> (Angelina Co.)					
KRBA 1938	1340 250	Darrell E. Yates 110 S. First P. O. Box 755 3-6861	ABC, KBS Continental	Darrell E. Yates, o, gm & cm Virginia Fenley, pd & wd	Thomas Lubke, pmm Ambrose Maxim, ce Lewis Sundquist, nd Woodrow Behannon, sd Morris Blades, fd
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 3-7771	MBS, East Texas Net. Venard, Rintoul & McConnell, Melville	R. W. Wortham, Jr., p Richman G. Lewin, vp & gm Jim Saxon, cm Royce Christenson, pd	Ernestene Trahan, pmm Fred C. Hill, ce Jack Harrison, nd Hampton Keathley, fd Noel Passe, sd Elizabeth Calloway, wd
<b>MARLIN</b> (Falls Co.)					
KMLW 1953	1010 250-D	KMLW, Inc. Marlin Waco Hi-Way 6 6-2551	.....	Charles R. Reagan, p Hugh M. McBeath, o & gm	Duane W. Ramsey, cm & pmm, nd Jerry S. Hughes, pd H. P. Hicks, ce

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TEXAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. M. R. Eben, cm Mack Newberry, pd	
<b>ORANGE</b> (Orange Co.)						
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-4381	KBS Best	M. L. Jacobs, p Ed Lovelace, exec. vp & gm	Frank Dusenbury, cm Dean Durham, ce, sd	Ralph Ramos, nd Dean Durham, se
<b>PALESTINE</b> (Anderson Co.)						
KNET 1936	1450 250	Palestine Bcstg. Corp. Hotel O'Neill 8688	KBS, East Texas Net.	Allen E. Vinson, p & gm Milton E. Evans, cm	Marvin Crain, pd Don Norton, pmm & sd	Dave Schmidt, Jr., ce Marian Boland, wd
<b>PAMPA</b> (Gray Co.)						
KPAT 1951	1230 250	J. C. Daniels Ent. 4-2551	KBS	J. C. Daniels, p Larry Gordon, gm John Ross Babcock, cm & pmm	Elbert Goodnight, pd John Ross, nd Al Goodnight, sd	Harry Kelly, fd Helene Madeva, wd
KPDN 1938	1340 250	Top O' Texas Bcstg. Co. Hughes Bldg. 4-7461	MBS, Best	Coy Palmer, ptrn. Warren Hasse, ptrn. & sd	K. L. Fancher, cm Gordon Hollenbeck, ce	Henry S. Gordon, nd Jack Scott, fd
<b>PARIS</b> (Lamar Co.)						
KFTV 1950	1250 500-D	Lamar Bcstg. Co. Inc. 210 First Natl Bank Bldg. 4-6876	Best	D. W. Brawner, p James F. Hendrix, gm	Elzie B. Parker, cm Dallas Turner, pd	Travis Fodge, ce
KPLT 1953	1490 250	North Star Bcstg. Co. Inc. P. O. Box 235 3-3311	ABC, Texas State Net. Pearson	Fred Kincaid, p & gm, sd M. R. Eben, cm Bill Davis, pd, nd	Virginia Jessee, pmm Paul H. Daniels, ce	Jeff Methven, fd Margie Lou Hubbard, wd
<b>PASADENA</b> (Harris Co.)						
KLVL 1950	1480 1,000-D 500-N DA-N	Fleix H. Morales 1815 Pasadena Blvd. Grand 2-1361	Oakes	Felix H. Morales, p & gm A. G. Rodriguez, cm	Joseph Morales, pd	Donald Gulihur, ce
<b>PECOS</b> (Reeves Co.)						
KIUN 1935	1400 250	Jack W. Hawkins & Barney H. Hubbs 318 South Cedar 999	MBS, KBS, Cactus State Net. Southwest Net.	Jack W. Hawkins, ptrn. & gm David Martin, sm, cm	Jack James, pd Barney Hubbs, pmm Harry Boehnemann, ce	Jim Lundquist, sd Louise Hawkins, wd
<b>PERRYTON</b> (Ochiltree Co.)						
KEYE 1948	1400 250	Great Plains Bcstg. Co. 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm & cm	Kenneth Roller, pd G. K. Rupprecht, pmm	Coy Thompson, ce Mrs. Irvin R. Buchanan, wd
<b>PLAINVIEW</b> (Hale Co.)						
KVOP 1944	1400 250	KVOP, Inc. 1100 West 24th St. 4-2771	MBS, KBS	W. J. Harpole, p Kermit Ashby, gm Tut Tawwater, cm & sd	Douglas Sewell, pd & nd Wes Carpenter, pmm Hugh Smith, ce	Perry Bowser, fd Lurine Dudley, wd
<b>PLEASANTON</b> (Atascosa Co.)						
KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. P. O. Box 247 4871	KBS, Best	Ben L. Parker, p & gm, nd, fd Arthur Terrell, cm	William Hilburn, pd & pmm Mona Parker, ce	Willie Nelson, sd Mary Elizabeth Parker, wd
<b>PORT ARTHUR</b> (Jefferson Co.)						
KOLE 1947	1340 250 1250	Port Arthur Bcstg. Co. 400 Fourth St. 2-9436		Socs Vratiss, ptrn., gm, ce & sd		
KPAC 1934	5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 57458	MBS, Pearson	J. W. Williams, p Marjorie R. Vickers, gm Gordon Baxter, Jr., cm Mack Newberry, pd	Corinne Enos, pmm Glenn Boatright, ce Glenn Earle, nd	George Crouchet, Jr., fd Lester Ledet, sd Letha Lee Capland, wd
<b>QUANOH</b>						
KOLJ 1952	1150 500-D	Orville L. Jenkins P. O. Box 586 654	KBS	Orville L. Jenkins, o. gm & co-pd Bob Stabler, slm & co-pd	Richard O. Dormier, ce Richard Newton, nd	J. R. Chism, sd Kay Dunn, wd
<b>ROSENBERG</b> (Ft. Bend Co.)						
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 832 Northfield 2-3776	.....	Mart Cole, p Jim Hairgrove, exec. vp & gm, cm	Paul Collins, traffic chief Bill Sloan, loc. slm Frank Wood, ce	C. M. Jefferys, nd & fd Paul Collins, sd
<b>SAN ANGELO</b> (Tom Green Co.)						
KGKL 1928	960 5,000-D 1,000-N DA-N	Angelo Bcstg.- Telecasting Co. St. Angelus Hotel 6715	ABC, Texas State Net. Pearson	Lewis O. Seibert, p, gm & pmm	Robert Workman, cm Franklin Rainey, pd, nd	William Poteet, ce Robert Milburn, sd
KPEP (CP)	1420 1,000-D	Concho Bcstg. Co. P. O. Box 1350		D. P. Pinkston, p	Al McKinley, gm	
KTKL 1947	1340 250	Westex Bcstg. Co. Inc. Box 1271 7183	MBS, Melville	A. D. Rust, p B. P. Bludworth, sec.-treas. J. Harley Hubbard, gm	Sealy Smith, cm, pd & pmm, sd	Robert Benson, ce John Lyon, fd
KTXL-TV KWFR (CP)	1260 1000-D	Solar Bcstg. Co. P. O. Box 3103				
<b>SAN ANTONIO</b> (Bexar Co.)						
KCOR 1946	1350 5,000-D	KCOR Inc. 310 S. Flores Capitol 2-1301	O'Connell	R. A. Cortez, p Nathan Safir, gm Bill Lamar, cm Fred Romero, pd, sd	Raoul A. Cortez, Jr., pmm Marvin L. Fiedler, ce Gustave Rangel, nd	Rogelio Frias, fd Lydia de Garay, wd
KCOR-TV	1,000-N DA-2					
KENS 1928	680 50,000-D	Express Pub. Co. Milam Bldg. Capitol 6-3126	CBS, Texas State Net. Free & Peters	Frank G. Huntress Jr., p Albert D. Johnson, gm Bill Joekel, Texas slm	Bill Terry, pd Robert Miller, pmm Bill Jackson, ce Ford Mitchell, nd	Bill Shomette, fd Jim Wiggins, sd Monette Shaw, wd

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**CBS**

# Sales Power

COMBINED WITH TOP-NOTCH

**LOCAL**

# Sales Power

SAN ANTONIO  
TEXAS  
America's 25th City



**BILL SHOMETTE**  
Texas Farm & Ranch Hour  
5:00 to 7:00 am  
Monday thru Saturday



**FORD MITCHELL**  
KENS News Editor  
Five daily newscasts  
Monday thru Saturday



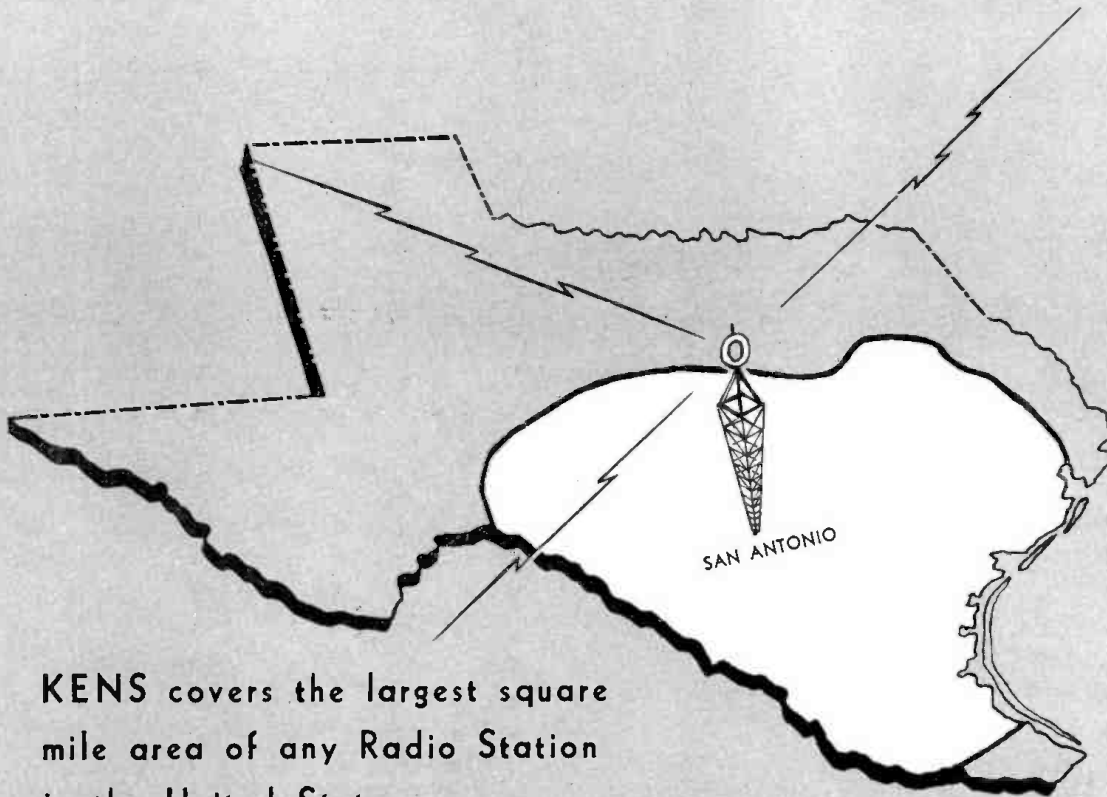
**MONETTE SHAW**  
KENS Woman's Editor  
3:30 to 4:00 pm  
Monday thru Friday



**BILL TERRY**  
Today's Top Ten  
4:00 to 5:30 pm  
Monday thru Friday



**TIM COLLINS**  
680 Sun Dial  
7:30 to 9:00 am  
Monday thru Friday



KENS covers the largest square  
mile area of any Radio Station  
in the United States

**KENS**  
680 CBS  
EXPRESS-NEWS STATION  
50,000 WATTS  
10 KW NIGHTS

Owned and Operated by the  
EXPRESS PUBLISHING CO.

Owners of

**San Antonio Express**

**SAN ANTONIO NEWS**

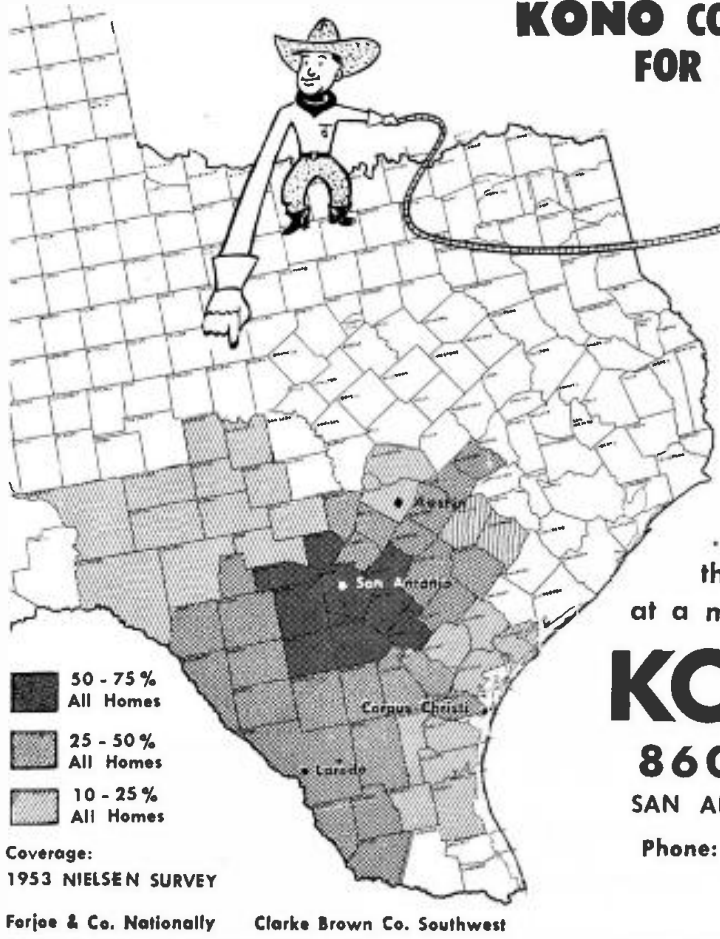
**KENS-TV 5**

Represented Nationally by **FREE and PETERS**

# TEXAS

City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>SAN ANTONIO—(Cont.)</b>					
<b>KEXX</b> 1953	1250 500-D	Leal Bcstg. Co. Inc. 403 North Flores St. Capitol 7-6373	McGillvra	Manuel D. Leal, p & gm M. Davila, cm Raul Rodriguez, pd	J. Perez Del Rio, pmm Charles F. Harris, ce Jose Barrios, nd, sd Kelly Wofford, cm Stanley F. Nelson, pd
<b>KITE</b> 1947	930 1,000-D	Charles W. Balthrope 432 Transit Tower Capitol 6-3111	Pearson	Charles W. Balthrope, p Alex A. Coe, gm & pmm	John M. Siercovich, ce Coit E. Butler, Jr., nd
<b>KITE-FM</b> 1949	Ch. 247 (B) 97.3mc 8.3kw				
<b>KIWW</b> 1948	1540 250-D	Good Neighbor Bcstg. Co. Inc. 518 W. Houston Capitol 6-5254	Natl. Time Sales	Jose Olivares, p L. E. Richards, gm & cm, ce Jose de Arratia, pd	R. E. Johnson, pub. relations Delis Negron, nd
<b>KMAC</b> 1926	630 5,000 DA-2	Howard W. Davis 222-24 W. Commerce St. Capitol 3-8211	MBS, Texas State Net. Walker	Howard W. Davis, p & gm	A. S. Besson, pd
<b>KISS (FM)</b> 1946	Ch. 258 (A) 99.5mc 12.87kw	(KMAC, Am Affiliate)			
<b>KONO</b> 1927	880 5,000-D 1,000-N DA-N	Mission Bcstg. Co. Inc. 317 Arden Grove Capitol 6-5171	Forjoe, Brown	Eugene J. Roth, p James M. Brown, vp, gm Jack Roth, treas.-asst. gm & pmm	Bob Roth, sec., cm Robert F. Jenkins, pd George W. Ing, ce
<b>KONO-FM</b> 1948	Ch. 225 (B) 92.9mc 4.4kw				
<b>KTSA</b> 1928	550 5,000 DA-N	Sunshine Bcstg. Co. 1130 Broadway Capitol 7-1251	ABC Raymer	O. R. Mitchell, p Charles D. Lutz, gm & cm Harold D. Carr, pd	W. G. Egerton, ce John W. Scott, nd
<b>KTSA-FM</b> 1949	Ch. 268 (B) 101.5mc 15kw				
<b>WOAI</b> 1922	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221	NBC Texas Quality Net. Petry	Hugh A. L. Halfp, p James M. Gaines, gm, vp Rex Preis, cm	Barclay Russell, pd James F. Anderson, pmm Charles Jeffers, ce
<b>WOAI-TV</b>					
<b>SAN MARCOS</b>					
(Hays Co.) <b>KCNY</b> 1948	1470 250-D	Central Bcstg. Co. Traffic Circle 888	O'Connell	Edward C. James, p	Lloyd McClure, sm & cm Edward Ruffin, pd
<b>SEGUIN</b>					
(Guadalupe Co.) <b>KWED</b> 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580	.....	Garfield Kiel, p Stan McKenzie, gm, cm Henry Lehnhoff, pd & nd	Louie Sowders, ce John Morel, fd

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## KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY ... 61 RICH COUNTIES WITH \$1,750,000,000 RETAIL SALES

... a Big share of the Biggest State at a minimum of cost!

# KONO

## 860 K. C.

### SAN ANTONIO, TEXAS

Phone: CAPITOL 6-5171

### MARKET DATA

Source: 1954 Consumer Markets

Radio Homes	475,970
Population	1,788,300
Households	489,680
<b>Total Retail Sales</b>	<b>\$1,759,100,000</b>
Food	394,159,000
Eat & Drink	110,851,000
Drug	52,893,000
Gen. Mdse	181,881,000
Apparel	94,966,000
Home Furnishings	83,278,000
Automotive	384,577,000
Filling Station	113,473,000
Build. Mat. & Hdwe.	175,081,000
<b>Consumer Spendable Income</b> .....	<b>2,250,312,000</b>
Con. Sp. Inc./HH	4,594
Retail Sales/HH	3,592
<b>Farm Population</b>	<b>269,906</b>
Farm Households	72,830
Radio Farm Homes	70,240
Total Farms	69,613
Gross Farm Income	588,387,000
*Gross Income/Farm	8,452

\*37% over U. S. average

Coverage:  
1953 NIELSEN SURVEY

Forjoe & Co. Nationally      Clarke Brown Co. Southwest

**SEMINOLE**  
(Gaines Co.)

KSMI 1250 Seminole Bcstrs. Clint Formby, co-o H. W. Blymiller, gm, cm Lucy Perry, wd  
1954 1,000-D 400 South Main St. Marshall Formby, co-o Kenneth Hightower, ce

**SEYMOUR**  
(Baylor Co.)

KSEY 1230 William C. Moss, p, gm & cm Hugh E. Neeld, pmm, nd Hal Fees, fd & sd  
1950 100 Box 1191 Elizabeth L. Moss, pd, wd Richard Dorimer, ce

**SHAMROCK**  
(Wheeler Co.)

KEVA 1580 Shamrock Tex. Bcstg. Best Dick Dean, gm Barbara Dean, pd Chunk Wooley, nd & sd  
1949 250-D Co. P. O. Box 21 620

**SHERMAN**  
(Grayson Co.)

KDSX (See Denison listing)  
KRRV 910 Red River Valley Bcstg. MBS, Tom E. Spellman, p & gm Tom John, ce Walter Vaughn, sd  
1936 1,000 P. O. Box 665 Texas State Net. George M. Myers, cm Don Traphagen, fd Dorothy Cox, wd  
DA-1 201 Pearson Earl Ellington, pd, nd  
KTAN 1500 Howard L. Burris, p KBS, James T. Shelton, asst. mgr. Bryon Harrison, nd  
1947 250-D Box 661 Best William A. Jaco, gm, pmm & ce, fd Bill Dariland, pd & sd Laura Belle Foster, wd

**SINTON**  
(San Patricio Co.)

KANN 1590 San Patricio Bcstg. Co. Pearson Tom C. Fleet, p & gm J. H. Fleet, pmm Ed Winton, sd  
1954 1,000-D P. O. #1091 Princess J. Fleet, asst. mgr. Laudell Stewart, ce Vivian Russell, wd  
DA-D 84 Jack Peart, cm Ernie Wood, nd

**SNYDER**  
(Scurry Co.)

KSNY 1450 Snyder Bcstg. Co. MBS J. T. Hughes, p, gm Mel Z. Gilbert, cm Jim Pilant, ce  
1949 250 Box 1468 Continental Wendell Mayes, Sr., vp Zeb Williams, pd, nd, sd 3-5451 Radio Sales

**STAMFORD**  
(Jones Co.)

KDWT 1400 David W. Ratliff MBS David W. Ratliff, p & gm Erick Henske, pd & ce Keith Dodd, wd  
1947 250 1400 George E. Morey, cm & sd Bill Cole, fd

**STEPHENVILLE**  
(Erath Co.)

KSTV 1510 Stephenville Bcstg. Co. Galen O. Gilbert, p & gm, fd Bill Bentley, pd, nd Floyd Jeter, ce  
1947 250-D Box 102 Jim Farr, cm John Dyer, pmm & sd Lindsey 3141 Wanda Pack, wd

**SULPHUR SPRINGS**  
(Hopkins Co.)

KSST 1230 Hopkins County MBS, William E. Bradford, Jr., p & Lona Long, pd & wd Margaret Thomas, nc  
1947 250 Bcstg. Co. KBS, gm, ce Delray Funderburk, pmm Jim Anderson, fd  
P. O. Box 284 1230 Clovis Pinion, cm & sd

**SWEETWATER**  
(Nolan Co.)

KXOX 1240 Radir & News Inc. MBS, J. S. McBeath, p B. F. Kelly, ce Ed Alexander, sd  
1939 250 P. O. Box 570 KBS, James T. Allen, gm Don Brooks, nd Fay Broadwell, wd  
4655 Elwood Fritch, cm

**TAYLOR**  
(Williamson Co.)

KTAE 1260 KTAE, Inc. Gillis Conoley, p & gm Harry Gaines, pmm Gene Fondren, sd  
1948 1,000-D 121 East Second John Webby, cm Gordon Rainey, ce Karine Gilstrap, wd  
1280 Fred Switzer, pd, nd & fd

**TEMPLE**  
(Bell Co.)

KTEM 1400 Bell Bcstg. Co. MBS Frank W. Mayborn, p George Slocum, pd Gaylon Christy, fd  
1936 250 17 South Third Dale S. Phares, gm John O'Brien, pmm, nd Haynie Hall, sd  
Prospect 3-5252 Ralph Weedon, sm Robert Meadows, ce Barbara Barry, wd

**TERRELL**  
(Kaufman Co.)

KTER 1570 Terrell Bcst. Corp. Paul A. Wnorowski, p & gm Dean Tiller, pd R. J. Smith, sd  
1950 250-D State & Walnut Sts. Bill Collins, cm & pmm Martin Pitte, ce & fd Rudy Johnson, wd  
44497

**TEXARKANA**  
(Bowie Co.)

KCMC 1230 KCMC, Inc. ABC, C. E. Palmer, p Frank O. Myers, gm Harvey Robertson, ce  
1932 250 315 Pine St. Texas State Net. Venard, Rintoul & McConnell

KCMC-FM Ch. 251 (B) 98.1mc 1.4kw  
1945

KOSY 790 Gateway Bcstg. Co. MBS, Dr. W. Decker Smith, ptrn. Bill Mitchell, pd Herman Cecil, cm, nd  
1951 1,000-D Wadley Bldg. Razorback, A. L. Davis, ptrn. Walt Richardson, pmm, sd Carl Nethery, wd  
500-N 22-3771 Pearson Tom Dillahunt, gm Charles Mathis, Jr., ce  
DA-N

KTFS 1400 KTFS, Inc. KBS, Arthur D. Smith, Jr., p & gm Joe Turbyfill, ce & nd Margaret McDonell, wd  
1946 250 4325 North Stateline Ave. Les Eugene, vp & sm, fd George Dobson, sd 3-5123

**TEXAS CITY**  
(Galveston Co.)

KT LW 920 Texas City Bcstg. Co. KBS J. G. Long, p Joanne Gilliam, pd, pmm, Leon Giles, ce  
1947 1,000-D Box 631 Cleve Griffin, gm wd Boyd Porter, Jr., cm 54418

**TULIA**  
(Bowie Co.)

KTUE 1260 Tulia Bcstg. Co. Clint Formby, p Tommy C. Hulsey, gm Robert G. Furrington, ce  
(CP) 1,000-D 110 N. Armstrong 5-3531

**TYLER**  
(Smith Co.)

KGKB 1490 Lucille Ross Lansing, p MBS, Lucille Ross Lansing, p Edwin Smith, pd & fd John Lenox, sd  
1930 250 General Delivery Gerry Lansing, gm & cm, nd Hudson Collins, ce 2-3873

KLTV (TV) 600 Blackstone Bcstg. Co. ABC, Mrs. C. N. Clyde, p Bill Orum, pd & sd George Gunter, nd  
1947 500-D Blackstone Hotel David Bothwell, pmm Bob Murdoch, fd Valdia House, wd  
1,000-N 4-7278 & McConnell, Melville R. A. Wileman, ce  
DA-N

**UVALDE**  
(Uvalde Co.)

KVOU 1400 E. J. & W. J. Harpole MBS E. J. Harpole, p Al Mason, pd, nd, fd & sd Walter Herbort, ce  
1947 250 Box 758 Bob Hicks, gm & cm Frank Pickens, pmm Sally Robinson, wd  
717

TEXAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations 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.
<b>VERNON</b> (Wilbarger Co.) KVWC 1939	1490 250	Northwestern Bestg. Co. 1813½ Wilbarger St. 2-6221	Clark Melville	James E. Doyle, p, co, gm & cm James Risner, pd George Hampton, ce
<b>VICTORIA</b> (Victoria Co.) KNAL 1949 KNAL-TV	1410 500 DA-N	Victoria Bestg. Co. Inc. 120 W. Forrest Hilcrest 3-9176	Best	A. B. Alkek, p James A. Traber, gm Warren Dentler, cm Robert J. Smith, pd R. Frank Nance, pmm Douglas E. Smith, ce Warren Dentler, nd Charles Lewis, fd Jimmy Traber, sd Vina Burris, wd
KVIC 1939	1340 250	KVIC Bestg. Co. Inc. Victoria Bank & Trust Bldg. Hilcrest 3-9171	MBS	J. G. Long, p Wm. C. Burks, gm & cm Wilburn Jackson, pd & pmm Victor Boldt, ce Pat Reed, sd & nd Cliff Berkman, fd Winnie Prasek, wd
<b>WACO</b> (McLennan Co.) KWTX 1946	1230 250	KWTX Bestg. Co. Inc. P. O. Box 3128 3-7331	MBS Everett- McKinney	W. W. Naman, p M. N. Bostick, vp, gm John M. Brinegar, cm Charles D. Hinkle, pd Harry L. Gillam, pub. service, pm William Moore, ce William O. Stinson, nd John C. Watkins, fd Frank Fallon, sd Marvel Russell, wd
WACO 1922	1460 1,000 DA-N	WACO Bestg. Co. 3820 Franklin Ave. 2-6571	ABC, Texas State Net. Weed	Gene L. Cagle, p R. E. Lee Glasgow, gm Daniel D. Hayslett, cm Goodson McKee, pd, nd & sd Jesse H. Dove, ce Charles Rankin, fd Mary Holliday, wd
<b>WAXAHACHIE</b> (Ellis Co.) KBEC (CP)	1390 500-D-DA DA-D	Ellis County Bestg. Service, Ltd. Highway 287-SE		W. Richard Tuck, Jr., p & gm c/o KBBA Benton, Arkansas
<b>WESLACO</b> (Hidalgo Co.) KRGV 1927 KRGV-TV	1290 5000 DA-N	Taylor Radio & TV Corp. 201 Border 375	NBC, Texas Quality Net. Raymer	O. L. Taylor, p Byron W. Ogle, exec. dir. Millman Rochester, gm Jack Keasler, cm Jim Cook, pd Ted Cressner, pmm O. Lewis Hartwig, ce Harry Van Slycke, sd Sallye Jones, wd
<b>WICHITA FALLS</b> (Wichita Co.) KFDX 1947 KFDX-TV	990 10,000-D 1,000-N DA-2	Wichtex Radio & TV Corp. Seymour Highway 28668	ABC, Raymer	D. A. Cannan, p Howard H. Fry, vp John R. White, gm Mott M. Johnson, cm John A. Adams, ce

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# TEXAS 5<sup>th</sup> MARKET

## the Lower Rio Grande Valley

E. B. I.  
\$350,000,000

1954  
SALES  
MANAGEMENT

75,730  
RADIO  
HOMES

\$12,500  
A YEAR  
PER FARM  
FAMILY

THE  
NATION'S  
63rd  
MARKET

### KRGV AM-TV

## NBC AM-TV

# 1290

on your dial  
**channel 5**

Rep. by Paul H. Raymer Co.

Start getting  
Your share  
**TODAY**

RETAIL  
SALES EXCELLED  
ONLY BY HOUSTON,  
DALLAS, FORT  
WORTH, AND  
SAN ANTONIO

NBC-TQN  
5000 WATTS

*The Voice of the Valley*

THE VALLEY'S POWER STATION



**TEXAS**

<b>KTRN</b> 1949	1290 5,000-D 1,000-N	Texhoma Bcstg. Co. 917½ Scott Ave. 2-5214	MBS Texas State Net. Pearson	Boyd Kelley, p, gm E. E. Skinner, cm Bill Edgar, pd, nd	Robert A. Harmon, ce Glenn Shelton, fd	Jack Britton, sd
<b>KWFT</b> 1939 KWFT-TV	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS, Blair	Kenyon Brown, p Blaine Cornwell, cm	A. L. Pierce, nati. slm Mrs. Owanah Shelton, pmm	Herbert W. Wiley, ce Ed Hamlyn, nd

**UTAH**

**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Beaver	4,856	1,150	\$ 4,030	\$ 740	\$ 156	*232,301	San Juan	5,315	710	1,718	321		
Box Elder	19,734	5,230	23,426	3,902	404		Sanpete	13,891	3,740	11,062	1,847		375
Cache	33,536	9,080	38,816	6,241	1,038		Sevier	12,072	3,230	15,373	2,076		280
Carbon	24,901	8,690	28,012	5,617	527		Summit	6,745	1,760	4,772	1,185		139
Daggett	364	*	104	48			Tooele	14,636	5,030	14,319	3,893		580
Davis	30,867	9,430	27,873	8,991	666		Uintah	10,300	***2,500	10,548	1,138		302
Duchesne	8,134	1,890	8,230	1,523	80		Utah	81,912	22,100	82,767	18,367	2,134	
Emery	6,304	1,410	2,630	389	63		Wasatch	5,574	1,380	6,205	787		68
Garfield	4,151	840	2,486	275	36		Washington	9,836	2,470	8,765	1,466		184
Grand	1,903	450	1,045	389	23		Wayne	2,205	****	1,166	148		31
Iron	9,642	2,560	15,708	2,476	433		Weber	83,319	25,580	104,440	22,239	3,050	
Jaub	5,981	1,550	6,272	1,477	184								
Kane	2,229	570	1,804	140	57								
Millard	9,387	2,310	10,151	1,043	252								
Morgan	2,519	590	2,655	285	67								
Piute	1,911	**880	613	96									
Rich	1,673	500	990	306									
Salt Lake	274,895	82,600	359,046	74,412	11,449								
* State Wide Total													

\* See Uintah.  
\*\* Wayne is included in Piute County figure.  
\*\*\* Daggett is included in Uintah County figure.  
\*\*\*\* See Piute.

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

<b>BRIGHAM</b> (Box Elder Co.)	<b>KBUE</b> 1949	800 250-D	Revelia M. Bone 948 West Forrest St. 948	<b>KBS</b> Skyline	Revelia M. Bone, p Wade M. Eberling, gm, nd, fd	Art Fishler, cm Paul Jensen, pd, sd Scott Lee, pmm	Sam Stephens, ce DeAnn B. Ebeling, wd
<b>CEDAR CITY</b> (Iron Co.)	<b>KSUB</b> 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 North Main St. 590	<b>CBS</b>	Ivor Sharp, p Arthur L. Higbee, gm Walter V. Lowe, slm	E. Mauray Payne, pd, sd Richard Gunn, ce	Robert L. Heyborne, nd, fd Miss Fern Johnson, wd

**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.**



# UTAH

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations 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.
<b>LOGAN</b> (Cache Co.)					
KLGN 1954	1390 1,000-D	Atlas Engineering Co., Inc. 1870 Atkin Ave. 6-4808	Great Western	Obed C. Haycock, p, gm Mel Richardson, cm, nd, sd	Steve Johansen, pd Merlin Bowen, pmm Wayne Holmes, ce
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1393 North Main St. 1400-1401	MBS, KBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen, gm, pmm, fd W. W. Kirkland, cm	Morgan White, pd Del Monte Olesen, ce Don Spainhower, nd, sd Maye Meservy, wd
<b>MOAB</b> (Grand Co.)					
KURA (CP)	1450 250	R. L. McAllister 5125 Wichita St. Ft. Worth, Tex.			
<b>MURRAY</b> (Salt Lake Co.)					
KMUR 1948	1230 250	Oral J. Wilkinson 4646 South State St. Amherst 6-4419	Biddick	Oral J. Wilkinson, p Howard W. Pingree, gm	Ted Rogers, cm, nd Mitzi Bailey, pd, wd Ervin Greene, ce
<b>OGDEN</b> (Weber Co.)					
KLO 1924	1430 5000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	Mrs. Edris A. Glasmann, p Cecil L. Heftel, sm Lynn L. Meyer, natl. sm	
KOPP 1947	730 1,000-D	KOPP, Inc. West 12th St. 4-3476	KBS Indie	G. Stanley Brewer, p Larry B. Suttlemyre, gm	James Wolter, cm David C. Page, pd Richard Kingston, ce
KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 27535	Webb	Arch G. Webb, p, gm, pmm David B. Affeck, cm	Jay Livingood, pd James M. Condrey, ce
<b>PRICE</b> (Carbon Co.)					
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. P. O. Box 591 Price 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, gm	Carl Wolfrom, cm, pd, pmm Leo Reid, ce
<b>PROVO</b> (Utah Co.)					
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 16th West and 3rd South 4060	KBS	D. Spencer Grow, p Edwin A. Niehay, gm, cm	Hal Parkes, pd J. Paul Smith, ce Dave Welser, sd
KIXX 1947	1400 250	Central Utah Bcstg. Co. P. O. Box 550 2802	ABC Rocky Mts. Hollingbery, Webb	Frank A. Van Wagenen, p, cm	Harold E. Van Wagenen, gm, pd Glenn Davis, pmm, sd Dallin H. Oaks, ce Robert Chambers, nd, fd, wd
KOVO 1939 KOVO-TV	960 5,000-D 1,000-N DA-N	KOVO Bcstg. Co. 16 East 300 North 1680	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, p L. H. Curtis, gm, cm	James H. Lawrence, pd, sd Wayne Carle, pmm, nd G. LeR. Burton, ce Donna Gosar, wd
<b>RICHFIELD</b> (Sevier Co.)					
KSVC 1947	980 1,000 DA-N	Sevier Valley Bcstg. Co. 980 Tower Lane Richfield 620	Intermountain Avery-Knodel	Homer Bandle, p Art Tucker, gm Ralph Ross, cm, ce	Hal Edwards, pd Tom Mendenhall, pmm Bill King, nd Harvey Dastrup, fd Jerry Graham, sd Sannee Palmer, wd
<b>SALT LAKE CITY</b> (Salt Lake Co.)					
KWHO (CP)	860 1000-D	William W. Phillips 1379 Blaine Ave.			
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co., Inc. 146 South Main St. 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, gm, cm Kay W. Richins, pd	Emerson Smith, pmm W. D'Orr Cozzens, ce Jim Peterson, nd Stanley Farnsworth, fd May Wyman, sd Gordon Owen, wd
KDYL 1922 KTUV(TV)	1320 5,000 DA-1	Intermountain Bcstg. & Television Corp. 130 Social Hall Ave. 22-5681	NBC Great Western Katz	G. Bennett Larson, p, gm Glenn Shaw, cm	Des Barker, pd, sd Del Leeson, pmm Allan Gunderson, ce Jack Goodman, nd, fd
KDYL-FM 1948	Ch. 254 (B) 98.7mc 1.2kw				
KNAK 1945	1280 1,000-D 500-N DA-N	Granite District Bcstg. Co. 1040 South 6th West 4-3685	Forjoe	Howard D. Johnson, p, ce William E. Wright, gm, cm	Mildred Baker, pd, wd Joe Lee, nd, sd
KSL 1922 KSL-TV	1160 50,000	Radio Service Corp. of Utah 10 South Main St. 5-4641	CBS CBS Radio Spot Sales	Ivor Sharp, evp Jay W. Wright, vp Eugene M. Halliday, radio vp	Joseph A. Kjar, cm J. Allen Jensen, pd A. Richard Robertson, pmm Vincent E. Clayton, ce Rulon Bradley, nd Evon W. Orme, fd El Dean Bennett, sd
KSL-FM 1946	Ch. 262 (A) 100.3mc 5.9kw				
KSOP (CP)	1370 1000-D	Segull Bcstg. Co.			
KUTA 1938 KUTV(TV)	570 5,000 DA-1	Utah Bcstg. & Televi- sion Co. 179 Social Hall Ave. 222-505	ABC Hollingbery	Frank C. Carman, p, gm Allan Thomas, cm, pmm	Ray Fadel, pd Wendell Bell, ce John Salisbury, nd Bob Elias, sd
KUTF(FM) (CP)	Ch. 246 (B) 97.1mc 23.5kw				
<b>VERNAL</b> (Uintah Co.)					
KJAM 1947	1340 250-D	Uintah Bcstg. Co. 120 E. Main 494	KBS Great Western Intermountain	James C. Wallentine, p Lee Walker, gm	Buchanan Fulmore, pd Wallace D. Raker, ce, nd, fd Grant Parry, sd

Data corrected to Dec. 15, 1954. 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, day only. 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 8.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Addison	19,442	4,910	\$16,162	\$ 4,573	\$ 353	*109,499	Orange	17,027	4,530	14,107	2,832	380	
Bennington	24,115	7,090	25,878	7,532	526		Orleans	21,190	5,510	20,402	4,041	385	
Caledonia	24,049	6,780	28,835	6,138	492		Rutland	45,905	12,790	54,252	13,920	979	
Chittenden	62,570	16,580	76,323	19,637	1,535		Washington	42,870	11,590	43,422	12,263	794	
Essex	6,257	1,710	3,355	1,695	78		Windham	28,749	8,040	32,086	8,796	681	
Franklin	29,894	8,040	31,210	9,264	634		Windsor	40,885	11,760	42,226	11,179	864	
Grand Isle	3,406	770	2,128	863			Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Lamoille	11,388	2,830	9,516	2,991	285								

\* State wide total.

DIRECTORY OF AM AND FM STATIONS

BENNINGTON (Bennington Co.)

WBTV 1953	1370 500-D	Catamount Bcstg. Inc. Harwood Hill 6321	McGillivra Nona Kirby	J. Gordon Keyworth, o. treas., ce	Benjamin A. Hubley, sm. cm	Ross C. Wilson, nd
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BRATTLEBORO (Windham Co.)

WTSA 1950	1450 250	Tri State Area Bcstg. Corp. P. O. Box 819 Alpine 4-4567	ABC Walker	Theodore Feinstein, p Phillips G. Terhune, gm, evp, cm	Loren C. Smith, pd, nd, sd Edward Ellis, pmm	Edward Somes, ce, fd Clara Antonetti, wd
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BURLINGTON (Chittenden Co.)

WCAX 1931	620 5,000	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS Weed	C. P. Hasbrook, p, gm J. D. Swan, cm, pmm Lou Rocke, pd, fd	James W. Tierney, ce J. A. Sullivan, nd	Tony Adams, sd Carol King, wd
WMVT (TV) 1954	DA-2 1400 250	WDOT Corp. 109 So. Winooski Ave. Burlington 2-5776	Vt. State Net. McGillivra Kettell-Carter	Val Carter, p, gm Vincent J. D'Acuti, cm Donald Bartlett, pd, pmm	Roger Laroche, ce Bob Parker, nd	John Patrick, fd Jack Barry, sd
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. Burlington 4-5774	ABC Rambeau	David W. Howe, p A. E. Spokes, gm, cm	Frank Balch, pd Joel Chandler, pmm	Donald Wheatley, ce Wynne Casey, wd

MONTPELIER (Washington Co.)

WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. 94 Main St. Montpelier 1740	ABC	Charles W. Grinnell, p, gm, nd	Robert J. Bannon, pd Gerald Marcotte, ce	Eliot Page, sd
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NEWPORT (Orleans Co.)

WIKI 1952	1490 250	Memphramagog Bcstg. Co. Inc. Box 586 Newport 832	North Country Stations McGillivra Kettell-Carter	E. Dean Finney, p Donald A. Thurston, vp, gm, ce	William Graham, pd Donald J. Barry, nd	Robert Lawless, sd Helen Bowman, wd
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RUTLAND (Rutland Co.)

WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24 1/2 Center St. Prospect 3-3200	Gill-Perna Kettell-Carter	Mrs. Vena M. Bates, p, co-o, gm, cm, pd Charles I. Bates, co-o, treas.	Kenneth Pockett, ce Bob Stone, nd	Frank McCormack, sd Ruth Dodge, wd
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. Prospect 3-8140	MBS, KBS Yankee Walker, McGillivra	Philip Weiss, p	J. H. Weiss, sm	

SPRINGFIELD (Windsor Co.)

WNIX 1954	1480 1,000-D	Connecticut Valley Bcstg. Co., Inc. Box 800 Springfield 4514	North Country, Vermont State McGillivra, Kettell-Carter	E. Dean Finney, p, gm Guy O. Austin, m Milo Berking, cm	Kenneth Greene, pd James Edgerton, ce	Paul Chamberlain, nd Marjorie Dow, wd
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ST. ALBANS (Franklin Co.)

WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 N. Main St. 1390	Walker	Lloyd E. Squier, p & gm Richard W. Hill, cm Raymond Turner, pd & pmm	Theodore Boisvert, ce C. Stuart Perry, nd	Robert Leavitt, sd Cecile Fahl, wd & traffic m
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ST. JOHNSBURY (Caledonia Co.)

WTWN 1949	1340 250	Twin State Bcstg. Inc. Concord Ave. Pioneer 8-2344	North Country McGillivra, Kettell-Carter	E. Dean Finney, p, gm R. M. Adams, m Tom Kibbe, pd	Franklin Owens, pmm, nd James Edgerton, ce	Elby Stevens, sd Shirley Kibbe, wd
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WATERBURY (Washington Co.)

WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. Waterbury 4-7321	MBS Yankee Walker	Lloyd E. Squier, p, gm Craig S. Parker, pd Warren C. Chase, ce	Tom Dodd, nd Harold Grout, fd	Ted Powers, sd Connie Graves (Mrs.), wd
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MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Accomack	33,832	8,820	\$ 28,913	\$ 7,814	\$ 546	*879,753	Bedford	29,627	6,490	12,967	3,391	72	
Albemarle	26,662	12,350	60,280	12,519	1,912		Bland	6,436	1,260	2,075	365	45	
Alleghany	23,139	7,310	27,182	5,979	939		Botetourt	15,766	3,670	5,137	2,138	134	
Amelia	7,908	1,390	3,226	350	66		Brunswick	20,136	3,770	11,777	1,908	161	
Amherst	20,332	3,780	4,820	2,654	68		Buchanan	35,748	6,620	15,782	2,537	69	
Appomattox	8,764	1,720	4,075	651	61		Buckingham	12,288	2,270	4,641	904	40	
Arlington	136,449	65,210	276,183	80,869	14,251		Campbell	28,877	19,250	90,308	17,576	3,413	
Augusta	34,154	16,230	57,369	13,131	1,847		Caroline	12,471	2,330	6,440	2,184	69	
Bath	6,296	1,480	3,303	992	64		Carroll	26,695	6,170	7,338	1,716	32	
							Charles City	4,676	740	4,779	927	82	
							Charlotte	14,057	2,730	726	542		

\* State wide total.

MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Chesterfield	40,400	12,310	11,439	4,148	214		Nelson	14,042	2,730	4,244	1,386		36
Clarke	7,074	1,720	4,213	1,315	193		New Kent	3,995	860	2,145	938		
Craig	3,452	830	1,303	254	29		Norfolk	99,937	116,000	456,330	110,772		15,038
Culpeper	13,242	2,970	14,102	2,355	313		Northampton	17,300	4,080	12,680	4,039		267
Cumberland	7,252	1,370	1,510	292	68		Northumberland	10,012	2,310	5,043	959		67
Dickenson	23,393	4,330	8,467	1,640	107		Nottoway	15,479	3,910	15,004	3,143		585
Dinwiddie	18,839	12,060	52,548	12,236	1,871		Orange	12,755	2,810	11,757	2,041		381
Elizabeth City	55,028						Page	15,152	3,600	9,529	1,888		277
Essex	6,530	1,330	5,569	1,420	70		Patrick	15,642	3,190	5,084	1,192		37
Fairfax	98,557	28,820	45,708	15,330	1,373		Pittsylvania	66,096	23,180	93,086	20,882		2,686
Fauquier	21,248	4,590	18,868	4,059	409		Powhatan	5,556	1,020	2,661	445		
Floyd	11,351	2,520	4,827	787	76		Prince Edward	15,398	3,230	12,998	2,173		452
Fluvanna	7,121	1,610	2,765	1,206	71		Prince George	19,679	6,290	17,018	5,176		551
Franklin	24,560	5,070	12,180	2,033	302		Prince William	22,612	4,790	34,170	9,995		999
Frederick	17,537	8,690	42,315	8,211	1,242		Princess Anne	42,277	11,070	18,037	4,300		563
Giles	18,956	4,500	17,829	4,516	606		Pulaski	27,758	6,760	19,179	4,978		530
Glochster	10,343	2,550	7,450	1,455	74		Rappahannock	6,112	1,270	1,450	176		
Goochland	8,934	1,460	2,342	1,114			Richmond	6,189	1,290	4,510	772		31
Grayson	21,379	5,150	16,768	2,308	317		Roanoke	41,486	36,590	167,374	38,099		4,628
Greene	4,745	900	1,219	528			Rockbridge	23,359	6,470	20,132	5,120		1,326
Greensville	16,319	3,250	13,381	2,883	440		Rockingham	35,079	11,410	45,817	5,107		1,017
Halifax	41,442	8,150	22,959	4,876	737		Russell	26,818	5,440	13,208	1,739		123
Hanover	21,985	5,090	9,820	2,941	111		Scott	27,540	5,940	7,470	1,303		175
Henrica	57,340	80,230	403,312	83,123	14,076		Shenandoah	21,169	5,410	16,372	3,685		345
Henry	31,219	11,360	43,021	9,647	861		Smyth	30,167	6,450	19,666	3,615		625
Highland	4,069	830	1,021	331			Southampton	26,522	5,310	16,188	4,225		489
Isle of Wight	14,906	3,190	9,762	2,292	192		Spotsylvania	11,920	5,780	33,768	6,723		959
James City	6,317	2,470	12,868	2,918	41		Stafford	11,902	2,820	3,679	1,929		40
King and Queen	6,299	1,140	1,946	1,088			Stafford	6,220	1,330	2,181	432		65
King George	6,710	1,670	2,251	1,024			Sussex	12,785	2,410	9,139	1,971		202
King William	7,589	1,640	7,760	2,368	81		Tazewell	47,512	10,530	36,320	8,334		969
Lancaster	8,640	2,020	7,771	1,732	168		Warren	14,801	3,970	15,940	4,160		519
Lee	36,106	7,360	12,939	2,270	331		Warwick	39,875					
Louden	21,147	4,760	17,112	4,771	498		Washington	37,536	12,340	48,026	9,507		1,472
Louisa	12,826	2,670	6,606	1,817	130		Westmoreland	10,148	2,210	8,254	1,399		230
Lunenburg	14,116	3,090	9,271	1,834	226		Wise	58,336	12,170	47,445	10,241		1,080
Madison	8,273	1,750	2,441	954	32		Wythe	23,327	5,280	20,769	3,883		445
Mathews	7,148	1,720	4,498	975	71		York	11,750	2,890	3,699	1,375		72
Mecklenburg	33,497	6,860	25,905	5,243	486								
Middlesex	1,550	430	625										
Montgomery	29,780	9,440	36,828	8,401	1,155								
Nansemond	25,238	8,820	33,212	7,115	1,165								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<b>ALEXANDRIA (Fairfax Co.)</b>								
WPIK	1945	730	1,000-D		Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3-3000	Webb	Carl L. Lindberg, p, gm, ce Arthur Kellar, cm, pd	Leonard Deibert, pmm, nd Don Tucker, fd Bob Roth, sd Celeste Marson, wd
<b>ARLINGTON (Arlington Co.)</b>								
WARL	1947	780	1,000-D		Northern Virginia Bcstrs. Inc. 5232 Lee Highway Kenmore 6-3000		Cy Blumenthal, gm George A. Crump, cm John W. Galloway, pd Ray Armand, asst. m	Robert Emmet Cobbins, pmm James S. Petty, ce Ron Harold, nd, sd Connie B. Gay, fd Emily Krause, wd
WARL-FM	1948	Ch. 286 (B)	101.5mc	2.05kw				
WEAM	1947	1390	5,000	DA-2	Arlington Fairfax Bcstg. Inc. 2030 N. 16th St. Jackson 7-7100		Harold Thoms, p George Oleson, gm	Robert Downie, ce Nat Allbright, sd
<b>BEDFORD (Bedford Co.)</b>								
WBLT	1950	1490	250	CP	Bedford Bcstg. Corp. Box 406 8245	MBS	Addison P. Marsh Jr., p, gm, ce	James E. Synan, cm Robert A. Scott Jr., pd Eugene Babb, nd, sd
<b>BIG STONE GAP (Wise Co.)</b>								
WLSD	1953	1220	1,000-D		Gap Bcstg. Co. Box 244 960		W. H. Wren Jr., p, gm, cm	Ruth Jensen, pd, wd Andrew R. McMaster, ce, nd
<b>BLACKSTONE (Nottoway Co.)</b>								
WKLV	1947	1490	250		Blackstone Bcstg. Corp. Community Bldg. 478	MBS	Harris L. Umstead, p & gm	Cosby A. Draper Jr., pd & ce
<b>BRISTOL (Washington Co.)</b>								
WCYB	1946	690	10,000-D		Appalachian Bcstg. Corp. P. O. Box 1009 North 3560	Gill-Perna	Robert H. Smith, p, gm J. Fey Rogers, vp, cm James D. Thomas, pd	Russell V. Robinson, ce Walter Crockett, nd Frank Raymond, fd Alice Friberg, wd
WPHG	1954	980	5,000-D	1,000-N	DA-N	MBS	W. C. Nininger, p W. L. Nininger, gm	Jack Martin, cm, sd S. David Pursglove, pd, nd John Hughlett, Jr., ce
<b>CHARLOTTESVILLE (Albemarle Co.)</b>								
WCHV	1933	1240	250		Barham & Barham Rose Hill Dr. 2-5121	ABC	Charles Barham, Jr., co Robert C. Walker, gm, cm R. G. Sketchley, Jr., pd	Charles Smith, pmm R. M. Craighill, ce Norman Kelsey, nd, fd Edmond Desmond, pd Lawrence Kennedy, ce Chris Cramer, sd Nancy Knight, wd
WINA	1949	1450	250		Charlottesville Bcstg. Corp. 4th & Main St. 2-6177	MBS, KBS	Donald G. Heyne, p, gm Thomas M. Behrendt, cm	Ed. Libby, sd Barbara Brown, wd
WINA-FM	(CP)	Ch. 237(A)	95.3 mc.	1kw				

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**CHRISTIANBURG**  
(Montgomery Co.)

WBCR 1954	1260 1000-D	Montgomery Bcstg. Co. 7601		Dr. Vernon H. Baker, p Virginia L. Baker, sec.-treas.	Durwood Powell, gm Frank Starling, pd	John H. Thompson, sm
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**CLIFTON FORGE**  
(Alleghany Co.)

WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Fairview Heights 2147	MBS	C. H. Lawler, p G. K. Fulk, gm, ce	C. R. Doudna, cm, pd, pmm, nd, sd	B. A. Johnson, wd
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**COLONIAL HEIGHTS**  
(Chesterfield Co.)

WCLA (CP)	1290 1000-D	Harry A. Epperson, Jr.				
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**COVINGTON**  
(Alleghany Co.)

WKEY 1941	1340 250	Earl M. Key P. O. Box 710 8351	ABC Devney	Earl M. Key, p, gm Kenny Bryant, cm, pmm, sd	John Lee Davis, pd, nd	Everett G. Hemingway, ce
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**CREWE**  
(Nottoway Co.)

WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 800 Melody Lane 7811	Southern Virginia Radio Net.	C. S. Willis, p John E. Sadler, vp, gm	Freeman H. Stewart, cm Frank H. Watkins, pd, fd	Don Greene, pmm, nd, sd C. E. Wilson, ce
WSVS-FM 1948	Ch. 284 (B) 104.7mc 14kw					

**CULPEPER**  
(Culpeper Co.)

WCVA 1949	1490 250	Culpeper Bcstg. Corp. Box 672 8338	MBS, KBS Indie	Ira C. Hopkins, p John T. Rogers, gm, cm Gerald Donovan, pd, pmm, nd	Walt Wilkerson, ce Marvin Bates, fd	Jim Stover, sd Ann W. Rogers, wd
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**DANVILLE**  
(Pittsylvania Co.)

WBTM 1930	1330 5,000-D	Piedmont Bcstg. Corp. 710 Grove St. 2350	ABC Gill-Perna	L. N. Dibrell, p Edward G. Gardner, vp, gm John E. Holland II, cm	Milton N. Adams, pd Lyle C. Motley, ce	Leon Smith, nd Betty Smith, wd
WBTM-TV	1,000-N DA-N					
WBTM-FM 1947	Ch. 250 (B) 97.9mc 3.9kw					
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Keller	John D. Pruitt, p Emerson J. Pryor, vp, gm Stover J. Morris, Jr., cm Dick Campbell, pd	Ralph Hess, Jr., pmm Howard Clendenon, ce Charles Craig, nd	Homer Thomasson, fd Earl Stogner, sd Milli Willeford, wd

**EMPORIA**  
(Greensville Co.)

WEVA 1952	1400 250	Stone Bcstg. Corp. P. O. Box 792 2133		Maxey E. Stone, p, gm A. L. Drew, sm, pd, pmm, nd, fd	Sallie J. Whitlock, cm Elton A. Short, Jr., ce	Will Stone, sd Virginia Gay, wd
WEVA-FM 1952	Ch. 261 (A) 100.1mc 0.79kw					

**FALLS CHURCH**  
(Fairfax Co.)

WFAX 1948	1220 500-D	Lamar A. Newcomb Tower Square JE 2-0900	KBS Metropolitan Net.	Lamar A. Newcomb, p, gm, cm Genevieve Main, pd, pmm	Richard J. Fanning, ce Warren H. Orr, nd	Lee Bee, sd Dorine Barbash, wd
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**FARMVILLE**  
(Prince Edward Co.)

WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	Clark	Mrs. Carla B. Keys, p John D. Wilson, gm	John C. Calhoun, pd, nd Charles K. Chrismon, ce	Al Smith, sd
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**FREDERICKSBURG**  
(Spotsylvania Co.)

WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. 707 Princess Anne St. ESsex 3-7721	ABC KBS	Richard F. Lewis, Jr., exec vp	Walter F. Harris, Jr., gm	Jack Tucker, nd
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**FRONT ROYAL**  
(Warren Co.)

WFTR 1948	1450 250	Sky-Park Bcstg. Corp. Box 192 750	KBS	J. Gruver Hillidge, p Kenneth Gordon, gm, cm, sd, slm	Thomas H. Gibson, pd, nd Claude F. Jones, ce, fd	Mrs. Drayton Norcom, wd
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**GALAX**  
(Carroll Co.)

WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS KBS Clark	Robert V. Morris, p Joe P. Crockett, gm J. Brice Parks, cm	Muriel M. Bell, pd, wd Jewell Cullop, pmm W. Edward Boyer, ce	David A. Lehman, sd, nd W. Edward Boyer, fd
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**GRUNDY**  
(Buchanan Co.)

WNRG (CP)	1250 1000-D	The Va-Ky Bcstg. Co. Box 848 Ashland, Ky.		Charles F. Trivette, p	David B. Jordan, vp	Elmo Mills, sec.-treas.
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**HAMPTON**  
(York Co.)

WVEC 1948	1490 250	Peninsula Bcstg. Corp. 1490 Pembroke Ave. Hampton 6332	NBC Avery-Knodel	Thomas P. Chisman, p, gm Harrol A. Brauer, Jr., vp, dir. sis.	Dick Kidney, pd Georgia McCarty, pmm William C. King, Jr., ce	Lewis T. Jester, nd Gordon Walsh, fd Bob Grove, sd
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**HARRISONBURG**  
(Rockingham Co.)

WSVA 1935	550 5,000-D	Shenandoah Valley Bcstg. Corp. 1,000-N DA-N	NBC Pearson	Frederick L. Allman, p, gm, cm, pmm Alvin Mullinax, pd	Warren L. Braun, ce Wip Robinson, III, nd Homer Quann, fd	Dick Johnson, sd Virginia Lindamood, wd
WSVA-TV	1,000-N DA-N					
WSVA-FM 1945	Ch. 264 (B) 100.7mc 7.2kw					

**VIRGINIA**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up 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.	
<b>HOPEWELL</b> (Prince George Co.)						
WHAP	1340	Hopewell Bcstg. Co. Inc. P. O. Box 621 801	So. Virginia State Net. Indie	C. S. Willis, p John E. Sadler, vp, gm C. K. Bibby, cm	Lee Leonard, pd, sd Don Hudnall, pmm C. Victor Johnson, ce	John Conners, nd Faith Heckel, wd
<b>LEXINGTON</b> (Rockbridge Co.)						
WRFL	1450	Rockbridge Bcstg. Corp. Drawer 902 6000	NBC, KBS Indie	Marshall L. Wilmer, p Milton B. Henson, gm, cm	Joseph E. Lynn, Jr., pd	James I. Bray, Jr., ce
<b>LYNCHBURG</b> (Campbell Co.)						
WLVA	590	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingsbery	Edward A. Allen, p Philip P. Allen, gm Joseph F. Wright, Jr., cm	Warren Uttal, pd, pmm John Orth, ce Wayne Tyler, nd, fd	Rod Lea, sd Caroline Read, wd
WLVA-TV	1,000 DA-2					
WLVA-FM	Ch. 248 (B) 97.3mc 3.7kw					
WWOD	1390	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Charles R. Maillet, gm Richard E. Gooch, cm	Don Jarvis, pd, pmm Forrest J. Pinkerton, ce	Berk Bryant, fd Betty Richardson, wd
WWOD-FM	Ch. 261 (A) 100.1mc 0.94kw					
<b>MARION</b> (Smyth Co.)						
WMEV	1010	Mountain Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Indie	Robert C. Wolfenden, p, gm, cm Mrs. R. C. Wolfenden, pd	Bob Wolfenden, pmm Edward Surface, ce George Mizelle, nd, sd	Bryan McMurray, fd Stella Wolfenden, wd
<b>MARTINSVILLE</b> (Henry Co.)						
WHEE	1370	Mecklenburg Bcstg. Corp. Box 1284 9811		John W. Shultz, p, gm, pd, nd Charles F. Adams, cm	Thomas W. Patterson, pmm T. Eddie Tatum, ce Jim Eanes, fd	Lewis Compton, sd Grace Uram, wd
WMVA	1450	Martinsville Bcstg. Co. Inc. Chatham Heights 2152	NBC KBS Grant	H. Grady Moore, p Maynard E. Dillaber, gm, exec vp, pmm, nd	Lester L. Williams, cm Barbara H. Zimmerman, pd, secy.-treas., wd	B. Edward Boyer, ce Paul E. Zimmerman, sd
WMVA-FM	Ch. 242 (B) 96.3mc 2.7kw					
<b>MOUNT JACKSON</b> (Shenandoah Co.)						
WSIG	790	Richard Field Lewis Jr. Inc. of Mt. Jackson 790		Richard Field Lewis, Jr., p H. T. VanDerwerker, gm, cm, pmm	Phillip Potter, pd, nd, sd Phillip Whitney, ce	Shorty King, fd Pat Potter, wd
<b>NARROWS</b> (Giles Co.)						
WNRV	990	Giles Bcstg. Co. 2211	Clark	H. J. Romanus, p Tom Hicks, gm, fd	Richard J. Torquato, cm Albert A. Rich, pd, nd	Washington Elitchko, ce
<b>NEWPORT NEWS</b> (Elizabeth City Co.)						
WACH	1270	Eastern Bcstg. Corp. 114 24th St. 3-1631	Walker	John Doley, p H. A. Seville, gm C. E. Siveaney, cm, pmm	John Harris, pd Sanford Willis, ce Ed Ivory, nd	Peter Pickens, fd Dave Findlay, sd
WACH-TV	1,000-D					
WGH	1310	(See Norfolk)				
WGH	5,000 DA-1					
<b>NORFOLK</b> (Norfolk Co.)						
WCMS	1050	Cy Blumenthal Helena Bldg. MA-24824		Cy Blumenthal, p William B. Davis, gm, sd Ted Harding, cm	Art Barrett, pd, fd Ted Crutchfield, pmm Ted Spivey, ce	Ted Tatar, nd Becky Bassil, wd

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# To Cover Tidewater Virginia

# WGH is a MUST

Basic ABC-plus a strong format of news, sports and music . . . equals COVERAGE that sells goods in the rich Norfolk-Portsmouth-Newport News area. Merchandising? Of course.

## WGH.. Norfolk — ABC — 5000 watts

Gill-Perna, Inc., Reprs.





# VIRGINIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>ROANOKE</b> (Roanoke Co.)						
WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	M. W. Armistead, III, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd Benton B. Boggs, pmm J. Edward Newman, ce	Charles A. Ballou, prod. d Donald F. Murray, nd, sd
WDJB-FM 1948	Ch. 235 (B) 94.9mc 41kw					
WRIS 1953	1410 5000-D	Roanoke Ind. Bcstrs. Pythian Bldg. 2-3131	Rambeau	Cy N. Bahakel, p Frank Tirico, gm	Coleman Austin, m	Roy Giles, ce
WROV 1946	1240 250	Radio Roanoke, Inc. 300 Mountain Trust Bldg. 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, gm, cm	Ray B. Bentley, slm E. F. St. Clair, ce	Sid Tear, nd
WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw					
WSLS 1940	810 1,000 DA-2	Shenandoah Life Stations Inc. 301 First St. SW 9227	NBC Avery-Knodel	Paul C. Buford, p James H. Moore, exec. vp Horance Fitzpatrick, cm	C. Reed Blackstone, Jr., pd Fred L. Corstaphney, pmm J. P. Briggs, ce	Tom S. Wright, nd Glenwood Howell, fd Ed Thomas, sd
WSLS-FM 1947	Ch. 256 (B) 99.1mc 10.6kw					
<b>SOUTH BOSTON</b> (Halifax Co.)						
WHLF 1947	1400 250	Halifax Bcstg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole, Jr., p, gm, cm Ella Poindexter, pd, wd	Arthur A. Moran, ce	Roy Marsh, nd, sd
<b>SOUTH HILL</b> (Mecklenburg Co.)						
WJWS 1953	1370 1,000-D	Old Belt Bcstg. Corp. Chase City Hwy. 230		C. D. Pennington, Jr., p W. B. Hofer, gm, cm Alfred W. Walthall, pd	A. G. Biedenbender, pmm Charles E. Brown, ce A. W. Walthall, nd, sd	James E. Larkin, fd Miriam Ingram, wd
<b>STAUNTON</b> (Augusta Co.)						
WAFB 1954	900 1,000-D	American Home Bcstg. Co. P. O. Box 396 Staunton 6-0100	Clark	W. F. Gano Franklin, p Lloyd Gochenour, gm	Caskie Norvelle, cm, pmm Carmen Tubby, pd	J. Luther McFarland, ce

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## Come to Growing Roanoke!

Roanoke ranks *first in Virginia* in per family sales in *three* of the six major sales categories.

To sell this market, use WDBJ — the dominant Radio voice of Western Virginia.

We've been trusted friend and good companion to your potential customers for over 30 years, a CBS affiliate for 25 years.

Ask  
Free & Peters

**WDBJ** Established 1924 **ROANOKE, VA.**  
CBS Since 1929  
AM-5000 watts-960 kc.—FM-41,000 watts-94.9 mc.

NORFOLK—(Cont.)

WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 739-A Boush St. Madison 2-7031	ABC Gill-Perna	W. R. Van Buren, Sr., p E. E. Bishop, vp, gm Dan Hydrick Jr., m C. F. Meades, cm	F. Ambert Dail, pd William A. Rhyne, pmm Alois Braum, ce	Ed Meyer, nd Bill Diehl, sd
WGH-FM 1947	Ch. 243 (B) 96.5mc 38kw					
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Bolssevain Ave. 20771	Weed	Louis H. Peterson, p Earl Harper, gm Earl Harper, cm	William D. Montgomery, pd, pmm Howard Sheets, ce O. Wayne Rollins, p Robert Lyons, gm, cm	Al McLellan, nd Josh Barry, sd
WRAP 1952	850 1,000 DA-2	Cavalier Bcstg. Corp. 300 Portlock Bldg. Madison 7-8307	Rollins Nat'l. Negro Net.	John W. Rollins, ch of bd		Jack Lynn, pd Glen Frazier, ce
WRVC (FM) 1948	Ch. 273(B) 102.5 mc. 8.7kw	Larus & Brother, Inc. 2712 Colley Ave. Dial 4-1100		C. T. Lucy, gm John B. Tansey, cm	Charles G. Massie Jr., pd	S. T. Terry Jr., ce
WTAR 1923 WTAR-TV	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. Madison 5-6711	CBS Petry	Campbell Arnoux, p, gm John C. Pepper, asst. gm Robert Lambe, slm Jack Black, cm	William Johnson, pd Bob Davis, pmm Richard Lindell, ce	Gil McLeod, nd Blair Eubanks, sd Mildred Alexander, wd

NORTON  
(Wise Co.)

WNVA 1946	1050 1,000-D	Blanfox Radio Co. Inc. 700	MBS, KBS	R. B. Helms, p Jack T. Helms, gm, pmm	Wally Douglas, cm, pd Gene Tommerdahl, ce	Jim True, nd Jack Darnell, sd
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ORANGE  
(Orange Co.)

WJMA 1949	1340 250	James Madison Bcstg. Corp. P. O. Box 271 ORange 7263	MBS	Welford A. Sherman, Jr., p James E. Simmons, gm, pd, nd, sd	Ann G. Butler, cm, wd Ronald L. Landry, pmm	Joel E. Cole, ce, fd
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PETERSBURG  
(Dinwiddie Co.)

WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 West Tabb St. Regent 2-3456	MBS	Louis H. Peterson, p Ray L. Moss, gm Ed Vaughan, cm	N. W. Andrews, pd Donald W. Hall, ce, sd Lyle Bradley, nd	Fred Herman, fd Katherine M. Nunnally, wd
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PORTSMOUTH  
(Norfolk Co.)

WAVY 1943	1350 5,000 DA-2	Portsmouth Radio Corp. 709 Boush St. Professional Bldg. Norfolk 4-1609 Portsmouth 7-3488	NBC Burn-Smith	Hunter C. Phelan, p Carl J. Burkland, gm Howard Stanley, cm, pmm	Frank Facenda, pd, nd William Manroy, ce Herbert Ozlin, fd	Robert Kopplit, sd Alice Brewer White, wd
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo MAdison 7-5677	MBS Forjoe	E. L. Scott, p Robert Wasdon, vp, gm Glenn Harmon, sm	Tom Matthews, pmm Jack Siegal, tech. d, secy.- treas.	James Robertson, ce

PULASKI  
(Pulaski Co.)

WPUV 1946	1230 250	Southwest Bcstg. Corp. P. O. 351 3-3931	NBC KBS	Mason C. Deaver, p, gm Maruma R. Deaver, vp Larry Schoenfeld, cm	John Columbus, pd, pmm, ce, nd Dale Gallimore, fd	Bill Flint, sd
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RADFORD  
(Montgomery Co.)

WRAD 1950	1340 250	Rollins Bcstg. Box 1007 2461		O. Wayne Rollins, p Wendell H. Siler, gm W. H. Siler, cm	Lee Mills, pd, ce, nd Ben Johnston, pmm	Tom Gannaway, fd Bill Spahr, sd
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RICHLANDS  
(Tazewell Co.)

WRIC 1951	540 1,000-D	Clinch Valley Bcstg. Corp. Box 218 RIChlands 450		Max M. Blakemore, gm, ce Lindy Mac Seamon, pd, sd	Elvia Meadows, nd Harry Taylor, fd	Betty Altizer, wd
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RICHMOND  
(Henrico Co.)

WANT 1951	990 1,000-D	United Bcstg. Co. of Virginia, Inc. 513 E. Main St. 3-8368	Oakes	Richard Eaton, p Arthur A. Snowberger, evp Richard C. Scheele, gm Forest J. Lovett, cm C. H. Liesfeld, gm	Wilbur D. Lewis, pd William A. Gibbon, pmm Silas Bell, ce	Tom Mitchell, nd, sd Betty Harris, wd
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presby. Church 1627 Monument Ave. 84-2463-84-2465			R. W. Raabe, ce	
WLEE 1945 WLEE-TV	1480 5000 DA-2	Lee Bcstg. Corp. Broad St. Rd. 88-2837	MBS Forjoe	Thomas G. Tinsley Jr., p Irving G. Abeloff, vp, gm Harvey L. Hudson Jr., pmm, oper. m	George MacGuigan, ce Lud Sterling, nd John Sinclair, fd	Joe Mason, sd Virginia Lee, wd
WLEE-FM 1948	Ch. 275(B) 102.9 mc. 21.5kw					
WMBG 1926 WTVR (TV) WOD(FM) 1944	1380 5,000 DA-N Ch. 251 (B) 98.1mc 34kw	Havens & Martin, Inc. 3301 W. Broad St. 5-8611 (WMBG, Am Affiliate)	NBC Bolling	Wilbur M. Havens, p, gm Walter A. Bowry, Jr., cm	G. Conrad Rianhard, Jr., pd, fd, sd, wd Robert Kahle, pmm	James W. Kyle, ce Roy Roman, nd
WRNL 1937	910 5,000 DA-N	Richmond Newspapers, Inc. 111 North 4th St. Richmond 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Sier, slm Howard Hamrick, pd	Miss Fan Cox, pmm E. V. Wolstenholme, Jr., ce Roger Mudd, nd	Bob Delbar, fd Frank Messer, sd Polly Daffron, wd
WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw					
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Inc. Hotel Richmond Dial 3-6633 (WRVA, Am Affiliate)	CBS CBS Radio Spot Sales	C. T. Lucy, gm Barron Howard, cm S. S. Carey, prog. serv. dir.	J. L. Stone, Jr., pmm D. C. Woods, ce	W. R. Bisop, pub. rel. m George Passage, nd, sd
WRVB (FM) 1948	Ch. 233 (B) 94.5mc 25.5kw					
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 West Franklin St. 7-4684	Indie	D. H. Robertson, p David M. Wilburn, gm, cm	Charles Charnesky, ce	Charles Pugh, sd

# ROANOKE BOMBED! NOW RADIO-ACTIVE!

. . . . should you hear this report over your radio, immediately your attention would turn to Roanoke, Virginia. Suddenly this city is important to you! You keep listening for the details . . . you want to know more. It's human nature to learn more of something unusual when your attention has been captured. . . . take WSLs RADIO for instance.



Here is the "attention-getter" in radio today. (Could be important to you.) Last May the people of Roanoke saw the unusual . . . a radio sidewalk studio where they could observe radio in action. Here they saw merchandise on display, the same items they heard advertised at 610 on their home or automobile radio. A new concept in radio that gained for WSLs new listeners and new advertisers. (See B•T Aug. 2, 1954.)



What next? Another "sidewalk" studio" in Salem, Virginia, a progressive community of 10,000 just 6 miles west of Roanoke. Here industry is on the march with the new General Electric multi-million dollar plant under construction. (Just one of many industries in Salem.) The WSLs RADIO Salem studios opened in January as a part of the overall program service offered to 140,000 radio homes. The same popularity of the Roanoke "sidewalk studios" is reflected in this Salem display of radio.



This progressive station just can't stop, for in the summer of 1955, still another location will be in operation. In the heart of Roanoke will be the near million dollar investment by Shenandoah Life Stations as an expression of our faith in the people of Roanoke Valley and Western Virginia, and to the advertisers we serve.

We have facilities that are unusual, but above that . . . WE HAVE IMAGINATION.

Why not try some of it by calling your AVERY-KNODEL salesman today?

Programs from NBC and Mutual

**WSLS-610** ON YOUR HOME OR AUTO RADIO  
1,000 WATTS AM — 99.1 FM — 10,600 WATTS  
**ROANOKE, VIRGINIA**

# VIRGINIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations 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.
<b>STAUNTON—(Cont.)</b>					
WTON 1948	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p, gm Charles E. Seebeck, cm, pmm	Robert Sterrett, pd, fd Rex C. Houser, ce  Jim Wooddell, nd Jim Morris, sd
<b>SUFFOLK (Nansemond Co.)</b>					
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg.-Richmond Hy. 2394	ABC, KBS Sears & Ayer	Fred L. Hart, p, gm L. Earl Hundley, cm, sd	Eleanor W. Harne, pmm Veryl W. Rupp, ce  L. E. Pettyjohn, fd
<b>VIRGINIA BEACH (Princess Anne Co.)</b>					
WBOF 1954	1600 1,000-D	Va. Beach Bcstg. Corp. Norfolk Highway (US #58) 1217		Leo Hoarty, p, gm William H. Vidal, cm	Robert N. Koolage, Jr., asst. gm & pd Wade Williams, nd  Dan Spitzer, Jr., ce, fd Dotty Beidler, wd
<b>WARSAW (Richmond Co.)</b>					
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Edgewater 3-6900		Grayson Headley, o, gm, pd Ruth Rouzie, cm Patricia Parker, pmm, wd	W. Dean Loudy, ce, sd Bill Allison, nd  Sherry Campbell, fd
<b>WAYNESBORO (Augusta Co.)</b>					
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS, KBS Cooke	N. Wilbur Kidd, p, gm, cm	Al Charles, pd, sd Donald D. Curtis, ce  Maxine Huffman, wd
<b>WINCHESTER (Frederick Co.)</b>					
WINC 1941	1400 250	Richard Field Lewis Jr. Inc. of Winchester WINC Bldg. Drawer 605 Winchester 4855 (WINC, Am Affiliate)	ABC, KBS	Richard Field Lewis, Jr., p, gm	James Holder, cm, pmm John Morgan, pd  Philip B. Whitney, ce Marion Park, wd
WRFL (FM) 1946	Ch. 223 (B) 92.5mc 14kw				
<b>WYTHEVILLE. (Wythe Co.)</b>					
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. P. O. Box 534 840	MBS, KBS	Dr. A. M. Gates, p Arthur M. Gates, Jr., gm	Randolph Armbrister, cm Jack Fleming, ce  John Talley, fd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

# WASHINGTON

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	6,584	2,090	\$ 11,663	\$ 1,651	\$ 215	2,812	Lincoln	10,970	3,180	15,795	2,568	338	4,034
Asotin	10,878	3,610	5,446	1,921	82	4,170	Mason	15,022	4,980	13,961	3,914	159	5,393
Benton	51,370	19,990	67,889	18,444	3,606	19,376	Okanogan	29,131	8,570	21,904	5,904	746	8,322
Chelan	39,301	12,490	68,054	15,915	2,191	15,187	Pacific	16,558	5,470	16,673	5,020	346	5,370
Clallam	26,396	8,300	34,560	9,691	745	9,439	Pend Oreille	7,413	2,130	4,533	1,435	201	2,266
Clark	85,307	29,660	78,370	21,144	1,891	31,257	Pierce	275,876	86,560	284,336	68,781	7,568	85,628
Columbia	4,860	1,570	4,708	1,027	135	1,858	San Juan	3,245	3,510	2,404	666	38	968
Cowlitz	53,389	17,010	63,364	7,229	1,558	20,170	Skagit	43,273	1,180	59,931	14,664	1,124	16,157
Douglas	10,817	3,240	6,374	1,469	41	4,172	Skamania	4,788	1,570	1,921	903	33	1,471
Ferry	4,096	1,000	1,245	446	30	878	Snohomish	111,580	37,010	126,252	32,655	2,819	42,423
Franklin	13,563	4,910	27,569	5,952	909	8,462	Spokane	221,561	73,150	287,576	56,777	8,322	80,421
Garfield	3,204	890	3,859	413	109	1,171	Stevens	18,580	5,180	13,874	3,288	337	5,524
Grant	24,346	7,550	19,171	5,507	558	8,756	Thurston	44,884	14,870	48,391	11,939	1,089	11,853
Grays Harbor	53,644	16,790	68,337	16,821	1,472	18,616	Wahkiakum	3,835	1,060	1,740	678	30	1,062
Island	11,079	3,810	7,707	2,378	197	4,121	Walla Walla	40,135	12,410	53,652	10,197	1,537	13,259
Jefferson	11,618	3,500	8,880	3,043	114	3,294	Whatcom	66,733	21,440	82,497	17,160	1,817	23,159
King	732,992	252,080	950,768	211,898	26,758	264,886	Whitman	32,469	9,230	37,878	8,330	1,323	8,509
Kitsap	75,724	26,400	80,789	24,115	2,753	28,100	Yakima	135,723	42,140	158,469	36,162	4,247	46,249
Kittitas	22,235	6,450	28,664	6,546	555	7,010							
Klickitat	12,049	3,660	10,306	2,675	242	4,618							
Lewis	43,755	13,720	54,075	12,229	1,246	15,408							

Note: Population 1950 census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

Nothing Average  
about WTON!



# WTON

**Above average in PUBLIC SERVICE**—according to W. Wayne Worick, Southwest Virginia Representative, National Foundation for Infantile Paralysis: WTON RAISED MORE MONEY—OVER \$13,700 CASH—DURING 37 NIGHT-TIME HOURS—DURING THE 1954 MARCH OF DIMES THAN ANY OTHER STATION IN VIRGINIA REGARDLESS OF SIZE!

**Above average in PROGRAMMING**—No per inquiries, no 'preachers' soliciting money—but enjoyable music, plenty of news, and the best in ABC programming!

**Above average in SPECIAL EVENTS**—Only WTON was there to cover local entries by direct wire to the Atlantic City "Miss America Pageant"—the Akron, Ohio, National Soap Box Derby—and State Basketball Tournaments.

**Above average in ADVERTISING RESULTS**—No doubt about it, WTON is the choice of better than 95% of local advertisers. National advertisers renew their schedules yearly. 1955 will be brighter than ever with WTON in the heart of a \$20,000,000 expansion program with such new local industries as Westinghouse, American Safety Razor, and General Electric.

**Above average in PERSONNEL**—Above average wages mean an experienced staff. Two-thirds of WTON staff have been with the station since its start nine years ago!

**Any way you look at it—WTON is a better buy. It belongs on your schedule. Phone us collect for availabilities.**

**STAUNTON, VA.—IN EVERY WAY THE TOP STATION OF THE SHENANDOAH VALLEY!**

**ABERDEEN**

(Grays Harbor Co.)

KBKW 1450  
1949 250

KXRO 1320  
1927 1,000  
DA-N

KBKW Inc.  
701 East Heron  
1015

KXRO, Inc.  
207 1/2 E. Market St.  
4098

ABC,  
Feltis

MBS, KBS,  
Don Lee,  
Walker,  
O'Connell,  
Moore & Lund

Archie Taft, Jr., p & gm  
Dale Gunderson, pd

Harry R. Spence, p  
Fred G. Goddard, gm  
Roy Johnson, cm  
Phillip M. Wacker, p mgr.

Jack Fleury, ce  
Don Bullock, nd

Charles E. Hoonan, pmm  
Phillip True, ce  
William P. Koski, nd

Stan Craft, sd

Keston Wyrick, fd  
Robert Hoonan, sd  
Vivian Pinckney, wd

**BELLINGHAM**

(Whatcom Co.)

KPUG 1170  
1948 1,000  
DA-1

KVOS 790  
1927 1,000  
KVOS-TV DA-1

KPUG, Inc.  
Box 655  
1170

KVOS, Inc.  
1321 Commercial St.  
790

MBS, KBS,  
Don Lee,  
Everett-  
McKinney,  
Feltis, Hunt

ABC,  
Forjoe,  
Moore & Lund

Jessica L. Longston, p  
Jim Hemstreet, gm  
Robert Concie, pd

Rogan Jones, p  
Tom Haverman, gm  
Alex de Schweinitz, cm

John DiMeo, pmm  
Eonald Pinney, ce  
Ed Triplett, nd

Haines Fay, pd & pmm, sd  
Ernest Harper, ce  
Bert Jackson, nd

Dick Thompson, fd  
Dick Brattin, sd  
Dorothy Jacobson, wd

Hal Reeves, fd  
Elaine Horn, wd

**BREMERTON**

(Kitsap Co.)

KBRO 1490  
1947 250

Bremerton Bcstg. Co.  
205 Washington Ave.  
7-3995

Feltis

Bruce Bartley, pd & gm  
Linc Perry, cm & sd

Bill Luckhurst, pd  
Claude Brimm, pmm

Bill Dore, ce  
Jack Rogers, nd

**CENTRALIA-CHEHALIS**

(Lewis Co.)

KELA 1470  
1937 1,000

Central Bcstg. Corp.  
P. O. Box 720  
Pershing 6-3321

MBS,  
Don Lee

J. Elroy McCaw, p  
Mabel A. Gwinn, secy.-treas.  
Joe Conytil, gm & cm

Don Youngmans, pd  
Don Berry, pmm

Lloyd Hannah, ce  
Jerry Robinson, nd

**CHEHALIS**

(Lewis Co.)

KGLM 1420  
1954 1,000-D

Mid-State Bcstg. Co.  
804 Market St.  
Sherwood 8-3379

.....

Marvin E. Johnston, p & gm  
Don Heinen, cm

Hugh Triffet, pd

Joseph Muench, ce

**COLFAX**

(Whitman Co.)

KCLX 1450  
1949 250

Whitman Co. Bcstrs.  
Alamota Rd.  
780

KBS

Lee Fiksdal, gm & cm, ce

Val Fiksdal, pd

Ross Pellerin, pmm

**EDMONDS**

(Snohomish Co.)

KGDN 630  
1954 1,000-D

Garden of the King  
Enterprises, Inc.  
Lincoln 3131

.....

A. B. Martin, p  
A. Orville Helgeson, mgr.

Gerald Swanson, prog. dir.

Robert Nichols, ce

**ELLENSBERG**

(Kittitas Co.)

KXLE 1240  
1946 250

Central Washington  
Bcstrs. Inc.  
P. O. Box 600  
2-1488

McGillvra

Goodwin Chase, Jr., p  
Joe Kendall, gm  
Bill Hanning, cm

Bill Allen, pmm  
Bob Sampson, ce  
Ron Forsell, nd & sd

Phil Parker, fd  
Marjorie Kendall, wd

**EPHRATA**

(Grant Co.)

KULE 730  
1950 250-D

Columbia Basin Bcstg.  
Co.  
Box 548  
4-4686

.....

R. E. Billingsley, p  
Bob Moore, gm

Bob Osland, cm  
Dorothy McCue, pd

Len Brown, ce

**EVERETT**

(Snohomish Co.)

KRKO 1380  
1920 1,000  
DA-N

Everett Bcstg. Co. Inc.  
P. O. Box 916  
Cedar 1144

MBS,  
Don Lee  
McGillvra  
Moore & Lund

William R. Taft, p & gm  
Warren Johnson, slm

Nancy Spaeth, traffic &  
copy d

Dave Foley, ce  
Shirley Batholmew, nd

**GRAND COULEE**

(Grand Co.)

KFDR 1400  
1950 250

Columbia River Bcstrs.  
Box 395  
140

KBS  
Moore & Lund

A. W. Morris, m

John Londen, ce

**KELSO**

(Cowlitz Co.)

KLOG 1490  
1949 250

Northwest Public  
Services  
Box 90

Feltis & Asso.  
Ayres  
Cox. & Assoc.

John F. Carlson, gm

Lowell Gibson, pd

**KENNEWICK**

(Benton Co.)

KWIE 610  
1949 1,000  
DA-N  
CP-5000  
DA-2

KWIE, Inc.  
11 So. Cascade St.  
6961

CBS,  
Meeker

Harold A. Clark, p & gm  
C. J. McCredie, cm  
Mar Jean Matthews, pd

Don Hayes, pmm  
C. J. McCredie, ce  
Ben Weaver, nd & sd

Jack Lane, fd  
Marlene Tenzler, wd

**KIRKLAND**

(King Co.)

KNBX 1050  
1948 1,000-D

Eastside Bcstg. Co.  
Civic Center  
Vandyke 1201

Moore & Lund

L. N. Ostrander, co-o  
W. A. Chamness, co-o  
Geo. A. Wilson, gm

John G. Joachims, cm  
Anita Busek, pd

Don Bevilacqua, ce  
Marguerite Warburton, wd

**LONGVIEW**

(Washington Co.)

KBAM 1220  
1955 1,000-D

KWLK 1400  
1938 250

Altru Bcstg. Co.  
260 Hansen  
Salem, Oregon

Twin City Bcstg. Corp.  
Natl. Bank of Commerce  
Bldg.  
1500

Holman

MBS,  
KBS,  
Don Lee, Grant

W. Gordon Allen, ptrn.

John McClelland, Jr., p  
Bob L. Moran, gm & nd

John Truhan, ptrn. & ce

Donald L. Edwards, cm  
Mrs. Ellen Hammond, pd

Lee Hammond, ce  
Albert Grant Terry, fd

**MOSES LAKE**

(Grant Co.)

KSEM 1450  
1947 250

KSEM, Inc.  
P. O. Box 276  
234

KBS,  
Cook

Jessica L. Longston, p  
James M. Schroeder, gm  
Roy Robinson, cm & pmm

Viv Mayfield, pd & nd  
Earl Bayne, ce  
Bill Utsunomiya, fd

Dale Good, sd  
Margaret Lordan, wd



# WASHINGTON

City County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; 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; Sales Mgr. m; Prod. Mgr. pdm;
<b>MOUNT VERNON</b> (Skagit Co.)						
	KBRC 1946	1430 500 DA-N CP-1000-D 500-N DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430	McGillivra Moore & Lund	Leo H. Beckley, p & gm Frank Snyder, cm	Joe Arney, pd, nd & fd, sd John Price, ce Delores Healy, wd
<b>OLYMPIA</b> (Thurston Co.)						
	KGy 1922	1240 250	Tom Olsen Rockaway-Leland Bldg. 8636	MBS, Don Lee, Clark	Tom Olsen, p & gm Elmer J. Helmsberg, cm	Don Jones, pd & pmm C. A. Roark, ce Robert Cummings, nd Walter H. Olsen, sd
<b>OMAK</b> (Okanogan Co.)						
	KOMW 1947	680 1,000-D	KOMW, Inc. Box 151 00, 20, 21	.....	R. L. McNett, p Dean Nichols, gm Grover Allen, slm	Mayilyn Moomaw, pd James Adams, sd Stan Pennington, nd Anne Petersen, wd
<b>PASCO</b> (Franklin Co.)						
	KPKW 1945	1340 250	Western Radio Corp. Chase & A. Sts. 3337	ABC	V. Barne Kenworthy, p & gm Walter V. Mott, cm & pd	Glen C. Admire, pmm Robert Rockne, ce Gerry Hawkins, nd Phil Hawthorne, fd Tom Wood, sd
<b>PORT ANGELES</b> (Clallam Co.)						
	KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS, Moore & Lund	C. N. Webster, p & gm Keith E. Patterson, vp & sm	James Frits, cm Frederick F. Fields, ce Doris Arthur, w pro. & traffic
<b>PULLMAN</b> (Whitman Co.)						
	KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 15251	Ayers	J. Ronald Bayton, co-o & gm, pd, fd	Maynard F. Hicks, co-o John R. Puckett, cm Mrs. B. J. Bayton, pmm & ce, wd
	*KWSC 1922	1250 5,000 ST-KTW	State College of Washington 9021	NAEB Tape Net.	C. Clement French, p Allen Miller, gm Burt Harrison, sm	Mark Munn, pmm Robert Baird, ce R. C. Norris, pdm. Dan McGreevy, fd Cal Wayson, sd Jeri MacDonald, wd
<b>PUYALLUP</b> (Pierce Co.)						
	KAYE 1951	1450 250	Puyallup Valley Bcstg. Co. P. O. Box 271 5-7711	KBS	Henry Perozzo, p, gm & ce Harry Sedgwick, cm & nd	Edna Perozzo, pd & wd Jack R. Mills, pmm Doug Long, fd Bob Robertson, sd
<b>RAYMOND</b> (Pacific Co.)						
	KAPA 1950	1340 250	Pacific Bcstg. Corp. Box 626 1010	Evergreen Net. Clark, McGavren, Moore & Lund, O'Connell	Joe Chytil, p Hugh MacPherson, gm & cm	Stan Witter, Jr., pd & pmm, nd Bob McNamara, ce Charles Sheppard, sd
<b>RENTON</b> (King Co.)						
	KLAN 1947	1230 250	Interlake Bcstg. Co. 7th. North & Park Olive 8245	.....	Ralph J. Sanders, p Clifford H. Hansen, gm	George Edgar, pd & nd, sd Raymond Founder, pmm & fd Willard D. Shine, ce
<b>RICHLAND</b> (Benton Co.)						
	KALE 1950	960 1000- DA-N	KALE Inc. Box 513 Pasco, Wash. Pasco 3388 Richland 4-3180	.....	R. S. McCaw, p L. G. Dix, gm Ralph Nachtmann, cm	Art Simpson, pd Clayton D. White, ce Jerry Colkitt, sd Wayne Kilmer, nd
	KALE-FM 1950	Ch. 260 (A) 103.9mc 1 kw	.....	.....	.....	.....
<b>SEATTLE</b> (King Co.)						
	KAYO 1926	1150 5,000-D 1,000-N	Washington Telecasters Inc. 2939 Fourth Ave. So. Elliott 2480	O'Connell, Moore & Lund, Clark, McGavren	Jessica L. Longston, p Robert E. Pollock, gm Rodney G. McArdle, sm	Charles E. Sullivan, cm Ben Harkins, pd Verle Jones, Jr., ce J. R. Engler, nd & sd Mrs. Mary Talcott, wd
	KING 1927	1090 50,000 DA-N	King Bcstg. Co. 320 Aurora Ave. Mutual 3555	ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm	John H. Eichhorn, sm, slm Earl F. Reilly, Jr., pd James L. Middlebrooks, eng. d
	KING-TV 1947	Ch. 251 (B) 98.1mc 15kw	.....	.....	.....	.....
	KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS, Columbia Pacific Net. Free & Peters	Saul Haas, p Lincoln W. Miller, asst. to p William Tucker, cm	Carroll Foster, pd Warren McCloy, pmm James Hatfield, ce Don Courtney, nd Pat Hayes, sd Helen Kimball, wd
	KIRO-FM 1951	Ch. 264 (B) 100.7mc 4.5kw	.....	.....	.....	.....
	KISW (FM) 1950	Ch. 26 (B) 99.9mc 2.1kw	Elkwood W. Lippincott 9201 Roosevelt Way Plaza 6255	.....	Elkwood W. Lippincott, p & gm	Harvey Manning, cm Clifford Perry, pd
	KJR 1922	950 5,000 DA-N	Mt. Rainier Radio & TV Bcstg. Corp. 1426 5th Ave. Bldg. Elliott 5890	Avery- Knodel	John F. Malloy, co-o Lester M. Smith, co-o Maitland Jordan, gm & cm	Homer Pope, pd Donald Anderson, ce Lou Gillette, nd & sd Ann Sterling, wd
	KLOQ (CP)	1590 5000-D	W. Gordon Allen 260 Hansen Ave. Salem, Ore.	.....	.....	.....
	KOL 1925	1300 5,000 DA-N	Seattle Bcstg. Co. 1100 West Florida Main 2312	Bolling	Archie Taft, Sr., p Archie Taft, Jr., gm William L. Simpson, cm	Robert W. Harris, pd Phyllis Miller, pmm Perry C. Lind, ce Bob Belcher, nd & sd
	KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Sta. Inc. 100 Fourth Ave. No. Seneca 6000	NBC, Hollingbery	O. W. Fisher, p W. W. Warren, vp & gm Ray Baker, vp & cm	King Mitchell, slm Fred Patterson, pdm Reg Miller, pub. ser. Don Bevilacqua, cm & pmm A. G. Atworth, Jr., pd F. J. Brott, d of eng. Bill Moshier, fd Katherine Wise, wd Karney Barton, nd
	KOMO-TV 1920	1250 1,000 ST-KWSC	The First Presbyterian Church of Seattle Seventh Ave. & Spring Mutual 1250	.....	Ralph G. Turnbull, p James S. Ross, gm & ce	.....
	KVI 1928	570 5000	Puget Sound Bcstg. Co. 1619 9th Ave.	MBS, Don Lee H-R	Mrs. Vernice D. Irwin, p & gm Earl T. Irwin, slm	Harry Long, pd D. M. McDonough, ce

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.  
 FM's in *italics*. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-D*—Directional Antenna, day only. *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.

SEATTLE—(Cont.)

KXA 1928	770 1,000-D L-WJZ	KXA, Inc. 320 2nd Ave. W. Alder 8600	Rambeau	Wesley I. Dumm, p	Hugh A. Smith, vp & gm	John H. Dubuque, ce
<b>SPOKANE</b> (Spokane Co.)						
KGA 1928	1510 50,000 DA-N	Bankers Life & Casualty Co. Box 141 Keystone 0631	ABC Venard, Rentoul & McConnell	Ray G. Williams, gm Dick Gordon, sm	Len Greensword, cm	Irv Prell, sim, pmm
KHQ 1922 KHQ-TV	590 5,000	KHQ, Inc. Radio Central Bldg. Madison 5131	NBC, Katz	Richard O. Dunning, p & gm J. Birney Blair, cm Robert L. Swartz, pd Rex Raymond Gerlach, pmm	Al G. Sparling, ce M. O. Fritsch, asst. secy.- treas. C. E. Lohnes, oper. mgr.	Patrick J. Cullen, nd Glenn C. Lorang, fd Richard Wright, sd Viola J. Dunn, wd
KNEW 1947	790 5,000 DA-N	Inland Empire Bcstg. Co. 57th & Helena P. O. Box 23 Keystone 9383	MBS, Don Lee, Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm Richard J. Wright, pd	Robert N. Briley, pmm Vincent L. Hoffart, ce James H. McAdam, nd	Kenneth Hutcheson, fd Warren Desmond, sd Lucille Petretce, wd
KREM 1947 KREM-TV	970 5000-D 1000-N DA-N	Louis Wasmer South 4103 Regal Keystone 0466	Forjoe	Louis Wasmer, o Robert H. Temple, gm	Ed Mosley, pd Hommer W. Mead, ce	Dick Hoover, nd Jack Hatch, sd
KREM-FM 1954	Ch. 225 (B) 92.9mc 4.8kw					
KSPO 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033	Oakes	D. Gene Williams, co-o, gm, cm Delbert Bertholf, co-o, pd	Ray Bennett, pmm & sd Edward Antosyn, ce	Mary Ann Topel, nd Irmgard Buerger, wd
KXLY 1922 KXLY-TV	920 5000	Northern Pacific Radio Corp. Madison 1218	CBS Avery-Knodel Moore & Lund	Richard E. Jones, gm George Anthony, pd	Robert Moore, pmm	Robert Struble, sim
<b>SUNNYSIDE</b> (Yakima Co.)						
KREW 1950	1230 250	Cole E. Wylie 7th & Decatur 7-2277	McGillvra	Cole E. Wylie, p Don G. Bennett, gm	John P. Berg, ce	Bill Gaseman, nd
<b>TACOMA</b> (Pierce Co.)						
KMO 1922	1360 5000	Tacoma Radio Corp. 914½ Broadway Fulton 1581	Branham Feltis & Assoc. Cox & Assoc.	J. Archie Morton, p & gm	R. T. "Mac" McKenzie, sld	
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs., Inc. Winthrop Hotel Broadway 2241	Gill-Perna Tracey Moore	Jerry Geehan, p, gm, cm Dick Weeks, pd John Condon, pmm	Dick Velo, ce Bud Bond, nd Mel Strom, traffic m	Gene Wagner, sd Vera Sadler, wd
KTNT 1952	1400 250	Tribune Pub. Co. South 11th & Grant Fulton 2561	Weed	Frank S. Baker, p Len Higgins, gm John W. Upham, cm	Gless T. Connoy, pd Robert Lyte, pmm	Max Bice, ce Robert Cleland, nd
KTNT-FM 1948	Ch. 247 (B) 97.3mc 10kw					
<b>TOPPENISH</b> (Yakima Co.)						
KENE 1954	1490 250	Radio Bcstrs. Inc. Box 350 5-7272	KBS Everett-Mc- Kinney O'Connell	Dick Rapp, m		



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# WASHINGTON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	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.
<b>VANCOUVER</b> (Clark Co.)							
KHFS	1954	1150 1,000-D	Western Bcstg. Co. 5500 4th Plain Rd. OX 3-2575		Charles M. Weagant, co-o & ce	Ralph C. Weagant, co-o & pd, nd	Earnie Crater, cm
KVAN	1939	910 1,000	KVAN, Inc. P. O. Box 610 Oxford 4-3325	Bolling	Sheldon F. Sackett, p Jack Irvine, gm J. A. Luetjen, slm	George W. Conner, pd Leo Erickson, ce George Hopkins, nd	C. E. Hecox, fd Doug LaMear, sd
KVAN-TV	1948	DA-1					
<b>WALLA WALLA</b> (Walla Walla Co.)							
KTEL	1946	1490 250	Walla Walla Bcstg. Co. P. O. Box 1028 4103	ABC, Grant	Jack Keating, p, gm & pmm Donald W. Harris, cm Clell Porter, pd	Beven Roth, ce Clell Porter, nd & fd	Vern Kinsinger, sd Adaline Bussard, wd
KUJ	1928	1420 5,000 DA-N	KUJ, Inc. 55 E. Main St. 1230	MBS, Weed, Moore & Lund	H. E. Studebaker, p, gm, cm John Sherman, pd Richard Nesbitt, pmm	Milton MacLafferty, ce Harry Murphy, ce Robert Hofer, fd	Harold Garrett, sd Betty Widmayer, wd
<b>WENATCHEE</b> (Chelan Co.)							
KPQ	1929	560 5,000 DA-N	Wescoat Bcstg. Co. 2d & Columbia 2757	ABC, NBC	James W. Wallace, p & gm Roger Jones, ch. of bd. Pat O'Halloran, cm & pmm	Dorothy Lee, pd & wd Geo. Frese, ce	Bill Denton, nd & sd Tom Templeton, fd
KWNW	1948	1340 250	Wenatchee Bcstrs. Box 1510 Normandy 2-7135	MBS, Don Lee, McGillvra, Feltis	Stuart S. Maus, co-o & gm	Mark A. Sorley, co-o & gm	Warren C. Brown, ce
<b>YAKIMA</b> (Yakima Co.)							
KIMA	1944	1460 5,000 DA-N	Cascade Bcstg. Co. Inc. P. O. Box 702 6104	CBS, Weed, Moore & Lund	A. W. Talbot, p Thos. C. Bostic, gm W. B. Hansen, cm	James W. Nolan, Jr., pd Monte L. Strohl, pmm J. Barry Watkinson, ce	A. J. Knievel, III, nd John G. Stenkamp, sd
KIT	1929	1280 5,000-D 1,000-N	KIT, Inc. 414 1/2 E. Yakima Ave. 8115	ABC, NBC, Branham	Carl E. Haymond, p James A. Murphy, gm Jack H. Goetz, cm & pmm	Vern Sawyer, pd Harry Murphy, ce P. W. Wick, nd & fd	Ray Litzinger, sd Catherine May, wd
KUTI	1947	900 250-D	Independent Bcstrs.				
KYAK	1947	1390 1,000-D 500-N DA-N	Yakima Bcstg. Corp. P. O. Box 172 27143	MBS, Don Lee, Walker	R. S. McCaw, p W. W. Boone, gm John F. Behnke, asst. m & pmm	Weymouth Simpson, pd & nd Leroy T. Desilet, slm & sd Donald E. Gardner, ce	Richard J. Passage, fd Ruth Helen Hoffman, wd

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# WEST VIRGINIA

## MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Barbour	19,745	4,670	\$ 6,813	\$ 2,505	\$ 168	3,311	Mingo	47,409	9,890	41,753	9,357	961	5,577
Berkeley	30,359	8,190	22,489	6,103	736	8,409	Monongalia	60,797	15,500	51,183	14,208	1,377	11,538
Boone	33,173	7,220	20,206	5,885	383	5,227	Monroe	13,123	2,850	4,600	1,283	140	2,276
Braxton	18,082	3,840	6,298	1,670	195	2,014	Morgan	8,276	2,110	3,090	1,232	31	2,388
Brooke	26,904	6,930	14,776	5,113	340	5,833	Nicholas	27,696	6,120	15,138	5,013	189	4,265
Cabell	108,035	32,160	115,583	23,986	3,450	27,431	Ohio	71,672	20,380	95,370	20,592	2,127	16,395
Calhoun	10,289	2,090	1,891	545	53	1,297	Pendleton	9,313	1,870	2,630	286	65	1,711
Clay	14,961	2,990	3,858	464	31	1,907	Pleasants	6,369	1,570	3,319	963	55	1,388
Doddridge	9,026	2,070	3,251	884	30	1,205	Pocahontas	12,480	2,790	4,079	1,360	84	2,056
Fayette	82,443	18,750	59,406	12,651	1,071	13,502	Preston	31,399	7,110	15,606	4,190	440	5,785
Gilmer	9,746	2,110	2,399	1,022	55	1,280	Putnam	21,021	4,890	4,533	1,115	53	4,005
Grant	8,756	1,950	7,498	1,208	73	1,673	Raleigh	96,273	22,400	66,177	13,435	899	15,132
Greenbrier	39,295	9,230	28,270	7,125	718	7,686	Randolph	30,558	6,730	16,296	4,070	421	5,512
Hampshire	12,577	2,820	5,123	1,151	63	2,579	Ritchie	12,535	3,000	4,528	1,243	122	2,591
Hancock	34,368	8,850	20,077	7,234	690	9,467	Roane	18,408	3,850	6,408	1,569	56	2,666
Hardy	10,032	2,120	5,045	687	70	1,943	Summers	19,183	4,470	9,362	2,967	234	2,747
Harrison	85,296	22,700	79,705	19,484	17,747	19,067	Taylor	18,422	4,660	8,600	2,918	335	3,517
Jackson	15,299	3,690	7,546	1,802	131	2,397	Tucker	10,600	2,360	5,138	1,729	110	1,557
Jefferson	17,184	4,200	11,980	2,995	390	4,447	Tyler	10,535	2,710	3,775	1,377	116	2,003
Kanawha	239,629	63,980	240,481	58,408	5,732	56,815	Upshur	19,242	4,610	9,601	2,713	392	3,627
Lewis	21,074	4,680	2,658	302	32	3,925	Wayne	38,696	7,750	8,188	2,795	284	4,456
Lincoln	22,466	4,440	6,789	2,346	66	2,563	Webster	17,888	3,670	7,869	1,776	124	2,343
Logan	77,391	16,580	59,259	11,269	1,029	10,467	Wetzel	20,154	4,690	10,905	3,210	250	4,223
McDowell	98,887	20,400	66,096	14,703	1,225	13,322	Wirt	5,119	1,280	973	164	25	753
Marion	71,521	19,490	55,319	15,177	1,299	16,440	Wood	66,540	18,860	56,742	13,585	1,622	17,571
Marshall	36,893	9,240	15,598	6,802	429	6,955	Wyoming	37,540	8,240	19,026	5,108	324	5,939
Mason	23,537	5,630	10,343	2,954	87	4,197	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Mercer	75,013	18,200	59,697	12,960	1,833	13,280							
Mineral	22,333	5,710	9,372	2,919	269	5,014							

## DIRECTORY OF AM AND FM STATIONS

<b>BECKLEY</b> (Raleigh Co.)							
WJLS	1939	560 5,000-D 500-N DA-N	Joe L. Smith, Jr., Inc. WJLS Bldg. 7311	CBS, Personality Weed	Joe L. Smith, Jr., p Virginia N. Cooper, gm	A. J. Ginkel, ce Sanford Doremus, nd	Dallas Boyd, fd Mike Novello, sd Gene Winner, wd
WJLS-FM	1946	Ch. 25B (B) 99.5mc 34kw					
WWNR	1947	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. Inc. 1565 Harper Rd. Box 228 9309	Everett- McKinney, Dora- Clayton	N. Joe Rahall, p Richard H. Booth, gm Richard A. Braun, pd	Margaret Jenkins, pmm Anthony Gonzales, ce Robert Lane Kent, nd	Denny Hollandsworth, fd Eugene Morehouse, sd Ginny Lee Noel, wd
<b>BLUEFIELD</b> (Mercer Co.)							
WHIS	1928	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC, Katz	Jim Shott, p Hugh I. Shott, Jr., gm	P. T. Flanagan, sm & ce Barnes H. Nash, pd	Bill Hickok, nd & sd Jackie Oblinger, wd
WKOY	1948	1240 250	WKOY, Inc. West Virginia Hotel 7405	MBS, Devney, Holman, Dora-Clayton	J. Lindsey Alley, o & p, gm Wm. D. Hostetter, sm & nd J. Robert Alston, cm	Sue Phelps, pd & wd Buck Yost, ce	Bob Alston, sd

**CHARLESTON**

(Kanawha Co.)

WCAW 1947	950 1400 250	Capital Bcstg. Co. Kanawha Hotel 37503	McGillvra	Wm. D. Stone, p & ce Selma D. Pierson, cm O. O. Pierson, cm	Al Walker, pd Jack Zeillman, pmm & sd	Dave Bailey, nd Norma K. Files, wd
WCHS 1927 WCHS-TV	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. E. 28-131	CBS, Branham	Lewis C. Tierney, p John T. Gelder, Jr., gm John L. Sinclair, Jr., slm Joe Farris, pd	C. Frohman, Johnson, pmm William E. Dixon, techn. dir. Gene Brick, ce Ross Edwards, nd William B. Ogden, cm Bill Richards, pd	Ned Skaff, fd Ernie Saunders, sd Cherie McDougall, wd
WGKV 1939	1490 250	Kanawha Valley Bcstg. 210 Dickinson St. 3-7541	NBC, Katz	L. H. Rogers, II, p William R. Murray, gm	Joseph J. Herget, pd & nd A. J. Ginkle, ce	Gilbert Brooks, nd Lois Beasley, wd
WKNA 1946 WKNA-TV	950 5,000-D 1,000-N DA-2	Joe L. Smith, Jr. Inc. 804½ Kanawha Blvd. E. 3-8971	ABC, Weed, Personality Net.	Joe L. Smith, Jr., p Charles H. High, gm Virginia N. Cooper, cm	Joseph J. Herget, pd & nd A. J. Ginkle, ce	Carl Rose, fd & sd Mava Morton, wd
WKNA-FM 1948	Ch. 248 (B) 97.5mc 9.6kw					
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capital at Fife Sts. 23-136	MBS, ForJoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Bob Bower, pd & pmm, nd & sd	Paul Sullivan, ce Shirley S. Wolfe, wd

**CLARKSBURG**

(Harrison Co.)

WBLK 1937 WBLK-TV	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC, Branham	Austin V. Woods, p George H. Clinton, vp Carl Loose, gm	Charles Gaylord, cm James Harper, pd & nd Joan Carson, pmm & wd	Harry Brown, ce Ben Homel, fd Ray Hayes, sd
WHAR 1946	1340 250	WHAR, Inc. 1200 East Pike St. 4-5525	ABC, MBS, McGillvra	Walter Patterson, p & gm Robert K. Richards, vp	Frank Gregg, cm Paul Ellison, pd, nd, fd & sd	Beryl Snyder, ce Flora Vespoint, wd
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, cm	Dewitt Wyatt, pd & pmm, fd R. D. Hough, techn. dir. John Peters, nd	Joe Fredericks, sd Judy Reager, wd

**ELKINS**

(Randolph Co.)

WDNE 1948	1240 250	West Va. Radio Corp. Box 967 1300	MBS, KBS	Mrs. A. J. R. Greer, p John W. Johns, gm & cm	Ed Doyle, pd Joseph Kapustka, ce	Lewis Wilson, nd Fred Bernard, sd
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**FAIRMONT**

(Marion Co.)

WMMN 1928	920 5,000 DA-N	People Bcstg. Corp. 208 Adams St. 3100	CBS, H-R Reps.	Herbert E. Evans, vp A. G. Ferrise, gm Frank J. Lee, asst. m	Francis T. Lauzau, pd, fd Howard Haid, pmm Harry W. Jackson, ce	Bob Leonard, nd Frank J. Lee, sd Elizabeth Meredith, wd
WVVW 1947	1490 250	Fairmont Bcstg. Co. 108 Gaston Ave. 5000	ABC, KBS, Gill-Perna	J. Patrick Beacom, p Robert M. Drummond, gm George Fowler, cm Bob Frazier, pd	Jack Tennant, pmm Joe Strélauski, ce Numa Fabre, nd	Bob Finnerin, fd Nick Fantasia, sd Mary Fortney, wd
WJPB (FM) 1949	Ch. 222 (B) 92.3mc 5kw	(WVVW, AM Affiliate)				

**HUNTINGTON**

(Cabell Co.)

WHTN 1947 WHTN-TV	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. P. O. Box 387 33453	Indie	S. J. Hyman, p John S. Phillips, gm Curtis Clark, cm	George Marshall, pd Everett Parker, pmm Harold F. Sturn, ce	Karl Broadley, nd & fd Larry Brown, sd Dorothy Jean Schroeder, wd
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53.8kw					
WPLH 1946	1450 250 CP 1470 5000-D	Huntington Bcstg. Corp. 1105 4th Ave. 33421	MBS, Walker	Cy N. Bahakel, p Frank Tirico, vp	L. J. Tackett, gm Alvin Jayne, ce	Bill Austin, nd Ken Jones, sd
WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N DA-N	WSAZ, Inc. 201 Ninth St. 38-401	ABC, Katz	Col. H. H. Long, p L. H. Rogers, gm C. Tom Garten, sm C. Bos Johnson, pd	C. W. Dinkins, pmm L. E. Kilpatrick, ce Nick Basso, nd	W. D. Click, fd James Thacker, sd Mary E. Kercheval, wd

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**C**harleston -  
**H**untington  
**S**tation

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# WEST VIRGINIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; 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; Sales Mgr. pmm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>KEYSER</b> (Mineral Co.)						
WKYR 1953	1270 1,000-D	WKYR, Inc. WKYR Bldg. 20741	KBS, McGillvra	Walter Patterson, co-o & gm Robert K. Richards, co-o South Bevins, sm	Thomas Butcher, cm & pmm Kenneth Robertson, pd Arnett Swisher, ce	Odbert H. Cornwell, nd, fd Alan Powers, sd Ruth Rotruck, wd
<b>LOGAN</b> (Logan Co.)						
WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever 445 Stratton St. 540	MBS	Clarence H. Frey, ptrn. & gm Robert O. Greever, ptrn. & gm	Oddetta Vickers, cm Lucille Gallion, pd Brooks Sweeney, pmm L. J. Frye, ce	Audie Albright, nd Mike Wynn, sd Linda Lane, wd
WLOG-FM 1949	Ch. 277(B) 103.3 mc. 2.7kw					
WVOW 1952	1290 5,000-D 1,000-N DA-2	Logan Bcstg. Corp. 60 Water St. 2356	KBS	Dr. H. H. Farley, p	William P. Becker, gm	Russell E. Bassett, ce
<b>MARTINSBURG</b> (Berkeley Co.)						
WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	MBS, KBS, McGillvra	C. M. Zinn, co-o C. Leslie Golliday, co-o & gm	George N. O'Brien, cm Eunice J. Schneider, pd & wd	Thomas Leighton, ce John Floyd, nd & sd
WEPM-FM 1946	Ch. 232 (A) 94.3mc 0.80kw					
<b>MATEWAN</b> (Pike Co.)						
WHJC 1951	1360 1,000-D	Three States Bcstg. Co. 4771	KBS	Fred Morningstar, p & gm Fred A. Staples, sec'y. & treas.	Donna Bjork, vp Jim Pelley, sd	Helen Pickering, wd Leonard Dykema, ce
<b>MONTGOMERY</b> (Fayette Co.)						
WMON 1948	1340 250	Fayette Associates, Inc. 1028 First Ave. Hillside 2-2191	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm & cm	Richard A. Rhodes, pd & pmm, nd Jesse C. Craver, ce	Ted Wolfe, sd Min Johnson, wd
<b>MORGANTOWN</b> (Monongalia Co.)						
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS	Mrs. Agnes J. Reeves Greer, p John W. Johns, gm Geo. J. Shean, cm	Theodore Williams, pd Eleanor Lamb, pmm & wd Albert Novak, ce	Steve Brezney, nd Jim Weldon, fd Jack Fleming, sd
WAJR-FM 1947	Ch. 257 (A) 99.3mc 1kw					
WCLG 1954	1300 500-D	Morgantown Bcstg. Co. 343 High St. 2-3456	.....	C. Leslie Golliday, o & gm		
<b>MOUNDSVILLE</b> (Marshall Co.)						
WMOD 1950	1370 1,000-D	Robert W. Munn P. O. Box 732 1730	KBS	Robert W. Munn, p John T. Taylor, gm, cm, pd & pmm	James W. Jones, ce Jim Herink, nd, fd	Pat Gaughan, sd Helen Flowers, wd
<b>NEW MARTINSVILLE</b> (Wetzel Co.)						
WETZ 1953	1330 1,000-D	Magnolia Bcstg. Co. 3rd St. 1000	ABC, Gill-Perma	J. Patrick Beacom, p John F. Watkins, gm Garry Moore, cm	Harold Showman, pd J. F. Watkins, pmm Richard McBride, ce	John Malson, nd Jack Nichols, sd Connie Deltz, wd
<b>OAK HILL</b> (Fayette Co.)						
WOAY 1947	860 10,000-D	Robert R. Thomas, Jr. Box 251 651	.....	Robert R. Thomas, Jr., p & gm	Curtis Horton, ce Dough Ford, nd	Chuck Balding, fd & sd
WOAY-TV 1948	Ch. 231 (B) 94.1mc 14.5kw					
<b>PARKERSBURG</b> (Wood Co.)						
WCEF 1954	1050 250-D	C. E. Franklin P. O. Box 228 21844	.....	C. E. Franklin, gm, ce Dean Lake, slm Paula Carr, pd	Mary Poling, pmm Fred Stevens, nd	Cliff Miller, fd Paula Carr, wd
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm, cm & pmm	H. B. Kenny, loc. slm	William E. Collins, pd & ce
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211½ Fifth St. 75475	CBS, Branham	Austin V. Woods, p Geo. H. Clinton, exec. vp, gm, cm	Laurence V. Murphy, spm, slm Sherman A. Grimm, pd, nd & fd	Hazel N. Mercer, pmm Vijah G. Brooks, techn. dir. & ce Sonia Wilson, wd
WPAR-FM 1948	Ch. 293 (B) 106.5mc 8.9kw					
<b>PINEVILLE</b> (Wyoming Co.)						
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. 2711	.....	R. D. Bailey, p E. D. Hawley, gm, cm Elaine Taylor, pd & wd	Jack D. Mullens, pmm William Stone, ce	Carl M. Brown, nd J. H. Frye, fd & sd
<b>PRINCETON</b> (Mercer Co.)						
WLOH 1947	1490 250	Mountain Bcstg. Service Inc. Box 1011 2151	ABC, W. Va. Net.	H. P. Hunnicutt, p Melvin Barnett, gm & nd	James M. Angel, cm Paul Osburn, pd	E. H. Graham, ce
<b>RONCEVERTE</b> (Greenbrier Co.)						
WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC, West Va. Net. McGillvra	William E. Blake, p & gm Ralph E. Shupe, cm, pmm, & nd	Phil Vogel, pd & nd Keith Dotson, ce	Stuart O'Dell, fd Gladys Livesay, wd

Data corrected to Dec. 15, 1954. 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, day only. 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.



**SPENCER**  
(Roane Co.)

WRAS 1590  
(CP) 1000-D  
Ohio Valley on the Air, Inc.  
Box 244  
Gallipolis, O.

Marianne B. Campbell, o

**WEIRTON**  
(Hancock Co.)

WEIR 1430  
1950 1,000  
DA-2  
Tri-State Bcstg. Co.  
Professional Bldg.  
2815

Rambeau

Harold Bangert, p  
E. J. Hirshberg, gm  
Robert Badger, sm

Alf Rowand, pd & pmm  
James Mark, ce  
Lou Serra, nd

Oliver Johnson, fd  
Tom Scheil, sd  
Margaret Cattell, wd

**WELCH**  
(McDowell Co.)

WBRW 1340  
1940 250  
McDowell Service Co.  
10 Riverside Dr.  
818

MBS, KBS

Joseph G. Grant, p  
Paul William Marlowe, gm  
& cm

Willis Seaman, ce

Michael Silagi Jr., office m

WELC 1150  
1950 1,000-D  
Pocahontas Bcstg. Co.  
Box 1032  
1150

McGillvra

Sam Sidote, p, gm, cm  
Mrs. Josephine Cullop, gm  
& pmm

Howard R. King, ce

John Villani, nd & sd

**WESTON**  
(Lewis Co.)

WHAW 1450  
1945 250  
Central W. Va. Service  
Corp.  
P. O. Box 431  
1555

MBS,  
KBS

R. H. Ralston, p  
F. E. Andrews, vp  
George W. Yazell, gm & cm

Don McWhorter, pd  
James E. McEwuen, ce

Charles Ballard, sd  
Jo Durham, wd

**WHEELING**  
(Ohio Co.)

WHLL 1600  
1949 5,000-D  
Wheeling Bcstg. Co.  
P. O. Box 989  
6700

.....

Kenneth H. Forney, p & gm

WKWK 1400  
1941 250  
Community Bcstg. Inc.  
16th & Market Sts.  
5320

ABC,  
Weed

John B. Reynolds, p & gm  
Elsie M. Cook, cm  
Dale M. Schussler, pd

James W. Jones, ce  
Ray Vingi, nd

Derek B. Gore, sd  
Evelyn Haden, wd

WKWK-FM Ch. 247 (B)  
1948 97.3mc  
16kw

WWVA 1170  
1926 50,000  
DA-N  
Storer Bcstg. Co.  
Hawley Bldg.  
5383

CBS,  
Blair

George Storer, p  
Paul J. Miller, mgm. d.  
Andrew F. Hofmann, cm

Paul A. Myers, pd  
Howard W. Meagle, pmm  
Edwin L. Keim, ce

Frank Stevens, nd  
Pete Stenger, fd  
Lew Clawson, sd

WWVA-FM Ch. 254 (B)  
1947 98.7mc  
7.4kw

**WILLIAMSON**  
(Mingo Co.)

WBTH 1400  
1939 250  
Williamson Bcstg. Co.  
5½ E. 2nd Ave.  
1241

MBS  
Gene Grant

Clarence Lovitch, co-o  
Alice Shein, co-o, gm & cm.

John T. Blair, Jr., pd  
Robert W. Bullio, ce

WISCONSIN

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Adams	7,906	2,320	\$ 5,524	\$ 1,023	\$ 39	2,495	Marinette	35,748	9,950	34,868	9,041	623	10,216
Ashland	19,461	5,200	22,930	5,763	506	4,651	Marquette	8,839	2,580	8,075	1,502	122	2,978
Barron	34,703	9,840	47,874	8,046	1,049	10,392	Milwaukee	871,047	260,930	1,211,156	279,439	31,304	259,836
Bayfield	13,760	3,720	7,523	1,851	224	3,424	Monroe	31,378	8,140	25,519	5,491	602	8,726
Brown	98,314	27,440	123,444	25,410	3,106	30,478	Oconto	26,238	6,930	23,717	4,231	260	7,338
Buffalo	14,719	4,170	10,524	1,700	244	4,093	Oneida	20,648	6,080	26,881	7,264	706	6,515
Burnett	10,236	2,820	7,828	1,733	137	2,931	Ooutagamie	81,722	23,240	100,757	20,441	1,991	25,333
Calumet	18,840	5,150	22,276	3,559	344	5,831	Ozaukee	23,361	7,010	28,320	5,765	547	9,278
Chippewa	42,839	11,140	47,296	7,758	805	11,882	Pepin	7,462	1,900	7,978	1,753	67	2,181
Clark	32,459	8,770	33,638	5,042	601	9,065	Pierce	21,448	5,970	21,575	5,224	427	6,459
Columbia	34,023	10,180	45,918	8,164	996	11,876	Polk	24,944	7,160	28,937	5,341	762	7,598
Crawford	17,852	4,680	14,540	3,443	291	4,536	Portage	34,858	8,840	32,108	7,365	811	9,760
Dane	189,357	48,960	214,616	42,000	7,600	55,441	Price	16,344	4,410	15,562	2,771	278	4,323
Dodge	57,611	16,400	55,067	11,936	1,004	17,217	Racine	109,585	33,300	150,646	37,545	4,003	36,834
Door	20,870	6,200	24,055	5,511	547	7,240	Richland	19,245	5,230	23,096	4,729	497	5,421
Douglas	46,715	13,660	51,187	14,188	1,273	11,711	Rock	92,778	28,590	125,832	29,856	2,947	32,152
Dunn	27,341	7,410	27,118	5,074	502	7,881	Rusk	16,790	4,370	16,333	3,137	239	4,287
Eau Claire	54,187	16,040	67,471	14,734	1,826	16,500	St. Croix	25,905	7,440	28,134	4,989	502	7,973
Florence	3,756	1,150	2,511	853	28	1,097	Sauk	38,120	11,210	45,169	9,310	1,026	12,495
Fond du lac	67,829	19,480	86,074	16,837	2,340	21,852	Sawyer	10,323	2,780	9,892	2,069	320	2,858
Forest	9,437	2,030	6,864	1,401	158	2,202	Shawano	35,249	9,210	29,849	6,390	486	10,053
Grant	41,480	11,770	48,231	8,505	845	12,285	Sheboygan	80,631	24,430	96,728	19,864	1,953	25,424
Green	24,172	7,210	39,752	9,160	995	8,142	Taylor	18,456	4,530	14,723	2,403	218	4,819
Green Lake	14,749	4,430	21,634	3,939	285	5,198	Trempealeau	23,730	6,360	22,389	3,773	355	7,025
Iowa	19,610	5,440	16,134	3,488	302	5,685	Vernon	27,906	7,620	23,260	5,857	608	7,988
Iron	8,714	2,400	7,785	2,434	62	2,404	Vilas	9,383	2,740	12,644	3,849	67	3,099
Jackson	16,073	4,530	15,162	2,309	217	4,566	Walworth	41,584	13,200	58,406	12,320	1,465	15,902
Jefferson	43,069	12,890	55,573	11,912	1,025	15,212	Washburn	11,665	3,070	11,958	3,423	407	3,146
Juneau	18,930	5,030	19,825	4,360	390	5,532	Washington	33,902	9,970	43,930	9,051	662	12,231
Kenosha	75,238	23,360	103,152	27,141	2,541	25,362	Waukesha	85,901	25,840	88,138	23,298	2,078	33,940
Kewaunee	17,366	4,570	16,279	2,490	254	5,448	Waupaca	35,056	10,100	49,019	8,736	912	11,323
La Crosse	67,587	19,800	92,352	22,140	1,896	20,267	Waushara	13,920	4,010	14,761	2,255	184	4,610
Lafayette	19,137	5,030	19,356	3,818	257	5,439	Winnebago	91,103	27,310	116,180	29,639	2,646	28,606
Langlade	21,975	5,760	25,972	5,932	370	5,987	Wood	50,500	14,110	59,732	13,459	1,102	15,771
Lincoln	22,235	6,220	26,265	6,672	666	6,471	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Mantiwoc	67,159	19,440	80,876	19,530	1,166	21,460							
Marathon	80,337	21,760	89,878	17,055	1,511	24,131							

DIRECTORY OF AM AND FM STATIONS

**ANTIGO**  
(Langlade Co.)

WATK 900  
1948 250-D  
Antigo Bcstg. Co.  
3-4124

Artemas F. Berner, p, gm

**APPLETON**  
(Outagamie Co.)

WAPL 1570  
1952 1,000-D  
Bartell Bcstrs. Inc.  
124 W. Washington St.  
4-2809

Gill-Ferna

Gerald A. Bartell, p  
Connie Forster, sm

Robert Culp, cm  
Rex Munger, pd

Louis A. Bauernfeind, ce

WHBY 1230  
1925 250

WHBY, Inc.  
600 S. Lawe St.  
3-6639

MBS  
Upper Midwest  
Wis. Net.  
Meeker

Earl H. Huth, gm, cm  
Orion Samuelson, pd, fd  
John Gibbons, pmm

George Merkl, ce  
John Flynn, nd

Marion Togerson, wd  
Bob Lloyd, sd

**ASHLAND**  
(Ashland Co.)

WATW 1400  
1940 250  
Upper Mich.-Wis. Bcstg.  
Co.  
Northern State Bank  
Bldg.  
1680

MBS, KBS  
Wis. Net.  
Walker

William L. Johnson, p, gm  
Arnold Peterson, cm, nd

Mary Jean Anno, pd, wd

Otto Link, ce

# WISCONSIN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; 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; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
<b>BEAVER DAM</b> (Dodge Co.)					
WBVE 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Inc. Radio Park Turner 5-4439	KBS Holman	William E. Walker, p Charles R. Dickoff, vp, gm	Lloyd Nowall, ce Keith Pettack, nd
<b>BELOIT</b> (Rock Co.)					
WBEL 1948	1380 5,000-D DA-D	Beloit Bcstrs. Inc. 335 East Grand Ave. Emerson 5-5525	Holman	Russ Salter, p Robert O. Moran, gm Warren Anderson, cm	Joseph Moen, pmm, sd Leo Wilson, ce Bob Scholz, nd Don Lee, fd Susan Taylor, wd
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hotel Hilton Emerson 5-8865	MBS Wis. Net. Everett- McKinney	Sidney H. Bliss, p Ruth Bahr, gm, pmm Eugene Steinhorst, cm	Gerry Grainger, pd Jerry Dvorachek, ce Betty Wyatt, nd Tom Anderson, sd
<b>CHIPPEWA FALLS</b> (Chippewa Co.)					
WCHF 1954	1150 1000-D	Chippewa Falls Bcstg. Co. Inc. 110½ Bridge St. 7414	Clark	Charles H. Nelson, p Harold R. Murphy, sec. treas.	Fred Vigder, gm Gene Books, pd Raymond Bohnert, ce
<b>EAU CLAIRE</b> (Eau Claire Co.)					
WBIZ 1947	1400 250	WBIZ, Inc. 609 Cameron St. 5111	MBS McGillvra	Howard G. Bill, p, gm Harold Jahnke, pd	Lou Kassera, sd Grace Dupslaff, wd
WEAU 1937	790 5,000	Central Bcstg. Co. 2415 So. Hastings Way 2-3474	NBC Hollingbery	W. C. Bridges, p H. S. Hyett, gm R. E. Nelson, cm	Alfred Young, pd T. D. Jorgenson, ce Don Wright, nd Elbert Hutchison, fd Robert Junkert, sd
WEAU-TV 1945	DA-N				
WEAU-FM 1945	Ch. 231 (B) 94.1mc 60kw				
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	.....	Thomas K. Werner, p Jack Kelly, gm, pd, nd, fd	Richard K. Werner, cm Wm. Hill, ce Ralph Gooding, sd Kay Wahl, wd
<b>FOND DU LAC</b> (Fond Du Lac Co.)					
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 West First St. 356	MBS Wis. Net. Holman	Emery W. Martin, p Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd, wd Wendell S. Meyers, ce Ron Harvey, nd, fd Joe Goeser, sd
<b>GREEN BAY</b> (Brown Co.)					
WBAY 1925	1360 5,000	Norbertine Fathers 115 South Jefferson St. Hemlock 2-3333	CBS. Weed	Haydn R. Evans, gm Rog Mueller, sm, pd Joe DeYoung, cm	Lee Stinson, pmm W. E. Stangel, ce Clair Stone, nd Craighton Knau, fd Bud Witte, sd
WBAY-TV 1947	DA-N				
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Hemlock 5-5331	ABC, KBS Pearson	Ben A. Laird, p, gm Robert A. Vandersteen, cm Robert Ehle, pd, sd	Donald Vander Kelen, pmm, nd Leo Westerman, ce John Kessenich, fd
WJPG 1947	1440 5,000-D 500-N DA-2	Green Bay Newspaper Co. P. O. Box 620 Hemlock 5-7575	MBS Wis. Net. McGillvra	A. E. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm Charles Gourlie, pd	William McCarthy, pmm Elmo Reed, ce James Bartelt, nd Les Sturmer, fd Tony Flynn, sd Mary Ann Bartel, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

## WJPG . . . carries the Sports Load in Northeastern Wisconsin



*People in Northeastern Wisconsin like Action!*

**Buying Action!                      Sports Action!**

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5,000 WATTS DAYTIME                      500 WATTS AT NIGHT

Nationally Represented by JOSEPH MCGILLVRA, INC.

MBS  
**WJPG**  
Green Bay, Wis.

**HARTFORD**  
(Washington Co.)

WTKM 1954	1540 500-D	The Kettle Moraine Bstg. Co. 800	KBS Upper Midwest Lawson	Walter Zastrow, p Don Zastrow, gm, fd	Oliver West, cm, pmm, sim Bill Roberts, pd, nd	Lyle Thomas, ce
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**JANESVILLE**  
(Rock Co.)

WCLO 1930	1230 250	Southern Wisconsin Radio Inc. 200 East Milwaukee St. 3316	MBS Wis. Net. Everett- McKinney	Sidney H. Bliss, p Vern W. Williams, gm, nd	Bill Bessire, cm Ralph Schroeder, pd, pmm	Wayne Clay, ce Don Boyd, sd
WCLO-FM 1947	Ch. 265 (B) 99.9mc 15.5kw					

# WISCONSIN'S 4<sup>th</sup> SALES MARKET

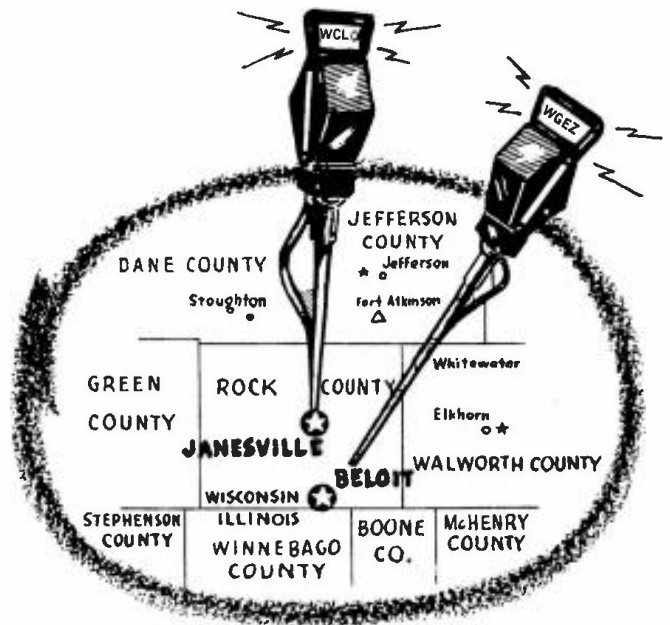
... ROCK COUNTY

- 4<sup>th</sup> in spendable income—\$159,774,000
- 4<sup>th</sup> in buying power—\$171,516,000
- 4<sup>th</sup> in number of households—27,380
- 4<sup>th</sup> in total retail sales—\$125,832,000
- 4<sup>th</sup> in food sales—\$29,856,000
- 4<sup>th</sup> in automotive sales—\$24,889,000

REPRESENTED BY

**Everett-McKinney, Inc.**

The only full time network outlets serving this area



ONLY COUNTY IN WISCONSIN WITH TWO COMMUNITIES  
OVER 30,000 POPULATION\*  
\* Janesville 30,061  
\* Beloit 37,706

**All MAJOR AND LOCAL Sports . . .**  
Milwaukee Braves • University of Wisconsin  
High School • Beloit College • World Series  
Green Bay Packers  
**Exclusive!**

WRITE OR CALL FOR COMBINATION RATES

<h1 style="font-size: 2em; margin: 0;">WCLO</h1> <p style="font-size: 1.2em; margin: 0;">JANESVILLE, WISCONSIN</p>	<p style="font-weight: bold; margin: 0;">WCLO - FM</p> <p style="margin: 5px 0;">Represented by:</p> <p style="margin: 0;">EVERETT-McKINNEY, INC.</p> <table border="0" style="font-size: 0.8em; margin: 0;"> <tr> <td style="width: 50%;">40 E. 49th St. New York, N. Y. Plaza 9-3747</td> <td style="width: 50%;">400 N. Michigan Chicago, Illinois Superior 7-9052</td> </tr> </table>	40 E. 49th St. New York, N. Y. Plaza 9-3747	400 N. Michigan Chicago, Illinois Superior 7-9052	<h1 style="font-size: 2em; margin: 0;">WGEZ</h1> <p style="font-size: 1.2em; margin: 0;">BELOIT, WISCONSIN</p>
40 E. 49th St. New York, N. Y. Plaza 9-3747	400 N. Michigan Chicago, Illinois Superior 7-9052			

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>KENOSHA</b> (Kenosha Co.)					
WLIP 1947	1050 250-D	Kenosha Bcstg. Co. 625 57th St. Olympic 7-6162	Everett- McKinney	William L. Lipman, p Hugh L. Gately, sm Steve Kelley, prog. sup.	Jerry Golden, pd C. Lubinski, ce Virginia Taylor, nd Irene B. Nelson, wd
<b>LA CROSSE</b> (La Crosse Co.)					
WKBH 1923	1410 5,000 DA-N	WKBH, Inc. 141 So. 8th 2-4678	NBC Raymer	Howard Dahl, p, gm Robert Z. Morrison, cm	Berniece Callaway, pd Leonard G. Anderson, pmm Al Leeman, ce
WKBT(TV) 1948	580 1,000 DA-1	Lee & Associates Inc. 112 North 4th St. 2-6042	ABC Everett- McKinney	Herbert H. Lee, p Don O'Brien, gm	Milo Knutson, cm, nd Charlie Kearns, pd, sd
WLTX 1947	1490 250	Ottumwa Telecasting Corp. Rivoli Theatre Bldg. 44521	MBS Sears & Ayer	R. L. Philippe, p Gene W. Philippe, vp, gm R. A. Gaumer, cm	Bob Mikkalson, pd, sd Ken Nyman, pmm Bill Bruring, ce John Hancock, nd Jack Fry, fd Catherine Guillaume, wd
<b>LADYSMITH</b> (Rusk Co.)					
WLDY 1948	1340 250	Flambeau Bcstg. Co. Inc. Wis. Hwy. 8 584-5	KBS Clark	Charles H. Nelson, p Harold Z. Murphy, sec.- treas. Joe Dahlvig, gm	Gene Books, pd Jerry Martin, pmm Raymond Bohnert, nd Pat Jakobek, nd Jack Blake, sd Lillian Klake, wd
<b>MADISON</b> (Dane Co.)					
*WHA 1919	970 5,000-D	University of Wisconsin Radio Hall 5-2988	.....	E. B. Fred, p Harold B. McCarty, dir. William G. Harley, pd William T. Evjue, p Kenneth F. Schmitt, gm	Harold A. Engel, pmm John H. Stiehl, ce Roy Vogeliman, nd Howard A. Johnson, cm Robert N. Dick, pd Maurice White, sd Lou Landman, sd Aline Hazard, wd Norman Hahn, ce Jack Newman, nd
WTBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery- Knodel	.....	.....
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw	.....	.....	.....	.....
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Co. 7-2588	ABC, MBS Arrowhead Hollingbery	Ralph M. Immell, p Ralph O'Connor, gm Richard Nickeson, cm Beverly White, pd	Le Roy Wesner, pmm, fd W. M. Greely, ce Cliff Conohan, nd Don Schmitt, sd Barbara Lane, wd
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw	.....	.....	.....	.....
WKOW 1948	1070 10,000-D	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley- Reed	Stewart Watson, p Ben Hovel, gm Paul Enright, sm Mrs. Lu Baftinger, pd Earl W. Fessler, p, gm, ce	Robert Wickhem, ce Jack Davis, co-nd Ray Streeter, co-nd Roy Gumtow, fd Rudy Ploc, sd Luella Mortenson, wd
WKOW-TV	5,000-N DA-2	.....	.....	.....	.....
WMFM(FM) 1948	Ch. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847	.....	.....	Bill Leppien, cm Audrey Powers, pd
<b>MANITOWOC</b> (Manitowoc Co.)					
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 5015-6015	MBS Wis. Net. Holman	Francis M. Kadow, p, gm, cm George H. Erdman, pd, nd Edward Allen, Jr., ptrn., gm, pd Edward W. Jacker, ptrn., ce	L. J. Splitt, pmm Hubert Willis, ce R. R. Coe, fd Raymond Wanek, cm Donn Reed, pmm L. J. Mangin, sd Donna Wodak, wd
WWOC 1952	980 1,000-D	Manitowoc Bcstg. Co. 2500 North 10th Ave. Manitowoc 7783	.....	.....	Myron Gueller, nd, fd Dolres Allen, wd
<b>MARINETTE</b> (Marinette Co.)					
WMAM 1939	570 250-D	M & M Bcstg. Co. Radio-TV Park 2-6831	NBC Venard Rintoul McConnell	William E. Walker, p Joseph D. Macklin, gm Howard L. Emich, sm Patrick Kehoe, pd	Howard W. Witt, pmm Al Alexander, ce Robert Macauley, nd John Bell, fd Bill Liegeois, sd Marjorie Simms, wd
WMBV-TV	100-N	.....	.....	.....	.....
<b>MARSHFIELD</b> (Wood Co.)					
WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. Marshfield 1450	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger Thomsen, cm Du Wayne Allen, pd	Gene La Fond, pmm Gerald Boos, ce Glenn Brown, nd Dean Lybeck, fd Bob Johnson, sd Irma Coates, wd
WDLB-FM 1948	Ch. 280 (A) 103.9mc 25kw	.....	.....	.....	.....
<b>MEDFORD</b> (Taylor Co.)					
WIGM 1941	1490 250	M & N Bcstg. Co. Box 259 255-5147	MBS, KBS Flambeau Clark	Charles H. Nelson, p Harold R. Murphy, sec. Paul Allman, cm	Dick Johnson, pd, fd Ray Bohnert, ce Ray Pollom, nd Don Seehafer, sd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.

**T W O**

**SOUTHEASTERN WISCONSIN**

clear channel

**WISCONSIN'S 4th**

IN THE KENOSHA MARKET AREA

**WILLIAM L. LIPMAN**  
Owner & Gen. Mgr.



**MARKETS**

plus **NORTHERN ILLINOIS**

coverage in

**LARGEST CITY**

LOTS OF COVERAGE AT LITTLE COST

**only ONE station**

Everett-McKinney, Inc., Nat'l. Rep.

**HUGH L. GATELY**  
Station Mgr.

**MENOMONIE**

<b>WMNE</b> 1951	1360 1,000-D	Menomonie Bcstg. Co. 603½ Broadway 1156 or 1157	KBS	Dr. Wendell Hansen, o Douglas A. Weikley, gm, pd Thor Edgeberg, cm	R. L. Sanasac, pp Everette Lindgren, ce Denton Fender, nd	Howard Kuhn, fd Margaret Brandenburg, wd
<b>MERRILL</b> (Lincoln Co.)						
<b>WLIN(FM)</b> 1947	Ch. 264 (B) 100.7mc 9.35kw	(WOSA, Wausau, AM Affiliate)				
<b>MILWAUKEE</b> (Milwaukee Co.)						
<b>WCAN</b> 1948	1250 5000 DA-2	Midwest Bcstg. Co. 723 N. 3rd St. Broadway 6-2154	Rosenman Scott	Lou Poller, p & gm Bill Goodnow, sim Mort Rosenman, pd	Kal Ross, adm. asst. & opers d Walter Wesley, ce Tom Shanahan, pd Rolland E. Paske, ce	Roger Mohr, sd Alex Rosenman, N. Y. rep.
<b>WEMP</b> 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Broadway 1-7722	Headley- Reed	A. M. Spheeris, p Hugh K. Boice, Jr., gm John Gagliano, cm, pmm		Don O'Connor, nd Earl Gillespie, sd
<b>WEMP-FM</b> 1948	Ch. 227 (B) 93.3mc 50kw					
<b>WFOX</b> 1946	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Br. 2-1272	KBS Young	Joseph A. Clark, p, gm George Inghram, cm	Charles LaForce, pd George Dodge, ce	Arthur Jones, nd Neil Searles, sd
<b>WISN</b> 1922	1150 5,000 DA-1	Hearst Corp. 540 No. Plankinton Ave. Broadway 1-4644	CBS Katz	D. L. Provost, vp Harry D. Peck, gm Joseph Sergio, bus. m Richard E. Shreman, cm Gene Posner, p Jerome Sill, gm	Leslie F. Biebl, pd J. D. Hill, Jr., pmm Donald A. Weller, ce Roger Krupp, nd A. M. Vogel, pd	Milton Braude, fd Wm. Kersey, sd Mary Ann LeMay, wd
<b>WMIL</b> 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wis. Ave. West 3-1290	Everett- McKinney			Gino Monaco, ce
<b>WOKY</b> 1947	920 1,000 DA-1	Bartell Bcstrs. Inc. 704 W. Wis. Ave. Broadway 1-8480	Bolling	Gerald A. Bartell, p Melvin M. Bartell, gm	John Box, Jr., sm	Ralph E. Evans, ce
<b>WOKY-TV</b> 1927	620 5,000 DA-N	The Journal Co. 720 East Capitol Dr. Broadway 1-6000	NBC Christal	Walter J. Damm, vp, gm R. G. Winnie, asst. gm George Comte, sm Neale V. Bakke, sim	Phillip B. Laeser, pd, ce Bruce Wallace, pmm Jack Krueger, nd	Hig Murray, fd Bob Heiss, sd Esther Hotton, wd
<b>MONROE</b> (Green Co.)						
<b>WEKZ</b> 1951	1260 500-D	Green County Bcstg. Co. Schuetze Bldg. 1260 and 120	.....	Willard Schuetze, co-o Edwin Schuetze, co-o Kenneth Stuart, co-o Doran Zwiygart, co-o	Grant A. Ritter, gm, cm, fd Stan Neuberger, pd Joe Urban, pmm Rex N. Eyer, ce	Charles Booth, nd George McKeown, sd Mrs. Eileen Steensrud, wd
<b>NEENAH-MENASHA</b> (Winnebago Co.)						
<b>WNAM</b> 1947	1280 1,000 DA-N	Neenah-Menasha Bcstg. Co. Radio & Television Park Neenah 2-6471	Walker	Don C. Wirth, vp, gm W. C. Porsow, sm	Ted Moore, pd	Harry Hill, ce
<b>OSHKOSH</b> (Winnebago Co.)						
<b>WOSH</b> 1941	1490 250	Oshkosh Bcstg. Co. Inc. 1235 Bowen St. Road Stanley 4580	ABC Pearson	William F. Johns, Jr., p William L. McDonald, gm, sd	Robert Hasselman, pd, nd, fd Donald Zuehike, ce	Jessie Miller, wd

**WISCONSIN'S  
BRIGHTEST SPOT ...**

**MADISON**

**HIGH  
INCOME  
FAMILIES**

**IN DENSITY OF  
WIBA  
COVERAGE**

**IN  
LOW COST  
COVERAGE**

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

**NBC IN MADISON**

**WIBA**

*30<sup>th</sup> Anniversary Year*

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

**WIBA—The Best Buy—Here's Why!**

Latest available Hooper Madison Radio Audience Index shows share of audience as:	SAMS gives these daytime totals for county or city families, listening 6 or 7 days a week:
WIBA ..... 36.93%	WIBA ..... 53,942
Station "B" ..... 23.83%	Station "B" ..... 41,888
Station "C" ..... 20.7 %	Station "C" ..... 9,818

For greater impact, at lowest cost per 1000, WIBA is the station for your 1955 radio budget.

**A Top FARM AUDIENCE**

A farm listening survey, based on 751 personal interviews, made by Economic Research Agency, during June, 1954, shows WIBA has top preference among farmers too! Survey based on 19 interview areas, in 10 Southern Wisconsin counties, having 27,600 farms. Here's how the farmer reports his listening to Madison stations:

	% Listening	Share of Total WIBA Station "B"
6-7 AM	48 %	35 % 26 %
12-1 PM	89 %	58 % 24 %

Your Avery-Knodel man will be pleased to show you a copy of the survey, for more complete data on WIBA dominance.



# WISCONSIN

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	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. psm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
<b>PARK FALLS</b> (Price Co.)						
	WFPF 1953	1450 250	M & N Bcstg. Co., Inc. 262-369	Flambeau Clark	Charles H. Nelson, p Harold R. Murphy, sec- treas.	Gene Halker, gm, cm Ron Kozlao, pd Bob Senne, ce Gordon Locke, nd Lols Hickey, wd
<b>PLATTEVILLE</b> (Grant Co.)						
	WSWW (CP)	1590 1000-D	Southwest Wisc. Co. c/o Charles E. Brennan 3666 S. 17th St. Milwaukee, Wis.			
<b>PLYMOUTH</b> (Sheboygan Co.)						
	WPLY 1954	1420 500-D	Eastern Wisconsin Bcstg. Co. Box 222 3-3661	KBS	Art Gerber, p John R. Saxe, gm Don Harrington, cm	Walter Kalata, pd, nd Lou Wendlandt, pmm, fd, sd Eugene Capelle, ce Irene Schmeling, wd
<b>PORTAGE</b> (Columbia Co.)						
	WFDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 142 1350	Upper Midwest	W. T. Comstock, p John Hearle, gm, nd	Blair Dalton, cm Berwyn Ableman, pd, sd Garth Bowker, ce, fd Phyllis Gray, wd
<b>POYNETTE</b> (Columbis Co.)						
	WIBU 1925	1240 250	William C. Forrest Poynette 98	KBS Wis. Net, Lawson & Associates	William C. Forrest, p, gm	Sarah A. Forrest, pd Leonard Doese, ce
	WWCF(FM) 1948	Ch. 135 (B) 94.9mc 37kw	(WIBU, Am Affiliate)			
<b>PRAIRIE DU CHIEN</b> (Crawford Co.)						
	WPRE 1952	1280 500-D	Prairie Bcstg. Co. Inc. P. O. Box 36 637	.....	W. C. Schlaugat, Jr., gm Thomas Multerer, cm Jerry Key, pd	Irving Pugh, ce Don Green, nd, sd Eldon Schmidt Gall, fd Mary Ellen, wd
<b>RACINE</b> (Racine Co.)						
	WRAC 1949	1460 500-D	WRAC, Inc. Arcade Bldg. 2-1627	KBS Sears & Ayer	George Gorton, III, p William J. Prialux, gm, pmm	Raymond J. Pawzun, cm Edward J. Ruetz, pd Floyd Heary, ce Jake Erdmann, nd, sd Julie Ruetz, wd
	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. 4-3311	ABC Wis. Net. Walker	J. Donald McMurray, p Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald D. Nelson, cm Lyman Merens, pd, nd Amelia French, pmm F. Lee Dechant, ce William Gumm, sd Lorraine Kay, wd
	WRJN-FM 1947	Ch. 164 (B) 100.7mc 15kw				
<b>REEDSBURG</b> (Sauk Co.)						
	WRDB 1953	1400 250	William C. Forrest Box 207 Reedsburg 400	Wis. Net.	William C. Forrest, o Ronald H. Smith, gm, cm, ce P. Patton, pd	R. Smith, ce E. VanderArt, nd J. Gates, sd Alice Lexa, wd
<b>RHINELANDER</b> (Oneida Co.)						
	WOBT 1947	1240 250	Oneida Bcstg. Co. Highway 8-East 1240	MBS Wis. Net.	James Cleary, p George F. Thoma, gm Paul Vargo, cm	Wendel K. Porter, pd, prod m Charles Marvin, ce Pat Hoerter, nd Lee Zimmer, wd
<b>RICE LAKE</b> (Barron Co.)						
	WJMC 1938	1240 250	WJMC Inc. Route #1 550	MBS Arrowhead Hollingbery Bulmer & Johnson	Walter C. Bridges, p Russell J. Brown, gm Arthur Stolk, cm	Carl N. Klaus, pd, sd George Palo, pmm Robert Kolsky, ce Richard Swiler, nd Richard Johnson, fd Betty Reich, wd
	WJMC-FM 1938	Ch. 242 (B) 96.3mc 9.3kw				
<b>RICHLAND CENTER</b> (Richland Co.)						
	WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, gm, cm, pd & pmm Peter Athanas, ce	Joseph Koelsch, nd Ed Mueller, co-sd Bob Kane, co-sd Orlie Baker, fd Jean Jensen, wd
<b>SHAWANO</b> (Shawano Co.)						
	WTCH 1948	960 1,000 DA-N	Shawano Co. Leader Pub. Co. 107-113 E. Green Bay St. 666	Lawson	Jeanne Donald, gm	R. Gruetzmacher, sm
<b>SHEBOYGAN</b> (Sheboygan Co.)						
	WHBL 1924	1330 1,000-D 250-N	WHBL Inc. Box 27 4821	ABC Wis. Net. Venard Rintoul & McConnell	C. E. Broughton, p Paul F. Skinner, gm	John D. Harvey, cm Herbert E. Mayer, ce Gordon Gottlieb, nd
	WHBL-FM 1948	Ch. 262 (B) 100.3mc 63kw				
	WSHE 1954	800 250-D	Lake Shore Bcstg. Co.			
<b>SPARTA</b> (Monroe Co.)						
	WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. 124½ S. Water St. 3307	KBS	Victor J. Tedesco, p John D. Rice, gm, cm, nd Lawrence C. Patton, pd, sd	Eddie Cary, pmm Raymond Skinner, ce Eddie S. Carey, fd Mary Hoogenhou, wd
<b>STEVENS POINT</b> (Portage Co.)						
	WLBL 1954	930 5000-D	State of Wisc. Radio Council			
	WSPT 1948	1010 250	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	Wm. F. Johns Sr., p A. L. Mayer, gm	Peter A. Barnard, cm Thomas Lund, pd, nd C. Richard Colby, ce Gordon Blacketer, sd

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STURGEON BAY

WDOR 1951	910 500-D	Door County Bcst. Co. Inc. 15th & Utah Sturgeon Bay 593-594	.....	Edward Allen, Jr., p, gm, fd William Warnkey, cm	Dolores Allen, pd, pmm, wd Joseph Genovese, ce, sd	Verneille Haen, nd
WOKW 1951	1050 250-D	Door County Radio Co. 154 North Third Ave. 1050	Best	Chandler F. Harris, p Herbert H. Graefe, gm, nd Frank K. Ullsperger, slm	Jack Schaefer, pd, ce Leonard Koskubar, fd	Robert Baum, sd Florence Dickenson, wd

SUPERIOR

WDSM 1939 WDSM-TV	710 5,000 DA-N	WDSM, Inc. 230 East Superior Randolph 7-6875	ABC, MBS Free & Peters	Robert B. Ridder, p Rodney Quick, gm Ralph Nelson, cm	Carlo Anneke, pd Paul Andresen, pmm Gerry Baumann, ce	Paul Denault, nd, fd Lute Mason, sd Terry Rapp, wd
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TWO RIVERS

WTRW 1951	1590 1000-D	Two Rivers Bcstg. Co. 1817 Washington St. 324		Wendell Hansen, p Howard J. Luebke, gm	Stanley Greene, cm	Elmer Johnson, ce
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WATERTOWN

WTTN 1950	1580 250-D	Watertown Radio Inc. 104 West Main St. 2215	KBS	Carl V. Kolata, p, gm Harold Winkenwerder, ce	Robert K. Brown, nd	Bill Lister, sd
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WAUKESHA

WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 8015	Holman	Norman E. Schley, p Mig Figl, gm	Charles Williams, cm Donald Froehlich, pd	Adin Randall, ce Al Williams, nd
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WAUSAU

WHVF 1953	1230 250	Lake Land Bcstg. 1110 Wausau Ave. 2-1188	Indie	H. V. Foreen, p, ce R. H. Topinka, gm, cm Jane Dalbecka, pd	Dick Hellhake, nd Buck Leverton, fd	Bob Topinka, sd Norma Waldon, wd
WOSA 1948	550 5000 DA-2	Alvin E. O'Konski Wausau 1444	MBS Rambeau Bulmer & Johnson	Alvin E. O'Konski, o & gm		
WSAU 1937 WSAU-TV	1400 250	Wis. Valley Television Corp. 714 5th St. 21021	NBC Wis. Net. Meeker	John C. Sturtevant, p George T. Frechette, gm George J. Bundner, sm, sd	James W. Frey, cm, slm Don DeByle, pd, pmm Roland W. Richardt, ce	Howard Gernetzke, nd Mary Nelles, fd

WEST BEND

WBKV 1950	1470 500-D	West Bend Bcstg. Co. Box 59 Decorah Rd. Federal 4-2344	Upper Midwest Radio-TV Reps.	August C. Berkholtz, p, gm Roy Ambrose, sm	Paul J. Mueller, cm Ray Kessenick, pd	Paul J. Ripple, ce Nancy Dymale, wd
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WISCONSIN RAPIDS

WFHR 1940	1340 250	William F. Huffman Radio Inc. 141 West Grand Ave. 1340	MBS Wis. Net. Devney	Mrs. Louise F. Huffman, p George T. Frechette, gm, pmm	L. J. Zurawski, cm James Tighe, pd, nd Gordon Miller, ce	Arnie Strope, fd Ed Hanson, sd Bernardine Speitz, wd
WFHR-FM 1946	Ch. 277 (B) 103.3mc 2.1kw					

WYOMING

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Albany	19,055	5,690	\$23,015	\$ 5,306	\$ 494	6,828	Sheridan	20,185	6,270	28,654	6,482	826	6,877
Big Horn	13,176	3,530	13,499	2,798	539	3,870	Sublette	2,481	820	2,444	377	159	861
Campbell	4,639	1,520	7,685	1,389	243	1,710	Sweetwater	22,017	6,200	32,421	6,242	934	6,361
Carbon	15,742	4,820	18,748	3,670	578	5,134	Teton	2,593	750	4,883	907	57	1,247
Converse	5,933	1,680	7,821	1,592	297	2,260	Uinta	7,331	1,770	10,081	1,307	232	2,269
Crook	4,738	1,290	5,051	1,069	114	1,394	Washaki	7,252	1,940	13,068	2,518	336	2,972
Freemont	19,580	5,530	26,335	5,532	843	6,195	Weston	6,733	2,110	7,525	1,628	343	3,633
Goshen	12,634	3,540	18,457	3,296	421	4,293	Yellowstone						
Hot Springs	5,250	1,700	8,293	2,108	383	2,111	National Park	353	**	2,646	45	...	...
Johnson	4,707	1,310	6,138	1,377	120	2,000							
Laramie	47,662	14,210	65,915	13,266	1,757	18,350							
Lincoln	9,023	2,330	10,041	2,248	318	2,656							
Natrona	31,437	10,630	61,845	9,240	1,648	15,987							
Niobrara	4,701	1,300	7,087	1,038	150	1,754							
Park	15,182	*4,980	30,065	6,561	853	5,800							
Platte	7,925	2,250	10,879	2,327	440	2,645							

\* Yellowstone Nat'l Park is included in Park County figure.  
\*\* See Park County.  
Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

<b>CASPER</b> (Natrona Co.)						
KSPR 1930	1470 1000 CP-5000-D 1000-N	Donald Lewis Hathaway 1st and Lennox Sts. 3-5777	CBS, Walker, Moore	Donald L. Hathaway, p & gm Marcus R. Nichols, cm & asst. m	Gene Robinson, pd Jean Ann Dunn, pmm & wd John Cheatham, ce	Donn Driscoll, nd Jim Thompson, sd
KVOC 1946	1230 250	KVOC Bcstg. Co. Box 2090 2-4152	ABC, MBS, Wyo. Cowboy, Intermountain, McGillivra	Duane Simons, co-o & ce William F. Shutts, co-o & sd I. E. Shahan, co-o	Jim Baker, pd Bob Turner, pmm	Warren Carlson, nd Mrs. William Hileman, wd
<b>CHEYENNE</b> (Laramie Co.)						
KFBC 1940 KFBC-TV	1240 250	Frontier Bcstg. Co. 2923 East Lincoln way 4-4461	ABC, Wyo. Cowboy, McGillivra	Robert S. McCracken, p Wm. C. Grove, gm C. P. Cahill, cm Bettye Zuck, pd	J. E. Bogan, pmm Robert C. Pfannenschmid, ce Kirk Knox, nd	George Byram, fd Larry Birleffi, sd Margaret O'Brien, wd

# WYOMING

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; 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; Sales Mgr. Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm;	
<b>KVWO</b> 1952	1370 1,000-D	Great West Co. 3000 West Lincolnway KVWO Bldg. Box 296 2-6433	MBS, Intermountain Avery-Knodel, Palmer	Wm. T. Kemp, p & gm Wm. Anderson, sm Ruth Door, cm	Miles Greenfield Bob Hale, pmm Harold Roberts, ce	Bob Leeright, nd Shirley Rose Richardson, wd
<b>CODY</b> (Park Co.) <b>KODI</b> 1947	1400 250	Absaroka Bcstg. Co. 1134 13th 444	Wyo. Cowboy McGillvra	Milward L. Simpson, p Charles Shaw, gm C. Owen Allen, sm	Shubert Fendrich, pd & continuity d Hal Brown, ce	Florence Salzer, nd & wd Gabby Barrus, sd
<b>EVANSTON</b> (Uinta Co.) <b>KLUK</b> 1952	1240 250	Advertising Enterprises, Ltd. P. O. Box 198 700	MBS, KBS Intermountain, Avery-Knodel	Edwin L. Bullis, p	Harry Albers, ce	
<b>LANDER</b> (Fremont Co.) <b>KOVE</b> 1948	1330 1,000 DA-N	Edward J. Breece Box 436 488	MBS, KBS, Intermountain, Continental	Edward J. Breece, p Jack L. Breece, gm Mrs. Dorothy Reed, cm	Robert W. Allen, pd & nd Mrs. Louise York, pmm Gary Fehlauer, ce	William Ross, fd W. J. Luzmoor, sd Mrs. Harriet Bagley, wd
<b>LARAMIE</b> (Albany Co.) <b>KOWB</b> 1948	1340 250	Snowy Range Bcstg. Co. P. O. Box 972 4888	ABC, KBS, Wyo. Cowboy	John Alexander, p Vernon Stedry, gm & cm	Lynn O. Smith, pd & ce Johnny Steele, nd & sd	Chuck Nichols, fd
<b>NEWCASTLE</b> (Weston Co.) <b>KASL</b> 1953	1240 250	New Castle Bcstg. 700	ABC, Wyo. Cowboy, McGillvra	Joe Aimonetto, p	Floyd L. Sparks, gm, cm, pd & pmm	Al Hodgkin, ce
<b>POWELL</b> (Park Co.) <b>KPOW</b> 1941	1260 5,000-D 1,000-N DA-N	Albert J. Meyer Elder Bldg. 222	MBS, Intermountain, Avery-Knodel	A. J. Meyer, p & gm Kenneth Meyer, cm	Agnes Fields, pd J. S. Kilness, ce	Bink Meyer, sd
<b>RAWLINS</b> (Carbon Co.) <b>KRAL</b> 1947	1240 250	Rawlins Bcstg. Co. Box 385 1003	ABC, Wyo. Cowboy Net, McGillvra	Jack C. Vagner, gm, cm & pmm, sd	Newton K. Fenney, pd Robert Williams, ce	Gene McMillen, nd & fd Arleen Baker, wd
<b>RIVERTON</b> (Fremont Co.) <b>KWRL</b> 1948	1450 250	Joseph P. Ernst Radio Station KWRL 789	KBS	Joseph P. Ernst, o & p Cleo Berry, gm, pd, pmm & wd	Bud Moore, cm & fd	Bob Thorpe, nd & sd
<b>ROCK SPRINGS</b> (Sweetwater Co.) <b>KVRS</b> 1938	1360 1,000-D 500-N DA-N	Wyoming Bcstg. Co. Box 1067 93	MBS, KBS, Intermountain	D. G. Richardson, p Dwight Fisher, gm, sd	Laurel Mosbey, cm Imogene Parr, pd & wd	David K. Wood, ce John Conmana, nd
<b>SHERIDAN</b> (Sheridan Co.) <b>KWYO</b> 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Intermountain Avery-Knodel	Jim Carroll, p, gm Don Dannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Jim Spracklin, sd

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**Cheyenne's Super-Salesman!**  
**Every Substantial KVWO**  
**Advertiser's Sales Gained in '54!**

MUTUAL  
KVWO

National  
Avery-Knodel

New York, Los Angeles, Atlanta  
Chicago, San Francisco, Dallas

Intermountain Network  
**Lynn L. Meyer, President**  
 Salt Lake City, Utah

**SELLING:** Northern Colorado  
 Western Nebraska  
**WONDERFUL WYOMING!**

KVWO Building, 3000 West Lincolnway, Phone 2-6433

**William T. Kemp** Cheyenne, **WONDERFUL WYOMING!**  
Representatives: Regional  
**Kenneth E. Palmer & Co.**  
 Intermountain Radio Center  
 5350 W. 20th, Denver, Colorado

WYOMING

TORRINGTON

(Goshen Co.)

KGOS 1950	1490 250	Joseph P. Ernst Box 271 567	ABC, Wyo. Cowboy McGillivra	Joseph P. Ernst, p Lester R. Nash, gm, cm & ce, nd	Peter L. Quatrini, pd Irene Wetzzel, pmm & wd	Bernie J. Trierweiler, fd Ray Lansing, sd
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WORLAND

(Washakie Co.)

KWOR 1946	1490 250	Joseph P. Ernst Radio Station KWOR 733	ABC, Wyo. Cowboy	Joseph P. Ernst, p, pd, ce, nd, sd	Mrs. Mildred V. Ernst, gm, cm	Jane McLaughlin, wd Chuck Harkins, sd
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ALASKA

DIRECTORY OF AM AND FM STATIONS

ANCHORAGE

KBYR 1949	1240 250	Radio Anchorage Inc. Box 1960 5-8301		E. Pournelle, gm Wesley Burton, cm Nancy Warner, sm	Robert G. Capstick, ce Jack Wandell, nd	
KENI 1946 KENI-TV	550 5,000	Midnight Sun Bcstg. Co. P. O. Box 1160 20301	ABC, MBS, NBC Fletcher Day	Austin Cooley, p Alvin O. Bramstedt, gm Claire Banks, sm Wm. Stewart, cm	Vincent Carroza, pd Phyllis Bock, pmm Ralph Walker, ce Don Andon, nd	Ed Baldwin, fd Wm. Murray, sd Ruth Briggs, wd
KFQD 1924	730 10,000	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	Wm. J. Wagner, o, gm, sm	Clarke Manning, pd	Wm. E. Duck, ce

CORDOVA

KLAM (CP)	1450 250	Northern Light Bcstg. Corp.				
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FAIRBANKS

KFAR 1939 KFAR-TV	660 10,000	Midnight Sun Bcstg. Co. Box 910 2803	ABC, MBS, NBC, Fletcher, Del Day	Austin G. Cooley, p Alvin O. Bramstedt, gm John Griffin, cm	Richard Greuel, pd Val Greuel, pmm & nd Robert Franzke, ce	Don McCune, sd Merlyn Lage, wd
KFRB 1948	900 10,000	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales Scott	Wm. J. Wagner, o, gm	Jack Hauser, sm	Claire Nodurft, ce

JUNEAU

KINY 1935	800 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales Scott	Wm. J. Wagner, o, gm James B. Lawson, sm	Richard Peter, pd	Gordon Burnett, ce
KJNO 1952	630 1,000-D 500-N	Midnight Sun Bcstg. Co. Box 140 508	ABC, MBS, NBC, Fletcher, Day	Austin G. Cooley, p Robert A. Wells, sm Joseph Mangan, sm	Jim Douglas, pd Dorothy Wheeler, pmm & wd	Royal O'Reilly, ce Steve Brody, nd & sd

KETCHIKAN

KABI 1952	580 1000-D 500-N	Midnight Sun Bcstg. Co. P. O. Box 1459 3124	ABC, MBS, NBC, Fletcher, Day	Austin G. Cooley, p Jack D. Ellison, gm	R. E. Moul, cm Douglas Walker, pd	Patricia North, pmm & wd Richard M. Nicholas, ce
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	Wm. J. Wagner, o, gm Robert C. Mehan, sm	Roall Erickson, pd	Harley Silvers, ce

SEWARD

KIBH 1949	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	Wm. J. Wagner, o, gm	Dick White, sm	Wm. E. Duck, ce
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SITKA

KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	Wm. J. Wagner, o, & gm	Harry C. Lanz, sm	De Wayne Sharp, ce
KSEW (CP)	1400 250	Voice of Sheldon Jackson Inc. c/o R. Roland Arm- strong 206 Behrends Ave. Juneau, Alaska				

GUAM

DIRECTORY OF AM STATION

AGANA KUAM 1954	610 1000	Radio Guam P. O. Box 68 12-365	NBC Young Internat'l.	Harry M. Engel, Jr., p H. Richard Maguire, gm, pd	Walt Gambell, ce John P. Barton, nd	Robert Jordan, sd Cynthia Olson, wd
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HAWAII

DIRECTORY OF AM AND FM STATIONS

HILO (Hawaii Co.) KHBC 1936	970 1000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS, Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp & gm C. T. Thrumston, sm	Roger H. Coryell, pd Harold L. Marques, ce Wayne L. Collins, nd	Frank Valenti, sd Amy C. Izumi, wd
KILA 1951	850 1,000	James E. Jaeger Nanihoa Hotel 54913	ABC, MBS, Inter Island Net. Hollingbery	James E. Jaeger, o & gm Bey Kodama, cm	Robert Craft, pd Sam Nakamura, pmm	Rikio Doi, ce Carlos Rivas, nd & sd
KIPA 1947	1110 1000	Big Island Bcstg. Co. P. O. Box 1602 2177	All-Island Net.	A. H. Green, p & m		

# HAWAII

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	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
<b>HONOLULU</b> (Honolulu Co.)					
<i>KAIM(FM)</i> 1953	Ch. 238 (B) 95.5mc 5.7kw	Christian Bcstg. Co. Assoc. 1136 12th Avenue 72-4005	.....	Theis Reynertson, p Cornelius Keur, gm	J. Robert Jensen, cm Mary Yuen, pd Edward C. Schoen, ce
KGMB 1929 KGMB-TV	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 9-2011	CBS, KGMB-KHBC (Hilo) Free & Peters	J. Howard Worrall, p Richard Evans, vp & gm John D. Allison, cm	Gordon C. Burke, pd John Quinlan, pmm Daniel Hunter, ce Art Hansen, nd Frank Valenti, sd Betty Smyser, wd
KGU 1922	740 2,500	Advertiser Pub. Co. Ltd. P. O. Box 3110 52977	NBC, All Islands Net. NBC Spot Sales	Lorin P. Thurston, p William O. Paine, gm Lee D. Hirschland, asst. m & pd	George C. Mansfield, cm Jeanne Prince, pmm Sakae Kimata, ce John J. Jordan, nd Jack Colon, pd & nd, sd Buck Buchwach, pmm Richard Goto, fd Joe Rose, co-sd Gene Good, co-sd Jacqueline Hutaft, wd Patricia McGovern, wd
KHON 1946	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 95295	Bolling	Bryson R. Gardner, p, gm Ira G. Mercer, ce	Jack Colon, pd & nd, sd Buck Buchwach, pmm
KIKI 1951	860 250	KIKI, Ltd. 320 Ward Ave. P. O. Box 692 63456	Rambeau	Royal V. Howard, p, pd, ce	Angelo J. Rossi, gm, cm
KPOA 1946	630 5,000	Radio Hawaii, Inc. 575 Kamoku St. 95236	MBS, Inter-Island, Hollingberry	John M. Shaheen, pd Fin Hollinger, exec. vp, & gm, cm	Carlos Rivas, pd Bob Lang, ce Ed Mundy, nd Ted Scott, pd Paul Yamamoto, pmm Ronald T. Miyahira, ce Carlos Rivas, sd Barbara Bishop, wd
KULA 1947 KULA-TV	690 10,000	Pacific Frontier Bcstg. Co., Ltd. 1290 Ala Moana Blvd. 63666	ABC, Young	Herbert L. Petty, p Jack Burnett, gm Hugh Ben La Rue, cm	Gordon Thompson, nd Bob Sevey, sd Nancy Aea, wd
<b>KANEHOE-OAHU</b> (Honolulu Co.)					
KANI 1953	1150 1,000 DA-1	Windward Bcstg. Co. Ltd. Box 227 Oahu, Terr. of Hawaii 242576	.....	Judge Calvin C. MacGregor, p Drew Kaye, gm, cm	William Whedbee, pd & pmm John Ellingson, ce Don Carter, nd & sd Merrill Riley, fd
<b>LIHUE, KAUAI</b> (Kauai Co.)					
KTOH 1940	1490 250	Garden Island Pub. Co. 961	NBC, All Islands Net. NBC Spot Sales	Charles Fern, o, gm Martin H. Sebastian, Jr., m	Raymond Sasaki, pd Harold Ching, pmm Katashi Nose, ce Frances Dills, wd
<b>WAILUKU, MAUI</b> (Maui Co.)					
KMVI 1947	550 1,000	Maui Publ. Co. Ltd. Box 374 33-981	NBC, All Islands Net. NBC Natl. Spot Sales	J. Walter Cameron, p Ezra J. Crane, gm Frank Kovacic, cm	Richard E. Mawson, sm, asst. gm Marvin Ross, pmm Neil Arveschoug, ce Earl I. Tanaka, nd Wayne Tanaka, sd Thelma Arveschoug, wd
<b>WAIPAHU</b> (Honolulu Co.)					
KAHU 1950	920 1,000	Rural Bcstg. Co., Ltd. P. O. Box 1007 Waipahu, T. H. 412835	Devney	Dr. Timothy Wee, p Harry En Chu, gm	Robert Miller, pd Jackson McBride, pmm Robert Pearson, ce

# PUERTO RICO

## DIRECTORY OF AM AND FM STATIONS

<b>AGUADILLA</b>					
WABA 1951	1240 250	Hector Reichard P. O. Box 188 242	.....	Lcdo. Hector Reichard, p F. Bonnet Velez, gm	Wilfredo Almodovar, cm Ricardo Vega, pd Antolin Jimenez, ce
<b>ARECIBO</b>					
WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. P. O. Box 755 589	Cadenas Kresto Denia	Antonio Esteva Vidal, p Nabal Barreto, gm	Jose Soler, ce Manuel Iglesias, nd Digna Olivero Pabon, wd
<b>BAYAMON</b>					
WENA 1947	1560 250	Bayamon Bcstg. Corp. P. O. Box 157 161	.....	Dr. A. Diaz Atiles, p D. Diaz Alejandro, gm	
<b>CAGUAS</b>					
WJFR 1953	1240 250	Jorama-Fer Radio Corp.	.....		
WMIA 1947	1450 250	Inter American Radio Corp. Caguas 678	.....	Eduardo Biascochea, p, gm, ce	J. A. Balseiro, cm C. Miner, pd & pmm Miguel A. Candelario, sd Patria Rijos, wd
WVJP 1947	1110 250	Borinquen Bcstg. Co. P. O. Box 207 789	.....	Hector Pereira, gm Federico E. Virella, cm Jose J. Colon Santiago, pd	Pedro L. Jimenez, ce Ramon Mojica Sola, nd Victor Fernandez Requero, sd
<b>FAJARDO</b>					
WMDD 1947	1490 250	Madraza & Dias	.....		
<b>GUAYAMA</b>					
WXRf 1948	1590 1000	Rafael Fuster	.....		
<b>MAYAGUEZ</b>					
WAEL 1948	600 1000 DA-1	Mario Acosta	.....		
WKJB 1946	710 1000-D 500-N	Jose Bechara Jr.	.....		
WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	Blue Net, Melchor & Guzman	Alfredo R. De Arellano, Jr., p Reinaldo Maidongdo Dupont, asst. m, cm	Jose Hernandez Lamora, pd Jose E. Garcia, ce German Valez, nd Mario Quintero, Jr., sd Blanca L. De Martinez, wd
WPRA 1937	990 10000 DA-1	WPRA Inc.	.....		
WTL 1950	1300 1,000	Mayaguez Radio Corp. Post & Palmer Sts. 1290	.....	William G. Mamary, p Patricio R. Fermainit, gm Gilbert Mamary, cm & nd	Rafael Colon Diaz, pd Gabriel Castro Rivera, pmm & sd Aristides Zapata Perez, ce Yayi R. Mamary, wd

Data corrected to Dec. 15, 1954. 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-D—Directional Antenna, day only. 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.



<b>PONCE</b>					
WISO 1953	1280 1,000	South Puerto Rico Bcstg. Corp. Box 2023 13F	Pan American Bcstg. Co.	Luis E. Freyre, gm, cm, ce Angel Ramos, pd	Milton Cott Quinones, nd Milda J. Perez, wd
WPAB 1940	550 5,000-D 1,000-N	Portorican American Bcstg. Co. Inc. 164 Villa St. 783	Inter-American Pub. Inc.	A. Gimenez-Aguayo, p, gm Radames Mayoral, cm	Eliseo Borrero, pd Pedro E. Conesa, ce Juan B. Roman, sd
WPRP 1936	910 5,000 DA-N	Voice of Porto Rico, Inc. Salud St. Corner to Guadalupe 1015	Blue Net.	Alfredo Ramirez de Arellano, p & gm Antonio Miro, cm	Bobby Diaz, pd Julio M. Conesa, ce Pedro Juan Garcia T., nd Joaquin Gil de Lamadrid, sd
<b>RIO PIEDRAS</b>					
WRIO 1949	1320 5000-D 1000-N	Master Bcstg. Co.			
WWWW 1949	1520 250	Frank A. Gandia P. O. Box 935 1098	.....	Frank A. Gandia, p Victor Lanz, gm Grimaldi Grau, cm	Oswaldo Agueros, pd Guillermo Gandia, pmm Fernando Salazar, ce Carmen Barbosa, nd Emilia M. Gandia, wd
<b>SAN JUAN</b>					
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce De Leon Ave. 3-3000	ABC. MBS Caribbean Net.	Jose Ramon Quinones, p Jaime Taronji, gsim	Segismundo Quinones, cm Harold Zayas Torres, pd Jose Arzuaga, ce Pedro Vazquez, sd
WAPA-TV *WIPR 1954	940 10,000	Department of Education		Francisco Arrivi, gm	Pedro Luis Jimenez, ce
WKAQ 1922	580 5000	El Mundo Bcstg. Corp. 2-2023	CBS Inter American Publications	Angel Ramos, p V. Lamas Jr., cm	Ester Pales, pd Angel P. del Valle, ce
WKAQ-TV					
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 3-0840	..... Pan American Bcstg. Co.	Ralph P. Perry, p, gm, ce	

VIRGIN ISLANDS

DIRECTORY OF AM STATIONS

<b>CHARLOTTE AMALIE</b> (St. Thomas)					
WSTA 1950	1340 250	William N. Greer French Village P. O. Box 538 489	Young	William N. Greer, p, gm, ce Nellie Greer, gm, cm, wd	Ron de Lugo, pd
<b>CHRISTIANSTED</b> (St. Croix)					
WIVI 1952	1230 250	Radio American West Indies, Inc. 28	ABC	Hazel M. Vickers, p, gm, cm, pmm, wd James O. Neil, pd, sd	Raymond E. Higdon, ce Pedro Encarnacion, nd Alva McFarlane, fd
<b>CRUZ BAY</b> (St. John)					
WICR 1954	1190 500	West Indies-Caribbean Radio			

# 70PS

to deliver your selling message

in

## Puerto Rico W A P A

on TV: Channel 4

Affiliated with NBC, ABC and DuMont  
also affiliated with the CMQ TV Net of Cuba

500,000 radio homes — 75,000 TV homes  
(as of Feb. 1)

on Radio: 680 Kcs.  
(10,000 watts)



U. S. A. and Canadian Sales Office: CARIBBEAN NETWORKS, Inc., 200 West 57 St., New York 19, N. Y., Circle 5-7433

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COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1425 Dorchester St. W., Montreal 25

Quebec.

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

(For complete listing of tv stations see TELECASTING YEARBOOK)

## ALBERTA

### CALGARY

CFAC, began 1922, (tv affiliate CHCT-TV), 960 kc, 5,000 w-DA-N. Calgary Bcstg. Co., 1000 Greyhound Bldg.; ph. 6-1036; CBC; All-Canada Radio Facilities, Weed, reprs. Exec.: John D. Southam, p; H. R. Carson, gm; A. M. Cairns, sm; D. H. Hartford, cm; George Brown, pdm; R. J. Tregillus, pmm; E. C. Connor, ce; E. L. Heywood, nd; Ron McCullough, fd; J. N. Marks, sd; Brenda Cordwell, wd.

CFCN, began 1922, (tv affiliate CHCT-TV), 1060 kc, 10,000 w-DA-N. Voice of the Prairies Inc., 12th Ave. & 6th St. E.; ph. 21161; CBC, net.; Radio Reprs., Young, reprs. Exec.: H. G. Love, p; L. Roskin, cm; G. L. Carter, pd; Jas. A. Love, pmm; R. W. Lamb, ce; Wm. N. Love, nd; Ross Henry, fd; Hy Viney, sd; Dora Dibney, wd.

CXXL, began 1927, 1140 kc, 1,000 w-DA-N. CKXL Ltd., 210 9th Ave. West; ph. 63026; Stovin, Forjoe, reprs. Exec.: F. R. Shaw, p; A. R. MacKenzie, gm; B. D. Alloway, cm; P. J. Edwards, pd, nd; G. Morrison, ce; J. Carbury, sd.

### CAMROSE

CFCW, began 1954, 1230, 250 w. Camrose Bcstg. Co. Exec.: Tom Shandro, gm, pmm; Hal Yerxa, cm; Allan Brooks, pdm, pd; Julie Tombs, wd; Richard Clements, fd; Kenneth Anholt, ce.

### EDMONTON

CBX, began 1948, 1010 kc, 50,000 w-DA. CBC, Macdonald Hotel; CBC Trans-Canadian, net. Exec.: J. A. Quimet (CBC), gm; W. E. Powell (CBC), cm; D. C. Claringbull, m; Ron C. Fraser (CBC), press info. ser. d; W. H. Hogg (CBC), nd; A. K. Morrow (CBC), fd; W. G. Richardson, eng., d.

CBXA, began 1953, 740 kc, 250 w. CBC, Macdonald Hotel; CBC Trans-Canadian, net; CBC, repr. Alphonse Ouimet, gm; W. E. Powell, cm; D. Claringbull, pd, sm; R. C. Fraser, press & info ser. d; W. G. Richardson, eng. d.

CFRN, began 1934, (tv affiliate CFRN-TV), 1260 kc, 5,000 w. Sunwapta Bcstg. Co., 109 CPR. Bldg.; ph. 22101; CBC Dominion, net.; Radio Reprs., Young, Oakes, reprs. Exec.: G. R. A. Rice, p, gm; A. J. Hoops, cm; George Duffield, pd; Isobel McDonald, pmm; Frank Makepeace, ce; Laurie Graham, nd; Don Brinton, fd; Al Shaver, sd; Eve Henderson, wd.

CFRN-FM, began 1951, Ch. 100.3 mc, 0.25 kw.

CHED, began 1954, 1080 kc, 1,000 w. CHED Ltd., 107th St. & 100th Ave.; ph. 4-2111; CBC; Stovin, Forjoe, Canada, reprs. Exec.: Don McKay, m; Don MacLean, cm; Jerry Forbes, pdm; Clint Nichols, ce.

CHFA, began 1949, 680 kc, 5,000 w-DA. Radio Edmonton Limitee, 10012 109th St.; ph. 42157; French Net. of CBC, Renaud, Hunt, McGillvra, reprs. Exec.: Dr. L. P. Mousseau, p; Leo Remillard, gm, pd, sd; John Gautron, cm; Robert Guy, ce; Tharcis Forestier, nd; Jacques Mayol, fd; Madeleine Pariseau, wd.

CJCA, began 1922, 930 kc, 5,000 w-DA-N. Edmonton Bcstg. Co., Birks Bldg.; ph. 4-4131; CBC, Trans-Canada, net.; Weed, All-Canada Radio Facilities, reprs. Exec.: Gerry Gaetz, gm; Cameron Perry, cm; Dalt Elton, pd; Win Sutton, pmm; Frank Hollingworth, ce; Rolfe Barnes, asst. m; Russ Sheppard, nd; Don Clayton, fd; Maurice Carter, sd.

CJCA-FM, began 1949, Ch. 258 (A), 99.5 mc, 0.2 kw.

CKUA, began 1927, 580 kc, 1,000 w-DA-1. U. of Alberta, Provincial Bldg.; ph. 2-5161. Exec.: J. G. Langdon, gm; J. W. Hagerman, pd; W. Pinko, ce; Earl Olson, nd; Everett McCrimmon, fd; A. A. Ward, sd.

CKUA-FM, began 1948, Ch. 251 (A), 98.1 mc, 0.35 kw.

### GRAND PRAIRIE

CFGP, began 1937, 1050 kc, 5,000 w-DA-N. Northern Bcstg. Corp., 9901 99th St.; ph. 2311; Trans-Canada, CBC, Foothills, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: John Thomson, p; A. J. Balfour, gm; John Soars, cm; Eugene Ross, pd & sd; Bernard Funsten, pmm; Jas de Roaldes, ce; G. Charters, nd; Ken Dunstan, fd; Mary MacGregor, wd.

### LETHBRIDGE

CJOC, began 1926, 1220 kc, 10,000 w-D, 5,000 w-N-DA-N. Lethbridge Bcstg. Ltd., 1015 3rd Ave. South; ph. 3161; CBC, Trans-Canada nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: H. R. Carson, p; Norman Botterill, gm; Joe Budd, cm; Bob Reagh, pd; Bob Ranson, pmm; Doug Card, studio eng; Bill Skelton, nd; Omar Broughton, fd; Frank Bird, sd; Daphne Manson, wd.

### MEDICINE HAT

CHAT, began 1946, 1270 kc, 1,000 w-DA-N. Monarch Bcstg. Co., 520 First St.; ph. 2821; CBC, Dominion, net.; All-Canada Radio, Weed, reprs. Exec.: J. H. Yuill, p; R. J. Buss, gm; Orv. Kope, cm; Ken Lapp, pd; Ian Carson, ce; Lorne Thompson, nd, sd; Barbara Burns, wd.

### PEACE RIVER

CKYL, began 1954, 630 kc, 1,000 w. Peace River Bcstg. Co., Radio Bldg.; Dominion, net.; Radio Reprs., Canadian Station Reprs., reprs. Exec.: W. P. Dunbeck, m; R. Bruce, slm; J. Barron, pdm.

### RED DEER

CKRD, began 1949, 850 kc, 1,000 w-DA-N. Central Alberta Bcstg. Co., Foster Block; ph. 2083; CBC Dominion, net.; Radio Reprs. Ltd., Young, reprs. Exec.: Gordon S. Henry, p, gm; Ken F. Wright, cm; John D. Barton, pd; J. M. Younie, pmm, nd; K. L. Martin, ce; J. M. Barton, fd; Stan Sparling, sd; Lenore Smith, wd.

## BRITISH COLUMBIA

### CHILLIWACK

CHWK, began 1927, 1270 kc, 1,000 w-DA-N. Fraser Valley Bcstrs. Ltd., 50 Yale Rd. E.; ph. Chilliwack 7511-7521; CBC Dominion, net.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: Jack Pilling, mgr. d, ce; W. G. Teetzel, cm; J. M. MacLachlan, pd; Margaret Cormack, pmm; James MacDonald, nd; Alex Moir, fd, sd.

### DAWSON CREEK

CJDC, began 1947, 1350 kc, 1,000 w. Radio Station CJDC Ltd., 2nd Ave. & 9th St.; Trans-Canada, net.; Radio Reprs., Cooke, reprs. Exec.: W. P. Michaud, p; Paul Guy, m; Michael Laverne, pdm; Roy Darling, nd; Chuck Mudrak, sd; Betty Craig, wd; Hazel Velander, fd; Ethel Emes, pmm; Don Everton, ce.

### KAMLOOPS

CFJC, began 1928, 910 kc, 1,000 w. Kamloops Sentinel Ltd., 310 St. Paul St.; ph. 1021; CBC, net.; All-Canada, Weed, reprs. Exec.: Ian G. Clark, gm; R. J. Innes, cm; Walter Harwood, pd & pdm; Fred Webber, ce; Gordon Rye, nd & fd; Emmett Cronan, sd; Jean Ross, wd.

### KELOWNA

CKOV, began 1931, 630 kc, 1,000 w. Okanagan Bcstrs. Ltd., Box 1481; ph. 3331; CBC, All-Canada Radio Facilities, Weed, reprs. Exec.: J. H. Browne, p; Dennis Reid, cm; Freda Woodhouse, pd & pmm; J. Fred Weber, ce; Robert Hall, nd; Hugh Caley, fd; J. H. Panton, sd; Marian Gass, wd.

### NANAIMO

CHUB, began 1949, 1570 kc, 1,000 w-DA-N. Standard Bcstg. Co. Ltd., Malaspina Hotel; ph. 2630; Stephens & Towndrow, Hunt, Cooke, reprs. Exec.: C. J. "Chuck" Rudd, gm; Sheila Hassell, cm, pmm; Victor Fergie, pd, nd; E. Ross MacIntyre, ce; Don Wilson, cd.

### NELSON

CKLN, began 1939, 1240 kc, 250 w. News Publishing Co., 266 Baker St.; P.O. Box 250, ph. 19; CBC, Trans-Canada, nets.; Stovin, Young, reprs. Exec.: Maj. R. H. Green, p; Alan R. Ramsden, gm & ce.

### NEW WESTMINSTER

CKNW, began 1944, 1320 kc, 5,000 w-DA. International Bcstg. Co., 227 Columbia St.; ph. 3000; NBS, Bcst. Reprs., Forjoe, reprs. Exec.: William Rea, jr., p; William J. Hughes, gm; Hugh Wallace, asst. mgr.; Harold L. Davis, pd; Stanley Buchanan, pmm; Clare Purvis, ce; Jim Cox, nd, sd.

### PENTICTON

CKOK, began 1948, 800 kc, 1,000-D, 500-N. CKOK Ltd., 125 Nanaimo Ave., West; ph. 2800; Dominion, net.; Cooke, Mulvihill, Hunt, reprs. Exec.: Maurice Finnerty, mng. d; Roy G. Chapman, sm; Warren Johnstone, slm; Russ Richardson, pd; George Cameron, ce; Dave Roegele, nd, sd; Ed Britton, fd; Pat Hanlon, wd.

### PORT ALBERNI

CJAV, began 1946, 1240 kc, 250 w. CJAV Ltd., 753 3rd Ave. North; ph. 604; Stephens & Towndrow, Hunt, Cooke, reprs. Exec.: H. E. Warren, p; K. Hutcheson, mng. d; G. J. Holmes, cm; T. A. Rannie, pd; J. Halldorsen, pmm; R. MacIntyre, ce; Jim Robson, nd, sd.

### PRINCE GEORGE

CKPG, began 1946, 550 kc, 250 w. CKPG Ltd., 1220 Sixth Ave.; ph. 140; Trans-Canada, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Frank H. Elphicke, p; Cecil G. Elphicke, gm; Jack E. Carbutt, cm; Don Eccleston, pd; Charles Cawdell, nd, sd; Marion McDonnell, wd; George Parkin, ce.

### PRINCE RUPERT

CFPR, began 1938, 1240 kc, 250 w. CBC, 336 Second Ave. W. ph. 863; CBC, Trans-Canada nets.; repr. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; D. Nixon, reg. pd; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d.

### TRAIL

CJAT, began 1931, 610 kc, 1,000 w. Kootenay Bcstg. Co., 815 Victoria St.; ph. 1840; Trans-Canada, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: A. Stanley Mawdsley, p; John W. Loader, gm; Lorne V. McLeod, cm; Joseph P. Kobluk, pd; Bill McLoughlin, nd.

### VANCOUVER

CBU, began 1936, CBUT (TV), 690 kc, 10,000 w. CBC, 701 Hornby St.; ph. Marine 6121; CBC, Trans-Canada, nets. CBC, repr. Exec.: Alphonse Ouimet (CBC), gm; W. E. Powell (CBC), cm; D. Nixon, reg. pd; Ron C. Fraser (CBC), press info. & ser. d; W. H. Hogg, nd; A. K. Morrow (CBC), fd; W. G. Richardson (CBC), eng. d.

CBU-FM, began 1947. CBUT (TV), CBU, Ch. 289, 105.7 mc, 1.4 kw.

CJOR, began 1926, 600 kc, 5,000 w-DA-1. CJOR, Ltd., 846 Howe St.; ph. Marine 6464; CBC Dominion, net.; Stovin, Canadian Sta. Reprs. Ltd. Exec.: Geo. C. Chandler, p, gm; Don Laws, cm; Bus Ryan, slm; Vic Waters, prog, supv. Wally Knox, pmm; Art Chandler, ce; Hud Olson, mdsq. d; Jack Webster, nd; Dorwin Baird, ed. d; Laddie Watkins, wd.

CKLG, began 1954, 1070 kc, 1,000 w-DA-2. Gibson Bros. Ltd., 143 E. 11th, North Vancouver; ph. York 1101; Exec.: Robert T. Bowman, gm & fd; John N. Hunt, cm; E. G. T. Payne, ce; John Sharpe, nd; Pat Barnes, sd; A. M. Glennie, wd.

CKMO, began 1922, 1410 kc, 1,000 w-DA-1. B. C. Bcstg. System, 812 Robson St.; ph. Marine 1271; Renaud, Cooke, reprs. Exec.: Anna Sprott, p; Mrs. K. M. Willis, gm; Al Goodwin, cm; Stan Lettner, pd; David Rogers, ce.

**CKWX**, began 1923, 980 kc, 5,000 w.  
**CKWX-Radio Ltd.**, 543 Seymour St.; ph. Tatlow 5131; **MBS**, Don Lee, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Arthur Holstead, p; Frank H. Elphicke, vp & gm; Jack Sayers, cm; John Ansell, pd; MacIntosh MacDonald, research d; Charles Smith, ce; Bert Cannings, nd; Norm Griffin, fd; Bill Stephenson, sd; Nina Anthony, wd.

**VERNON**

**CJIB**, began 1947, 940 kc, 1,000 w. Interior Bcstrs. Ltd., 3330 Barnard Ave.; ph. 3900; CBC Dominion, nets.; Radio Reprs., Cooke, reprs. Exec.: A. G. (Gil) Seabrook, gm; Don Warner, pd, sd, pdm; Martha Isobe, pmm; Loren Merriam, ce; Mabel Johnson, nd; Nyra Groves, wd.

**VICTORIA**

**CJVI**, began 1926, 900 kc, 5,000 w-DA-1. Island Bcstg. Co., 817 Fort St.; ph. 2-8221; CBC Dominion net., All-Canada, Weed, reprs. Exec.: W. M. Guild, gm; Lee Hallberg, cm; V. J. Groves, pd; Hugh Curtis, pmm; Jos. Sommers, ce; Earl McLeod, nd; Ted Reynolds, sd; Shirley Shea, wd.

**CKDA**, began 1950, 1280 kc, 5,000 w. David M. Armstrong, 1450 Douglas St.; ph. 4-9311; CBC, net., Natl. Bcst. Sales; Bcst. Reprs., Hunt, Forjoe, reprs. Exec.: David M. Armstrong, p & gm; Gordon M. Reid, cm; David G. Hill, pdm; Philip J. Baldwin, pmm. d; Norman E. Bergquist, ce; Andy Stephen, nd; Keith G. MacKenzie, sd.

**MANITOBA**

**BRANDON**

**CKX**, began 1928, (tv affiliate CKX-TV), 1150 kc, 1,000 w. Western Manitoba Bcstrs. Ltd., 8th & Princess St.; ph. 4532; CBC Dominion, net, Radio Reprs., Young, reprs. Exec.: John B. Craig, p & mng. d; E. D. Holland, cm; Eric Davies, pd; A. W. Olson, pmm; Humphrey Davies, ce; Jim Struthers, nd; Ken Milton, sd; Doug Lee, wd.

**DAUPHIN**

**CKDM**, began 1951, 1230 kc, 250 w. Dauphin Bcstg. Co., 3rd Ave., North East; ph. 3230. Radio Reprs., Young, reprs. Exec.: Mrs. G. Peebles, p & gm; J. Henderson, cm; E. V. Benoit, pd; J. McSweeney, pmm; R. D. Hughes, ce; Lou Hill, nd.

**FLIN FLON**

**CFAR**, began 1935, 590 kc, 1,000 w. Arctic Radio Corp., 75 Hill St.; ph. 4422; CBC, Trans-Canada, net.; Stoven, repr. Exec.: C. H. Witney, gm; E. Smallwood; pd; J. Wardle, sd.

**ST. BONIFACE**

**CKSB**, began 1946, 1250 kc, 1,000 w. Radio Saint Boniface Ltee., 607 Langevin St.; ph. 20-4866; CBC, French net.; Renaud, Hunt, McGillvra, reprs. Exec.: Celestin Champagne, p; Roland Couture, mngm. d. & cm; Denis Belair, pd; Yves Savignac, ce; Nobert Préfontaine, nd; Etienne Bohémier, sd.

**WINNIPEG**

**CBW**, began 1948, **CBWT (TV)**, 990 kc, 50,000 w. CBC, 541 Portage Ave.; ph. 742-541; CBC, Trans-Canada, nets. Exec.: Alphonse Ouimet (CBC), gm; W. E. Powell, cm; R. C. Fraser, press & info. ser. d; Dan E. Cameron (CBC), pd; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed; A. K. Morrow, fd

**CJOB**, began 1946, 1340 kc, 250 w. Blick Bcstg. Ltd., Lindsay Bldg.; ph. 926; Radio Reprs., Young, reprs. Exec.: J. O. Blick, p, gm; A. J. Messner, cm; George Davies, pdm; Alan Bready, nd; George McCloy, sd; H. J. Gibson, pmm; R. V. Durie, ce.

**CJOB-FM**, began 1948, Ch. 276, 103.1 mc, 0.25 kw.

**CKRC**, began 1928, 630 kc, 5,000 w-DA-N. Trans-Canada Communications, Free Press Bldg., ph. 922-266; CBC, net.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: Victor Sifton, p; Wm. A. Speers, gm; Bruce Pirie, cm; J. W. Couper, lcl. slm.; Jack Hill, pd; Wm. H. Edge, sl. prm. mgr.; Maurice Desourd. v. publicity; A. W. Hooper, ce; Ev Dutton, nd; Fergus Cook, fd; Maurice Smith, sd.

**CKY**, began 1950, 580 kc, 5,000 w-DA-2. **CKY Ltd.**, 432 Main St.; ph. 931-531; Stovin, Canada, Cooke, reprs. Exec.: Lloyd E. Moffat, p; Wilfred E. Collier, cm; Jack R. Stewart, pd; Harry O. Watts, pmm; Andy Malowanchuk, ce; Al Davidson, day nd; Fred Whiting, night nd; Jack Wells, sd; Wendy Warren, wd.

**NEW BRUNSWICK**

**CAMPBELLTON**

**CKNB**, began 1939, 950 kc, 1,000 w-DA-1. Restigouche Bcstg. Co., P.O. Drawer 226; ph. Plaza 3-2009; CBC, net.; Hardy, Weed, reprs. Exec.: J. W. MacDonald, p; Dr. Charles Houde, gm; Stan Chapman, sm; R. D. Richards, pd; L. P. Paquet, ce; Conrad Richardson, sd; Margaret Taylor, wd.

**EDMUNDSTON**

**CJEM**, began 1944, 570 kc, 1,000 w. Edmundston Radio Ltd., 91 Canada Rd.; ph. 880; CBC, net.; Stovin, Young, reprs. Exec.: Hon. Jules A. Brillant, o; George Michaud, gm; Maurice Lacasse, mgr. & pmm; George Guerrette, cm; Paul-Emile Carrier, pd & nd; Adrien Garceau, ce; Hermel Dumont, sd.

**FREDERICTON**

**CFNB**, began 1923, 550 kc, 5,000 w-DA-N. Jas. Neill & Sons Ltd., York St.; ph. 5501; CBC, net.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: D. Malcolm Neill, gm; Jack T. H. Fenety, pd; H. L. McFee, slm & pmm, Glenn D. Love, ce.

**MONCTON**

**CBAF**, began 1954, 1300 kc, 5,000 w. CBC, Georges & Archibald Sts.; CBS French, net.; CBC, repr. Exec.: Alphonse Ouimet, gm; M. Valiquette, cm; W. S. Briggs, reg. d; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. Berube, fd.

**CKCW**, began 1934. (tv affiliate CKCW-TV), 1220 kc, 10,000 w. Moncton Bcstg. Ltd., P. O. Box 1220; ph. 4-9111; CBC, net.; Stovin, Young, reprs. Exec.: F. A. Lynds, p & gm; T. H. Tonner, sm & cm; W. E. Fulton, pd; R. B. Reid, pmm; Arnold Brewster, ce; Ray Bourque, nd; Jim Coulter, fd; Earle Ross, sd; Marg. Crosby, wd.

**NEWCASTLE**

**CKMR**, began 1949, 1340 kc, 250 w-DA-1. Miramichi Bcstg. Co., Castle St.; ph. 690; CBC, Trans-Canada, net.; Renaud, repr. Exec.: L. W. Flett, p; R. J. Wallace, gm, cm, pmm, ce; Paul Hansen, nd; Fred Haining, sd; Phyl Sweeney, wd.

**SACKVILLE**

**CBA**, began 1939, 1070 kc, 50,000 w. Canadian Bcstg. Corp., 100 Sackville St., Halifax, N. S.; ph. 3-6188; CBC, Trans-Canada, net. Exec.: Alphonse Ouimet, (CBC), gm; W. E. Powell (CBC), cm; W. S. Briggs, reg. d; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd.

**ST. JOHN**

**CFBC**, began 1946, 930 kc, 5,000 w-DA-N. Fundy Bcstg. Co., 68 Carleton St.; ph. 2-3301; CBC, net.; Natl. Bcst. Sales, Weed, reprs. Exec.: Hugh T. Trueman, gm; W. H. Tonner, pd; Richard Gallagher, pmm; Harold Stout, ce; David Orr, nd; Marita McNulty, fd; Gord Smith, sd; Margaret Williams, wd.

**CHSJ**, began 1947, 1150 kc, 5,000 w. New Brunswick Bcstg. Co., 14 Church St.; ph. 3-3304; Trans-Canada, net.; Canadian Station Reprs., Stovin. Exec.: George Cromwell, mgr.; Earl McCarron, asst. m; Bill Stewart, pdm; Cleve Stilwell, pd; Fred Blizzard, sd; Jene Wood, wd; L. C. Rudolph, fd; Frank Doody, pmm; John Bishop, ce.

**NEWFOUNDLAND**

**CORNER BROOK**

**CBY**, began 1949, 790 kc, 1,000 w. CBC, TA Bldg.; CBC, net. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; W. F. Galgay, reg. d; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd.

**GANDER**

**CBG**, began 1949, 1450 kc, 250 w. Canadian Bcstg. Corp., TA Bldg.; CBC nets. Exec.: J. A. Ouimet (CBC), gm; W. E. Powell (CBC), cm.

**GRAND FALLS**

**CBT**, began 1949, 1350 kc, 1,000 w. Canadian Bcstg. Corp.; CBC, Newfoundland, net. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; W. F. Galgay, reg. d; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd.

**ST. JOHN'S**

**CBN**, began 1949, 640 kc, 10,000 w. Canadian Bcstg. Co., P. O. Box E5372; CBC, Trans-Canada, net.

**CJON** began 1951 (**CJON-TV**), 930 kc, 5,000 w-DA-N. Newfoundland Bcstg. Co., Prince of Wales St.; ph. 7105; Weed, All-Canada, reprs. Exec.: Geoffrey W. Stirling, p, bus. m; Don Jamieson, pdm; Jack Baird, cm; Art Hartnett, pd; Cathie Yuill, pmm; Oscar Hierlihy, ce; Bren Walsh, nd; Jack White, fd; Bill Callahan, sd; Muriel McKay, wd.

**VOAR**, began 1929, 1230 kc, 100 w. Nfld. Mission Conference Seventh Day Adventists, P. O. Box 574; ph. 6760. Exec.: Philip Moores, p, gm, pmm; Emerson Hillock, pd; George Rabbits, ce.

**VOCM**, began 1936. 590 kc, 1,000 w. Colonial Bcstg. System Ltd., P. O. Box 920; Corn. Water St. & McBrides Hill; ph. 3148; Stovin, Canada, Young, reprs. Exec.; W. B. Williams, v & ce; H. N. Butler, mng. d; J. V. Butler, gm; M. Shulman, cm; J. Regan, pd; J. M. Murdoch, pmm; N. Vinicombe, nd; J. Browne, sd; Joan Orton, wd.

**VOWR**, 800 kc, 1,000 w. Wesley United Church, P. O. Box 2040.

**NOVA SCOTIA**

**ANTIGONISH**

**CJFX**, began 1943, 580 kc, 5,000 W-DA. Atlantic Bcstrs. Ltd.; ph. 580; CBC Dominion, net.; Mulvihill, Young, reprs. Exec.: J. Clyde Nunn, gm; Charles Tierney, pdm; Charles O'Brien, pd; Bruce Rafuse, pmm; Gord MacDougall, ce; Bill MacKinnon, nd; Al Graham, sd.

**BRIDGEWATER**

**CKBW**, began 1947, 1,000 kc, 1,000 w-DA-N. Acadia Bcstg. Co., 399 King St.; ph. 1000. CBC, Trans-Canada, net.; Canada Radio Reprs., Cooke, reprs. Exec.: C. J. Morrow, p; Lester L. Rogers, 1st vp, slm; I. L. Bain, 2nd vp; John F. Hirtle, mng. d; James A. MacLeod, sm & nd; James C. Newell, cm; A. Max Ramey, pd; Douglas F. Hirtle, ce; Robert MacLaren, pmm, sd, fd; Ruth Vogler, w ed.

**HALIFAX**

**CBH**, began 1947, 1330 kc, 250 w. CBHT (TV). CBC, 100 Sackville St.; CBC Trans-Canada, net. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; W. S. Briggs, reg. d; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd. **CHNS**, began 1926, 960 kc, 5,000 w-DA-N. Maritime Bcstg. Co., 10 Tobin St.; ph. 3-8318; CBC Dominion, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: Graham W. Dennis, p; Gerald J. Redmond, gm; Douglas A. Grant, cm; John A. Funston, pdm, nd; John Holden, pmm; Arthur W. Greig, ce; Keith Barry, sd; Anna Dexter, wd.

**CHNS-FM**, began 1949, Ch. 241, 96.1 mc, 0.25 kw.

**CJCH**, began 1944, 920 kc, 5,000 w. Chronicle Co., 741 Robie St.; ph. 5-5443; Mulvihill, Young, reprs. Exec.: B. Pearson McCurdy, p; E. Finlay MacDonald, gm; Clair L. Chambers, cm; Leonard J. Chapple, pdm; Al Foster, pd; A. Reginald McWilliams, ce; Robert McCleau, nd; Pat Connolly, sd; Abbie Lane, wd.

**KENTVILLE**

**CKEN**, began 1947, 1490 kc, 250 w. Evangeline Bcstg. Co., Radio Centre; ph. 2111; Alexander, repr. Exec.: G. H. Wilson, p; J. A. C. Lewis, gm & pmm; Mrs. E. J. Macmillan, cm; W. A. Bishop, pd; A. M. Bishop, ce; Graham Galloway, nd; C. R. Huggins, sd; Diana Bishop, wd.



## CANADIAN STATIONS

Sequence of information and abbreviations same as in U.S. Am and Fm Station Directory.

### NEW GLASGOW

CKEC, 1230 kc, 250 w. Hector Bcstg. Co. Radio Time Sales. Exec.: James M. Cameron, gm; Howard MacLean, assist. gm, cm, pdm; Robert Hale, nd; John MacDonald, sp; Ross Ingram, pmm; Charles Gogen, ce.

### SYDNEY

CBI, began 1948, 1140 kc, 5,000 w. CBC, P. O. Box 700, 247 Charlotte St.; ph. 4495; CBC Trans-Canada, net. Exec.: F. G. Cooke, mgr. CJCB, began 1929, 1270 kc, 5,000 w-D, 1,000 w-N. Cape Breton Bcstrs. Ltd., Radio Bldg.; ph. 5596. CBC, net.; All-Canada Radio Fa., Weed, reprs. Exec.: J. W. Nathanson, gm; R. M. Burchell, cm; C. R. Huggins, sd; L. W. Taylor, pmm; R. E. Bennett, nd; D. MacIsaac, sd; Ann Terry, wd; A. Vernon, ce.

CJCB-FM, began 1948, Ch. 235 (A), 94.9 mc. 0.25 kw.

### TRURO

CKCL, began 1947, 1400 kc, 250 w. Colchester Bcstg. Co., 7 Pleasant St.; ph. 491; Radio Time Sales Ltd., repr. Exec.: J. A. Manning, p, gm; George B. Moore, cm; Lloyd Cavanagh, pd, nd, pmm; E. S. Bernasconi, ce; Ray Chaisson, nd & sd.

### WINDSOR

CFAB, began 1945, 1450 kc, 250 w. Evangeline Bcstg. Co., Radio Centre; ph. 2111; Alexander, repr. Exec.: G. H. Wilson, p; J. A. C. Lewis, gm & pmm; Eleanor J. MacMillan, cm; W. A. Bishop, pd; A. M. Bishop, ce; Graham Galloway, nd; C. R. Huggins, sd; Diana Bishop, wd.

### YARMOUTH

CJLS, began 1934, 1340 kc, 250 w. Gateway Bcstg. Co., 222 Main St.; ph. 500; CBC, net.; Maritime, All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: Donald L. Smith, p, gm, cm & ce; Wm. Singer, pmm; Denny Comeau, nd, sd; Gene Alton, fd & wd.

## ONTARIO

### BARRIE

CKBB, began 1949, 1230 kc, 250 w. Barrie Bcstg. Co. Ltd., 26 Dunlop St. West; ph. 5585; Young, Mulvihill, reprs. Exec.: Ralph T. Snelgrove, p; H. J. Snelgrove, gm, nd; Robert Hunter, cm; Robert McLean, pd, fd; Fil Fraser, pmm, sd; Jack Mattenley, ce; Barbara Wheeler, wd.

### BELLEVILLE

CJBQ, began 1946, 1230 kc, 250 w. A. MacLean Haig, O.B.E., 11 Victoria Ave., P. O. Drawer 399, Odeon Theatre Bldg.; ph. 3200; CBC, net.: Canada, Stovin, Canadian Station Reprs. Ltd., reprs. Exec.: A. MacLean Haig, p; W. H. Stovin, sm; F. C. Murray, asst. mgr.; H. H. MacDonald, cm; P. R. Flagler, pd; Muriel Wannamaker, pmm; J. B. Buchanan, ce; Alex MacDonald, nd; Phil Flagler, fd; Jack Devine, sd; Harriet Stevens, wd.

### BRAMPTON

CFJB, began 1953, 1090 kc, 250 w. Broadcasting Station CFJB, Ltd., 2 Ellen St., ph. 2321; Radio & Tv Sales, Cooke, reprs. Exec.: William Martin, p; Fenwick Job, gm; Deryk Upton, cm, pmm; E. F. Job, pd, ce.

### BRANTFORD

CKPC, began 1923, 1380 kc, 1,000 w-DA-N.

The Telephone City Bcst. Ltd., 525 Colborne St.; ph. 3-2664; CBC, net.; Alexander, repr. Exec.: Mrs. F. M. Buchanan, mng. d; Richard Buchanan, gm; Wally Shubat, cm; A. J. Kelly, pmm; J. Featherston, ce; Al Chandler, nd; John Edwards, fd; Arnold Anderson, sd; Marian George, wd.

CKPC-FM, 94.7 mc, .25 kw.

### BROCKVILLE

CFJR, began 1943, 1450 kc, 250 w. Eastern Ontario Bcstg. Co., 17 King St. W.; ph. 4628; CBC Dominion, net.; Stovin, Young, reprs. Exec.: Jack R. Radford, p, gm, cm, nd; Jim Chapman, pd & pmm; Sid Penstone, ce; Edgar Clow, fd; Tom Statham, sd; John R. Vance, wd; Noreen Kelly, wd.

### CHATHAM

CFCO, began 1926, 630 kc, 1,000 w-DA. John Beardall, P.O. Box 277; ph. 2626; CBC Dominion, net. Exec.: John Beardall, p, o & gm; P. A. Kirkey, c dir. & pmm; D. Hickling, pd; Gordon D. Brooks, ce; Eunice Gardiner, nd & wd.

### CORNWALL

CKSF, began 1945, 1230 kc, 250 w. Daily Standard Freeholder, 36 Pitt St.; ph. 4800; CBC Dominion, net.; McGillvra, Stovin, reprs. Exec.: Howard Fleming, p; Fred H. Pemberton, gm; Carl Fisher, pd, sd; Alma Larocque, pmm; Mahlon Clark, ce; Harvey Hilliard, nd; Johnny Murphy, fd.

CKSF-FM, began 1948, Ch. 284, 104.3 mc, 0.6 kw.

### FT. FRANCES

CKFI, began 1944, 800 kc, 1,000 w-D, 500 w-N. Broadcasting Station CKFI Ltd., 242 Scott St.;



The Canadian consumer is buying in a big way . . . all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U. S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U. S. goods than anyone else, next to Americans. They want to buy more—and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, you're heard! Local radio is well-known and trusted in its communities. It brings its listeners the big network shows—it brings them the local shows, too. Here the community speaks to itself about matters close to its heart—the farm reports, the mining news, the town's social events, the city's

backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes . . . in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates . . . convinces . . . and does it inexpensively. Come in to the Canadian market, and come in welcomed. Come in over local radio.

*Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this multi-billion dollar market—the all-important frequencies of local, independent radio.*

### CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada — 200 St. Clair Ave. W., Toronto, Ontario



## CANADIAN STATIONS

ph. 200; CBC, KSB, nets.; Radio Reps. Ltd., Broadcast Reps., Hunt, Cooke, Upper-Mid West, reprs. Exec.: J. G. McLaren, p; Frank Hall, gm, cm, pmm; Gordon McBride, pd, nd, fd; Richard Endseth, ce; Richard Whittaker, sd; Shirley Lyons, wd.

### FT WILLIAM

CKPR, began 1931 (tv affiliate CFPA-TV Port Arthur), 580 kc, 1,000 w. CKPR, Radio Hall, Victoria Ave.; ph. 33477; CBC, net.; Radio Reps., Young, Stovin, All-Canada, reprs. Exec.: H. F. Dougall, p; G. D. Jeffrey, cm; J. P. Friesen, pd, nd; J. Masters, pmm & fd; W. T. Ross, ce; Charles McManus, sd.

CKPR-FM, began 1950, Ch. 232 (A), 94.3 mc, 0.25 kw.

### GALT

CKGR, began 1954, 1110 kc, 250 w. Margaret Gourlay Spohn, 3 Amslie St.; ph. 4318; Stovin, repr. Exec.: Mrs. Margaret Spohn, p; Gerald H. Lee, mng. d; Derrick Crossey, adv. reprs.; John Meadows, pd; Gerald W. Lee, pmm, ce; Don Carter, nd; Lloyd Colthorp, sd; Gwynn Mallory, wd.

### GUELPH

CJOY, began 1948, 1450 kc, 250 w. CJOY, Ltd., Bond Bldg.; ph. 5500; Radio Reps. Ltd., Cooke, reprs. Exec.: W. Slatte, co, p & sm; F. T. Metcalf, co-o, vp, secy-treas., gm; Don Le Blanc, pd & pmm; Jack Miligan, ce; Len Evans, nd; Vaughan Douglas, fd; Norm Jary, sd; Dorie Mack, wd.

### HAMILTON

CHML, began 1927, 900 kc, 5,000 w. Maple Leaf Bestg., 848 Main St. E.; ph. Liberty 9-2411; CBC Dominion, net.; Stephens & Town-drow, Hunt, Natl. Best. Sls., Young, reprs. Exec.: Kenneth D. Soble, p; Thomas E. Darling, gm; W. Denis Whitaker, cm; Agnes M. Ander-

son, pd; Stafford Habberfield, pmm; Hugh Potter, ce; Rod Dent, nd; Norman Marshall, sd; Jane Gray, wd.

CJSH-FM, began 1949 (tv affiliate CHCH-TV), Ch. 275, 102.9 mc, 9.2 kw. Hamilton Spectator, 163 Jackson St. West.; ph. 2-1121. Exec.: St. Clair Balfour, p; Anthony Thomas, gm.

CKOC, began 1922 (tv affiliate CHCH-TV), 1150 kc, 5,000 w-DA-N. Wentworth Radio Bestg. Co. Ltd., 32 John St. North; ph. Jackson 7-4483; CBC, Trans-Canada, net.; Weed, All-Canada, reprs. Exec.: H. R. Carson, p; W. T. Cranston, vp & gm; J. Lyman Potts, asst. mgr. & cm; Frank D. Fogwell, pd; Donald Watson, pmm; Leslie Horton, ce; Graham Emslie, nd; Perc Allen, sd; Wendy Williams, wd.

### KENORA

CJRL, began 1938, 1220 kc, 1,000 w. Loyd Moffat, Johnson Block; ph. 6212; CBC Dominion, net.; Stovin, Cooke, reprs. Exec.: Loyd Moffat, o; Jim Thom, gm; Bill Young, cm; George Balcaen, nd; Bill Jones, ce.

### KINGSTON

CFRC, 1490 kc, 100 w. Queen's University, Fleming Hall.

CKLC, began 1953, 1380 kc, 1,000 w. St. Lawrence Bestg. Co., 99 Brock St.; ph. 24927; CBC Dominion, net.; Stovin, Forjoe, reprs. Exec.: T. D. French, gm & pmm; J. F. French, cm; C. J. Birmingham, pd & pdm; Alan Saunders, nd; John Kelly, sd; Janet Huxtable, wd; Barry M. Ogden, ce.

CKLC-FM, began 1953, 99.5 mc. .25 kw.

CKWS, began 1942, (tv affiliate CKWS-TV), 960 kc, 5,000 w. Frontenac Bestg. Co., 306 King St., West; ph. 4401; CBC Trans-Canada, net.; National Best. Sls., Weed, reprs. Exec.: Senator Rupert Davies, p; Roy Hofstetter, sm; Weldon Wilson, cm; William Luxton, pd; Bert

Cobb, ce; Torben Wittrup, nd; James Chorley, sd; P. D. Scanlan, asst. m.

CKWS-FM began 1947, Ch. 242, 96.3 mc, 0.25 kw.

### KIRKLAND LAKE

CJKL, began 1934, 560 kc, 5,000 w-DA-N. Kirkland Lake Bestg. Ltd., Government Rd. West; ph. 27; CBC, net.; Natl. Best. Sls., Weed, reprs. Exec.: Roy H. Thompson, p; Gord Burnett, gm; Jack Weatherwax, cm; Jesse French, pd; William Binney, pmm; Cy Spence, ce; Bob MacGregor, nd; Fred Oliver, fd; Ronald Smith, sd; Anita Thompson, wd.

CJKL-FM, began 1948, Ch. 229, 93.7 mc, 0.25 kw.

### KITCHENER

CKCR, began 1929 (tv affiliate CKCO-TV), 1490 kc, 250 w. K. W. Broadcasting Co. Ltd., 125 King St. W.; ph. 3-3628; CBC, Dominion, net.; Renaud, Hunt, Young, reprs. Exec.: James C. Mitchell, p, gm; Jack G. Liddle, cm; Ken W. MacKinnon, pd; Reg Sellner, pmm; Ion Hartman, ce; Paul Freeman, nd; Bill Moyer, sd; Thora Oliver, wd.

CKCR-FM, began 1948, Ch. 144, 96.7 mc, 0.35 kw.

### LONDON

CFPL, began 1933 (tv affiliate CFPL-TV), 980 kc, 5,000 w-DA-2. London Free Press Printing Co., Free Press Bldg.; ph. 2-5201; CBC, net.; All-Canada Radio, Weed, reprs. Exec.: Walter J. Blackburn, p; Murray T. Brown, mgr; Cliff Wingrove, asst. m; Douglas C. Trowell, cm; Jack N. Iilman, pdm; Harvey M. Clarke, pmm; Glenn L. Robitaille, ce; Hugh Bremner, nd; Roy Jewell, fd; Ken Ellis, sd; Joan Pritchard, wd.

CFPL-FM, began 1948, Ch. 240, 95.9 mc, 4.5 kw.

# Coverage

#### LONDON CITY AREA \*

No. of homes	- - - -	35,300
No. of radio homes	- - - -	34,380
CFPL coverage		
Daytime	- 97% of radio homes	
Night	- 94% of radio homes	

#### GREATER LONDON \*

(London and Middlesex County)

No. of homes	- - - -	47,100
No. of radio homes	- - - -	44,910
CFPL coverage:		
Daytime	- 92% of radio homes	
Night	- 85% of radio homes	

Plus

#### Coverage in 7 additional Counties \*

	Daytime	Night
Bruce	14%	11%
Elgin	62%	55%
Huron	62%	47%
Lambton	32%	17%
Norfolk	25%	13%
Oxford	48%	37%
Perth	53%	45%

#### PRODUCTION QUALITY

Network standards — RCA studio equipment and transmitters—980 kc., 5000 watts D/N, directional, pattern change at night—1 K stand-by—emergency power generator — Studios incorporate approved specifications of CBC, with improvements — Turntables, 78 and 33-1/3—Magnetic & Ampex studio tape recording, playback equipment; also portables for remotes—Presto disc recording equipment — Telephone tape recording unit—Complete tech lab—Top flight personnel—Performance record high.

#### PROGRAM STRUCTURE

Basic affiliate CBC Dominion Network—Local shows meet network standards, add strong community flavor (some fed to network)—Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration—Library: 78's, Lang-Worth, WORLD—Continuity staff—CFPL—FM both satellite and separate. Operating Schedule: 5:45 a.m.—2:00 a.m. Mon. thru Sat. 8:00 a.m.—2:00 a.m. Sunday

#### PROMOTION—MERCHANDISING

Program promotion thru' radio, daily newspaper, weekly newspaper, transit—Staff co-operation on special merchandising plans—Data, as requested, on market, distribution, competition, test possibilities, etc.

IN U.S.A., CONTACT WEED & COMPANY; IN CANADA, ALL-CANADA RADIO FACILITIES.

## 980 CFPL LONDON - CANADA

\* BBM SURVEY

# in a major market

Sequence of information and abbreviations same as in U.S. Am and Fm Station Directory.

### NIAGARA FALLS

CHVC, began 1947, 1600 kc, 5,000 w-DA-N. Radio Station CHVC Ltd., Rainbow Bridge, 76 Division St.; ph. Elgin 8-7151; Alexander Ltd., Cooke, reprs. Exec.: B. Howard Bedford, p; A. W. Blakely, pd; L. H. Rooke, ce; Ernie Courtney, nd; Joseph F. Wilson, fd; Louis N. Hewett, sd; Fay Burton, wd.

### NORTH BAY

CFCH, began 1932, 600 kc, 1,000 w. Northern Bcstg. Co. Ltd., Fraser St.; ph. 2400; CBC, net. Natl. Bcst. Sls., Weed, reprs. Exec.: R. H. Thomson, p; K. Parker, gm; W. King, cm; C. Houston, pd; D. O'Neil, pmm, sd. J. Barnaby, ce; J. Size, nd.

CFCH-FM, began 1947, Ch. 292, 106.3 mc, 0.25 kw.

### ORILLIA

CFOR, began 1954, 1570 kc, 5,000 w-D, 1,000 w-N. Gordon E. Smith, 241 West St. N.; ph. 3511; CBC, net.; Stephens & Towndrow, reprs. Exec.: Gordon E. Smith, p & gm; Alex C. Gilmore, cm; James A. McGarvey, pd, fd; Russel E. Waters, pmm; George Slinn, ce; Bob Douglas, nd; Grant Forsythe, sd; Nora North, wd.

### OSHAWA

CKLB, began 1946, 1350 kc, 5,000 w-DA-2. The Lakeland Bcstg. Co., 16 Centre St.; ph. 3-3415; Alexander, McGillvra, reprs. Exec.: A. H. Collins, p, gm; Gordon G. Garrison, cm, pmm; Ken Phillips, pd; William Marchand, ce; Burt McCollum, nd; Frank Eidt, fd; Bill Smith, sd; Margo Tilden, wd.

### OTTAWA

CBO, began 1924, 910 kc, 1,000 w. Canadian Bcstg. Corp., Chateau Laurier; CBC Trans-Canada, net.; ph. 2-1151; CBC, net.; CBC, repr. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; C. P. Wright, sm; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd.

CBO-FM, began 1948, Ch 277, 103.3 mc, 0.38 kw.

CFRA, began 1947, 560 kc, 5,000 w. CFRA, Reg'd., Auditorium; ph. 3-6241; Stephens & Towndrow, Weed, reprs. Exec.: Frank Ryan, p, gm, fd; George Gowing, cm; Tom Foley, pdm, sd; Terry Kiely, pd; Campbell McDonald, nd; Joan Baxter, wd; Stu Blancher, pmm; Harold Peerenboom, ce; Don Martin, asst. m.

CFRA-FM, began 1947, 93.8 mc. .25 kw. CKOY, began 1949, 1310 kc, 5,000 w-D, 1,000 w-N. CKOY Ltd., 635 Richmond Rd., P. O. Box 100; ph. Parkway 2-6501; CBC, net.; Cooke, Natl. Bcst. Sls., reprs. Exec.: Duncan K. MacTavish, p; Jack Thompson, sm & cm; Keith Sterling, pd; Lew Hill, pmm; Ken Puttock, ce; Jack Daly, sd; Pat Kenny, wd.

### OWEN SOUND

CFOS, began 1940, 1470 kc, 1,000 w-DA-N. Gfros & Bruce Bcstg. Co. Ltd., 270 Ninth St. E.; ph. 1940; CBC, net.; Stovin, Young, reprs. Exec.: Howard Fleming, p; W. N. Hawkins, gm; R. Tomlinson, cm; E. Smith, pd; L. Phillips, pmm, fd; R. Turnpenny, ce; W. Dane, sd; Isobel Doyle, wd.

### PEMBROKE

CHOV, began 1942, 1350 kc, 1,000 w-DA-N. Ottawa Valley Bcstg. Co., 319 Pembroke St. East; ph. Regent 2-3657; CBC Dominion, net.; Stovin, Young, reprs. Exec.: E. Gordon Archibald, p, gm; Ramsay F. Garrow, cm, pmm; Gregory Poupore, pd, nd; Edwin W. Schmidt, ce; William K. Kutschke, sd; Marion Egan, wd.

### PETERBOROUGH

CHEX, began 1942, 1430 kc, 1,000 w. Kawartha Bcstg. Co., Examiner Bldg.; CBC Dominion, net.; Natl. Bcst. Sales, Weed, reprs. Exec.: W. Rupert Davies, p; D. R. Lawrie, sm; Doug Manning, cm; William Straiton, pd; Mel Robinson, nd, fd; Dave Clark, sd; Elizabeth Bruce, wd; Mac Thomas, pmm; Bert Crump, ce.

### PORT ARTHUR

CFPA, began 1944 (tv affiliate CFPA-TV), 1230 kc, 250 w. Ralph H. Parker, Ltd., 87 N. Hill St.; ph. 4-2404; CBC, net.; Alexander, Broadcast Reprs., Weed, Hunt, renrs. Exec.: Ralph H. Parker, p, gm; R. P. MacGowan, cm; Ken MacGray, pd, nd; Doug Phillips, sp.

### ST. CATHARINES

CKTB, began 1930, 620 kc, 1,000 w-DA-1. Niagara District Bcstg. Co., 12 Yates St.; ph. Mutual 4-1174; CBC, net.; Mulvihill, McGillvra, reprs. Exec.: W. B. C. Burgoyne, p; Mary C. Burgoyne, gm; Vincent Lococo, cm; Jack Dawson, pd & pmm; W. Allen, ce.

CKTB-FM, began 1949, Ch. 249, 97.7 mc, 0.25 kw.

### ST. THOMAS

CHLO, began 1948, 680 kc, 1,000 w-DA-1. Radio Station CHLO, Ltd., 133 Curtis St.; ph. 3696; CBC Trans-Canada, net.; Stephens & Towndrow, Canadian Station Reprs. Exec.: E. M. Warwick, p; E. M. Smith, gm; P. K. Dickens, asst. m & pmm; F. R. Staton, pd; W. R. Onn, ce; G. Bricklin, slm; Robert Evans, nd; Bob Walters, fd; Herman Mason, sd; Margo Tilden, wd.

### SARNIA

CHOK, began 1946, 1070 kc, 5,000 w-D, 1,000 w-N-DA-N. Sarnia Broadcasting Ltd., 148 1/2 N. Front St.; ph. Digby 1121; CBC Trans-Canada, net.; Mulvihill, Cooke, reprs. Exec.: Claude R. Irvine, p, gm; Karl E. Monk, sm; Arthur O'Hagan, cm; Phil Clayton, pd; Robert Cooke, ce; George Ludgate, sd; Elaine Bitz, wd.

CHOK-FM, began 1949, Ch. 248, 97.5 mc, 0.25 kw.

### SAULT STE. MARIE

CJIC, began 1934 (tv affiliate CJIC-TV), 1490 kc, 250 w. Hyland Radio-Tv Ltd., P. O. Box 370; ph. Algoma 3-1121; CBC Trans-Canada, net. Exec.: J. G. Hyland, p & gm; E. G. Vance, sm; Babs Corbett, pd & wd; Dave Irwin, ce; Lionel McAuley, nd; Russ Ramsay, sd.

### STRATFORD

CJCS, began 1924, 1240 kc, 250 w. F. M. Squires, 125 Ontario St.; ph. 1675; CBC Dominion, net.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: Frank M. Squires, p, gm; Stan Tapley, cm; Alex L. Smith, pd, pmm; John Grigg, ce; Chas. Trethewey, nd; Bill Inkol, sd.

### SUDBURY

CHNO, began 1947, 900 kc, 1,000 w-DA-1. The Sudbury Bcstg. Co. Ltd., 166 Elm W.; ph. Osborne 5-6416; CBC Dominion and French, net.; Young, Renaud, Hunt, reprs. Exec.: F. B. Ricard, p & gm; Rene Riel, sm & cm; Wilf Davison, pd; Jay Glover, pmm; Henry Albert, ce; Phil Freeman, nd; Louis Rioux, fd; Joe Spence, sd; Mrs. Reg Beach, wd.

CKSO, began 1935 (tv affiliate CKSO-TV), 790 kc, 5,000 w-DA-N. CKSO Radio Ltd., 21 Elgin St. N.; ph. Osborne 5-7505 CBC. Trans-Canada, net.; All-Canada, Weed, reprs. Exec.: Geo. M. Miller, p; W. J. Woodill, gm; Kenneth Dobson, cm; Ivor Pollard, pd; Jim McRae, ce; Fraser Kent, nd; Cam Church, sd; Trudy Manchester, wd.

### TIMMINS

CFCL, began 1952, 580 kc, 1,000 w-DA-D. J. Conrad Lavigne, 175 Third Avenue; ph. 577; CBC French, net.; Renaud, McGillvra, reprs. Exec.: J. Conrad Lavigne, p; Rene Barrette, gm, pmm; Laurent Smith, cm; Jean De Villiers, pd, sd; Roch Demers, ce; Albert Aube, nd; Robert Millette, fd; Madeleine Fournier, wd.

CKGB, began 1933, 680 kc, 5,000 w-DA-N. Northern Bcstg., Thomson Bldg.; ph. 1500; CBC Trans-Canada, net.; Weed, repr. Exec.: Roy H. Thomson, p; Jack Pollie, gm; Wally Rewegan, cm; William Nadeau, pd; Gerry Hall, pmm; Ernie Mott, ce; Dan Doctor, nd, fd; Vic Power, sd; Dorothy Strickland, wd.

CKGB-FM, began 1948, Ch. 233 (A), 94.5 mc, .25 kw.

### TORONTO

CBLT, began 1927 (tv affiliate CBLT-TV), 740 kc, 50,000 w. Canadian Bcstg. Corp., 354 Jarvis St.; ph. Walnut 3-5481; CBC, net.; CBC, repr. Exec.: Alphonse Ouimet, gm; W. E. Powell, cm; H. J. Boyle, pd; R. C. Fraser, press & info. ser. d; W. G. Richardson, eng. d; W. H. Hogg, ch. news ed.; A. K. Morrow, fd.

CBL-FM, began 1947, 99.1 mc, 11.9 kw.

CFRB, began 1927, 1010 kc, 50,000 w-DA-2. Rogers Radio Bcstg. Co., 37 Bloor St. W.; ph. Walnut 4-5711; CBC, net.; All-Canada Radio Facilities, Young, reprs. Exec.: Harry Sedgwick, p; Lloyd Moore, sm, gm; Waldo Holden, cm; Wes McKnight, pd, sd; Ken Marsden, pmm; Clive Eastwood, ce; Rex Frost-John Bradshaw, fd; Kate Aitken, wd.

CFRB (FM), began 1948, 99.9 mc, 0.25 kw.

CHUM, began 1946, 1050 kc, 1,000 w-D. 1. York Bcstrs. Ltd., 250 Adelaide St. W.; ph. Empire 4-4271; McGillvra, Nadeau. Exec.: Allan F. Waters, p, gm; Geo. Taylor, cm; Leigh Lee (Mrs.), pd; Phil Stone, pmm; George Jones, ce; Pat Bennett, nd; Phil Stone, sd.

CJBC, began 1936, 860 kc, 50,000 w. Canadian Bcstg. Corp., 354 Jarvis St.; ph. Walnut 3-5481. CBS Exec.: Alphonse Ouimet (CBC, Ottawa), gm; W. E. Powell (CBC), cm; H. J. Boyle (CBC), pd; R. C. Fraser (CBC), d. press and information; W. G. Richardson (CBC), ce.

\*CJRT-FM, began 1949, 91.1 mc, 9.0 kw. Ryerson Institute of Technology, 50 Gould St. Exec.: Eric L. Palin, sm; C. L. Bird, pd.

CKEY, began 1944, 580 kc, 5,000 w-D, 1,000 w-N, DA-2. Toronto Bcstg. Co., 444 University Ave.; ph. Empire 8-3881; Natl. Bcst. Sls., Cooke, Hunt, reprs. Exec.: Jack Kent Cooke, p; Hal E. Cooke, m; Jack Turrall, cm; Donald W. Insley, pd; Barry Penhale, pmm; Allan K. Taylor, ce; Joe Crysdale, sd.

CKFH, began 1951, 1400 kc, 250 w-DA-1. Foster Hewitt Bcstg. Ltd., 1 Grenville St.; ph. Walnut 3-0921; Stephens & Towndrow. Exec.: Foster H. Hewitt, p; Howard C. Caine, sm; D. Keith Davey, Nat. slm; C. A. Clark, loc. slm; D. Robert Pugh, pd; Frank Somerville, pmm; Gerald A. Wilson, ce; D. Robert Pugh, nd; Bill Hewitt, sd; Pat Harrison, wd.

### TRAIL

CJAT, began 1932, 610 kc, 1,000 w. Kootenay Bcstg. Co., 815 Victoria St.; ph. 1840-1-2; All-Canada Radio Facilities, Weed, reprs. Exec.: Mr. A. Stanley Mawdsley, p; Mr. John W. Loader, gm; Mr. Lorne V. McLeod, cm; Mr. Joseph P. Kobluk, pd; Bill McLoughlin, nd.

### WINDSOR

CBE, began 1950, 1550 kc, 10,000 w. Canadian Bcstg. Corp., Security Bldg.

CKLW, began 1932 (tv affiliate CKLW-TV), 800 kc, 50,000 w-DA. Western Ontario Bcstg. Ltd., 825 Sandwich St.; ph. Clearwater 4-1155; MBS, net.; All-Canada, Young, reprs. Exec.: J. E. Campeau, p & gm; S. C. Ritchie, dir. of oner.; E. W. Wardell, cm; John Gordon, pd; Woodruff, Crouse, pmm; W. J. Carter, d of eng.; Austin Grant, nd; Art Laing, sd; Myrtle Labbitt, wd.

CKLW-FM, began 1932, Ch. 230, 93.9 mc, 0.25 kw.

### WINGHAM

CKNX, began 1926, 920 kc, 1,000 w-DA-1. Radio Station CKNX Ltd.; ph. 158; CBC, Dominion, net.; Alexander, Young, reprs. Exec.: W. T. Cruickshank, p & gm; J. J. Cruickshank, cm; Vin Dittimer, pd; Clint Godwin, pmm; Scott Reid, ce; John Strong, nd; Bob Carbert, fd; Ed Blake, sd; Marg Brophy, wd.

### WOODSTOCK

CKOX, began 1947, 1340 kc, 250 w. Oxford Bcstg. Co. Ltd., 290 Dundas St.; ph. 2400; Renaud, Hunt, reprs. Exec.: M. J. Werry, p & gm; W. A. Holmes, pd & sd; R. Watmough, ce; Jack MacLean, nd; Mrs. Alice Munro, wd.

## PRINCE EDWARD ISLAND

### CHARLOTTETOWN

CFCY, began 1923, 630 kc, 5,000 w-DA-N. Island Radio Bcstg. Co., 85 Kent St.; ph. 7347; CBC Dominion, Maritime nets.; All-Canada Radio Facilities, Weed, reprs. Exec.: Mrs. K. S. Rogers, p; R. F. Large, sm; W. McMillan, pro. traffic sup.; M. E. Large, pd; Jane Weldon, wd; A. L. Finley, tech. sup.; A. S. Dickson, nd; Ches. Cooper, fd; Loman MacAulay, sd.

**SUMMERSIDE**

CJRW, began 1948, 1240 kc, 250 w. Gulf Bcstg. Co., Lidstone Bldg.; CBC, net.; Radio Reprs. Exec.: R. C. Schurman, gm, fd; A. A. Nicholson, asst. gm; L. E. Huestis, pd, pdm; Robert Johnston, pmm; Joseph Huestis, ce.

**QUEBEC**

**ALMA**

CFGT, began 1953, 1270 kc, 1,000 w. Radio Lac St. Jean, Ltee., 112 St. Joseph St.; CBC, net.; Renaud, repr. Exec.: Lionel Morin, gm; Jean Jacques Fortin, pd.

**AMOS**

CHAD, began 1942, 1340 kc, 250 w. Northern Radio, 70 Gamble W.; ph. 1400; CBC, net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, man. dir.; Claude Rousseau, pd; Jean Senecal, ce; Andrew Stuparick, nd; Guy Lauzon, sd.

**CHICOUTIMI**

CBJ, began 1933, 1580 kc, 10,000 w-DA-1. Canadian Bcstg. Corp.; 286A Rue Racine; ph. 155; CBC French, nets. Exec.: Alphonse Ouimet (CBC Ottawa), pm; M. Valiquette (CBC Montreal), cm; R. Elie (CBC Montreal), sup. press and information; W. G. Richardson (CBC Ottawa), ce; W. H. Hogg (CBC Toronto), nd; A. Berube (CBC Montreal), fd.

CJMT, began 1954, 1450 kc, 250 w. Radio Chicoutimi Enrg. Tremblay Bldg., 365 Racine St.; CBC, net.; Renaud, Davis, reprs. Exec.: Jean Bender, sm.

**GRANBY**

CHEF, began 1945, 1450 kc, 250 w. Granby Bcstg. Co., 13 Centre St.; Radio & Tv Sales. Exec.: Gerald La Liberte, gm; Fernand Normandin, slm.

**HULL**

CKCH, began 1933, 970 kc, 1,000 w-DA-1. The CKCH Hull Radio Bcstg. Co., 121 Notre-Dame St.; ph. Province 7-2771; CBC, Renaud, Mc-

Gillyvra, reprs. Exec.: Jean-Paul Lemire, gm; H. W. Allard, cm; Yvon Dufour, pd & pmm; Jean Louis Guerette, ce; Lionel Duval, nd; Henri St.-Georges, fd; Roger Leger, sd; Monique Champagne, wd.

**JONQUIERE**

CKRS, began 1947, 590 kc, 1,000 w-DA-1. Radio Saguenay, Ltd., 735 St. Hubert St.; ph. 2-3551; Trans-Quebec, Hardy, Young, reprs. Exec.: Henri Lepage, p; Tom Burham, sm; Raymond Maynard, cm; Jean-Marie Dugas, pd & pmm; Gerard Lemieux, ce; Lionel Tremblay, nd; Maurice Hamel, fd; Jean Martin, sd; Mrs. Edgar Tremblay, wd.

**LA SARRE**

CKLS, began 1950, 1240 kc, 250 w. Northern Radio, CBC, net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, man. dir.; Claude Rousseau, pd; Jean Senecal, ce; Andrew Stuparick, nd; Guy Lauzon, sd.

**MATANE**

CKBL, began 1948, 1250 kc, 1,000 w-DA-1. La Campagne de Radio—diffusion de Matane Ltd., 144 St. Jerome Ave.; ph. 355; CBC, net.; Hardy, Canadian Station Reprs., reprs. Exec.: Rene Lapointe, mgr. d; Octave Lapointe, slm.

**MONTMAGNY**

CKBM, began 1954, 1490 kc, 250 w. Radio Alleghany Inc., 8 rue St. Thomas; CBC, net.; Radio & Tv Sales, Hardy. Exec.: Roger Boulangier, gm; Andre Mercier, sm.

**MONTREAL**

CBF, began 1936, (tv affiliate CBFT[TV1]), 690 kc, 50,000 w. Canadian Bcstg. Corp., P.O. Box 6000; ph. University 6-2571; ABC, CBS, MBS, NBC, nets. Exec.: J. A. Ouimet, gm; Maurice Valiquette, cm; Roger Rolland, pd; Jos Marcotte, oper. mgr; Roger Bourbonnais, nd; Armand Berube, fd.

CBF (FM), began 1947, ch. 236, 95.1 mc, 3.86 kw.

CBM, began 1933, (tv affiliate CBMT[TV]), 940 kc, 50,000 w. Canadian Bcstg. Corp., 1425 Dorchester St.; ph. University 6-2571; ABC, CBS, MBS, NBC, nets. Exec.: J. A. Ouimet, gm; Marice Valiquette, cm; D. C. McGill, pd; Robert Elie, press & inf. supv.; Jos Marcotte, oper. mgr; Roger Bourbonnais, nd.

CBM-FM, began 1947, ch. 264, (A), 100.7 mc, 3.86 kw.

CFCF, began 1919, 600 kc, 5,000 w-DA-1. Canadian Marconi Co.; ABC, CBC, All-Canada, Weed, reprs. Exec.: S. M. Finlayson, p; J. A. Hammond, mgr.; R. M. Misener, asst. mgr.; M. Wood, pd; T. S. Quigley, slm.; Creighton Douglas, ce; S. Solomon, nd; K. Dancy, sd; J. McKinnon, wd.

CFCF-FM, began 1947, Ch. 293 (A), 106.5 mc, 7.7 kw.

CHLP, began 1933, 1410 kc, 1,000 w-DA-1. La Patrie Pub. Co., Sun Life Bldg.; Un. 6-6611; McGillvra, Ranaud, reprs. Exec.: Hon. Sen. P. P. du Tremblay, p & gm; Flavius M. Daniel, cm & pd & pmm; Alphonse Cloutier, ce; Armand Goulet, nd; Real Ciguere, sd; Suzanne Piuze, wd.

CJAD, began 1945, 800 kc, 10,000 w-DA-1. CJAD Ltd., 1191 Mountain St.; ph. University 6-4083; CBS, Young, reprs., Radio Time Sls. Exec.: J. Arthur Dupont, p & gm; J. A. Tapp, m; H. T. McCurdy, pd; R. L. Laurion, pmm; Aurele Boisvert, ce; Danny Gallivan, sd.

CJMS, began 1954, 1280 kc, 5,000 w. La Bonne Chanson Inc., Windsor Hotel; ph. University 1-3456; CBC, net.; Radio Time Sales, Forjoe, reprs. Exec.: Raoul D. Gadbois, p; Paul Leduc, gen. dir.

CKAC, began 1921, 730 kc, 10,000 w-D, 5,000 w-N. La Compagnie De Publications, 980 St. Catherine St. W.; ph. University 6-7301; CBC, Trans-Quebec, Young, Renaud, reprs. Exec.: Hon. Sen. P. R. DuTremblay, p; Phil Lalonde, gm; George Bourassa, cm; Ferdinand Biondi, pd; Paul Gelin, pmm; Len Spencer, ce; Paul Bourdreau, nd; Yvon Blais, sd; Jeanette Brouillet, wd.

CKVL, began 1946, 850 kc, 10,000 w. Radio Station CKVL Ltd., 211 Gordon Ave.; ph. Pontiac 6-2311; Canada, Radio & TV Sls. Inc., Cooke, reprs. Exec.: Jack Tietolman, p; Corey Thomson, sm; Judah Tietolman, cm; Hal Stubbs, pd & pmm; Omer Buranceau, pd; Maurice Rousseau, ce; Marcel Beaugard, nd; Gaston Voyer, fd; Maurice Desjardins, sd; Pierrette Champoux, wd.

CKVL-FM, began 1949, 96.9 mc, 3.0 kw.

**NEW CARLISLE**

CHNC, began 1933, 610 kc, 5,000 w-DA-2. Gaspesia Radio Bcstg. Co., Main St.; ph. 63; CBC, net.; Hardy, Young, reprs. Exec.: Charles E. Dumont, p; Charles H. Houde, gm; Viateur Bernard, cm; Raoul St-Julien, pd, sd; Gordon S. Coleman, ce.

**QUEBEC**

CBV, began 1934, 980 kc, 1,000 w. Canadian Bcstg. Corp., Palais Montcalm, St. John St.; ph. 5-8155; CBC, French Net., nets.; Exec.: Alphonse Ouimet (Ottawa), gm; M. Valiquette (Montreal), cm; A. Seguin (Montreal), regional d; R. Elie (Montreal), sup. press information; W. G. Richardson (Ottawa), div. eng.; M. Hogg (Toronto), nd; A. Berube (Montreal), fd.

CHRC, began 1926, 800 kc, 5,000 w. CHRC Ltd., 39 St. Jean St.; ph. 2-8177; Canadian Station Reprs., Hardy, renrs. Exec.: Henri Lepage, gm; Aurele Pelletier, cm

CHRC-FM, began 1949, 98.1 mc, 585 kw. CJQC, began 1949, 1340 kc, 250 w. Goodwill Bcstrs. of Quebec Inc., 405 Blvd. Hamel; ph. Murray 3-4931; CBC Trans-Canada, net.; Radio & TV Sls., Young. Exec.: G. Howard Wert, p; Peter N. Thompson, vp; G. M. McDonald, gm; D. Anger, pmm; Mark Mullins, ce; R. Thompson, nd; J. Reid, sd; Mrs. U. Delaney, wd.

CKCV, began 1926, 1280 kc, 1,000 w-DA-N. CKCV, Ltd., 142 St. John St.; ph. 2-1585; CBC, French Radio, nets.; Renaud, Weed, reprs. Exec.: Gaston Pratte, p; Paul Lepage, gm, cm;

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ENTHUSIASTIC NEW TV-VIEWERS . . . gathering by the hundreds of thousands in every corner of Canada.

It's a once-in-a-lifetime audience . . . men, women, and children, proud of their new TV sets, proud of their hometown's new TV station . . . with an eager, unjaded appetite for all that TV can offer. They're in a lively mood to be entertained, amused, informed, impressed. And they're fresh and receptive . . . for your purposes, a perfect audience of consumers. You know they're important con-

sumers. They're well able to buy what you've got to sell. In many respects, these new TV-viewers are the cream of the multi-billion dollar market that is Canada. Let us help you meet them. By the end of 1954, at least 17 independent TV stations will be busy serving this market, and will be happy to make the introductions.

It's a unique opportunity for the advertiser who values a ground floor. Independent, hometown TV offers a type of audience that will scarcely come again . . . and it offers it *now!*

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada—200 St. Clair Ave. W., Toronto, Ontario

Marcel Leboeuf, pd; J G. Bernier, pmm; Lucien Gobeil, ce; Roger Bruneau, nd, fd; Rene Colard, sd; Marie Paule Vachon, wd.

**RIMOUSKI**

CJBR, began 1947, 900 kc, 5,000 w-DA-N. Central Public Service Corp., 6 St. John St.; French Net., net.; Canadian Station Reprs., Stovin, reprs. Exec.: Jacques Brillant, p; Andre Lecomte, gm; Francois Raymond, pd.

CJBR-FM, began 1947, Ch. 266, 101.5 mc, 1 kw.

**RIVIERE-DU-LOUP**

CJFP, began 1947, 1400 kc, 250 w. Radio-Temiscouata, 322 Lafontaine St.; ph. 2727; CBC, net.; Renaud, Young, reprs. Exec.: Armand Belle, p, gm; Henri Bourdeau, cm; Raoul Savard, pd, sd; Yves Marchand, pmm; Raymond Lavoie, ce; Remi Beaulieu, nd; Adrien Martin, fd; Odette Dionne, wd.

**ROBERVAL**

CHRL, began 1949, 910 kc, 1,000 w. Radio Roberval Inc., C. P. 190; ph. 450. CBC, net.; Radio & Tv Sales Exec.: Georges Gagnon, p; J. Wilfrid Mondoux, sm.

**ROUYN**

CKRN, began 1937, 1400 kc, 250 w. Northern Radio, 70 Gamble W. (P.O. Box 70); ph. 1400; CBC, Renaud, Weed, reprs. Exec.: David A. Gourd, p, man. dir.; Jean Senecal, ce; Andrew Stuparick, nd; Guy Lauzon, sd.

**STE ANNE DE LA POCATIÈRE**

CHGB, began 1938, 1350 kc, 1,000 w-D, 250 w-N. CHGB Ltd.; Main St.; ph. 101. CBC French Net.; Renaud, McGillvra, reprs. Exec.: G. T. Desjardins, gm & cm; P. E. Hudon, cm; R. Plante, pd; R. Gagne, pmm.

**ST. GEORGE DE BEAUCE**

CKRB, began 1953, 1400 kc, 250 w. Radio-Beauce Inc.; CBC, net.; Renaud. Exec.: George Roberge, gm & cm.

**SHAWINIGAN FALLS**

CKSM, began 1950, 1220 kc, 1,000 w. Shawinigan Falls Bcstg. Co., City Hall Bldg.; ph. 4494; CBC, net. Hardy, rep. Exec.: Allen Rogerson, gm. d.

**SHERBROOKE**

CHLT, began 1937, 900 kc, 1,000 w. LaTribune Ltd., 221 Dufferin St.; ph. Lorraine 9-2525; CBC, net.; Canadian Reprs., Hardy, reprs. Exec.: Hon. Sen. Jacob Nicol, p; A. Gauthier, gm; J. L. Gauthier, cm; Rene Caron, pd & pmm; Romeo Pauette, ce; Jean Beaudry, nd; Michaline Leclaire, wd.

CKTS, began 1946, 1240 kc, 250 w-DA-1. Telegram Printing & Pub., 221 Dufferin St.; ph. 9-2525; CBC, net.; Canadian Reprs., Hardy, reprs. Exec.: Hon. Senator Charles B. Howard, p; A. Gauthier, gm; J. L. Gauthier, cm; D. Varney, pd & nd; J. Chamberlin, pmm; R. Paquette, ce; C. Breen, sd.; D. McMillan, fd.

**SOREL**

CJSO, began 1945, 1230 kc, 1,000 w. Radio Richelieu Ltd., 70 du Roi St.; ph. 3318; French Radio Assoc., Hardy, reprs.: Exec. J. Arthur Villeneuve, p; Maurice Boulianne, m; Maurice Berube, cm; Claude Rochon, pd; Lorenzo Brouillard, pmm; Jos. Cardin, ce; Roger Lachance, sd; Suzanne Beaudet, wd.

**THETFORD MINES**

CKLD, began 1950, 1230 kc, 250 w. Radio Thetford Ltee., Boulevard Labbe.; CBC, French

Net., nets.; Canadian Station Reprs., Hardy. Exec.: Henri Lagueux, sm; Gaston Bilocq, pd. ce.

**TROIS-RIVIERES**

CHLN, began 1937, 550 kc, 1,000 w-DA-2. Radio Trois-Rivieres Inc., 522 Bonaventure St.; ph. 4-3556; Renaud, Young, reprs. Exec.: Honore Dansereau, o; Léon Trépanier, sm; Maurice Dansereau, cm; Antoine Desroches, pd, pmm; Oric Lefebvre, ce; André Payette, nd; Jacques Morency, fd; Lefty Boisvert, sd; Louise Lajoie, wd.

CKTR, began 1954, 1350 kc, 1,000 D-DA-1. J. Fernand Rufiange, 543 Gervais St.; ph. 5-4855; French Radio, Radio & TV Sls. Cooke, reprs. Exec.: J. Fernand Rufiange, p; Lucien Saint Amand, mgr.; Charles Couture, cm; Louis Dufresne, pd; Lise Paquin (Miss), Herve Lapointe, ce; Jacques Hebert, nd; Marcel Ladouceur, fd; Jean Paul Pepin, sd; Jeanne de Cayen (Miss), wd.

**VAL D'OR**

CKVD, began 1939, 1230 kc, 100 w. Northern Radio, 70 Gamble W; ph. 1400; CBC, net.; Renaud, Weed, reprs. Exec.: David A. Gourd, p, man. dir.; Claude Rousseau, pd; Jean Senecal, ce; Andrew Stuparick, nd; Guy Lauzon, sd.

**VICTORIAVILLE**

CFDA, began 1951, 1380 kc, 1,000 w-DA-N. CFDA-Ltd., 150-A Notre-Dame East; ph. 3545; Radio & TV Sls., CKVL Net. Exec.: Dr. C. A. Gilbert, p; Roger Gilbert, gm, cm, pd, pmm; Pierre Brisson, ce; J. M. Bilodeau, nd, sd; Paul Lessard, fd; Lise Descheneaux, wd.

**modernism in Canadian advertising**

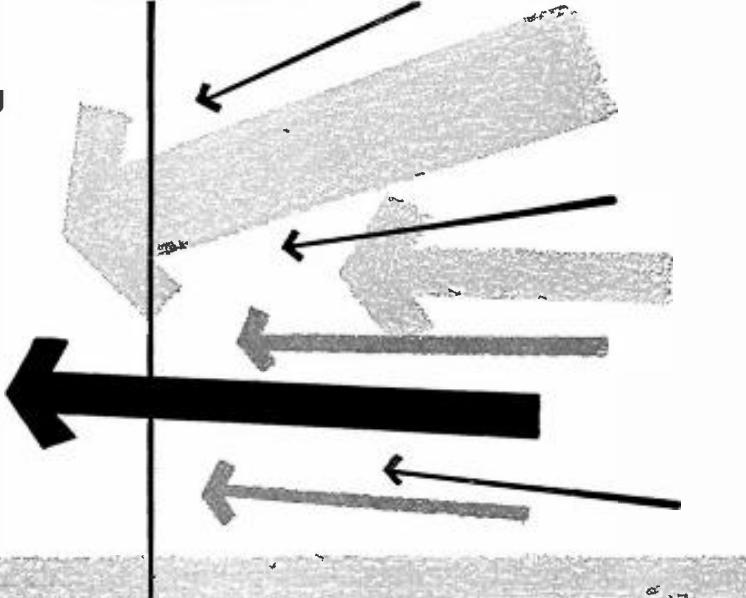
**... CREATES CONSUMER DEMANDS THROUGH THE PERVASIVE VOICE OF MODERN RADIO**

Today, *your* markets are continually changing. New living habits . . . new buying power . . . new population are continually opening new markets for your goods or services. So follow the leaders of Canadian advertising to All-Canada Radio Stations—the leaders in creative radio programming and service. Use the constant presence of these low-cost, mass-coverage All-Canada Radio Stations to pre-sell your goods or services in Canada's modern markets.

New concepts in radio programming continually open wider horizons for creative selling. Yet, no matter what your problem in today's changing markets, you'll find a fresh and novel sales tool in an All-Canada Program. The flexibility and concentrated selling power of All-Canada Programs, coupled with selective radio, is your best answer to today's individual selling problems. Today, profit-conscious Canadian advertisers get best results with ALL-CANADA PROGRAMS.



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TORONTO



- |                     |                    |
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| CHWK—Chilliwack     | CJSH-F.M.—Hamilton |
| CFJC—Kamloops       | CKOC—Hamilton      |
| CKOV—Kelowna        | CJCS—Stratford     |
| CKPG—Prince George  | CKSO—Sudbury       |
| CJAT—Trail          | CFRB—Toronto       |
| CKWX—Vancouver      | CFPL—London        |
| CJVI—Victoria       | CKLW—Windsor       |
| CFAC—Calgary        | CFCF—Montreal      |
| CJCA—Edmonton       | CFY—Charlottetown  |
| CFGP—Grande Prairie | CFNB—Fredericton   |
| CJOC—Lethbridge     | CHNS—Halifax       |
| CHAT—Medicine Hat   | CJLS—Yarmouth      |
| CKBI—Prince Albert  | CJCB—Sydney        |
| CKCK—Regina         | CJON—St. John's    |
| CKRC—Winnipeg       |                    |



## CANADIAN STATIONS

### VILLE-MARIE

CKVM, began 1950, 710 kc, 1,000 w. Radio-Temisaminque Inc., Ste. Anne St.; CBC French Net.; Canadian Station Reprs., Hardy. Exec.: Louis Bilodeau, sm.

### SASKATCHEWAN

#### GRAVELBOURG

CFRG, began 1952, 1230 kc, 250 w. Radio-Gravelbourg Ltee.; ph. 155; CBC, net.; Renaud, repr. Exec.: Dr. Rosario Morin, p; Dumont Lepage, gm, cm, pd; Joseph E. DeGagne, pmm; Marc Riou, ce; Guy Pariseau, nd, fd, sd; Mrs. Josephine Longault, wd.

#### MOOSE JAW

CHAB, began 1922, 800 kc, 5,000 w-DA-N. Radio Station CHAB Ltd., 127 Main Street N.; ph. 6464; CBC Dominion, net.; Stovin, Weed, reprs. Exec.: W. L. Davis, p; J. S. Boyling, gm; N. S. Skingle, cm; R. D. Giles, pd; Mrs. M. Fidler, pmm; M. Pickford, ce; Earl Barnholden, nd; Paul Hack, sd; Stella Sharples, wd.

#### NORTH BATTLEFORD

CJNB, began 1946, 1460 kc, 1,000 w. North-western Bcstg. Co., Box 484; ph. 2477; Stovin, repr. Exec.: Mr. Henry Dekker, gm, cm; George Garrett, pd; Chris Dekker, pmm, wd; Al Ruddell, ce; Lee Sage, nd; Don Brown, fd; Eldon Elliott, sd.

### PRINCE ALBERT

CKBI, began 1934, 900 kc, 5,000 w-DA-D, DA-N. Central Bcstg. Co., Central Ave.; ph. 2621; CBC, Dominion, net.; All-Canada Radio Facilities, Weed, reprs. Exec.: E. A. Rawlinson, p & gm; G. Prest, cm; J. J. Cannon, pd; J. Johnson, pmm; T. Van Nes, ce; F. Church, nd; M. McKay, fd; N. Roche, sd; Mrs. M. Sherman, wd.

#### REGINA

CKCK, began 1922, 620 kc, 5,000 w-DA-N. Trans-Canada Communications, 1853 Hamilton St.; ph. 8525; CBC, Trans-Canada, net.; Weed, All-Canada, reprs. Exec.: Clifford Sifton, p; Harold A. Crittenden, gm; Roy Malone, cm; Jim Grisenthwaite, pd; Allan Edwardson, pmm; Ernest Strong, ce; Jim McLeod, nd; Don Dawson, asst. m; Lloyd Saunders, sd; Rita Spicer, wd.

CKRM, began 1926, 980 kc, 5,000 w-DA-N. Western Communications Ltd., 2060 Halifax St.; ph. 35661; CBC, Dominion, net.; Young, Radio Reprs., reprs. Exec.: Dr. E. A. McCusker, p; D. J. Oaks, gm; H. C. Dane, cm; B. R. Hill, pd; W. A. Smith, pmm; W. McDonald, ce; Geoff Nightingale, nd; Art Kennard, fd; Johnny Esaw, sp.

#### SASKATOON

CFNS, began 1952, 1170 kc, 1,000 w. Radio-Prairies-Nord Ltee., 1902 Broadway Ave.; ph. 93015; CBC, net.; Renaud, repr. Exec.: Rev.

J. A. Beaulac, p; T. Prefontaine, gm, cm; F. Ippersiel, pd; J. Lacroix, ce; E. Bourgault, nd; J. Dallaire, sd; Mrs. C. Hood, wd.

CFQC, began 1923, 600 kc, 5,000 w. A. A. Murphy & Sons Ltd., 212-216 First Ave. N.; ph. 26611; Young, Oakes, reprs. Exec.: A. A. Murphy, p; Vernon Dallin, gm; Roy Currie, pd; Margaret Morrison, pmm; L. C. Hoskins, ce; Godfrey Hudson, nd; Ed Whalen, sd.

CKOM, began 1951, 1420 kc, 5,000 w. Saskatoon Community Bcstg. Co., Empire Hotel; ph. 21271; Stovin, Weed, reprs. Exec.: Robert A. Hosie, p, gm; G. D. Tunnicliffe, cm; G. E. Walburn, pd; E. A. Macdonald, pmm; W. D. Forst, ce; A. E. Stilling, pdm; David Bradley, nd; Dan Worden, fd; Art Henderson, sd; Joan Reycraft, wd.

#### WATROUS

CBK, began 1939, 540 kc, 50,000 w. Canadian Bcstg. Corp., 1840 McIntyre St.; ph. 36641; CBC, net. Exec.: A. Ouimet, gm; W. E. Powell, cm; D. E. Cameron, pd; R. C. Fraser, dir. press & information; W. G. Richardson, dir. eng.; W. H. Hogg, nd; A. K. Morrow, fd.

#### YORKTON

CJGX, began 1927, 940 kc, 1,000 w. Yorkton Bcstg. Co., Smith & McKay Bldg.; CBC, Dominion, net.; Stovin, Inland Bcstg. Service, Canadian Station Reprs., reprs. Exec.: Dawson Richardson, p; J. M. Sortreed, sm; George Gallagher, slm; Jack C. Goodman, pdm; Mervin G. Phillips, nd; Jean Arnett, wd; Harry McRae, ce.

## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, RN Regional

### A

#### ACCURATE ADV. AGENCY INC.

9 W. 60th St., New York 23  
Tel.: Circle 7-3885  
Radio Dept.: Richard A. Jasper, gen. mgr.

#### A. D. ADAMS ADV.

562 5th Ave., New York 36  
Tel.: Circle 8-2940  
Radio Dept.: A. D. Adams, owner.

#### AD ASSOC.

5050 Wilshire Blvd., Los Angeles 36  
Tel.: Webster 3-7501  
Radio Dept.: Art Shippee, mgr.

#### ADDINGTON-KRUTLEK ADV.

3122 Bowser Ave., Dallas 19, Tex.  
Tel.: Lakeside 9272  
Radio Dept.: Glenn D. Addington, Albert E. Krutle, principals.

#### AD FRIED ADV. AGENCY

318 15th St., Oakland 12, Calif.  
Tel.: Higate 4-6580  
Radio Dept.: Ad Fried, owner, radio dir., producer; Janet Schuster, timebuyer, producer; Elaine Fried, musical dir., librarian; Phil Martinez, acct. exec., producer, S.F. office mgr.; L. G. Mendershauser, acct. exec., producer; special events; Gerhard Jacobi, art and prod. dir., producer.

San Francisco 8—260 Kearny St.; Tel.: Yukon 2-1291; Phil Martinez, mgr.

#### Radio Accounts: Elemin Supreme Formula (N-S);

The Quiet Hour (N); American Upholstering Co. Elysee Cosmetic Mfg. (RN-S); Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Henry delGuch Real Estate, Rhodes & Jamieson Ltd., Smith Bros. "Mac" compound, Oakland Light Opera Assn., Lo-Fare Cab Co., Dicks Home Furnishers, Northern Calif. Automatic Bowling Proprietors Assn., United Trading Stamps, O.K. Rubber Welders for Northern Calif. (RN); Bell Smoked Fish Co., Buy-Rite Truck & Equipment Co., Duplex Dean Plan Services, Grimshaw Nurseries, Western Gem Co., Agalite Bronson Co., Mica-Seal Waterproofing, Fruitvale Merchants Assn., Dillon Mfg. Co. (S); Davi Miracle Foam; Betty Elizabeth Shampoo; Morwear Paint Co.; Lou Winston Co.; Oakland Police & Firemen; Fox West Coast Theatres; Bower-Smith Co.; Lake Merritt Hotel; Roto Rooter of Bay Area.

#### ADV. CONSULTANTS

718 Atlantic Bldg., 930 F St., N.W., Washington 4  
Tel.: District 7-1144  
Radio Dept.: Toni Pearson, radio dir., timebuyer; Hildegarde Grimm, copy, research; Melvin Shutz, acct. exec.

Radio Accounts: George's Radio & Tv Co., Carr's Jewelers, Watch Clinic, Kay Construction, T. N. Lerner (S).

#### ADV. ENGINEERS CORP.

448 S. Hill St., Los Angeles 13  
Tel.: Mutual 5039  
Radio Dept.: Grace Soracy, media buyer; D. Kildare, ADV. INC.  
Central Nat'l Bank Bldg., Richmond 19  
Tel.: 3-2809

#### THE AITKIN-KYNETT CO.

1400 S. Penn Sq., Philadelphia 2  
Tel.: Rittenhouse 6-7810  
Radio Dept.: Allan Gray; Richard Olanoff; Barclay Hallowell, Alan Bobbe, timebuyers.

#### Radio Account: Bachman Bakeries Corp., First

Camden Nat'l Bank & Trust Co., Hoover Co., Mrs. Paul's Kitchens, Pennsylvania Refining Co., Pride Inc., Signal-Stat Corp., Southland Frozen Foods Inc., Spice Magic Corp., Stephano Bros. (S).

#### R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4  
Tel.: Hollywood 9-8273  
Radio Dept.: Pauline Hagen, dir.  
Radio Accounts: Gospel Broadcasting Assn. (N-S); Unity School of Christianity (S).

#### DON ALLEN

1604 S. W. 10th Ave., Portland, Ore.  
Tel.: Capitol 1821  
ALLEN & MARSHALL ADV. AGENCY

618 S. Serrano, Los Angeles 5  
Tel.: Dunkirk 7-5163  
Radio Dept.: Mel Curtis, radio dir.

#### ALLEN & REYNOLDS ADV. AGENCY

1300 Woodmen of the World Bldg., Omaha 2  
Tel.: Atlantic 4445  
Radio Dept.: Milt Stephan, partner, radio dir.; Don B. Amsden, John F. Keiner, acct. dirs.; Alice Helker, sec. to radio; Helen Prince, Judy Swafford, copywriters; Doug Wall, media dir.; Jackie Casey, media asst.

#### Radio Accounts: Carpenter Oil Co., Federal Land

Bank, Northrop-Jones, Omaha Public Power Dist., P. F. Petersen Baking Co., Tekseed Hybrid Co., U. S. Nat'l Bank, Walnut Grove Products, American Dairy Assn. of Nebraska and Omaha Dairy Council, Fairmont Foods Co., Merchants Biscuit Co., Nebraska-Iowa Electrical Council, Merritt Beach, Uncle Sam Breakfast Food Co., Evans Laundry & Dry Cleaners, Glaser Provisions Co., T. H. Maenner, Omaha Builders Exchange, Sides Conditioned Air Co.

#### ALLIED ADV. AGENCIES INC.

167 S. Vermont Ave., Los Angeles 4  
Tel.: Dunkirk 7-7331  
Radio Dept.: W. F. Gardner; Dick Gardner; Stuart Heinemann; Milton Hoffman; Jon Ross.

#### Radio Accounts: Arden Farms Co., California Rent

Car, Dr. F. E. Campbell, First Nazarene Church, Gold's Furniture-Appliances, Pavo de Grande Inc., Trewax Co., West Pico Furniture, Pridham Davis Optometrist.

#### ALLIED ADV. AGENCY INC.

100 Boylston St., Boston 18  
Tel.: Hubbard 2-4100  
Radio Dept.: Howard Shamban; Marc F. Shamban.  
Radio Accounts: Beacon Wax (N-S).

#### AMERICAN ADV. CORP.

9003 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Bradshaw 2-9676  
Radio Dept.: Bob Lamb, timebuyer; William Tenzer; Harold Frank, Ken Muhlback, Robert Berne, Nelson Gerzliin, acct. execs.

#### ANDERSON & CAIRNS INC.

488 Madison Ave., New York 22  
Tel.: Murray Hill 8-5900  
Radio Dept.: Victor Seydel, v.p. in chg radio; Jean Simpson, spot timebuyer; Ann Burkholder, asst.

#### Radio Accounts: Roots Motors, Martinson Coffee,

Dynel, National Home Show, Alderney Dairy, Baldwin Piano (S).

#### ANTHRACITE ADV. AGENCY INC.

410 Scranton Times Bldg., Scranton 3, Pa.  
Tel.: Diamond 7-9328  
Radio Dept.: Lawrence L. Russoniello, timebuyer; I. L. Dalley, media mgr.

#### Radio Accounts: Williams Baking Co. (RN-S); Pa-

rodi Cigar Co. of N. Y., Skettino Food Products, Wickham Bros. Corp., Moore-Ford Co., DeNobilli Cigar Co. (S).

#### ARBEE AGENCY INC.

Adv. Arts Bldg., Wabash at Brown, Terre Haute, Ind.  
Tel.: Crawford 3563  
Radio Dept.: W. L. Smith.

#### ARNDT, PRESTON, CHAPIN, LAMB & KEEN INC.

160 N. 15th St., Philadelphia 2  
Tel.: Locust 4-4400  
Radio Dept.: Kennerd G. Keen, exec. v.p.; Roy T. Lochten, media dir.; Po Jack, timebuyer.

#### ARNOLD & CO.

262 Washington St., Boston 8  
Tel.: Richmond 2-1220  
Radio Dept.: Arnold Z. Rosoff, Harold Glickman.  
Radio Accounts: Dainty Dot Hosiery, Formald Era Co., Wilbar's Shoes (RN); North American Packing, Rosoff's Restaurant, Homestead Restaurant, Talbot Pontiac (S).

#### ART-COPY ADV. AGENCY

11 Hill St., Newark 2, N. J.  
Tel.: Market 2-7115  
Radio Dept.: Seymour Steinhart, radio dir., timebuyer; Martin Steinhart, acct. exec.  
Radio Accounts: Parts Unlimited Stores.

#### ASSOCIATED ADV. AGENCY INC.

612 First Nat'l Bank Bldg., Cincinnati 2  
Tel.: Main 2811  
Radio Dept.: Sam Malcolm Levy, pres.; I. C. Levy, rec.-treas.; W. Wilson Lang, v.p. in chg radio; Templeton Briggs, exec. v.p.; Dolores B. Mescher, media mgr.

#### ASSOCIATED BROADCAST ADV. CO.

1001 N. Western Ave., Los Angeles 29  
Tel.: Hollywood 5-0580

#### ASSOCIATED BROADCASTING CO. LTD.

1139 Bay St., Toronto  
Tel.: Walnut 4-1111  
Radio Dept.: M. Maxwell, mgr.; Gordon Allen, radio dir.; Adele Evans.

#### ATHERTON ADV. AGENCY

8455 Melrose Pl., Los Angeles 46  
Tel.: Webster 9-9488  
Radio Dept.: Alfred A. Atherton, owner, acct. exec.  
Radio Accounts: Pacific Citrus Products Co. (S).



**ATHERTON & CURRIER**  
420 Lexington Ave., New York 7  
Tel.: Lexington 2-8795  
Radio Dept.: William T. Tieinan, media dir.

**AUBREY, FINLAY, MARLEY & HODGSON INC.**  
230 N. Michigan Ave., Chicago 1  
Tel.: Financial 6-1600  
Radio Dept.: J. T. Aubrey, chm. bd.; John J. Finlay, pres.; R. F. Feckheimer, Kenneth Hill, Earl Hodgson, Leonard Krick, Robert Marley, v.p.s.; Gene Fromherz, media dir.; Isabel McCaulay, asst. to media dir.

Radio Accounts: International Harvester Co. (N-S); Double Cola Co., Williamson Candy Co., McKenzie Milling Co., Pay-U Laboratories, H & H Cleaner Co., Tested Papers of America Inc. (S).

**N. W. AYER & SON INC.**  
W. Washington Sq., Philadelphia 6  
Tel.: Lombard 3-0100  
H. A. Batten, chm. bd.; Warner S. Shelly, pres.  
New York 20-30 Rockefeller Plaza  
Tel.: Circle 6-0200

Radio Dept.: James E. Hanna, v.p., radio dir.; T. J. McDermott, v.o., radio plans; T. H. Calhoun, programming & production; John M. Caldwell, copy chief; Dorothy Doran Lewis, publicity; John W. Purves, James A. MacDonald, sports broadcasting; H. L. Smith Jr., radio research; Fred O. Eckert, radio traffic; Charles M. Wilds, chief timebuyer; Richard S. Bunbury, Paul F. Klizenberger, Joan Rutman, Elaine Ogle, W. P. Crossdale, Helen Hartwig, Marjorie Freeman, timebuyers.

Boston 16-Statler Office Bldg.; Tel.: Hubbard 2-4970; E. Craig Greiner, v.p.

Chicago 3-135 S. LaSalle St.; Tel.: Randolph 6-3456; Sterling E. Peacock, v.p.; Roderick Mitchell, radio production.

Detroit 26-4170 Penobscot Bldg.; Tel.: Woodward 5-3322; J. Widman Bertch, v.p.

Hollywood 28-714 Taft Bldg.; Tel.: Hollywood 3-4871; Glenhall Taylor, mgr.

Honolulu 16-231 Dillingham Bldg.; Tel.: Honolulu 6193; James P. Smith, mgr.

San Francisco 4-235 Montgomery St.; Tel.: Sutter 1-2534; Carl Zachrisson, v.p.

Radio Accounts: American Factors Ltd., Atlantic Refining Co., Bell Telephone System, B. C. Remedy Co., Chesapeake & Potomac Telephone Cos., Hawaiian Pineapple Co. Ltd., Hires Co., Illinois Bell Telephone Co., Insurance Co. of North America, Howard D. Johnson Co., Knouse Foods Cooperative Inc., Michigan Bell Telephone Co., Plymouth Dealer Cooperative Adv. Program, Regal Shoe Co., Reuben H. Donnelley Corp., Seabrook Farms Co., Sheffield Farms Milk Co., Supplee-Willis-Jones Milk Co., Tasty Baking Co., United Air Lines, Yardley of London Inc.

**AYLIN ADV. AGENCY**  
904 Lovett Blvd., Houston 6, Tex.  
Tel.: Lynchburg 3786  
Radio Dept.: Pat Green, radio dir.; Robert Aylin, Charles Lewis, Alston Cameron, Robert Lahr, acct. execs.

Radio Accounts: Henke & Pillot Inc., Clarke & Courts, Second Nat'l Bank of Houston, Temple Lumber, Johnson Mtr. Co., Jury Service Committee, Weidon Cafeteria, Craig's Rheem Mfg. Co. (S); Black-Brollier.

**AYRES, SWANSON & ASSOC. INC.**  
1325 N St., Lincoln 8, Neb.  
Tel.: 2-6928  
Radio Dept.: Arthur F. White, media dir.  
St. Joseph, Mo.—309 KFEQ Bldg.; Tel.: 3-0229.

Radio Accounts: Steckley Hybrid Corn Co., Interstate Nurseries, Cushman Motor Works, Driftmier Pub. Co., Habco Mfg. Co., Smith Baking Co., Danner Mills Inc., Hill Hatcheries, Hill-Fairchild Feed Co., Dusorb Co., Dwarles Corp., Permco Mfg. Co., Lincoln Service & Supply Co., House of Bauer.

**AZRAEL ADV. AGENCY**  
913 N. Charles St., Baltimore 1  
Tel.: Lexington 9-7575

B

**BADGER & BROWNING & HERSEY INC.**  
(see Badger & Browning & Pacher Inc.)  
550 5th Ave., New York 20  
Tel.: Circle 7-3179  
Radio Dept.: Hubert Sweet, media dir.

**BADGER & BROWNING & PARCHER INC.**  
(see Badger & Browning & Hersey Inc., parent agency)  
75 Federal St., Boston 10  
Tel.: Liberty 2-3364

**BAHN ADV. CO.**  
115 Chauncy St., Boston 11  
Tel.: Liberty 2-4206

**FREDERICK E. BAKER & ASSOC.**  
Vance Bldg., Seattle 1  
Tel.: Elliott 0957  
Radio Dept.: Peter Lyman, radio dir.; Patricia Olson, timebuyer.

Radio Accounts: Boeing Airplane Co., Alaska Steamship Co., Seattle Chevrolet Dealers, The Bon Marche, Riach Oldsmobile, Seattle Packing Co.

**LYNN BAKER INC.**  
720 5th Ave., New York 19  
Tel.: Judson 6-3900  
Radio Dept.: Mary Bentley Baker, v.p.; David E. Durston, radio dir.; Don Cutler, acct. exec.; George Trimble, Mary Burak, timebuyers.

Radio Accounts: Puss 'n Boots Cat Food (N-S); Coast Fisheries Div. of Quaker Oats Co.

**BEN BALDWIN ADV.**  
8923 Sunset Blvd., Hollywood 46  
Tel.: Crestview 5-5148  
Radio Dept.: Ben Baldwin, radio dir.

**BALDWIN BOWERS & STRACHAN INC.**  
374 Delaware Ave., Buffalo 2, N. Y.  
Tel.: Madison 6020  
Radio Dept.: Everett L. Thompson, v.p., radio; Joseph H. Radder, creative dir.; Edythe Cudlipp, Catherine Walsh, Malcolm Barney, Truman H. Rice, Charles Einach, copywriters, producers; Elorje Boll, Lolly Coney, Mildred Darling, traffic.

**BALL & DAVIDSON INC.**  
670 Delaware St., Denver 4  
Tel.: Main 3-1291  
Radio Dept.: Carl A. Salstrand, pres.; Durey Ranck, acct. exec.; June Thompson, copy dir.

**BARLOW ADV. AGENCY INC.**  
742 James St., Syracuse 1, N. Y.  
Tel.: 9-6644  
Radio Dept.: Edward C. Jones, radio dir.; Harry J. Accurso, asst.; J. R. Coleman, H. H. Goodhart, G. F. Swartz, E. R. Crawford, R. K. McCabe, F. E. Tomokins, N. H. Terwilliger, acct. execs.

Radio Accounts: Dairymen's League Cooperative, Lincoln Bank, Procino-Rossi, General Electric, Will & Baumer Candle Co. (S).

**BARNES ADV. AGENCY INC.**  
312 E. Wisconsin Ave., Milwaukee 2  
Tel.: Broadway 6-2393  
Radio Dept.: Pat Ann Klopatek, radio dir, asst. acct. exec.; John Barnes, Kenneth J. Goelzer, John Barnes III, E. R. Wholihan, acct. execs.; Anita Marten, timebuyer; Ralph C. Duke, asst. acct. exec.

Radio Accounts: J. J. Jones Co., Kingsbury Breweries, Otto L. Kuehn Co., Marquette U., Marshall & Ilesley Bank, Mayer-Hughes, Milwaukee Plumbing Contractors Assn., Roundy's Inc. Red Bell Markets, Spic & Span Dry Cleaners, Super Seal Awning Co., Williams Chemical Co., Wis. Auto Racing Assn., Wis. Auto Ice & Coal Co., Wis. Meat Products (S).

**BARNES-CHASE CO.**  
530 S. Broadway, San Diego 1  
Tel.: Belmont 3-7771

**TED BATES & CO.**  
630 5th Ave., New York 20  
Tel.: Judson 6-0600  
Radio Dept.: James C. Douglass, radio dir.; Harry Saz, bus. mgr.; Andrew Bellenot, asst. bus. mgr.; Vincent Rowe, new prog. dir.; Jay Clark, Allan Dingwall Jr., Edward Brown, Gordon Allison, producers; Thomas T. McAndrews Jr., film supervisor; Charles Keebe, casting director; Ed Small, partner in chg radio media; Ned Midsley, Mac Donald Dunbar, radio media supervisors; Christopher Lynch, William J. Kennedy, Al Petcavage, Frank McCann, Mike James, Win

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Kirchert, Jack McCarthy, Don Chapman, Chet Slaybaugh, Frank Thompson, timebuyers; Al Basso; Tom Hanlon.  
 Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, partner in chg; Frank O'Connor, Phil Krim, producers; Christy Walsh, publicity.  
**RADIO ACCOUNTS:** Brown & Williamson Tobacco Corp., Cantrell & Cochrane Corp. (N-S); Continental Baking Co., Carter Products Inc., CBS-Columbia, Minute Maid Corp., Standard Brands Inc., Grocery Store Products Co., American Chic Co., Morton Packing Co. (N); Colgate-Palmolive Co., Anahist Co., American Sugar Refining Co. (S); Hill Bros.  
**BATTEN, BARTON, DURSTINE & OSBORN INC.**  
 363 Madison Ave., New York 17  
 Tel.: Eldorado 5-5800  
 Radio Dept.: Bob Foreman, v.p. in chg radio; John Hoagland, in chg new prog. developments; Art Bellaire, v.p. in chg radio copy; Carroll Newton, v.p., exec. asst. to pres.; Fred Barrett, v.p. in chg media; Frank Silvernail, Dick McKeever, Robert Tatum, network supervisors; Art Berla, Hope Martinez, Elenore Scanlan, Fred Stoutland, Theodore Wallower, Walter Cortese, Robert Howell, Millie Eberhardt, timebuyers; Jim Brown, promotion, publicity.  
**Atlanta 5-800 Peachtree St., N.E.; Tel.: Elgin 7015; L. G. Offen.**  
**Boston 16-462 Boylston St.; Tel.: Copley 7-7800;** Burton E. Vaughan, v.p. in chg; F. W. Hatch, New England mgr.  
**Buffalo 2-3 Rand Bldg.; Tel.: Cleveland 7915; Dale G. Castro.**  
**Chicago 11-919 N. Michigan Ave.; Tel.: Superior 7-9200;** H. H. Haupt, v.p.  
**Cleveland 13-Terminal Tower; Tel.: Tower 1-7270;** E. E. Haring, v.p.  
**Dallas 1-223 Mercantile Commerce Bldg.; Tel.: Prospect 3431;** T. L. Hasbrouck.  
**Detroit 28-1856 Fenwick Bldg.; Tel.: Woodward 5-0620;** R. E. Anderson, v.p.  
**Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-6723;** Wayne Tliss, v.p.  
**Los Angeles 48-6363 Wilshire Blvd.; Tel.: Webster 1-1234;** A. W. Neally, v.p.; Locke W. Turner, media dir.  
**Minneapolis 2-N. W. Bank Bldg.; Tel.: Lincoln 8401;** J. C. Cornelius, exec. v.p.  
**Pittsburgh 19-Grand Bldg.; Tel.: Grant 1-9900;** L. D. Hansen, v.p.  
**San Francisco 4-Russ Bldg.; Tel.: Sutter 1-2232;** John G. Motheral, v.p.  
**Radio Accounts:** American Tobacco, Avco Crosley Div., Chrysler Corp. De Soto Div., General Mills Inc., Lever Bros., Murine, Nehi Corp., Rexall Drug Co. (N).  
**ADRIAN BAUER ADV. AGENCY INC.**  
 1528 Walnut St., Philadelphia 2  
 Tel.: Kingsley 5-7870  
 Radio Dept.: Elmer F. Jassan, radio dir.  
**Radio Accounts:** Allied Florists of Greater Phila. Inc., John Bartram Hotel, J. Frank & Sons, Phila. Dairy Products Co., Shore Bros. Inc., C. F. Simonin's Sons Inc., Woodlawn Farm Dairy Co. (S).  
**BAY PATH ADV. INC.**  
 9 Elm St., Southbridge, Mass.  
 Tel.: Southbridge 4-8161  
 Radio Dept.: Maurice L. LaReau.  
**JERE BAYARD ADV.**  
 121 N. Robertson Blvd., Beverly Hills, Calif.  
 Tel.: Bradshaw 2-8716  
 Radio Dept.: John Burton, media dir.  
**BEAL RADIO & TELEVISION AGENCY**  
 220 St. James Pl., Brooklyn 38  
 Tel.: Main 2-3375  
 Radio Dept.: Joseph Carleton Beal, managing dir.; Robert Singer, acct. exec.; Jack Seltz, prod. and prod. dir.; Joseph Shank, musical prog. dir.  
**Radio Accounts:** Platterpus Club (N-S); Forty Plus Inc. (RN-S); Gallery Goers, Nat. Foundation for Social Integration (S); World Wide Broadcasting Foundation.  
**BEAN ADV. AGENCY**  
 136 N. Delaware St., Indianapolis 4  
 Tel.: Melrose 7-4248  
 Radio Dept.: Harold Bean, timebuyer.  
**Radio Accounts:** L. S. Ayres & Co., Indiana Tempered Air Inc., Central Supply Co., Annual Custom Auto Show, Johnson Home Improvement Co., Bruce Savage Co. (S).  
**BEAUMONT, HELLER & SPERLING INC.**  
 6th & Walnut Sts., Reading, Pa.  
 Tel.: 5-4311  
 Radio Dept.: Dorothea A. Hassler, radio dir.  
**Radio Accounts:** Maler's Bakery, Crystal Rock Bottling Co., Bowers Battery & Spark Plug Co., Asam Wallpapers, St. Lawrence Dairy Co., Hummel's, Reading Trust Co., Ontelaunee Orchards (S).  
**BEAUMONT & HOHMAN INC.**  
 6 N. Michigan Ave., Chicago  
 Tel.: Randolph 8-8181  
 Radio Dept.: John Tark, radio dir.; Clarke Trudeau, timebuyer; O. W. O'Neal, acct. exec.  
**Radio Accounts:** Greyhound Lines, Whirlpool Washers & Dryers (S); McCormick & Co.  
**BECKMAN, HAMILTON & ASSOC. INC.**  
 385 S. Fairfax Ave., Los Angeles 36  
 Tel.: Webster 0106  
 Radio Dept.: Milton J. Beckman, Emil Reisman, acct. execs., timebuyers.  
**Radio Accounts:** Lab Distributors, Nutritional Science Corp. (RN-S); A. P. Smiley & Son, Orange Julius Sales Co., Calif. Commissaries, Town & Country Village, Kopco Inc., Sunset Fan Club, Hub Furniture Stores (S).  
**HERBERT S. BENJAMIN ASSOC. INC.**  
 234 Main St., Baton Rouge, La.  
 Tel.: 3-2847  
 Radio Dept.: Allen R. Brent, Lee Herzberg Jr., v.p.s. acct. execs.; Dorothy Johnson acct. exec.  
**Radio Accounts:** Community Coffee (S).

**BENNETT & NORTHROP INC.**  
 69 Newbury St., Boston 16  
 Tel.: Kenmore 6-3820  
 Radio Dept.: Elizabeth D. Parsons, media dir., timebuyer.  
**WALTER F. BENNETT CO.**  
 20 N. Wacker Dr., Chicago 6  
 Tel.: Franklin 2-1131  
 Radio Dept.: Walter F. Bennett, principal; Jane Gunther, media dir.  
**Hollywood 28-6912 Hollywood Blvd.; Tel.: 4-8291;** W. E. Boice  
**Philadelphia 2-1405 Locust St.; Tel.: Kingsley 5-3798;** Fred Deinert; Frank Pickell, acct. exec.  
**Radio Accounts:** Billy Graham, Evangelistic Assn., Evangelical Foundation Assemblies of God, Light & Life, Baltimore Gospel Tabernacle, Word of Life Inc., Your Worship.  
**BENTON & BOWLES INC.**  
 444 Madison Ave., New York 22  
 Tel.: Murray Hill 8-1100  
 Media Dept.: Dave Crane, v.p. in chg media; George Durham, Milton Kiebler, Lee Rich, assoc. media copy; F. M. Michael, Donovan, Donald Harris, Ray Healy, asst. media dirs.; Tom Carson, Frank Carvel, Lee Currlin, Donald Foote, Bern Kanner, Helen Kowalsky, Tom Mahon, Bill Murphy, Grace Porterfield, Jack Sinnott, Don Tansill, Tom Tilson, Dick Trea, Jay Wasserman, timebuyers. Radio Dept.: L. I. Steele, adm. v.p. in chg radio; Thomas McDermott, v.p. in chg radio programming; William E. Schneider, radio dept. bus. mgr.; Oliver Barbour, radio dir.; Herb Leder, film prod. dir.; Ann Howard, casting dir.; Freddie Bartholomew, Maximilian Bryer, Ralph Starr Butler, Charles Fisher, Sheldon Platt, Arthur Richards, Irwin Segelstein, Elizabeth Shay, Donald Wallace, Lawrence White, dirs.  
**Hollywood 28-6253 Hollywood Blvd.; Al Kaye, v.p. in chg west coast operations; Murray Bolen, radio prog. prod.**  
**Radio Accounts:** Assn. of American Railroads, General Foods Corp., Procter & Gamble Co., Avco Mfg. Corp., Pepperell Mfg. Co., Norwich Pharmaceutical Co., Breying Corp. of America, Benson & Hedges, Evans Government Tourist Office, Diamond Crystal Salt Co., Diamond Match Co., M & R Dietetic Laboratories Inc., Mutual Life Insurance Co. of N. Y.  
**BERGHOF ASSOC. INC.**  
 511 N. La Cienega Blvd., Suite 201, Los Angeles 48  
 Tel.: Bradshaw 2-2625  
 Radio Dept.: Jerry Berghoff, v.p., radio dir., timebuyer, talent buyer.  
**Radio Accounts:** Alladin Plastics Co., Marc Bellaire Inc., The TeeVee Co., Pride Products Co. (N-S), Lock-On Brake Lining (N); Baby Line Furniture Co. (RN-S).  
**BERMINGHAM, CASTLEMAN & PIERCE INC.**  
 136 E. 38th St., New York 16  
 Tel.: Lexington 2-7550  
 Radio Dept.: John H. McNeill, radio dir.; Stephen W. Siddie Jr., media dir.; Herbert T. Lorentzen, Ralph T. Hartill, Porter F. Leach, acct. execs.  
**Radio Accounts:** Griffin Mfg. Co., J. E. Williams Co., Dif Corp., Pilgrim Laundry (S).  
**TED BERNSTEIN ASSOC.**  
 51 Madison Ave., New York 10  
 Tel.: Murray Hill 5-3730  
 Radio Dept.: Sylvester Bernstein, radio dir., timebuyer.  
**BOB BETTS ADV.**  
 1150 Hancock St., Denver 4  
 Tel.: Acoma 2-1876  
 Radio Dept.: John F. Connors, radio dir., acct. exec.; R. J. Betts, acct. exec.  
**Radio Accounts:** Frontier Refining Co., Centennial Turf Club (RN-S); Carlson-Frink Co., Denver Milk Producers, Maplecrest Farms (S).  
**BEN BEZOFF & CO.**  
 220 Mastic Bldg., Denver 2  
 Tel.: Alpine 5-2300  
 Radio Dept.: Ben Bezoff, pres., owner; Jim Farquhar, R. D. Loddars, acct. execs.; Nancy Curtis, copywriter.  
**Radio Accounts:** Colorado Motor Carriers Assn. (RN); Bank of Denver, Barnett Co., Metropolitan Pontiac Inc. (S).  
**LEE S. BIESPIEL ADV.**  
 605 N. Michigan Ave., Chicago 11  
 Tel.: Delaware 7-4910  
 Radio Dept.: Lee S. Biespiel, pres.  
**Radio Accounts:** Burton Mfg. Co., William Getz Corp., Lake City Products (S).  
**RALPH BING ADV. CO.**  
 2063 E. 4th St., Cleveland 15  
 Tel.: Superior 1-2773  
 Radio Dept.: Ralph S. Bing, radio dir.; Nancy Schattentfeld, acct. exec.; Thomas B. Friedman, research.  
**Radio Accounts:** Al Sirat Grotto Circus, Ace Cigarette Service, Blauschild's Chrysler-Plymouth H. C. Englander, Nash, Meisel Lincoln Mercury Motors, Shaker Motors Packard, Sils Chevrolet, A. D. Pelunis DeSoto (S).  
**BIOW-BIERN-TOIGO INC.**  
 640 5th Ave., New York 19  
 Tel.: Plaza 9-1717  
 Radio Dept.: Roy Winsor, v.p. in chg radio; J. E. Kucera, chief timebuyer.  
**Hollywood 28-1606 N. Argyle; Tel.: Hollywood 3-2377;** Edward Feldman, Mary Morris, radio dirs.  
**San Francisco 3-703 Market St.; Tel.: Garfield 4854.**  
**Radio Accounts:** Philip Morris, Procter & Gamble (Spic & Span, Lift, Shasta), National Sawdust Bank (Boston), Hudson Pulp & Paper Co., Pepsi Cola, Bond Clothing, Anso, Armstrong Rubber Co.

**BISHOPRIC/GREEN & ASSOC. INC.**  
 1234 duPont Bldg., Miami 32  
 Tel.: 82-1475  
 Radio Dept.: W. Arthur Fielden, v.p., radio dir.; Marguerite G. Brown, timebuyer.  
**Radio Accounts:** Pepsi Cola Bottling Co., Chase Federal Savings (N-S); Miami Ventilated Awnings, Naples Co. (S).  
**BLAINE-THOMPSON CO.**  
 234 W. 44th St., New York 38  
 Tel.: Longacre 4-0800  
 Radio Dept.: Franklin Hobbs, dir.; Ingram Ash, timebuyer.  
**Radio Accounts:** Warner Bros. Motion Pictures, Doughnut Corp. of America (RN-S).  
**BOCCARD, DUNSHEE & JACOBSEN INC.**  
 867 Federal Blvd., Denver, Colo.  
 Tel.: Acoma 2-6392  
 Radio Dept.: Charlotte Fairlamb, media dir.  
**FRED BOCK ADV. CO.**  
 Second Nat'l Bldg., Akron 8  
 Tel.: Florida 5-4418  
 Radio Dept.: Fred C. Bock, pres.; John Simpson, Pearl Fairhall, acct. execs.  
**Radio Accounts:** S. C. Bissler & Sons, Carter-Jones, City Baking Co., Dettling Bros., DPW Co., Grocers Institute, M&B Fruit Juice Co., Ohio Edison Co., Shaffer Leather, Spencer Trunk, Vickers Trailer Sales (S).  
**BILL BONSBIV ADV. AGENCY INC.**  
 1717 E. Colfax Ave., Denver 18  
 Tel.: Florida 5-4418  
 Radio Dept.: Jay Tallant, exec. v.p.  
**Los Angeles 215-12010 Wilshire Blvd.; Tel.: Arizona 8-9121;** Bill Bonsbiv, pres.  
**BOONE & CUMMINGS**  
 3003 Louisiana, Houston, Tex.  
 Tel.: Justin 5577  
 Radio Dept.: Ruth Johnston, Jill Medby, radio dirs., timebuyers.  
**Radio Accounts:** City National Bank, Great Southern Life Insurance Co., Pepsi Cola Bottling Co., Oak Forest Realty Corp., Home Owned Properties Inc., Edgewood Corp., Inwood Terrace Corp., Jim West Building Co., F & W Construction Co., American General Investment Corp., Alameda State Bank, Houston Home Builders Assn., Houston Chevrolet Dealers, DeMontrond Buick Co., Frigid-Dough Products Co., Food Center Inc. (S).  
**BOTSFORD, CONSTANTINE & GARDNER**  
 115 SW. 4th Ave., Portland 4, Ore.  
 Tel.: Atwater 9541  
 New York 18-261 Madison Ave.; Tel.: Oxford 7-2797.  
 San Francisco 5-625 Market St.; Tel.: Exbrook 2-7565.  
 Seattle 1-1400 Tower Bldg.; Tel.: Elliot 3523.  
**LEO P. BOTT JR. ADV.**  
 64 E. Jackson Bldg., Chicago 4  
 Tel.: Harrison 7-9187  
 Radio Dept.: Madeleine B. Jacoutot, timebuyer.  
**BOURNE ASSOC. INC.**  
 60 E. 42d St., New York 17  
 Tel.: Vanderbilt 6-1423  
 Radio Dept.: Victor Arden, radio dir.  
**BOZELL & JACOBS INC.**  
 510 Electric Bldg., Omaha 2  
 Tel.: Jackson 903  
 Radio Dept.: Morris E. Jacobs, pres.; F. C. Miller, exec. v.p., gen. mgr.  
**Baltimore 18-2110 N. Charles St.; Tel.: Belmont 2083;** Arthur Booth, mgr.  
**Beverly Hills-340 N. Rodeo Dr.; Tel.: Bradshaw 2-2081;** Archie Jacobs, mgr.  
**Chicago 1-205 N. LaSalle St.; Tel.: Central 6-0670;** Morris Jacobs, chm. bd.; Nathan E. Jacobs, pres., mgr.  
**Houston 2-703 United Gas Bldg.; Tel.: Fairfax 4106;** Morris E. Jacobs, pres.; Carl Storey, v.p., mgr.  
**Indianapolis 4-1812 N. Meridian St.; Tel.: Wabash 4524;** Morris E. Jacobs, pres.; Chas. A. Gallup, v.p., mgr.  
**Kansas City 5, Mo.-1016 Baltimore Bldg.; Tel.: Baltimore 4997**  
**Minneapolis 2-625 2d Ave. S.; Tel.: Main 4527;** Sam Kaufman, v.p., mgr.  
**New York 36-2 W. 45th St.; Tel.: Murray Hill 7-6210;** Morris E. Jacobs, chm. bd.; Donald D. Hoover, pres., mgr.  
**Seattle 4-2123 Smith Tower; Tel.: Main 0145;** Morris E. Jacobs, pres.; R. H. Wensberg, v.p., mgr.  
**Shreveport-324 Fairfield Bldg.; Tel.: 3-6124;** Morris E. Jacobs, pres.; Walter T. Pfeiffer, v.p., mgr.  
**Washington-702 Sheraton Bldg., 711 14th St., N. W.; Tel.: Sterling 3-2406;** Don Underwood, v.p., mgr.  
**Radio Accounts:** Leaf Brands Inc., Postal Finance Co., Augusta Bedding Co., Serta.  
**ARTHUR BRAITSCHE ADV.**  
 15 Westminster St., Providence 3, R. I.  
 Tel.: Dexter 1-5313  
 Radio Dept.: Arthur Braitsch, dir.; John A. Lorimer, timebuyer; Frances Goodwin, sec.  
**Radio Accounts:** Baird-North Inc., Roger Williams Savings Fund & Loan Assn., Weybosset Markets, Strand Theatre, Sally's Fur Studio, R.I. Hospital Trust Co., Palladium Ballroom, Rocky Point Park, White Pontiac, Oliver Johnson & Co., Mule Battery Mfg. Co., Baker Ford Co. (S).  
**MICHAEL BRAND ASSOC.**  
 8820 Sunset Blvd., Hollywood 46  
 Tel.: Crestview 6-2991  
 Radio Dept.: Michael Brand, mgr.  
**THE J. CARSON BRANTLEY ADV. AGENCY**  
 Owen Bldg., 201 S. Main St., Salisbury, N. C.  
 Tel.: 900  
 Radio Dept.: J. Carson Brantley, radio dir.  
**Radio Accounts:** Isenhour Brick & Tile Co., Duke Power Co., Banna Co., Carolina Bev. Corp., Owen Drug Co. (S).  
**BREIG ASSOC.**  
 1715 Walnut St., Philadelphia 3  
 Tel.: Rittenhouse 6-3636  
 Radio Dept.: Jean Breig  
**Radio Accounts:** Muhlenberg Press (S).

## AGENCIES

**BRENNAN ADV. AGENCY**  
1414 W. Clay, Houston 19, Tex.  
Tel.: Linden 7581  
Radio Dept.: Mrs. Lou Letts, dir.

**BRUCE B. BREWER & CO.**  
900 Walnut St., Kansas City 6, Mo.  
Tel.: Harrison 4890

Radio Dept.: Jack Kirwan, radio dir., acct. exec.  
Minneapolis 2-400 Foshay Tower, Tel.: Atlantic  
3314; Charles R. Strotz, mgr.; Loy M. Booton,  
Warren Michael, E. W. Munsell, acct. execs.  
Radio Accounts: Faultless Starch Co., Katz Drug  
Co., Nutrena Mills, Ocoma Foods Co., Lan-O-  
Sheen Inc., Minneapolis Brewing Co., Spencer  
Chemical Co. (S).

**BRINDLEY-ROTH INC.**  
600 Griswold St., Detroit 26  
Tel.: Woodward 1-8295  
Radio Dept.: R. Benton Brindley, pres., treas., radio  
dir.; Herbert W. Roth, v.p., prod. mgr., art dir.

**BRISACHER, WHEELER & STAFF**  
1660 Bush St., San Francisco 9  
Tel.: Prospect 6-2600  
Radio Dept.: Ted Pearson, media dir.; Mary Eliza-  
beth Loeber, radio timebuyer.  
New York 1-350 5th Ave.; Tel.: Bryant 9-5600;  
Darrell McCain, timebuyer.

Radio Accounts—Pictsweet Food; Van Camp Sea  
Food, Richmond-Chase, Pacific Intermountain  
Express, Sacramento Milk Council, Parkmerced  
Towers, San Francisco Examiner, Bay View Fed-  
eral Savings & Loan, Langendorf United Baker-  
ies Inc., Calif. Dairy Industry Advisory Board,  
Crown Zellerbach Corp., Parsons Ammonia, The  
Wheatena Corp.

**BROADCAST ADV.**  
170 S. Beverly Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-8480  
Radio Dept.: Van C. Newkirk, pres.; John G. Fryer,  
acct. exec.; Betty Lester, timebuyer.  
Radio Accounts: Bible Institute of Los Angeles,  
Haven of Rest (RN-S); Church of the Open Door,  
Messianic Hour, Morning Chapel Hour, King's  
Ambassador (S).

**BROADCAST ADV. INC.**  
8 Newbury St., Boston 16  
Tel.: Kenmore 6-0854  
Radio Dept.: J. E. Murley, radio dir.; F. P. Russell,  
acct. exec.; J. J. Manning, timebuyer; E. P.  
Gieringer, prod. mgr.

**BROOKE, SMITH, FRENCH & DORRANCE INC.**  
8469 E. Jefferson Ave., Detroit 14  
Tel.: Valley 2-9700  
Radio Dept.: Willard S. Smith, dir.; H. R. Rumble,  
timebuyer.  
New York 17-52 Vanderbilt Ave.; Tel.: Murray Hill  
6-1800; Jay Berry.  
San Francisco—149 Calif. St.; Walter Selover.  
Radio Accounts: Goebel Brewing Co., Hudson Mo-  
tor Car Co., Mullins Mfg. Corp., Ironite Inc.

**BROOKS ADV. AGENCY**  
1610 N. Argyle Ave., Hollywood 28  
Tel.: Hollywood 4-1158  
Radio Dept.: Jean G. Shay, mgr.

**D. P. BROTHER & CO.**  
3044 Grand Blvd., Detroit 2  
Tel.: Trinity 2-8250  
Radio Dept.: Kenneth G. Manuel, v.p., radio dir.;  
Carl Georgi Jr., v.p., timebuyer; Ralph E. Bach-  
man, timebuyer; Melvus G. Furney, R. V. Pol-  
lock, asst. radio dirs.  
New York 19-720 5th Ave.; Tel.: Columbus 5-1004;  
Frank Egan, mgr.

Radio Accounts: Oldsmobile (N-S), Guide Lamp,  
A. C. Spark Plug, Saginaw Steering Gear divs.  
of General Motors Corp.

**BURTON BROWNE ADV.**  
619 N. Michigan Blvd., Chicago  
Tel.: Superior 7-7700  
Radio Dept.: Burton Browne, pres.; James Cody,  
v.p., acct. exec.; Bea Rosenblum, media dir.

**FRANKLIN BRUCK ADV. CORP.**  
1270 8th Ave., New York 20  
Tel.: Circle 7-7660  
Radio Dept.: M. J. Kleinfeld, v.p., acct. exec.; Dave  
Davidow, radio dir.; Alice Ross, timebuyer.  
Los Angeles 4-532 N. Cherokee Ave.; Tel.: Holly-  
wood 3-1153; Howard Blake, mgr.

**BUCHANAN & CO.**  
1501 Broadway, New York 36  
Tel.: Bryant 9-7900  
Radio Dept.: Nat Strom, radio dir.; William Dasheff,  
John McEvoy, Albert Van Brunt, William Boley,  
acct. execs.; Mildred Ingvall, timebuyer.  
Los Angeles 48-451 N. La Cienega Blvd.; Tel.: Crest-  
view 5-5231; Charles Coleman, v.p.  
San Francisco 4-155 Montgomery St.; Tel.: Yukon  
6-2927; Ray Randall, v.p.

Radio Accounts: Reynolds Metals Co., Tide Water  
Associated Oil Co., Eskimo Pie, N. Y. Paramount  
Theatre, Air France, Western Airlines, Para-  
mount Pictures, Wilbur Clark's Desert Inn,  
Newport Soap (S); Petite Foods.

**BUCHANAN-THOMAS ADV. CO.**  
412 S. 19th St., Omaha 2  
Tel.: Atlantic 2125  
Radio Dept.: Adam Reinemund, dir.; Gene E. Cud-  
deback, asst.

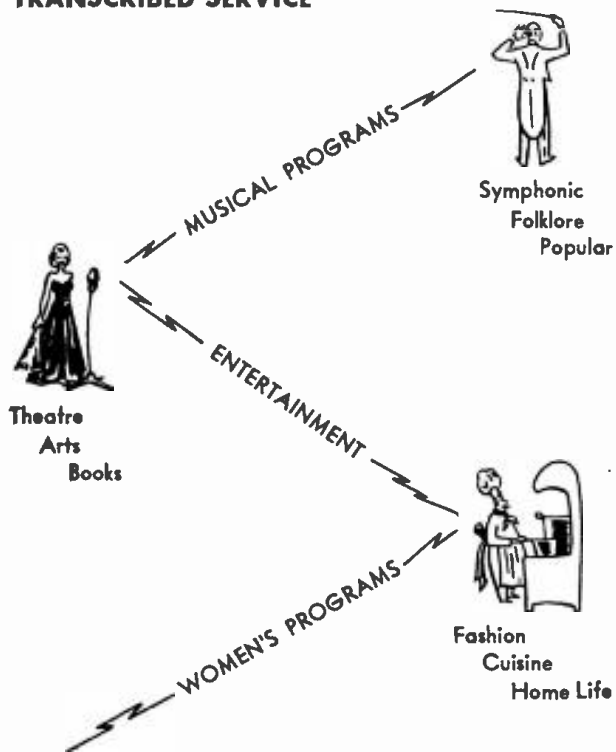
**THE BUCHEN CO.**  
400 W. Madison St., Chicago 6  
Tel.: Randolph 6-8305  
Radio Dept.: John Cole, radio dir.; Mary Jane  
Carry, asst. radio dir.; C. W. Fisher, Lee Carlson,  
timebuyers.  
Radio Accounts: Fairbanks Morse & Co., Oliver  
Corp., Palmer Mfg. Co., Club Aluminum Prod-  
ucts (S).

**FRANK BULL & CO.**  
1239 N. Highland Ave., Los Angeles 38  
Tel.: Hollywood 5-4194  
Radio Dept.: Mel R. Roach, mgr.

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**THE BULLARD AGENCY**  
219 Court St., Port Huron, Mich.  
Tel.: Yukon 5-8755  
Radio Dept.: Rockwood Bullard.  
Radio Accounts: Hein Franck Sons Inc. (RN-S);  
Alma Trailer Co. (S).

**G. NORMAN BURK INC.**  
223 4th Ave., Pittsburgh 22  
Tel.: Express 1-3500  
Radio Dept.: G. Norman Burk, dir., acct. exec.;  
Kenneth Hoel, acct. exec.; Dolores E. McCarthy,  
timebuyer.  
Radio Accounts: Meadow Gold Dairies, National  
Coffee, Standard Floor Co., Webershausen  
Agricv. McKnight Hardware Co., Trebron Sales  
Co., Ward Baking Co.

**LEO BURNETT CO.**  
360 N. Michigan Ave., Chicago 1  
Tel.: Central 6-5959  
Radio Dept.: William Weddell, v.p. in chg. bstg.;  
David Dele, bstg. oprs. mgr.; Lee Bland, prog.  
and prod. dir.; Harry Bubeck, prog. mgr.  
Hollywood 28-1680 N. Vine St.; Tel.: Hollywood  
4-7374; W. Williams, mgr.; Gordon Minter, film  
prod. mgr.

New York 22-677 5th Ave.; Tel.: Murray Hill  
8-9480; W. McIlvain, mgr.; Frank Dodge, prod.  
supervisor; Gian Hensch, programs.  
Radio Accounts: The Toni Co. (Prom Home Perma-  
nent, Viv Lipstick), Procter & Gamble (Lava  
Soap), Kellogg Co., Pillsbury Mills Inc. (N-S);  
Green Giant Co. (N); Heileman Brewing Co.,  
Converted Rice, Crane Co., Bauer & Black,  
Brown Shoe Co., Comstock Canning Corp.,  
Globe Mills, Hoover Co., Chas. Pfizer & Co.,  
Pure Oil Co., Santa Fe Railway (S); Philip Morris  
& Co. (Marlboro Cigarettes).

**BYER & BOWMAN ADV. AGENCY**  
66 S. 8th St., Columbus 15, Ohio  
Tel.: Capital 1-7751

Radio Dept.: S. N. Hallock II, radio dir.; John D.  
Metzger, radio prod. mgr., acct. exec.; James  
Kelso, radio sls., acct. exec.; Gus K. Bowman  
Jr., Ann Duffy, Charles Krause, Martha Sulli-  
van, acct. execs.

Radio Accounts: Buckeye Foods, City National  
Bank, Styron-Beggs Co., August Wagner Brew-  
eries, Abel Corp., Columbus Transit Co., Ohio  
Fuel Gas Co., F & R Lazarus & Co., Marzetti's  
Salad Oils, Inn Maid Noodles, Bob Evans Sau-  
sage, John W. Galbreath & Co., The Union Co.

**BYRUM ADV. AGENCY**  
924 Broadway, Denver 3  
Tel.: Tabor 7745  
Radio Dept.: R. H. Byrum, owner.  
Radio Accounts: Western Seed Co. (S); Denver  
Gospel Center.

## C

**CABAT-GILL ADV. AGENCY**  
194 N. Church St., Tucson, Ariz.  
Tel.: 2-6382

Radio Dept.: Ernest Cabat, Rita Mikula, timebuyers.  
Radio Accounts: Arden Farms (RN-S); So. Ariz.  
Bank & Trust Co. (S).

**HAROLD CABOT & CO.**  
136 Federal St., Boston 10  
Tel.: Hancock 6-7600

Radio Dept.: David R. Williams, media dir.; William  
E. Ganick, Edward F. Chase, James I. Summers,  
acct. execs.

Radio Accounts: Boston Consolidated Gas Co.,  
Boston & Maine R. R., Boston & Maine Trans-  
portation Co., H. P. Hood & Sons, New England  
Electric System, New England Telephone &  
Telegraph Co., S. S. Pierce Co., Red Coach  
Grille, Carling Brewing Co.

**CAHN-MILLER INC.**  
510 St. Paul Pl., Baltimore 2  
Tel.: Saratoga 7-4466

Radio Accounts: Eutaw Savings Bank, Hess Shoes,  
Jaraman Motors Inc., Maryland Trust Co., Pop-  
ular Club Beverage Co., Stebbins-Anderson  
(S).

**CALDWELL, LARKIN & CO.**  
36 S. Meridian St., Indianapolis 4  
Tel.: Melrose 2-6501

Radio Dept.: Omer Foust, Robert Overmyer, Stan  
B. Cressey, acct. execs.; Pattie B. Howson, media  
sec.

**CALKINS & HOLDEN INC.**  
247 Park Ave., New York 17  
Tel.: Plaza 5-6900

Radio Dept.: Peter A. Krug, radio dir.; John David  
Held, producer-director; Thomas H. Young,  
media dir.; Timothy O'Leary, timebuyer.  
Chicago 1-333 N. Michigan Ave.; Tel.: Randolph  
6-3831; Phillo M. White.

Los Angeles—Citizens Wilshire Bank; Tel.: York  
5145; Harry W. Witt.  
Minneapolis 2-604 Roanoke Bldg.; Tel.: Main 3086;  
George E. Ludcke Jr.

Radio Accounts: Prudential Insurance Co. (N);  
Beritz School of Languages, A. S. Harrison Co.,  
Marcalus Mfg. Co., Marshall Field & Co., Oakite  
Products Inc., Pacific Wines, Stokely-Van Camp  
Inc., Newcomb Audio Products, State Street  
Council (S).

**J. M. CAMP & CO.**  
104 Savings & Loan Bldg., Wheaton, Ill.,  
Tel.: Wheaton 8-4485

Radio Dept.: Sol LaRocca, acct. exec.; Rosemae  
Kline, timebuyer; Joyce Meyers, copy; Alice  
Crossland, artist; Margaret Johnson, book-  
keeper; Grace Jordan, sec.

Radio Accounts: Back to the Bible, Mennonite  
Hour, Pacific Garden Mission, Christian Amend-  
ment Movement, Midwest Bible Church, Hymns  
That Live, Heart to Heart, Rock of Ages, Tabor  
College, Children's Bible Hour, Moody Church  
(S); Radio Bible Class, Youth on the March  
(N-S).

**CAMPBELL-EWALD CO.**  
General Motors Bldg., Detroit 2  
Tel.: Trinity 2-8200  
Radio Dept.: Henry G. Little, chm. bd., pres.; Ed-  
ward E. Rothman, sen. v.p., gen. mgr.; Lawrence  
R. Nelson, sen. v.p., sec.-treas.; J. J. Hartigan,  
sen. v.p., media dir.; Edward A. Schirmer,  
sen. v.p.; H. P. Cook, asst. treas., compt.; P. L.  
McHugh, v.p., radio dir.; J. H. Forshev, v.p.,  
research dir.; Colin Campbell, Halsey Davidson,  
L. T. Robinson, W. P. Stewart, John Terns,  
W. A. Moffett, W. H. Gage Jr., J. L. Watkins,  
v.p.s.; Frank L. Orth, asst. radio dir.

Atlanta 3-45 Edgewood Ave.; Tel.: Lamar 3858;  
C. G. Thom, mgr.

Chicago 1-230 N. Michigan Ave.; Tel.: Central  
8-1946; Earl W. Clements, v.p., mgr.; J. R.  
Gentile, spacebuyer.

Dallas 1-Bryan & Bullington Sts.; Tel.: Randolph  
2094; George A. Back, mgr.

Kansas City 11, Mo.—4010 Washington Ave.; Tel.:  
Jefferson 5601; Ross C. Morgan Jr., mgr.

Los Angeles 5-3480 Wilshire Blvd.; Tel.: Dunkirk  
9-1334; Richard C. Francis, v.p., mgr.; Willard  
Hanes.

New York 22-488 Madison Ave.; Tel.: Murray Hill  
8-3400; Frank W. Townshend, v.p., mgr.; J. H.  
Neebe, v.p.; J. J. Passmore, spacebuyer; William  
S. Ballinger; Donald R. Benkhart.

San Francisco 235 Montgomery St.; Tel.: Sutter  
1-8738; T. Milburn Johnston, v.p., mgr.

Washington 6-1737 H St., N.W.; Tel.: Republic  
7-7400; William F. Armstrong Jr., mgr.

Radio Accounts: Chevrolet Motor Div. of General  
Motors Corp., Detroit Edison Co., Local Metro-  
politan Chevrolet Dealer Groups, General Mo-  
tors Acceptance Corp., General Retail Corp.

**CAMPBELL-MITHUN INC.**  
1300 Northwestern Bank Bldg., Minneapolis 2  
Tel.: Lincoln 8824

Radio Dept.: Arthur H. Lund, dir.; Robert N. Wold,  
asst. dir.; E. P. Andrews, prod. mgr.

Chicago 11-1024 Palmolive Bldg.; Tel.: Delaware  
7-7553; Minnie Kaplan, timebuyer; Grant At-  
kinson, prod. mgr.

Radio Accounts: Theo. Hamm Brewing (N-S);  
American Dairy Assn. (N); Gold Seal Co., Land  
Cakes Creameries Inc., Malt-o-Meal Co., Nash  
Coffee Co., Nash-Finch Co., Northern States  
Power, F. H. Peavey & Co., Ballard Obelisk  
Flour & Mixes Feed & Soy Divs., Zinsmaster  
Banking Co., Charmin Paper Mills, R. M. Hol-  
lingshead Corp., Larsen Co., John Morrell & Co.,  
Red Heart Div., Quality Chekd Dairy Products  
Ice Cream Div. (S); Pillsbury Mills Inc.

**THE CAPLES CO.**  
225 E. Erie St., Chicago 11  
Tel.: Superior 1-6016

Radio Dept.: D. J. Powers, v.p.; H. M. Taylor, space-  
buyer.

Los Angeles 5-301 S. Kingsley Dr.; Tel.: Dunkirk  
7-4255; R. R. Rullman, v.p.

New York 17-535 5th Ave.; Tel.: Murray Hill  
7-3577; H. F. Meyer, v.p.; S. R. Carlin, radio dir.

Omaha 2-1504 Dodge St.; Tel.: Jackson 7798; L. M.  
Branch, v.p.; J. D. Farris, acct. exec.

San Francisco—280 Calif. St.; Tel.: Yukon 8-4478;  
J. G. Ley, v.p.

Radio Accounts: C&NW Railway, Union Pacific  
Railroad, Mission Beverage Co.

**MILTON CARLSON CO.**  
3450 Wilshire Blvd., Los Angeles 5  
Tel.: Dunkirk 8-9464

Radio Dept.: Milton V. Carlson, radio dir., acct.  
exec.; Ruth Johnson, timebuyer; Sterling Blake-  
man, acct. exec.

Radio Accounts: Telegraph Delivery Service, Sta-  
tioners Corp., Art Frost, Inter-American Div.  
of Seventh-day Adventists, The Laymen's Hour  
Inc., Voice of Prophecy Inc. (Spanish), Superior  
Optical Co. (S).

**CARMONA & ALLEN INC.**  
1213 N. Highland Ave., Hollywood 38  
Tel.: Hollywood 4-7535

Radio Dept.: A. M. Carmona, radio dir.; W. C. Allen,  
Joseph Karbo, W. Griffiths, acct. execs.; Mar-  
lene Halkier, timebuyer.

Radio Accounts: Chico Air Cooler Distributors  
(RN); Harbor Lincoln-Mercury, Maywood-Bell  
Fprd, International Furs (S).

**CARNEY ADV. AGENCY INC.**  
238 W. Wisconsin Ave., Milwaukee 3  
Tel.: Broadway 2-3008

Radio Dept.: William G. Carney.  
Los Angeles—3757 Wilshire Blvd.; Tel.: Dunkirk  
2-2301.

**CARTER ADV. AGENCY INC.**  
912 Baltimore Ave., Kansas City 5, Mo.  
Tel.: Harrison 1356

Radio Dept.: W. G. Rowe, exec. v.p., acct. exec.;  
Fred Klemp, Curtis Bogasch, v.p.s., acct. execs.;  
Hamilton Wilson, Roy Reel, acct. execs.

Radio Accounts: Douglas Chemical, Edward Aaron  
Corp., Seidlitz Paint & Varnish, Linwood State  
Bank, Metropolitan Savings Assn., Salmia Con-  
crete Products, Broadway Motors (S).

**CAYTON INC.**  
9 E. 40th St., New York 18  
Tel.: Lexington 2-1711

Radio Dept.: William D'Arcy Cayton, acct. exec.;  
Donna Quigley, radio dir.; Jim Poag, L. Sirota,  
asst. radio dirs.

Radio Accounts: Miracle Adhesive Corp., Virginia  
Metal Products Corp., Young America Films  
(S).

**W. CRAIG CHAMBERS INC.**  
513 2d Ave., Pittsburgh 19  
Tel.: Atlantic 1-4028

Radio Dept.: W. Craig Chambers, pres.; Harold Mc-  
Coy.

Radio Accounts: Potter McCune Co., First Federal  
Savings & Loan Assn., Marlane Bridal Shop,  
Peters Packing Co., S. Pittsburgh Savings &  
Loan, Charles Raber & Co. (S); Davis Bros. Inc.;  
Jettironaire Furnaces; Hawkins Treads Inc.;  
Morrison-McChuan.



**CHARLES J. CHARNEY ASSOC.**  
101 W. 55th St., New York 19  
Tel.: Plaza 7-0955  
Radio Dept.: Alvin George, radio dir.; Charles J. Charney, timebuyer, acct. exec.

**JAMES THOMAS CHIRURG CO.**  
414 Park Sq. Bldg., Boston 18  
Tel.: Hancock 6-7310  
New York 17-1612 Chanin Bldg.; Tel.: Murray Hill 7-5040  
Philadelphia 2-1500 Walnut St. Bldg.; Tel.: Pennypacker 5-9543.

**C. P. CLARK INC.**  
James Robertson Hotel, Nashville 3, Tenn.  
Tel.: 6-4179  
Radio Dept.: D. G. Goodwin, pres.  
Radio Accounts: First Am. Nat'l Bank, Nashville Transit Co. (S).

**COE ADV. AGENCY INC.**  
307 S. Townsend St., Syracuse 2, N. Y.  
Tel.: 76-7456  
Radio Dept.: Smith S. Binning Jr., radio dir.; Lennox F. Wylie, acct. exec.; Raymond Gantner, radio prod.; Ardith Jones, copywriter.

**Radio Accounts:** Altman & Green, Drake & Mills Oil Co., Farm Bureau Ins. Co., Geo. Grunder, Haberle Congress Brewing Co., Hotel Syracuse Men's Shop, Wm. H. Kearney Inc., Market Basket Stores, E. M. O'Donnell & Son Appliances, P & C Markets, Park Brannock, Parker Upholstering, Bill Raap Pontiac, Sparton Radio-Television, Town Talk Dairies, VanDerhoof Roofing, Westinghouse Electric Supply Co.

**HARRY B. COHEN ADV. CO.**  
411 E. 47th St., New York 17  
Tel.: Oxford 7-0680  
Radio Dept.: Harry B. Cohen, pres.; Edward Alshire, exec. v.p.; Peter Finney, v.p., radio prod.; Robert S. Congdon, Arthur Bally, v.p.s.; Harry B. Cohen Jr., sec.; Elizabeth Black, chief timebuyer; Arthur Harrison, Robert Kelly, timebuyers

**Radio Accounts:** Grove Labs, Chattanooga Medicine Co., B. T. Babbitt Inc., Lydia E. Pinkham Medicine Co., West End Brewing Co., Block Drug Co., Hudson Products.

**COHEN & MILLER ADV. INC.**  
1322 New York Ave., N. W., Washington 5  
Tel.: Sterling 3-3333  
Radio Dept.: I. T. Cohen, radio dir.; Sidney B. Wolfe, acct. exec.

**HERBERT W. COHON CO.**  
18 E. 41st St., New York 17  
Tel.: Murray Hill 9-2277  
Radio Dept.: Herbert W. Cohon, owner; Paul L. Miner, radio dir.

**COLE & WEBER**  
Republic Bldg., Seattle 1  
Tel.: Elliot 7377  
Radio Dept.: David F. Titus, radio dir.

**COMER & POLLARD INC.**  
3203 Summit, Kansas City 11, Mo.  
Tel.: Jefferson 4298  
Radio Dept.: C. Alec Pollard, radio dir.; Lillian Kay, media dir.

**COMPTON ADV. INC.**  
261 Madison Ave., New York 16  
Tel.: Oxford 7-2400  
Radio Dept.: Lewis H. Titterton, prod. v.p.; Storrs Haynes, dept. v.p.; Marjorie Irwin, bus. mgr.; Henry Clochessy, chief timebuyer.

Chicago 4—Suite 2142, 141 W. Jackson Blvd.; Tel.: Harrison 7-8935; Lawrence D. Holmberg, v.p., branch mgr.; Beverly Rowine, radio dir.

Cincinnati 2—Room 720-22, 525 Walnut St.; Tel.: Parkway 6961; Robert Marsh, mgr.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-8107; James J. Seaborne, mgr.

Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475; Richard Davis, mgr.

**Radio Accounts:** Procter & Gamble, Whitehall Pharmaceutical Co. (N-S); Socony Vacuum Oil Co., Standard Brands Inc., M. K. Goetz Brewing Co., Personal Products Corp., Goodyear Tire & Rubber Co., Kelly-Springfield Tire Co., Local Chevrolet Dealers Assn. (S).

**THOMAS F. CONROY INC.**  
1101 Majestic Bldg., San Antonio 5, Tex.  
Tel.: Capitol 7-3456  
Radio Dept.: Thomas F. Conroy, pres.; David P. Guthridge, gen. mgr.; Everett O. Laiboe, radio dir.; Margaret Stair, media dir.; Francis E. Weinholt, personnel dir.; E. E. Ogilvie, William Hawksley, art dirs.

**Radio Accounts:** Apache Dist. Co., Carl's, Express-News, Hoffman-Hayman Coffee Co., Interstate Theatres, H. E. Butt Grocery Co., Mode-O-Day, New Braunfels Textile Mills, Quaker Oats Co., Security Finance, Sommers Drug Stores, Studer Photo Co., Lone Star Brewing Co., Perry Shankle Co.

**CO-ORDINATED ADV. CORP.**  
16 W. 46th St., New York  
Tel.: Hudson 2-2100  
Radio Dept.: Lester Wolf, exec. producer; Marybelle Lantsberry, exec. asst.  
Buffalo, N. Y.—Al Bennett, mgr.

**Radio Accounts:** Sunrise Supermarkets Corp., Pioneer Food Stores, Elnhorn Stores, General Baking Co., Hotel Bar Foods Inc., Telco Tele Service.

**PAUL CORBIN ADV.**  
350 E St., Eureka, Calif.  
Tel.: 2-6497

**COWAN & DENGELER INC.**  
527 5th Ave., New York 17  
Tel.: Murray Hill 2-0940  
Radio Dept.: A. Marie Maus.

**Radio Accounts:** American Agricultural Chemical Co., Charles P. Rogers Co., Seamless Rubber Co.

**JOHN GILBERT CRAIG ADV. INC.**  
913 Washington St., Wilmington 99, Del.  
Tel.: 5-6185  
Radio Dept.: J. Gorman Walsh, pres.; Kathleen A.

Walsh, sec.-treas., acct. exec.; William H. Gordy, acct. exec.

**Radio Accounts:** Joseph Bancroft & Sons Co., Brosius & Smedley Co., H. P. Cannon & Son, Delaware Coach Co., Delaware Power & Light Co., Diamond Ice & Coal Co., Equitable Security Trust Co., Group Hospital Service, Wilson Line Inc.

**CRAIG & WEBSTER ADV. AGENCY**  
22 Park Pl., Lubbock, Tex.  
Tel.: Forter 2-2314  
Radio Dept.: Rex Webster, radio dir.

**THE CRAMER-KRASSEL CO.**  
733 N. Van Buren St., Milwaukee 2  
Tel.: Broadway 6-3500  
Radio Dept.: Roger LeGrand, radio dir.; Loretta Mahar, timebuyer; Ken Hegard, John Pritchard, acct. execs.

**Radio Accounts:** Altorfer Bros. Co., First Federal Savings, Plankinton Packing Co., Ed Schuster & Co., Wisconsin Telephone Co., Associated Hospital Service, First Wisconsin Nat'l Bank, Glass Container Institute, Milwaukee Co., De-Free Co. (Null), Patek Bros.

**CROOK ADV. AGENCY**  
1107 Fidelity Union Life Bldg., Dallas 1, Tex.  
Tel.: Riverside 1175  
Radio Dept.: Frances Banister, timebuyer.

**SAMUEL CROOT CO.**  
28 W. 44th St., New York 36  
Tel.: Bryant 9-2588  
Radio Dept.: William Dollison, media dir.

**CUMMINGS, BRAND & McPHERSON**  
2929 N. Main Rd., Rockford, Ill.  
Tel.: 7-5706

**CUNNINGHAM & WALSH INC.**  
260 Madison Ave., New York 16  
Tel.: Murray Hill 3-4900  
Radio Dept.: Norman Gort, v.p.; Newman McEvey, v.p., media dir.; John R. Sheehan, dir.; David P. Lewis, asst.; Tom De Huff, Joseph McDonough, prod.

Chicago 11—49 E. Superior St.; Tel.: Superior 7-3116; Ivan Hill, exec. v.p.; Elinor Fahrenholz, radio dir.

Hollywood 46—8420 Sunbelt Blvd.; Tel.: Hollywood 7-6131.

**Radio Accounts:** Liggett & Myers (N-RN-S); Pan American Coffee Bureau (N-S); Narragansett Brewing Co. (RN-S); Colgate Palmolive Co., Sunshine Biscuits Inc., E. R. Squibb & Sons, Northwest Orient Airlines, Bank of the Manhattan Co., New York Daily News, McCall's, Italian Line (S); Kitchens of Sara Lee; Kraml Dairy; Eversharp Inc.

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**TOM DAISLEY ADV.**  
1508 Lady St., Columbia, S. C.

**DANCER-FITZGERALD-SAMPLE INC.**  
347 Madison Ave., New York 17  
Tel.: Oregon 9-0800  
Radio Dept.: Alvin Kabaker, v.p., radio dir.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4700; F. Sewall Gardner, exec. v.p.

Hollywood 26—1690 N. Vine St.; Tel.: Hudson 2-3256; Alvin Kabaker, v.p., mgr.

San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5107; W. B. Dugan, v.p., mgr.

Toronto 7—200 St. Clair Ave. W.; Tel.: Walnut 4-8425; Gilbert Nunns, v.p., mgr.

**Radio Accounts:** American Chic Co., B. T. Babbitt, Best Foods, Falstaff Brewing Corp., General Mills Inc., Lady Esther Div. of Zonite Products Co., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug Inc., U. S. Army & Organized Reserve Corps Recruiting Service, Peter Paul Co., Pfaff Sewing Machine Co., Wine Growers Guild, Consolidate Royal Chemical Co., Ekco Products Co., Nestle Co.

**D'ARCY ADV. CO.**  
Missouri Pacific Bldg., St. Louis 3  
Tel.: Central 1-6700  
Radio Dept.: William R. Holmes, media dir.; Charles J. Rentro, acct. service.

Atlanta 5—75 8th St. N.E.; Tel.: Vernon 8815; J. H. Kinsella, v.p.; D. H. Smith, C. G. Voorhis, acct. service.

Chicago—8 S. Michigan Ave.; Tel.: Central 6-4536; H. N. Spencer, v.p.; R. P. Dunnell, timebuyer.

Cleveland 13—Terminal Tower Bldg.; Tel.: Tower 1-3911; Stanley P. Seward, v.p.; W. T. Raidt, acct. service.

Dallas—Fidelity Union Life Bldg.; Tel.: Sterling 1503; J. T. Dwyer, mgr.

Havana—Apartado, 2847; Gaetano Todero, mgr.

Houston 3—1715 W. Webster; Tel.: Linden 2111; J. Bob Wilson, v.p.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-3151; Reeves Espy, v.p.; Vern Eastman, D. H. Cole, M. H. Willey, acct. service.

Mexico City—Paseo de la Reforma 164; Tel.: 10-09-07; Carlos Riveroll, v.p., radio dir.

New York 22—430 Park Ave.; Tel.: Plaza 8-2600; F. S. Ott, v.p. in chg; P. A. Louis, v.p., radio dir.; G. P. Tichenor, Irene Marsh, timebuyers; N. F. Stammer, acct. service; Merck Windheim, Allen Duvocny, John Coste, producers.

Toronto 4—57 Bloor St. W.; Tel.: Princess 3991; G. P. Altenbernd, v.p.

**Radio Accounts:** Coca-Cola Co., General Tire & Rubber Co. (N); Anheuser-Busch Inc., Gerber Products, Gordon Baking Co. (RN-S); Laclede Gas Co.; Standard Oil Co. (Ind.); Houston Lighting & Power Co.; G. S. Suppiger Co.

**LEONARD DAVIS ADV. INC.**  
107 Front St., Worcester 8, Mass.  
Tel.: Pleasant 7-3617  
Radio Dept.: Leonard Davis, radio dir.; Marion Davis, timebuyer; Roxanne McAlan, commercial copy chief; Dolores Virgilio, women's programmer.

**Radio Accounts:** Park Theater, Worc. Bedding, World Pants Co., R & R Plumb. Supply, Reck's

Fur Shop, King Stores Inc., Cut Rate Floor Covering, W. T. Grant Co., Snow Crop Frozen Foods, Worcester Gas Light Co., Narcus Bros. Stationers, Lubin Clothing Co.

**ROBERT F. DENNIS ADV. AGENCY INC.**  
4564 York Blvd., Los Angeles 41  
Tel.: Albany 2367  
Radio Dept.: Robert F. Dennis.

**DEVEREUX & CO.**  
266 Genesee St., Utica 2, N. Y.  
Tel.: 3-8295

**DIENER & DORSKIND INC.**  
147 W. 42d St., New York 36  
Tel.: Bryant 9-8300  
Radio Dept.: Leo Greenland, dir.; William Mann; Harry Pollack; Robert Dorskind.

**DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.**  
350 5th Ave., New York 1  
Tel.: Bryant 9-0445  
Radio Dept.: Chester C. MacCracken, radio dir.; Donald H. Quinn, media dir.; Gerald Gibson, chief timebuyer; Lee Gaynor, timebuyer.

**Radio Accounts:** Bristol-Myers Co. (N-RN-S); Pharmaco Inc. (N-S); Borden's Instant Coffee (S).

**THE RALPH L. DOMBROWER CO.**  
Dombrower Bldg., 11 E. Franklin St., Richmond 19, Va.  
Tel.: Richmond 3-1113  
Radio Dept.: Michaux Moody, radio dir.; Ralph L. Dombrower Jr., Malcolm B. Dombrower, acct. execs.; Janet Hanson, timebuyer.

Washington—Woodward Bldg.; Tel.: Republic 7-1420; Philip Rosenfeld.

**Radio Accounts:** Bone Dry Fertilizer Co. (RN); Chesterfield Hat Corp., Etchison Hat Co. (RN); Vert Hats Inc., Dixie Wine Co., Graybar Electric Co., Empress Sterling Inc., Southland Wine Co., Central Nat'l Bank (S).

**DONAHUE & COE INC.**  
1270 Ave. of the Americas, New York 20  
Tel.: Columbus 5-2772  
Radio Dept.: A. Carl Rigrod, radio dir.; Evelyn Lee Jones, bus. mgr., timebuyer; Barbara Jones, Carolyn Diem, Marie Coleman, Frederick McCafferty, Lewis Wechsler, timebuyers.

Atlanta 3—258 Hurt Bldg.

**Radio Accounts:** River Brand Rice Mills, M-G-M, Loew's Theatres Inc., N. Y. World-Telegram & Sun, N. Y. Herald Tribune, Republic Pictures, Mission Bell Div. of Petri Wine Co., Chock full-o'-Nuts Coffee, Dr. Scholl, Cameo Div. of Burlington Mills, Pearson Pharmaceutical Co., American Food & Development Corp. for Israel, Southland Coffee, Columbia Pictures, Scripto Inc., Miles Shoes, Norris Candy.

**W. B. DONER & CO.**  
505 Washington Blvd. Bldg., Detroit 26  
Tel.: Woodward 6-7400  
Radio Dept.: Wilfred B. Doner; Charles F. Rosen; Julian A. Grace; Felix Hower; Ellen Huser.

Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4674; Marvin H. Frank.

Milwaukee 3—1324 W. Wisconsin; Tel.: West 3-9315; Gilbert Breimester.

**Radio Accounts:** D W G Cigar Corp.; Altes Brewing Co.; Speedway Petroleum Corp.; Jerry McCarthy Chevrolet, Feigenson Bros., VerHoven Chevrolet Co., Federal Department Stores, Big Bear Markets.

**DOREMUS & CO.**  
120 Broadway, New York 5  
Tel.: Worth 4-0700  
Radio Dept.: William Mann, radio dir.

Boston 9—53 State St.; Tel.: Lafayette 3-0770; Harold Vaughn, v.p.

Chicago 4—208 S. LaSalle St.; Tel.: Central 6-9132; Charles C. Greene, v.p.

Philadelphia 2—1522 Locust St.; Tel.: Kingsley 5-2590.

San Francisco 8—425 Bush St.; Tel.: Yukon 2-4080; Ronald Brindley, v.p.

**Radio Accounts:** Kidder Peabody & Co., Union Trust Co., Troy Savings Bank, Calvin Bullock-Wellington Fund, Provident Trust, Pennington Calkert, Methodist Radio Society of Pa. & N. J., Sers Inc., Estabrook & Co., R. L. Day & Co., Boston Five Cent Savings Bank, Boston Federal Savings & Loan Assn., Automatic Heating Corp. of America, Diamond Match Co., Pastene Wine & Spirits, American School, Lawn Savings & Loan Assn., Paul Savings & Loan Assn., Crocker Nat'l Bank, Paine Webber Jackson & Curtiss.

**JOHN C. DOWD INC.**  
(also see Dowd, Redfield & Johnstone Inc., affiliated agency)  
212 Park Sq. Bldg., Boston 16  
Tel.: Hibbard 2-9650  
Radio Dept.: Joseph L. Tully, dir.; William H. Monaghan, timebuyer; Edward D. Parent, Robert E. Bousquet, John T. Burke, Will A. Davenport, Lawrence E. Duane, Ernest W. Gross, David R. Lutkins, Gerald D. Roscoe, Stuart F. Van Arsdale, Edgar R. Emery, John F. Neary, Frederick F. Meyer, Sargent F. Collier, acct. execs.; Laurel M. Stone; Ellen Siegel.

New York 22—(Dowd, Redfield & Johnstone Inc., affiliated agency) 501 Madison Ave.; Tel.: Murray Hill 8-1275; Tyler Davis, dir.

**Radio Accounts:** First National Stores Inc., Me-gowen-Educator Food Co. (RN-S); House of Old Molineaux Inc., Sam Smith Shoe Corp. (RN); Albany Carpet Cleaning Co., American Luggage Works Inc., Atlantic Coal Co., Boston Edison Co., Boston Globe, Cott Beverage Corp., Cott Bottling Co., Martin L. Hall Co., Harvard Brewing Co., Keystone Camera Co., National Co., Peppercorn Seitzer, P. H. Revell Co., Robinson Card Co., R. G. Sullivan Inc., Sweetheart Cosmetics Co., Waltham Watch Co., Workingmen's Cooperative Bank, Lincoln-Plaza Shopping Center (S).



**DOWD, REDFIELD & JOHNSTONE INC.**  
(see John C. Dowd Inc.)  
501 Madison Ave., New York 22  
Tel.: Murray Hill 8-1275  
Radio Dept.: Tyler Davis, dir.

**DOYLE DANE BERNBACH INC.**  
20 W. 43d St., New York 36  
Tel.: Longacre 5-7878  
Radio Dept.: Marvin Corwin, media dir.; Nina Flinn, timebuyer; Charles Green, prod.  
Los Angeles 5-607 S. Hobart Blvd.; Tel.: Dunkirk 8-8111.

**DOYNE ADV. AGENCY**  
415 Church St., Nashville 3, Tenn.  
Tel.: 42-7372

**THE JAY J. DUGAN AGENCY**  
1622 Chestnut St., Philadelphia 3  
Tel.: Locust 4-2450  
Radio Dept.: Jay J. Dugan, pres., acct. exec.; Homer R. Sanville, v.p., acct. exec.; Richard S. Lee, radio dir., acct. exec.

**Radio Accounts:** Foss-Hughes Co., Ernest Jones Co., Girard Chevrolet Co., Van Horn & Son (S).

**DUNDES & FRANK INC.**  
84 W. 48th St., New York 36  
Tel.: Plaza 7-0750  
Radio Dept.: Ben Frank, radio dir.

**ROY S. DURSTINE INC.**  
655 Madison Ave., New York 21  
Tel.: Templeton 8-4600

**HUGH DWIGHT ADV.**  
821 N.W. Flanders St., Portland 9, Ore.

E

**EASTBURN-SIEGEL**  
623 Spring St., N. W., Atlanta, Ga.  
Tel.: Vernon 4707  
Radio Dept.: Sam Scheinman, timebuyer; Mel Finckel, acct. exec.

**Radio Accounts:** Monarch Sewing Co., State of Georgia, State Vacuum (RN-S); Kitchen Magic, Charm Card, Prior Tire, Friedman's Jewels, Excelento Medicine, Southern Upholsterers, Standard Dinette, Lymburner's (S).

**THE EDWARDS AGENCY INC.**  
435 S. La Cienega Blvd., Los Angeles 48  
Tel.: Bradshaw 2-5616  
Radio Dept.: Edward L. Koblit, pres., radio dir.  
Radio Accounts: Mirror Bright, Phil Hall Buick (S).

**ELLINGTON & CO.**  
535 5th Ave., New York 17  
Tel.: Murray Hill 7-4300  
Radio Dept.: Hall James, v.p. in chg radio; Dan Kane, bus. mgr.; timebuyer; Howard Doyle, radio copy chief; Doris Lustgarten, radio continuity; Kay Wolfe, radio prod. asst.

**Radio Accounts:** Cities Service Gas & Oil (N); McKesson & Robbins, Bayuk Cigars, Cadbury Fry

Candy, Boonton Ware, Superba Gloves, Celanese Corp., Safeway, Wallace & Sons (S).

**EMERY ADV. CORP.**  
2 E. North Ave., Baltimore 2  
Tel.: Vernon 7-3731  
Radio Dept.: R. I. Highleyman, v.p., radio dir.

**ROBERT J. ENDERS ADV. INC.**  
1001 Connecticut Ave., N. W., Washington 6  
Tel.: Sterling 3-2222  
Radio Dept.: Ann Merriman, radio dir.; Mary Griffin Jr., copy chief; William F. Fitzgerald, Robert L. Friends, Hal Rosen, John Swallow, Rudy Valle, Howard A. Enders, Robert J. Enders, Eric Smith, acct. execs.  
Hollywood—6611 Santa Monica Blvd.; Tel.: Hillside 6118; John Swallow, mgr.  
New York—270 Park Ave.; Tel.: Plaza 5-4952.

**ENTERPRISE ADV. AGENCY INC.**  
500 E. Commercial St., Los Angeles 12  
Tel.: Madison 9-1477  
Radio Dept.: Ed McNelly, pres.; Irvin Ashkenazy, radio dir., copy chief; Francis Chase, traffic.  
Radio Accounts: Brew "102" (S).

**ALVIN EPSTEIN ADV.**  
1737 F St., N. W., Washington 5  
Tel.: Sterling 3-8550  
Radio Dept.: Sol Panitz, radio dir.; Virginia Webb, timebuyer, copywriter; Ruth Graze, Stan Barclay, Jack Feiffer, Lee Clafin, acct. execs.

**Radio Accounts:** Samson Distributors Inc., Audio Consultants, Coast In Pontiac, Eastern Furniture Co., Michnick-Di Maio Builders, Refal Clothing Co., Roma Restaurant, Thrifty Auto Sales, Simon Distributing Corp., Knit King Inc., Food Fair Supermarkets, Bond Appliances, Music Sales, Dalton's Finance, Crown Credit Co., Valley Forge Beer, U.S. Storage Co., Thomas Circle Radio & Tv Co., Sears Roebuck & Co., Eli Rubin Co., Quality Music, National Pipe & Tobacco Co., Herson's & O., Gertler Furs, Famous Appliances.

**ERWIN, WASEY & CO. LTD.**  
5045 Wilshire Blvd., Los Angeles 36  
Tel.: Webster 1-1211  
Radio Dept.: Robert L. Redd, v.p., radio; Charles Lowe, prod. mgr.; Jules Hack, creative copy, prod. chief; Rollo Hunter, radio prod.; Mary Mewhlirter, special food copywriter, radio; Mimi MacBride, radio traffic mgr.; Glenn Bohannon, spot timebuyer.

Chicago 1 (Erwin, Wasey & Co. Ltd.)—230 N. Michigan Ave.; Tel.: Randolph 6-4952; L. R. Northrup, London (Erwin, Wasey & Co. Ltd.)—Brook House, Park Lane.

Minneapolis (Erwin, Wasey & Co. of Minn.)—523 Marquette; Tel.: Atlantic 1233; Mac Martin.

Montreal 25 (Erwin, Wasey of Canada Ltd.)—1440 St. Catherine St.; Tel.: Plateau 9146; Charles Sheppard.

New York 17 (Erwin, Wasey & Co. Inc.)—420 Lexington Ave.; Tel.: Lexington 2-8700; Michael Levin, radio dir.; Keith B. Shaffer, radio bus. mgr.; Harold Davis, timebuyer; Dorman Ingraham, Jack Sperzel, Julian Snyder, acct. execs.

Oklahoma City 2 (Erwin, Wasey & Co. of South)—First Nat'l Bank; Tel.: Oklahoma 7-3429; Harold Haisell.

Paris 8-78 Ave. Marceau; Francis Elvinger.

Rio de Janeiro (Publicidade-Erwin, Wasey S.A.)—Av. Erasmo Braga 255-8.

Stockholm—Sveavagen 90; Ervaco Svenska A.B.

Toronto 5 (Erwin, Wasey of Canada Ltd.)—610 Church St.; Tel.: Randolph 5187; Ralph L. Lawson.

**Radio Accounts:** Carnation Evaporated Milk, Carnation Instant Milk, Friskies Dog Food (N-RN); Carnation Fresh Milk & Ice Cream, Albers Flapjack Flour, Albers Oats (RN-S); Albers Corn Meal (RN); Safeway (Curtsy Cakes, Jell-Well Desserts, Edwards Instant Coffee, Newport Soap, Sunnybank) E. F. Hutton (S); California Bank; The Texas Co.

**DOREMUS ESHLEMAN CO.**  
1522 Locust St., Philadelphia  
Tel.: Kingsley 5-2590  
Radio Dept.: Joseph R. Rollins Jr., media dir.  
Radio Accounts: Smith, Kline & French (N); Walnut St. Federal Bank, Provident Investment, Commonwealth of Pa. (S).

**WILLIAM ESTY CO.**  
100 E. 42d St., New York 17  
Tel.: Oxford 7-1600  
Radio Dept.: Wendell Adams, radio dir.; Arline A. Lunny, prog. mgr.; Harry Martin, bus. mgr.

**Radio Accounts:** R. Reynolds, Colgate Palmolive Co., General Mills (N-RN-S); Paquette Co., Leeming Bros., Coca Cola, Nat'l Carbon (S).

**EVANS & ASSOC. ADV.**  
909 Dan Waggoner Bldg., Fort Worth 2, Tex.  
Tel.: Edison 9521  
Radio Dept.: Barbara R. Seever, media dir.; Jacqueline Richey.

**Radio Accounts:** Foremost Dairies, Bewley Mills, Cont'l Nat'l Bank (S).

F

**MIKE FADELL ADV. AGENCY**  
525 Northwestern Bank Bldg., Minneapolis 2  
Tel.: Atlantic 3416  
Radio Dept.: John J. Pollan, radio dir.; Jane Harrington, radio continuity dir.

**Radio Accounts:** Dairy Queen, Northwest Builders Show, St. Paul Home Show (RN); Nankin Cafe, Midwest Oil Co. (S).

**FEIGENBAUM & WERMEN ADV. AGENCY**  
1922 Spruce St., Philadelphia 3  
Tel.: Locust 4-1596  
Radio Dept.: Stanley Goldstein, radio dir.; David Wermen, Leonard Schorr, acct. execs.

**Radio Accounts:** Arrow Store, Royalist Cigars, Third Federal, Renuzit Home Prod., Kasser Wine, New Yorker Cheese, Penn Federal, Yankee Maid Meat Prod., Bunting Glider, Bandler's Furniture, Fox-Weis Furs (S).

**COURTLAND D. FERGUSON INC.**  
315 Nat'l Press Bldg., Washington 4  
Tel.: National 8-7713  
Radio Dept.: Courtland D. Ferguson, pres.; Lucille Pierce Ferguson, sec.-treas.; Walter J. Kerwin, acct. asst.; George Ely, radio copy dir.; Nan Harburn, timebuyer; Both Parcus, prod. mgr.; Gilbert Meekins, art dir.

New York 20-45 Rockefeller Plaza; Tel.: Plaza 7-2411; Philip Jackson, mgr.

**Radio Accounts:** Mann's Potato Chips, Schindler's Peanut Products, Little Tavern Shops, Griffith Consumers, A. Smith Bowman, Smith's Transfer & Storage Co., Solarine Floor Wax, Uline Arena, Luray Caverns, Meenehan's Hardware, Nash-Kelvinator.

**THE MAURY FERGUSON AGENCY**  
1710 N. Broadway, Oklahoma City  
Tel.: Central 2-5665  
Radio Dept.: Maury Ferguson, radio dir., timebuyer.

**FIRST UNITED BROADCASTERS**  
201 N. Wells St., Chicago 6  
Tel.: Randolph 6-7800  
Radio Dept.: Hugh Rager, managing dir.; Maryellen Convery, timebuyer.

**M. M. FISHER ASSOC.**  
134 N. LaSalle St., Chicago 2  
Tel.: Central 6-1610  
Radio Dept.: Jack L. Fisher Sr., owner, acct. exec.; Jack L. Fisher Jr., co-owner, timebuyer, acct. exec.; Paul Frumkin, acct. exec.; Helene Heinz, timebuyer.

**Radio Accounts:** Bell Savings & Loan Assn., Clark Theater, Cook Co. Dem. Committee, Loeber Pontiac, Monroe Theater, Tam O'Shanter Country Club, Twentieth Century Fox Films, United Artists Corp., Universal International Pictures Corp., Chas. Keshish Poultry Co., San-A-Bin Corp. (S); Nat'l Foundation for Infantile Paralysis.

**FITZGERALD ADV. AGENCIES**  
Lee Circle Bldg., New Orleans 13  
Tel.: Tulane 3131  
Radio Dept.: Aubrey Williams, radio dir.; Marie O'Meara, timebuyer.

**Radio Accounts:** Wesson Oil & Snowdrift Sales Co., Jackson Brewing Co. (N); Pan-Am Southern Corp., Alabama-Georgia Syrup Co., Blue Plate Foods, Godchaux Sugars Inc., H. G. Hill Stores Inc., La. State Rice Milling Co., La. Power & Light Co., Jet Dog Food Co. (S).

**FIORE & FIORE INC.**  
128 Mallory Ave., Jersey City 4, N. J.  
Tel.: Henderson 4-2332  
Radio Dept.: Michael A. Fiore, pres.; Albert Fiore, v.p.

**Radio Accounts:** Halogene Corp. (N-S); Non-Secretarian Radio Church (RN); Korex Diet Gum, Watchung Lake Inc., Specialty Sales Co., S. Wolff & Co., Dent-Re-Par Inc., Rag Oil Burners, David Shamroth Co., Leslie Toy Co., Ward Stilson Co., Alexander Beverages, Coast to Coast Vendors, Aronda Chemical Co., Harvey Ind. Ltd., Vis-I-Disc Record Co., Nu-Trend Jewelry Co. (S).

**FLACK ADV. AGENCY INC.**  
Hills Bldg., Syracuse 2, N. Y.  
Tel.: 2-3129  
Radio Dept.: Daniel W. Casey, radio dir.; William F. Conkin Jr., Grover F. Hubbell, Neal H. Johnson, Edward J. Labs Jr., acct. execs., timebuyers.

**RICHARD A. FOLEY ADV. AGENCY INC.**  
1528 Walnut St., Philadelphia 2  
Tel.: Kingsley 5-1560  
Radio Dept.: Frank Knight, radio dir.; Alice Mooney, timebuyer.

**Radio Accounts:** Baltimore & Ohio R. R., Abbotts Dairies, Delaware Park Race Track, Beneficial Spring Fund, Burks Meat, Frelhofer's Bakers, Mrs. Smith's Pies, Bel Air Race Track.

**FOOD RESEARCH & ADV.**  
159 E. Chicago Ave., Chicago 11  
Tel.: Superior 7-6664  
Radio Dept.: Norman E. Kraff, radio dir.

**FOOTE, CONE & BELDING**  
247 Park Ave., New York 17  
Tel.: Murray Hill 8-5000  
Radio Dept.: Roger Fryor, v.p., radio; Paul E. J. Gerhold, v.p., media, research; Robert L. Simpson, Ira Ashley, radio dirs.; Thomas McDonnell, prog. development dir.; Frieda Redder, radio bus. mgr.; Margaret Hurley, traffic mgr., commercials; Arthur Pardoll, broadcast media dir.; Penelope Simmons, Peter Bardach, timebuyers.

Chicago 11-155 E. Superior St.; Tel.: Superior 7-4800; John E. Simpson, v.p., radio prod. dir.; Robert Hussey, v.p., media dir.; Buckingham W. Gunn, John Libberton, radio dirs.; Harry Dieter, radio bus. mgr.; Genevieve Lemper, Gwendolyn Dargel, timebuyers.

**Hollywood 28-6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; Edmund L. Cashman, Gene Fox, v.p.s, radio dirs.; C. Burt Oliver, v.p., radio bus. mgr.**

**Houston 14-P.O. Box 4223; Tel.: Justin 5461; Stephen R. Wilhelm, v.p., gen. mgr.; Grace Spanhel, timebuyer.**

**London W 1-27 Hill St.; Tel.: Mayfair 9181; Brian F. MacCabe, managing dir.; Godfrey Howard, radio mgr.**

**Los Angeles 17-900 Wilshire Blvd.; Tel.: Madison 9-3811; Kenneth V. Moore, media dept. mgr.; Gene Duckwall, asst. treas., bus. mgr.; George Weaver, media research dir.; Lydia R. Hatton, timebuyer.**

**Mexico City 1. D. F. Mex.—Plaza de la Republica 48; Tel.: 350685; Alberto Ortega, mgr.**

**Montreal 2-925 Dominion Sq. Bldg., 1010 St. Catherine St. W.; Tel.: University 6-8591; Harry K. Hutchins, mgr.**

**Portland 4 Ore.—Pacific Bldg.; Tel.: Broadway 3272; Letha F. Abbott, mgr.**

**San Francisco 4-235 Montgomery St.; Tel.: Sutter 1-2355; Jack Manning, radio dir.; Carl Simmons, media dir.; Helen Stenson, bcstg. dir.; Loyd Sherwood, bus. mgr.**

**Radio Accounts:** Armour Auxiliaries, Frigidaire

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**FORT & CO.**  
418 Providence Rd., Charlotte 1, N. C.  
Tel.: Edison 4-7122  
Radio Dept.: John L. Fort.

**ALBERT FRANK-GUENTHER LAW INC.**  
131 Cedar St., New York 6  
Tel.: Cortlandt 7-5060  
Radio Dept.: Robert W. Day, v.p.  
Boston 9-10 Post Office Sq.; Tel.: Hancock 6-5900.  
Chicago 2-11 N. LaSalle St.; Tel.: Dearborn 2-6424.  
Philadelphia 2-Packard Bldg.; Tel.: Rittenhouse 6-3815

San Francisco 8-425 Bush St.; Tel.: Yukon 6-4641.  
Washington-1025 Connecticut Ave., N.W.; Tel.: Sterling 3-5353.  
Radio Accounts: Kiplinger Washington Agency Inc., Western Union Telegraph (N-S); Bache & Co., United Business Service (S).

**JONES FRANKEL CO.**  
180 N. Wabash Ave., Chicago 1  
Tel.: Dearborn 2-5745  
Radio Dept.: J. B. Frankel, pres., acct. exec.; A. G. Gaines, acct. exec.

**FREDERICK-CLINTON CO.**  
545 5th Ave., New York 17  
Tel.: Murray Hill 2-4930  
Radio Dept.: Harold Rieff, pres.  
Radio Accounts: Adler Shoes for Men, Empire Plastics, Vim Electric Co. (S).

**CURT FREIBERGER & CO.**  
1439 Court Pl., Denver 2  
Tel.: Alpine 5-2048  
Radio Dept.: Curt Freiburger, pres., acct. exec.; Steve Demarest, copy chief.

**OAKLEIGH R. FRENCH & ASSOC.**  
4235 Lindell Blvd., St. Louis 8  
Tel.: Jefferson 1-0037  
Radio Dept.: C. S. Pangman, media dir., acct. exec.  
Radio Accounts: Reich Brewing Co. (S).

**FRENCH & PRESTON INC.**  
500 5th Ave., New York 36  
Tel.: Oxford 5-3450  
Radio Dept.: Mildred Gannon, radio dir.; John P. Selvaige, Ted Price, Thomas Glendon, Preston Selvaige Jr., acct. execs.

**FRIEND-REISS**  
221 W. 57th St., New York 19  
Tel.: Plaza 7-8930  
Radio Dept.: Edward Ratner, dir.  
Radio Accounts: Toy Guidance Council, Sweet-Orr Co., Levolor-Lorentzen, Standard Unbreakable Watch Crystals, Dejour Amsco, Cameo Curtains, Dandee Bread, David Bogen Inc., Radio Wire Lafayette (S).

**JIMMY FRITZ & ASSOC.**  
1680 N. Vine St., Hollywood 28  
Tel.: Hollywood 3-3251  
Radio Dept.: Paul Knight  
Radio Accounts: McDaniel's Markets, Karl's Beer, World Over Importers Inc., Advance Muffler Service, Kitchen-Fresh Potato Chips (S); Scheider Brewing Co.

**HARRY M. FROST CO.**  
260 Tremont St., Boston 16  
Tel.: Liberty 2-6140

**FULLER & SMITH & ROSS INC.**  
230 Park Ave., New York 17  
Tel.: Murray Hill 6-5600  
Radio Dept.: A. E. Duram, v.p., radio dir.; Peter Cardozo, creative copy supervisor; Byron McKinney, radio prod. supervisor; Bernard G. Rasmussen, media mgr.; C. E. Wilson, bcstg. research mgr.

Chicago 3-105 W. Adams St.; Tel.: Andover 3-5041; E. J. Lauesen, v.p., mgr.; C. W. Billingsley, media dept. mgr.

Cleveland 15-1501 Euclid Ave.; Tel.: Cherry 1-6700; David Adam.

Radio Accounts: Aluminum Co. of America, Westinghouse Electric Corp., Sherwin Williams Paint Co., Wear-Ever Foil, Aluminum Cooking Utensil Co., American Greetings Card Corp., Commercial Solvents Corp., Owens Corning Fiberglass Corp., Westinghouse Radio-Tv Div., Peak Anti-Freeze, Webcor Phonographs, Keystone Steel & Wire Co., Plymouth Cordage Co., Rubberoid Co., The Linen Thread Co., Pennzoll Co., Stouffer Restaurants, Central National Bank of Cleveland, Mellon National Bank of Pittsburgh, Burkhardt Brewing Corp., Hercules Powder Co.

G

**GARDNER ADV. CO.**  
915 Olive St., St. Louis 1  
Tel.: Central 1-3200  
Radio Dept.: William D. Fisher, v.p. in chg radio; Jay Kacin, asst. to radio dir.; Al Chance, May Kohler, Ralph Pasek, prod. supervisors.  
New York 20-9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, v.p. in chg radio.

Radio Accounts: Pet Milk (N-RN-S); Ralston, Grove Lab., Nebraska Consolidated Mills Co., Barton Mfg., First National Bank, St. Louis Independent Packing, Trenton Foods, Wabash Railroad, Godefrey Mfg. Co., Southwestern Bell, Union Electric, Swift & Co. (Jewel Shortening, Jewel Oil), Purina Mills, Derby Foods (S).

**SIDNEY GARFIELD & ASSOC.**  
26 O'Farrell St., San Francisco 8  
Tel.: Exbrook 2-3420  
Radio Dept.: Harold M. Walker, exec. v.p.; Robert S. Jones, radio dir., acct. exec.; Alan Conner, acct. exec.

Radio Accounts: Tillie Lewis Tasti-Diet Low Calorie Foods & Bev., No-Doz, Ore-Ida Frozen Potato Patties (N-S); Vano Liquid Starch (RN-S); Age Less Cosmetic Co., Kay Jewelers (S).

**GEARE-MARSTON INC.**  
223 & Locust Sts., Philadelphia 3  
Tel.: Locust 4-0530  
Radio Dept.: Frederick C. McCormack Jr., radio dir.; Frank C. Murphy, media dir., timebuyer.  
New York 18-420 Lexington Ave.; Tel.: Lexington 2-0880.

Radio Accounts: Western Saving Fund Society, Pennsylvania Salt Mfg. Co., Strawbridge & Clothier, Henry Disston & Sons Inc., Bond Pickle Co. (S).

**GEYER ADV. INC.**  
745 5th Ave., New York 22  
Tel.: Plaza 1-3300  
Radio Dept.: William Lewis, radio dir.; Betty Powell, Carol Sleeper, timebuyers; Lee Emmerich, prod. supervisor; Donald McGuinn, traffic mgr.

Dayton 2-931 Third Nat'l Bank Bldg.; Tel.: Fulton 4145; E. G. Frost, mgr.

Detroit 32-14250 Plymouth Rd.; Tel.: Webster 3-5520; Edward J. Rodgers.

Radio Accounts: American Home Prod., Boyle-Midway Inc. (N-S); American Motors Corp., Kiwi Polish Co., Mathieson Chem. Corp., Olivetti Corp., Nat'l Paper Corp., Tetley Tea Co. (S).

**GIBBONS ADV. AGENCY**  
802 Daniel Bldg., Tulsa 3  
Tel.: 4-2444  
Radio Dept.: J. Burr Gibbons, pres.; John B. Gibbons, v.p.; Mercedes (Dee) Freiday, radio dir.

Radio Accounts: Nat'l Bank of Tulsa, Stanleys Funeral Service, State Federal Savings & Loan Assn., Wortz Biscuit Co., Tom McDermott Bldg., Sand Springs Turkey Farms, Tulsa Cabinet Shop, Community Loan & Investment Co., Prayson Candies Co., Comet Moving & Storage Co.

**CLIFFORD GILL AGENCY**  
8685 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Crestview 6-1606  
Radio Dept.: Alec Victor, radio dir.

**GILLHAM ADV. AGENCY INC.**  
500 Continental Bank Bldg., Salt Lake City  
Tel.: 4-5516  
Radio Dept.: Heber Wolsey, George Barrus, acct. execs.

Radio Accounts: Cloverleaf Dairy, Colville Ice Cream, First Security Bank, Fisher Brewing, Henager's, Royal Baking Co., Sego Milk Products, Streater Chevrolet, Union Pacific RR, Utah Oil Refg., Utah Power & Light (RN); Ogden First Federal, Petty Motor Co., Purity Biscuit

**BERT S. GITTINS ADV.**  
739 N. Broadway, Milwaukee 2  
Tel.: Broadway 6-5948  
Radio Dept.: Gerald L. Seaman, radio dir.; Verne T. Laustsen, Paul D. Seabrook, Chester W. Gee, acct. execs.

Radio Accounts: Allis-Chalmers Mfg. Co. (Tractor Div., Pub. Rel. Dept.) (R-RN-S); Swift & Co. (Plant Food Div., Hatchery Div., Feed Dept.); Renk Hybrid Seed Corn Co., Wis. Bankers Assn. Group 8 (S).

**GLASSER-GAILEY INC.**  
3416 W. 1st St., Los Angeles 4  
Tel.: Dunkirk 4-2141  
Radio Dept.: G. F. Glasser, Hal Rorke.

**WILLIAM GLAZER ADV. AGENCY**  
707 United Office Bldg., Lorain at W. 25th, Cleveland 13  
Tel.: Main 1-0816  
Radio Dept.: William Glazer; W. J. Gabriel Jr.; Mollie Rodie.

Radio Accounts: Foodtown Super Markets, Mary Lee Candies, X-Pose Tarnish Preventive, Ideal Macaroni & Spaghetti Co., St. James Lumber Co., Anchor Rubber Products Inc., Harvard Mfg. Co., Eagle Dairy & Ice Cream Co. (S).

**GLENN ADV. INC.**  
First Life Bldg., 301 E. 5th St., Fort Worth 2, Tex.  
Tel.: Fannin 4-76  
Radio Dept.: Ray K. Glenn, pres.; John H. Stewart, exec. v.p.; Arnold C. Shaw, v.p.; Robert L. Rogers, acct. exec.

Dallas 1-Republic Bank Bldg.; Tel.: Riverside 6686; Ward M. Wilcox, v.p.; John D. Clements, J. L. Ternerlin, Tim O'Connell, acct. execs.

Los Angeles 48-6399 Wilshire Blvd.; Tel.: Webster 3-9369; R. E. Prochnow, acct. exec.

San Antonio-Transit Tower Bldg.; Tel.: Capitol 7-2369; Robert O. Holleron, John Fraser, acct. execs.

Radio Accounts: Waples Platter Co., Lone Star Brewing Co. (RN); Texas Dry Concrete, Ft. Worth Nat'l Bank, Republic Nat'l Bank, Gebhardt Chili Powder Co., Epps Smokehouse, Dotties Quickie Cookies of the Southwest, Ft. Worth Macaroni Co., Great Health & Life Co., Harper General Tire, J. B. Ruth Sales Co., Southern Transfer Co., United Cab Co., Sunset Service Stations, Rio Vista Dairy Farms, R. C. Cola, Pacific Van & Storage Co., City Lincoln Mercury Co., Texas Industries (S).

**GLENN JORDAN STORTZAL INC.**  
307 N. Michigan Ave., Chicago 1  
Tel.: State 2-8927  
Radio Dept.: George McGivern, media dir.; Ralph Rozema, radio dir., acct. exec.

Radio Accounts: Christian Reformed Church (N-S); National Labor-Management Foundation (S).

**GODOY & CROSS**  
71 z O. Vedado, Havana, Cuba  
Tel.: F-7470  
Radio Dept.: Enrique Marrero, dir.; Sara P. Cross, timebuyer; Luis Abio, Renán Romero, Roberto Landa, acct. execs.

Radio Accounts: U. S. Rubber Co. (N-S); RCA Victor, Pepsi Cola, Mahatma Rice, Libby's, Nestle, Cigarros Royal, Standard Brands, Richard Hudnut, Selección del Reader's Digest, Cia Mennen de Cuba, Azul Magico, Mentolatum, Ford-Mercury-Lincoln, Cia Godoy Sayán, Lanman & Kemp Barclay Co. of Cuba (S).

**GOODKIND, JOICE & MORGAN INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6747  
Radio Dept.: Florence A. Neighbors.

**KENT GOODMAN ADV.**  
6636 Hollywood Blvd., Suite 232, Hollywood 28  
Tel.: Hollywood 5-8821  
Radio Dept.: Sanford L. Kahn, radio dir., timebuyer; Kent Goodman, acct. exec., timebuyer; Ray Ginter, acct. exec.

Radio Accounts: Bob O'Leary Buick, Butler Buick, Gene Klein Sport Cars, Colonial Buick (S).

**MORT GOODMAN ADV.**  
614 S. San Vicente Blvd., Los Angeles  
Tel.: Webster 8-3993  
Radio Dept.: Florie Field, media dir.

**PHIL GORDON AGENCY INC.**  
23 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 7-2103  
Radio Dept.: V. Daniel Smith, pres.; Philip W. Abrams, v.p.; Ruth Sacks Pollock, timebuyer, sec.; Roy Rutkoff, radio dir., acct. exec.

**GOTHAM ADV. CO.**  
2 W. 46th St., New York 36  
Tel.: Judson 2-2880  
Radio Dept.: Arthur A. Kron, radio dir.; Kathleen Barton, timebuyer.

**GRANT ADV. INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6500  
Radio Dept.: Donald Tomkins, radio dir. (all offices); Jane Baker, radio dir.; Fred Norman, asst. media dir.; Howard A. Jones, Kenneth Browning, Glen Shears, John Edgar, W. R. Watson, Donald Turner, acct. execs.

Dallas 1-1313 Gulf States Bldg.; Tel.: Prospect 8121; David Garrett; Gregory Sherry; Thomas Murphy.

Dayton 2-Hulman Bldg.; Tel.: Michigan 9562; V. P. Black.

Detroit 26-29th floor, Guardian Bldg.; Tel.: Woodward 3-9400; Don Miller, radio; W. D. Moore, media dir.; Edward R. Grace, Lawrence McIntosh, Harry Frier, acct. execs.

Hollywood 28-Taft Bldg., 1680 N. Vine St.; Tel.: Hollywood 1-9231; Paul Bradley; John Gaunt, radio dir.

Miami 32-Penthouse Atop Langford Bldg.; Tel.: 3-0773; John Dey.



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**WCSS**  
AMSTERDAM, N. Y.  
WALT GAINES Vice Pres. & Gen. Mgr.

# AGENCIES

New York 21—855 Madison Ave.; Tel.: Templeton 8-9393; Donald Tomkins, radio dir. (all offices); Hugo Vogel, Lawrence Stapleton, acct. execs. Portland, Ore.—American Bank Bldg.; Tel.: Capitol 9609; John Giesy.  
 San Francisco—593 Market St.; Tel.: Douglas 2-0369; J. Raymond Lenahan.  
 Other offices—Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, South Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Johannesburg, South Africa; Karachi, Pakistan; Lima, Peru; London, England; Madras, India; Manila, P. I.; Mexico City, Mexico; Monterrey, Mexico; Montreal, Canada; New Delhi, India; Panama, R. of Panama; Porto Alegre, Brazil; Rio de Janeiro, Brazil; Santiago de Chile; Sao Paulo, Brazil; Toronto, Canada.  
 Radio Accounts: Dodge Div. of Chrysler Corp., National Airlines, Florists Telegraph Delivery Assn. (N-S); J. A. Folger & Co., Farmcrest Batteries, Excell Labs, Dr. Pepper, Dri-Gas Div. of Warren Petroleum Corp. (S).

**WILL GRANT ADV. AGENCY**  
 3729 W. 3d St., Los Angeles 5  
 Tel.: Dunkirk 7-3361  
 Radio Dept.: Will Grant, mgr.

**GRAY & ROGERS**  
 12 S. 12th St., Philadelphia 7  
 Tel.: Walnut 2-4808  
 Radio Dept.: Edmund H. Rogers, dept. supervisor; Walter M. Erickson, dir.; David E. Henderson, John N. Sumner, timebuyer, copy; R. Lawrence Ziegler, copy; Charlotte L. Baumann, timebuyer.  
 Radio Accounts: Bell Telephone Co. of Pa., Diamond State Telephone Co., Lee Tire & Rubber Co. (RN-S); American Chemical Paint Co., Associated Hospital Service of Phila., Chevrolet Dealers Assn. of Phila., Fritz & La Rue, The M. A. Hanna Co., Keystone Automobile Club, Charles Marchand Co., Phila. Saving Fund Society, Phila. Zone Planning Assn., Vogel-Ritt, Wilen Bros. Inc. (S).

**GRAY-SCHWARTZ ADV.**  
 228 N. LaSalle St., Chicago  
 Tel.: Randolph 6-7760

**GREGORY-HOUSE ADV. CO.**  
 2157 Euclid Ave., Cleveland 15  
 Tel.: Main 1-7822  
 Radio Dept.: Bromley House, radio dir.; Marion Reeves, timebuyer; Honor Gregory, acct. exec.

**GREY ADV. AGENCY INC.**  
 430 Park Ave., New York 22  
 Tel.: Plaza 1-3500  
 Radio Dept.: Alfred L. Hollender, v.p., radio dir.; Sidney T. Hertzler, radio bus. mgr.; Helen Wilbur, chief timebuyer; Warren Stewart, Marion Jones, timebuyers; Joel Spector, Richard A. Lukin, prod. supervisors; George W. Feld, producer.  
 Radio Accounts: Anson Inc., Associated Products Inc., Esquire Inc., Exquisite Form Inc., Jacoby Bender, Kirsch Beverages Inc., G. Krueger Brewing Co., Mathieson Chemical Corp., Mennen Co., Phillips-Jones Corp., Radio Corp. of America, Stop & Shop Inc., Union Pharmaceutical Co., Doeskin Products Inc., Block Drug Co., Topps-Chew, Gruen Watch Co.

**GRIFFITH-McCARTHY INC.**  
 604 Times Bldg., St. Petersburg 1, Fla.  
 Tel.: 7-4311  
 Radio Dept.: Joseph A. Griffith, radio dir.  
 Tampa—208 S. Franklin St.; Tel.: 2-9644; R. E. McCarthy, mgr., radio dir.  
 Radio Accounts: Borden's Dairy Products, First Federal Savings & Loan Assn., Hendry Lumber Co.

**JULIAN GROSS ADV. AGENCY INC.**  
 11 Asylum St., Hartford 3, Conn.  
 Tel.: Chapel 9-8491

**GROSSFIELD & STAFF**  
 22 W. Monroe St., Chicago  
 Tel.: Anderson 3-6904

**GRUBB & PETERSEN ADV.**  
 111 N. Market St., Champaign, Ill.  
 Tel.: 6-3766  
 Radio Dept.: Dale R. Arvidson, radio dir.; Mildred B. Dudley, media dir.; Earl Brothier, Lynn Chesson, Paul Earnest, acct. execs.  
 Radio Accounts: Kelly Potato Chips, Swisher Feed System, Illini Pest Control & Service, Harlan E. Moore Co., Dennis Chicken Prod., Hollywood Candy Co. (S).

**GUENTHER, BROWN & BERNE INC.**  
 1418 Enquirer Bldg., 617 Vine St., Cincinnati 2  
 Tel.: Garfield 4244  
 Radio Dept.: Wilfred Guenther, pres.; David A. Brown, Albert Berne Jr., v.p.s.; Greg Meier, Wheeling W. Va.—906 First Nat'l Bank Bldg.; Tel.: 2300; Greg Meier.

**GUERIN, JOHNSTONE, JEFFRIES INC.**  
 6458 York Bldg., Los Angeles 42  
 Tel.: Cleveland 7-8271

**GUILD, BASCOM & BONFIGLI INC.**  
 130 Kearney St., San Francisco 8  
 Tel.: Yukon 2-6040  
 Radio Dept.: Fred Graeser, radio dir.; Rod MacDonald, media dir.  
 Radio Accounts: Roman Meal Co., Gravem-Ingllis Baking Co., Regal Amber Brewing Co., Ralston Purina Co., Foremost-Golden State Dairies (S).

**LAWRENCE C. GUMBINNER ADV. AGENCY INC.**  
 655 Madison Ave., New York 21  
 Tel.: Templeton 8-1717  
 Radio Dept.: Paul G. Gumbinner, radio dir.; Anita Wasserman, asst. timebuyer.

**Radio Accounts: Chap-Stek Co., Bercut-Richards Packing Co., S. A. Schonbrunn Co., Q-Tips Corp., Alfred Dunhill Inc., Kolmer-Marcus Inc., Browne Vintners Corp., Messing Bakeries Inc. (S).**

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**WM. J. HACKENBERG ADV.**  
 206 Main St., Wheeling, W. Va.  
 Tel.: Wheeling 6983  
 Radio Dept.: Wm. J. Hackenberg, owner.  
**Radio Accounts: Cooney-Bentz Co., Alexander & Co., Posins Jewelers, Colvig's (S).**

**HADLOCK & ASSOC.**  
 7564 Sunset Blvd., Hollywood 46  
 Tel.: Hollywood 2-6731  
 Radio Dept.: Jim Hadlock, media dir.; Jerry Merton; Richard Anderson.

**HERBERT SUMMERS HALL ADV.**  
 30 N. LaSalle St., Chicago 2  
 Tel.: State 2-0670  
 Radio Dept.: Herb Hall, radio dir.  
 Radio Accounts: NuTrishus Products Corp., South Shore Lincoln-Mercury, Wood-Davis Co., Bud Hauser Motors Inc., North American Phillips Co. (midwest only), Fashion Styling by Sylvia, Litt Jewelry Co., Wieboldt Stores Inc. (Diamonds-Watch Dept.), Martin Kulick Construction Co.

**JOHN L. HALPIN ADV.**  
 207 State St., Schenectady 5, N. Y.  
 Tel.: 2-0492  
 Radio Accounts: Alvord Glove Co., IUE-CIO Local 301.

**THE HAMMER CO.**  
 171 Church St., Hartford 3, Conn.  
 Tel.: JA 7-0183  
 Radio Dept.: Patricia Hammer, media dir.  
 New York 19—101 W. 53th St.; Tel.: Plaza 7-0955.  
 Radio Accounts: Berklene Corp., Shelton Tack Co., Comf-Coil Corp., Munising Co., Pantasote Co.

**HANSON & RIDLON INC.**  
 212 Essex St., Boston 11  
 Tel.: Hancock 6-4924  
 Radio Accounts: H. F. Staples & Co.

**HARRINGTON-RICHARDS**  
 (div. of Fletcher D. Richards)  
 258 Sutter St., San Francisco 8  
 Radio Dept.: Virginia Miller, timebuyer; A. E. Smith, Henry W. Peterson, J. P. Follinsbee, acct. execs.  
 Los Angeles—5816 Wilshire Blvd.; Tel.: Webster 3-5577.

**R. T. HARRIS ADV. AGENCY INC.**  
 1515 Walker Bank Bldg., Salt Lake City 1  
 Tel.: 3-8815  
 Radio Dept.: R. T. Harris, K. E. Montague, Robert G. Love, Robert W. Wood, acct. execs.; Francis H. Peck, timebuyer.

**Radio Accounts: Clover Club Foods, Holsum Bread Co., Hotel Utah, Morning Milk Co., Prudential Federal Savings, Weber Central Dairy, Home Dairy, Wyoming Dairy, Casper Dairy (S).**

**HART-CONWAY CO.**  
 45 Exchange St., Rochester 14, N. Y.  
 Tel.: Locust 3520  
 Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, acct. execs.  
 Radio Accounts: Bolter-Clark Inc., Genesee-Monroe Racing Assoc., Hart & Vick Seed Store, Lauweret Garden Store Inc., Roseland Park, Siebert & Sons, Standard Brewing Co., Hallman Chevrolet Co., Sheraton Hotel (RN).

**HARVEY-MASSENGALE CO.**  
 Walton Bldg., Atlanta 3  
 Tel.: Walnut 9117  
 Durham, N. C.—Snow Bldg.; Tel.: J-8451.

**WILLIAM W. HARVEY CO.**  
 5747 Melrose Ave., Los Angeles 38  
 Tel.: Hollywood 2-0874  
 Radio Dept.: Ted Byron, radio dir.

**THE F. H. HAYHURST CO. LTD.**  
 7 King St. E., Toronto 1  
 Tel.: Empir 6-0731  
 Radio Dept.: R. D. Amos, radio dir.; C. M. Harrison, asst. dir.  
 Montreal—1510 Drummond St.; Tel.: Harbor 0131; Marcel Dubuc.

**Radio Accounts: Proctor & Gamble Ltd. (N); Can. Cannery Ltd., Purity Flour Mills, Bromo-Seltzer Ltd., Dr. A. W. Chase Medicine Co., Pierce's Proprietarys Inc., Meccano Toys, MacFeters Creamery, Dack's Shoes, Acousticon Hearing Aids (S).**

**HAYS ADV. AGENCY INC.**  
 252 College St., Burlington, Vt.  
 Radio Dept.: James Duncan, Malcolm MacDonald, acct. execs.

**HEINTZ & CO.**  
 611 Wilshire Blvd., Los Angeles 17  
 Tel.: Madison 9-3181  
 Radio Dept.: June Morgan; Herbert R. Dickow; Robert P. Heintz; Carl M. Heintz Jr.; Peter G. Heintz.

**Radio Accounts: Knudsen Creamery Co., Dempsey-Tegeler & Co., Standard Federal Savings & Loan Assn.**

**PAUL LYNN HELLER ADV. INC.**  
 911 13th St., N. W., Washington 5  
 Tel.: National 8-7638  
 Radio Dept.: Paul Lynn Heller; Jerome F. Horwitz Jr.

**HENDERSON ADV. AGENCY INC.**  
 9 W. McBee Ave., Greenville, S. C.  
 Tel.: 3-3381  
 Radio Dept.: James M. Henderson, Howard K. McIntyre, acct. execs.; Betty McCowan, timebuyer.

**Radio Accounts: Texize Chemicals Inc., Edlsto Farms Dairy, Greenwood Packing, General Baking Co. (S).**

**HENRI, HURST & McDONALD INC.**  
 121 W. Wacker Dr., Chicago 1  
 Tel.: Franklin 2-9180  
 Radio Dept.: James T. Shaw, radio dir.; Laura Rai, chief timebuyer; Eloise Beatty, timebuyer.

**Radio Accounts: Perma Starch Inc., Ready-to-Bake Foods Inc., Armour Co. (canned meats, dog food), Cook Chemical Co.**

**HEPWORTH ADV. CO.**  
 704 Reserve Loan Life Bldg., Dallas 1  
 Tel.: Randolph 2353  
 Radio Dept.: W. Hepworth, pres., acct. exec.; Winston Ball, v.p., prod. mgr.; George Breidenbach, acct. exec.; Nellis C. Olson, radio dir.  
**Radio Accounts: Belle Roberts Corp., Brockles Foods Co., Brockles Restaurant, Dale's Toyland, Figaro Co., Hillcrest State Bank (S).**

**AL HERR ADV. AGENCY INC.**  
 225 E. Michigan St., Milwaukee 2  
 Tel.: Broadway 1-2710  
 Radio Dept.: Al Herr, John Rock, acct. execs.; Elton Kocian, radio dir.; Ruth Walter, timebuyer.

**C. J. HERRICK ASSOC.**  
 22 E. 67th St., New York 21  
 Tel.: Trafalgar 9-6310  
 Radio Dept.: Ruth Lesser, radio dir., timebuyer; Clarence J. Herrick, acct. exec.; Neil R. Herrick, asst. timebuyer.  
**Radio Accounts: Wave Crest Gardens, Lake Panamoka, Jane Engel, Carbona Products.**

**HEVENOR ADV. AGENCY INC.**  
 11 N. Pearl St., Albany 7, N. Y.  
 Tel.: 5-1586  
 Radio Dept.: Horace L. Hevenor, pres.; Edward T. Loveday, v.p.; Mabel Nichols Perryman, radio dir.; Douglas VanValkenburgh, Charles C. Cross, acct. execs.

**Radio Accounts: Blenwell Beverages, Borden Co., Eastern Housing Corp., Gibson Girl Restaurant, C. O. Hasselbarth Inc., Saratoga Vichy Spring Co., Wulxex Clothes Inc. (S).**

**HICKS & GREIST INC.**  
 Graybar Bldg., New York 17  
 Tel.: Murray Hill 6-6800  
 Radio Dept.: Theodore J. Grunewald, radio dir.; Eileen Cummings, Vincent Daralo, timebuyers; Earl Cobb, radio copy supervisor; Gerald Ford, acct. exec.; Suzanne Stuart, radio traffic.

**Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Robert Black, mgr.**  
**Radio Accounts: Dixie Cup Co., Giamorene Inc., Peerless Electric, Servel Inc., Waring Products Corp. (N-S); Aldon Rug Mills Inc., Blackstone Corp., H. C. Brill Co., Lewyt Corp., Red L. Roger & Gallet, Wolco Products Inc. (S); Gas Appliances Inc., Helms Olympic Bakeries; Homet Packing Co.; House for Men Inc.; Mirmann & Peters; State Mutual Savings & Loan Assn.; Les White Inc.**

**HILTON & RIGGIO INC.**  
 4 W. 58th St., New York 19  
 Tel.: Murray Hill 8-4224  
 Radio Dept.: Peter Hilton, pres.; Louis J. Riggio, v.p., treas.; James Williamson, Jack Kirk, Joseph P. Quinn Jr., v.p.s.; L. S. Hendrickson, sec.; Daniel Lozeaux, art. dir.; Ralph Kidd, prod. mgr.; Maria Carayas, timebuyer.

**HIRSON-GARFIELD INC.**  
 745 5th Ave., New York 22  
 Tel.: Murray Hill 8-8900  
 Radio Dept.: Sylvan Taplinger, dir.; Robert Loeb, production-timebuyer; Eleanor Yotka, timebuyer; George Sugar, research-acct. exec.  
 Boston 16—420 Boylston St.; Tel.: Copley 7-0341; Herbert Stern, dir.  
 Miami 32—210 Roper Bldg.; Tel.: Miami 3-0793; Jules Kase, dir.

**Radio Accounts: Adam Hat Stores, U. S. Time Corp., Finlay Straus, Key Corp., American Viscose, Leather Industries of America (S).**

**HIXSON & JORGENSEN INC.**  
 3257 Wilshire Blvd., Los Angeles  
 Tel.: Dunkirk 8-312  
 Radio Dept.: H. D. Walsh, radio dir.; Harriett M. Weigand, radio timebuyer; Tyler MacDonald, Robert Cody, Bob Davis, Paul Keye, Russell M. Lockwood, Lewis K. Woodward, Ross Sawyer, Gordon Gumpertz, William E. Betts, acct. execs.  
 San Francisco—321 Market St.; Tel.: Douglas 2-5397; Caryl Coleman, radio dir.

**Radio Accounts: Richfield Oil Corp. (N); Beaute Vues Corp. (Nutri-Tonic Permanent), Challenger Cream & Butter Assn., Affiliated Gas Equipment Inc. (Day & Night Div., Payne Furnace Div.), White Rock Bottlers Co. (Welchade) (S); Kierulff & Co.; Local Loan Co.; Omega Shoe Polish; Simile; Simon Frozen Pies; Voit Rubber Corp.; Wilson & Co.; General Controls Co.; Andersens Food Inc.; Citizens Nat'l Bank.**

**HOEFER, DIETERICH & BROWN INC.**  
 405 Sansome St., San Francisco 11  
 Tel.: Yukon 2-0575  
 Radio Dept.: Wallace C. Riddell Jr., radio dir.; James A. Brown, John H. Hoefer, acct. execs.  
**Radio Accounts: Table Products Co. (div. of Safeway Stores Inc.) (N-S); Geo. W. Caswell Co., Marin Dairymen's Milk Co. (RN); Crystal Cream & Butter Co. (S).**

**HOFFMAN & YORK INC.**  
 808 N. 3d St., Milwaukee 3  
 Tel.: Broadway 6-6510  
 Radio Dept.: Joel Kursel, radio prog. dir.; Joseph P. Mulvanny, timebuyer.

**WILLIAM F. HOLLAND**  
 2530 Auburn Ave., Cincinnati 19  
 Tel.: Capital 1252  
 Radio Dept.: William F. Holland; Earl L. Holland; Audrey Stigler; Frances Emler.

**HOLST & CUMMINGS & MYERS LTD.**  
 1307 Kapiolani Blvd., Honolulu 14  
 Tel.: 95291  
**Radio Accounts: Hawaii Visitors Bureau.**

**HONIG-COOPER CO.**  
 1275 Columbus Ave., San Francisco 11  
 Tel.: Ordway 3-4469  
 Radio Dept.: John W. Davis, media dir.; Gail Myers, asst. timebuyer; Louis Honig, E. B. Krough, E. Akvey, acct. execs.  
 Seattle 1—455 Skinner Bldg.



Radio Accounts: Girard's Inc., Italian Swiss Colony, Wells Fargo Bank, Leslie Salt Co., Holsum Bread, G&D, C&H Sugar (S).

**HOOT ADV. AGENCY INC.**  
15 E. 40th St., New York 16  
Tel.: Murray Hill 6-3714  
Radio Dept.: Dexter D. Halle, v.p.; Mary Witte, timebuyer.

Radio Accounts: Met Foods, Mogen David Products (S)

**HOUCK & CO.**  
625 1st St. S.W., Roanoke 16, Va.  
Tel.: 2-3411

Radio Dept.: William B. Houck, v.p.

Radio Accounts: Crowgey Sausage Co., Mountain Trust Bank, State-Planters Bank & Trust Co., Valleydale Packers Inc. (S).

**BRYAN HOUSTON INC.**  
10 Rockefeller Plaza, New York 20  
Radio Dept.: William B. Templeton, v.p. in chg radio; Jules Bundgus, bus. mgr.

Radio Accounts: Colgate-Palmolive Co., Nestle Co. (N-S); J. P. Stevens (N); Gunther Brewing Co. (S).

**CHARLES W. HOYT CO.**  
390 Madison Ave., New York 17  
Tel.: Murray Hill 2-2000  
Radio Dept.: William Philip Smith, radio dir.; Douglas Humm, timebuyer; Thomas A. Lee, Clifford L. Simpson, asst. dirs.

Hartford 3, Conn.—15 Lewis St., Tel.: 5-6066.

Radio Accounts: American Molasses Co., New York & New England Apple Inst. (RN-S); Stanley Home Products Inc. (RN); Arnold Bakers Inc., Blueberry Cooperative Assn., Brazil Nut Adv. Fund, Brock-Hall Dairy Co., Colgate-Palmolive Co., Flako Products Corp., Honey Harbour Co. Ltd., Chas. B. Knox Gelatine Co., Lehn & Fink Products Corp., Mail Pouch Tobacco Co., Merck & Co., Michigan Blueberry Growers Assn., Monticello Drug Co., KLM Royal Dutch Airlines, South African Rock Lobster Assn., Stahl-Meyer Inc., Switzerland Cheese Assn., Taylor-Read Corp., Wilbert Products Co. (S).

**THE HUBBELL ADV. AGENCY INC.**  
1900 Euclid Ave., Cleveland 15  
Tel.: Cherry 1-0212  
Radio Dept.: Frank Hubbell, pres., treas.; Inez Wallace, v.p.; Victor D. Lidyard, radio dir.

Radio Accounts: Jacob Laub Baking Co., Montana Flour Mills Co., Ward Products Corp., Gabriel Co.

**CHRISTY HUMBURG ADV. AGENCY**  
742 N. Forest, Webster Groves 19, Mo.  
Tel.: Woodland 1-3707  
Radio Dept.: Vera Christina Humburg.

**H. B. HUMPHREY, ALLEY & RICHARDS INC.**  
370 Lexington Ave., New York 17  
Tel.: Lexington 2-3020

Radio Dept.: Harry M. Billerbeck, media dir.; Nelson Gross, radio dir.; Grace Kipp, Elaine Akst, timebuyers.

Boston 16—1235 Statler Bldg.; Tel.: Liberty 2-6100; Elizabeth Howard Hourihan, Mary Pengilly, media dirs.; Ray Girardin, radio dir.; Marianne Meoli, timebuyer.

**HUMPHREY, PRENTKE & ASSOC.**  
11406 Euclid Ave., Cleveland 6  
Tel.: Randolph 1-4821  
Radio Dept.: Herbert E. Prentke, dir.

**W. H. HUNT & ASSOC. INC.**  
1044 S. Robertson Blvd., Los Angeles 35  
Tel.: Bradshaw 2-8293  
Radio Dept.: Cynthia Lawrence, media dir.

**HURLEY ADV. CO.**  
424 Securities Bldg., Des Moines 9  
Tel.: 4-6289  
Radio Dept.: J. E. Hurley, dir.

Radio Accounts: Ungles Baking Co., Donald Duck Bread, Duncan Hines Bread, Peanut Corp. of America, Elisono, Iowa Fibre Products, Chevrolet Dealers of Iowa, Boster the Florist, Paul Manning Chevrolet, Van Dyck Lennox Furnace, Hilland Potato Chip Co.

**HUTCHINS ADV. CO.**  
42 East Ave., Rochester 4, N. Y.  
Tel.: Hamilton 1160  
Radio Dept.: Frank M. Hutchins, pres., acct. exec.; John P. McCarthy, William F. Lacey, Homer C. Scheck, v.p.s. acct. execs.; Margaret H. Carl, Elizabeth M. Eggleton, Margaret B. Nugent, Stuart J. Rice, Robert P. Scott, William C. Wygant, acct. execs.; Ray M. Small, James L. Gould, E. J. Gregory, asst. acct. execs.

New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526; H. Pierson Mapes, James B. Burton, v.p.s.

Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200; John R. Maxwell, William H. Maxwell, v.p.s.; Fred C. Brink, media dir.

Toronto 33-35 Hayden St.; Tel.: Kingsdale 6661; William B. Bounsall, mgr.

Radio Accounts: Philco Corp. (N); Scrantom's Book & Stationery Co. (RN-S); Empire State Pickling, McCurdy & Co., Rittenhouse Co., Schuler Potato Chip Co., Lincoln Rochester Trust Co. (RN); E. E. Bausch & Son, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Music Lovers Shoppe, E. J. Scheer, Waldert Optical Co., Projansky Inc. (S); Beaucaire Inc.

**IDAHO ADV. AGENCY**  
715 Grove St., Boise, Idaho  
Tel.: 2-7871  
Radio Dept.: E. F. Casebeer, owner; B. R. Joy, timebuyer.

Radio Accounts: Music Center, City Dye Works, Idaho Motor Transport Assn., Boise-Winnemucca Stages Inc., Snake River Mutual Fire Insurance Co., K-D Distributing Co.

**ILLINOIS SIMMONDS & SIMMONDS**  
520 N. Michigan Ave., Chicago  
Tel.: Michigan 2-3360  
Radio Dept.: Phil Tobias Jr., pres.; Stephanie Seeder, media dir.

Radio Accounts: Gard Industries, Hoffman Sauce Co., Consolidated Royal Chemical Co., Nappanee Milling Co., Universal Mills.

**JACKSON & CO.**  
62 Worth St., New York 13  
Tel.: Worth 4-7008  
Radio Dept.: John Yeargain, radio dir., timebuyer.

**TEVIE JACOBS ADV. AGENCY**  
306 Morris Plan Bldg., Indianapolis 4  
Tel.: Melrose 6-9189  
Radio Dept.: Delores Perrault, radio dir.

Radio Accounts: Morris Plan, J. C. Hirschman Co., Barrett's Inc. (S).

**CHELLE JANIS & ASSOC. ADV.**  
6642 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 9-3049

**RAY C. JENKINS ADV. AGENCY INC.**  
1240 Builders Exchange, Minneapolis 2  
Tel.: Main 4421  
Radio Dept.: Ray C. Jenkins, pres.; E. M. Grundy, v.p.

Radio Accounts: Central Free Church, Forman Ford & Co., M. A. Gedney Co., Hansord Pontiac Co., Marquette Nat'l Bank, Motor Sales Inc., Murray's Inc., Walker Employment Serv., Western Oil & Fuel Co. (S).

**JESSOP ADV. CO.**  
85 W. State St., Akron 10, Ohio  
Tel.: Franklin 6-2169  
Radio Dept.: C. A. Jessop, radio dir., acct. exec.; A. Conte, B. Farnsworth, timebuyers; George J. Cobak, L. R. Jessop, acct. execs.

**JONES & BRAKELEY INC.**  
150 Nassau St., New York 38  
Tel.: Beekman 3-1912  
Radio Dept.: Henry T. Rockwell, pres.; Marie C. Power, timebuyer.

**DUANE JONES CO.**  
570 Lexington Ave., New York 22  
Tel.: Plaza 3-4848  
Radio Dept.: Duane Jones, pres.; Elward Bresett, exec. v.p.; Mary Ryan, timebuyer

Radio Accounts: Walking Doll Co. (N-S); Package Products Co., Chatham Health Products Inc., Rad Products Inc., P. J. Ritter Co., Harper Products Inc. (S).

**JONES & JONES ADV. AGENCY**  
717 Leonhardt Bldg., Oklahoma City 2  
Tel.: Forest 5-9364  
Radio Dept.: Henry C. Jones.

**THE RALPH H. JONES CO.**  
3100 Carew Tower, Cincinnati 2  
Tel.: Garfield 2300  
Radio Dept.: Ann Smith, radio dir.; Eula Reggin,

Rita Niemeier, timebuyers; Paul D. Carter, Jack D. Gifford, producers.

New York 38—580 5th Ave.; Tel.: Plaza 7-4600.

Radio Accounts: Kroger Co., Miami Margarine Co., Strietmann Biscuit Co., Drackett Co., Heekin Co., Cincinnati General Electric Jet Plant, Ashland Oil & Refining Co., Antonio Palazzola Co. (S).

**THE JORDAN CO.**  
2404 W. 7th St., Los Angeles 57  
Tel.: Dunkirk 2-2248  
Radio Dept.: Walter C. Hughes Jr., media dir.; Ellen Jensen, timebuyer; Larry Pendleton, acct. exec.

Radio Accounts: Armstrong Nurseries (RN-S); Robert C. Wlan Enterprises (S).

**C. B. JUNEBOU INC.**  
8447 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Webster 3-7131  
Radio Dept.: Ted Baillie, radio dir.; Anona D. Hansen, timebuyer.

**K**

**KAL EHRlich & MERRICK**  
315 Star Bldg., Washington 4  
Tel.: Executive 3-3700  
Radio Dept.: Alvin Q. Ehrlich, v.p. in chg radio; David Thomas, radio dir.; Nella Manes, timebuyer; R. Edward Hotze, sis. prom. dir.; Philip Berne, Alexander Charles, Forest R. Entwisle, William E. Mullett, William G. Roberts, Joseph Weinstein, acct. execs.

**THE KAPPS CO.**  
64 E. Lake St., Chicago 1  
Tel.: State 2-0460  
Radio Dept.: Capico Kapps; Joseph Kapps; Albert Kapps; D. Daily.

Radio Accounts: Public Service Stores, Martin Oil Co., Davidson's Baking Co., Langendorff Clothing Co., Southeast Radio Stores, Ford Hopkins Drugs, North Park Sales, Archer Motors, Petroleum Sales & Construction Co., Wellmade Mattress Co., Lynn Stewart Distributing Co., Interstate Co., Standard Air Service, Henner Ford Sales, Daws Motors Inc., Rancho 30.

**KASTOR, FARRELL, CHESLEY & CLIFFORD INC.**  
400 Madison Ave., New York 17  
Tel.: Plaza 1-1400  
Radio Dept.: Harry B. Walsh, radio dir.; Nancy E. Booth, asst.; Jack B. Peters, timebuyer.

Radio Accounts: Community Television, White Diet Bread, Ar. Winarick Inc., Pierce's Proprietaries, Hickok Mfg. Co., Bymart-Tintair, Elizabeth Arden (S).

**H. W. KASTOR & SONS ADV. CO.**  
75 E. Wacker Dr., Chicago 1  
Tel.: Central 6-5331  
Radio Dept.: Marvin Harms, John T. Urice, Herman Scott, James M. West, radio dir.; Tom Scott, timebuyer; John C. Gillis, acct. exec.

Radio Accounts: International Milling Co., Procter & Gamble Co., Campana Co., Union Starch & Refining Co., Orange-Crush Co.

**THE JOSEPH KATZ CO.**  
10 W. Chase St., Baltimore 1  
Tel.: Lexington 9-1500  
Radio Dept.: Joseph Katz, pres.; Robert G. Swan, v.p., radio dir.; John T. McHugh, sen. v.p.; Jean Radcliff, timebuyer; Arthur Moore, radio prod.; Frank Chipperfield, media dir.; John J. Manning, assoc. media dir.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Richard Katz, radio dir.; Catherine Mauch, timebuyer.

Radio Accounts: American Oil Co. (N-RN-S); Gunther Brewing Co. (RN-S); Cellox Co., Madera Bonded Wine & Liqueur Co., Maryland Pharmaceutical Co., S. & N. Katz Inc., Pompeian Olive Oil Corp. (S).

**HENRY J. KAUFMAN & ASSOC.**  
1419 H St., N.W., Washington 5  
Tel.: District 7-7400  
Radio Dept.: Jeffrey A. Abel, radio dir.; Robert S. Maurer, continuity chief, producer; Gertrude Entemann, Kaye Becker, writers; Mary Croci, traffic.

**KAUFMAN-STROUSE INC.**  
419 N. Charles St., Baltimore 1  
Tel.: Saratoga 7-2414  
Radio Dept.: Horace Elias, radio dir.; M. S. Kaufman, S. S. Strouse, F. Katz, M. Subotnik, acct. execs.

**LEE KEELER INC.**  
Fox Theatre Bldg., Philadelphia  
Tel.: Rittenhouse 6-3753  
Radio Dept.: Leroy H. Keeler Jr., pres.; Leroy H. Keeler, v.p.

Radio Accounts: Wilf Bros., Ritter Finance (S).

**THE KEELOR & STITES CO.**  
3001-03 Carew Tower, 4th & Vine Sts., Cincinnati 2  
Tel.: Parkway 1310  
Radio Dept.: Arthur A. Radkey.

**EDWARD S. KELLOGG CO.**  
685 S. Carondelet, Los Angeles 57  
Tel.: Dunkirk 7-5213  
Radio Dept.: Wally Seidler, radio dir.

**KELLY & LAMB ADV. AGENCY**  
897 Higgs Ave., Columbus 8, Ohio  
Tel.: Klondike 3583  
Radio Dept.: Dorrit Williams; Gladys J. Lamb, partner; John Williams; Andrew Lorant.

Radio Accounts: George Evers Sons Inc., Modern Finance Co., Shaffer Music Co., Main Federal Savings Loan (RN-S).

**KELLY, ZAHNRDT & KELLY INC.**  
2343 Hampton Ave., St. Louis 10  
Tel.: Hilland 2684  
Radio Dept.: Virgil A. Kelly, radio dir.; Walter W. Zahnrdt, timebuyer; William H. Thomson, Robert Kelly, acct. execs.

Radio Accounts: Sterling Pen Co., Joseph A. Mrazek Moving & Storage, Newberry Radio Co.

**JOHN M. KEMP ADV.**  
1651 Cosmo St., Hollywood 28  
Tel.: Hollywood 5-0849

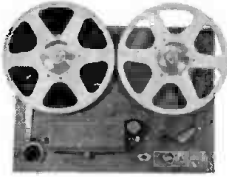
**WJMO**  
Cleveland's  
Music and News  
Station

1,000 Watts on 1540 offers the lowest cost per 1,000 in the area. WJMO is 4th in the Hooper rating during the key hours of the day: October-November, 1954 survey. Our average cost per 1,000, however, makes us 1st in the hearts of our advertisers. For information call Superior 14424 or write WJMO, 2157 Euclid Ave., Cleveland 15, Ohio.

# BUY

# Reliability

# ...BUY PRESTO

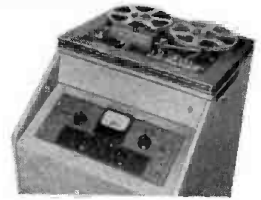


**PRESTO R-11  
TAPE RECORDER**

Advanced modern design makes this Presto unit a model mechanism. Special features: three-head assembly, solenoid-operated brakes, exclusive capstan drive unit... the secret of *silent* tape drive! Tape reels mounted directly on heavy-duty torque motors.

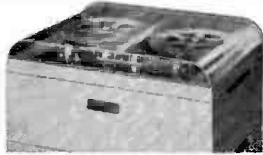
For more than 20 years, Presto has been building the finest reputation in its field... by building the finest recording equipment in the world!

This great structure of good will and good works is the end result of Presto's painstaking research and development... Presto's pinpoint precision in blueprinting and die-making... Presto's time-taking hand assembly... the slow *sure* way to quality. Every Presto unit reflects the integrity of its manufacture—delivers superlative performance... year after year. You always buy *reliability*—when you buy Presto.



**PRESTO SR-11  
STUDIO TAPE RECORDER**

The most complete unit of its kind—and the most extraordinary value! All these Presto advantages: the famous Presto R-11 tape mechanism, matching amplifier—power supply in handsome, durable console cabinet. Three motors for extra flexibility: 15" and 7½" per sec. speeds.



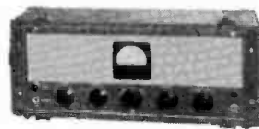
**PRESTO PB-17A  
LONG PLAYING TAPE  
PLAYBACK MECHANISM**

Automatically reversible for 8 hours of continuous playback! Reliable, trouble-free, the PB-17A is designed especially for background music installations. Frequency response: uniform from 50 to 8000 cps. Tape speed: 3¾" per second. Reels up to 14" diameter (4800' of tape) with dual track.



**PRESTO A-900  
TAPE AMPLIFIER**

Individual record and reproduce amplifiers on a common chassis; precision mechanism for rack mounting or portable use; separate power supply; three-microphone input; 250 ohm low level mixer, illuminated V. U. meter. Output of reproduce amplifier: 500 ohms, plus 20 db maximum. Matches all Presto tape recorders.



**PRESTO A-920  
STREAMLINED EDITION  
OF A-900**

Smaller-scale—but no paring down of Presto quality! Has both microphone and reproduce preamps, power amplifier and power supply, all on common chassis. Fine playback from two small speakers set behind front panel. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



**PRESTO NEW T-15  
TURNTABLE**

Brilliant professional performance with the greatest of ease. In this compact new Presto 12" turntable, one control lever does everything—engages and disengages idler wheel, automatically switches motor off and on, selects 3 speeds!



**PRESTO 6-N  
PORTABLE DISC  
RECORDER**

A mechanism of high accuracy and high quality, designed for professional use—preferred in two hemispheres! Has Presto 1-D cutting head... precision overhead mechanism with spiraling feed-screw. Equipped for microgroove recording at nominal extra cost.



**PRESTO 10-B  
STUDIO-AND-STATION  
TURNTABLE**

16" diameter turntable—built to fill the needs of radio stations and recording studios. Performs continuously, economically. No experts needed to operate. Features accurate rim-drive with a 3-speed mechanism. Available as chassis or in console cabinet.

THIS SPACE  
RESERVED  
FOR  
**PRESTO'S**  
NEW  
LOW-COST  
TAPE RECORDER  
WATCH FOR  
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**PRESTO RECORDING DISCS**

Green—Orange—Brown—White Label, the *best* for every recording need.

It takes time to make a fine recording disc... and Presto takes all the time in the world... to make Presto discs the best-performing and most permanent in the world.



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PARAMUS, NEW JERSEY**

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Export Division: 25 Warren Street, New York 7, N. Y.  
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto



**KENYON & ECKHARDT INC.**  
247 Park Ave., New York 17  
Tel.: Murray Hill 8-5700  
Radio Dept.: Wickcliffe W. Crider, v.p. in chg radio; Alfred Tennyson, prod. mgr.; Jack Babb, Blake Johnson, prod. supervisors; Joseph Braun, v.p. in chg media; Phillip Kenny, chief timebuyer; Lucy Kerwin, Thomas Viscandi, Robert Erath, timebuyers.

Atlanta 5-805 Peachtree St. N. E.; Tel.: Vernon 0194.  
Chicago 3-135 S. LaSalle St.; Tel.: Randolph 6-6470.  
Detroit 26-Penobscot Bldg.; Tel.: Woodward 5-0300.  
Hollywood 28-Equitable Bldg.; Tel.: Hollywood 3-2101.

San Francisco 4-Russ Bldg.; Tel.: Yukon 2-3070.  
Toronto 1-80 King St. W.; Tel.: Empire 3-8314.

Radio Accounts: American Maize Products Co., Beech-Nut Packing Co., Ford Motor Co. (Institutional), Hudnut Sales Co., Lincoln-Mercury Dealers, Mennen Co., Pepperidge Farm, Welch Grape Juice Co., Wesson Oil & Snowdrift Sales Co., RCA Victor, Quaker State Oil Refining Co., Lincoln-Mercury Div. of Ford Motor Co.

**KETCHUM, MacLEOD & GROVE INC.**  
411 7th Ave., Pittsburgh 19  
Tel.: Court 1-5100  
Radio Dept.: Lansing B. Lindquist, v.p.; Edgar J. Donaldson, assoc. dir.; Melvyn F. Johnston, Donald L. Fox, producers; William B. Kroske, timebuyer.

Baltimore-Mercantile Trust Bldg.  
Buffalo 3-Brisbane Bldg.  
Cleveland 14-Nat'l City Bank Bldg.  
Harrisburg, Pa.-State Street Bldg.  
Richmond 19, Va.-Central Nat'l Bank Bldg.

Radio Accounts: ALSCO Inc., Braun Baking Co., Chevrolet Zone Disks, Dairymen's Cooperative Sales Assn., Fidelity Trust Co., Hospital Service Assn., Jones & Laughlin Steel Corp., Peoples First Nat'l Bank, Peoples Natural Gas Co., Rieck Dairy Co., Thorofare Markets Inc., Calgon, Natural Gas Cos., Mfrs. Light & Heat Co., East Ohio Gas Co., Reymer & Bros. Inc., Ruud Mfg. Co.

**KIESEWETTER, BAKER, HAGEDORN & SMITH INC.**  
9 E. 40th St., New York 16  
Tel.: Lexington 2-0025  
Radio Dept.: Horace Hagedorn, v.p. in chg radio; Sam S. Baker, v.p.; E. Thompson, timebuyer; E. G. Chase, acct. exec.

Radio Accounts: Ciba Pharmaceuticals Co. (N); V. La Rosa & Sons, Standard Labs., Rollfast Bicycles, Abraham & Straus, Courtley Ltd., Stern's Nurseries, Medaglia d'Oro Coffee (S).

**KILLINGSWORTH CO.**  
8741 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 1-5275  
Radio Dept.: James Killingsworth, mgr.

**ABBOTT KIMBALL CO.**  
250 Park Ave., New York 17  
Tel.: Plaza 3-9800  
Radio Dept.: Miriam Traeger, radio timebuyer; Elizabeth Proudft, research; Alice White, publicity; Rita McNamara, George Bowen, G. Warren Sumner, H. V. Coughlin, H. B. LeQuatte, Fred Tobey, acct. execs.

Chicago-520 W. Michigan Ave.; Tel.: Michigan 2-0300; George Enzinger, exec. v.p.  
San Francisco 4-155 Sansome St.; Tel.: Exbrook 2-6275; Alfred Ducato, pres.  
(Abbott Kimball Co. of Calif. Inc.)  
Los Angeles 5-638 S. Van Ness at Wilshire Blvd.; Tel.: Dunkirk 7-7305; Abbott Kimball, pres.; Robert W. Boone, v.p.

Radio Accounts: Drake America Corp. (Rountree's chocolates), Firth Carpet Co., Breath O'Pine Cleanser & Deodorant, Fort Schuyler Beer & Ale.

**KIRCHER, HELTON & COLLETT INC.**  
1900 Hulman Bldg., Dayton 2, Ohio  
Tel.: Fulton 5161  
Radio Dept.: Ralph W. Kaufman, radio dept. dir.  
Radio Accounts: Gem City Building & Loan Assn., The Liberal Market Inc., The Zephyr Ventilated Airing Co., The Dayton Pump & Mfg. Co., Water Refining Co. of America Inc., The Huffman Mfg. Co.

**PHILIP KLEIN ADV. INC.**  
226 S. 18th St., Philadelphia 2  
Tel.: Pennypacker 5-7896  
Radio Dept.: Milton Feldman, radio dir.; Edward Feldin, timebuyer.

**WALTER J. KLEIN CO.**  
1214 Elizabeth Ave., Charlotte 4, N. C.  
Tel.: Franklin 7-1646  
Radio Dept.: Walter J. Klein, Charles L. Moss, Alan Burke, Robert Buckler, Guy Zwahlen, acct. execs.; Dolores Hall, timebuyer; Mary Walsh, production.

New York 17-17 E. 45th St.; Tel.: Murray Hill 7-9351; Charles Basch III  
Radio Accounts: Atlantic Co., Maola Milk & Ice Cream Co., M & J Finance Corp (RN-S); Bost Bakery Inc., Baxter Stores Inc., Carolina Power & Light Co., Ecker's Drugs Inc., Interstate Insurance Inc., Jones Sausage Co., Pilot Life Insurance, State Farm Insurance (S).

**EDWARD KLETTER ASSOC. INC.**  
515 Madison Ave., New York 22  
Tel.: Plaza 1-1990  
Radio Dept.: Don Blauhut, radio dir.; Ruth M. Bayer, timebuyer; Gerald J. Levey, acct. exec.; Helen Lawin, radio operations mgr.; Herbert Gruber, bus. mgr.

Radio Accounts: Liggett-Rexall Drug Co., Sun Drug Co., Lane-Rexall Drug Co., Serutan Co., Pharmaceuticals Inc. (Geritol) (S).

**WALTER E. KLINE & ASSOC.**  
8445 Melrose Ave., Hollywood 46  
Tel.: Webster 3-7365  
Radio Dept.: Fred W. Kline, pres.; Michael J. O'Rourke, radio.

New York 22-45 E. 51st St.; Tel.: Plaza 5-1177; Albert L. Capstaff, v.p.; Julie Ryan, timebuyer.  
Radio Accounts: Adler of America, Potent-8 Disinfectant, Mike Roy Products (S).

**NAT. M. KOLKER ADV. AGENCY**  
Empire Bldg., Philadelphia 7  
Tel.: Kingsley 6-1320  
Radio Dept.: Nat. M. Kolker.

**M. R. KOPMEYER CO.**  
Realty Bldg., Louisville 2, Ky.  
Tel.: Amerst 1841  
Radio Dept.: William H. Hill, media dir.  
Radio Accounts: Oertel Brewing Co. (N-S); Fischer Packing Co., Riceland Rice (S).

**KRONSTADT ADV. AGENCY**  
711 14th St., N.W., Washington 5  
Tel.: Republic 7-0272  
Radio Dept.: Henry L. Kronstadt, acct. exec.; Claire Pauls, radio prod. dir.

Radio Accounts: Mazor Masterpieces, Capitol Fur Shop, Harris & Ewing, Visek Bros., Schoenberg & Gershen.

**KUDNER AGENCY INC.**  
575 Madison Ave., New York 22  
Tel.: Murray Hill 8-6700  
Radio Dept.: Myron P. Kirk, v.p.; Albert W. Reibling, gen. mgr.; John P. Marsich, John Murphy, timebuyers; G. Johnstone, L. Dean, C. Rohrbough, E. Owens, K. Tuttle, A. Corrigan, Lloyd Delaney, acct. execs.

Detroit 2-New Center Bldg.; Tel.: Trinity 5-5315  
Robert Farricker, v.p.  
San Francisco 5-681 Market St.; Tel.: Garfield 1-5433; J. Hornell.  
Washington-Sheraton Bldg.; Tel.: National 8-5506; F. Getty.

Radio Account: Texas Co., General Motors, U. S. Tobacco, Buick, Schick (N-S); Goodyear Tires (N); Colliers (S).

**KUTTNER & KUTTNER INC.**  
648 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-7940  
Radio Dept.: S. S. Korshak, radio dir., acct. exec.; Stanley C. Kuttner, timebuyer; Milton J. Klee, Harold E. Kuttner, Chester D. Kuttner, acct. execs.

New York 19-130 W. 57th St.; Tel.: Judson 6-2358.  
Radio Accounts: Douglas Lumber Co., Sampson Co., Shainberg Dept. Store.

**LAHR ADV. AGENCY INC.**  
515 N. Pennsylvania St., Indianapolis 4, Ind.  
Tel.: Plaza 5328

**LAKE-SPIRO-SHURMAN INC.**  
Radio Center Bldg., Main & Union, Memphis 3  
Tel.: 5-1571  
Radio Dept.: Lucille Simmons, radio dept. mgr.; Arthur L. Savage, radio timebuyer.

Radio Accounts: Plough Inc., Liberty Petroleum Co., Kelley-Clark Co., Pantaze Drug Stores, Union Planters Nat'l Bank (S).

**LAMBERT & FEASLEY INC.**  
430 Park Ave., New York 22  
Tel.: Murray Hill 8-6464  
Radio Dept.: Frank W. Mace, v.p., gen. mgr.; Joseph Burland, media dir.; John Bates, radio dir.; William Hinman, timebuyer.

Radio Accounts: Phillips Petroleum Co., Lambert Pharmaceutical (S).

**LANG, FISHER & STASHOWER INC.**  
1010 Euclid Ave., Cleveland 15  
Tel.: Main 1-6579  
Radio Dept.: Alvin B. Fisher, v.p., radio dir.; John D. Cremer, radio mgr.; Jonn L. Rose, prod. mgr.; David L. Stashower, asst. radio mgr.; Gary C. McKeelvey, chief timebuyer; Helen T. Dwyer, asst. timebuyer.

Radio Accounts: Carling Brewing Co., Richman Bros. Co., Ohio Mattress Co., Union Savings & Loan Co., Pick 'N' Pay, General Electric Supply Co., F. C. Russell Co., Sears Roebuck & Co., Cleveland Automobile Club, Cleveland Transit System.

**RAYMOND I. LANG ADV.**  
450 Grant Ave., San Francisco 8  
Tel.: Yukon 2-5028  
Radio Dept.: Raymond I. Lang, acct. exec.; Ardyss Harmer, timebuyer.

Radio Accounts: Villa Chartier, The Lanai.


**LANNAN & SANDERS ADV. INC.**  
711 Interurban Bldg., Dallas 1  
Tel.: Prospect 1583  
Radio Dept.: Tena Cummings, dir.  
Hollywood 28-1719 N. Highland Ave.; Tel.: Hollywood 9-1681; G. S. Lannan, exec. v.p.

Radio Accounts: Continental Trailways Bus System, Transcontinental Bus System Inc., Dixie Lines, Central Lines, Southern Lines Inc., Western Lines, Panhandle Lines, Pacific Lines, Rocky Mountain, Santa Fe Trans. Co., Continental American Lines, Arkansas Motor Coaches, Union Bus Lines, Ford Realty Co., Fleming & Sons Inc. (S).

**LANSDALE CO.**  
421 S. Western Ave., Los Angeles 5  
Tel.: Dunkirk 5-2007  
Radio Dept.: Phil Lansdale, radio dir.  
C. J. LaROCHE & CO.  
247 Park Ave., New York 17  
Tel.: Plaza 5-7711  
Radio Dept.: Stuart Ludlum, dir.; Sally Mansfield, chief timebuyer.

Radio Accounts: Walt Disney (N); Necco, Mackintosh Lovel & Covell, North American Phillips Co., United States Tobacco Co. (S).

**DON LARSON ADV.**  
339 S. Robertson Blvd., Beverly Hills, Calif.  
Tel.: Bradshaw 2-7095  
Radio Dept.: Don Larson, radio dir.



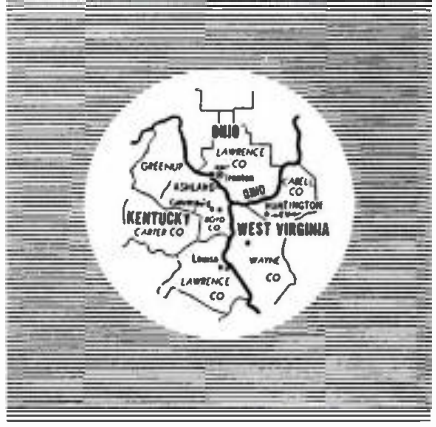
**NOW A POWERFUL  
NEW SELLING FORCE**

**5,000 WATTS  
COVERING COMPLETELY  
THE RICH MARKET OF  
HUNTINGTON-ASHLAND  
A HEAVY BUYING AREA  
OF 306,000 PEOPLE**

**1420 KC  
ASHLAND, KY.**

**WWKO**

Represented by  
**W. S. GRANT CO., INC.**



Total Sales .....	\$249,281,000
Food Stores .....	62,377,000
Drug Stores .....	7,113,000
Eating & Drinking Places .....	14,525,000
General Merchandise Stores .....	30,732,000
Apparel Stores .....	19,276,000
Home Furnishing Stores .....	14,688,000
Automotive Stores .....	55,926,000
Filling Stations .....	12,622,000
Building Material-Hardware Stores .....	14,547,000

(Source: 1954 Consumer Markets)

LAVENSON BUREAU OF ADV.  
12 S. 12th St., Philadelphia 7  
Tel.: Market 7-6767  
Radio Dept.: Thomas E. Peacock Jr., media dir.; Harry A. Egbert, radio dir., timebuyer.  
Radio Accounts: Borden's Ice Cream Co. Budget Uniform Center, J. Edwards & Co., A. J. Parker Co., Mrs. Schlorer's Inc., Karl Seiler & Sons.  
GEORGE N. LAWS ADV. AGENCY  
5604 1/2 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 3-6979  
Radio Dept.: George N. Laws, radio dir.; Mabel McCullough, timebuyer.  
Radio Accounts: SeaPak Corp., Christopher Candy Co., Boys Markets (S).  
CARL LAWSON ADV. CO.  
4722 Broadway, Kansas City 12, Mo.  
Tel.: Jefferson 5155  
Radio Dept.: John Lawson, Wayne H. Ross, acct. execs.; Joan Darrow, timebuyer.  
Radio Accounts: Kitty Clover Potato Chip Co., Faultless Laundry, First Nat'l Bank, Key Work Clothes.  
CLAUDE LEACH JR. ADV.  
601 Pacific Blvd., Long Beach, Calif.  
Tel.: Long Beach 618478  
Radio Dept.: Claude Leach Jr., radio dir.  
AL PAUL LEFTON CO.  
1617 Penna. Blvd., Philadelphia 3  
Tel.: Rittenhouse 6-1500  
Radio Dept.: A. R. Griffin, radio dir.  
Chicago 11-435 N. Michigan Ave.; Tel.: Superior 7-9511  
New York 17-71 Vanderbilt Ave.; Tel.: Vanderbilt 6-4340.  
LENNEN & NEWELL INC.  
380 Madison Ave., New York 17  
Tel.: Murray Hill 2-5400  
Radio Dept.: Nicholas E. Keesely, sen. v.p. in chg radio; Francis C. Barton Jr., v.p., gen. mgr.; Anthony J. Pan, v.p., commercial prod.; Gordon D. Cates, Jackson Taylor, sen. v.p.s, acct. execs.; Henry L. E. Miller, Thomas P. Doughten, Stephen M. Kenyon, Edward T. Knauff, Kenneth J. White, v.p.s, acct. execs.; Fred D. Kilian, prog. development dir.; William D. Smith, George Kern, Chas. Brocker, assoc. media dirs.; J. R. Widholm, Jeanne Jaffe, R. H. Eymann, timebuyers.  
Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; Benjamin R. Potts, v.p., mgr.  
Detroit 26-1710 Book Tower; Tel.: Woodworth 2-7812; John L. McQuigg, exec. v.p.  
Milwaukee—503 Majestic Bldg., 231 W. Wisconsin Ave.; Tel.: Broadway 1-6890; James T. Kelley, mgr.  
Radio Accounts: P. Lorillard Co., Emerson Drug Co., Colgate-Palmolive Co. (N-S); Jos. Schlitz Brewing Co., Lehn & Link Products Corp., Carleton House (S), Hill Bros.  
LEVY ADV. AGENCY  
24 Commerce St., Newark 2, N. J.  
Tel.: Mitchell 2-0433  
Radio Dept.: Hyman R. Levy, chief timebuyer, acct. exec.; H. Alan Stein, radio dir., acct. exec.; Robert A. Loeb, acct. exec.  
TED LEVY ADV. AGENCY  
316 Wilda Bldg., 1441 Welton St., Denver 2  
Tel.: Main 4-7133  
Radio Dept.: Barbara Aiton, radio dir., timebuyer.  
Radio Accounts: Ellis Canning Co., Sealy Mattress, Gooch Food Products, Lee Jewelers, Reuler-Lewin & Co., Denver Area Chevrolet Dealers, Bredan Dairy Products.  
LEWIN, WILLIAMS & SAYLOR INC.  
40 E. 49th St., New York 17  
Tel.: Murray Hill 8-8200  
Radio Dept.: A. W. Lewin, pres.; S. M. Weiss, exec. v.p.; William R. Seth, v.p. in chg radio; Mary Steffensen, timebuyer; Richard H. Talmadge, v.p., creative service dir.; Wray D. Kennedy, acct. exec.  
Newark 2-11 Commerce St.; Tel.: Mitchell 3-3200; Leonard Newsteder, Richard Gulick, v.p.s, acct. execs.  
Radio Accounts: G. N. Coughlan Co. (De-Moist, Process 33), Odell Co. (Trol), Costa's Ice Cream, Norman M. Morris Corp., Harris-Upham & Co. (Omega Watch) (S).  
LEWIS & GILMAN INC.  
1529 Walnut St., Philadelphia 2  
Tel.: Pennypacker 5-9900  
Radio Dept.: John C. Belfield, pres.; Graham S. Mason, v.p., radio dir.; Peter Kondras, timebuyer.  
Radio Accounts: Central Pa. Nat'l Bank (S).  
LILLER, NEAL & BATTLE  
810 Walton Bldg., N.W., Atlanta 3  
Tel.: Cypress 6521  
Radio Dept.: C. K. Liller, W. W. Neal, partners; Sarah Williams, media buyer; Avrilla S. Phillips, Bobbie T. Kemp, timebuyers; Howard Axelberg, G. L. Watts, acct. execs.  
Columbia, S. C.—408 Palmetto Bldg.; Tel.: 4-4458; Caldwell Withers.  
New York 17-399 Madison Ave., Rm. 706-C; Tel.: Plaza 9-6120; Robert Kane.  
Radio Accounts: National NuGrape Co., Piedmont Airlines, Puritan Mills Inc., Ray Vegetable Oil Co., Colonial Stores Inc. (S).  
LINDSEY & CO.  
8 N. 8th St., Richmond 19, Va.  
Tel.: 7-3065  
Radio Dept.: Dudley H. Wade, radio dir.; Dorothy L. Nelms, timebuyer.  
LOCKE, JOHNSON & CO. LTD.  
255 Davenport Rd., Toronto 5  
Tel.: Walnut 4-8481  
DUDLEY L. LOGAN ADV.  
304 S. Ardmore Ave., Los Angeles 5  
Tel.: Dunkirk 2-8471  
Radio Dept.: Jack Waterman, radio dir.  
LOHMEYER, ADLEMAN & MONTGOMERY  
149 N. 16th St., Philadelphia 2  
Tel.: LO 8-1090

Radio Dept.: John D. Lohmeyer, pres.; Edward Robinson, v.p.; Robert Adleman, radio dir.; Louise Burgoyne, timebuyer.  
LONG-HAYMES ADV. AGENCY  
500-01 Reynolds Bldg., Winston-Salem 1, N. C.  
Tel.: 3-3616  
Radio Dept.: Dorothy Murchison, timebuyer.  
W. E. LONG CO.  
188 W. Randolph St., Chicago 1  
Tel.: Randolph 6-4606  
Radio Dept.: Edward C. Fritz Jr., radio dir.; David R. Hayes, asst. radio dir.; Suzanne Simpson, script writer, sec.; Pearl Bohrn, sec.  
Radio Accounts: Amrhein's Bakery, Mrs. Boehme's Bak., Carpenter Baking, Cotton Bros. Baking, Cross Baking, Dietzen's Bakery, Fluhrer Bakeries, Fox's Royal Bakery, Friddle's Bakery, Fuchs Baking Co., Gase Baking Co., Gunzenhauser Baking, Haller's Eagle Bakery, Heath's Holsum Bakery, Holsum Baking Co., Jamestown Baking Co., Lee Baking Co., Master Baking Co., McGough Bakeries, Holsum Bakery Inc., Shipley Baking Co., Tracy Baking Co., Royal Baking Co., Nissen Bakery Inc., Buri's Sunlit Bakery, Old Homestead Bread Co., Alstadt & Langlas, Fisher Baking Co., Franco-Superior, Holsum Bakery Co., Holsum Bakers Inc., Holsum Bread Co.  
T. ROBLEY LOUITTIT INC.  
49 Peck St., Providence 3  
Tel.: Jackson 1-5858  
Radio Dept.: Brenton G. Meader, radio dir., acct. exec.  
LOWE & HALL ADV.  
600 News Bldg., Greenville, S. C.  
Tel.: 5-7489  
Radio Dept.: Elliott H. Hall Jr., Sidney L. Lowe, acct. execs, timebuyers.  
Radio Accounts: Mackey Mortuary (RN); Lowndes Products Inc., First Federal Savings & Loan Assn., Harper Bros. Inc., C. Hospital Service Plan, Palmetto State Oil Co. (S).  
LOWE & STEVENS  
685 W. Peachtree St., N. E., Atlanta 3  
Tel.: Vernon 9694  
Radio Dept.: Robert C. Lowe Jr., John H. Stevens, partners, acct. execs.; Jules Clyde Gerding, acct. exec.  
Radio Accounts: Roman Cleanser Co., Northside Federal Savings & Loan Assn., Electric Sales & Service, Knox Corp., Greenwood Products (S).  
EARLE LUDGIN & CO.  
121 W. Wacker Dr., Chicago 1  
Tel.: Andover 3-1888  
Radio Dept.: Jane Daly, timebuyer; Ruth Babick, asst. timebuyer; Montgomery N. McKinney, acct. exec.  
Radio Accounts: Best Foods Inc., Jules Montelier Inc. (Stopette, Finesse, Poof), Rit Products Corp., W. F. McLaughlin & Co.  
LYNN-FIELDHOUSE  
15 S. Franklin St., Wilkes-Barre, Pa.  
Tel.: Valley 2-7182  
Radio Dept.: L. S. Fieldhouse, radio dir.; W. P. McLaughlin, timebuyer; S. C. B. Lynn, acct. exec.  
New York 17-51 E. 42d St.; Tel.: Murray Hill 2-4048.  
Radio Accounts: Wise Potato Chip Co., Quinlan Pretzel Co., Purvin Dairy Co., Planters Edible Oil Co., Kingston Cake Co.  
W. D. LYON CO.  
303 2d Ave., S. E., Cedar Rapids, Iowa  
Tel.: 4-2451  
Radio Dept.: E. G. Elston, radio dir.; R. P. Ames, media dir.; Eileen Burns, timebuyer; R. B. Creswell, acct. supervisor; R. H. Schubert, R. P. Zirbel, acct. execs.  
Sioux City, Iowa—Orpheum Elec. Bldg.; Tel.: 5-4428; H. D. Carlos, mgr.; Kay Knight, timebuyer.

M

MacFARLAND, AVEYARD & CO.  
333 N. Michigan Ave., Chicago 1  
Tel.: Randolph 6-9380  
Radio Dept.: W. A. Mowry, radio dir.; A. B. Dicus, David W. Stotter, William Goodrich, George Sikes, acct. execs.; Alfred S. Trude, media dir.  
Radio Accounts: Drewrys Ltd. U. S. A., Stewart-Warner Corp. (Alemite Div.), Heidelberg Brewing Co.  
MacLAUGHLIN ADV. AGENCY  
601 Ellicott Sq., Buffalo 3  
Tel.: Mohawk 5703  
Radio Dept.: Frederick R. MacLaughlin, owner; J. Andrea Connor, timebuyer.  
MacMANUS, JOHN & ADAMS INC.  
Long Lake Rd. & Woodward Ave., Bloomfield Hills, Mich.  
Tel.: Midwest 6-1000  
Radio Dept.: Charles N. Campbell; William A. Bushway.  
Baltimore 2-1010 St. Paul St.; Tel.: Lexington 1557; William W. Ashley.  
Los Angeles 48-6399 Wilshire Blvd.; Tel.: Webster 3-9669; Jack Holmes.  
New York 12-444 Madison Ave.; Tel.: Plaza 9-3221; Henry G. Fowles Jr.  
San Francisco—681 Market St.; William Goetze.  
Toronto—15 Squires Ave.; Tel.: Empire 8-8317; Leslie S. McMahon.  
Radio Accounts: Dow Chemical Co., Pontiac Motor Div. of General Motors Corp. (N-RN-S); S. S. Kresge (N-RN); Cadillac Motor Car Div. of General Motors Corp. (N-S); Ferry Morse (N).  
MAHOOL ADV. INC.  
914 N. Charles St., Baltimore 1  
Tel.: Plaza 2-3616  
Radio Dept.: Katherine H. Mahool, Robert D. Myers, acct. exec.  
Radio Accounts: Oil Heat Assn. of Md.

MALCOLM-HOWARD ADV. AGENCY  
203 N. Wabash Ave., Chicago 1  
Tel.: Andover 3-0022  
Radio Dept.: Evelyn Burke, timebuyer; Max Holland, Art Holland, Hal Barkun, acct. execs.  
Radio Accounts: Ambrosia Brewing Co., Holland, Mages Sports Goods Store, Rubins, Peoples Pontiac, Royal Construction Co.  
W. H. MALE LTD.  
1674 Kona St., Honolulu 14  
Tel.: 9-1178  
Radio Dept.: Lesly Cunningham, dir., timebuyer; H. V. Beazlie, M. D. Myers, Earl Goris, acct. execs.  
Radio Accounts: Hawaii Brewing Corp., Honolulu Paper Co., Love's Biscuit & Bread, McWayne Marine Supply, Nuuanu Memorial Park, Pacific Chem. & Fert. Co., Pet Milk Co., Roma Wine Co., Schuman C. Co. (Buick, Cadillac), Trans. Pac. Airline, Vaseline Hair Tonic (RN-S).  
DAVID MALKIEL ADV. AGENCY  
172 Newbury St., Boston 16  
Tel.: Copley 7-5980  
J. GORDON MANCHESTER ADV. INC.  
1726 Pennsylvania Ave. N.W., Washington 6  
Tel.: Metropolitan 8-0060  
Radio Dept.: J. Gordon Manchester, George D. McGuinness, Richard T. Williams.  
Radio Accounts: Safeway Stores Inc., C. F. Sauer Co., American Sta Dri (S).  
LLOYD MANSFIELD CO.  
110 Pearl St., Buffalo 2, N. Y.  
Tel.: Washington 2762  
Radio Dept.: John H. Miller, timebuyer.  
HARWOOD MARTIN ADV. AGENCY  
2519 Connecticut Ave., N.W., Washington 8  
Tel.: Adams 2-1161  
Radio Dept.: Harwood Martin, radio dir.; Mildred Martin, timebuyer; Laura Hammond, Jeanette Stas, acct. execs.  
Radio Accounts: Arcade-Sunshine, Clement's Bakery, Hahn Shoe Stores, The Hecht Co., P. J. Neenan Co., Washington Gas Light Co., Woodward & Lothrop, Blair's Tv, Suit Shop, Palace Laundry, Cinerama Inc., Cuboids.  
J. M. MATHES INC.  
260 Madison Ave., New York 16  
Tel.: Lexington 2-7450  
Radio Dept.: Read H. Wight, radio dir.; Richard S. Jackson, asst. radio dir.; Edna S. Cathcart, timebuyer.  
Radio Accounts: Pure Food Co., Canada Dry Ginger Ale Inc., Brown Co. (S).  
MASON-RELKIN CO.  
46 W. 57th St., New York 19  
Tel.: Circle 5-7010  
Radio Dept.: Roger B. Relkin, pres.  
MATHISSON & ASSOC. INC.  
411 E. Mason St., Milwaukee 2  
Tel.: Broadway 6-4090  
Radio Dept.: Jack Severson, radio dir., timebuyer; Edward G. Ball, Hugo Bauch, Paul Warga, Joe Manning, acct. execs.  
Los Angeles—1127 Wilshire Blvd.; Tel.: Long Beach 7-2061; Chas. Smith, mgr.  
New York—1005 International Bldg.; Tel.: 7-2061; Ed Hinkle, mgr.  
Radio Accounts: Miller Brewing Co. (N-S); Clark Super 100 Gasoline (Petco Corp. Div.) (S).  
JOSEPH MAXFIELD CO.  
87 Weybosset St., Providence 3  
Tel.: Gaspee 1-4456  
Radio Dept.: Joseph M. Finkle, timebuyer; Archie M. Finkle, radio dir.  
MAXON INC.  
2761 E. Jefferson Ave., Detroit 7  
Tel.: Lorain 7-5710  
Radio Dept.: Raymond D. Reiss, John J. Walsh Jr., timebuyers.  
Chicago 11-644 N. Rush St.; Tel.: Whitehall 4-1676.  
New York 22-112 E. 53d St.; Tel.: Plaza 9-7676; Ed A. Wilhelm, radio dir.; Thomas P. Maguire, Ray L. Stone, timebuyers.  
Radio Accounts: Gillette Safety Razor Co. (N); General Electric Co., H. J. Heinz Co., Pfeiffer Brewing Co. (S).  
THE MAYERS CO.  
2301 W. 3d St., Los Angeles 57  
Tel.: Dunkirk 8-2111  
Radio Dept.: Larry Lewin, radio prog. dir.; Don Johnson, Robert Davis, Robert Colombatto, acct. execs.; Howard Goodman.  
Radio Accounts: Bandini Fertilizer Co., Fradelis Food Co., Glendale Federal Savings & Loan Assn., Hoffman Candy Co., Kermin Food Products Co., Pennzoll Co., Sears Roebuck & Co. (L. A. dept. stores).  
CHARLES H. MAYNE CO.  
8487-B Melrose Pl., Los Angeles 46  
Tel.: Webster 3-8261  
Radio Dept.: Eugene P. Ramsay.  
MAYS & CO.  
412 W. 6th St., Los Angeles 14  
Tel.: Trinity 8534  
Radio Dept.: Kay Abner, mgr.  
McCANN-ERICKSON INC.  
50 Rockefeller Plaza, New York 20  
Tel.: Judson 6-3400  
Radio Dept.: Alfred J. Scalpone, v.p., radio dir.; Hendrik Booraem, v.p., new programs; Harry W. McMahan, v.p., radio commercials; Dorothy B. McCann, v.p., exec. producer; Curt A. Peterson, Robert H. Jones, v.p.s; Clifford C. Lubkert, radio service mgr.; Thaddeus S. Kelly, radio timebuying mgr.  
Boston 16-300 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, v.p., mgr.  
Chicago 4-318 S. Michigan Ave.; Tel.: Webster 9-3701; William E. Berchtold, v.p., midwest operations mgr.; Sidney A. Wells, v.p., mgr.

Cleveland 14—829 Euclid Ave.; Tel.: Cherry 1-3490; Robert W. Dailey v.p., mgr.  
 Dallas 1—2020 Live Oak St.; Tel.: Prospect 5898; Bill Sansing, mgr.  
 Detroit 26—447 Griswold St.; Tel.: Woodward 2-9792; Paul Holder, v.p., mgr.  
 Houston 6—900 Lovett Blvd.; Tel.: Lynchburg 4191; Joseph B. Wilkins v.p., mgr.  
 Los Angeles 5—3440 Wilshire v.p., mgr.  
 Louisville 2—1410 Heyburn Bldg.; Tel.: Jackson 6178; J. Mac Wynn, mgr.  
 Portland 4, Ore.—310 Public Service Bldg.; Tel.: Atwater 4305; T. N. Tracy, mgr.  
 Radio Accounts: American Safety Razor Corp., Chrysler Div. of Chrysler Corp., National Biscuit Co., Pepsodent Div. of Lever Bros. Co., Swift & Co. (N-S); "Junket" Brand Foods, Lemon Products Advisory Board (N); W. P. Fuller & Co., Ohio Bell Telephone Co., S.O.S. Co., Standard Oil Co. (Ohio) (RN-S); Adv. Committee of Norwegian Canning Industry, American Trust Co., Calif. Packing Corp., Calif. Spray Chemical Corp., Calif. Wine Assn., Chesebrough Mfg. Co., Cowles Magazines Inc., Esso Standard Oil Co., Frank Fehr Brewing Co., A. Gettleman Brewing Co., Gray Drug Stores Inc., Hampden Brewing Co., Laurel Products Inc., Lucky Lager Brewing Co., Mfrs. Trust Co., Milk Foundation Inc., Milnot Co., Pacific Power & Light Co., Portland Gas & Coke Co., Seck & Kade Inc., So. Calif. & So. Counties Gas Cos., Standard Oil Co. (Ind.), Stegmaier Brewing Co., Esso Standard Oil Co., International Nickel Co. (S); Nestle Co.; Mennen & Co.; Bulova Watch Co.  
**THE MCCARTY CO.**  
 1206 Maple Ave., Los Angeles 15  
 Tel.: Prospect 7011  
 Radio Dept.: Herb C. Brown, radio dir.  
 Chicago 11—20 E. Huron St.  
 Dallas 1—1500 Jackson St.  
 New York 22—430 Park Ave.  
 San Francisco 5—118 N. Montgomery St.  
 Seattle 1—(Pearson, Morgan & Pascoe, associates) 531 Medical Arts Bldg.  
**MCCONNELL EASTMAN & CO. LTD.**  
 220 Dundas St., London, Ont.  
 Tel.: 4-4528  
 Radio Dept.: W. M. Page, radio dir.  
 Toronto—147 University; Tel.: Empire 3-7004; Austin Moran, radio dir.  
**MCCORMICK CO.**  
 217 E. 7th Ave., Amarillo, Tex.  
 Tel.: Drake 4-5333  
 Radio Dept.: G. Don Curphey, dir.; T. C. Brown, Robert H. Scully, acct. execs.  
 Radio Accounts: Shamrock Oil & Gas Corp., First Nat'l Bank of Amarillo, Jenkins Music Co. of Tex. (S)  
**WALTER MCCREERY INC.**  
 9344 Wilshire Blvd., Beverly Hills, Calif.  
 Tel.: Crestview 5-5533  
 Radio Dept.: Howard Flynn, radio dir.; Virginia White, Doris Waters, timebuyers; Walter McCreery, Joe Landfield, Roger Patrick, Norman Dowling, acct. execs.  
 Radio Accounts: Harris & Frank, Ice Follies, Los Angeles City Council, American Legion; Karl's Shoes, Bill Murphy Buick, L. A. Police Show, Riverside Rancho, Kitchen Carnival, Fad Nylons, Berloc Mfg. Co., Hennelly Assoc. Inc., National Aerodol Co., Visan Co., Auto Nurse Co., Wring Easy Mop Co., H. Welier, Oscar Maples Inc., Jimmy Long Inc.  
**FORD C. McELLIGOTT & ASSOC.**  
 742 S. Hill St., Los Angeles 14  
 Tel.: Vandyke 4653  
 Radio Dept.: Ford C. McElligott.  
**McKEE & ALBRIGHT INC.**  
 1809 Walnut St., Philadelphia 3  
 Tel.: Locust 7-4737  
 Radio Dept.: Evelyn Walmsley, media dir., time-buyer.  
 Radio Accounts: Phila. & Reading Coal & Iron Co., Breyer Ice Cream Co., Keebler Biscuit Co., Richardson & Robbins Co., Capital Bakers (RN).  
**J. WALTER McLEAN ADV.**  
 601 Chronicle Bldg., Spokane 1, Wash.  
 Tel.: Temple 2500  
 Radio Dept.: J. Walter McLean.  
**PHILLIP J. MEANY CO.**  
 816 W. 5th St., Los Angeles 17  
 Tel.: Michigan 3691  
 Radio Dept.: Charles H. Warner, radio dir.  
**MELDRUM & FEWSMITH INC.**  
 1220 Huron Rd., Cleveland 15  
 Tel.: Cherry 1-3510  
 Radio Dept.: Richard Fansler, radio dir.; M. C. Taylor, media dir.; M. E. Mack, timebuyer.  
 Birmingham, Mich.—135 N. Woodward Ave.; Tel.: Midwest 4-9800; W. H. Stone, v.p.  
 New York 17—342 Madison Ave.; Tel.: Murray Hill 7-1171; K. R. Frazine, radio dir.  
 Radio Accounts: Apex Electrical Mfg. Co., Glidden Co., Durkee Famous Foods, Seiberling Rubber Co., Tractor & Implement Div. of Ford Motor Co., Republic Steel Corp., Willard Storage Battery Co. (S).  
**ARTHUR MEYERHOFF & CO.**  
 410 Michigan Ave., Chicago 11  
 Tel.: Delaware 7-7860  
 Radio Dept.: Bernard J. Green, radio dir.; Stuart L. Novy, asst. radio dir.; George Rich, acct. exec.; Evelyn Vanderploeg, timebuyer.  
 Radio Accounts: William Wrigley Jr. Co. (N-S); E. J. Brach & Sons, Myzon Inc. (S); Chicago National League Ballclub, Chicago Transit Authority, Evans Fur Co., Illinois Meat Co., Patricia Stevens Inc., Clark's Super Gas, Wisconsin & Michigan Steamship Lines, Milwaukee Electric Railway & Transport Co., Towne-Talbot Co., Schaff Co., Chicago-Metropolitan Assurance Co., Catalina Island Steamship Co., I. J. Grass Noodle Co., Louis Milani Foods, Milwaukee & Suburban Transport Co., Grant Tool, DeMert &

Dougherty (Heat), Ade-O-Matic, Continental Coffee Co. (Thomas J. Webb coffee), Arizona Savings & Loan.  
**C. L. MILLER CO.**  
 521 5th Ave., New York 17  
 Tel.: Murray Hill 2-1010  
 Radio Dept.: G. V. Carhart, radio dir.; Rita Driscoll, timebuyer.  
 Radio Accounts: Curtiss Candy Co., Corn Products Sales, Circle Line Sight Seeing Yachts (S).  
**FRANK J. MILLER INC.**  
 1556 N. Wilcox, Hollywood 28  
 Tel.: Hollywood 3-3181  
 Radio Dept.: Jerry Hill, radio dir.  
**J. W. MILLER CO.**  
 U. S. Route 20, Sturbridge, Mass.  
 Tel.: Dickens 7-3336  
 Radio Dept.: James W. Miller, radio dir.; Louis J. Auritt, Walter Harrington, acct. execs.  
 Radio Accounts: Yankee Workshop, WESO Southbridge (Mass.), Telepool Inc. (S).  
**DAN B. MINER CO.**  
 304 S. Kingsley Dr., Los Angeles 5  
 Tel.: Dunkirk 8-3301  
 Radio Dept.: Hired Sanders, v.p. in chg, radio dir.; Al Buffington, asst. to v.p., radio dir.; Kay Ostrander, timebuyer.  
 Radio Accounts: Nutrilite Food Supplement (N); Bu-Tay Products Ltd., Interstate Bakeries Corp. (RN-S); Carson Park Mutual Homes, Freeman's Frozen Foods, Kendall Foods Inc., Kerr Glass Mfg. Corp., Santa Fe Vintage Co., Sues Young & Brown, Thrifty Drug Stores Inc. (S).  
**MOELLER & SOMERMEIER INC.**  
 6630 Sunset Blvd., Hollywood  
 Tel.: Hollywood 2-7451  
 Radio Dept.: Norm Moeller; Thomas G. Somermeyer Jr.  
**MOGGE-PRIVETT INC.**  
 712 S. Curson Ave., Los Angeles 38  
 Tel.: York 7243  
 Radio Dept.: Jane Leider, media dir.  
**EMIL MOGUL CO.**  
 250 W. 57th St., New York 19  
 Tel.: Judson 2-3200  
 Radio Dept.: Leslie Dunier, radio dir.; Elaine Schachne, Lynn Diamond, timebuyers.  
 Radio Accounts: Knorrmak Mfg. Co. (N); Ronzoni Macaroni (RN-S); Block Drug, H. S. Fromme & Co., Gold-medal Candy Corp., Monarch Wine Co., Barney's Clothes, Canadian Fur Corp., Gem Packing, National Shoes, Rayco Auto Seat Covers, Berolio Import Co. (S).  
**MOREY, HUMM & JOHNSTONE INC.**  
 350 5th Ave., New York 1  
 Tel.: Longacre 4-2240  
 Radio Dept.: William L. Wernicke, radio dir.; L. B. Van Doren, S. P. Ellsworth, acct. execs.; Kay Shanahan, timebuyer.  
 New York 20—9 Rockefeller Plaza; Tel.: Plaza 7-8060  
 Radio Accounts: Sinclair Refining Co. (RN-S); Richfield Oil Corp. of N. Y. (S).  
**RAYMOND R. MORGAN CO.**  
 6233 Hollywood Blvd., Hollywood 28  
 Tel.: Hollywood 3-4194  
 Radio Dept.: Raymond R. Morgan, pres.; Robert C. Temple, exec. v.p.; Sherman K. Ellis, chm. bd.; James C. Morgan, v.p. for radio; J. Paul McKinney, v.p.; Terri Brady, timebuyer; Jack Kerr, Raymond R. Morgan Jr., acct. execs.  
 Chicago 11—(Goodkind, Joice & Morgan Inc.) Palmolive Bldg.; Tel.: Superior 7-6746; Clyde M. Joice.  
 San Francisco 11—260 California St.; Tel.: Douglas 2-6073; Porter F. Anderson, v.p.  
 Radio Accounts: White King Soap Co., J. A. Folger & Co. (N-RN-S); Planters Nut & Chocolate Co., Nehl Beverage Co., Victory Packing Co. (S).  
**MORSE INTERNATIONAL INC.**  
 122 E. 42d St., New York 17  
 Tel.: Oxford 7-2100  
 Radio Dept.: O. E. Christy Jr., media dept. dir.; R. McArdle, timebuyer.  
 Radio Accounts: Vick Chemical Co. (N-S); A. D. McKelvy Co., Sotskin Co. (S).  
**MOSS ASSOC.**  
 415 Lexington Ave., New York 17  
 Tel.: Murray Hill 7-7377  
 Radio Dept.: Gerald H. Bruce, radio dir.  
**MOTTL & SITEMAN ADV. AGENCY**  
 8417 Beverly Blvd., Los Angeles 48  
 Tel.: Webster 8-6288  
 Radio Dept.: Elva Pascoe, media; Irvin Lee Siteman, Charles Mottl, partners.  
**C. WENDEL MUENCH & CO.**  
 75 E. Wacker Dr., Chicago 1  
 Tel.: Financial 6-3481  
 Radio Dept.: Victor Fabian, media dir.; Loretta V. Hughes, asst.  
 Radio Accounts: Braun Bros. Packing, L. C. Forman & Sons, Fox DeLuxe Foods Inc., Klarer Froy, Co. (RN-S); Balentine Packing Co., Bosch Brewing Co. (RN); Freshrap Div. Badger Paper Mills Inc., Iowa Soap Co., Wines Klein's Potato Chips, Neuhoff Bros. Packers, Oshkosh Brewing Co., Pavelka Bros. Packers, Toffenetti Restaurants, Visking Corp. (S).  
**N**  
**NATIONAL RADIO & TELEVISION ADV. AGENCY**  
 516 5th Ave., New York 36  
 Tel.: Murray Hill 2-6521  
 Radio Dept.: John Victor Nowak, radio dir.; Ray Goling, Craig Heller, timebuyers; W. J. Smith, C. K. Thomas, Chester B. Hanna, Ted Brown, J. B. Sarnoff, Sam Tinsley, Fenway O'Connors, Edward Hull, acct. execs.  
 Radio Accounts: Magastape Co., Prebol Drug Co., Sandra Lee Inc., Graymont Labs., Trilon Products Co., Vitamin Sales Co., Viking Pharmaceuticals, Elmwood Co., Wholesale Dist. Co., Syrena-Electro Records Co., Victory Enterprises Co., Nales Music Co., Evans Radio Corp., Mush-

room Importing Co., Happy Jack Foods Co., Tracers Incadescant Co., Ethical Pharmaceutical Co., Dratex Co., Hollywood Casters, Southwestern Dist. Co., Ready Made Products Co., Better Homes Co., Jerritold Exch. Co., Mason-Dixon Products, Razor Man, Dollhouse Co., Shipley Clothes Co., Cranston Products Co., Happy Farmer Brands, Fruit Packers Co., Famous Brands Co., Wate-Off Co. (S).  
**NEALE ADV. ASSOC.**  
 8462 Sunset Blvd., Los Angeles 46  
 Tel.: Hollywood 1-9955  
 Radio Dept.: C. A. Ray, radio dir., acct. exec.; E. G. Neale Jr., media dir., acct. exec.  
 Radio Accounts: D. E. Sanford Co. (N-RN-S); Food Machinery & Chemical Corp. (RN-S); Rainjet Corp., Vogue Tyre & Rubber Co., Dodson Ltd., Roberts Co. (S).  
**NEEDHAM & GROHMANN INC.**  
 30 Rockefeller Plaza, New York 20  
 Tel.: Circle 5-6200  
 Radio Dept.: John M. Handley, radio dir.; Harry C. Ledingham, timebuyer; John M. Keil, acct. exec.  
**NEEDHAM, LOUIS & BRORBY INC.**  
 135 S. LaSalle St., Chicago 3  
 Tel.: State 2-5151  
 Radio Dept.: James G. Cominos, v.p., radio dir.; Alan Wallace, v.p. in chg radio programming; Arnold E. Johnson, broadcast facilities dir.; Patricia Brouwer, Donald DeCarlo, spot timebuyers; John Keck.  
 Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-2391; Frank A. Pittman, v.p., mgr.  
 New York 19—730 5th Ave.; Tel.: Plaza 7-0333; Richard L. Eastland, v.p., mgr.  
 Toronto 5—880 Bay St.; Tel.: Walnut 3-9817; John A. Willoughby, v.p., mgr.  
**GEORGE R. NELSON INC.**  
 208 State St., Schenectady 5, N. Y.  
 Tel.: 4-4135  
 Radio Dept.: Robert S. Cragin, radio dir.; Robert Groff, radio timebuyer, acct. exec.  
 Radio Accounts: William W. Lee & Co., Saratoga Assoc., Saratoga Springs Authority, Industrial Bank of Schenectady (S).  
**TED NELSON ASSOC.**  
 730 5th Ave., New York 19  
 Tel.: Circle 6-8470  
 Radio Dept.: Ted Nelson, dir.; Jack Fields, acct. exec.; Richard Diamond, script dir.; Perry Bruskin, talent dir.; Sol Lipset, prod. dir.; Charles Durand, prod.  
 Radio Accounts: Edite Electronics, Saul Birns, Delta Photo Supply, Tv & Radio Products Co., Authentic Publications, Geographia Map Co., Ideal Film & Supply Co., Barbey Distributors, Tentenna, Tv Products Co., Vocational Guidance Manuals.

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529 N. Charles St., Baltimore 1  
Tel.: Lexington 9-7155

**NEWMAN, LYNDE & ASSOC. INC.**  
1628 San Marco Blvd., Jacksonville 7, Fla.  
Tel.: Exbrook 8-9721

Radio Dept.: Hunter Lynde; David E. Robeson; John A. Bunker; Ron G. Sercombe.

**NOEL LENT & ASSOC.**  
7401 Melrose Ave., Hollywood 46  
Tel.: Webster 8-2161

Radio Dept.: Harold Dreyfus.

**KELSO NORMAN ADV.**  
222 Kearney St., San Francisco 8  
Tel.: Douglas 2-3942

Radio Dept.: Angus Babcock, radio dir.

O

**R. T. O'CONNELL CO.**  
420 Madison Ave., New York 17  
Tel.: Plaza 3-5412

Radio Dept.: R. T. O'Connell.  
Radio Accounts: Bates Chevrolet Corp., Pomatex Co. (S).

**OGILVY, BENSON, MATHER**  
589 5th Ave., New York 17  
Tel.: Murray Hill 8-6100

Radio Dept.: Howard Connell, v.p. in chg radio; Frank Brandt, mgr.; Rex Coston, asst. mgr.; Ann Janowicz, Matt Kane, timebuyers.

Radio Accounts: Goodluck Margarine, Rinso, Franco-American (N); Thom McAn, Schwepes, Helena Rubenstein (S).

London, England—Windsor House, Kingsway Hall; Roger Lloyd, mgr.

**OHIO ADV. AGENCY INC.**  
2300 Payne Ave., Cleveland 14  
Tel.: Superior 1-7070

Radio Dept.: Mel Tennenbaum, radio dir.; Eddie Steinberg, copywriter; Samuel L. Abrams, Howard Senor, Cloyd Schlegel, acct. execs.

Radio Accounts: Crawford Door, McDonough Motors, Shaker Savings, Cranwood Racetrack, Ascot Racetrack, ThistleDown Racetrack, M & N Cigars, Eastgate Shopping Plaza, Superior Provision Co., Thomas J. Urlik Insurance, Reliable Motors, Garden Shoes (S).

**OLIAN ADV. CO.**  
4010 Lindell Blvd., St. Louis 8  
Tel.: Jefferson 1-4977

Radio Dept.: Peggy Leonhardt, radio prod. dir.; Alice McDonough, timebuyer.

**OLIAN & BRONNER INC.**  
35 E. Wacker Dr., Chicago 1  
Tel.: State 2-3381

Radio Dept.: Kay Kennelly, media dir., timebuyer; I. A. Olian, M. H. Bronner, Robert Singer, Robert Ross, Edward Sonnenschein, Sam Glueck, acct. execs.

Radio Accounts: Beltone Hearing Aid Co. (N-S); Rhodes Pharmacal Co. (RN-S); Atlas Brewing Co., Schoenhofen-Edelweiss Co., Lowenbrau Beer, C.E.T. Inc., Forhman Motors Inc., Pope Chemical Co., Targen Products, Real Values Inc., Princess Pat, Ltd., Special Foods Co., Union Liquor Co., Val-Lo-Will Farms (S).

**OLMSTED & FOLEY**  
1200 2d Ave. S., Minneapolis 3  
Tel.: Atlantic 8166

Radio Dept.: Bradley G. Morison, radio dir.; Warren T. Way, media dir.

Radio Accounts: Clover Leaf Creamery Co., Northland Milk Co., Owatonna Canning Co., Regan Bros. Co., Rochester Dairy Cooperative, Russell-Miller Milling Co., Northwest Kaiser-Willys, Marshall-Wells Co., First Nat'l Bank, Hotel Leamington, North American Life & Casualty Co., Poplar Canning Co. (S).

**S. K. OLYMPIUS & STAFF**  
311 E. Main St., Stockton, Calif.  
Tel.: Howard 4-7736

Radio Dept.: Monty Sillocks, radio dir.; S. K. Olympius, R. C. Stevens, acct. execs.; Nina Pulliam, timebuyer.

Los Angeles 22-5420 Jillson St.; Tel.: Raymond 3-4879; Ned K. Rosenblatt, v.p.

Radio Accounts: Holt Bros., Stockton City Lines (N-S); State Savings & Loan Assn., Milk Producers Assn. (RN-S).

**O'NEIL, LARSON & MCMAHON**  
230 N. Michigan Ave., Chicago 1  
Tel.: Andover 3-4470

Radio Dept.: Grace Moran, timebuyer.  
Toronto—47 Yonge St.; Tel.: Murray 1121; Neil Le Roy, radio dir.

**THE E. A. OPPENHEIM CO.**  
1200 Michigan Theatre Bldg., Detroit 26  
Tel.: Woodward 1-6765

Radio Dept.: Richard Farrell, dir.  
Radio Accounts: Bill Brown Inc., Barlum Hotel, Donovan Bldg., Prinkle Furniture Co., Miller Modernization, Quality Laundry (S).

**MAURIE H. ORODENKER ADV. AGENCY**  
1530 Land Title Bldg., Philadelphia 10  
Tel.: Locust 4-1388

Radio Dept.: Maurie H. Orodener.  
Radio Accounts: J. W. S. DeLavau Co., United Shoe Co. (S).

**ROBERT W. ORR & ASSOC. INC.**  
4 W. 58th St., New York 19  
Tel.: Plaza 9-8050

Radio Dept.: Russ Raycroft, v.p. in chg radio; Eleanor M. Accles, timebuyer.

Radio Accounts: S. B. Thomas Inc., Clinzann Inc. (RN).

**MERRITT OWENS ADV. AGENCY INC.**  
365 New Brotherood Bldg., 8th & State, Kansas City 1, Kan.  
Tel.: Drexel 7250

Radio Dept.: Merritt Owens, Earl Allvine, R. Grant Neds, acct. execs.

Radio Accounts: Curry Real Estate, Inter-State Bldg. & Loan Assn., Sodiphene Co., DeCoursey

Creamery, Kansas Business mag., Pyramid Life Ins., Chevrolet Dealers of Greater Kansas City (S).

P

**PACIFIC NATIONAL ADV. AGENCY**  
2124 4th Ave., Seattle 1  
Tel.: Elliot 1401

Radio Dept.: Trevor Evans, pres.; Fred Sprague, creative dir.; Grant Merrill, radio prod.; George Glavin, acct. exec.; Gertrude M. Nyman, media dir.

Portland 4, Ore.—715 Cascade Bldg.; Tel.: Capitol 1021; Milt Foland, mgr.; Ruth Foland, acct. exec.; Inez Potwin.

San Francisco—48 2d St.; Tel.: Douglas 2-6947; Roger Wurtz, mgr.

Spokane—606 Chronicle Bldg.; Tel.: Madison 4371; Vern Cary, mgr.; Martin Boss, radio dir.

Radio Accounts: Fisher Flouring Mills Co. (RN); Imperial Candy Co., William O. McKay Co., Oregon Mutual Savings Bank, P&C Hand Forged Tool Co., Montag Stove & Furnace Works, Ireland's Restaurants (S); Brice Mortgage, Potlatch Yards, Safeway Stores, Albertson's Food Center, Denenney Bros., Dishman Commercial Club, IGA Stores, Inland Empire Dairy Assn., Kauffman Buick Co., Northwest Radio, Everybody's Store, Yakima Dairymen, Smyth Van & Storage Co., Federal Old Line Insurance Co., Ivar Haglund's Restaurants, Washington Title Insurance Co., Tradewell Stores, Pay 'N Save Drugs, Layrite Concrete Products, Dorcana.

**PARIS & PEART**  
370 Lexington Ave., New York 17  
Tel.: Murray Hill 9-2424

Radio Dept.: H. L. Mooney, media dir., research dir.; Weymouth Symmes, timebuyer.

Radio Accounts: Excelsior Quick Frosted Meat Products, Great A & P Tea Co., West Disinfectant Co., J. Colonna Bros., Rockwood & Co., Groveton Papers Co., Home Style Food Products Inc., Sage Laboratories Inc., Joe Lowe Corp.

**PATCH & CURTIS ADV. AGENCY**  
437 E. Broadway, Long Beach 2, Calif.  
Tel.: Long Beach 6-1259

Radio Dept.: John Curtis.

**PEARSON ADV. AGENCY INC.**  
250 Park Ave., New York 17  
Tel.: Murray Hill 8-3055

Radio Dept.: C. H. Pearson, pres.; Cecelia H. Pearson, sec., treas.; Adelaide Baglis, asst. sec., media dir.

**PECK ADV. AGENCY INC.**  
400 Madison Ave., New York 17  
Tel.: Plaza 3-0900

Radio Dept.: S. S. Schweitzer, radio v.p.  
Radio Accounts: Francis H. Liggett (Premier Foods) (N); Chunky-Chocolate Corp., Charles of the Ritz, Treo Chemical, Howard Clothes, Old Dutch Coffee (S).

**PERRIN-PAUS CO.**  
8 S. Michigan Ave., Chicago  
Tel.: Randolph 6-7923

Radio Dept.: Earl Perrin, pres.  
New York—730 5th Ave.; Tel.: Plaza 7-6120; Elliot Saunders, director-producer; Tye Robinson, assoc. producer, acct. exec.; Earl Perrin Jr., assoc. producer.

Radio Accounts: Sunbeam Corp. (N-S).

**PERRY-BROWN INC.**  
2831 Vernon Pl., Cincinnati 19  
Tel.: Plaza 8200

Radio Dept.: Edward J. Doran, radio dir., timebuyer.

Radio Accounts: Willson Dairy, Atlas Nat'l Bank, Hamilton County Republican Campaign Com. (1954), Meier's Wine Cellars, Do-It-Yourself Corp. (S).

**J. R. PERSHALL CO.**  
105 W. Adams St., Chicago 3  
Tel.: Franklin 2-8440

Radio Dept.: F. M. Carroll, William E. Sproat, v.p.s.; Grace D. Rauworth, media mgr.

Radio Accounts: Zenith Radio Dist. Corp., Serts of Chicago, Northern Ill. Gas Co., Chicago Nat'l Bank, Packard Dealers of Chicago-N.Y., Chicago Plastering Institute, Chicago North Shore & Milwaukee Ry., Electric Assn. of Chicago (S).

**ALFRED M. PETTLER ADV. AGENCY**  
89 Orinda Hwy., Orinda, Calif.  
Tel.: Clifford 4-4393

**PHILLIPS-RAMSEY CO.**  
604 First Nat'l Bank Bldg., San Diego 1  
Tel.: Belmont 4-5121

Radio Dept.: Orva Huff, radio dir.; Robert F. Lewis, media buyer; W. L. Phillips, C. C. Ramsey, acct. execs.

**PICARD, MARVIN & REDFIELD INC.**  
48 E. 43d St., New York 17  
Tel.: Murray Hill 2-3883

Radio Dept.: L. L. Redfield, exec. v.p., radio dir.  
Radio Accounts: Crisly Chemical Corp., Monarch Buick, Gordon-Moore, Sales Affiliates, Range Motors (S).

**JOSEPH J. PINKUS**  
318 Market St., Newark 2, N. J.  
Tel.: Mitchell 2-2515

**PLATT, ZACHARY & SUTTON INC.**  
7 E. 44th St., New York 17  
Tel.: Murray Hill 7-3240

Radio Dept.: Felix M. Sutton, v.p.; Stephen Price, radio dir.; Thomas O'Donnell, timebuyer.

Radio Accounts: Oxo (U. S. A.) Ltd., Selchow & Righter, Squirrel Brand, Atkins & Durbrow, Weldon Farms Products.

**POLLYEA ADV. AGENCY**  
823 1/2 Ohio St., Terre Haute, Ind.  
Tel.: Crawford 6707

Radio Dept.: Marie Pershing, timebuyer.

**POSNER-ZABIN ADV.**  
95 Madison Ave., New York 23  
Tel.: Murray Hill 9-2676

Radio Dept.: James B. Zabin, J. Posner.  
Radio Accounts: Bilt-Rite Baby Carriage Co., Pilot Radio Corp. (S).

**R. J. POTTS-CALKINS & HOLDEN INC.**  
2233 Grand Ave., Kansas City 8, Mo.  
Tel.: Grand 5775

Radio Dept.: William J. Brewer, radio dir.; Gene Dennis, Al Christy, Connie Connor, acct. execs.; Helen Church, timebuyer.

**POWELL-GAYEK ADV. INC.**  
1166 Peachcot Bldg., Detroit 26  
Tel.: Woodward 1-4321

Radio Dept.: Robert H. Powell, acct. exec., time-buyer; Bill Gayek, acct. exec.

Radio Accounts: Continental Motors Corp. (N-RN); Charlie's Nash, Detroit City Ice & Fuel, Jefferson Lincoln-Mercury, Military Inn, Miller Boat & Motor Sales, Plymouth Dealers, McDonald Trailer Sales, Motor City Speedway, Stan Long Olds Inc., Packer Pontiac Co., Feschke Sausage Co., National Casualty Co., Louis Rose Co., Thiele Construction Co., Sports Mart Inc., Compo Miracle Products Co. (S).

**JOHN O. POWERS CO.**  
110 William St., New York 38  
Tel.: Worth 4-7361

Radio Dept.: Robert W. Powers, treas.

**PRATER ADV. AGENCY INC.**  
705 Chestnut St., St. Louis 1  
Tel.: Garfield 1-6490

Radio Dept.: George L. Prater, pres., acct. exec.; Grant L. Calvert, v.p., acct. exec.; Barbara Block, radio dir.

Radio Accounts: Falls City Brewing Co. (S).

**PRESBA, FELLERS & PRESBA**  
360 N. Michigan Ave., Chicago 1  
Tel.: Central 6-7933

Radio Dept.: Mark M. Smith; Grant Smith, time-buyer.

Radio Accounts: Book House for Children, Flex-O-Glass Inc., Olson Rug Co., Stix Dental Products, North American Mushroom, Orleans Canning Co., Vaughan Seed Co.

**PROEBSTING, TAYLOR INC.**  
100 E. Ohio St., Chicago 11  
Tel.: Whitehall 4-1051

Radio Dept.: Byron H. Clark, radio dir.; K. Conrad August, Thomas Laughlin, acct. execs.; Joan Blackman.

R

**THE RANDALL CO.**  
75 Pearl St., Hartford 3, Conn.  
Tel.: Jackson 7-1179

Radio Dept.: Florence F. Grady.

**FRED M. RANDALL CO.**  
3314 Book Tower, Detroit 26  
Tel.: Woodward 1-4662

Radio Dept.: Charles E. Foerster, timebuyer; Hugh R. Mack Jr., radio dir.; R. D. Hughes, Hal G. Trump, acct. execs.

**RAY-HIRSCH CO.**  
185 Madison Ave., New York 16  
Tel.: Murray Hill 5-8810

Radio Dept.: Murray Hirsch; Emma Rich.

**KNOX REEVES ADV. INC.**  
600 First Nat'l-Soo Line Bldg., Minneapolis 2  
Tel.: Bridgeport 7701

Radio Dept.: Russell E. Neff, v.p., radio dir.; R. W. Stafford, R. H. Burbank, v.p.s. acct. execs.; William S. Shepherd, radio prog. dir.; Coy Bender, timebuyer.

Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co., Midland Nat'l Bank (S).

**REINCKE, MEYER & FINN INC.**  
520 N. Michigan Ave., Chicago 15  
Tel.: Whitehall 4-7440

Radio Dept.: John A. Priebe, media dir.  
Radio Accounts: Anderson Co.; Chicago Burlington & Quincy Railroad.

**REINHARDT ADV. INC.**  
1736 Franklin St., Oakland 12, Calif.  
Tel.: Templebar 2-2408

Radio Dept.: R. H. Webb Jr., radio dir.; A. Leo Bowman, timebuyer.

Radio Accounts: San Francisco Brewing Corp. (S); Walter N. Boyesen Co., Golden Crust Bakers, Kilpatrick's Bakeries Inc., San Francisco Baker, Acme Packing Co., Home Bakers Inc.

**RHOADES & DAVIS**  
642 Commercial St., San Francisco 11  
Tel.: Exbrook 2-2870

Radio Dept.: Faye Hanger, radio buyer.  
Los Angeles 17-1201 W. 4th St.; Tel.: Michigan 2396; Faythe Vent, radio dir.

**HENRY RICH AGENCY**  
511 N. La Cienega Blvd., Los Angeles  
Tel.: Bradshaw 2-7823

Radio Dept.: Henry Rich, media dir.

**FLETCHER D. RICHARDS INC.**  
10 Rockefeller Plaza, New York 20  
Tel.: Judson 6-5400

Radio Dept.: E. A. Elliott, v.p. in chg media; Edwin S. Reynolds, radio dir.; S. J. Frolick, radio commercials dept. dir.; Robert Colodzin, radio prod.; William L. Russell, radio copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator.

Chicago 1-22 LaSalle St.; Tel.: Financial 6-3585.  
Los Angeles 36-5816 Wilshire Blvd.; Tel.: Webster 3-5577.

San Francisco 8-256 Sutter St.; Tel.: Exbrook 2-6025.

Radio Accounts: Avoset Co., Canadian National Railways, Joseph F. Dixon Crucible Co., Durham-Enders Razor Corp., Eastern Air Lines, Morris Fian Co., National Sugar Refining Co., Squirt Beverage Co., U. S. Rubber Co., Waterman Pen Co., Western Pacific Railroad Co. (S).

M. EVANS RICHMOND ASSOC.  
127 S. 22d St., Philadelphia 5  
Tel.: Locust 7-1674  
Radio Dept.: M. Evans Richmond, pres.; R. Sanford Richmond, timebuyer.  
Boston 16—230 Boylston St.  
Hollywood 28—Yucca Vine Bldg.; M. K. Reiss, mgr.  
RICKARD & CO.  
11 E. 36th St., New York 16  
Tel.: Murray Hill 6-4870  
RIEDL & FREDERICK INC.  
269 Broadway, Paterson 1, N. J.  
Tel.: Mulberry 4-5800  
Radio Dept.: Dorothy Paretti, radio timebuyer.  
New York—244 Madison Ave.; Tel.: Murray Hill 3-1725; Dorothy Paretti.  
RINGER & ASSOC.  
3712 S. Curson, Los Angeles  
Tel.: Webster 3-8131  
RIPPEY, HENDERSON, KOSTKA & CO.  
330 First Nat'l Bank Bldg., Denver 2  
Tel.: Acoma 2-5601  
DAN RIVKIN ADV.  
1418 Walnut St., Philadelphia 2  
Tel.: Pennypacker 5-5766  
Radio Dept.: Dan Rivkin.  
Radio Accounts: John Kohler Clothing, New York Sample Dress Shop, Schulte Optical Co., Ford Optical Co., Spiro's Ladies' Apparel, Moskin Credit Clothes, Chase & Walker Apartments (S).  
JOHN D. ROACH INC.  
119 S. Hope St., Los Angeles 15  
Tel.: Prospect 7761  
ROBERTSON, BUCKLEY & GOTSCH INC.  
108 N. State St., Chicago 2  
Tel.: State 2-5336  
Radio Dept.: Scott Robertson; Clarence M. Gotsch; Jacqueline Erickson.  
MARSHALL ROBERTSON ADV. AGENCY  
109 Railway Exchange Bldg., Denver 2  
Tel.: Keystone 4-6269  
Radio Dept.: Marshall G. Robertson, Mary A. Robertson, partners; John F. Eby, v.p., acct. exec.; Margaret Pierson, dir.; William McAndrews, asst. dir.; R. Wendell McWilliams, James Briggs, acct. execs.; Nancy McCaig, women's feature writer; Elaine Gormley, traffic.  
Radio Accounts: Millers Super Mts., Elitch Gardens, Frumess Jewelry Co., Cottrell Clothing Co., Grayson Apparel Co., Weicker Transfer & Storage, O'Meara Motor Co., First Nat'l Bank of Englewood, Elcar Fence Co., Fontilus Shoe Co., City Elite Laundry, Colo. Seed Co., Thoro Products.  
ELWOOD J. ROBINSON & CO.  
111 Wilshire Blvd., Los Angeles 17  
Tel.: Mutual 6293  
Radio Dept.: Lee Laufer, radio dir.; Robert C. Neu-

man, media dir.; Elwood J. Robinson, John W. Haynes, acct. execs.  
Radio Accounts: Loma Linda Food Co., Pioneer Savings & Loan Assn., Calif. Federal Savings & Loan Assn., Lincoln Savings & Loan Assn., Cinch Products Inc., Wilco Co., Pasadena Savings & Loan, Western Federal Savings & Loan Assn., Republic Federal Savings & Loan Assn.  
ROCHE-ECKHOFF & LEE  
6705 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 9-5383  
ROCHE, WILLIAMS & CLEARY INC.  
135 S. LaSalle St., Chicago 3  
Tel.: Randolph 6-9760  
Radio Dept.: P. R. Stewart, radio dir.; N. J. Cavanagh, radio timebuyer.  
Radio Accounts: Studebaker-Packard Corp., Deep-freeze Appliance Div. Motor Products Corp. (N-S); Chi-Milwaukee-St. Paul & Pac. R.R. Co., Hardware Mutuals, John Puhl Products Co., Stewarts Private Blend Coffee Co., National Toilet Co. (S).  
ROCKETT-LAURITZEN ADV. AGENCY  
1838 S. Oxford Ave., Los Angeles 6  
Tel.: Republic 4-2106  
Radio Dept.: Don Lauritzen, media dir.  
ROCKLIN, IRVING & ASSOC.  
32 W. Randolph St., Chicago 1  
Tel.: Randolph 6-2324  
Radio Dept.: Irving Rocklin, dir., timebuyer; Ira Segall, Marjorie Lovinger, Gerald Addis, acct. execs.  
Radio Accounts: Walton Motors, Chicago Furniture Mart, Henry's Drive-In, M. Hyman & Son. Auto Covers Co., Sid's Factory Show Outlet, Cole-Finder Inc. (RN).  
ROGERS & SMITH, POTTS-TURNBULL ADV. INC. (div. of Rogers & Smith Inc.)  
Pickwick Bldg., 903 McGee St., Kansas City 6, Mo. Tel.: Victor 9400  
Radio Dept.: B. G. Wasser, R. S. Brigham, v.p.s. acct. execs.; Richard F. Slade, radio dir.; R. L. Dexter, Russell Culver, Nelson Rowe, acct. execs.  
Radio Accounts: Carter Oil Co. (RN-S); Holsum Bread, Ark Bread, Peter Pan Bread, Richmade Margarine, Franklin Ice Cream Co., Chapman Dairy Co., Kansas City Title Insurance Co., Commerce Trust Co., American Beauty Macaroni Co., Colman Co., G. E. Conkey Co. (S).  
IRVING ROSEN ADV.  
230 5th Ave., New York 1  
Tel.: Oregon 9-1926  
Radio Dept.: Irving Rosen, timebuyer; E. Wayne, acct. exec., prod.  
ROSS ADV. AGENCY  
1021 Big Bend Blvd., St. Louis 17  
Tel.: Mission 7-1225  
Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV. AGENCY  
1515 Crossroads of the World, Hollywood 28  
Tel.: Hollywood 2-1184  
ROSS ROY INC.  
2751 E. Jefferson Ave., Detroit 7  
Tel.: Lorain 7-3900  
Radio Dept.: Carl E. Hassel, radio dir.; Ronald A. Post, timebuyer.  
Chicago 1—307 N. Michigan Ave.; Tel.: Randolph 6-7000; Roberta Harney, timebuyer.  
Hollywood 28—1620 N. Vine St.; Tel.: Hollywood 9-6263; Beulah Stainback, media dir.  
New York 17—122 E. 42d St.; Tel.: Murray Hill 7-2944; H. J. Miller.  
Windsor, Ont. (Ross Roy of Canada Ltd.)—410 Canada Trust Bldg.; Harold J. G. Jackson, v.p.  
Radio Accounts: Dodge Truck, Carbola Chemical (S).  
W. B. ROSS & ASSOC.  
2796 W. 8th St., Los Angeles 5  
Tel.: Dunkirk 8-1107  
Radio Dept.: W. B. Ross, media dir.  
CHARLES L. RUMRILL & CO.  
339 East Ave., Rochester, N. Y.  
Tel.: Baker 7900  
Radio Dept.: Lois Gibson, radio dir.; William E. Weller, timebuyer.  
Radio Accounts: Community Savings Bank (RN).  
LOWE RUNKLE CO.  
1305 Liberty Bank Bldg., Oklahoma City 2  
Tel.: Regent 6-3521  
Radio Dept.: Keith Mathers, radio dir.; Lowe Runkle, Howard Neumann, Roger Fishney, Oscar Heuser, Monty Mann, timebuyers, acct. execs.  
Radio Accounts: Cain's Coffee Co., Liberty Nat'l Bank & Trust, Local Federal Savings & Loan Assn., Dulaney's Simpson Auto Co., Hirsch-Swan, Air Products (Hoffman Tv.), Exchange Nat'l Bank.  
RUTHRAUFF & RYAN INC.  
405 Lexington Ave., New York 17  
Tel.: Murray Hill 6-6400  
Radio Dept.: George Wolf, v.p., dir.; Douglas MacNamee, copy chief; Roland Howe, prod. mgr.; Havis Medwick, bus. mgr.; Edwin R. Rooney Jr., prod. supervisor; Dorothy Rivers, asst. prod. supervisor; Patricia Brennan, Eleanore F. Clarkson, Louis de Milhau, Marguerite Walsh, writers. Media Dept.: Edward Fonte, spot buying mgr.; Charlotte Corbett, Vincent DeLuca, Gordon Hughes, timebuyers.  
Chicago 1—360 N. Michigan Ave.; Tel.: Financial 6-1833; Paul E. Watson, exec. v.p., western mgr.; R. W. Metzger, v.p., radio dir.  
Cincinnati 2—Carew Tower; Tel.: Garfield 5800; John L. Magro, v.p., mgr.  
Dallas 1—1511 Bryan St.; Tel.: Riverside 6453; J. C. Simmons, v.p., mgr.  
Detroit 2—7430 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, v.p., mgr.

# WMRN adds Plus Values

New studios opened in Bucyrus—425 acre livestock-grain farm purchased to feature expanded rural service.

Charley Might (former Ohio Farmer, FFA and Vocational Agriculture Instructor) now Farm Director as well as Farm Editor—Attended 131 meetings, made farm visitations, or recorded special farm programs in first six months of 1954. Broadcasts "Chore Time" 6:00-6:30 AM; "Farm Hour" 12:00-1:00 PM Monday through Saturday—

## FARM SURVEY DATA 1952 U. S. DEPT. OF COMMERCE

Numbers	Values
Farms .....	13,981
Tractors on farms .....	15,443
Automobiles on farms .....	15,804
Homes with electricity .....	13,394
Homes with washing machines .....	12,304
Homes with freezers .....	2,588
Farm land and buildings .....	\$252,540,000
Farm products sold .....	63,746,000
Livestock feed purchases .....	8,736,106
Petroleum oil purchases .....	3,954,770
Livestock sales .....	27,376,131

## AM-WMRN-FM

MARION, OHIO

Serving The Heart of Ohio's Richest Farm Land

Crawford, Delaware, Hardin, Marion, Morrow, Union and Wyandot Counties



# AGENCIES

Hollywood—6920 Sunset Blvd.: Tel.: Hollywood 9-3611; Tom Hargis, mgr.  
 Houston 2—1121 Walker St.; Tel.: Charter 4-1741; Theodore F. Keady, mgr.  
 Los Angeles 5—3440 Wilshire Blvd.: Tel.: Dunkirk 8-0571; John H. Weiser, v.p., mgr.  
 St. Louis 1—611 Olive St.; Tel.: Main 1-0127; Oscar A. Zandbergen, v.p., mgr.  
 St. Paul—2654 University Ave.; Tel.: Prior 7711; James R. Rahders, v.p., mgr.  
 San Francisco 4—235 Montgomery St.; Tel.: Exbrook 2-4616; John L. Harvey, mgr.  
 Seattle 1—1218 3d Ave.; Tel.: Elliott 1572; Francis G. Mullins, v.p., mgr.  
 Toronto 1—80 Richmond St. W.; Tel.: Empire 6-1515; John Brookman, mgr.  
 Washington 4—1275 Nat'l Press Bldg.; Tel.: Executive 3-6730; Donald J. Wilkins, mgr.  
 Radio Accounts: Lever Bros. Ltd. (N-RN-S); Thomas J. Lipton, Eastco Inc. (N-S); A. E. Staley Mfg. Co., Wm. Wrigley Jr. Co. (N); American Airlines, Banquet Canning Co., Sun Oil (RN-S); Allied Florist, Bavarian Brewing Co., Consolidated Royal Chemical, Dwight Edwards, Thomas Emery's Sons Inc., Erickson Bros., Fritos Wisconsin Inc., Glaser Crandel Co., Jacob Ries Bottling Works Inc., Krey Packing Co., Lakeside Butter Co., Lewis-Howe Co., Linco Products Distributing Co., Minnesota Hospital Service, Minnesota Consolidated Canneries, Nalley's Inc., Norselander Restaurant, Oshkosh B'Gosh Inc., Peter Fox Brewing Co., Morris B. Sachs, So Good Potato Chips, State Pharmaceutical Co., Sugardale Provision Co., Seattle First Nat'l Bank, Texas State Optical, Texas Bank & Trust, Vernell's Fine Candles Inc., Old Judge Foods Corp., Goodrich Drug Co., Frito Inc., Pharm-Craft (S); Griesedieck Brewery Co.

**LEWIS EDWIN RYAN ADV.**  
 726 Jackson Pl., N.W., Washington 6  
 Tel.: Republic 7-7606  
 Radio Dept.: William J. Green, radio dir.; John F. Hardie, William L. Doores, Marshall Hurt, acct. execs.; Louise Scheiman, copy chief.

## S

**MAXWELL SACKHEIM & CO.**  
 670 5th Ave., New York 19  
 Tel.: Plaza 8-2086  
 Radio Dept.: Rae Elbroch, radio dir.  
 Radio Accounts: Jackson & Perkins (N-RN-S); Music Treasures of the World, Facts-On-File, Viking Sloop Corp., Arthur Brown & Bro. Inc., Block Artists' Materials, Wanamaker's Art Dept., Bader Co. (S)

**MORTON SACKHEIM ENTERPRISES**  
 124 W. 4th St., Los Angeles  
 Tel.: Madison 6-9976  
 Radio Dept.: Morton Sackheim, media dir.  
**ST. GEORGES & KEYS INC.**  
 250 Park Ave., New York 17  
 Tel.: Plaza 5-1180  
 Radio Accounts: Revere Copper & Brass Inc. (N); Davidson Chemical Co. Div. of W. R. Grace & Co. (RN).

**SAUNDERS, SHROUT & ASSOC.**  
 333 N. Michigan Ave., Chicago 1  
 Tel.: Dearborn 2-7069

**WALKER SAUSSY-ADV.**  
 825 Perdido St., New Orleans 12  
 Tel.: Magnolia 3216  
 Radio Dept.: Dorothea Schlessinger, copy chief; Moise Bloch, Suzanne Saussy, Joseph C. Shields Jr., acct. execs.  
 Radio Accounts: American Brewing Co., Elmer Candy Co., Petrolane Gas Co., J. T. Gibbons Inc., Henderson Sugar Refinery, Holsum Bakeries Inc.

**THE SAXTON AGENCY**  
 312 E. Wisconsin Ave., Milwaukee 2  
 Tel.: Broadway 8-4985  
 Radio Dept.: H. Ellis Saxton, radio dir.; Eunice Grobe, timebuyer.

**FRANK B. SAWDON INC. ADV.**  
 270 Park Ave., New York 17  
 Tel.: Plaza 5-1324  
 Radio Dept.: Jerry Bess, radio dir. in chg time-buying; James Hackett, timebuyer.  
 Chicago 1—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Tom Hanks.  
 Radio Accounts: Robert Hall Clothes, Abelson's Inc. Jewelry (S).

**SCHWEIDLER, BECK & WERNER INC.**  
 487 Park Ave., New York 22  
 Tel.: Murray Hill 8-8886  
 Radio Dept.: Vera Brennan, radio timebuying dir.; Anne Small, Sally Reynolds, timebuyers; Eugene Hulshizer, Paul Werner, Philip Genthner, acct. execs.

Radio Accounts: Manhattan Soap Co. (N); Mueller Macaroni Co., McIlhenny Co., Int'l Salt Co., Hills Cold Tablets (S).

**SCHOENFELD, HUBER & GREEN LTD.**  
 520 N. Michigan Ave., Chicago 11  
 Tel.: Whitehall 4-0818  
 Radio Dept.: Lewis G. Green, radio dir.; Merritt R. Schoenfeld, Merrold Johnson, acct. execs.; Mary Millsap, timebuyer.

**SCHOLTS ADV. SERVICE**  
 1201 W. 4th St., Los Angeles 17  
 Tel.: Michigan 2396  
 Radio Dept.: Faythe Vent, radio dir. (also Rhoades & Davis, same address)

**SCHWAB & BEATTY INC.**  
 38 E. 57th St., New York  
 Tel.: Plaza 1-1557  
 Radio Dept.: George F. Perkins, radio dir.; Charles Alexander, timebuyer.

**SCHWIMMER & SCOTT INC.**  
 814 N. Michigan Ave., Chicago 11  
 Tel.: Whitehall 4-6888  
 Radio Dept.: Robert Riemenschnieder, media dir.; Robert Knapp, chief radio dir.; Robert Berman, radio dir.; Edward P. Arlis, Edward Guy, J. F.

O'Keefe, R. J. Scott, Fred M. Vosse, acct. execs.; Evelyn Vanderploeg, timebuyer.  
**RUSSELL M. SEEDS CO.**  
 919 N. Michigan Ave., Chicago 11  
 Tel.: Whitehall 3-2133  
 Radio Dept.: Russell B. Young, v.p. in chg radio prod.; Harry Maus, exec. v.p.; James Witherell, v.p., acct. exec.; Harry Goldsmith, Daniel Foster, v.p.s.; Merle Myers, timebuyer; Fred Wilson, Harry B. Hobbs, acct. execs.

**Hollywood—418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Place, v.p.**  
 Radio Accounts: Brown & Williamson Tobacco Co., Pinex Co. (S); Sheaffer Pen Co.; Elgin American-Illinois Watch Case Co.; Illinois Watch Case Co. (Fine Line Div.).

**ROSCOE W. SEGAR ADV. AGENCY**  
 2125 N. E. 48th Ave., Portland 13, Ore.  
 Tel.: Trinity 3445  
 Radio Dept.: D. D. Segar, timebuyer.

**H. RICHARD SELLER ADV.**  
 206 S.E. Grand Ave., Portland, Ore.  
 Tel.: Filmore 9387  
 Radio Dept.: H. Richard Seller, pres., radio dir., acct. exec.; Michael Davenport, acct. exec.; Andy Seller, timebuyer, sec.-treas.

Radio Accounts: D. E. Lindsay Co., Northwest Loggers Supply (RN-S); S. A. Kahl Co., Hollywood Ford Motors, Arthur Murray Dance Studio (S).

**SHACKELFORD ADV. AGENCY**  
 178 San Fernando Rd., Los Angeles 31  
 Tel.: Capitol 2-0288  
 Radio Dept.: J. H. Shackelford, owner.  
 Radio Accounts: Pacific Lands, Mehren Industries, Movie Simms.

**SHAFFER-BRENNAN-MARGULIS ADV. CO.**  
 4 N. 8th St., St. Louis 1  
 Tel.: Main 1-2579  
 Radio Dept.: Sam B. Margulis, partner, radio dir., timebuyer, acct. exec.; S. I. Rosenfeld, partner, timebuyer, acct. exec.

**THE LEONARD SHANE AGENCY**  
 8435 Melrose Ave., Hollywood 46  
 Tel.: Webster 8-3535  
 Radio Dept.: Leonard Shane, pres.; J. M. Lench, radio dir.; J. McFarland, timebuyer.

**RALPH SHARP ADV. INC.**  
 738 Lothrop Ave., Detroit 2  
 Tel.: Trinty 3-3550  
 Radio Dept.: Art Seely, radio dir.; Howard E. Rodgers, media dir.

**JOHN W. SHAW ADV. INC.**  
 51 E. Superior St., Chicago 11  
 Tel.: Mohawk 4-6323  
 Radio Dept.: Howard Ketting, radio dir., commercial film dir.

**CHARLES SILVER & CO.**  
 737 N. Michigan Ave., Chicago 11  
 Tel.: Superior 1-6625  
 Radio Dept.: Ben Solomon, radio dir., acct. exec.; Charles Silver, acct. exec.  
 Radio Accounts: Rival Dog Food (S); M & C Spaghetti; Comet Model Airplanes.

**SIMON & GWYNN**  
 3329 Poplar Ave., Memphis 11  
 Tel.: 62-1691  
 Radio Dept.: H. N. Gwynn, partner, timebuyer.  
 Nashville—930 Stahman Bldg.; Tel.: 5-8909; W. M. Holder, mgr.  
 Radio Accounts: American Snuff Co., American Tea & Coffee, The HumKo Co., Robillo & Cuneo, Rigo Chemical, Buhler Mill & Elevator Co.

**SIMONS-MICHELSON CO.**  
 1126 Lafayette Bldg., Detroit 26  
 Tel.: Woodward 3-3000  
 Radio Dept.: R. N. Hughes, radio dir.; Leonard N. Simons, Lawrence J. Michelson, Rudy Simons, Joe Morrison, Marian Stein, Sam Rubin, Josh Sarason, Charles Stone, Arthur Copeland, acct. execs.; David J. Kahn; Evelyn J. Keller; Cynthia J. Waites.

Radio Accounts: E & B Brewing Co., Koepfingler Bakery, Krun-Chee Potato Chips, Lix, Schmidt's Beer, Velvet Peanut Products (RN); Cinerama, City Bank, Cunningham's Drug Stores, Dossin's Food Products, General Electric Supply, Gerson's Inc., Guardian Savings & Loan, King Paint Roller Co., Lasky Furniture, Leo Adler Co., Marshall Drug Co., Mohawk Lumber Co., Ned's Auto Supply, People's Outfitting Co., Benjamin Rich, Sealy Mattress Co., Stone's Jewelers, Taylor's Inc., Wrigley's Super Markets, Epp's Sports Stores, House of Chairs, Holden Builders & Supply (S).

**RAYMOND L. SINES & ASSOC.**  
 291 Geary St., San Francisco  
 Tel.: Sutter 1-8137

**LEONARD M. SIVE & ASSOC. INC.**  
 22 W. 7th St., Cincinnati 2  
 Tel.: Garfield 3000  
 Radio Dept.: Robert G. Grannen, radio dir.  
**SMITH, GALE INC.**  
 8642 Sunset Blvd., Hollywood 28  
 Tel.: Hollywood 9-8234

**HOWARD R. SMITH CO.**  
 703 Jones Bldg., Tacoma 2, Wash.  
 Tel.: Broadway 2253  
 Radio Dept.: Larry Huseby, radio dir.; Ted Knightlinger, acct. exec.

Radio Accounts: Washington Steel Products (RN); Spring Air of Northwest, Cammarano Bros. (S).

**SMITH, TAYLOR & JENKINS ADV. INC.**  
 223 4th Ave., Pittsburgh 22  
 Tel.: Atlantic 1-9312  
 Radio Depts.: Les Sterne, dir.; R. P. Taylor, Robert Quaid, W. C. Sutherland, acct. execs.

Radio Accounts: Fgh. Brewing Co., Fgh. Prov. & Packing, Sealy Mattress, Otto Cream Thru, Dad's Root Beer, Dr. Enuf, Roberts Jewelry Co. (S).  
**RAYMOND SPECTOR CO.**  
 445 Park Ave., New York 22  
 Tel.: Murray Hill 8-4407  
 Radio Dept.: Richard Blaine, F. Dickson Ward.  
 Radio Accounts: Hazel Bishop (S).

**STAAKE & SCHOONMAKER CO.**  
 808 Kalamazoo Bldg., Kalamazoo, Mich.  
 Tel.: 3-1678  
 Radio Accounts: Miller's Dog Foods (S).

**CHARLES N. STAHL ADV. AGENCY**  
 6602 Selma Ave., Hollywood 28  
 Tel.: Hollywood 2-7344  
 Radio Accounts: Culver City Dealers, Albertson Bros., Milligan Chevrolet, Culver Ford, Ulrich Pontiac, Utter Pontiac, Troy Upholstery, Earl Scheib Auto Painting, Frigee Freeze, Dr. Beauchamp (S).

**STANLEY ADV. AGENCY INC.**  
 1110 Francis Palms Bldg., Detroit 1  
 Tel.: Woodward 5-6155  
 Radio Dept.: Stanley Altschuler, mgr.; Eugene Altschuler, acct. exec.; Barbara Fisher, timebuyer; Susie Strother, msgg. mgr.

**BARTON A. STEBBINS**  
 1250 Wilshire Blvd., Los Angeles 17  
 Tel.: Trinity 8821  
 Radio Dept.: E. C. Bloodworth, radio dir.; A. W. Gudelman, timebuyer, acct. exec.; Nat Jeffras, acct. exec.  
 Radio Accounts: Signal Oil Co. (N); Sleep-Eze Co. (RN-S); Certified Grocers, Hy Power (RN); Knox Co., Brewster's Food Supplement (S).

**HAL STEBBINS INC.**  
 714 W. Olympic Blvd., Los Angeles 15  
 Tel.: Prospect 5317  
 Radio Dept.: Paul Winans, v.p. in chg radio, acct. exec.

**STEINER, TOWERS, DOBRIN & KAUS**  
 221 W. 57th St., New York 19  
 Tel.: Circle 6-0912  
 Radio Dept.: Jack Steiner, Frank Kaus.  
 Radio Accounts: Irving Streets Food Products, Isaac G. Ellis Kasher Food Products, Kayes Diamond Center, Chesapeake House (S); Maimel State Name Restaurants, Senator Hotel.

**STERLING ADV. AGENCY INC.**  
 535 5th Ave., New York 17  
 Tel.: Murray Hill 7-3400  
 Radio Dept.: Myron L. Brown, radio dir.  
 Radio Accounts: Lily of France, Willoughbys Camerastore (S).

**STEVENSON & SCOTT LTD.**  
 1260 University St., Montreal, Que.  
 Tel.: University 8-9361  
 Toronto—100 Adelaide St. W.; Tel.: Empire 3-1166.  
 Vancouver—402 W. Pender St.

**STILLER-ROUSE & ASSOC.**  
 250 S. La Cienega Blvd., Beverly Hills, Calif.  
 Tel.: Bradshaw 2-7835  
 Radio Dept.: Selma Stiller, media dir.  
**STOCKTON, WEST, BURKHART INC.**  
 First Nat'l Bank Bldg., Cincinnati 2  
 Tel.: Dunbar 5800  
 Radio Dept.: Ranald S. West, v.p., radio dir., copy; Robert A. M. Doweber, media dir.; Douglas K. Burch, radio timebuyer.

Radio Accounts: U. S. Shoe Corp. (N); Cincinnati Gas & Electric Co., Hudepohl Brewing Co., Central Trust Co., Gibson Wine Co., Cincinnati & Suburban Bell Telephone Co. (S).

**STOCKWELL & MARCUSE**  
 1407 Industrial Bank Bldg., Detroit 26  
 Tel.: Woodward 1-4484  
 Radio Dept.: William H. Stockwell, partner, timebuyer, acct. exec.

**STODEL ADV. CO.**  
 5611 Melrose Ave., Hollywood 38  
 Tel.: Hollywood 9-7183  
 Radio Dept.: Edward C. Stodel, radio dir.; Clifford Levine, prod., timebuyer; Robert F. Anderson, acct. exec.; exec. producer; Elizabeth Hill, continuity supervisor; Jacqueline Hopkins, traffic mgr.

Radio Accounts: Nic-L-Silver Battery Co., Knapp Monarch Inc., Felix Chevrolet Co., Eclipse Sleep Ford Co. Ltd., Columbia Dept. Stores, Lawler's Jewelers, Barr Mfg. Co., DeWalt Power Shop (S).

**STORM & KLEIN INC.**  
 331 Madison Ave., New York 17  
 Tel.: Murray Hill 7-4460  
 Radio Dept.: Allston E. Storm, pres.; Edward Klein, exec. v.p.; Arthur J. Klein, radio dir., timebuyer; Lawrence Wisser, George Baiterman, acct. execs.

Radio Accounts: The Tintex Co. (RN-S); Park & Tilford Cosmetics & Perfumes, Winx Eye Make-up, Harvey's Sherries & Ports (S).

**STREET & FINNEY INC.**  
 76 9th Ave., New York 11  
 Tel.: Watkins 4-8510  
 Radio Dept.: Helen A. Thomas, timebuyer; Howard Miller, prog. dir.; Warren E. Faxon, William G. Johnston, Robert Finney, acct. execs.

Radio Accounts: Colgate-Palmolive Co. (Kan-Kil Florient Aerosol) (N-S); Chattanooga Medicine Co. (Cardui), Eastco Inc. (Expotabs), G. T. Fulford Co. Ltd. (Baby's Own Tablets, Children's Own Tablets, Dr. William's Pills, Baby's Own Cough Syrup), Merrick Medicine Co. (Percy) (S).

**STROMBERGER, LA VENE, MCKENZIE**  
 600 S. Lafayette Park Pl., Los Angeles 57  
 Tel.: Dunkirk 5-2211  
 Radio Dept.: T. L. Stromberger, pres., acct. exec.; George Anthony, media dir.; Harmon O. Nelson, radio dir.; C. N. LaVene, acct. exec.

Radio Accounts: General Petroleum Corp. (N); Smart & Final Iris Co. (S).

**BOB STRUBLE & ASSOC.**  
 735 N. Vine St., Hollywood 38  
 Tel.: Hollywood 4-0249

**CHAS. R. STUART CO.**  
 825 Market St., San Francisco 5  
 Tel.: Douglas 2-2438  
 Radio Dept.: Janet Lindsay, media dir.; Fred Parke, Dan Lewis, acct. execs.; Bernice Rosenthal, timebuyer.  
 Radio Accounts: Bank of America, Ferguson Lang-field.

**DANIEL F. SULLIVAN CO.**  
216 Tremont St., Boston 16  
Tel.: Hancock 6-7643

**SULLIVAN, STAUFFER, COLWELL & BAYLES INC.**  
437 5th Ave., New York 16  
Tel.: Oregon 9-2500  
Radio Dept.: Philip H. Cohen, v.p., radio dir.; Francis Minahan, v.p., media dir.; John McCorkle, Jean Carroll, Stephen Suren, buyers; Frank Reed, bus. mgr.; William R. Stuhler, talent, new prog. development.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 2119; John J. VanNostrand, v.p., radio dir.; John G. Cole, asst.

**SUPERIOR ADV. INC.**  
300 Fort Wayne Bank Bldg., Fort Worth 2, Tex.  
Tel.: Anthony 6131  
Radio Accounts: McMillen Feed Mills.

**SUTHERLAND-ABBOTT**  
234 Clarendon St., Boston 16  
Tel.: Kenmore 6-1472  
Radio Dept.: Thomas R. Covey Jr., radio dir.; Evelyn Victor, asst.  
Radio Accounts: Blue Cross-Blue Shield, Foss Vanilla, Barreled Sunlight Paint, Corcoran Shoe Co.

**SWAFFORD & CO.**  
Tel.: Bradshaw 2-2784  
307 S. Robertson Blvd., Beverly Hills, Calif.  
Radio Dept.: Sherman Mullie, mgr.

**SYKES ADV. INC.**  
617 William Penn. Pl., Pittsburgh 19  
Tel.: Grant 1-6120  
Radio Dept.: R. W. Cooper; M. Roberts.

T

**TAGGART & YOUNG**  
7364 Beverly Blvd., Los Angeles 36  
Tel.: Webster 3-8108  
Radio Dept.: Ray Lewis, radio dir.  
Radio Accounts: Parklaba, Tom Ray Pontiac Co.

**TATHAM-LAIRD INC.**  
64 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 7-3700  
Radio Dept.: George A. Bolas, radio dir.; Paul Schlessinger, Harold Bennett, Jack Ragel, Donald Grasse, radio mgrs.  
Hollywood 38—1680 Vine St.; Tel.: Hollywood 1-9228; William N. Burch, radio supervisor.  
New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, William Vance, radio supervisors.  
Radio Accounts: The Toni Co., Armour & Co. (N); Geo. Wiedemann Brewing Co., Fulham Bros. Inc. (S); Borg Warner Corp. (Norge Div.).

**GEORGE TAYLOR ADV. AGENCY**  
420 Market St., San Francisco 11  
Tel.: Garfield 1-6812  
Radio Dept.: George Taylor, Carl Christopher, timebuyers, acct. execs.  
Radio Accounts: Exposition Fish Grotto, Henry Doelger, Mels Inc., Paoli's, Hoberg's Resort (S).

**TECH AGENCY INC.**  
1004 E. Jefferson Ave., Detroit 7  
Tel.: Woodward 2-7367  
Radio Dept.: M. M. Winthrop, radio dir.; Valore L. Marcinak, timebuyer.  
Radio Accounts: Paul-Reed Inc. (N).

**J. WALTER THOMPSON CO.**  
420 Lexington Ave., New York 17  
Tel.: Murray Hill 3-2000  
Radio Dept.: Stanley Resor, pres.; John U. Reber, Robert Ballin, v.p.s.; Richard de Rochemont, James O. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Sprague, H. Bart McHugh Jr., talent buyers.  
Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-0303; George C. Reeves, mgr.  
Coral Gables, Fla.—220 Miracle Mile; Tel.: Miami 83-5487; Frank W. Linder, mgr.  
Detroit 26—535 Griswold St.; Tel.: Woodward 2-8890; Norman H. Strouse, v.p., mgr.  
Lakeland, Fla.—712 Marble Arcade Bldg.; Tel.: 2-4571; John Forsnew, mgr.  
Los Angeles 46—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Thomas Cooper, Cornwall Jackson, v.p.s.  
San Francisco 4—320 California St.; Tel.: Garfield 1-3510; Fred Fidler, v.p., mgr.  
Washington—1737 DeSales St., N.W.; Tel.: National 8-6140; Loy Baxter, mgr.  
(Also 22 foreign offices.)  
Radio Accounts: Credit Union National Assn., Florida Citrus Commission, Johns-Manville Corp., Kraft Foods Co., Lever Bros. Co., The Quaker Oats Co., Swift & Co. (N); Libby McNeill & Libby (RN); P. Ballantine & Sons, Bowman Dairy Co., Ford Dealer Adv. Assns., Ford Div. of Ford Motor Co., Indiana Bell Telephone Co., Mentholatum Co., Northern Trust Co., Pacific Mills, Pan American-Grace Airways, Pan American World Airways System, Penick & Ford Ltd. Inc., Safeway Stores Inc., Shell Chemical Co., Shell Oil Co., Southeastern Trailways Bus System, Southwest Airways, Truscen Lab, Ward Baking Co., J. B. Williams Co., Yellow Taxi Cab Co. of Los Angeles (S).

**TILDS & CANTZ ADV.**  
8087 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-6087  
Radio Dept.: Herb Edelman, media dir.

**ARTHUR TOWELL INC.**  
119 Monona Ave., Madison 3, Wis.  
Tel.: 6-2668  
Radio Dept.: Arthur Towell; Frank T. Fetherston.

**TOWN CRIER AGENCY**  
305 Wickham Bldg., Council Bluffs, Iowa  
Tel.: 7768  
Radio Dept.: D. H. Filbert, N. H. Filbert Jr., partners.  
Radio Accounts: Roberts Dairy (RN); Playland Park, Bevington & Johnson, Emarines Printers, State Savings Bank (S).

**TRACY, KENT & CO.**  
515 Madison Ave., New York 22  
Tel.: Eldorado 5-4404  
Radio Dept.: Philip A. Baecker, Frank W. Haas, timebuyers; Frank S. Kent, William Irwin Tracy, Frank W. Nye, acct. execs.  
Radio Accounts: J. W. Beardsley's Sons, Anti Decay Drug Corp., Charles & Co., Gristede Bros. Inc., Dellwood Dairy Co., The Sintos Co., Adolph Goldmark & Sons Corp. (S).

**TRACY-LOCKE CO.**  
2501 Cedar Springs, Dallas 1, Tex.  
Tel.: Sterling 4741  
Radio Dept.: Morris Hite, pres., acct. exec.; Lawrence E. DuPont, radio dir.; Paul Girard, asst. radio dir.  
Houston 2—711 Main St.; Tel.: Charter 5467; Clay W. Stephenson, exec. v.p.; Thomas Daley, timebuyer.  
New Orleans—1501 Canal St.; Tel.: Canal 9278; G. C. Mossman, mgr.  
Radio Accounts: American Brewing Co., Mrs. Baird's Bakeries, Borden Co. (So. Div.), Burrus Mills Inc., Comet Rice Co., Duncan Coffee Co., Frito Co., Imperial Sugar Co., Reserve Life Ins. Co. (S).

**TRUM ADV. AGENCY**  
Coochus Bldg., Beaumont, Tex.  
Radio Dept.: Joseph S. Trum.

**TURNER ADV. AGENCY**  
101 E. Ontario St., Chicago 11  
Tel.: Michigan 2-6426  
Radio Dept.: John K. Turner, J. Gordon Turner, Karl Vehe Jr., Lee Boyd, acct. execs.  
Radio Accounts: O'Ceard Corp. (N); Sewall Paint & Varnish, Berry Bros. Inc. (S).

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**C. J. ULRICH & ASSOC.**  
6674 Northwest Hwy., Chicago 31  
Tel.: Newcasttle 1-4762  
Radio Dept.: C. J. Ulrich, pres.

**VAN DER BOOM, HUNT & McNAUGHTON INC.**  
672 S. Lafayette Park Pl., Los Angeles 57  
Tel.: Dunkirk 2-6203  
Radio Dept.: Therese Watkins, media dir.

**VANSANT, DUGDALE & CO.**  
15 E. Fayette St., Baltimore 2  
Tel.: Lexington 9-5400  
Radio Dept.: Wilbur VanSant, pres.; R. E. Daiger, exec. v.p.; C. M. Buchanan, H. G. Erck, Daniel J. Loden, v.p.s.; Robert V. Walsh, dir.; E. E. Cooke Jr., J. R. Rodgers, E. E. Bridgman, N. VanSant, acct. mgrs.; Rita G. Eastman, William H. Shriver, radio programming, production; Evelyn Huttman, timebuyer.  
Radio Accounts: Fram Corp. (N); Anchor Post, Black & Decker, Chas. D. Briddle, H. T. Campbell, Crosse & Blackwell, Equitable Trust Co., Fidelity-Baltimore National Bk. & Trs. Co., Gibbs & Co., Laco Shampoo, Md. Coop. Milk, Md. Hospital Serv., Royster, San Giorgio, Schluderberg-Kurdle, Sherwood Bros., Weaver-Interstate (S).

**VIGNOLLE & POWELL**  
Ambassador Hotel, Los Angeles 5  
Tel.: Dunkirk 5-2333  
Radio Dept.: Gus Vignolle; Maury Powell.

**CARLO VINTI ADV.**  
551 5th Ave., New York 17  
Tel.: Murray Hill 2-8061  
Radio Dept.: Carlo Vinti, owner; Joseph Vinti, acct. exec.  
San Francisco, Philadelphia and Chicago branch offices.

W

**GEOFFREY WADE ADV.**  
20 N. Wacker Dr., Chicago 6  
Tel.: State 2-7369  
Radio Dept.: Paul McCluer, gen. mgr.; Jack Farnell, radio dir.; Louis J. Nelson, media dir.; D. S. Williams, timebuyer.  
Hollywood 26—6381 Hollywood Blvd.; Tel.: Hollywood 7-7457; R. E. Dwyer, mgr.; Forrest F. Owen Jr., radio dir.; Snowden Hunt Jr., media dir.; Edgar C. Pierce, radio operations mgr.  
New York—10 E. 49th St.; Tel.: Plaza 5-4156; Forrest Owen, mgr.  
Radio Accounts: Miles Labs, Miles Calif. Co. (N-S); Aireloom Bedding Co., Colonial Dames, Durham Chemical Co. (S).

**LOUIS E. WADE INC.**  
204 Paramount Bldg., Fort Wayne 2, Ind.  
Tel.: Anthony 6282  
Radio Dept.: Richard Katt, radio dir., acct. exec.; Edward P. Wade, acct. exec.  
Radio Accounts: Patterson-Fletcher Co., Meyers Drug Co., Wolf Bedding Co., American Coal & Supply Co., Gillie's Seat Cover Co., G. E. Bursley & Co., Eskay Dairy, Howards of Ft. Wayne.

**WADSWORTH & WALKER INC.**  
517 Gerona Ave., Coral Gables, Miami, Fla.  
(Mail: PO Box 468, Coconut Grove, Miami 33, Fla.)  
Tel.: Mohawk 7-3666  
Radio Dept.: Ralph K. Wadsworth, pres., timebuyer.  
New York 17—369 Lexington Ave.; Tel.: Murray Hill 5-6100.

**HUGH WAGENSELL & ASSOC.**  
Talbot Bldg., Dayton 2  
Tel.: Hemlock 5542

**HARVEY WALDMAN & ASSOC. INC.**  
1161 W. Olympic, Los Angeles 19  
Tel.: Tucker 8185  
Radio Dept.: Martin Klaymen, media dir.

**WALKER & DOWNING, GENERAL AGENCY**  
532 Oliver Bldg., Pittsburgh 22  
Tel.: Grant 1-1900

Radio Dept.: R. B. Stevens, radio dir.; William E. Burge, asst.

**Radio Accounts: Duquesne Brewing Co., Sterling Oil Div. of Quaker State Oil Refining Corp., Hagan Ice Cream Co., Pgh. Consolidation Coal Co., Research Assoc.**

**WALLACE-FERRY-HANLY CO.**  
400 W. Madison St., Chicago 6  
Tel.: Franklin 2-6440  
Radio Dept.: Blanche Slivka, media dir.  
Radio Accounts: Campana Sales Co. (N).

**PAUL WALLACH & ASSOC.**  
8923 Sunset Blvd., Hollywood 46  
Tel.: Crestview 4-1037

**WALSH ADV. CO. LTD.**  
44 King St. W., Toronto, Ont.  
Tel.: Empire 3-3053  
Radio Dept.: Jannette Southan, radio timebuyer.  
Montreal—University Tower Bldg.; Jean Monte, radio dir.  
Windsor—1787 Walker Rd., Walkerville; Tel.: Clearwater 6-2871; R. Hawkins, mgr.  
Radio Accounts: Consumers' Gas Co. of Toronto, Government of Canada, Simoniz, Sterling Drug Co. (Castoria), Andrews Liver Salts, Ontario Automobile (S).

**WILLIAM WARREN, JACKSON & DELANEY**  
45 W. 45th St., New York 19  
Tel.: Judson 6-9350  
Radio Dept.: Harry Solow Jr., radio dir.; Conrad Mikorenda, chief timebuyer.  
Radio Accounts: Dale Dance Studios (S); Saks Quality Stores, Sofia Brothers Moving & Storage Co., Davega Stores, Federal Life & Casualty Co., Roberts Technical & Trade Schools, Alexander's Department Stores, Monarch Buick Co., Ritz Thrift Shop, Colony Motors, Book Find Club, Relaxator Sales Co., Mason & Hamlin Piano Co., Warren Connolly.

**WARWICK & LEGLER INC.**  
250 Park Ave., New York 17  
Tel.: Murray Hill 4-5800  
Radio Dept.: William P. Warwick, radio dir.; Joe Gratz, Robert Steen, assts.; Joseph J. Hudack, Jerry Mofese, timebuyers.  
Los Angeles 5—2405 W. 8th St.; Tel.: Dunkirk 3-1141; Cecil Underwood, radio dir.; Joy Mallicoat, Hugh McTernan, media.  
Radio Accounts: Ex-Lax Inc., Hoffman Beverage Co., Los Angeles Brewing Co., Kingan & Co., H. J. Caruso (N-S); Larus & Bro. Co., Pabst Sales Co. (S).

**WATTS, PAYNE-ADV. INC.**  
900 S. Main, Tulsa 3, Okla.  
Tel.: 3-8100  
Radio Dept.: Don Mitchell, dir.; Benton Ferguson, Donald Dyer, Leslie Hauger, R. C. Keefe, acct. execs.; Charles Arnold, copy-prod. chief; Patricia Taylor, traffic.  
Radio Accounts: Okla. Tire & Supply Co., 1st Nat'l Bank, United Federal Savings & Loan, Bell Oil & Gas Co., Surgcons-Lotion Co., Mid-West Chevrolet Co., Commercial Nat'l Bank, Pepsi-Cola, 7-Up, Mason's Root Beer, Palace Office Supply, Ozark Nursery, C. L. McMahon Inc., Standard Electric Co. (S).

**WAXELBAUM ADV. CO.**  
10 E. 43d St., New York 17  
Tel.: Murray Hill 2-7398  
Radio Dept.: Ben Waxelbaum, radio dir., timebuyer.

**WEAVER-GARDNER INC.**  
405 Oppenheim Bldg., St. Paul 1  
Tel.: Capital 4-4715  
Radio Dept.: Luther Weaver; Don Gardner.  
Radio Accounts: Farmers Union Grain Terminal Assn. (RN); Myndall Cain, Gopher State Oil Co., Webb Oil Co., R. H. Keller Co., Fairway Foods Inc., Emporium Dept. Store, Stewart Paint Mfg. Co., Parisian School of Beauty Culture (S).

**WEILL & EBY INC.**  
170 Franklin St., Buffalo 2, N. Y.  
Tel.: Mohawk 2200  
Toronto 1—250 Adelaide St. W.; Tel.: Empire 4-1175.

**MILTON WEINBERG ADV. CO.**  
6523 Wilshire Blvd., Los Angeles 48  
Tel.: Webster 8-3811

**WILLIAM H. WEINTRAUB & CO.**  
488 Madison Ave., New York 22  
Tel.: Plaza 1-0900  
Radio Dept.: Harry Trenner, v.p. in chg radio; Lester Blumenthal, bus. mgr.; Joan Stark, chief timebuyer.  
New York—49 E. 53d St.; Tel.: Plaza 1-0900.  
Radio Accounts: Blatz Brewing Co., Revlon Products Corp., Kaiser-Willys Sales Div. of Willis Motors, Kaiser Henry, J. Seeman Bros.

**WEISS & GELLER (of Chicago)**  
400 N. Michigan Ave., Chicago  
Tel.: Whitehall 3-2100  
Radio Dept.: Irving D. Auspitz, exec. v.p.; Marvin L. Mann, Bernard Gross, Don Paul Nathanson, Jerome Joss, v.p.s., acct. supervisors; Jack Bard, media dir.; Byron Bonnhenn, Allan Miller, Roger Moran, George Gruenwald, creative dirs.; Nicholas Haweeny, producer; Jack McCard, bus. mgr.; William Stenson, Nora Marcus, Armella Selsor, timebuyers; John Rundall.  
Hollywood—9533 Brighton Way; Tel.: Crestview 6-7048; Walter Hillier Jr., mgr.; Murine Anderson.  
New York—6 E. 45th St.; Tel.: Oxford 7-0414; Bruce M. Dodge, v.p., radio prod. dir.; Frank Higgins, asst.  
Radio Accounts: David Mogen Corp. (N-S); Wyler Soups, College Inn Foods (S); Toni Co. (Home Permanent, Tonette, Silver Curl, Deep Magic Lotion); Terre Haute Brewing Co.

**WELSH-HOLLANDER & COLEMAN ADV.**  
350 S. Alvarado St., Los Angeles 57  
Tel.: Dunkirk 9-1171  
Radio Dept.: Henry W. Welsh; A. M. Hollander; Jerry Coleman.

## AGENCIES

**WENDT ADV. AGENCY**  
518 Strain Bldg., Great Falls, Mont.  
Tel.: 4-4842  
Radio Dept.: W. E. Wendt, acct. exec.  
Radio Accounts: Great Falls Breweries Inc. (RN);  
First Federal Savings & Loan, Montana Bank,  
Montana Flour Mills Co., Montana Physicians'  
Service, North Montana State Fair (S).

**WERTHEIM ADV. ASSOC.**  
11 W. 42d St., New York 36  
Tel.: Wisconsin 7-3978  
Radio Dept.: Edward L. Wertheim, owner; Madeline  
George, Betty Hargan, script writers.

**WESLEY ASSOC.**  
247 Park Ave., New York 17  
Tel.: Eldorado 5-2680  
Radio Dept.: Joseph D. Knap Jr., media dir.  
Radio Accounts: Shulton Inc. (S).

**WEST-MARQUIS INC.**  
1220 Wilshire Blvd., Los Angeles 17  
Tel.: Madison 9-2214  
Radio Dept.: Hazelle Beaver, media dir.  
San Francisco 3-785 Market St.; Tel.: Garfield  
1-1716; Harold H. Marquis, v.p.  
Seattle 4-1478 Dexter Horton Bldg.; Tel.: Mutual  
1086; Norman Stuart Nicholson, P. acct. exec.  
Radio Accounts: Norris-Thermador Corp., Northrop  
Aircraft Inc., J. W. Robinson Co., Pacific North-  
ern Airlines Inc., Wilbur-Ellis Co., Stan Sayres  
Inc., Sayrescrest Co., San Juan Fishing & Pack-  
ing Co., Albert Sheetz Mission Candy Co.

**WESTERN ADV. AGENCY INC.**  
4848 Wilshire Blvd., Los Angeles 5  
Tel.: Webster 8-2681  
Radio Dept.: Ed Lytle, radio dir.; Claire Koren,  
timebuyer; Henry Gerstenkorn, Paul Wickman,  
Ralph Yambert, Kenneth J. Slee, Mark Fuller,  
Robert Sayre, acct. exec.  
Radio Accounts: Bowie Pies, Alemite Co., Battle  
Creek Food Co., Calif. Wholesale Electric, Com-  
munity Bank, Huntington Park First Savings,  
First Federal Savings & Loan of Wilmington,  
First Thrift of Los Angeles, Gallenkamp's  
Stores Co., G. M. Ciannini Co., Librascope Inc.,  
Mills Sales Co., Ontra Cafeteria, Pin-n-Whistle  
Brands, American Brands Corp.

**WESTHEIMER & BLOCK**  
315 N. 7th St., St. Louis 1  
Tel.: Garfield 1-4080  
Radio Dept.: Rita Forrester, media dir.; James H.  
Stoble, acct. exec.  
Radio Accounts: Centilvre Brewing Corp., Peter  
Eckrich & Sons, Sears Roebuck & Co.

**TOM WESTWOOD ADV. AGENCY**  
105 E. Lexington Dr., Glendale 6, Calif.  
Tel.: Chapman 5-5051

Radio Dept.: Tom Westwood, owner, timebuyer;  
Elba Herriott, timebuyer.

**WHERRY, BAKER & TILDEN INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Delaware 7-9000  
Radio Dept.: Louis E. Tilden, v.p., radio dir.;  
Clifford Bolgard, media dir., timebuyer.  
Radio Accounts: Quaker Oats (N); Oscar Mayer  
Co. (S).

**WHITE ADV. AGENCY**  
2010 South Ute, Tulsa 20, Okla.  
Radio Dept.: Pete White, Bruce D. Hall, Gordon  
Gerhardt, Perry Ward, Jack Gill, acct. execs.  
Hollywood 28-6351 Selma Ave.; Tel.: Hollywood  
3-5694; Stephen Olesniuk, Betty Newell, Ben  
Brown, acct. execs.  
Radio Accounts: Doenges Motors, Don Eaton Trans-  
fer & Storage, Gabel's Ranch House Sausage,  
Getman's Drug Co., Pioneer Auto Ins. Co.,  
Safeway Stores, Sigler Inc. (S).

**THOMAS C. WILSON ADV. AGENCY**  
P. O. Box 1011, Reno, Nev.  
Tel.: 27011  
Radio Dept.: Ray L. Jefferson, radio dir.; Effie  
Mitchell, radio timebuyer  
Radio Accounts: Harolds Club, Harolds Pony Ex-  
press Motels, Chism Ice Cream Co., Mapes  
Hotel, Bonanza Air Lines Inc., First Nat'l Bank  
of Nev. (RN-S).

**WINIUS-BRANDON CO.**  
1706 Olive St., St. Louis 1  
Tel.: Chestnut 1-6380  
Radio Dept.: Vernon L. Morelock, v.p., radio dir.;  
Rosalie A. Pietuch, asst. radio dir.; William L.  
Sanborn, treas., acct. exec.; George R. Bishop,  
media dir.  
Radio Accounts: Miller Products Co. (N); American  
Investment Co. of Ill. (RN-S); Chevrolet Deal-  
ers Assn. of Greater St. Louis, Deep Rock Oil  
Co., Katy Railroad (RN); Bardenheier Wine Co.,  
Boatman's Nat'l Bank, Bar-B-Quick Co. (S).

**WOLFE-JICKLING-CONKEY INC.**  
327 John R St., Detroit 28  
Tel.: Woodward 1-1865  
Radio Dept.: Alan G. Storey, radio dir., acct. exec.  
Radio Accounts: Morely Bros. Inc., Georgian Bay  
Line (S).

**WOODARD & VOSS INC.**  
15 Elk St., Albany 7, N. Y.  
Tel.: Albany 3-1248  
Radio Dept.: Theima Kelsey, radio dir.

**WORTMAN, BARTON & SPOHN INC.**  
345 Madison Ave., New York 17  
Tel.: Murray Hill 4-5920  
Radio Dept.: Elbert E. M. Wortman, radio dir.;

Hortense Essler, radio timebuyer.  
Radio Accounts: White Castle System Inc. (S).

**Y**

**YOUNG & RUBICAM INC.**  
285 Madison Ave., New York 17  
Tel.: Murray Hill 9-5000  
Radio Dept.: Nat Wolff, v.p., radio dept. dir.; Dan  
Seymour, programming v.p.; George Gribblin,  
v.p., copy dept. dir.; Rodney Erickson, acct.  
planning & supervision v.p.; David Y. Brad-  
shaw, operations dir.; Peter Levathes, media  
v.p.  
Chicago—333 N. Michigan Ave.; Tel.: Financial  
6-0750; William Wilson, radio dept. mgr.  
London, England—285 Regent St. W. 1; Tel.: Regent  
0211-5; Dan Ingman, radio dept. mgr.  
Los Angeles, Hollywood—6253 Hollywood Blvd.;  
Tel.: Hollywood 9-2731; Walter Bunker, v.p.,  
radio div. dir.  
Mexico City—Ave. Juarez 117; Tel.: 10-49-00; Ary  
Moll, radio dept. mgr.  
Montreal—1120 University Tower Bldg.; Tel.: Uni-  
versity 6-8941; William Byles.  
Toronto—Bank of Nova Scotia Bldg.; Tel.: Empire  
3-5035; William Byles, radio dept. supervisor.

Radio Accounts: Thomas J. Lipton Inc., General  
Foods Corp., P. Lorillard Co., Cudahy Packing  
Co., American Home Foods Inc., Procter &  
Gamble Co., Metropolitan Life Insurance Co.,  
International Harvester Co., Sanforized Div. of  
Chitt Peabody & Co., Borden Co., American  
Bakeries Co., Bristol-Myers Co., Drackett Co.,  
Drake Bakeries, Duffy-Mott Co., General Cigar  
Co., Gulf Oil Corp., Hunt Foods Inc., Johnson &  
Johnson, Mission Bell Wineries, Northern Paper  
Mills, Petri Wine Co., Simmons Co., Singer Sew-  
ing Machine Co., Time Inc., Calsco Water Co.,  
Piel Bros., Union Oil of Calif.

**Z**

**ZIMMER, KELLER & CALVERT INC.**  
28 W. Adams Ave., Detroit 26  
Tel.: Woodward 1-9151  
Radio Dept.: A. H. Ritter, v.p., radio dir., acct.  
exec.; C. D. Vortman, media dir., timebuyer;  
John S. McManus, Richard W. Long, acct. execs.  
Radio Accounts: Stroh Brewery Co., Farmers & Mfrs.  
Beet Sugar Assn.

## SERVICES RELATED TO THE BUSINESS OF BROADCASTING

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Kostka & Co., president; Chas. W. Collier, execu-  
tive vice president; Marie B. Carlton, office man-  
ager.

**ADVERTISING COUNCIL**—24 W. 45th St., New  
York 36. Tel.: Judson 2-1520. *Officers:* Stuart  
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B. West, treasurer; Theodore S. Reppiler, presi-  
dent; Allan M. Wilson, George P. Ludlum, vice  
presidents; Maxwell Fox, public relations direc-  
tor; Gordon C. Kinney, radio-tv director; Mrs.  
L. S. Schwartz, Chicago representative; Robert  
Coleson, Hollywood representative. Washing-  
ton office, 1200 18th St., N. W. Tel.: Sterling  
3-9153. Chicago office, 203 North Wabash Ave.,  
Tel.: Randolph 6-1753. Hollywood office, 1680  
North Vine St., Tel.: Hollywood 7-7166.

**ADVERTISING FEDERATION OF AMERICA**—  
330 W. 42nd St., New York 36. Tel.: Bryant  
9-0430. *Officers:* Wesley I. Nunn, Standard Oil  
Co. of Indiana, chairman of the board; E. G.  
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**ADVERTISING RESEARCH FOUNDATION**, 11  
West 42nd St., New York. Tel.: Longacre 3-5100.  
*Officers:* Marion Harper Jr., chairman of the  
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board; Edgar Kobak, president; A. W. Lehman,  
managing director; E. P. Seymour, treasurer;  
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B. B. Geyer, William A. Hart, Robert E. Kinter,  
Walter C. Kurz, J. Ward Maurer, Fergus Mead,  
Paul Montgomery, Adrian Murphy, Vernon C.  
Myers, Charles A. Pooler, W. B. Potter, Henry  
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and W. H. Wulfeck.

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EXHIBITORS**—1346 Connecticut Ave., N. W.,  
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D. Kane, recording secretary.

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CIES**—420 Lexington Ave., New York. Tel.:  
Lexington 2-7980. *Officers:* William R. Baker Jr.,  
Benton & Bowles, chairman of the board; Henry  
G. Little, Campbell-Ewald, vice chairman; Rob-

ert E. Grove, Ketchum-MacLeod-Grove, secre-  
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*Committee on Broadcast Media:* Kenneth God-  
frey, AAAA secretary to committee; *Committee  
on Radio & Television Production:* Richard L.  
Scheidter, AAAA secretary to the committee.

**AMERICAN BAPTIST CONVENTION RADIO  
& TELEVISION COMMITTEE**—152 Madison  
Ave., New York 16, N. Y. Tel.: Murray Hill  
4-4100. *Officers:* Dr. Richard P. Hoiland, chair-  
man; Roy I. Madsen, secretary.

**AMERICAN BAPTIST CONVENTION RADIO &  
TELEVISION DEPT.**—152 Madison Ave., New  
York 16, N. Y. Tel.: Murray Hill 4-4100. Roy I.  
Madsen, director.

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Massachusetts Ave., N. W., Washington 6, D. C.  
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**ELECTRONICS MFRS. ASSN.**—598 Madison Ave., New York 22. Tel.: Murray Hill 8-3200. David Wald, United Scientific Laboratories, president; Nathan Pinsky, Espey Mfg. Co., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allan C. Bernstein, Adams Laboratories, secretary; Irving Golin, University Loudspeakers, treasurer; Jesse Freidin, general counsel.

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**FEDERAL COMMUNICATIONS BAR ASSN.**—600 Munsey Bldg., Washington, D. C. Officers: Vincent B. Welch, president; Percy H. Russell Jr., first vice president; William J. Dempsey, second vice president; Thomas H. Wall, secretary; Parker D. Hancock, treasurer. Executive committee: Officers ex officio and Robert M. Booth Jr., Jeremiah Courtney, Frank V. Fletcher, Stephen H. Fletcher, Leonard H. Marks, George O. Sutton. Delegate to American Bar Assn.—Vincent B. Welch.

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**INSTITUTE FOR EDUCATION BY RADIO-TELEVISION**—Ohio State U., Columbus 10, Ohio. Tel.: University 314. Ex. U. I. Keith Tyler, director; Bette Wallach, secretary.

**INSTITUTE OF RADIO ENGINEERS INC.**—Lehigh 1 E. 7th St., New York 21. Tel.: Lehigh 5-5100. Officers: Dr. John D. Ryder, president; Franz Tank, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; J. R. Pierce, editor.

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**NATIONAL ASSN. OF MANUFACTURERS**—2 E. 48th St., New York 17. Tel.: Murray Hill 8-4200; 918 16th St., Washington 6, D. C. Tel.: Republic 7-3630. Officers: Charles R. Sligh Jr., chairman of board; Harold C. McClellan, president; Kenneth R. Miller, senior vice president; Noel Sargent, secretary; John C. Bosted, treasurer; Richard R. Bennett, Washington public relations director; G. W. (Johnny) Johnstone, director, radio and television dept., public relations div.

**NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS**—1771 N. St., NW, Washington 6, D. C. (See index for separate departmental listing.)

**NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS**—Jack Jackson, KCMO-AM-TV Kansas City, president; Frank Atwood, WTIC Hartford, vice president; Merrill Langfitt, KMA Shenandoah, Iowa, secretary-treasurer.

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**RADIO PIONEERS**—589 Fifth Ave., New York 17. Tel.: Plaza 9-1500. Officers: Arthur B. Church, president; Raymond F. Guy, first vice president; Victor C. Diehm, John Pat, vice presidents; Lewis H. Avery, secretary; Charles A. Wall, treasurer.

**RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION**—1585 Ponce de Leon Ave., N. E., Atlanta 6, Ga. Tel.: Crescent 6431. Rev. Paul M. Stevens, director.

**RADIO & TELEVISION EXECUTIVES SOCIETY**—420 Lexington Ave., New York 17. Tel.: Lexington 2-3988. Officers: Roger Pryor, president; Robert Jay Burton, first vice president; Elliott M. Sanger, second vice president; Claude Barere, secretary; Joseph A. McDonald, treasurer. Board of Governors: Lewis H. Avery, John H. Bachem, Caroline Burke, Wm. Thomas Hamilton, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Robert W. Sarnoff, Robert A. Schmid, George T. Shupert; Elizabeth Clarkson, executive secretary.

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**RADIO-TELEVISION GALLERIES OF CONGRESS**—The Capitol, Washington, D. C. Tel.: National 8-3120. Senate: D. Harold McGrath, superintendent. House: Robert Menagh, superintendent.

**RADIO-TELEVISION NEWS DIRECTORS ASSN.**—Russ Van Dyke, KRNT Des Moines, president Paul White, KFMB San Diego, vice president (program); Harold Baker, WSM Nashville, vice president (radio); Charles Harrison, WFIL-TV Philadelphia, vice president (television); Sheldon Petersen, KILZ Denver, treasurer; Robert Downey, WKAR East Lansing (Michigan State College), executive secretary.

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**W. ROSCO SLACK ASSOCIATES**—420 Lexington Ave., New York 17. Tel.: Murray Hill 3-9297. W. Rosco Slack, manager.

**HOWARD E. STARK**—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. Howard E. Stark, manager.

**JACK L. STOLL & ASSOC.**—Los Angeles 29, 4958 Melrose Ave. Tel.: Hollywood 4-7279. Jack L. Stoll, manager.

**THEATRE EXCHANGE CO.**—5724 Northeast Blvd., Portland 22, Ore. Tel.: Evergreen 1-7100. Allen Burt, manager.

**TRANSIT RADIO INC. (R. C. Crisler & Co.)**—Fifth-Third Bank Bldg., Cincinnati 2, Ohio. Tel.: Dunbar 7775. Richard C. Crisler, president; Linton Wells, Box 3126, Bahia Mar, Ft. Lauderdale, Fla., vice president, 41 E. 42nd St., New York. Tel.: Murray Hill 7-8437.

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RESEARCH CO. OF AMERICA—570 Fifth Avenue, New York 36. Tel.: Plaza 7-1865. Managing Director, A. Edwin Fein; director of research, A. Hamilton.

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**AMERICAN GUILD OF MUSICAL ARTISTS\* (AFL)**—Headquarters: 247 W. 46th St., New York 36, Tel.: Columbus 5-3687. John Brownlee, pres.; Hyman Faine, exec. secy. **OTHER OFFICES:** 6636 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 2-2334; 216 Pine St., San Francisco, Tel.: Sutter 1-0855; 215 S. Broad St., Philadelphia, Tel.: Kingsley 5-4310; 134 N. LaSalle St., Chicago, Tel.: Financial 8-0787.

**AMERICAN GUILD OF VARIETY ARTISTS\* (AFL)**—Headquarters and Eastern Regional office—1697 Broadway, New York. Tel.: Circle 6-7130. Jackie Bright, pres.; Archie Robbins, first vp.; Alan Walker, sec. vp.; Joe Campo, third vp.; Rex Weber, treasurer; Peter Chan, recording secy.; Jack Irving, nat'l admin. secy. **MID-WEST REGIONAL OFFICE**—64 W. Randolph St., Chicago, Ill. Tel.: Central 6-5561 & 2. Ernie Fast, mid-west reg. dir. **WESTERN REGIONAL OFFICE**—6513 Hollywood Blvd., Hollywood, Calif. Tel.: Hillside 8281. Eddie Rio, western reg. dir.

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**ASSOCIATED ACTORS & ARTISTS OF AMERICA (AFL)**—45 W. 47th St., New York. Tel.: Plaza 7-7660. Paul Dullzell, president.

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**STUDIO ELECTRICIANS, SOUND TECHNICIANS & AIR CONDITIONING ENGINEERS LOCAL 40 (IBEW)** (AFL)—1225 N. Highland Ave., Hollywood 38, Calif. Tel.: Hollywood 7-5139. Charles L. Thomas, bus. mgr.

**STAGEHANDS LOCAL 33, IATSE (AFL)**—2858 W. 8th St., Los Angeles 5, Calif. Tel.: Dunkirk 2-2321. Carl G. Cooper, bus. agt.; Thomas V. Hughes, pres.

**UNITED SCENIC ARTISTS OF AMERICA (AFL)**—54 W. Randolph St., Chicago 1, Tel.: Dearborn 2-2563. **LOCAL 350, Chicago,** same address. Herb Marlow, bus. rep. **LOCAL 629, 319 W. 48th St., New York, Tel.: Circle 6-0823.** Rudy Karnolt, bus. rep. **WRITERS GUILD OF AMERICA EAST INC. (WGAE)**—550 Fifth Ave., New York 36, N. Y. Tel.: Plaza 7-8319. Evelyn F. Burkey, exec. sec.

**WRITERS GUILD OF AMERICA WEST INC. (WGAW)**—8782 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 5-1162. Frances Inglis, exec. sec.

\* Organizations affiliated with Associated Actors & Artists of America.

\*\* Groups affiliated with International Alliance of Theatrical Stage Employees & Moving Picture Operators.

\*\*\* Affiliated with Authors League of America.

## REGIONAL RADIO NETWORKS AND GROUPS OF THE UNITED STATES

**AIR TRAILS NETWORK**—Comprising WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WCMI Ashland, Ky.—Huntington, W. Va. J. P. Williams, executive vice president. WING Dayton, Ohio.

**ALABAMA COMMUNITY NETWORK**—Comprising WAVU Albertville, WCRI Scottsboro, and WCRL Oneonta, all Alabama. Pat M. Courington, general manager. WAVU Albertville, Ala.

**ALASKA BROADCASTING SYSTEM**—Comprising KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka. Headquarters: 830 Securities Bldg., Seattle. Wm. J. Wagner, owner and general manager. Represented nationally by Alaska Radio Sales.

**ALL ISLANDS NETWORK**—Comprising KGU Honolulu, KTOH Kauai, KMVI Maui, KIPA Hilo. William O. Paine, manager, KGU Honolulu, T. H.

**AMERICAN PACIFIC NETWORK**—Comprising California stations: KABC Los Angeles, KGO San Francisco, KCBQ San Diego, KTMS Santa Barbara, KCOY Santa Maria, KATY San Luis Obispo, KITO San Bernardino, KWTC Barstow, KROP Brawley, KYOR Blythe, KREO Indio, KPMC Bakersfield, KTOP Porterville, KARM Fresno, KFBK Sacramento, KMOD Modesto, KWG Stockton. Coast stations: KWRN Reno, KENO Las Vegas, KFLW Klamath Falls, KASH Eugene, KYC Medford, KEX Portland, KJUN Redmond, KODL The Dalles, KWRC Pendleton, KING Seattle, KBKW Aberdeen, KVOS Bellingham, KPQ Wenatchee, KIT Yakima, KGA Spokane, KTEL

Walla Walla, KPKW Pasco. Mountain states: KVOD Denver, KUTA Salt Lake City, KCSU Provo, KFBC Cheyenne, KWOR Worland, KODI Cody, KWRL Riverton, KGOS Torrington, KSID Sidney, KOWB Laramie, KASL Newcastle, KVOC Casper, KRAL Rawlins, KPHO Phoenix, KCNA Tucson, KGPH Flagstaff, KGAN Kingman, KWIK Pocatello, KBAR Burley, KILX Twin Falls, KGEM Boise, KIFI Idaho Falls, KOPR Butte, KMON Great Falls, KGHF Pueblo, KOAT Albuquerque, KTRC Santa Fe, KRNS Los Alamos, KEPO El Paso. Plus KULA Honolulu, KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan. Represented by ABC Spot Sales.

**ARIZONA BROADCASTING SYSTEM**—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KJWB Globe; KYCA Prescott. Executive officers: Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; Rol Lauehner, KTAR, program manager; Ted Edwards, KTAR, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

**ARIZONA NETWORK**—Comprising KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma, KCLS Flagstaff, KVNC Winslow and KAWT Douglas. Available as a regional network. Executive officers: John L. Hogg, KOY; Lee Little, KTUC; Arlo Woolery, KSUN; William L. Lindsey, KYMA; Charles J. Saunders, KCLS; Ed Whelan, KVNC; Bob Whitaker, KAWT. Represented nationally by John Blair & Co.

**ARKANSAS NETWORK**—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge. General Office: 1001 Spring St., Little Rock, Ark. T. K. Barton, general manager; A. C. Dowden, commercial manager.

**ARROWHEAD NETWORK**—Comprising WEEC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Headquarters: WEEC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, manager; Harold J. Parise, general manager, Minn. group. Represented nationally by George P. Hollingbery Co.

**BONNEVILLE RADIO NETWORK**—Comprising KSL Salt Lake City, KWIK Pocatello, KID Idaho Falls, KEPP Twin Falls, KSUB Cedar City, Utah. Headquarters: Union Pacific Bldg., Salt Lake City. Frank B. McLatchy, manager.

**BOOTH MICHIGAN GROUP**—Comprising WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan. Headquarters: 700 Buhl Bldg., Detroit. John L. Booth, president. Represented by Weed & Co. (WBBC and WIBM) and John E. Pearson Co. (WSGW).

**BROADCASTING CORP. OF AMERICA'S CALIF. NETWORK**—Comprising KPPO Riverside and San Bernardino, KROP Brawley and El Centro, KREO Indio, KYOR Blythe. Office: 3401 Russell St., Riverside. Dale R. Peterson, general manager.



**PAUL BUNYAN NETWORK**—Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City.

**CACTUS NETWORK**—Comprising KIUN Pecos, KCMR McCamey, KVKM Monahans, KVLV Alpine, all Texas. Jack Hawkins, president, KRIG Odessa, Tex.

**CALIFORNIA FARM NETWORK**—Comprising KFBK Sacramento, KMJ Fresno, KIX Oakland, KWG Stockton, KERN Bakersfield, KKO El Centro, KDB Santa Barbara, KFXM San Bernardino. Headquarters: 2223 Fulton St., Berkeley, Calif. Milton L. Levy, manager.

**CALIFORNIA NORTHERN GROUP** — KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, manager. West Coast Representative: Tracy Moore & Assoc.

**CALIFORNIA RURAL NETWORK**—Comprising KPAS Banning, KBMX Coalinga, KDAC Fort Bragg, KOCS Ontario, KMOR Oroville, KAFP Petaluma, KBLF Red Bluff, KRNO San Bernardino, KRQG Sonoma, KTKR Taft, KTUR Turlock, and KWSO Wasco, all California. Headquarters: 111 N. LaCienega Blvd., Beverly Hills, Calif. Art Chipman.

**CALIFORNIA VALLEY GROUP** — Comprising KFRE Fresno, KROY Sacramento, KERO Bakersfield, KHSL Chico, KVCV Redding, all California. Represented nationally by Avery-Knodel Inc.

**COLUMBIA PACIFIC RADIO NETWORK**—Comprising KNX Los Angeles; KCBS San Francisco; KFMB San Diego; KFRE Fresno; KGDM Stockton; KMBY Monterey; KROY Sacramento; KCKMJ Palm Springs; KHUM Eureka; KERN Bakersfield; KHSL Chico; KVCV Redding, all Calif.; KOIN Portland; KFTR North Bend; KFLW Klamath Falls; KYJC Medford; KRNR Roseburg; KERG Eugene, all Oreg.; KIRO Seattle; KXLY Spokane; KWIE Kennewick, and KIMA Yakima, all Wash.; KOLO Reno, Nev. Headquarters: Columbia Square, Los Angeles. William D. Shaw, general manager.

**COLUMBINE NETWORK**—Comprising KMYR Denver; KYOU Greeley; KBOL Boulder; KCOL Fort Collins; KFTM Fort Morgan, all in Colorado. Business office and studio: Security Life Bldg., Denver 2, Colo. A. G. Meyer, general manager; E. E. Koepke, sales manager.

**COMMUNITY NETWORK**—Comprising KRAI Craig; KSLV Monte Vista; KUBC Montrose, all Colo. George O. Cory, KUBC Montrose, Colo.

**CONNECTICUT STATE NETWORK**—Regional network comprising WSTC Stamford; WNAB Bridgeport; WGH Hartford; WNH New Haven; WNLC New London; WATR Waterbury; WTOR Torrington; WHAY New Britain; WICH Norwich. Headquarters: WATR Waterbury. Samuel R. Elman, president.

**DAIRYLAND NETWORK**—Comprising KWLM Willmar; KTOE Mankato; KDMA Montevideo; KLRG Redwood Falls; KMHL Marshall; KWNO Winona; KFAM St. Cloud, all Minn. Represented by John E. Pearson Co., Minneapolis.

**DIXIE BROADCASTING SYSTEM**—Comprising WABO Waynesboro; WHNY McComb; WHSY Hattiesburg, all Mississippi; and WAML Laurel and WHXY Bogalusa, both Louisiana. Headquarters: WHSY Hattiesburg, Miss. Represented nationally by Thomas F. Clark Co.

**DIXIE NETWORK**—Comprising WDXI Jackson, WENK Union City, WPRP Paris, WDXE Lawrenceburg, WDXL Lexington, WDXN Clarksville, all Tennessee, and WCMA Corinth, Miss. Headquarters: Williams Bldg., Jackson, Tenn. Aaron B. Robinson, president; Jack Murphy, sales manager. Represented nationally by Burn-Smith Co.

**DON LEE BROADCASTING SYSTEM**—Comprising KHJ Los Angeles; KGB San Diego; KDB Santa Barbara; KFXM San Bernardino; KFRC San Francisco; KMYC Marysville; KYNO Fresno; KSBW Salinas-Monterey; KVEN Ventura; CKOK Tulare-Visalia; KXO El Centro; KBAK Bakersfield; KVEC San Luis Obispo; KPRL Paso Robles; KIEM Eureka; KXOC Chico; KYOS Merced; KXOA Sacramento; KXOB Stockton, all in California. KRXL Roseburg; KPOJ Portland; KPFI Klamath Falls; KORE Eugene; KBND Bend; KQOS Coos Bay; KWIL Albany; KAST Astoria; KUIN Grants Pass; KSLM Salem; KWIN Ashland, all in Oregon. KATO Reno, Nev. KVI Seattle-Tacoma; KYAK Olympia; KNEW Spokane; KXRO Aberdeen; KGY Olympia; KELA Centralia; KRKO Everett; KWLK Longview; KUJ Walla Walla; KPUG Bellingham; KWNW Wenatchee, all in Washington. KRLC Lewiston; KWAL Wallace-Kellogg; KVEN Coeur d'Alene, all in Idaho. Headquarters: Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif.

**EAST TEXAS NETWORK**—Comprising KTRF Lufkin, KDET Center, KSJ Gladewater, KSFA Nacogdoches, KTXJ Jasper, KIVY Crockett, KNET Palestine, KEBE Jacksonville, KOCA Kilgore, KMHT Marshall, KSAM Huntsville, KBUD Athens, all Texas. Headquarters: Center, Tex. Joe B. Foster, president. Represented by Hill F. Best Co.

**FLAMBEAU NETWORK** — Comprising WLDY Ladysmith, WIGM Medford, WFPF Park Falls, WCHF Chippewa Falls, all Wisconsin. Headquarters: WLDY Ladysmith, Wis. Charles H. Nelson, president; Harold R. Murphy, secretary-treasurer. Represented by Thomas F. Clark Co. (Chicago).

**FLORIDA SELECT LIST**—Comprising WKKO Cocoa, WTRL Bradenton, WBRD Fort Lauderdale, WGGG Gainesville, WJVB Jacksonville Beach, WLBE Leesburg, WPLA Plant City, WKXY Sarasota, all Florida. Represented nationally by Hill F. Best Co.

**FOREIGN LANGUAGE QUALITY NETWORK**—Comprising stations WOV New York; WHAY New Haven; WJMJ Philadelphia; WBSB Chicago; WBSR Cleveland; WHOD Pittsburgh; KFSN San Francisco; WACE Springfield, Mass.; WTEL Philadelphia, and KOWL Los Angeles. Headquarters: 110 Chapel St., New Haven. Telephone: Spruce 7-3611. Pat Stanton, general manager.

**GOOD COAL NETWORK**—Comprising WHLN Harlan, WCPM Cumberland, both Kentucky, and WNVA Norton, Va. R. B. Helms, WHLN Harlan, Ky. Represented nationally by Burn-Smith Co.

**GUY GANNETT BROADCASTING SYSTEM**—Comprising WGAN Portland and WGUY Bangor, Me. Headquarters: Gannett Bldg., Portland, Me.

**GEORGIA ASSN. OF LOCAL STATIONS**—Comprising WDEC Americus; WGAU Athens; WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WJMJ Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKEU Griffin; WFOM Marietta; WFRP Savannah; WWNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WDWL Dawson; WBBB Fitzgerald; WOUN Gainesville; WSP T. Thomaston; WKTG Thomasville; WIBB Macon; WGIG Brunswick. Tom Carr, sales director, Box 66, Atlanta.

**GEORGIA MAJOR MARKET TRIO**—Comprising WAGA Atlanta; WTOG Savannah; WMAZ Macon. Available individually and in group. National representatives: The Katz Agency Inc.

**GRANITE STATE NETWORK** — Comprising WKBR Manchester; WNNH Rochester; WTSV Claremont; WMOU Berlin, and WTSL Hanover, all in New Hampshire. Also W TSA Brattleboro, Vt., and WGAW Gardner, Mass. Headquarters: 155 Front St., Manchester. W. J. Barkley, president; W. R. Rust Jr., treasurer; Ralph Gottlieb, general manager; Warren H. Journay, commercial manager.

**GREAT NORTHERN BCSTG. SYSTEM**—Comprising KVOC Moorhead, Minn.; KGDE Fergus Falls, Minn.; KLPM Minot, N. D.; KGCU Mandan, N. D.; KOVC Valley City, N. D.; KDLR Devils Lake, N. D.; KGCC Sidney, Mont.; KNOX Grand Forks, N. D. Headquarters: 107 First Ave., N.W., Mandan, N. D. M. J. Reichert, secretary.

**GREAT WESTERN NETWORK** — Comprising KDYL Salt Lake City, KIDO Boise, KSEI Pocatello, KTFI Twin Falls, all Idaho; KXLF Butte, KXLJ Helena, KXLK Great Falls, KXLL Missoula, KXLQ Bozeman, KGHL Billings, all Mont. Headquarters: 130 Social Hall Ave., Salt Lake City, G. Bennett Larson, general manager; Holly Moyer, sales manager. Represented by Weed & Co.

**HOOSIER NETWORK**—Comprising WCNC Connersville; WCTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw, all Indiana. Business office: Colonial Bldg., New Castle, Ind.

**INTERMOUNTAIN NETWORK** — Utah Group: KALL Salt Lake City; KLO Ogden; KOVO Provo; KOAL Price; KVNU Logan; KSCV Richfield. Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLLX Twin Falls; KBAR Burley; KFXD Nampa; KGEM Boise. Nevada Group: KELK Elko; KRAM Las Vegas. Wyoming Group: KLUK Evanston; KQRS Rock Springs; KVOC Casper; KWYO Sheridan; KPOW Powell; KOVE Lander; KWVO Cheyenne. Montana Group: KBMY Billings; KATL Miles City; KQBR Butte; PERK Livingston; KMON Great Falls; KCAP Helena; KOJM Havre; KIYI Shelby; KKLO Lewistown; KGEZ Kalispell; KIMN Denver; KCSJ Pueblo. Also South Mountain Group: KNEB Scottsbluff, Neb.; KBNZ La Junta, Colo.; KCRT Trinidad, Colo.; KABQ Albuquerque, N. M.; KTNM Tucumcari, N. M.; KICA Clovis, N. M.; KGFL Roswell, N. M.; KSPV Artesia, N. M.; KALG Alamogordo, N. M.; KOBE Las Cruces, N. M.; KSET El Paso, Tex. Main office: 146 S. Main St., Salt Lake City. Officers: George C. Hatch, chairman; Lynn L. Meyer, president; Jack Paige, vice president; Thomas H. Anderson, manager; Kay Richins, manager, program operations; W. D'Or Cozens, director of engineering; Gordon Owen, director of homemaker's programs; Mal Wyman, sport director; James Petersen, news director; Earl Donaldson, music director.

**KANSAS QUALITY GROUP**—Comprising KANS Wichita, KGO Dodge City, KVGJ Great Bend, KWBW Hutchinson, all in Kansas. Headquarters: 1015 N. Broadway, Wichita. Represented nationally by Paul H. Raymer Co.

**KEY LINE RADIO GROUP**—Comprising KBOX Modesto, KGST Fresno, KHUB Watsonville, KSJO San Jose. Headquarters: 607 Market St., San Francisco. Represented nationally by William Rambeau Co.

**LOBSTER NETWORK**—Comprising WPOR Portland, WCOU Lewiston, WFAU Augusta, WTVL Waterville, WRUM Rumford, WRKD Rockland, all Maine. Headquarters: 223 Lisbon St., Lewiston, Me. Represented by Richard O'Connell (New York and West Coast), Louis J. Borgatti Inc. (Boston), Hal Holman Co. (Chicago).

**LONG RADIO ENTERPRISES**—Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City. All in Texas and available as a package group. J. G. Long, managing director, P. O. Box 1391, Bay City.

**MAGIC CIRCLE NETWORK**—Comprising KRMO Monett, KNEM Nevada, KDMO Carthage, WMBH Joplin, all Mo.; KGLC Miami, Okla.; KSEK Pittsburg, KLLC Parsons, both Kan.; KBRS Springdale, KUOA Siloam Springs, both Ark. Thad M. Sandstrom, Pittsburg, Kan.

**MAINE BROADCASTING SYSTEM**—Comprising WCSH Portland; WLBZ Bangor; WRDO Augusta. Headquarters: 157 High St., WCSH Portland 3, Me.

**McCLATCHY BEELINE** — Comprising KFBK, KFBK-FM Sacramento; KMJ and KMJ-FM Fresno; KWG Stockton; KERN and KERN-FM Bakersfield; KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 21st & Q, Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, director of sales.

**METROPOLITAN NETWORK**—Comprising WPIK Alexandria and WFAX Falls Church in Virginia, WGAY Silver Spring and WUST Bethesda-Chevy Chase in Maryland. (All Washington, D. C. area.) Represented by Miss Debra Dingwall, 1022 Munsey Bldg., Washington, D. C.

**MICHIGAN RADIO NETWORK** — Comprising WXYZ Detroit (key station); WBCM Bay City; WTAC Flint; WJIM Lansing; WIBM Jackson; WELL Battle Creek; WLAV Grand Rapids; WSOO Sault Ste. Marie; WKCB Muskegon; WKLA Ludington; WGFQ Kalamazoo; WHRV Ann Arbor. Sold as a unit of ABC Network. Headquarters: Mutual Bldg., Detroit. Executive: James G. Riddell, president.

**MID-AMERICA BROADCASTING CO.**—Comprising KUDL Kansas City, KOSI Denver, KDKD Clinton, Mo., and WGVN Greenville, Miss. Headquarters: 1012 Baltimore Bldg., Kansas City. David M. Segal, general manager. Represented nationally by Forjoe Inc.

**MID-SOUTH NETWORK**—Comprising WCBI Columbus; WELO Tupelo; WMOX Meridian; WROX Clarksdale; WNAG Grenada; WROB West Point; all in Mississippi. Headquarters: WCBI Columbus. Bob McRaney, general manager.

**MONTANA METROPOLITAN MARKETS GROUP** —Comprising KBMY Billings, KMON Great Falls, KOPR Butte, all Montana. Headquarters: 146 S. Main St., Salt Lake City. Lynn L. Meyer, sales manager. Represented nationally by Avery-Knodel Inc.

**MISSISSIPPI BROADCASTING CO.** (Withers Gavin Stations)—Comprising WCOC Meridian; WJQS Jackson; WMBC Macon, and WACR Columbus, all in Mississippi.

**NBC WESTERN NETWORK**—Comprising Pacific Coast Group: KERO Bakersfield, KUGN Eugene, KMJ Fresno, KFI Los Angeles, KMED Medford, KGW Portland, KOH Reno, KCRA Sacramento, KPFD San Diego, KNEB San Francisco, KIST Santa Barbara, KOMO Seattle, KGO Spokane, KIT Yakima, Arizona Group: KJWB Globe, KTAR Phoenix, KYCA Prescott, KGLU Safford, KVOA Tucson, KYUM Yuma. Mountain Group: KOB Albuquerque, KOA Denver, KTSM El Paso, KDYL Salt Lake City, KORK Las Vegas, KGHL Billings, KIDO Boise, KXLF Butte, KXLQ Bozeman, KXLK Great Falls, KXLJ Helena, KXLL Missoula, KSEI Pocatello, KTFI Twin Falls. John K. West, vice president, Pacific Division, NBC.

**NEGRO RADIO SOUTH**—Comprising WMRY New Orleans, KCOH Houston, and KWBC Dallas. Represented nationally by Gil-Perna Inc. (Lee F. O'Connell, west coast).

**NEW ENGLAND REGIONAL NETWORK**—Special regional network of NBC-affiliated stations, comprising WTIC Hartford; WBZ Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDQ Augusta, Me. Directors: Paul W. Morency, WTIC chairman; Chris J. Witing, Westinghouse Bstg. Co. Inc.; John J. Boyle, WJAR; William H. Rines, WCSH. Operations Director: Mr. Morency. Represented nationally by Weed & Co.

**NEW WEST RADIO NETWORK**—Comprising KRFL Moscow, KRLC Lewiston, KWAL Wallace, KSPT Sandpoint, all Idaho, and KSEM Moses Lake, KCLX Colfax, KFDR Grand Coulee, KSPQ Spokane, all Washington. Headquarters: 204 Symons Bldg., Spokane. Paul W. Carter, general manager; Edward J. Agnew, sales manager.

**NORTH COUNTRY STATIONS** — Comprising WTNW St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont. Headquarters: Concord Ave., St. Johnsbury, Vt. E. Dean Finney, general manager; Donald Thurston, assistant manager. Represented nationally by Joseph Hersey McGillivray Inc. (Kettell-Carter, Boston).

**NORTH DAKOTA RADIO TRIO NETWORK**—Comprising KFGO Fargo, KGCU Bismarck, KLPM Minot, all North Dakota. Represented nationally by Hal Holman Co.

**OK GROUP**—Comprising WBOK New Orleans, KYOK Houston, KAOK Lake Charles, WXOK Baton Rouge. Headquarters: 505 Baronne St., New Orleans. Jules J. Paglin, president; Stanley W. Ray Jr., vice president and general manager. Represented by Forjoe & Co. and John E. Pearson Co.

**OKLAHOMA BIG FIVE NETWORK**—Comprising KOCY Oklahoma City, KAKC Tulsa, KCR Enid, KSWO Lawton, KMUS Muskogee, Leo Morris, president (KSWO Lawton, Okla.). Represented nationally by John E. Pearson Co.



## REGIONAL GROUPS

**OKLAHOMA NETWORK**—Comprising KADA Ada, KBIX Muskogee, KRHD Duncan, KTMK McAlester, KVSO Ardmore, KWSH Seminole, all Okla., Bill Hoover, Ada, Okla., president. Represented nationally by Venard, Rintoul & McConnell.

**OREGON TRAIL NETWORK**—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLBW LaGrande. Lee W. Jacobs, general manager, Baker, Ore.

**PALMETTO BROADCASTING SYSTEM**—Basic group comprising WGAC Augusta; WBGE Atlanta, both in Georgia; WCOS Columbia and choice in Charleston; WJMX Florence; WBCU Spartanburg-Union; WAIM Anderson; WTYC Rock Hill and WTNB Orangeburg, all in South Carolina; other affiliated stations: WRFC Athens, WKLY Hartwell and WCGA Gainesville, all in Georgia; WGCD Chester; WHSC Hartsville; WSNW Seneca; WKDK Newberry; WALD Walterboro; WDSO Dillon; WACA Camden and choice in Greenville, all in South Carolina. Executive offices: 1 Martin St., Anderson, S. C. Officers: Wilton E. Hall, president; Jimmy Scribner, director; Glenn P. Warnock, general manager; G. P. Browne, national sales manager; John P. McCallum, regional sales. Representatives: national—Burn-Smith Co. Inc.; southern—Dora-Clayton Agency Inc.

**PERSONALITY STATIONS**—Comprising WKNA Charleston, WJLS Beckley, WKWK Wheeling, all West Virginia. Headquarters: WJLS Bldg., Beckley, W. Va. Joe L. Smith Jr., president; Virginia N. Cooper, business manager. Represented nationally by Weed & Co.

**QUAKER NETWORK**—Pennsylvania state hookup comprising WFIL Philadelphia and 41 other stations throughout the state, available on a complete or regional split basis. Details available on request. Headquarters: WFIL Philadelphia. Roger Clipp, general manager; Kenneth W. Stowman, general sales manager.

**QUALITY RADIO GROUP**—Comprising KOB Albuquerque, WSB Atlanta, WBZ-WBZA Boston-Springfield, WBT Charlotte, WGN Chicago, WLW Cincinnati, WFAA Dallas, WHO Des Moines, WEAP Fort Worth, KPBC Houston, KCMO Kansas City, KFI Los Angeles, WSM Nashville, WWL New Orleans, WOR New York, WOW Omaha, WCAU Philadelphia, KDKA Pittsburgh, KEX Portland (Ore.), WPTF Raleigh, WRVA Richmond, KSL Salt Lake City, WOAJ San Antonio, KIRO Seattle, and KVOO Tulsa. Headquarters: 509 Madison Ave., New York City. Ward Quaal, president; William B. Ryan, executive vice president.

**RAZORBACK NETWORK**—Comprising KIXR N. Little Rock and all other stations in Arkansas. Headquarters: Cotton Belt Bldg., N. Little Rock. Emil J. Pouzar, general manager.

**REBEL NETWORK**—Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WCGM Gulfport. Headquarters: WDX Jackson, Miss. Frank Gentry, business manager. Represented nationally by George P. Hollingbery Co.

**RURAL RADIO NETWORK**—Northeast Radio Corp. owns and operates fm stations WRRL Wethersfield; WRRE Bristol; WRRR Warrington; WRRD DeRuyter; WRRS Cherry Valley; all New York. Fm affiliates: WHLD-FM Niagara Falls; WMSA-FM Massena; WNNY-FM Watertown; WRUN-FM Utica-Rome; WHDL-FM Olean; WFLY (FM) Troy; all New York, and WEJL (FM) Scranton, Pa. Am associated stations: WHLD Niagara Falls; WKBW Buffalo; WJTN Jamestown; WHAM Rochester; WHEN Syracuse; WFCU Ithaca; WELM Elmira; WWSF Binghamton; WDLA Walton; WRUN Utica-Rome; WNNY Watertown; WMSA Massena; WGY Schenectady; WKIP Poughkeepsie; WGNV Newburgh, all New York, and WQAN Scranton, Pa. Headquarters: 306 E. State St., Ithaca, N. Y. Officers: D. K. deNeuf, general manager; H. S. Brown, sales manager; T. R. Humphrey, chief engineer; M. N. Knapp, program director.

**SOUTHEASTERN KENTUCKY NETWORK**—Comprising WSFC Somerset, WKTM Maysfield, WSIP Paintsville, all Kentucky. Mike Layman, WSFC; Jack Anderson, WKTM; Ted A. Silvert, WSIP. Represented by Hill F. Best Co.

**SOUTHERN MASSACHUSETTS TRIO**—Comprising WALE Fall River, WNBH New Bedford, WOCB W. Yarmouth, all Mass. George L. Sisson, WALE; J. Thomas Mathers, WNBH; Paul W. Stiles, WOCB. Represented by Walker Representation Co.

**SOUTHERN MINNESOTA NETWORK**—Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Headquarters: Bulmer & Johnson Inc., 328 WCCO Building, 625 Second Ave. S., Minneapolis 2. Represented nationally by Robert Meeker.

**SPANISH LANGUAGE NETWORK**—Comprising KWVK Pasadena, KRNO San Bernardino, KVEN Ventura, KEIS Bakersfield, KCOK Tulare, KGST and KYNO Fresno, KMJD Modesto, KIEE Palo Alto, all Calif. Represented by Western Radio Sales, Hollywood, and Broadcast Time Sales, San Francisco.

**STEINMAN STATIONS**—Comprising WDEL Wilmington, Del.; WORK York Pa.; WGAL Lancaster, Pa.; WRAP Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

**SUNFLOWER NETWORK**—Comprising KANS Wichita, WEN Topeka, KGGG Coffeyville, KOAM Pittsburg, KSL Salina, and KVGE Garden Bend, all Kansas. Archie J. Taylor, KANS, chairman. Represented nationally by John E. Pearson Co.

**TALL CORN NETWORK**—An Iowa network comprising KPIC Cedar Rapids; KRCS Clinton; KSIB Creston; KNTF Shenandoah; KDEC Decora; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KWBG Boone; KICD Spencer; KRIB Mason City; KJCM Carroll; KOEL Oelwein; KBOE Oskaloosa; KXGI Fort Madison, and KXIC Iowa City. Represented nationally by John E. Pearson Co.

**TEXAS BROADCASTING SYSTEM (TBS)**—Regional network comprising KRLL Dallas; KENS San Antonio and KTRH Houston. Headquarters: KRLL, Herald Square, Dallas. Clyde W. Rembert, general manager.

**TEXAS QUALITY NETWORK**—Comprising WFAA Dallas; WOAJ San Antonio; KPBC Houston; WEAP Fort Worth; KRIS Corpus Christi; KGNC Amarillo; KRCV Weslaco, and KCBD Lubbock, all Texas. No national representative. Each station acts as sales agent for the other; national representative of any one station can supply information about all stations.

**TEXAS STATE NETWORK**—Regional network comprising KFJZ Fort Worth; WRR Dallas; KGBS San Antonio; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KFRO Longview; KBWD Brownwood; KCRS Midland; KGVJ Greenville; KTRH Houston; KRIO McAllen; KTBB Tyler. Gene L. Cagle, president; Dale Drake, sales manager. Headquarters: 1201 W. Lancaster, Fort Worth 1.

**TOBACCO NETWORK INC.**—Eastern North Carolina regional network comprising WRAL Raleigh; WTKR Durham; WFNC Fayetteville; WGNL Wilmington; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WGBR Goldsboro; WJNC Jacksonville. Headquarters: 710 Odd Fellows Bldg., Raleigh. Represented nationally by John E. Pearson Co. Executives: Victor Dawson, WNC, president; K. C. Wilson, executive vice president and general manager.

**UNION BROADCASTING SYSTEM**—Comprising WXRA Buffalo; WOKO Albany; WCSS Amsterdam; WENT Gloversville; WHUC Hudson; WKNY Kingston; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WELM Elmira; WGAT Utica; WICY Malone; WEAV Plattsburg, all in New York; WEC Pittsfield; WACE Chicago; WALE Fall River; WVOM Boston, all in Massachusetts; WSYB Rutland, Vt.; WJOY Burlington, Vt.; WWCW Waterbury, Conn.; WFAU Augusta, Me.; WKNE Keene, N. H. Headquarters: WOKO Albany, N. Y. Jim Healey, general manager.

**UNITED BROADCASTING NETWORK**—Comprising WOOK and WFAW (FM) Washington, D. C.; WARK Hagerstown, Md.; WAMT Richmond, Va.; WSID Baltimore, Md.; WINK Rockville, Md.; WJMO Cleveland, Ohio. Headquarters: Eighth and Eye Sts., N.W., Washington, D. C. Richard Eaton, president.

**UPPER MIDWEST BROADCASTING SYSTEM**—Comprising KASM Albany, KXRA Alexandria; KEBN Bemidji; KLLZ Brainerd; KBMW Breckneridge; WKLK Cloquet; KROX Crookston; KDLM Detroit Lakes; WEVE Eveleth; KSUM Fairmont; KDHL Fairbault; CKFI International Falls; KVOX Moorhead-Fargo; KNUJ New Ulm, and WSHB Stillwater, all Minnesota; KDLR Devils Lake; KVOX Fargo-Moorehead; KNDC

Hettinger; KGCU Mandan-Bismarck; KLPM Minot; KOVC Valley City, and KGCK Williston-Sidney, all North Dakota; KABR Aberdeen; KDSI Deadwood; KJIV Huron; KORN Mitchell; KGFX Pierre; KRSD Rapid City; KISD Sioux Falls, and KWAT Watertown, all South Dakota; WHBY Appleton; WATW Ashland; WBIZ Eau Claire; WJPG Green Bay; WLXC La Crosse; WLDY Ladysmith; WIBU Madison-Poyette, WDLB Marshfield; WMNE Menomonie; WPRD Portage; WPRE Prairie du Chien; WOBT Rhinelander; WRCO Richland Center; WRJN Racine; WTCH Shawano; WSTP Stevens Point; WTRW Two Rivers; WBEV West Bend, and WFHR Wisconsin Rapids, all Wisconsin; WDBC Escanaba; WHDF Houghton; WKIB Iron River; WJMS Ironwood, and WJPD Ishpeming, all Michigan; KASI Ames; KJAN Atlantic; KCOG Centerville; KCHA Charles City; KSTT Davenport; KXGI Fort Madison; KFAB Fairfield; KOKX Keokuk; KSMN Mason City; KAYL Storm Lake, and KJFJ Webster City, all Iowa; KCNI Broken Bow; KJSK Columbus; KFGT Fremont; WJAG Norfolk, and KNEB Scottsbluff, all Nebraska; WMRO Aurora; WCAZ Carthage, and WLKX DeKalb, all Illinois; KXGN Glendive and KGCV Sidney-Williston, both Montana. Headquarters: 1887 Northwestern Bank Bldg., Minneapolis. Orville F. Lawson, president.

**VERMONT STATE NETWORK**—Comprising WBTV Bennington, WDOT Burlington, WKE Newport, WSYB Rutland, WTVN St. Johnsbury, WNIK Springfield, all Vermont. Represented nationally by Joseph Hershey McGillivra Inc.

**WEST TEXAS PACKAGED STATIONS**—Comprising KRBC Abilene; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls. Headquarters: St. Angelus Hotel, San Angelo, Tex. Represented nationally by John E. Pearson Co.

**WISCONSIN NETWORK**—Network comprising WHBY Appleton; KFIZ Fond du Lac; WCLO Janesville; WIBU Poyette-Madison; WWCF Baraboo; WRJN Racine; WHBL Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit; WSAU Wausau. Supplementary stations: WMAM Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WEEB Superior; WISN Milwaukee; WKBH La Crosse; WOSH Oshkosh; WJMC Rice Lake; WOBT Rhinelander; WATK Antigo; WRCO Richland Center; WSAU Wausau; WRBD Reedsburg; WJGM Medford; WPPF Park Falls; WLDY Ladysmith; WOSA-WLIN Merrill. Main office: Nash Block, Wisconsin Rapids. George T. Frechette, WFHR, managing director and secretary-treasurer.

**WYOMING COWBOY NETWORK**—Comprising KFBC Cheyenne, KOWB Laramie, KRAL Rawlins, KWRL Riverton, KWOR Worland, KODI Cody, KGOS Torrington, KVOC Casper, KASL Newcastle, all Wyoming, and KSID Sidney, Neb. Headquarters: KFBC Cheyenne, Wyo. William C. Grove, general manager; C. P. Cahill, commercial manager. Represented nationally by Joseph Hershey McGillivra Inc.

**YANKEE NETWORK** (division of General Tele-radio Inc.)—Comprising WNAC Boston-Lawrence, Mass.; WFAU Augusta, Me.; WABI Bangor, Me.; WIDE Biddeford, Me.; WICC Bridgeport, Conn.; WALE Fall River, Mass.; WEIM Fitchburg-Leominster, Mass.; WHAI Greenfield, Mass.; WPTH Hartford, Conn.; WOCB W. Yarmouth, Mass.; WCOU Lewiston-Auburn, Me.; WLLH Lowell, Mass.; WNBH New Bedford, Mass.; WNLG New London, Conn.; WBER Pittsfield, Mass.; WPOP Portland, Me.; WHEB Portsmouth-Dover, N. H.; WEAN Providence, R. I.; WWOV Woonsocket, R. I.; WSYB Rutland, Vt.; WWSR St. Albans, Vt.; WMAS Springfield, Mass.; WWCW Waterbury, Conn.; WDEV Waterbury, Vt.; WAAB Worcester, Mass. Represented nationally by H-R Repr. Inc. Headquarters: WNAC Boston. Norman Knight, executive vice president and general manager.

**Z-BAR-NET**—Comprising KXLF Butte; KXLJ Helena; KXLQ Bozeman; KXKL Great Falls; KXLL Missoula, all in Montana. Available as a hookup. Managing Director: Ed Craney, KXLF.

## MAJOR AWARDS

(Continued from page 65)

Medill School of Journalism, Northwestern U., Evanston, Ill.

For last year's awards, see B.T., Nov. 22, 1954.

**SATURDAY REVEIW AWARDS** for distinguished examples of institutional advertising in the public interest, citations given annually to advertisers in the broadcast media (also in print). For details, contact William D. Patterson, associate publisher, *The Saturday Review*, 25 W. 45 St., New York 36, N. Y. For last year's awards, see B.T., Aug. 2, 1954.

**SIGMA DELTA CHI AWARDS** for distinguished service in journalism, scrolls presented annually to individuals for outstanding broadcast newswriting and reporting and to stations or networks for outstanding public service in broadcast journalism (also given in newspaper and magazine categories). For award information contact Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill. For last year's awards, see B.T., April 19, 1954.

**ALFRED P. SLOAN AWARD** for the promotion of traffic safety, plaques given annually by the Sloan

Foundation to radio and tv station and networks and sponsors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave. Chicago 11, Ill.

For last year's awards, see B.T., May 24, 1954.

**BROWDER J. THOMPSON MEMORIAL PRIZE AWARD** to author under 30 of paper published by IRE constituting the "best combination of technical contribution and presentation of subject," cash\* award, made annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 East 9th St., New York 21, N. Y. For last year's awards, see B.T., March 29, 1954.

**VLADIMIR K. ZWORYKIN TELEVISION PRIZE AWARD** to an IRE member for "important technical contributions to electronic television," citation and cash\* award, presented annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 East 9th St., New York 21, N. Y.

For last year's awards, see B.T., March 29, 1954.

\* Amount varies with income from award funds.

# NON-COMMERCIAL EDUCATIONAL FM BROADCAST STATIONS

November 22, 1954

\*Indicates construction permit only

City	Call	Licensee	Frequency	Effective Radiated Power	City	Call	Licensee	Frequency	Effective Radiated Power
<b>ALABAMA</b>									
Tuscaloosa	WUOA	U. of Alabama	91.7 mc	4.8 kw	St. Paul	WNOV	Northwest Vocational Institute	89.1 mc	10 w
<b>ARIZONA</b>									
Phoenix	KFCA	Phoenix College	88.5 mc	10 w	Meridian	WMMI	Meridian Municipal Junior College	88.1 mc	10 w
<b>CALIFORNIA</b>									
Berkeley	KPFB	Pacific Foundation	89.3 mc	150 w	St. Louis	KSLH	Board of Education	91.5 mc	12.5 kw
Long Beach	KLON	Board of Education	88.1 mc	10 w	Newark South Orange WBGO WSOU				
Los Angeles	KUSC	U. of Southern California	91.5 mc	2.9 kw					
Oceanside	KOEN	Oceanside-Carlsbad Union High School District	89.7 mc	10 w	Albuquerque KANW				
San Bernardino	KVCR	San Bernardino Valley Union Junior College District	91.9 mc	770 w					
San Diego	KSDS	San Diego Unified School District	88.3 mc	375 w	Brooklyn, NYC WNYE WSHS WITJ WFUW WSPE				
San Francisco	KALW	San Francisco Unified School District	91.7 mc	3.3 kw					
San Mateo	KCSM	San Mateo Junior College	90.9 mc	10 w	Board of Education Sewanahaka High School Ithaca College Fordham U. Board of Education Central School District No. 1 of towns of Concord, Saratoga and Collins (Erie County) and Ashford, Yorkshire and East Otto (Cattaraugus County)				
Santa Clara	KSCU*	U. of Santa Clara	90.1 mc	2.45 kw					
Santa Monica	KCRW	Santa Monica School Board	89.9 mc	400 w	Syracuse	WAER	Syracuse U.	88.1 mc	730 w
Stockton	KCVN	College of the Pacific	91.3 mc	3.4 kw	Chapel Hill	WUNC	U. of North Carolina	91.5 mc	1.45 kw
<b>COLORADO</b>									
Colorado Spgs.	KRCC	Colorado College	91.3 mc	185 w	Greensboro	WGPS	Board of Trustees Greensboro City Administrative Unit	88.9 mc	10 w
<b>FLORIDA</b>									
Lakeland	WFSI	Florida Southern College	88.1 mc	10 w	High Point	WHPS	Board of School Commissioners	89.3 mc	10 w
Miami	WTHS	Lindsey Hopkins Vocational School, Dade County Board of Public Instruction	91.7 mc	5 w	OHIO				
Tallahassee	WFSU-FM	Florida State U.	91.5 mc	10 w					
Tampa	WTUN	U. of Tampa	89.9 mc	770 w	Athens	WOUT	Ohio U.	91.5 mc	10 w
Winter Park	WPRK	Rollins College	91.5 mc	860 w	Bowling Green	WBGU	Bowling Green State U.	88.1 mc	10 w
<b>GEORGIA</b>									
Atlanta	WABE	Board of Education	90.1 mc	4.8 kw	Cleveland	WBOE	Board of Education	90.3 mc	10 kw
<b>HAWAII</b>									
Honolulu	KUOH*	U. of Hawaii	90.5	10 w	Columbus	WOSU-FM	Ohio State U.	89.7 mc	14 kw
Honolulu	KVOK	Kamehameha Schools	88.1 mc	10 w	Delaware	WLSN	Ohio Wesleyan U.	91.1 mc	10 w
<b>ILLINOIS</b>									
Chicago	WBEZ	Board of Education	91.5 mc	16 kw	Kent	WKSU-FM	Kent State U.	88.1 mc	10 w
De Kalb	WNIC	Northern Ill. State Teachers College	91.1 mc	10 w	Oxford	WMUB	Miami U.	88.5 mc	6.7 kw
Elgin	WEPS	Board of Education Union School District No. 48	88.1 mc	10 w	Toledo	WTDS	Board of Education	91.3 mc	730 w
Evanston	WNUR	Northwestern University	89.3 mc	10 w	OKLAHOMA				
Urbana	WILL-FM	U. of Illinois	91.7 mc	100 w					
<b>INDIANA</b>									
Evansville	WEVC	Evansville College	91.5 mc	1.9 kw	Norman	WNAD-FM	State U. of Oklahoma	90.9 mc	7 kw
Gary	WGVE	School City of Gary	88.1 mc	10 w	Oklahoma City	KOKH	Board of Education	88.9 mc	7.6 kw
Greencastle	WGRE	DePauw U.	91.7 mc	7 w*	Shawnee	KBGC	Oklahoma Baptist U.	89.9 mc	10 w
Hartford City	WHCI*	School City of Hartford City	91.9 mc	10 w	Tulsa	KWGS	U. of Tulsa	90.5 mc	4.1 kw*
Huntington	WVSH	School City of Huntington	91.9 mc	10 w	OREGON				
Indianapolis	WAJC	Butler U.	91.9 mc	700 w					
Indianapolis	WIAN*	Board of School Comrs.	90.1 mc	120 w	Eugene	KWAX	State Board of Higher Education	91.1 mc	10 w
Muncie	WWHI	Wilson Junior High School	91.5 mc	10 w	Eugene	KRVM	School District No. 4, Lane County	91.9 mc	400 w
New Albany	WNAS	School City of New Albany	88.1 mc	10 w	Oretech	KTEC	Oregon Technical Institute	88.1 mc	10 w
New Castle	WYSN	New Castle Henry Township Schools	91.1 mc	10 w	PENNSYLVANIA				
Wabash	WSKS	School City of Wabash	91.3 mc	800 w*					
<b>IOWA</b>									
Ames	WOI-FM	Iowa State College of Agriculture and Mechanical Arts	90.1 mc	16 kw	Havertown	WHHS	Haverford Township Senior High School	89.3 mc	10 w
Des Moines	KDPS	Independent School District	88.1 mc	1.5 kw	Philadelphia	WHYY	Delaware Valley Educational TV Corp.	90.9 mc	20 kw
Iowa City	KSUI	State U. of Iowa	91.7 mc	17.5 kw	Philadelphia	WPWT	Philadelphia Wireless Technical Institute	91.7 mc	125 w
Waverly	KWAR	Wartburg Normal College	89.1 mc	10 w	Philadelphia	WRTI-FM	Temple U.	90.1 mc	10 w
<b>KANSAS</b>									
Emporia	KSTE	Kansas State Teachers College	88.7 mc	350 w	Pittsburgh	WDUQ	Duquesne U.	91.5 mc	2.75 kw
Lawrence	KANU	U. of Kansas	91.5 mc	35 kw	Scranton	WUSV	U. of Scranton	89.9 mc	10 w
Manhattan	KSDB-FM	Kansas State College	88.1 mc	10 w	State College	WDFM	Pennsylvania State College	91.1 mc	250 w
Ottawa	KTJO-FM	Ottawa U.	88.1 mc	10 w	SOUTH CAROLINA				
Wichita	KMUW	Municipal U. of Wichita	89.1 mc	10 w					
<b>KENTUCKY</b>									
Lexington	WBKY	U. of Kentucky	91.3 mc	2.3 kw	Columbia	WUSC-FM	Extension Division, U. of South Carolina	89.9 mc	10 w
Louisville	WFPL	Free Public Library	89.3 mc	150 w	TENNESSEE				
Louisville	WFPK	Free Public Library	91.9 mc	19.5 kw					
Louisville	WSDX	Southern Baptist Theological Seminary	90.3 mc	10 w	Knoxville	WKCS	Fulton High School	91.1 mc	310 w
<b>LOUISIANA</b>									
Baton Rouge	WLSU	Louisiana State U.	91.7 mc	1.8 kw	Knoxville	WUOT	U. of Tennessee	91.9 mc	3.4 kw
New Orleans	WBEH	P. G. Beauregard School	89.3 mc	10 w	TEXAS				
<b>MARYLAND</b>									
Baltimore	WBJC	Baltimore Junior College	88.1 mc	125 w	Abilene	KACC-FM	Abilene Christian College	91.9 mc	250 w
<b>MASSACHUSETTS</b>									
Amherst	WMUA	U. of Massachusetts	91.1 mc	10 w	Dallas	KSMU-FM	Southern Methodist U. of Texas	89.3 mc	10 w
Boston	WBUR	Boston U.	90.9 mc	20 kw	Dallas	KVTT	Texas Trade School	91.7 mc	780 w
Boston	WERS	Emerson College	88.9 mc	18 kw	El Paso	KVOF-FM	Texas Western College of U. of Tex.	88.5 mc	10 w
Boston	WGBH-FM	WGBU Educational Foundation	89.7 mc	15.5 kw	Houston	KUHF	U. of Houston	91.3 mc	9.6 kw
Springfield	WEDK	School Committee of Springfield	91.7 mc	10 w	Plainview	KHBL	Wayland Baptist College	88.1 mc	9.8 kw*
<b>MICHIGAN</b>									
Ann Arbor	WUOM	U. of Michigan	91.7 mc	44 kw	UTAH				
Detroit	WDTR	Board of Education	90.9 mc	2 kw					
East Lansing	WKAR-FM	Michigan State College	90.5 mc	9.7 kw	Ephraim	KEPH	Snow Branch Junior College	88.9 mc	10 w
Highland Park	WHPR	School District of City of Highland Park	88.1 mc	10 w	Logan	KVSC	Utah State Agricultural College	88.1 mc	10 w
Kalamazoo	WMCR	Western Michigan College of Education	91.1 mc	400 w	VIRGINIA				
<b>MINNESOTA</b>									
<b>MISSISSIPPI</b>									
<b>MISSOURI</b>									
<b>NEW JERSEY</b>									
<b>NEW MEXICO</b>									
<b>NEW YORK</b>									
<b>NORTH CAROLINA</b>									
<b>OHIO</b>									
<b>OKLAHOMA</b>									
<b>OREGON</b>									
<b>PENNSYLVANIA</b>									
<b>SOUTH CAROLINA</b>									
<b>TENNESSEE</b>									
<b>TEXAS</b>									
<b>UTAH</b>									
<b>VIRGINIA</b>									
<b>WASHINGTON</b>									
<b>WISCONSIN</b>									

# CANADIAN BROADCASTING CORPORATION

Executive Offices: 140 Wellington St.,  
Ottawa, Ont. Phone: 2-2681.

Business Offices and Studios: 354 Jarvis  
St., Toronto, Ont. Phone: Walnut 3-5481.

## BOARD OF GOVERNORS

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E. L. Bushnell, Assistant General Manager  
R. P. Landry, Controller of Administration  
Harry Bramah, Treasurer  
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Marcel Ouimet, Assistant Director of Programs  
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W. E. Powell, Commercial Manager (Toronto)

O. C. Wilson, Manager of National Tv Film Department (Toronto)

W. H. Brodie, Supervisor of Broadcast Language (Toronto)

\* All headquarter in Ottawa unless otherwise noted.

## CBC REGIONAL OFFICERS

Newfoundland Region: T. A. Bldg., St. John's, W. F. Galgay, Director for the Province of Newfoundland.

Maritime Region: United Services Bldg., 100 Sackville St., Halifax. W. E. S. Briggs, Director for the Maritime Provinces.

Prairie Region: 541 Portage Ave., Winnipeg, Man. J. R. Finlay, Director for the Prairie Provinces

British Columbia Region: 701 Hornby St., Vancouver, B. C. K. P. Caple, Director for the Province of British Columbia.

Quebec Region: 1425 Dorchester St., Montreal, A. Seguin, Director for the Province of Quebec.

Ontario Region: 354 Jarvis St., Toronto. Ira Dilworth, Director.

European Offices: 200 Oxford St., London, W. 1, England. Bernard Trotter, European Representative; M. Halton, Correspondent, London; D. Lachance, Correspondent, Paris.

CBC International Service: Radio Canada Bldg., Montreal, P. Q. C. R. Delafeld, Director.

CBC At United Nations: V. M. Tovell, CBC Representative; P. Stursberg, Correspondent; Miss M. Fielder, Production Asst.

## STATE ASSOCIATIONS OF RADIO AND TELEVISION BROADCASTERS

**Alabama Broadcasters Association**  
P. O. Box 477, University, Ala. Founded in 1946; meetings in March and October; elections in March; number of members 69. Officers: J. Dige Bishop, WCTA Andalusia, president; Richard B. Biddle, WOWL Florence, vice president; Gene Tibbett, WJRD Tuscaloosa, secretary-treasurer.

**Arizona Broadcasters Association**  
Founded in 1952; meetings in January; elections in January; number of members 20. Officers: Charles H. Garland, KOOL Phoenix, president; William F. Parady, KCKY Coolidge, vice president; William L. Lindsey, KYMA Yuma, secretary-treasurer; Richard O. Lewis, KTAR Phoenix, legislative chairman.

**Arkansas Broadcasters Association**  
P. O. Box 610, El Dorado, Arkansas. Founded in 1946; meetings in spring and fall; elections in spring; number of members 48. Officers: W. N. McKinney, KELD El Dorado, president; L. B. Tooley, KXAR Hope, vice president; Melvin P. Spann, KWAK Stuttgart, secretary-treasurer; Lee Reaves, KWRP Warren, legislative chairman.

**California State Radio and Television Broadcasters Association, Inc.**  
1420 Truxtun Ave., Bakersfield. Founded in 1947; meetings in November (and on special call); elections in November, number of members 97. Officers: George Greaves, KNBC San Francisco, president; Philip G. Lasky, KPIX (TV) San Francisco, and Frank Burke KFVD Los Angeles, vice presidents; Gene DeYoung, KERO Bakersfield, secretary-treasurer.

**Colorado Broadcasters Association**  
c/o President or Secretary. Founded in 1950; meetings semi annual; elections in March; number of members 40. Officers: James D. Russell, KVOR Colorado Springs, president; Frank Bishop, KFEL-TV Denver, vice president; Elwood Meyer, KYOU Greeley, secretary-treasurer; George Cory, KUCB Montrose, legislative chairman.

**Connecticut Broadcasters Assn.**  
J. Maxim Ryder, WBRY Waterbury, president; Aldo de Dominicis, WNHC-TV New Haven, vice president; Walter Haase, WDRC Hartford, secretary.

**Florida Association of Broadcasters**  
c/o President or Secretary. Founded in 1936; meetings in May or June and November; elections in May or June; number of members 76. Officers: John B. Browning, WSPB Sarasota, president; A. B. Letson, WCNN Quincy, vice president; H. Dennison Parker, WTAN Clearwater, second vice president; George Friend, WPLA Plant City, secretary-treasurer.

**Georgia Association of Broadcasters**  
c/o President or Secretary. Founded in 1935; meetings August and January; elections by mail in winter; 56 members. Officers: E. F. MacLeod, WBML Macon, president; Glenn C. Jackson, WAGA Atlanta, vice president; L. H. Christian, WRFC Athens, secretary-treasurer.

**Hawaiian Association of Radio and Television Broadcasters**  
P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May; number of members 18. Officers: Ezra J. Crane, KMVI Walluku, Maui, president; William Paine, KGU Honolulu, vice president; Mel Wright, KGMB-TV Honolulu, secretary-treasurer.

**Idaho Broadcasters Association**  
% KRPL Lewiston. Founded in 1951; meetings in fall; elections in fall; number of members 23-100% of Idaho. Officers: Don Thomas, KLRC Lewiston.

president; Florence M. Gardner, KTFI Twin Falls, vice president; Clair Hull, KCID Caldwell, secretary-treasurer; Walter E. Wagstaff, KIDO Boise, legislative chairman.

**Illinois Broadcasters Association**  
c/o President or Secretary-Treasurer. Founded in 1948; meetings in February and October; elections in February; number of members 65. Officers: Harold L. Dewink, WCWS Springfield, president; Joe Bonansinga, WGEM Quincy, vice president; Tom Land, WFVW Fairfield, secretary-treasurer; Oliver Keller, WTAX Springfield, legislative chairman.

**Indiana Broadcasters Association, Inc.**  
Box 89, Washington, Ind. Founded in 1944; meetings four times a year; elections in March; number of members 53. Officers: Bruce McConnell, WISH Indianapolis, president; W. F. Rippetoe, WBOW Terre Haute, vice president (AM); Don Burton, WLBC-TV Muncie, vice president (TV); Joe Edwards, WFML Washington, vice president (FM); Lester Spencer, WKVB Richmond, secretary-treasurer; Roy Berkox, WLRP New Albany, assistant secretary; Bill Fowler, WBAT Marion, assistant treasurer.

**Iowa Broadcasters Association**  
c/o President. Founded in 1951; meetings annually; elections annually; number of members 40. Officers: Ernest C. Sanders, WOC Davenport, president; Walter Tiech, KDEL Oelwein, vice president; B. C. Baldwin, KSO Des Moines, secretary-treasurer.

**Kansas Association of Radio Broadcasters**  
KSAL Salina, Kansas. Founded in 1951; meetings in April or May; elections in April or May; number of members 37. Officers: Ray V. Jensen, KSAL Salina, president; Fred Conger, WREN Topeka, vice president; Grover Cobb, KVGB Great Bend, secretary-treasurer; Wendell Elliot, KGNU Dodge City, legislative chairman.

**Kentucky Broadcasters Association**  
c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro. Founded in October 1945; meetings in October and spring; elections in October; number of members 18. Officers: Sam Livingston, WKYB Paducah, president; Gilmore Nunn, WLP Lexington, first vice president; Arthur Ellerman, WZIP Covington, second vice president; Hugh O. Potter, WOMI Owensboro, secretary-treasurer; Neil Cline, WHAS Louisville, Richard Helms, WHLN Harlan, and Mike Layman, WSFC Somerset, members of executive committee.

**Louisiana Association of Broadcasters**  
% KRUS Ruston. Founded in 1945; meetings in June and November; elections in November; number of members 45. Officers: Edgar B. Stern Jr., WDSU New Orleans, president; Robert Earle, WIBR Baton Rouge, vice president; Clarence E. Faulk, KRUS Ruston, secretary-treasurer.

**Maine Radio & Tv Broadcasters Association**  
c/o WPOR Portland, Maine. Founded in 1947; meetings in October; elections in October; number of members 18. Officers: Harold Glidden, WAGM Presque Isle, president; William H. Rines, WCSH-TV Portland, vice president; Norman G. Gallant, WFAV Augusta, secretary-treasurer.

**Maryland-D. C. Radio and Television Broadcasters Association**  
c/o President or Secretary-Treasurer. Founded in 1951; meetings in June and November; elections in November; number of members 46. Officers: Leslie H. Beard Jr., WBAL Baltimore, president; Ben Strouse, WWDC Washington, vice president; William H. Paulsgrove, WJEF Hagerstown, secretary-treasurer.

**Massachusetts Broadcasters Assn.**

George H. Jaspert, WCCM Lawrence, president; W. C. Swartley, WBZ-TV Boston, vice president; Gerald Harrison, WMAS Springfield, treasurer; Sherwood J. Tarlow, WHIL Medford, secretary.

**Michigan Association of Broadcasters**  
c/o WKMH Dearborn 2. Founded in 1948; meetings in June and November; elections in November; number of members 85. Officers: Fred Knorr, WKMH Dearborn, president; Carl E. Lee, WKZO-AM-TV Kalamazoo, vice president; Hugh Giesel, WBCM Bay City, secretary-treasurer; new directors: F. Sibley Moore, WJR Detroit; Russell J. Staffeld, WMIZ Iron Mountain; Howard Wolfe, WKNX Saginaw, and Carl Lee, WKZO-AM-TV Kalamazoo.

**Minnesota Association of Broadcasters**  
WDGY-Nicollet Hotel, Minneapolis. Founded in 1946; meetings in September; elections in September; number of members 30. Officers: C. T. Hagman, WDGY Minneapolis, president; Lee L. Whiting, KEYD Minneapolis, vice president; Manny Marget, KVOX Moorhead, secretary-treasurer; C. T. Hagman, WDGY Minneapolis, legislative chairman.

**Mississippi Broadcasters Association**  
c/o President or Secretary-Treasurer. Founded in 1942; meetings in March or April; elections in March or April; number of members 48. Officers: Bob Evans, WELO Tupelo, president; Ed Wilkerson, WSLI Jackson, vice president; Granville Walters, WAML Laurel, secretary-treasurer.

**Missouri Broadcasters Association**  
Catherine Roer, 210 Monroe St., Jefferson City, Mo. Founded in 1948; meetings in April and August; elections in August; number of members 47. Officers: Sam A. Burk, KIRX Kirksville, president; Chet Thomas, KXOK St. Louis, vice president; Catherine Roer, KWOS Jefferson City, secretary-treasurer.

**Montana Radio Stations Inc.**  
P. O. Box 1498, KOOK Billings. Founded in 1949; meetings last week in September; number of members 28. Officers: V. V. Clark, KOOK Billings, president; Joe Wilkins, KFBB Great Falls, vice president; Charlotte Brader, KOJM Havre, secretary-treasurer; Paul MacAdam, KPRK Livingston, legislative chairman.

**Nebraska Broadcasting Association**  
c/o WJAG Norfolk, Nebraska. Founded in 1934; meetings May 1st; elections May 1st; number of members 28. Officers: Harry Burke, KFAB Omaha, president; Max Young, KSID Sidney, vice president; Gordon Pentz, KWBE Beatrice, secretary-treasurer.

**Nevada State Broadcasters Association**  
KOLO, P. O. Box 821, Reno, Nevada. Founded in 1949; meetings as called; elections yearly; number of members 12. Officers: H. G. Wells, KOLO Reno, president; Fred Stoye, KLAS Las Vegas, vice president; Bob Stoddard, KATO Reno, secretary-treasurer; H. G. Wells, KOLO Reno, legislative chairman.

**New Hampshire Association of Broadcasting**  
Frank B. Estes, WKNE Keene, president; Al Mallin, WNNH Rochester, vice president; Wallace Walker, WMUR Manchester, secretary-treasurer.

**New Jersey Broadcasters Association**  
WJLK Asbury Park. Founded in 1947; meetings 2nd week in May and 2nd week in October; elections 2nd week in October; number of members 18. Officers: Everett Rudloff, WJLK Asbury Park, president; Jerry McCarthy, WTOA Trenton, secretary-treasurer; Gordon Giffin, WKDN Camden, vice president; Fred Bernstein, WTTM Trenton, legislative chairman.

**New Mexico Broadcasters Association**  
4220 Mackland Ave. N.E., Albuquerque. Founded in 1952; meetings in September and April; elections in April; number of members 25. Officers: Merte H. Tucker, KGAK Gallup, president; Wayne Phelps, KOAT Albuquerque, vice president; A. M. Cadwell, KOAT Albuquerque, treasurer; Margaret Wetling, 4220 Mackland Ave., N.E., Albuquerque, secretary; Ivan R. Head, KVFS Santa Fe, legislative chairman.

**North Carolina Association of Broadcasters Inc.**  
Founded in 1932; meetings in June and October; elections in October; number of members 96. Officers: William S. Page, WFTC Kinston, president; Allen Wanamaker, WBIG Greensboro, vice president; Cecil B. Hoskins, WWNC Asheville, secretary.

**North Dakota Broadcasters Association**  
KNOX Grand Forks, N. D. Founded in 1953; meetings 2nd week in October; elections 2nd week in October; number of members 14. Officers: Paul C. Gussner, KGCU Mandan, president; Chester C. Reiten, KSJB Jamestown, vice president; William Hurley, KXJB-TV Fargo-Valley City, secretary-treasurer; John Cooley, KLFM Minot, legislative chairman.

**Ohio Association of Radio and Television Broadcasters**  
33 N. High St., Columbus. Founded in 1937; meetings in April and October; elections in April; number of members 70. Officers: Robert W. Ferguson, WTRF Belleaire, president; Herbert E. Evans, Peoples Broadcasting Co., Columbus, vice president-radio; Allen Haid, WSPD-TV Toledo, vice president-television; Carlton S. Dargusch Jr., secretary-treasurer.

**Oklahoma Association of Broadcasters**  
Founded in 1948; meetings in January; number of members 36. Officers: Frank Lane, KRMG Tulsa, president; T. M. Raburn Jr., KGVN Guymon, vice president; Pat Murphy, KCRC Enid, secretary-treasurer; Bill Hoover, KADA Ada, legislative chairman.

**Oregon State Broadcasters Association**  
R. E. Summers, manager, P. O. Box 5025, Eugene. Founded in 1940. Officers: Paul E. Walden, KODL The Dalles, president; R. D. Holmes, KAST Astoria, vice president; Iris Helliwell, KRXL Roseburg, secretary-treasurer; R. M. Brown, KPOJ Portland, legislative chairman.

**Pennsylvania Association of Broadcasters**  
WTPA, 3235 Hoffman St., Harrisburg. Founded in 1922; meetings in April; elections in April; number of members 125. Officers: David Bennett, WTPA(TV) Harrisburg, president; Joseph Connolly, WCAU Philadelphia, first vice president; Tom Price, WBVP

Beaver Falls, second vice president; Tom Metzger, WMRF Lewistown, treasurer; Roy Morgan, WILK Wilkes-Barre, secretary; William Thomas, WCPA Clearfield, immediate past president; George Gottschalk, Harrisburg, executive secretary.

**Puerto Rican Association of Broadcasters**  
Box 4504, San Juan, Puerto Rico. Founded in 1947; meetings second Monday of each month; elections second Wednesday of July; number of members 19. Officers: Angel Ramos, WKAG San Juan, president; Juan Piza, WJPR San Juan, vice president; Federico E. Vitrella, WVTV Caguas, secretary; Gustavo Diaz, WENA Bayamon, treasurer.

**Rhode Island Radio & Television Broadcasters Association**  
c/o WEAN, Crown Hotel, Providence, R. I. Founded in 1935; meetings in June; elections in June; number of members 12. Officers: H. William Koster, WFJB Providence, president; Norman Gittleson, WJAR-TV Providence, vice president; Bud Armstrong, WEAN Providence, secretary-treasurer.

**South Carolina Radio and Television Broadcasters Association**  
Sec.'s Office, Box 30, Sumter, S. C. Founded in 1947; meetings in January; elections in January; number of members 36. Officers: C. Wallace Martin, WMSC Columbia, president; Frank B. Best, WDX Orangeburg, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; H. Moody McElveen, WNOK Columbia, legislative chairman.

**South Dakota Broadcasters Association**  
Officers: Ray V. Eppel, KORN Mitchell, president; Byron McElligot, KSDN Aberdeen, vice president; Jim Slack, KUSD Vermillion, secretary-treasurer; Evans Nord, KELO Sioux Falls, legislative chairman.

**Southern California Broadcasters Assn.**  
8047 Hollywood Blvd., Hollywood 28. Officers: Robert J. McAndrews, KBIG Avalon, president; Norman Ostby, KHJ Los Angeles, vice president; Thelma Kirchner, KGFJ Hollywood, secretary-treasurer; Frank W. Crane, managing director.

**Tennessee Association of Broadcasters**  
407 Chamber of Commerce Building, Nashville, Tenn. Founded in 1948; meetings in November or December and May or June; elections in November or December; number of members 46. Officers: Earl Winger, WDDO Chattanooga, president; John Hart, WBIR Knoxville, vice president; Mrs. Drue Smith, WAFQ Chattanooga, secretary-treasurer; F. C. Sowell, WLAC Nashville, legislative chairman.

**Texas Association of Broadcasters**  
KTRE Lufkin, Texas. Founded in 1951; meetings in spring and fall; elections in September; number of

members 112. Officers: Louis R. Cook, KNOW Austin, president; R. G. Lewin, KTRE Lufkin, vice president; Barney Ogle, KRGV Weslaco, secretary-treasurer.

**Utah Broadcasters Association**  
751 Union Pacific Bldg., Salt Lake City 1, Utah, Phone 5-4641. Founded in 1951; meetings in January and June; elections in January; number of members 20. Officers: Eugene M. Halliday, KSL Salt Lake City, president; George H. Hatch, KALL Salt Lake City, vice president; Arch G. Webb, KVOG Ogden, secretary-treasurer.

**Vermont Association of Radio & Television Broadcasters**  
c/o WSKI Montpelier, Vt. E. Dean Finney, WTWN St. Johnsbury, president; Al Spokes, WJOY Burlington, vice president; Donald Thurston, WIKE Newport, secretary-treasurer; John Swan, WCAX Burlington, legislative chairman.

**Virginia Association of Broadcasters**  
c/o WROV Roanoke. Founded in 1947; meetings in May or June; elections in May or June; number of members, 49 radio stations, 4 associate members. Officers: Frank E. Koehler, WROV Roanoke, president; Charles Maillett, WWOD Lynchburg, vice president; John L. Cole Jr., WHLF South Boston, secretary-treasurer; C. T. Lucy, WRVA Richmond, chairman, legislative committee.

**Washington State Association of Broadcasters**  
Carl Downing, manager, Legislative Bldg., Olympia, Washington. Founded in 1935; meetings in March and September; elections in March; number of members 44. Officers: J. Elroy McCaw, KALE Richland, president; James Murphy, KIT Yakima, vice president; Allen Miller, KWSC Pullman, secretary-treasurer.

**West Virginia Broadcasters Association**  
c/o Secretary. Founded in 1946; meetings in spring and fall; elections in spring; number of members 34. Officers: Lawrence H. Rogers, WSAZ Huntington, president; John S. Phillips, WHTN Huntington, vice president; A. Garen Ferrise, WMMN Fairmont, secretary-treasurer; Harry Brawley, WCHS Charleston, legislative chairman.

**Wisconsin Broadcasters Association**  
540 N. Plankinton Ave., Milwaukee. Founded in 1928; meetings first Tuesday in October; elections first Tuesday in October; number of members 46. Officers: Harry D. Peck, WISN Milwaukee, president; Ben Hovel, WKOW Madison, vice president; Jerome Sill, WMIL Milwaukee, secretary; Mig Figli WAUX, Waukesha, treasurer.

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## U. S. INFORMATION AGENCY, VOICE OF AMERICA BROADCASTS

**U. S. INFORMATION AGENCY**  
Headquarters: 1778 Pennsylvania Ave., N. W., Washington, D. C.  
Tel.: Republic 7-8340

Director: Theodore C. Streibert.

**BROADCASTING SERVICE (VOICE OF AMERICA)**  
Health, Education & Welfare Bldg., 4th St. & Independence Ave., S. W., Washington, D. C.  
Tel.: Republic 7-7500, Ext. 3363.  
J. R. Foppels, Director of Broadcasting  
Gene King, Program Manager  
Edgar T. Martin, Chief Engineer  
Harold Wright, Facilities Manager

### VOICE OF AMERICA FACT SHEET

The work of the Voice of America, a part of the U. S. Information Agency, is, in the words of President Eisenhower, "to submit evidence to the peoples of other nations... that the objectives and policies of the United States are in harmony with and will advance their legitimate aspirations for freedom, progress and peace." Equally the Voice exposes Soviet imperialism and the fraud of international communism, while combatting their anti-American slanders and lies.

Radio is the fastest, most effective day-by-day medium for achieving these objectives; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

More than 75 separate programs, ranging up to one hour and amounting to about 30½ program

hours are broadcast via shortwave daily in 38 languages as follows:

EUROPE	
	hrs. mins.
Albanian	:30
Armenian	:30(a)
Bulgarian	1:00(b)
Czech and Slovak	1:15
English	1:00
Estonian	:45(a) (b)
French	:15
Georgian	:30(a)
German to Austria	:30
German to Germany	1:00
Hungarian	1:15(b)
Italian	:05
Latvian	:30(a)
Lithuanian	:45(a) (b)
Polish	1:30(b)
Rumanian	:45
Russian	2:30(a) (b)
Serbo-Croat	1:00
Slovene	:15
Spanish	:30
Ukrainian	1:00(a)
17:20	

**LATIN AMERICA**

English ..... :30

**FAR EAST**

	hrs. mins.
Amoy	:30
Burmese	:30
Cantonese	1:00

English	1:00
Indonesian	:30
Japanese	:45
Korean	:30
Mandarin	2:00
Thai	:30
Vietnamese	1:00
8:15	

**NEAR EAST, SOUTH ASIA & AFRICA**

	hrs. min.
Arabic	1:00
Bengali	:15(c)
English	:30
Greek	:30
Hindi	:15(c)
Persian	1:30
Tamil	:15(c)
Turkish	:30
Urdu	:15(c)

**TOTAL TO ALL AREAS** ..... 4:30  
30:35

(a) VOA broadcasts 6½ hrs. daily to the USSR and Soviet-controlled areas in Russian, Ukrainian, Armenian, Georgian, Estonian, Latvian and Lithuanian. These programs, as well as those beamed to the satellites, are recorded at overseas relay bases and repeated on short, medium, and long wave to counter Soviet jamming.

(b) Originate in part from Munich Program Center.

(c) Hindi and Urdu six days per week. Bengali and Tamil one day per week.

FACILITIES

The Voice has a network of 78 transmitters of which 30 are in the United States. These latter are shortwave stations, ranging in power from 25 thousand to 200 thousand watts, and operated under contract to VOA by private broadcasting companies. Government-owned and controlled relay stations are located at Munich, Salonika, Tangier, Ceylon, Honolulu, the Philippines, and Okinawa. These installations comprising short, medium and long-wave stations, include million-watt transmitters—the world's most powerful known broadcasting facilities—in the Philippines, Okinawa and Munich.

Relay facilities are also leased from BBC in England. Other relays or rebroadcasts are made through arrangement with local broadcasters of France, Italy, Germany, Austria, Switzerland, Trieste, Greece, Belgian Congo, Viet Nam, Japan, Korea, the Philippines, Formosa and Latin America.

The Voice also has a floating broadcasting station, the U. S. Coast Guard Cutter *Courier*, which uses high powered medium wave and shortwave transmitters. The *Courier* provides VOA with

a mobile and flexible relay station to meet the demands of the changing world situation and to combat Soviet jamming.

PROGRAM CONTENT

Voice broadcasts consist of news, news analyses and features, which include political commentaries, press reviews, round-table discussions, documentaries and special events. Although the breakdown varies from area to area, the program content in general is balanced as follows: News: 50% Analyses and Features: 50%.

Seventy-seven per cent of VOA's total program effort is directed to the Iron Curtain countries and Communist China. In addition to direct shortwave programming, the Voice regularly broadcasts transcribed programs air shipped to its relay stations. Other transcribed programs, music recordings, script material, television kinescopes and films are also furnished to U. S. Information Service offices throughout the free world for local distribution and broadcast.

AUDIENCE INFORMATION

Programs are beamed to areas having a poten-

tial audience of over 400,000,000. Scientific surveys, letters from listeners, interviews with Iron Curtain defectors, efforts by the Communist press and radio to discredit the broadcasts, reports from United States missions, correspondents and travelers provide convincing evidence of a regular listening audience of many millions.

OPERATIONS INFORMATION

The Broadcasting Service is responsible for the planning, execution and content of programs. Programs are written, produced, and broadcast from studios in Washington, D. C. and Munich, Germany.

The Voice is the broadcasting service of the U. S. Information Agency which is directed by Theodore C. Streibert. The Assistant Director for Broadcasting is J. R. Poppele. The U. S. Information Agency is located at 1778 Pennsylvania Ave., N. W. Address inquiries to Room 414, Republic 7-8340, Extension 2402, or Voice of America, 330 Independence Ave., S. W., Room 2516, Republic 7-7500, Extension 3363.

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

\* Construction permit for power or frequency change

† Construction permit for new station

‡ Special service authorization

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
KAAA	Red Wing, Minn.	1250	D-1,000	KBBA	Benton, Ark.	690	D-250	KCPH	Cuero, Tex.	1800	D-500	KCYL	Lampasas, Tex.	1450	250
KABC	Los Angeles, Cal.	790	5,000	†KBEC	Waxahachie, Tex.	1390	D-500	KCFB	Charles City, Ia.	1580	D-250	KDAC	Fort Bragg, Cal.	1230	250
KABI	Ketchikan, Alaska	580	LS-1,000 N-500	KBEL	Idabel, Okla.	1240	250	KCHE	Cherokee, Ia.	1440	D-500	KDAL	Duluth, Minn.	610	5,000
†KABL	Salt Lake City, Utah	860	D-1,000	KBHS	Hot Springs, Ark.	590	D-1,000	KCHI	Chillicothe, Mo.	1010	D-250	KDAS	Malvern, Ark.	1420	D-1,000
KABQ	Albuquerque, N. M.	1340	250	KBIF	Sanger, Cal.	900	D-1,000	KCHR	Charleston, Mo.	1350	D-500	KDAV	Lubbock, Tex.	580	D-500
KABR	Aberdeen, S. D.	1220	D-250	KBIG	Santa Catalina, Cal.	740	D-10,000	KCHS	Truth or Consequences, N. M.	1400	250	KDB	Santa Barbara, Cal.	1490	250
†KACT	Andrews, Tex.	1360	D-500	KBIM	Roswell, N. M.	910	D-5,000	KCHV	Coachella, Cal.	970	D-1,000	KDBC	Mansfield, La.	1360	D-1,000
KADA	Ada, Okla.	1230	250	KBIS	Bakersfield, Cal.	970	1,000	KCID	Caldwell, Idaho	1490	250	KDBS	Alexandria, La.	1410	D-1,000
*KADP	Anadarko, Okla.	1250	D-500	KBIX	Muskogee, Okla.	1490	250	KCIJ	Shreveport, La.	980	D-5,000	KDDD	Dumas, Tex.	800	D-250
KAFK	Petaluma, Cal.	1490	250	KBIZ	Ottumwa, Ia.	1240	250	KCIL	Houma, La.	1490	250	KDEC	Decorah, Ia.	1240	SH-250
KAGH	Crossett, Ark.	1340	250	KBKI	Alice, Tex.	1070	1,000	KCM	Carroll, Ia.	1380	1,000	KDEF	Albuquerque, N. M.	1280	D-1,000
KAGR	Yuba City, Cal.	1450	100	KBKR	Baker, Ore.	1490	250	KCJB	Minot, N. D.	910	1,000	KDEK	Center, Tex.	930	D-1,000
KAHU	Waipahu, T. H.	920	1,000	KBKW	Aberdeen, Wash.	1450	250	KCKN	Kansas City, Kans.	1340	250	KDHL	Faribault, Minn.	920	1,000
KAKC	Tulsa, Okla.	970	LS-1,000 N-500	KBLA	Burbank, Cal.	1490	250	KCKY	Coolidge, Ariz.	1150	1,000	KDKA	Pittsburgh, Pa.	1020	50,000
KAKE	Wichita, Kans.	1240	250	KBLF	Red Bluff, Cal.	1490	250	KCLA	Pine Bluff, Ark.	1400	250	KDKD	Clinton, Mo.	1280	D-1,000
KALB	Alexandria, La.	580	LS-5,000 N-1,000	KBLI	Blackfoot, Idaho	1490	250	KCLE	Cleburne, Tex.	1120	D-250	KDLA	DeRidder, La.	1010	D-1,000
KALE	Richland, Wash.	960	1,000	KBLO	Hot Springs, Ark.	1470	D-1,000	KCLF	Clifton, Ariz.	1400	250	KDLK	Del Rio, Tex.	1230	250
KALG	Alamogordo, N. M.	1230	250	KBLM	Falfurrias, Tex.	1260	D-500	KCLO	Leavenworth, Kans.	1410	D-500	KDLM	Detroit Lakes, Minn.	1360	D-1,000
KALI	Pasadena, Cal.	1430	D-5,000	KBMI	Henderson, Nev.	1400	250	KCLS	Flagstaff, Ariz.	1360	D-5,000 *600	KDLR	Jevils Lake, N. D.	1240	250
KALL	Salt Lake City, Utah	910	1,000	KBMN	Bozeman, Mont.	1230	250	KCLV	Clovis, N. M.	1240	250	KDMA	Montevideo, Minn.	1450	100
KALM	Thayer, Mo.	1290	D-1,000	KBMW	Breckenridge, Minn.	1450	250	KCLW	Hamilton, Tex.	900	D-250	KDMO	Carthage, Mo.	1490	250
KALT	Atlanta, Tex.	900	D-1,000	KBMX	Coalinga, Cal.	1470	D-500	KCLX	Colfax, Wash.	1450	250	KDMS	El Dorado, Ark.	1290	D-1,000
KAMD	Camden, Ark.	1450	250	KBMY	Billings, Mont.	1240	250	KCMC	Texarkana, Tex.	1230	250	KDNT	Denton, Tex.	1440	LS-1,000 N-500
KAMO	Rogers, Ark.	1390	D-500	KBND	Bend, Ore.	1110	1,000	KCMJ	Palm Springs, Cal.	1340	250	KDON	Salinas, Cal.	1460	5,000
KAMQ	Amarillo, Tex.	1010	LS-1,000 N-500	KBNZ	Lajunta, Colo.	1400	250	KCMO	Kansas City, Mo.	810	LS-50,000 N-10,000	KDRO	Sedalia, Mo.	1490	250
KANA	Anaconda, Mont.	1230	250	KBOA	Kennett, Mo.	830	D-1,000	KCMR	McCamey, Tex.	1450	250	KDRS	Paragonid, Ark.	1490	250
KAND	Corsicana, Tex.	1340	250	KBOE	Oskaloosa, Ia.	740	D-250	*KCMU	Columbia, Mo.	1580	D-250	KDSH	Boise, Idaho	950	5,000
KANE	New Iberia, La.	1240	250	KBOL	Boulder, Colo.	1490	250	KCNA	Tucson, Ariz.	580	LS-5,000	KDSJ	Des Moines, S. D.	980	1,000
KANI	Kaneohe, Oahu, T. H.	1150	1,000	KBON	Omaha, Neb.	1490	250	KCNB	Broken Bow, Nebr.	1280	D-1,000	KDSX	Denison, Tex.	950	500
KANN	Sinton, Tex.	1590	D-1,000	KBOR	Pleasanton, Tex.	1380	D-1,000	KCNC	Fort Worth, Tex.	870	D-250	*KDTA	Delta, Colo.	1400	250
KANS	Wichita, Kans.	1480	LS-5,000 N-1,000	KBOT	Brownsville, Tex.	1600	1,000	KCNI	Broken Bow, Nebr.	1280	D-1,000	KDTH	Dubuque, Ia.	1370	1,000
KANV	Shreveport, La.	1050	D-250	KBOW	Butte, Mont.	1490	250	KCNO	Alturas, Cal.	570	D-1,000	†KDUB	Lubbock, Tex.	1340	250
KAOK	Lake Charles, La.	1400	250	KBOW	Butte, Mont.	1490	250	KCNY	San Marcos, Tex.	1470	D-250	KDUZ	Hutchinson, Minn.	1280	D-1,000
KAPA	Raymond, Wash.	1340	250	KBXO	Modesto, Cal.	970	1,000	KCOG	Centerville, Ia.	1400	100	KDWL	Stamford, Tex.	1400	250
KAPB	Marksville, La.	1370	D-1,000	KBOY	Medford, Ore.	730	D-1,000	KCOH	Houston, Tex.	1430	D-1,000	KDYL	Salt Lake City, Utah	1320	5,000
KAPK	Madison, La.	1240	100	KBPS	Portland, Ore.	1450	SH-250	KCOJ	Tulare, Cal.	1270	1,000	KDZA	Pueblo, Colo.	1230	250
KARE	Atchison, Kan.	1470	1,000	KBRC	Mt. Vernon, Wash.	1430	500	KCOL	Ft. Collins, Colo.	1410	1,000	KEAN	Brownwood, Tex.	1240	100
KARK	Little Rock, Ark.	920	5,000	KBRL	McCook, Neb.	1450	*1300	KCOM	Sioux City, Ia.	620	1,000	KEAR	San Mateo, Cal.	1550	10,000
KARM	Fresno, Cal.	1430	5,000	*KBRO	Bremerton, Wash.	1490	*D-1,000	KCON	Conway, Ark.	1230	250	KEBE	Jacksonville, Tex.	1400	250
KASA	Elk City, Okla.	1240	250	KBRS	Springdale, Ark.	1340	250	KCOR	San Antonio, Tex.	1350	LS-5,000	KECC	Pittsburg, Cal.	990	1,000
KASH	Eugene, Ore.	1600	1,000	KBRS	Springdale, Ark.	1340	250	KCOV	Corvallis, Ore.	1240	250	KECK	Odessa, Tex.	820	LS-1,000
KASI	Ames, Ia.	1430	D-1,000	KBRS	Springdale, Ark.	1340	250	KCOW	Alliance, Neb.	1400	250	KEN	San Jose, Cal.	1370	1,000
KASL	Newcastle, Wyo.	1240	250	KBRS	Springdale, Ark.	1340	250	KCOY	Santa Maria, Cal.	1400	250	KEEP	Twin Falls, Idaho	1450	250
KASM	Albany, Minn.	1150	D-500	KBRS	Springdale, Ark.	1340	250	KCRA	Sacramento, Cal.	1320	LS-5,000	KELA	Centralia, Wash.	1470	1,000
KAST	Astoria, Ore.	1370	1,000	KBRS	Springdale, Ark.	1340	250	KCRB	Chanute, Kans.	1460	D-1,000	KELD	El Dorado, Ark.	1400	250
KATE	Albert Lea, Minn.	1450	250	KBRS	Springdale, Ark.	1340	250	KCRD	Enid, Okla.	1390	1,000	ELKO	Elko, Nev.	1240	250
KATL	Miles City, Mont.	1340	250	KBRS	Springdale, Ark.	1340	250	KCRD	Crescent City, Cal.	1400	250	KELO	Sioux Falls, S.D.	1320	5,000
KATO	Reno, Nev.	1340	250	KBRS	Springdale, Ark.	1340	250	KCRD	Crescent City, Cal.	1400	250	KELP	El Paso, Tex.	920	D-1,000
KATY	San Luis Obispo, Cal.	1340	250	KBRS	Springdale, Ark.	1340	250	KCRG	Cedar Rapids, Ia.	1600	5,000	*KELY	Ely, Nev.	1230	250
*KATZ	St. Louis, Mo.	1600	D-1,000	KBRS	Springdale, Ark.	1340	250	KCRS	Midland, Tex.	550	LS-5,000	KENA	Mena, Ark.	1450	250
KAUS	Austin, Minn.	1480	1,000	KBRS	Springdale, Ark.	1340	250	KCRV	Trinidad, Colo.	1240	250	KENE	Toppenish, Wash.	1490	250
KAVE	Carlsbad, N. M.	1240	250	KBRS	Springdale, Ark.	1340	250	KCSB	San Bernardino, Cal.	1350	500	KENI	Anchorage, Alaska	550	5,000
KAVL	Lancaster, Cal.	1340	250	KBRS	Springdale, Ark.	1340	250	KCSJ	Pueblo, Colo.	590	1,000	*KENN	Kenedy, Tex.	990	D-250
KAVR	Apple Valley, Cal.	960	D-5,000	KBRS	Springdale, Ark.	1340	250	KCSR	Chadron, Neb.	1450	250	KENO	Las Vegas, Nev.	1460	1,000
KAWL	York, Neb.	1370	D-500	KBRS	Springdale, Ark.	1340	250	KCTI	Gonzales, Tex.	1450	250	KENS	San Antonio, Tex.	680	LS-50,000
KAWT	Douglas, Ariz.	1450	250	KBRS	Springdale, Ark.	1340	250	KCTX	Childress, Tex.	1510	D-250	KENT	Shreveport, La.	1550	LS-1,000
KAYE	Fuyallup, Wash.	1450	250	KBRS	Springdale, Ark.	1340	250	KCUL	Ft. Worth, Tex.	1540	LS-5,000	KEPO	El Paso, Tex.	690	N-500
KAYL	Storm Lake, Ia.	990	D-250	KBRS	Springdale, Ark.	1340	250	*KCVL	Lodi, Cal.	1570	D-1,000	KERB	Kermit, Tex.	600	D-1,000
KAYO	Seattle, Wash.	1150	LS-5,000 N-1,000	KBRS	Springdale, Ark.	1340	250	KCVR	Lodi, Cal.	1570	D-1,000	KERC	Eastland, Tex.	1590	D-500
KAYS	Hays, Kans.	1400	250	KBRS	Springdale, Ark.	1340	250					KERG	Eugene, Ore.	1280	LS-5,000 N-1,000
KBAB	Bakersfield, Cal.	550	1,000	KBRS	Springdale, Ark.	1340	250								
*KBAM	Longview, Wash.	1220	D-1,000	KBRS	Springdale, Ark.	1340	250								
KBAR	Burley, Ida.	1230	250	KBRS	Springdale, Ark.	1340	250								



# AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
KERN	Bakersfield, Cal.	1410	1,000	KGAN	Kingman, Ariz.	1230	250	KIKI	Honolulu, T. H.	860	250	KLTI	Longview, Tex.	1280	D-1,000
KERO	Bakersfield, Cal.	1230	250	KGAR	Garden City, Kans.	1050	D-1,000	KILA	Hilo, T. H.	850	1,000	KLTV	Glasgow, Mont.	1240	250
KERV	Kerrville, Tex.	1230	250	KGB	San Diego, Cal.	1360	1,000	KILO	Grand Forks, N. D.	1440	LS-1,000	KLUF	Galveston, Tex.	1400	250
KEUN	Eunice, La.	1490	250	KGBC	Galveston, Tex.	1540	LS-1,000	KIMA	Yakima, Wash.	1480	5,000	KLUK	Evansville, Wyo.	1240	250
KEVA	Shamrock, Tex.	1580	D-250	KGBT	Harlingen, Tex.	1530	D-50,000	KIMN	Denver, Colo.	950	5,000	KLVC	Leadville, Colo.	1230	250
KEVT	Tucson, Ariz.	690	D-250				*N-250	KIMO	Independence, Mo.	1510	D-1,000	KLVL	Padadena, Tex.	1480	LS-1,000
KEX	Portland, Ore.	1190	50,000	KGBX	Springfield, Mo.	1280	5,000	KIMP	Mt. Pleasant, Tex.	960	D-1,000	KLVT	Levelland, Tex.	1230	250
KEXO	Grand Junction, Colo.	1230	250	KGCU	Mandan, N. D.	1270	LS-1,000	KIND	Independence, Mo.	1010	D-250	KLWN	Lawrence, Kan.	1320	D-500
KEXX	San Antonio, Texas	1250	D-500	KGCX	Sidney, Mont.	1480	N-250	KING	Kingsville, Tex.	1330	D-1,000	KLWT	Lebanon, Mo.	1230	250
KEYD	Minneapolis, Minn.	1440	D-5,000	KGDE	Fergus Falls, Minn.	1250	LS-1,000	KINY	Jeuneau, Alaska	800	5,000	KLX	Oakland, Cal.	910	5,000
KEYE	Perryton, Tex.	1400	250	KGDM	Stockton, Cal.	1140	5,000	KIOA	Des Moines, Ia.	940	LS-10,000	KLXN	Amarillo, Tex.	940	1,000
KEYJ	Jamestown, N. D.	1400	250	KGDN	Edmonds, Wash.	630	D-1,000	KIOX	Bay City, Tex.	1270	1,000	KLZ	Denver, Colo.	860	5,000
KEYS	Corpus Christi, Tex.	1440	LS-1,000	KGDK	Sterling, Colo.	1230	D-250	KIPI	Hilo, T. H.	1110	1,000	KMA	Shenandoah, Ia.	960	5,000
KEYY	Provo, Utah	1450	250	KGEL	Boise, Ida.	1140	10,000	KIRO	Seattle, Wash.	710	50,000	KMAC	S. Antonio, Tex.	830	5,000
KFAB	Omaha, Neb.	1110	50,000	KGEM	Long Beach, Cal.	1390	5,000	KIRX	Kirksville, Mo.	1450	250	KMAE	McKinney, Tex.	1600	D-1,000
KFAC	Los Angeles, Cal.	1330	5,000	KGEE	Kalispell, Mont.	600	1,000	KISD	Sioux Falls, S.D.	1230	250	KMAK	Fresno, Cal.	1340	250
KFAD	Fairfield, Ia.	1570	D-250	KGFF	Shawnee, Okla.	1450	250	KIST	Santa Barbara, Cal.	1340	250	KMAN	Manhattan, Kan.	1350	D-500
KFAL	Fulton, Mo.	900	D-1,000	KGFL	Loswell, N. M.	1400	250	KIT	Yakima, Wash.	1280	LS-10,000	KMBC	Kansas City, Mo.	980	5,000
KFAM	St. Cloud, Minn.	1450	250	KGFT	Grafton, N. D.	1370	1,000	KITF	San Antonio, Tex.	930	D-1,000	KMBL	Junction, Tex.	1450	250
KFAR	Fairbanks, Alaska	610	5,000	KGFW	Kearney, Nebr.	1340	250	KITV	San Bernardino, Cal.	1290	5,000	KMBY	Monterey, Cal.	1240	250
		1680	10,000	KGFX	Pierre, S. D.	630	D-200	KITW	Garden City, Kans.	1240	250	KMCB	Monterey, Cal.	1240	250
KFBB	Great Falls, Mont.	1310	5,000	KGGF	Coffeyville, Kans.	690	LS-10,000	KIUN	Pecos, Tex.	1400	250	KMCM	McMinnville, Ore.	1280	1,000
KFBC	Cheyenne, Wyo.	1240	250	KGGM	Albuquerque, N. M.	610	5,000	KIUP	Durango, Colo.	930	1,000	KMCO	Conroe, Tex.	900	D-500
KFBI	Wichita, Kans.	1070	LS-10,000	KGHF	Pueblo, Colo.	1350	LS-5,000	KIUL	Crockett, Tex.	1290	D-500	KMDO	Fort Scott, Kan.	1600	D-500
KFBK	Sacramento, Cal.	1530	50,000	KGHI	Little Rock, Ark.	1250	LS-1,000	KIWA	San Antonio, Tex.	1540	D-250	KMED	Medford, Ore.	1440	LS-5,000
KFDA	Amarillo, Tex.	1440	LS-5,000	KGHL	Billings, Mont.	790	N-500	KIXL	Dallas, Tex.	1040	D-1,000	KMHL	Marshall, Minn.	1400	250
KFDM	Beaumont, Tex.	560	5,000	KGIL	San Fernando, Cal.	1260	1,000	KIXX	Provo, Utah	1400	250	KMHT	Marshall, Tex.	1450	250
KFDR	Grand Coulee, Wash.	1400	250	KGIM	Alamosa, Colo.	1450	250	KIYI	Shelby, Mont.	1240	250	KMJ	Fresno, Cal.	580	5,000
KFDX	Wichita Falls, Tex.	990	LS-10,000	KGIB	Tyler, Tex.	1490	250	KJAN	Vernal, Utah	1340	250	KMLB	Monroe, La.	1440	LS-5,000
			N-1,000	KGIC	San Angelo, Tex.	960	LS-5,000	KJAY	Atlantic, Ia.	1220	D-250	KMLW	Marlin, Tex.	1010	D-250
KFEQ	St. Joseph, Mo.	880	5,000	KGID	Dallas, Tex.	1480	LS-1,000	KJCK	Topeka, Kans.	1440	LS-5,000	KMMJ	Grand Island, Neb.	750	LS-1,000
KFFA	Helena, Ark.	1360	1,000	KGIE	Miami, Okla.	910	1,000	KJCF	Midland, Tex.	1150	D-1,000	KMMO	Marshall, Mo.	1300	D-1,000
KFGO	Fargo, N. D.	790	5,000	KGIF	Chehalis, Wash.	1420	D-1,000	KJCS	San Francisco, Cal.	1100	LS-1,000	KMO	Tacoma, Wash.	1360	5,000
KFGQ	Boone, Ia.	1280	D-250	KGIL	Glenwood Springs, Colo.	1340	250	KJCK	San Francisco, Cal.	1100	L-N-1,000	KMOD	Modesto, Cal.	1360	1,000
KFGT	Fremont, Nebr.	1340	100	KGIM	Mason City, Ia.	1300	5,000	KJCF	Festus, Mo.	1010	D-250	KMOR	Great Falls, Mont.	560	5,000
KFHT	Wichita, Kans.	1330	5,000	KGIO	Chehalis, Wash.	1420	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KMPC	Oroville, Cal.	1340	250
KFI	Los Angeles, Cal.	640	50,000	KGIP	Safford, Ariz.	1480	1,000	KJCK	Junction City, Kans.	1420	D-1,000	KMRC	Morgan City, La.	1430	D-500
KFIR	North Bend, Ore.	1340	250	KGIS	Honolulu, T. H.	590	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KMUR	Murray, Utah	1230	250
KFIZ	Fond du Lac, Wis.	1450	250	KGIT	Englewood, Colo.	1150	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KMUS	Muskogee, Okla.	1380	LS-1,000
KFJB	Marshalltown, Ia.	1230	250	KGIV	Cape Girardeau, Mo.	1220	D-250	KJCK	Junction City, Kans.	1420	D-1,000	KMYC	Marysville, Cal.	1410	1,000
KFJI	Klamath Falls, Ore.	1150	LS-5,000	KGIX	Sacramento, Calif.	1380	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KMYR	Denver, Colo.	1340	250
KFJM	Grand Forks, N. D.	1440	LS-1,000	KGIB	New Braunfels, Tex.	1420	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNAF	Fredericksburg, Tex.	1340	250
KFJZ	Ft. Worth, Tex.	1270	5,000	KGIC	Amarillo, Tex.	710	10,000	KJCK	Junction City, Kans.	1420	D-1,000	KNAK	Salt Lake City, Utah	1280	LS-1,000
KFKA	Greeley, Colo.	1310	1,000	KGID	Dodge City, Kan.	1370	LS-5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNAL	Victoria, Tex.	1410	500
KFKU	Lawrence, Kans.	1250	SH-5,000	KGIE	S. Francisco, Cal.	810	50,000	KJCK	Junction City, Kans.	1420	D-1,000	KNBC	San Francisco, Cal.	680	50,000
KFLD	Floydada, Tex.	900	D-250	KGIF	Oregon City, Ore.	1230	250	KJCK	Junction City, Kans.	1420	D-1,000	KNBR	N. Platte, Neb.	970	D-1,000
KFLW	Klamath Falls, Ore.	1450	250	KGIO	Torrington, Wyo.	1490	250	KJCK	Junction City, Kans.	1420	D-1,000	KNBX	Kirkland, Wash.	1050	D-250
KFMA	Davenport, Ia.	1580	D-250	KGIP	Flagstaff, Ariz.	690	LS-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNBY	Newport, Ark.	1280	D-1,000
KFMB	San Diego, Cal.	540	5,000	KGIR	Fayetteville, Ark.	1450	250	KJCK	Junction City, Kans.	1420	D-1,000	KNCK	Concordia, Kan.	1390	D-500
KFMT	Tulsa, Okla.	1050	D-1,000	KGIS	Henderson, Tex.	1000	D-250	KJCK	Junction City, Kans.	1420	D-1,000	KNCM	Moberly, Mo.	1230	250
KFMO	Flat River, Mo.	1240	250	KGIT	Fresno, Cal.	1690	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNCD	Hettinger, N. D.	1490	250
KFNF	Shenandoah, Ia.	920	LS-1,000	KGIV	Greenville, Tex.	740	2,500	KJCK	Junction City, Kans.	1420	D-1,000	KNEA	Jonesboro, Ark.	970	D-1,000
KFOR	Lincoln, Nebr.	1240	250	KGIX	Missoula, Mont.	1290	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEB	Scottsbluff, Neb.	960	LS-1,000
KFOX	Long Beach, Cal.	1280	1,000	KGIZ	Portland, Ore.	620	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNED	McAlester, Okla.	1150	LS-1,000
KFPW	Fort Smith, Ark.	1230	250	KGJA	Enid, Okla.	960	1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEM	Nevada, Mo.	1240	250
KFQD	Anchorage, Alas.	730	10,000	KGKB	Olympia, Wash.	1240	250	KJCK	Junction City, Kans.	1420	D-1,000	KNET	Paestline, Tex.	1450	250
KFRB	Fairbanks, Alas.	900	10,000	KGKC	Gwynon, Okla.	1220	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	Spokane, Wash.	790	5,000
KFRS	S. Francisco, Cal.	610	5,000	KGKD	Vallejo, Cal.	1190	D-250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFRD	Rosenberg, Tex.	980	D-1,000	KGKE	Hastings, Neb.	1230	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFRE	Fresno, Cal.	940	50,000	KGKF	Hilo, T. H.	970	1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFRM	Kansas City, Mo.	550	D-5,000	KGKG	Okmulgee, Okla.	1240	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFRP	Longview, Tex.	1370	1,000	KGKH	Hillsboro, Tex.	1560	D-250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFRU	Columbia, Mo.	1400	250	KGKI	Vancouver, Wash.	1150	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFSA	Ft. Smith, Ark.	950	LS-1,000	KGKJ	L. Angeles, Cal.	930	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
			N-500	KGKK	Hannibal, Mo.	1070	LS-5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFSB	Joplin, Mo.	1310	LS-5,000	KGKL	Hobbs, N. M.	1280	N-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
			N-1,000	KGKM	Honolulu, T. H.	1380	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFSC	Denver, Colo.	1220	D-1,000	KGKN	Harrison, Ark.	1240	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFSD	San Diego, Cal.	600	5,000	KGKO	Spokane, Wash.	590	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFSG	L. Angeles, Cal.	1150	LS-2,500	KGKP	Chico, Cal.	1290	5,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
			N-1,000	KGKQ	Watsonville, Cal.	1340	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFST	Ft. Stockton, Tex.	860	D-250	KGKR	Eureka, Cal.	1240	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFTM	Ft. Morgan, Colo.	1260	D-500	KGKS	Borger, Tex.	1490	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFTV	Paris, Texas	1250	D-500	KGKT	Palo Alto, Cal.	1220	D-1,000	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250
KFUN	Las Vegas, N. M.	1230	250	KGKU	Seward, Alaska	1340	250	KJCK	Junction City, Kans.	1420	D-1,000	KNEX	McPherson, Kans.	1540	D-250

# AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
KOCY	Okla. City, Okla.	1340	250	KPPC	Pasadena, Cal.	1240	SH-100	KSDO	San Diego, Cal.	1130	LS-5,000	KTIS	Minneapolis, Minn.	900	D-1,000
KODI	Cody, Wyo.	1400	250	KPKQ	Wenatchee, Wash.	560	5,000	KSEI	Pocatello, Ida.	930	5,000	KTJS	Hobart, Okla.	1420	D-250
KODL	The Dalles, Ore.	1230	LS-250	KPRC	Houston, Tex.	950	5,000	KSEK	Pittsburg, Kans.	1340	250	KTKN	Ketchikan, Alas.	930	1,000
KODY	N. Platte, Neb.	1240	N-100	KPRK	Livingston, Mont.	1340	250	KSEL	Lubbock, Tex.	950	LS-1,000	KTKR	Taft, Cal.	1310	D-500
KOEL	Oelwein, Ia.	950	500	KPRL	Paso Robles, Cal.	1230	250	KSEM	Moses Lake, Wash.	1450	250	KTKT	Tucson, Ariz.	1490	250
KOFE	Pullman, Wash.	1150	D-1,000	KPRO	Riverside, Cal.	1440	1,000	KSEW	Durant, Okla.	750	D-250	KTLA	Tallulah, La.	1360	D-500
KOFO	Ottawa, Kans.	1220	D-250	KPRS	Kansas City, Mo.	1590	D-1,000	KSET	El Paso, Tex.	1340	250	KTLN	Denver, Colo.	1280	5,000
KOGA	Ogallala, Neb.	930	D-500	KPST	Preston, Idaho	1340	250	KSEY	Sitka, Alaska	1400	250	KTLQ	Mt. Home, Ark.	1490	250
KOGT	Orange, Tex.	1600	1,000	KPUG	Bellingham, Wash.	1170	1,000	KSFA	Seymour, Tex.	1230	100	KTMC	Texas City, Tex.	920	D-1,000
KOH	Reno, Nev.	630	LS-5,000	KQV	Pittsburgh, Pa.	1410	5,000	KSFE	Nacogdoches, Tex.	860	D-1,000	KTMS	Santa Barbara, Cal.	1250	1,000
KOIL	Omaha, Neb.	1290	5,000	KRAI	Craig, Colo.	1230	250	KSFO	Needles, Cal.	1340	250	KTNN	Tucuman, Tex.	1400	250
KOIN	Portland, Ore.	970	5,000	KRAL	Rawlins, Wyo.	1240	250	KSGM	San Francisco, Cal.	560	LS-5,000	KTNT	Tacoma, Wash.	1400	250
KOJM	Havre, Mont.	610	1,000	KRAM	Las Vegas, Nev.	920	LS-1,000	KSKG	Ste. Genevieve, Mo.	980	500	KTOE	Mankato, Minn.	1420	LS-5,000
KOKO	Warrensburg, Mo.	1450	250	KRBA	Lufkin, Tex.	1340	250	KSKM	Creston, Iowa	1520	D-1,000	KTOH	Lihue, T. H.	1490	250
KOKX	Keokuk, Iowa	1310	LS-1,000	KRBC	Abilene, Tex.	1470	LS-5,000	KSKN	Sidney, Neb.	1340	250	KTOK	Oklahoma City, Okla.	1000	5,000
KOL	Seattle, Wash.	1300	5,000	KRCO	Prineville, Ore.	690	D-1,000	KSKJ	Crowley, La.	1450	250	KTOP	Topeka, Kans.	1490	250
KOLD	Yuma, Ariz.	1240	250	KRCT	Baytown, Tex.	650	D-250	KSLJ	Gladewater, Tex.	1430	D-1,000	KTOW	Oklahoma City, Okla.	800	D-250
KOLE	Port Arthur, Tex.	1340	250	KRDG	Redding, Cal.	1230	250	KSLI	Silver City, N. M.	1340	250	KTRB	Modesto, Cal.	860	LS-10,000
KOLJ	Quanah, Tex.	1150	D-500	KRDO	Colorado Springs, Colo.	1240	250	KSLM	Sikeston, Mo.	1400	250	KTRC	Santa Fe, N. M.	1400	250
KOLO	Lincoln, Neb.	1400	250	KREU	Dimuth, Cal.	1240	250	KSLN	Sedalia, Mo.	1050	D-1,000	KTRF	Lufkin, Tex.	1420	1,000
KOLS	Pryor, Okla.	1570	D-250	KREB	Berkeley, Cal.	1400	250	KSIW	Sedalia, Mo.	1050	D-1,000	KTRG	Thief River Falls, Minn.	1230	250
KOLT	Scottsbluff, Neb.	1320	LS-5,000	KREH	Oakdale, La.	900	D-250	KSIW	Woodward, Okla.	1450	250	KTRH	Houston, Tex.	740	50,000
KOMA	Okla. City, Okla.	1520	50,000	KREI	Farmington, Mo.	800	D-1,000	KSIW	Corpus Christi, Tex.	1230	250	KTRI	Sioux City, Ia.	1470	5,000
KOMB	Cottage Grove, Ore.	1400	250	KREL	Baytown, Tex.	1360	1,000	KSIW	San Jose, Cal.	1590	LS-1,000	KTRM	Beaumont, Tex.	990	1,000
KOME	Tulsa, Okla.	1300	LS-5,000	KREM	Spokane, Wash.	970	LS-5,000	KSKJ	Jamesstown, N. D.	600	5,000	KTRN	Wichita Falls, Tex.	1290	LS-5,000
KOMO	Seattle, Wash.	1000	50,000	KREO	Indio, Cal.	1400	250	KSKL	Dallas, Tex.	660	D-1,000	KTRY	Bastrop, La.	730	D-250
KOMW	Ornak, Wash.	680	D-1,000	KRES	St. Joseph, Mo.	1550	5,000	KSL	Salt Lake City, Utah	1160	50,000	KTSA	San Antonio, Tex.	550	5,000
KONG	Visalia, Cal.	1400	250	KREW	Sunnyside, Wash.	1230	250	KSLM	Salem, Ore.	1390	1,000	KTSM	El Paso, Tex.	1380	LS-1,000
KONI	Phoenix, Ariz.	1400	250	KRGA	Springfield, Ore.	1050	D-1,000	KSLP	Monte Vista, Colo.	1230	250	KTSW	Emporia, Kans.	1400	N-500
KONO	San Antonio, Tex.	860	LS-5,000	KRGI	Grand Island, Nebr.	1430	1,000	KSLV	Monte Vista, Colo.	1230	250	KTRR	Rolla City, Mo.	1490	250
KONP	Port Angeles, Wash.	1450	250	KRHD	Duncan, Okla.	1350	LS-250	KSLW	Santa Maria, Cal.	1240	250	KTTS	Springfield, Mo.	1400	250
KOOK	Billings, Mont.	970	5,000	KRIB	Mason City, Ia.	1490	250	KSM	Seminole, Tex.	1240	250	KTUC	Tucson, Ariz.	1400	250
KOOL	Phoenix, Ariz.	960	5,000	KRIC	Beaumont, Tex.	1450	250	KSMN	Mason City, Ia.	1010	D-1,000	KTUL	Tulsa, Tex.	1260	D-1,000
KOOS	Coos Bay, Ore.	1230	250	KRIG	Odessa, Tex.	1410	1,000	KSMO	Salem, Mo.	1340	250	KTUR	Turlock, Cal.	1390	1,000
KOPO	Tucson, Ariz.	1450	250	KRIO	McAllen, Tex.	910	1,000	KSNY	Snyder, Tex.	1450	250	KTW	Seattle, Wash.	1250	1,000
KOPP	Ogden, Utah	730	D-1,000	KRIS	Corpus Christi, Tex.	1360	1,000	KSO	Des Moines, Ia.	1460	5,000	KTXC	Big Spring, Tex.	1400	100
KOPR	Butte, Mont.	550	1,000	KRIZ	Phoenix, Ariz.	1230	250	KSOK	Arkansas City, Kans.	1280	LS-1,000	KTXJ	Jasper, Tex.	1350	D-1,000
KORA	Bryan, Tex.	1240	250	KRKD	Los Angeles, Cal.	1150	LS-5,000	KSON	San Diego, Cal.	1240	250	KTXL	San Angelo, Tex.	1340	250
KORC	Mineral Wells, Tex.	1140	D-250	KRKC	Los Angeles, Cal.	1150	LS-5,000	KSOO	Sioux Falls, S. D.	1140	LS-10,000	KTYL	Mesa, Ariz.	1310	LS-1,000
KORE	Eugene, Ore.	1450	250	KRKC	Everett, Wash.	1380	1,000	KST	Sioux Falls, S. D.	1140	LS-10,000				
KORK	Las Vegas, Nev.	1340	250	KRLC	Lewiston, Ida.	1350	1,000	KSTP	St. Paul, Minn.	1500	50,000				
KORN	Mitchell, S. D.	1490	250	KRLD	Dallas, Tex.	1080	50,000	KSTT	Davenport, Ia.	1170	1,000	KUKI	Ukiah, Cal.	1400	250
KORT	Grangeville, Ida.	1230	250	KRLN	Canon City, Colo.	1400	SH-250	KSTV	Stephenville, Tex.	1510	D-250	KULA	Honolulu, T. H.	690	10,000
KOSA	Odessa, Tex.	1230	250	KRLW	Walnut Ridge, Ark.	1320	D-1,000	KSTW	Stockton, Cal.	1420	1,000	KULE	Ephrata, Wash.	730	D-250
KOSE	Osceola, Ark.	860	D-1,000	KRMD	Shreveport, La.	1340	250	KSTX	St. Louis, Mo.	690	D-1,000	KUNP	El Campo, Tex.	1390	D-500
KOSF	Nacogdoches, Tex.	1230	250	KRMG	Tulsa, Okla.	740	LS-50,000	KSTY	Spokane, Wash.	1340	250	KURV	Corpus Christi, Tex.	1400	250
KOSI	Aurora, Colo.	1430	D-1,000	KRMO	Monett, Mo.	990	D-250	KSTZ	Sandpoint, Ida.	1400	250	KUAM	Agana, Guam	610	1,000
KOSY	Texarkana, Ark.	790	LS-1,000	KRMS	Eldon, Mo.	1150	D-1,000	KSU	Santa Rosa, Cal.	1350	1,000	KUBA	Yuba City, Cal.	1600	LS-1,000
KOTA	Rapid City, S. D.	1380	5,000	KRNO	San Bernardino, Cal.	1240	250	KSV	Ontario, Ore.	1380	1,000	KUBC	Montrose, Colo.	1260	LS-1,000
KOTN	Pine Bluff, Ark.	1490	250	KRNR	Roseburg, Ore.	1490	250	KSV	Sulphur Spring, Tex.	1230	D-250	KUDL	Kansas City, Mo.	1380	D-1,000
KOTS	Deming, N. M.	1230	D-250	KRNT	Des Moines, Ia.	1350	5,000	KST	Coleman, Tex.	1000	D-250	KUDU	Ventura-Oxnard, Cal.	1590	1,000
KOVC	Valley City, N. D.	1490	250	KROC	Rochester, Minn.	1340	250	KSTB	Breckenridge, Tex.	1430	D-1,000	KUGN	Eugene, Ore.	590	LS-5,000
KOVE	Lander, Wyo.	1330	1,000	KROD	El Paso, Tex.	600	5,000	KSTC	Breckenridge, Tex.	1430	D-1,000	KUIN	Grants Pass, Ore.	1340	250
KOVO	Provo, Utah	960	LS-5,000	KROF	Abbeville, La.	960	D-1,000	KSTL	St. Louis, Mo.	690	D-1,000	KUJ	Walla Walla, Wash.	1420	5,000
KOWB	Laramie, Wyo.	1340	250	KROG	Sonora, Cal.	1450	250	KSTP	St. Paul, Minn.	1500	50,000	KUKI	Ukiah, Cal.	1400	250
KOWH	Omaha, Neb.	660	D-500	KROP	Brawley, Cal.	1300	LS-1,000	KSTT	Davenport, Ia.	1170	1,000	KULA	Honolulu, T. H.	690	10,000
KOWL	Santa Monica, Cal.	1580	D-10,000	KRPS	Portland, Ore.	800	D-1,000	KSTV	Stephenville, Tex.	1510	D-250	KULE	Ephrata, Wash.	730	D-250
KOY	Phoenix, Ariz.	550	LS-5,000	KRQ	Portland, Ore.	800	D-1,000	KSTW	Stockton, Cal.	1420	1,000	KUNP	El Campo, Tex.	1390	D-500
KOZY	Grand Rapids, Minn.	1490	250	KRQ	Portland, Ore.	800	D-1,000	KSTX	Spokane, Wash.	1340	250	KURV	Corpus Christi, Tex.	1400	250
KPAC	Port Arthur, Tex.	1250	LS-5,000	KRQ	Portland, Ore.	800	D-1,000	KSTY	Sandpoint, Ida.	1400	250	KUOA	Silvan Springs, Ark.	1290	D-5,000
KPAL	Palm Springs, Cal.	1450	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KUOM	Minneapolis, Minn.	770	D-5,000
KPAM	Portland, Ore.	1410	D-1,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Moab, Utah	1450	250
KPAN	Hereford, Tex.	1460	D-250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPAS	Banning, Cal.	1460	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPAT	Pampa, Tex.	1230	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPBB	Carlsbad, N. M.	740	D-1,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPBN	Pampa, Tex.	1340	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPDN	Portland, Ore.	800	D-1,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPEP	San Angelo, Tex.	1420	D-1,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPET	Lamesa, Tex.	690	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPHO	Phoenix, Ariz.	910	5,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPIG	Cedar Rapids, Iowa	1450	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPKW	Pasco, Wash.	1340	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPLC	Lake Charles, La.	1470	LS-5,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPLN	Camden, Ark.	1370	D-1,000	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250
KPLT	Paris, Tex.	1490	250	KRQ	Portland, Ore.	800	D-1,000	KSTZ	Sandpoint, Ida.	1400	250	KURV	Edinburg, Tex.	710	D-250



# AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	
KVNC	Winslow, Ariz.	1010	LS-1,000	KWRO	Coquille, Ore.	1450	250	WAEW	Mayaguez, P. R.	1400	250	WAZF	Yazoo City, Miss.	1230	250	
KVNI	Coeur d'Alene, Ida.	1240	250	KWRT	Boonville, Mo.	1370	D-1,000	WAEW	Crossville, Tenn.	1340	250	WAZL	Hazleton, Pa.	1490	250	
KVNU	Logan, Utah	610	1,000	KWSC	Pullman, Wash.	1250	5,000	WAFB	Baton Rouge, La.	1460	LS-5,000	WBAA	Lafayette, Ind.	920	LS-5,000	
KVOA	Tucson, Ariz.	1290	1,000	KWSH	Wewoka, Okla.	1260	1,000	WAGC	Chatanooga, Tenn.	1450	250	WBAL	Baltimore, Md.	1090	50,000	
KVOC	Casper, Wyo.	1230	250	KWST	Pratt, Kans.	1570	D-250	WAGF	Dothan, Ala.	1320	250	WBAM	Montgomery, Ala.	740	D-5,000	
KVOD	Denver, Colo.	630	5,000	KWTO	Wasco, Cal.	1050	D-1,000	WAGG	Franklin, Tenn.	950	D-1,000	WBAP	Ft. Worth, Tex.	570	5,000	
KVOG	Lafayette, La.	1330	1,000	KWTT	Barstow, Cal.	1230	250	WAGM	Presque Isle, Me.	1450	250	WBAT	Bartow, Fla.	1460	D-1,000	
KVOL	Lafayette, La.	1330	1,000	KWTV	Springfield, Mo.	560	5,000	WAGR	Lumberton, N. C.	1480	1,000	WBAX	Marion, Ind.	1400	250	
KVOM	Morrilton, Ark.	800	D-250	KWVW	Waco, Tex.	1230	250	WAGS	Bishopville, S. C.	1380	D-1,000	WBBC	Barnwell, S. C.	740	D-250	
KVON	Napa, Cal.	1440	500	KWVX	Waterloo, Ia.	1530	LS-5,000	WAIM	Miami Beach, Fla.	1490	250	WBBD	Wilkes-Barre, Pa.	1240	250	
KVOO	Plains, Okla.	1170	50,000	KWVY	Sheridan, Wyo.	1410	LS-1,000	WAIN	Anderson, S. C.	1420	250	WBDE	Green Bay, Wis.	1360	5,000	
KVOP	Tulsa, Okla.	1440	250	KXAA	Seattle, Wash.	770	LS-1,000	WAIR	Winston-Salem, N. C.	1340	250	WBDF	Pittsfield, Ill.	1580	D-250	
KVOR	Colorado Springs, Colo.	1300	1,000	KXAR	Hope, Ark.	1490	250	WALB	Albany, Ga.	1590	1,000	WBEG	Burlington, N. C.	920	D-5,000	
KVOU	Bellingham, Wash.	790	1,000	KXEL	Waterloo, Ia.	1540	50,000	WALC	Mobile, Ala.	1410	5,000	WBFB	Flint, Mich.	1330	1,000	
KVOU	Uvalde, Tex.	1400	250	KXEM	Mexico, Mo.	1340	250	WALD	Waterboro, S. C.	1490	250	WBFC	Rochester, N. Y.	950	1,000	
KVOW	Littlefield, Tex.	1490	250	KXFI	Ft. Madison, Ia.	1360	D-500	WALF	Fall River, Mass.	1400	250	WBFD	Richmond, Va.	1480	SH-5,000	
KVOX	Moorehead, Minn.	1280	LS-1,000	KXGN	Glendive, Mont.	1400	250	WALK	Patchogue, N. Y.	1370	D-500	WBFE	Chicago, Ill.	780	50,000	
KVOZ	Laredo, Tex.	1490	250	KXGL	Jowa City, Ia.	800	D-1,000	WALL	Middletown, N. Y.	1340	250	WBFG	Forest City, N. C.	780	D-1,000	
KVPI	Ville Platte, La.	1050	D-250	KXHE	Portland, Ore.	950	D-5,000	WALM	Alhambra, Mich.	1250	D-500	WBFI	Augusta, Ga.	1340	250	
KVRC	Arkadelphia, Ark.	1240	250	KXHL	Portland, Ore.	950	LS-10,000	WALN	Anniston, Ala.	1490	250	WBFL	Brooklyn, N. Y.	1330	5,000	
KVRS	Rock Springs, Wyo.	1360	LS-1,000	KXLA	Pasadena, Cal.	1110	10,000	WALO	Wilmington, Del.	1380	1,000	WBGM	Youngstown, O.	1240	250	
KVSA	McGehee, Ark.	1220	D-1,000	KXLB	Ellensburg, Wash.	1240	250	WALP	Appleton, Wis.	1570	D-1,000	WBGN	Ponca City, Okla.	1230	250	
KVSF	Santa Fe, N. M.	1280	1,000	KXLF	Butte, Mont.	1370	5,000	WALR	Wagon, W. Va.	1230	250	WBGR	Battle Creek, Mich.	930	1,000	
KVSM	San Mateo, Cal.	1050	D-1,000	KXLI	Helena, Mont.	1240	250	WALS	Wilmington, N. C.	1440	5,000	WBH	Bay City, Mich.	1440	LS-1,000	
KVSO	Ardmore, Okla.	1240	250	KXLJ	Great Falls, Mont.	1400	250	WALW	Wilmington, N. C.	1440	5,000	WBH	Essesmer, Ala.	1450	250	
KVWC	Vernon, Tex.	1490	250	KXLK	Great Falls, Mont.	1400	250	WALX	Wilmington, N. C.	1440	5,000	WBH	Christiansburg, Va.	1260	D-1,000	
KVWO	Cheyenne, Wyo.	1370	D-1,000	KXLL	Missoula, Mont.	1450	250	WALY	Wilmington, N. C.	1440	5,000	WBH	Union, S. C.	1460	1,000	
KWAD	Wadena, Minn.	920	1,000	KXLM	Lewistown, Mont.	1230	250	WALZ	Wilmington, N. C.	1440	5,000	WBH	Pittsfield, Mass.	1490	250	
KWAK	Stuttgart, Ark.	1240	250	KXLN	Bozeman, Mont.	1450	250	WAMA	Wilmington, N. C.	1440	5,000	WBH	Elizabethton, Tenn.	1240	250	
KWAL	Wallace, Ida.	620	1,000	KXLO	N. Little Rock, Ark.	1150	LS-5,000	WAMB	Wilmington, N. C.	1440	5,000	WBH	Beloit, Wis.	1380	D-5,000	
KWAT	Watertown, S. D.	950	1,000	KXLP	Clayton, Mo.	1320	D-1,000	WAMC	Wilmington, N. C.	1440	5,000	WBH	Buffalo, N. Y.	930	5,000	
KWBB	Wichita, Kans.	1410	1,000	KXLQ	Spokane, Wash.	920	5,000	WAMD	Wilmington, N. C.	1440	5,000	WBH	Brockton, Mass.	1460	1,000	
KWBC	Ft. Worth, Tex.	970	D-1,000	KXLR	El Centro, Cal.	1230	250	WAME	Wilmington, N. C.	1440	5,000	WBH	Beaufort, S. C.	960	D-1,000	
KWBE	Beatrice, Neb.	1450	250	KXLS	Sacramento, Cal.	1470	1,000	WAMF	Wilmington, N. C.	1440	5,000	WBH	Beaver Dam, Wis.	1430	D-1,000	
KWBG	Boone, Ia.	1590	LS-1,000	KXLT	Stockton, Cal.	1280	1,000	WAMG	Wilmington, N. C.	1440	5,000	WBH	Chillicothe, O.	1490	250	
KWBM	Williston, N. D.	1450	250	KXLU	Chicago, Cal.	1080	10,000	WAMI	Wilmington, N. C.	1440	5,000	WBH	Fremont, Mich.	1490	100	
KWBR	Oakland, Cal.	1310	1,000	KXLV	St. Louis, Mo.	630	5,000	WAMJ	Wilmington, N. C.	1440	5,000	WBH	Atlanta, Ga.	1340	250	
KWBU	Corpus Christi, Tex.	1030	D-50,000	KXLW	Ft. Worth, Tex.	1360	1,000	WAMK	Wilmington, N. C.	1440	5,000	WBH	Jesup, Ga.	1370	D-1,000	
KWBW	Hutchinson, Kans.	1450	250	KXLX	Sweetwater, Tex.	1240	250	WAML	Wilmington, N. C.	1440	5,000	WBH	Fitzgerald, Ga.	1240	250	
KWCB	Searcy, Ark.	1300	D-1,000	KXLY	Alexandria, Minn.	1490	250	WAMS	Wilmington, N. C.	1440	5,000	WBH	Cartersville, Ga.	1450	250	
KWCJ	Natchitoches, La.	1450	250	KXMA	Russellville, Ark.	1490	250	WAMN	Wilmington, N. C.	1440	5,000	WBH	Huntsville, Ala.	1230	250	
KWCO	Chickasha, Okla.	1560	LS-1,000	KXMB	Aberdeen, Wash.	1320	1,000	WAMO	Wilmington, N. C.	1440	5,000	WBH	Augusta, Ga.	1230	250	
KWDM	Des Moines, Ia.	1150	N-250	KXMC	Wash.	1320	1,000	WAMP	Wilmington, N. C.	1440	5,000	WBH	Greensboro, N. C.	1470	5,000	
KWED	Seguin, Tex.	1580	D-1,000	KXMD	San Jose, Cal.	1500	1,000	WANA	Wilmington, N. C.	1440	5,000	WBH	Booneville, Miss.	1400	250	
KWEI	Wesler, Idaho	1240	250	KXME	Monterey, Cal.	1080	1,000	WANB	Wilmington, N. C.	1440	5,000	WBH	Knoxville, Tenn.	1240	250	
KWEM	Memphis, Tenn.	990	D-1,000	KXMF	Colby, Kans.	190	D-5,000	WANC	Wilmington, N. C.	1440	5,000	WBH	Bristol, Conn.	1440	D-5,000	
KWEW	Hobbs, N. M.	1490	250	KXMG	Houston, Tex.	1320	5,000	WAND	Wilmington, N. C.	1440	5,000	WBH	Bedford, Ind.	1340	250	
KWFC	Hot Springs, Ark.	1340	250	KXMH	KYAZ	Houston, Tex.	1320	5,000	WANF	Wilmington, N. C.	1440	5,000	WBH	Eau Claire, Wis.	1400	250
KWFR	San Angelo, Tex.	1260	D-1,000	KXMI	KYA	San Francisco, Cal.	1260	LS-5,000	WANP	Wilmington, N. C.	1440	5,000	WBH	Hattiesburg, Miss.	950	D-1,000
KWFT	Wichita Falls, Tex.	620	5,000	KXMK	Yakima, Wash.	1390	LS-1,000	WANR	Wilmington, N. C.	1440	5,000	WBH	West Bend, Wis.	1470	D-500	
KWG	Stockton, Cal.	1230	250	KXML	Prescott, Ariz.	1490	250	WANW	Wilmington, N. C.	1440	5,000	WBH	Batesville, Miss.	1290	D-1,000	
KWGB	Goodland, Kans.	730	D-1,000	KXMN	Medford, Ore.	1230	250	WANX	Wilmington, N. C.	1440	5,000	WBH	Dalton, Ga.	1230	250	
KWHI	Brenham, Tex.	1280	D-1,000	KXMO	Yuma, Ariz.	1400	250	WAPY	Wilmington, N. C.	1440	5,000	WBH	Clarksburg, W. Va.	1400	250	
KWHK	Hutchinson, Kans.	1260	LS-1,000	KXMP	Fresno, Cal.	1300	1,000	WAPZ	Wilmington, N. C.	1440	5,000	WBH	Bedford, Va.	1490	250	
KWHN	Ft. Smith, Ark.	1320	N-500	KXMQ	Houston, Tex.	1590	5,000	WARA	Wilmington, N. C.	1440	5,000	WBH	Beaufort, N. C.	1400	250	
KWHP	Cushing, Okla.	1600	D-1,000	KXMR	Blythe, Cal.	1450	250	WARB	Wilmington, N. C.	1440	5,000	WBH	McMinnville, Tenn.	960	D-500	
KWHW	Altus, Okla.	1450	250	KXMS	Merced, Cal.	1480	5,000	WARC	Wilmington, N. C.	1440	5,000	WBH	Baltimore, Md.	750	D-1,000	
KWIE	Kennewick, Wash.	610	1,000	KXMT	Greeley, Colo.	1450	250	WARD	Wilmington, N. C.	1440	5,000	WBH	Macon, Ga.	1240	250	
KWIK	Pocatello, Ida.	1240	250	KXMU	Yuma, Ariz.	560	1,000	WARE <td>1250</td> <td>D-1,000</td> <td>WBH</td> <td>Boston, Mass.</td> <td>1090</td> <td>D-1,000</td>	1250	D-1,000	WBH	Boston, Mass.	1090	D-1,000		
KWIL	Albany, Ore.	790	1,000	KXMV	Mankato, Minn.	1230	250	WARK	Hagerstown, Md.	1490	250	WBH	Boonville, Ind.	1540	D-250	
KWIN	Ashland, Ore.	1400	250	KXMY	KYUM	Yuma, Ariz.	560	1,000	WARL	Arlington, Va.	780	D-1,000	WBH	Columbus, Ohio	1460	LS-5,000
KWIZ	Santa Ana, Cal.	1480	1,000	KXMA	KYV	Philadelphia, Pa.	1060	50,000	WARP	Fort Pierce, Fla.	1330	D-1,000	WBH	New York, N. Y.	1380	5,000
KWJB	Globe, Ariz.	1240	250	KXMB	KZIP	Amarillo, Tex.	1310	D-1,000	WARQ	Wilmington, N. C.	1440	5,000	WBH	Buffalo, N. Y.	1400	250
KWJJ	Portland, Ore.	1080	10,000	KXMC	WAAA	Winston-Salem, N. C.	980	D-1,000	WARW	Wilmington, N. C.	1440	5,000	WBH	Galax, Va.	1400	250
KWK	St. Louis, Mo.	1380	5,000	KXMD	WAB	Worcester, Mass.	1440	5,000	WARX	Wilmington, N. C.	1440	5,000	WBH	Salisbury, Md.	960	1,000
KWKC	Abilene, Tex.	1340	250	KXME	WAA	Chicago, Ill.	950	D-1,000	WARZ	Wilmington, N. C.	1440	5,000	WBH	Virginia Beach, Va.	1600	D-1,000
KWKH	Shreveport, La.	1130	50,000	KXMF	WAT	Newark, N. J.	970	LS-5,000	WAS	Wilmington, N. C.	1440	5,000	WBH	New Orleans, La.	800	D-1,000
KWKW	Pasadena, Cal.	1300	1,000	KXMG	WATG	Aguadilla, P. R.	1240	250	WASB	Wilmington, N. C.	1440	5,000	WBH	Pensacola, Fla.	980	D-500
KWLC	Decorah, Iowa	1240	D-250	KXMH	WATH	Mobile, Ala.	1480	5,000	WASC	Wilmington, N. C.	1440	5,000	WBH	Terre Haute, Ind.	1230	250
KWLK	Longview, Wash.	1400	250	KXMI	WATM	New York, N. Y.	770	50,000	WASD	Wilmington, N. C.	1440	5,000	WBH	Tarpon Springs, Fla.	1470	D-5,000
KWLM	Willmar, Minn.	1340	250	KXMJ	WATN	Greenwood, Miss.	960	LS-1,000	WASE	Wilmington, N. C.	1440	5,000	WBH	Lock Haven, Pa.	1230	250
KWNA	Winnemucca, Nev.	1400	250	KXMK	WATO	Bangor, Me.	910	N-500	WASG	Wilmington, N. C.	1440	5,000	WBH	Birmingham, Ala.	960	5,000
KWNO	Winona, Minn.	1230	250	KXML	WATR	Adrian, Mich.	1500	D-250	WASH	Wilmington, N. C.	1440	5,000	WBH	Ft. Lauderdale, Fla.	1580	D-250
KWNW	Wenatchee, Wash.	1340	250	K												

AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WBTV	Danville, Va.	1330	LS-5,000	WCOA	Pensacola, Fla.	1370	5,000	WDOR	Sturgeon Bay, Wis.	910	D-500	WETB	Johnson City, Tenn.	790	D-1,000
WBTV	Linnton, Va.	1370	N-1,000	WCOB	Meridian, Miss.	910	LS-5,000	WDOS	Omaha, N. Y.	1400	250	WETO	Gadsden, Ala.	930	D-1,000
WBTV	Linnton, Va.	1370	D-500	WCOG	Greensboro, N. C.	1320	1,000	WDOT	Burlington, Vt.	1400	250	WETU	Wetumpka, Ala.	1570	D-250
WBUD	Trenton, N. J.	1260	D-500	WCOH	Newman, Ga.	1400	250	WDOV	Dover, Del.	1410	D-1,000	WETZ	New Martinsville, W. Va.	1330	D-1,000
WBUT	Butler, Pa.	1050	*LS-5,000	WCOJ	Coatesville, Pa.	1420	D-1,000	WDQN	Duquoin, Ill.	1580	D-250	WEVA	Emporia, Va.	1400	250
WBUX	Doylestown, Pa.	1570	*N-1,000	WCOL	Columbus, O.	1230	250	WDRH	Hartford, Conn.	1360	5,000	WEVD	New York, N. Y.	1330	5,000
WBUY	Lexington, N. C.	1450	D-250	WCOM	Parkersburg, W. Va.	1230	250	WDSC	Chester, Pa.	1590	1,000	WEVE	Eveleth, Minn.	1340	250
WBVP	Beaver Falls, Pa.	1230	D-500	WCOR	Cornelia, Ga.	1450	250	WDSG	Dyersburg, Tenn.	1450	250	WEW	St. Louis, Mo.	770	D-1,000
WBYS	Canton, Ill.	1560	D-250	WCOP	Boston, Mass.	1150	5,000	WDSR	Superior, Wis.	710	5,000	WEWO	Laurinburg, N. C.	1080	D-1,000
WBZ	Boston, Mass.	1030	50,000	WCOS	Lebanon, Tenn.	900	D-250	WDSU	Lake City, Fla.	1340	250	WEWL	Royal Oak, Mich.	820	D-1,000
WBZA	Springfield, Mass.	1030	1,000	WCOT	Columbia, S. C.	1400	250	WDTN	New Orleans, La.	1280	5,000	WEYF	Sanford, N. C.	1290	D-1,000
WCAE	Pittsburgh, Pa.	1250	5,000	WCOV	Montgomery, Ala.	1170	LS-10,000	WDUN	Gainesville, Ga.	1240	250	WEZB	Homewood, Ala.	1320	D-1,000
WCAL	Northfield, Minn.	770	D-5,000	WCOW	S. St. Paul, Minn.	1590	D-5,000	WDUV	Jacksonville, Fla.	1280	D-1,000	WFAB	Alliance, O.	1310	D-1,000
WCAM	Camden, N. J.	1310	250	WCOW	S. St. Paul, Minn.	1590	D-5,000	WDVH	Green Bay, Wis.	1400	250	WFAI	Fayetteville, N. C.	1230	250
WCAN	Milwaukee, Wis.	1250	5,000	WCPC	Cincinnati, O.	1230	250	WDVA	Danville, Va.	1250	LS-5,000	WFAR	Farrell, Pa.	1470	D-500
WCAO	Baltimore, Md.	600	5,000	WCPS	Tarboro, N. C.	780	D-1,000	WDVH	Gainesville, Fla.	980	D-5,000	WFAS	White Plains, N. Y.	1230	250
WCAP	Lowell, Mass.	980	D-1,000	WCRA	Effingham, Ill.	1090	D-250	WDWD	Dawson, Ga.	990	D-1,000	WFAU	Augusta, Me.	1340	250
WCAR	Pontiac, Mich.	1130	D-1,000	WCRC	Waltham, Mass.	1390	1,000	WDXB	Chattanooga, Tenn.	1490	250	WFAZ	Falls Church, Va.	1220	D-500
WCAU	Philadelphia, Pa.	1210	*LS-50,000	WCRI	Scottsboro, Ala.	1050	D-250	WDXE	Lawrenceburg, Tenn.	1370	D-1,000	WFBC	Greenville, S. C.	1330	5,000
WCAW	Charleston, W. Va.	1400	250	WCRL	Oneonta, Ala.	1570	D-250	WDYK	Jackson, Tenn.	1310	LS-5,000	WFBG	Altoona, Pa.	1340	250
WCAX	Burlington, Vt.	620	5,000	WCRO	Johnstown, Pa.	1230	250	WDXL	Lexington, Tenn.	1490	250	WFBM	Syracuse, N. Y.	1390	5,000
WCAY	Carthage, Ill.	990	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFBR	Baltimore, Md.	1300	5,000
WCBA	Corning, N. Y.	1350	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFBC	Dunkirk, N. Y.	1410	500
WCBC	Anderson, Ind.	1470	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFDF	Flint, Mich.	910	1,000
WCBD	Chicago, Ill.	820	SH-5,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFEA	Manchester, N. H.	1370	5,000
WCBI	Columbus, Miss.	1340	*550	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFEB	Sylacauga, Ala.	1340	D-250
WCBL	Benton, Ky.	1290	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFEC	Miami, Fla.	1220	D-250
WCBM	Baltimore, Md.	680	LS-10,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFGM	Fitchburg, Mass.	1580	D-1,000
WCBR	Memphis, Tenn.	1480	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFGN	Gaffney, S. C.	1570	D-250
WCBS	New York, N. Y.	880	50,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFHG	Bristol, Va.	980	1,000
WCBT	Roanoke Rapids, N. C.	1230	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFHR	Wis. Rapids, Wis.	1340	250
WCBY	Cheboygan, Wis.	1240	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIG	Sumter, S. C.	1290	1,000
WCCE	Hartford, Conn.	1290	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCE	Lawrence, Mass.	800	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCO	Minneapolis, Minn.	830	50,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCP	Savannah, Ga.	1450	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCDL	Carbondale, Pa.	1230	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCDT	Winchester, Tenn.	1340	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCEC	Rocky Mt., N. C.	810	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCED	Du Bois, Pa.	1230	*1420	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCEF	Parkersburg, W. Va.	1050	D-250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCEH	Hawkinsville, Ga.	610	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCEM	Cambridge, Md.	1240	100	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCEN	Mt. Pleasant, Mich.	1150	LS-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCFL	Chicago, Ill.	1000	N-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCFS	Harvey, Ill.	1570	D-250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCFV	Clifton Forge, Va.	1230	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCGA	Calhoun, Ga.	900	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCGC	Belmont, N. C.	1270	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHA	Chambersburg, Pa.	800	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHF	Chippewa Falls, Wis.	1150	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHL	Chapel Hill, N. C.	1360	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHN	Norwich, N. Y.	970	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHO	Washington Court House, Ohio	1250	D-250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHS	Charleston, W. Va.	580	5,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHV	Charlottesville, Va.	1240	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCHL	Carbondale, Ill.	1020	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCIN	Cincinnati, O.	1480	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCJW	Columbus, Miss.	1450	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCKB	Dunn, N. C.	780	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCK	Greer, S. C.	1300	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCK	Cincinnati, O.	1530	50,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCL	Colonial Heights, Va.	1290	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCL	Camilla, Ga.	1540	D-250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCCL	Cleveland, Miss.	1490	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCLE	Cleveland, Tenn.	1570	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCLG	Morgantown, W. Va.	1300	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCLI	Corning, N. Y.	1450	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCLO	Janesville, Wis.	1230	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCLS	Columbus, Ga.	1580	D-1,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCMT	Newark, O.	1430	D-500	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCMA	Corinth, Miss.	1230	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCMB	Harrisburg, Pa.	1460	5,000	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCMC	Wildwood, N. J.	1230	100	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000
WCMI	Ashland, Ky.	1340	250	WCRT	Birmingham, Ala.	1260	D-1,000	WDXN	Clarksville, Tenn.	540	D-250	WFIL	Philadelphia, Pa.	560	5,000



# AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WGAA	Athens, Ga.	1340	250	WHBO	Sulphur Springs, Fla.	1050	D-250	WIAC	Santurce, P. R.	740	10,000	WIZE	Springfield, O.	1340	250
WGAW	Gardner, Mass.	1340	250	WHBQ	Memphis, Tenn.	580	LS-5,000	WIAM	Williamston, N. C.	900	D-1,000	WIZZ	Streator, Ill.	1250	D-500
WGAY	Silver Spring, Md.	1050	D-1,000	WHBS	Huntsville, Ala.	1550	N-1,000	WIBA	Madison, Wis.	1310	5,000	WJAC	Johnstown, Pa.	1400	250
WGBA	Columbus, Ga.	1270	D-1,000	WHBU	Harrisburg, Tenn.	1230	250	WIBB	Macon, Ga.	1280	D-1,000	WJAG	Norfolk, Nebr.	780	LS-1,000
WGBC	Freeport, N. Y.	1240	100	WHBY	Appleton, Wis.	1230	250	WIBC	Indianapolis, Ind.	1070	LS-50,000	WJAK	Jackson, Tenn.	1460	D-1,000
WGDB	Evansville, Ind.	1280	LS-5,000	WHCC	Waynesville, N. C.	1400	250	WIBG	Philadelphia, Pa.	990	10,000	WJAM	Marion, Ala.	1310	D-1,000
WGEG	Greensboro, N. C.	1400	250	WHCO	Sparta, Ill.	1230	250	WIBR	Baton Rouge, La.	1450	250	WJAN	Spartanburg, S. C.	1400	250
WGFI	Scranton, Pa.	910	LS-1,000	WHDF	Houghton, Mich.	1400	250	WIBU	Poynette, Wis.	1300	1,000	WJAR	Providence, R. I.	920	5,000
WGGR	Scranton, N. C.	1150	1,000	WHDH	Boston, Mass.	850	50,000	WIBV	Belleville, Ill.	1060	D-1,000	WJAS	Pittsburgh, Pa.	1320	5,000
WGHS	Miami, Fla.	710	LS-50,000	WHDL	Olean, N. Y.	1450	250	WIBW	Belleville, Ill.	1060	D-1,000	WJAT	Swainsboro, Ga.	800	D-1,000
WGIC	Red Lion, Pa.	1440	D-1,000	WHDM	McKenzie, Tenn.	1440	D-500	WIBX	Topeka, Kans.	580	5,000	WJAX	Jacksonville, Fla.	930	5,000
WGID	Chester, S. C.	1490	250	WHDR	Houghton, Mich.	1400	250	WICB	Utica, N. Y.	950	5,000	WJAZ	Mullins, S. C.	1280	D-1,000
WGIM	Gulfport, Miss.	1240	250	WHDR	Boston, Mass.	850	50,000	WICD	Ashtabula, Ohio	970	LS-5,000	WJBB	Haleyville, Ala.	1230	250
WGIA	Geneva, Ala.	1150	D-1,000	WHDR	Olean, N. Y.	1450	250	WICE	Bridgeport, Conn.	600	LS-1,000	WJBC	Bloomington, Ill.	1230	250
WGIB	Quincy, Ill.	1440	1,000	WHDR	McKenzie, Tenn.	1440	D-500	WICF	Providence, R. I.	1290	D-500	WJBD	Detroit, Mich.	1490	*1500
WGIC	Chicago, Ill.	1390	5,000	WHDR	Portsmouth, N.H.	750	LS-1,000	WICH	Norwich, Conn.	1400	250	WJBE	Baton Rouge, La.	1150	5,000
WGID	Gettysburg, Pa.	1450	250	WHDR	Rochester, N. Y.	1460	5,000	WICR	Scranton, Pa.	1400	250	WJBF	Deland, Fla.	1490	250
WGIE	Beloit, Wis.	1490	250	WHDR	Washington, N. C.	1340	250	WICR	St. John, V. I.	1190	500	WJBW	New Orleans, La.	1230	250
WGIF	Covington, Ga.	1430	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Crux Bay, St. John, V. I.	1190	500	WJCD	Seymour, Ind.	1390	D-500
WGGA	Gainesville, Ga.	550	LS-5,000	WHDR	Washington, N. C.	1340	250	WICR	Malone, N. Y.	1490	250	WJCM	Sebring, Fla.	1340	250
WGGB	Gainesville, Fla.	1230	250	WHDR	Washington, N. C.	1340	250	WICR	Biddeford, Me.	1400	250	WJDA	Quincy, Mass.	1300	D-1,000
WGHC	Marion, Ill.	1150	D-500	WHDR	Washington, N. C.	1340	250	WICR	Elizabethtown, Ky.	1400	250	WJDX	Jackson, Miss.	620	LS-5,000
WGHD	Newport News, Va.	1310	5,000	WHDR	Washington, N. C.	1340	250	WICR	Elkin, N. C.	1540	D-250	WJEF	Grand Rapids, Mich.	1230	250
WGHE	Greensboro, N. C.	1470	5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Wis.	1490	250	WJEH	Gallipolis, O.	990	D-250
WGIF	Brunswick, Ga.	1440	1,000	WHDR	Washington, N. C.	1340	250	WICR	Iron River, Mich.	1230	250	WJEL	Hagerstown, Md.	1240	250
WGII	Galesburg, Ill.	1400	250	WHDR	Washington, N. C.	1340	250	WICR	Bogalusa, La.	1490	250	WJER	Springfield, O.	1600	D-1,000
WGIV	Charlotte, N. C.	1600	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Newport, Vt.	1490	250	WJES	Dover, Ohio	1450	250
WGJW	Charleston, W. Va.	1490	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJET	Erie, Pa.	1570	D-250
WGKA	Ft. Wayne, Ind.	1250	1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJFR	Caguas, P. R.	1240	250
WGKB	Centerville, Miss.	1580	D-250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJHL	Johnson City, Tenn.	910	LS-5,000
WGKC	Decatur, Ga.	970	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJHO	Opelika, Ala.	1400	N-1,000
WGKD	Hollywood, Fla.	1320	D-500	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJHP	Jacksonville, Fla.	1320	5,000
WGKE	Washington, D.C.	570	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJIG	Tulahoma, Tenn.	740	D-250
WGKF	Chicago, Ill.	720	50,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJIM	Lansing, Mich.	1240	250
WGKG	Gaston, N. C.	1450	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJIV	Savannah, Ga.	900	D-1,000
WGKH	Wilmington, N. C.	1340	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJJD	Chicago, Ill.	1160	LS-50,000
WGKI	Murfreesboro, Tenn.	1450	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJJE	Niagara Falls, N. Y.	1440	D-1,000
WGKJ	Newburgh, N. Y.	1220	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJJK	Lewisburg, Tenn.	1490	250
WGKL	Valdosta, Ga.	950	LS-5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJLM	Springfield, Mass.	1600	D-5,000
WGKM	Bethlehem, Pa.	1100	D-250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJLN	Detroit, Mich.	1400	250
WGKN	Albany, Ga.	1450	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJLO	Homewood, Ala.	1400	250
WGKO	Buffalo, N. Y.	550	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJLJ	Asbury Park, N. J.	1310	250
WGKP	Cairo, Ga.	790	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJLH	Beckley, W. Va.	560	LS-5,000
WGKR	Louisville, Ky.	790	LS-5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMA	Orange, Va.	1340	N-500
WGKS	Grand Rapids, Mich.	1410	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMB	Brookhaven, Miss.	1340	250
WGKT	Greenwood, Miss.	1240	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMC	Rice Lake, Wis.	1240	250
WGKU	Greenville, Tenn.	1340	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMD	Philadelphia, Pa.	1540	D-1,000
WGKV	Gary, Ind.	1370	D-500	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJME	Cleveland, Ohio	1540	D-1,000
WGKW	Ephrata, Pa.	1310	D-500	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMF	New Orleans, La.	990	D-250
WGKY	Huntington, N. Y.	740	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMG	Ironwood, Mich.	630	1,000
WGKZ	Atlanta, Ga.	920	LS-5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMH	Athens, Ala.	730	D-1,000
WGLA	Guntersville, Ala.	1270	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMI	Flomance, S. C.	970	LS-5,000
WGLE	Greenwood, S. C.	1350	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMJ	Jacksonville, N. C.	1240	250
WGLO	Summerville, Ga.	950	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMN	W. Palm Beach, Fla.	1230	250
WGLP	Greenville, N. C.	1590	LS-5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMO	Hammond, Ind.	1230	250
WGMA	Hartford, Conn.	1410	5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMP	Jamestown, N. Y.	1340	250
WGMB	Kannapolis, N.C.	870	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMQ	Florence, Ala.	1340	250
WGMC	Wilson, N. C.	590	5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMR	Joliet, Ill.	1340	250
WGMD	Georgetown, S. C.	1400	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMS	St. Cloud, Minn.	1240	250
WGME	Bangor, Maine	1230	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMT	Lake City, S. C.	1280	D-1,000
WGMI	Geneva, N. Y.	1240	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMU	Burlington, Vt.	1230	250
WGML	Greenville, Miss.	1260	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMV	Washington, Pa.	1450	250
WGMM	Selma, Ala.	1340	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJMW	Ishaming, Mich.	1240	250
WGMO	Selma, Ala.	1340	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJN	Herrin, Ill.	1340	250
WGMP	Gadsden, Ala.	570	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNC	Green Bay, Wis.	1440	LS-5,000
WGMR	Asheboro, N. C.	1280	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJND	Green Bay, Wis.	1440	LS-5,000
WGMS	Schenectady, N. Y.	810	50,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNE	Green Bay, Wis.	1440	LS-5,000
WGMT	Greenville, Ala.	1270	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNF	Green Bay, Wis.	1440	LS-5,000
WGMA	Madison, Wis.	970	D-500	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNG	Green Bay, Wis.	1440	LS-5,000
WGMB	Baxley, Ga.	1260	D-1,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNH	Green Bay, Wis.	1440	LS-5,000
WGMC	Greenfield, Mass.	1240	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNI	Green Bay, Wis.	1440	LS-5,000
WGMD	Rosers City, Mich.	960	D-5,000	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNJ	Green Bay, Wis.	1440	LS-5,000
WGME	Shelbyville, Tenn.	1400	250	WHDR	Washington, N. C.	1340	250	WICR	Medford, Mass.	1430	*D-1,000	WJNK	Green Bay, Wis.	1440	LS-5,000
WGMI	Rochester, N. Y.	1180	50,000	WHDR	Washington, N. C.	1340									



AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WKAN	Kankakee, Ill.	1320	D-1,000	WKY	Oklahoma City, Okla.	930	5,000	WMAQ	Chicago, Ill.	670	50,000	WMTE	Manistee, Mich.	1340	250
WKAP	Allentown, Pa.	1320	1,000	WKYB	Paducah, Ky.	570	LS-1,000	WMAF	Springfield, Mass.	1450	250	WMTM	Moultrie, Ga.	1300	D-5,000
WKAR	San Juan, P. R.	580	5,000	WKYR	Keyser, W. Va.	1270	D-1,000	WMAW	Menominee, Wis.	1340	250	WMTR	Morrisstown, N. J.	1250	D-1,000
WKAT	Miami Beach, Fla.	1360	LS-5,000	WKYZ	Louisville, Ky.	900	D-1,000	WMAX	Grand Rapids, Mich.	1480	D-5,000	WMTS	Murfreesboro, Tenn.	860	D-250
WKAY	Glasgow, Ky.	1490	N-1,000	WKZO	Kalamazoo, Mich.	590	5,000	WMAY	Springfield, Ill.	970	LS-1,000	WMUR	Manchester, N. H.	610	LS-5,000
WKBC	N. Wilkesboro, N. C.	810	D-1,000	WLAC	Nashville, Tenn.	1510	50,000	WMAZ	Macon, Ga.	940	10,000	WMUS	Muskegon, Mich.	1090	D-1,000
WKBH	La Crosse, Wis.	1410	5,000	WLAD	Danbury, Conn.	800	D-250	WMBC	Macon, Miss.	1400	250	WMUU	Greenville, S. C.	1260	D-1,000
WKBI	St. Mary's Pa.	1400	250	WLAF	La Follette, Tenn.	1450	100	WMBD	Peoria, Ill.	1470	5,000	WMVA	Martinsville, Va.	1450	250
WKBK	Covington, Tenn.	1250	D-1,000	WLAG	LaGrange, Ga.	1240	250	WMBG	Richmond, Va.	1380	5,000	WMVC	Milledgeville, Ga.	1450	250
WKBN	Youngstown, O.	570	5,000	WLAK	Lakeland, Fla.	1430	LS-5,000	WMBH	Joplin, Mo.	1450	250	WMVO	Mt. Vernon, O.	1300	D-500
WKBO	Harrisburg, Pa.	1230	250	WLAM	Lewistown, Me.	1470	5,000	WMBI	Chicago, Ill.	1110	LS-5,000	WMYB	Myrtle Beach, S. C.	1450	250
WKBR	Manchester, N. H.	1240	250	WLAN	Lancaster, Pa.	1390	1,000	WMBL	Morehead City, N. C.	740	D-1,000	WMYR	Ft. Myers, Fla.	1410	LS-1,000
WKBS	Mineola, N. Y.	1520	D-250	WLAP	Lexington, Ky.	630	LS-5,000	WMBM	Miami Beach, Fla.	800	D-1,000	WNAB	Bridgeport, Conn.	1450	250
WKBV	Richmond, Ind.	1490	250	WLAR	Rome, Ga.	1410	1,000	WMBN	Petoskey, Mich.	1340	250	WNAC	Boston-Lawrence, Mass.	680	50,000
WKBW	Buffalo, N. Y.	1520	50,000	WLAS	Athens, Tenn.	1450	250	WMBP	Auburn, N. Y.	1340	250	WNAD	Norman, Okla.	640	D-1,000
WKBZ	Muskegon, Mich.	850	1,000	WLAT	Jacksonville, N. C.	910	D-1,000	WMBR	Jacksonville, Fla.	1460	5,000	WNAE	Warren, Pa.	1310	D-1,000
WKCT	Bowling Green, Ky.	930	LS-1,000	WLAV	Conway, S. C.	1490	250	WMBU	Uniontown, Pa.	590	1,000	WNAH	Grenada, Miss.	1400	250
WKDA	Nashville, Tenn.	920	N-500	WLAW	Grand Rapids, Mich.	1340	250	WMC	Memphis, Tenn.	790	5,000	WNAI	Nashville, Tenn.	1360	D-1,000
WKDK	Newberry, S. C.	1240	250	WLBY	Muscle Shoals City, Ala.	1450	250	WMCB	New York, N. Y.	570	5,000	WNAJ	Nearham, Wis.	1280	1,000
WKDN	Camden, N. J.	800	D-1,000	WLCA	Carrollton, Ga.	1100	D-250	WMCB	Church Hill, Tenn.	1260	D-1,000	WNAK	Raleigh, N. C.	850	LS-10,000
WKEL	Kewanee, Ill.	1450	100	WLCC	Muncie, Ind.	1340	250	WMCJ	Manchest. Ga.	1570	D-1,000	WNAO	Nearham, Wis.	1280	1,000
WKEM	Griffin, Ga.	1450	250	WLCD	Leesburg, Fla.	790	1,000	WMCK	McKeesport, Pa.	1360	1,000	WNAO	Raleigh, N. C.	850	LS-10,000
WKFN	Covington, Va.	1340	250	WLCE	Laurens, S. C.	860	D-250	WMD	Hazlehurst, Miss.	1220	D-250	WNAO	Raleigh, N. C.	850	LS-10,000
WKGN	Knoxville, Tenn.	930	250	WLCH	Mattoon, Ill.	1170	D-250	WMDA	Fajardo, P. R.	1490	250	WNB	Norristown, Pa.	1110	D-500
WKHM	Jackson, Mich.	1370	1,000	WLCL	Bowling Green, Ky.	1410	LS-5,000	WMDD	Fajardo, P. R.	1490	250	WNB	Natchez, Miss.	1450	250
WKIC	Hazard, Ky.	1340	250	WLDM	De Kalb, Ill.	1360	D-500	WMDN	Tallahassee, Fla.	1330	D-1,000	WNB	Annapolis, Md.	1430	1,000
WKID	Urbana, Ill.	1590	D-250	WLDB	Auburndale, Wis.	930	D-5,000	WMDP	Tallahassee, Fla.	1330	D-1,000	WNB	N. Adams, Mass.	890	D-250
WKIK	Leonardtown, Md.	1370	D-1,000	WLDC	Lebanon, Ky.	1590	D-1,000	WMDQ	Monroeville, Ala.	1220	D-250	WNB	Yankton, S. D.	570	5,000
WKIN	Kingsport, Tenn.	1320	D-5,000	WLDE	Birmingham, Ala.	900	D-1,000	WME	Marion, Va.	1010	D-1,000	WNB	Binghamton, N. Y.	1290	5,000
WKIP	Poughkeepsie, N. Y.	1450	250	WLDF	Bangor, Me.	620	5,000	WME	Boston, Mass.	1510	5,000	WNB	New Bedford, Mass.	1340	250
WKJB	Mayaguez, P. R.	710	LS-1,000	WLDF	Campbellsville, Ky.	1450	250	WME	Monroeville, Ala.	1220	D-250	WNB	Murray, Ky.	1340	250
WKJG	Ft. Wayne, Ind.	1380	N-500	WLDF	Lancaster, S. C.	1340	D-1,000	WME	Wilmington, N. C.	630	1,000	WNB	Saranac Lake, N. Y.	1450	250
WKKO	Cocoa, Fla.	860	D-250	WLDF	Eustis, Fla.	1240	250	WME	Hibbing, Minn.	1240	250	WNB	Siler City, N. C.	1570	D-1,000
WKLA	Ludington, Mich.	1450	250	WLDF	Torrington, Conn.	990	D-1,000	WME	Daytona Beach, Fla.	1450	250	WNB	Barnesboro, Pa.	950	D-500
WKLB	Clinton, Ala.	980	D-1,000	WLDF	Baton Rouge, La.	910	1,000	WME	High Point, N. C.	1230	250	WNB	Daytona Beach, Fla.	1150	1,000
WKLF	Sparta, Wis.	980	D-250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Syracuse, N. Y.	1260	5,000
WKLG	Cloquet, Minn.	1230	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Worcester, Mass.	1230	250
WKLO	Louisville, Ky.	1080	LS-5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKLV	Blackstone, Va.	1490	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKLY	Hartwell, Ga.	980	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKMC	Roaring Spring, Pa.	1370	D-500	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKMD	Flint, Mich.	1470	1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKMH	Dearborn, Mich.	1310	LS-5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKMI	Kalamazoo, Mich.	1360	LS-5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKMT	Kings Mountain, N. C.	1220	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNA	Charleston, W. Va.	950	LS-5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNB	New Britain, Conn.	840	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNE	Keene, N. H.	1290	5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNF	Muskegon, Mich.	1600	5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNG	Saginaw, Mich.	1210	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKNY	Kingston, N. Y.	1490	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOA	Hopkinsville, Ky.	1480	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOP	Sunbury, Pa.	1240	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOR	Binghamton, N. Y.	1360	LS-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOW	Wellston, O.	1570	D-250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOV	Madison, Wis.	1070	LS-10,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOX	Framingham, Mass.	1190	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKOY	Bluefield, W. Va.	1240	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKPA	New Kensington, Pa.	1150	D-250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKPT	Kingsport, Tenn.	1400	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRC	Cincinnati, Ohio	550	LS-5,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRG	Mobile, Ala.	710	LS-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRM	Columbia, Tenn.	1340	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRO	Cairo, Ill.	1490	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRS	Waukegan, Ill.	1220	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRT	Cortland, N. Y.	920	LS-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKRY	Oil City, Pa.	1340	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKSB	Milford, Del.	930	D-500	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKSR	Pulaski, Tenn.	1420	1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKST	New Castle, Pa.	1280	1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKTG	Thomasville, Ga.	730	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKTM	Mayfield, Ky.	1050	D-1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKTY	La Crosse, Wis.	580	1,000	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKVA	Cullman, Ala.	1340	250	WLDF	La Crosse, Wis.	1490	250	WME	Chattanooga, Tenn.	1260	D-1,000	WNB	Live Oak, Fla.	1450	250
WKVB	Lewistown, Pa.	920	D-1,000	WLDF											

# AM CALL LETTERS

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WOKE	Oak Ridge, Tenn.	1290	LS-1,000	WPR	Mayaguez, P. R.	990	10,000	WRVA	Richmond, Va.	1140	50,000	WSYR	Syracuse, N. Y.	570	5,000
WOKJ	Jackson, Miss.	1590	D-1,000	WPRC	Lincoln, Ill.	1370	D-500	WRWB	Kissimmee, Fla.	1220	D-250	WTAB	Tabor City, N. C.	1370	D-1,000
WOKO	Albany, N. Y.	1466	5,000	WPRE	Prairie Du Chien, Wis.	1280	D-500	WRXO	Roxboro, N. C.	1430	D-1,000	WTAC	Flint, Mich.	600	LS-1,000
WOKW	Sturgeon Bay, Wis.	1050	D-250	WPRO	Providence, R. I.	630	5,000	WSAI	Cincinnati, O.	1360	5,000	WTAD	Quincy, Ill.	930	LS-5,000
WOKY	Milwaukee, Wis.	920	1,000	WPRP	Ponce, P. R.	910	5,000	WSAJ	Grove City, Pa.	1340	SH-100	WTAG	Worcester, Mass.	580	5,000
WOKZ	Alton, Ill.	1570	D-1,000	WPRS	Paris, Ill.	1440	D-500	WSAL	Logansport, Ind.	1230	250	WTAL	Tallahassee, Fla.	1270	5,000
WOL	Washington, D. C.	1450	250	WPRT	Prestonburg, Ky.	960	D-1,000	WSAM	Saginaw, Mich.	1400	250	WTAM	Cleveland, Ohio	1100	50,000
WOLF	Syracuse, N. W.	1490	250	WPRY	Perry, Fla.	1220	D-250	WSAN	Allentown, Pa.	1470	5,000	WTAN	Clearwater, Fla.	1340	250
WOLS	Florence, S. C.	1230	250	WPTF	Raleigh, N. C.	680	50,000	WSAR	Fall River, Mass.	1480	5,000	WTAO	Cambridge, Mass.	740	D-250
WOMI	Owensboro, Ky.	1490	250	WPTR	Albany, N. Y.	1540	50,000	WSAT	Salisbury, N. C.	1280	1,000	WTAQ	LaGrange, Ill.	1300	D-500
WOMT	Manitowoc, Wis.	1240	250	WPTS	Pittsboro, Pa.	1540	D-1,000	WSAU	Wausau, Wis.	1400	250	WTAR	Norfolk, Va.	790	5,000
WOND	Pleasantville, N. J.	1400	250	WPTW	Piqua, Ohio	1570	D-250	WSAV	Savannah, Ga.	630	5,000	WTAW	College Station, Tex.	1150	D-1,000
WONE	Dayton, O.	980	5,000	WPTX	Lexington Park, Md.	920	D-500	WSAY	Rochester, N. Y.	1370	1,000	WTAX	Springfield, Ill.	1240	250
WONN	Lakeland, Fla.	1230	250	WPUV	Pulaski, Va.	1230	D-500	WSAZ	Huntington, W. Va.	930	LS-5,000	WTBC	Tuscaloosa, Ala.	1230	250
WONW	Defiance, O.	1280	500	WPXY	Punxsutawney, Pa.	1300	D-1,000	WSB	Atlanta, Ga.	750	50,000	WTBF	Troy, Ala.	1490	250
WOOD	Grand Rapids, Mich.	1300	5,000	WQAM	Miami, Fla.	560	LS-5,000	WSBA	York, Pa.	910	1,000	WTBO	Cumberland, Md.	1450	250
WOOF	Dothan, Ala.	560	D-5,000	WQAN	Scranton, Pa.	630	D-500	WSBB	New Smyrna Beach, Fla.	1230	250	WTCH	Shawano, Wis.	960	1,000
WOOO	New Bern, N. C.	1490	250	WQBC	Vicksburg, Miss.	1420	LS-1,000	WSBC	Chicago, Ill.	1240	250	WTCT	Tell City, Ind.	1230	250
WOPA	Oak Park, Ill.	1490	250	WQXI	Moline, Ill.	1230	250	WSBT	South Bend, Ind.	960	5,000	WTCTM	Traverse City, Mich.	1400	250
WOPJ	Briston, Tenn.	1490	250	WQXR	Atlanta, Ga.	790	LS-5,000	WSCR	Scranton, Pa.	1320	LS-1,000	WTCN	Minneapolis, Minn.	1280	LS-5,000
WOPR	New York, N. Y.	710	50,000	WRAC	New York, N. Y.	1560	10,000	WSDR	Sterling, Ill.	1240	100	WTCO	Campbellsville, Ky.	1150	D-1,000
WORA	Mayaguez, P. R.	1150	1,000	WRAD	Racine, Wis.	1460	D-500	†WSEV	Sevierville, Tenn.	930	D-1,000	WTCW	Whitesburg, Ky.	920	D-1,000
WORC	Worcester, Mass.	1310	1,000	WRAG	Radford, Va.	1340	250	WSFA	Montgomery, Ala.	1440	LS-5,000	WTEL	Philadelphia, Pa.	880	D-250
WORD	Spartanburg, S. C.	910	1,000	WRAP	Carrollton, Ala.	590	D-1,000	WSFC	Somerset, Ky.	1240	250	WTHI	Terre Haute, Ind.	1480	1,000
WORK	York, Pa.	1350	LS-5,000	WRAS	Williamson, Pa.	1400	250	WSFT	Thomaston, Ga.	1220	D-250	WTIC	Hartford, Conn.	1080	50,000
WORL	Boston, Mass.	950	D-5,000	WRAL	Raleigh, N. C.	1240	250	WSG	Elberton, Ga.	1400	250	WTIK	Durham, N. C.	1310	LS-1,000
WORZ	Orlando, Fla.	740	LS-5,000	WRAP	Norfolk, Va.	850	1,000	WSGN	Birmingham, Ala.	610	LS-5,000	WTIL	Mayaguez, P. R.	1300	1,000
WOSA	Wausau, Wis.	550	5,000	WRAS	Spencer, W. Va.	1590	D-1,000	WSGW	Saginaw, Mich.	790	1,000	WTIM	Daytonville, Ill.	1410	D-1,000
WOSC	Fulton, N. Y.	1300	D-1,000	WRAY	Reading, Pa.	1340	250	WSHB	Stillwater, Minn.	1220	D-250	WTIP	Charleston, W. Va.	1240	250
WOSH	Oskosh, Wis.	1490	250	WRBC	Frankton, Ind.	1250	D-1,000	†WSHE	Sheboygan, Wis.	800	D-250	†WTIV	Titusville, Pa.	1290	D-500
WOSU	Columbus, Ohio	820	LS-5,000	WRBL	Jackson, Miss.	1300	N-1,000	WSID	Essex-Baltimore, Md.	1010	D-1,000	WTJH	East Point, Ga.	1280	D-5,000
†WOTR	Corry, Pa.	1370	D-500	WRC	Columbus, Ga.	1420	5,000	WSIS	Statesville, N. C.	1400	250	WTJN	Jackson, Tenn.	1390	1,000
WOTW	Nashua, N. H.	900	D-1,000	WRCA	Washington, D. C.	980	5,000	WSJB	Stuyvesant, N. Y.	1400	250	WTJM	Jackson, Tenn.	1390	1,000
WOV	New York, N. Y.	1280	5,000	WRCD	New York, N. Y.	660	50,000	WSJ	Winston-Salem, N. C.	600	5,000	WTMA	Charleston, S. C.	1250	LS-5,000
WOW	Omaha, Neb.	590	5,000	WRCE	Dalton, Ga.	1430	D-1,000	WSJ	Winston-Salem, N. C.	600	5,000	WTMC	Ocala, Fla.	1290	1,000
WOWL	Florence, Ala.	1240	250	WRCE	Richland Center, Wis.	1450	250	WSJP	Paintsville, Ky.	1490	250	WTMJ	Milwaukee, Wis.	620	5,000
WOWO	Ft. Wayne, Ind.	1190	50,000	WRCS	Ahoskie, N. C.	970	D-1,000	WSJR	Winter Haven, Fla.	1490	250	WTNC	Thomasville, N. C.	790	D-1,000
WOWX	Oxford, N. C.	1340	250	WRDE	Reidsburg, Wis.	1400	250	WSJW	Winston-Salem, N. C.	600	5,000	WTND	Orangeburg, S. C.	920	D-1,000
WOZK	Ozark, Ala.	900	D-1,000	WRDU	Augusta, Maine	1400	250	WSJW	Nashville, Tenn.	980	5,000	WTNJ	Trouton, N. J.	1300	D-250
WPAB	Ponce, P. R.	550	LS-5,000	WRDW	Augusta, Ga.	1480	5,000	WSJW	Nashville, Tenn.	650	50,000	WTNS	Coshocton, Ohio	1580	D-1,000
WPAC	Patchogue, N.Y.	1580	D-1,000	WRFB	Holyoke, Mass.	930	D-500	WSMB	New Orleans, La.	1250	5,000	WTNT	Tallahassee, Fla.	1450	250
WPAD	Paducah, Ky.	1450	250	WRFB	Memphis, Tenn.	600	5,000	WSMI	Litchfield, Ill.	1510	D-1,000	WTOB	Winston-Salem, N. C.	1380	LS-5,000
WPAG	Ann Arbor, Mich.	1050	D-1,000	WRFB	Lexington, Va.	1450	250	WSMT	Sparta, Tenn.	1050	D-1,000	WTOC	Savannah, Ga.	1290	5,000
WPAL	Charleston, S. C.	730	D-1,000	WRFB	Lexington, Va.	1450	250	WSMT	Bridgeton, N. J.	1240	250	WTOE	Toledo, Ohio	1560	D-1,000
WPAM	Potsville, Pa.	1450	250	WRFB	Rock Hill, S. C.	1340	250	WSN	Seneca, S. C.	1150	D-1,000	WTOG	Toledo, Ohio	1560	D-1,000
WPAP	Mt. Airy, N. C.	740	D-10,000	WRFB	Rock Hill, S. C.	1340	250	WSNY	Schenectady, N. Y.	1240	250	WTOH	Toledo, Ohio	1560	D-1,000
WPAR	Parkersburg, W. Va.	1450	250	WRFB	Rock Hill, S. C.	1340	250	WSOC	Nashville, Tenn.	1470	D-1,000	WTOI	Toledo, Ohio	1560	D-1,000
WPAT	Paterson, N. J.	930	5,000	WRFB	Rock Hill, S. C.	1340	250	WSOK	Nashville, Tenn.	1470	D-1,000	WTOJ	Toledo, Ohio	1560	D-1,000
WPAT	Pawtucket, R. I.	550	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTOK	Toledo, Ohio	1560	D-1,000
WPAX	Thomasville, Ga.	1240	250	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTON	Stanton, Va.	1400	250
WPAY	Portsmouth, O.	1400	250	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTOP	Washington, D. C.	1500	50,000
WPAY	Portsmouth, O.	1400	250	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTOR	Torrington, Conn.	1490	250
WPBB	Pottstown, Pa.	1370	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	†WTOV	Towson, Md.	1570	D-1,000
WPBB	Jackson, Ala.	1290	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTPR	Paris, Tenn.	710	D-250
WPBC	Minneapolis, Minn.	980	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTPS	New Orleans, La.	940	LS-1,000
WPCF	Panama City, Fla.	1400	250	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	†WTRB	Ripley, Tenn.	1570	D-250
WPCT	Putnam, Conn.	1350	D-500	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRC	Elkhart, Ind.	1340	250
†WPDQ	Potsdam, N. Y.	1470	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRF	Bellaire, O.	1230	D-1,000
WPDJ	Jacksonville, Fla.	600	5,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRG	Bradenton, Fla.	1490	250
WPDJ	Portage, Wis.	1350	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	†WTRH	Tyronne, Pa.	1580	D-250
WPDJ	Portage, Wis.	1350	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRP	La Grange, Ga.	620	D-500
WPDJ	Portage, Wis.	1350	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRR	Sanford, Fla.	1400	250
WPEL	W. Va.	750	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTRV	Two Rivers, Wis.	1590	D-1,000
WPEL	Montrose, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTS	Troy, N. Y.	980	5,000
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Brattleboro, Vt.	1450	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340	250	WSOJ	Nashville, Tenn.	1470	D-1,000	WTSB	Lumberton, N. C.	1340	250
WPEL	Philadelphia, Pa.	1250	D-1,000	WRFB	Rock Hill, S. C.	1340</									

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WTWA	Thomson, Ga.	1240	250	WVNV	Newark, N. J.	620	5,000	WWJ	Detroit, Mich.	950	5,000	WWSC	Glens Falls, N. Y.	1450	250
WTWN	St. Johnsbury, Vt.	1340	250	WVOK	Birmingham, Ala.	690	D-50,000	WWKO	Ashland, Ky.	1420	D-5,000	WWST	St. Albans, Vt.	1420	D-1,000
WTXL	W. Springfield, Mass.	1490	250	WVOM	Brookline, Mass.	1600	5,000	WWKY	Winchester, Ky.	1380	D-1,000	WWVA	Wheeling, W. Va.	1170	50,000
WTYC	Rock Hill, S. C.	1150	D-1,000	WVOP	Vidalia, Ga.	970	D-1,000	WWNC	Asheville, N. C.	570	5,000	WWWB	Jasper, Ala.	1240	250
WTYN	Tryon, N. C.	1580	D-250	WVOS	Liberty, N. Y.	1240	250	WWNH	Rochester, N. H.	930	D-5,000	WWWF	Fayette, Ala.	990	D-1,000
WTYS	Marianna, Fla.	1340	250	WVOT	Wilson, N. C.	1420	LS-1,000	WWOC	Manitowoc, Wis.	980	D-1,000	WWWV	Russellville, Ala.	920	D-1,000
WULA	Eufaula, Ala.	1240	250	WVOW	Logan, W. Va.	1290	N-500	WWOD	Lynchburg, Va.	1390	LS-5,000	WWYO	Pineville, W. Va.	970	D-1,000
WUSJ	Lockport, N. Y.	1340	250	WVPO	Stroudsburg, Pa.	840	D-250	WWOL	Buffalo, N. Y.	1120	D-1,000	WXAL	Demopolis, Ala.	1400	250
WUSN	Charleston, S. C.	1450	250	WVSC	Somerset, Pa.	990	D-250	WWON	Woonsocket, R. I.	1240	250	WXGI	Richmond, Va.	950	D-1,000
WUST	Bethesda, Md.	1120	D-250	WVVW	Fairmont, W. Va.	1490	250	WWPA	Williamsport, Pa.	1340	1,340	WXOK	Baton Rouge, La.	1260	D-1,000
WVAM	Altoona, Pa.	1430	1,000	†WVWG	Bowling Green, Ohio	730	D-250	†WVWK	Charlotte, N. C.	1490	D-1,000	WXRF	Guyana, P. R.	1590	1,000
WVCC	Coral Gables, Fla.	1070	D-1,000	WVWZ	Vineland, N. J.	1360	1,000	WVWP	Palatka, Fla.	1260	500	WYXZ	Detroit, Mich.	1270	5,000
WVCH	Chester, Pa.	740	D-250	WVWA	Gary, Ind.	1270	1,000	WVWR	New York, N. Y.	1600	5,000	WYVE	Wytheville, Va.	1280	D-1,000
WVDA	Boston, Mass.	1260	5,000	WVWC	Waterbury, Conn.	1240	250	WVWS	Washington, D. C.	1260	5,000	WZIP	Covington, Ky.	1050	D-250
WVDE	Hampton, Va.	1490	250	WVWD	Washington, D. C.	1260	5,000	WVWV	New Orleans, La.	690	5,000	WZOB	Fort Payne, Ala.	1250	D-1,000
WVET	Rochester, N. Y.	1280	5,000	WVWE	New Orleans, La.	690	5,000	WVWG	Sanford, N. C.	1050	D-1,000				
WVIM	Vicksburg, Miss.	1490	250	WVWF	Tifton, Ga.	1340	250	WVWH	Hornell, N. Y.	1320	D-1,000				
WVJP	Caguas, P. R.	1110	250	WVWG	Tifton, Ga.	1340	250	WVWI	Baltimore, Md.	1400	250				
WVJS	Owensboro, Ky.	1420	1,000	WVWH	Hornell, N. Y.	1320	D-1,000	WVWJ	Canton, N. C.	970	D-1,000				
WVKO	Columbus, O.	1580	D-1,000	WVWI	Baltimore, Md.	1400	250								
WVLC	Lexington, Ky.	590	1,000	WVWJ	Canton, N. C.	970	D-1,000								
WVLD	Olney, Ill.	740	D-250												
WVMC	Mt. Carmel, Ill.	1360	D-500												
WVMI	Biloxi, Miss.	570	D-1,000												

DIRECTORY OF FM STATIONS BY CALL LETTERS

† Construction Permit for new station. \* Construction Permit for change.

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
KABC-FM	Los Angeles, Cal.	95.5	238	KRE-FM	Berkeley, Calif.	102.9	275	WBCM-FM	Bay City, Mich.	96.1	241
KAIM	Honolulu, T. H.	95.5	238	KRED	Eureka, Calif.	96.3	242	WBEC-FM	Pittsfield, Mass.	94.3	232
KALB-FM	Alexandria, La.	96.9	245	KREL-FM	Baytown, Tex.	92.1	221	WBEN-FM	Buffalo, N. Y.	106.5	293
KALE-FM	Pasco, Wash.	103.9	280	KREM-FM	Spokane, Wash.	92.9	225	WBET-FM	Brookton, Mass.	97.7	249
KARM-FM	Fresno, Calif.	101.9	270	KRFM	Fresno, Calif.	93.7	229	WBGE-FM	Atlanta, Ga.	95.5	238
KAYL-FM	Storm Lake, Iowa	101.5	268	KRIC-FM	Beaumont, Tex.	97.5	248	WBIR-FM	Knoxville, Tenn.	93.3	227
KBBE	Modesto, Calif.	103.3	277	KRKD-FM	Los Angeles, Calif.	96.3	242	WBNY-FM	Buffalo, N. Y.	92.9	225
KBOA-FM	Kennett, Mo.	98.9	255	KRLD-FM	Dallas, Tex.	92.5	223	WBOW-FM	Terre Haute, Ind.	101.1	266
KBTM-FM	Jonesboro, Ark.	101.9	270	KRMD-FM	Shreveport, La.	101.1	266	WBRE-FM	Wilkes-Barre, Pa.	98.5	253
KCBH	Los Angeles, Calif.	98.7	254	KRNT-FM	Des Moines, Iowa	104.5	283	WBRI	Detroit, Mich.	97.9	250
KCBS-FM	San Francisco, Calif.	98.9	255	KRON-FM	San Francisco, Calif.	96.5	243	WBRL	Baton Rouge, La.	98.1	251
KCCF-FM	Corpus Christi, Tex.	95.5	238	KROS-FM	Clinton, Iowa	96.1	241	WBSM-FM	New Bedford, Mass.	97.3	247
KCFM	St. Louis, Mo.	102.5	273	KRXK-FM	Rexburg, Ore.	93.7	229	WBTM-FM	Danville, Va.	97.9	250
KCLE-FM	Cleburne, Tex.	94.3	232	KSBP	San Bruno, Calif.	100.5	263	WBUT-FM	Butler, Pa.	97.7	249
KCMO-FM	Texarkana, Tex.	98.1	251	KSCJ-FM	St. Paul, Minn.	94.9	235	WBUT-FM	Lexington, N. C.	94.3	232
KCMO-FM	Kansas City, Mo.	94.9	236	KSEI-FM	St. Paul, Minn.	94.9	235	WBUT-FM	Lexington, N. C.	94.3	232
KCMS	Mantou Springs, Colo.	104.9	285	KSLI-FM	Pocatello, Idaho	96.5	243	WBVZ	Bradbury Hills, Md.	95.5	238
KCRA-FM	Sacramento, Calif.	96.1	241	KSLI-FM	San Jose, Calif.	95.3	237	WBYS-FM	Canton, Ill.	100.9	265
KDFC	San Francisco, Calif.	102.1	271	KSO-FM	Salt Lake City, Utah	100.3	262	WCAC	Anderson, S. C.	101.1	266
KDKA-FM	Pittsburgh, Pa.	92.9	225	KSON-FM	Des Moines, Iowa	97.3	247	WCAO-FM	Baltimore, Md.	102.7	274
KDNT-FM	Denton, Tex.	106.3	292	KSPB-FM	San Diego, Cal.	104.7	284	WCAO-FM	Baltimore, Md.	102.7	274
KDYL-FM	Salt Lake City, Utah	98.7	254	KSTP-FM	Stillwater, Okla.	93.9	230	WCAO-FM	Pontiac, Mich.	99.5	258
KEDO	Ontario, Calif.	93.5	228	KTBS-FM	Shreveport, La.	96.5	243	WCAO-FM	Philadelphia, Pa.	98.1	251
KENO-FM	Las Vegas, Nev.	103.9	280	KTFI-FM	Twin Falls, Idaho	99.7	259	WCBS-FM	New York, N. Y.	101.1	266
KERN-FM	Bakersfield, Calif.	94.1	231	KTFI-FM	Minneapolis, Minn.	98.5	253	WCED-FM	Dubuque, Iowa	102.1	271
KEX-FM	Portland, Ore.	92.3	232	KTKT-FM	Tucson, Ariz.	99.5	258	WCED-FM	Dubuque, Iowa	102.1	271
KFAC-FM	Los Angeles, Calif.	104.3	282	KTRB-FM	Tatoma, Wash.	97.3	247	WCFL-FM	Corning, N. Y.	106.1	281
†KFBM	St. Cloud, Minn.	92.3	*222	KTRB-FM	Modesto, Calif.	104.1	281	WCLO-FM	Janesville, Wis.	99.9	260
KFBK-FM	Sacramento, Calif.	96.9	245	KTRH-FM	Houston, Tex.	101.1	266	WCLO-FM	Newark, O.	100.3	262
KFBQ-FM	Boone, Iowa	99.3	257	KTSA-FM	San Antonio, Tex.	101.5	268	WCMI-FM	Ashland, Ky.	93.7	229
KFHM-FM	Wichita, Kan.	100.3	262	KTTT-FM	Springfield, Mo.	94.7	234	†WCMB	Elkhart, Ind.	95.1	236
†KFML	Golden, Colo.	98.5	253	KTYL-FM	Mesa, Ariz.	104.7	284	WCNB-FM	Connersville, Ind.	100.3	262
KFMU	Glendale, Calif.	97.1	246	KUGN-FM	Eugene, Ore.	99.1	256	WCNT-FM	Centralia, Ill.	96.5	243
KFOX-FM	Long Beach, Calif.	102.3	282	KUOA-FM	Siloam Springs, Ark.	105.7	289	WCOD	Richmond, Va.	98.1	251
KFPW-FM	Fort Smith, Ark.	94.9	235	KUTE	Glendale, Calif.	101.9	270	WCOD	Richmond, Va.	98.1	251
KFSA-FM	Fort Smith, Ark.	107.1	296	KVLF-FM	Salt Lake City, Utah	97.1	246	WCOP-FM	Columbus, Ga.	92.3	222
KFSD-FM	San Diego, Calif.	94.1	231	KVOL-FM	Lafayette, La.	96.1	241	WCOP-FM	Boston, Mass.	100.7	264
KFUO-FM	Clayton, Mo.	99.1	256	KWL-FM	Albany, Ore.	101.7	269	WCOS-FM	Columbia, S. C.	97.9	250
KFWB-FM	Hollywood, Calif.	94.7	234	KWJZ-FM	Santa Ana, Calif.	96.7	244	WCOU-FM	Lewisville, Me.	93.9	230
KGLO-FM	Mason City, Iowa	101.1	266	KWKH-FM	Shreveport, La.	94.5	233	WCPO-FM	Cincinnati, O.	105.1	266
KGO-FM	San Francisco, Calif.	106.1	291	KWKW-FM	Palmdena, Calif.	98.3	252	WCPS-FM	Tarboro, N. C.	104.3	268
KGPO	Grants Pass, Ore.	98.9	245	KWNO-FM	Winona, Minn.	97.5	248	WCRB-FM	Waltham, Mass.	102.5	273
†KHPM	Albuquerque, N. M.	98.3	242	KWOC-FM	Poplar Bluff, Mo.	94.5	283	WCRS-FM	Greenwood, S. C.	95.7	239
KHJ-FM	Los Angeles, Calif.	101.1	266	KWOS-FM	Jefferson City, Mo.	98.5	253	WCSF-FM	Charleston, S. C.	96.9	245
KIND-FM	Independence, Kan.	93.5	228	KWPC-FM	Muscatine, Iowa	99.7	258	WCTA-FM	Andalusia, Ala.	98.1	251
KING-FM	Seattle, Wash.	98.1	251	KWPM-FM	West Plains, Mo.	97.3	247	WCTC-FM	New Brunswick, N. J.	98.3	252
KIRO-FM	Seattle, Wash.	100.7	264	KXKK	San Francisco, Calif.	97.3	247	WCTW	New Castle, Ind.	102.5	273
KISS	San Antonio, Tex.	99.5	258	KXOA-FM	Sacramento, Calif.	107.9	300	WCUM-FM	Cumberland, Md.	102.9	275
KISW	Seattle, Wash.	99.9	260	KYSM-FM	Mankato, Minn.	103.5	278	WDAE-FM	Tampa, Fla.	100.7	264
KITE-FM	San Antonio, Tex.	97.3	247	WAAT-FM	Newark, N. J.	94.7	234	WDBJ-FM	Roanoke, Va.	94.9	235
KDKI-FM	Dallas, Tex.	104.5	283	WABB-FM	Mobile, Ala.	102.1	271	WDBO-FM	Orlando, Fla.	92.3	222
KLCN-FM	Blytheville, Ark.	96.1	241	WABC-FM	New York, N. Y.	95.5	238	WDBQ-FM	Dubuque, Iowa	103.3	277
KLTI-FM	Longview, Tex.	105.9	290	WABF	New York, N. Y.	99.5	258	WDBQ-FM	Dubuque, Iowa	103.3	277
KLUF-FM	Galveston, Tex.	98.7	254	WABW-FM	Crossville, Tenn.	97.1	246	WDEL-FM	Wilmington, Del.	93.7	228
KLX-FM	Oakland, Calif.	101.3	267	WABF-FM	Baton Rouge, La.	104.3	282	WDEL-FM	Detroit, Mich.	101.9	270
KLZ-FM	Denver, Colo.	94.1	231	WAFM	Birmingham, Ala.	99.5	258	WDLB-FM	Marshfield, Wis.	103.9	280
KMJ-FM	Fresno, Calif.	97.9	250	WAGA-FM	Atlanta, Ga.	103.3	277	WDLF-FM	Panama City, Fla.	98.9	255
KMLB-FM	Monroe, La.	104.1	281	WAIR-FM	Winston-Salem, N. C.	93.1	226	WDNC-FM	Durham, N. C.	105.1	286
KMUS-FM	Muskogee, Okla.	101.5	268	WAJR-FM	Morgantown, W. Va.	99.3	257	WDOD-FM	Chattanooga, Tenn.	96.5	243
KMYC-FM	Marysville, Calif.	99.9	260	WAKE-FM	Greenville, S. C.	94.9	235	WDOK-FM	Cleveland, O.	102.1	271
KNBC-FM	San Francisco, Calif.	99.7	259	WAKR-FM	Akron, O.	97.5	248	WDRC-FM	Hartford, Conn.	93.7	229
KNOB	Long Beach, Calif.	95.5	238	WALD-FM	Waterbury, Conn.	106.3	292	WDSO-FM	Dillon, S. C.	92.9	225
†KNX-FM	Los Angeles, Calif.	93.1	226	WALK-FM	Fatchogue, N. Y.	97.5	248	WDSU-FM	New Orleans	105.3	287
KOA-FM	Denver, Colo.	95.7	239	WALO-FM	Chattanooga, Tenn.	99.1	256	WDUN-FM	Gainesville, Ga.	103.9	280
KOIN-FM	Portland, Ore.	101.1	266	†WAQM	Atlanta, Ga.	92.9	225	WDWD-FM	Dawson, Ga.	101.1	261
KOKX-FM	Keokuk, Iowa	102.7	274	WARD-FM	Johnstown, Pa.	92.1	221	WDWS-FM	Champaign, Ill.	97.5	



# FM CALL LETTERS

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WEPM-FM	Martinsburg, W. Va.	94.3	232	WJTN-FM	Jamestown, N. Y.	93.3	227	WQXR-FM	New York, N. Y.	96.3	242
WEQR	Goldsboro, N. C.	96.9	245	WJWF-FM	Miami, Fla.	104.1	281	WRAK-FM	Williamsport, Pa.	100.3	262
WERC-FM	Erie, Pa.	99.9	260	WKAT-FM	Cleveland, O.	93.1	226	WRAL-FM	Raleigh, N. C.	101.5	268
WERE-FM	Cleveland, O.	98.5	253	WKBN-FM	Miami Beach, Fla.	93.1	226	WRBL-FM	Columbus, Ga.	93.3	227
WESC-FM	Greenville, S. C.	92.5	228	WKCA-FM	Youngstown, O.	100.1	261	WRBS	Bay Shore, N. Y.	105.9	290
WEST-FM	Easton, Pa.	107.9	300	WKCB-FM	Mexingher, N. H.	98.9	255	WRC-FM	Washington, D. C.	93.9	230
WEVA-FM	Emporia, Va.	100.1	261	WKCF-FM	Muskegon, Mich.	95.9	240	WRCA-FM	New York, N. Y.	97.1	246
WEVD-FM	New York, N. Y.	97.9	250	WKDF-FM	Roanoke Rapids, N. C.	98.5	253	WRCM	New Orleans, La.	97.1	246
WEVO-FM	Laurinburg, S. C.	96.5	243	WKEF-FM	Urbana, Ill.	103.3	277	WREY-FM	Reidsville, N. C.	102.1	271
WEWA-FM	Alliance, O.	101.7	269	WKJF	Pittsburgh, Pa.	93.7	229	WRFL	Winchester, Va.	92.5	223
WFAN	Washington, D. C.	100.3	262	WKJG-FM	Ft. Wayne, Ind.	106.1	291	WRFM	Hattiesburg, Miss.	97.9	250
WFAS-FM	White Plains, N. Y.	103.9	280	WKLF-FM	Clanton, Ala.	100.9	265	WRFS-FM	Alexander City, Ala.	106.1	291
WFBC-FM	Greenville, S. C.	93.7	229	WKMH-FM	Dearborn, Mich.	100.3	262	WRGA-FM	Rome, Ga.	98.3	252
WFBE	Flint, Mich.	95.1	236	WKNA-FM	Charleston, W. Va.	97.5	246	WRHI-FM	Rock Hill, S. C.	100.7	264
WFHR-FM	Wisconsin Rapids, Wis.	103.3	277	WKOC-FM	Sunbury, Pa.	94.1	231	WRJN-FM	Racine, Wis.	100.7	262
WFIL-FM	Philadelphia, Pa.	102.1	263	WKOP-FM	Binghamton, N. Y.	95.3	237	WRLD-FM	Lanett, Ala.	102.9	275
WFIN-FM	Findlay, O.	100.5	263	WKPT-FM	Kingsport, Tenn.	98.5	253	WRNL-FM	Richmond, Va.	102.1	271
WFIU	Bloomington, Ind.	103.7	279	WKRC-FM	Cincinnati, O.	101.9	270	WRNY-FM	Rochester, N. Y.	97.9	250
WFJL	Chicago, Ill.	93.1	226	WKRG-FM	Mobile, Ala.	99.9	260	WROK-FM	Rockford, Ill.	97.5	248
WFJA-FM	Tampa, Fla.	93.3	227	WKRT-FM	Cortland, N. Y.	99.9	260	WROV-FM	Roanoke, Va.	103.7	279
WFJN	Philadelphia, Pa.	95.7	239	WKWK-FM	Wheeling, W. Va.	97.3	247	WROY-FM	Carmi, Ill.	97.3	247
WFJY	Troy, N. Y.	92.3	222	WKYB-FM	Paducah, Ky.	93.3	227	WRR-FM	Dallas, Tex.	101.1	266
WFMA	Rocky Mount, N. C.	100.7	264	WLAB-FM	Danbury, Conn.	98.3	252	WRRR	Ithaca, N. Y.	103.7	279
WFMB	Mayodan, N. C.	93.5	228	WLAC-FM	LaGrange, Ga.	104.1	281	WRRS	Cherry Valley, N. Y.	101.9	270
WFMD	Chicago, Ill.	100.3	262	WLAL-FM	Lancaster, Pa.	98.9	245	WRRD	De Ruyter, N. Y.	105.1	286
WFMH-FM	Chicago, Ill.	101.1	266	WLAM-FM	Lancaster, Pa.	94.5	233	WRRF	S. Bristol, N. Y.	95.1	236
WFMI	Washington, Ind.	106.5	293	WLAV-FM	Grand Rapids, Mich.	96.9	245	WRRR	Wethersfield, N. Y.	107.7	289
WFMT	Chicago, Ill.	98.7	254	WLBB-FM	Mattoon, Ill.	96.9	245	WRRN	Warren, Pa.	92.3	222
WFMW-FM	Madisonville, Ky.	93.9	230	WLBJ-FM	Bowling Green, Ky.	101.1	266	WRSW-FM	Warsaw, Ind.	107.3	297
WFMZ	Allentown, Pa.	100.7	264	WLBR-FM	Lebanon, Pa.	100.1	261	WRUF-FM	Gainesville, Fla.	104.1	281
WFNC-FM	Fayetteville, N. C.	98.1	251	WLCS-FM	Baton Rouge, La.	101.1	266	WRUN-FM	Utica, N. Y.	105.7	289
WFNS-FM	Burlington, N. C.	93.9	230	WLDM	Detroit, Mich.	95.5	238	WRVB	Richmond, Va.	94.5	233
WFOD-FM	Fostoria, O.	96.7	244	WLDS-FM	Jacksonville, Ill.	100.5	263	WRVC	Norfolk, Va.	102.5	273
WFRO-FM	Fremont, O.	99.9	237	WLDE-FM	Richmond, Va.	102.9	275	WRZE	York, Pa.	98.5	253
WFUL-FM	Fulton, Ky.	104.9	285	WLET-FM	Toccoa, Ga.	97.5	246	WSAM-FM	Saginaw, Mich.	98.1	251
WFUM	Flint, Mich.	101.1	266	WLEU-FM	Erie, Pa.	97.9	250	WSAN-FM	Allentown, Pa.	99.9	260
WGAL-FM	Lancaster, Pa.	101.3	267	WLEY	Washington, Pa. Ill.	107.1	296	WSAV-FM	Savannah, Ga.	100.3	262
WGAR-FM	Cleveland, O.	99.5	258	WLFL-FM	Lenoir City, Tenn.	100.3	262	WSB-FM	Atlanta, Ga.	98.5	253
WGAU-FM	Athens, Ga.	99.5	258	WLIN	Merrill, Wisc.	100.7	264	WSEI-FM	Effingham, Ill.	95.7	239
WGBI-FM	Scranton, Pa.	101.3	267	WLLH-FM	Lowell, Mass.	99.5	258	WSEL	Chicago, Ill.	104.3	282
WGBS-FM	Miami, Fla.	96.3	247	WLOE-FM	Leaksville, N. C.	92.7	224	WSGN-FM	Birmingham, Ala.	93.7	229
WGCM-FM	Gulfport, Miss.	101.5	268	WLOG-FM	Logan, W. Va.	103.3	277	WSIC-FM	Statesville, N. C.	105.7	289
WGEM-FM	Quincy, Ill.	105.1	286	WLOS-FM	Asheville, N. C.	104.3	282	WSJS-FM	Winston-Salem, N. C.	104.1	281
WGFM	Schenectady, N. Y.	99.5	253	WLRD	Miami Beach, Fla.	93.9	230	WSLB-FM	Ogdensburg, N. Y.	106.1	291
WGHN-FM	Newport News, Va.	96.5	243	WLTN	Lewistown, Pa.	97.9	250	WSLS-FM	Roanoke, Va.	99.1	256
WGHW	New York, N. Y.	101.3	270	WLVA-FM	Lynchburg, Va.	96.3	242	WSNJ-FM	Bridgeton, N. J.	98.9	255
WGMS-FM	Washington, D. C.	103.5	278	WLWF-FM	Williamsport, Pa.	105.1	286	WSNW-FM	Sanford, N. C.	103.1	276
WGNC-FM	Gastonia, N. C.	101.9	270	WMAA-FM	Washington, D. C.	107.3	279	WSNY-FM	Sanford, N. C.	98.1	251
WGPA-FM	Bethlehem, Pa.	95.1	236	WMAQ-FM	Chicago, Ill.	101.1	266	WSOC-FM	Charlotte, N. C.	103.5	278
WGST-FM	Atlanta, Ga.	94.1	231	WMAS-FM	Springfield, Mass.	94.7	234	WSOK-FM	Nashville, Tenn.	105.9	290
WGWR-FM	Asheboro, N. C.	92.3	222	WMBD-FM	Macon, Ga.	99.1	256	WSOY-FM	Henderson, Ky.	99.5	258
WHAI-FM	Greenfield, Mass.	98.3	252	WMAZ-FM	Peoria, Ill.	92.5	223	WSOY-FM	Decatur, Ill.	102.1	271
WHAT-FM	Philadelphia, Pa.	105.3	287	WMBH-FM	Joplin, Mo.	96.1	241	WSPA-FM	Spartanburg, S. C.	98.9	255
WHBC-FM	Canton, O.	94.1	231	WMBQ-FM	Auburn, N. Y.	96.1	241	WSPD-FM	Toledo, O.	101.5	268
WHBF-FM	Rock Island, Ill.	98.9	255	WMBR-FM	Jacksonville, Fla.	96.1	241	WSTC-FM	Cleveland Heights, O.	95.3	237
WHBY-FM	Sheboygan, Wis.	100.3	262	WMCF	Memphis, Tenn.	99.7	259	WSTC-FM	Stamford, Conn.	98.7	244
WHBT-FM	Harriman, Tenn.	95.3	237	WMDF	Wilmington, N. C.	96.3	242	WSTP-FM	Salisbury, N. C.	106.5	293
WHCU-FM	Ithaca, N. Y.	97.3	247	WMFP	High Point, N. C.	104.1	281	WSTV-FM	Sturgis, Mich.	103.1	278
WHDH-FM	Boston, Mass.	94.5	233	WMFR-FM	New York, N. Y.	99.5	258	WSTV-FM	Steuersville, O.	103.5	278
WHDL-FM	Allegany, N. Y.	95.7	239	WMGM-FM	New York, N. Y.	100.3	262	WSTA-FM	Harrisonburg, Va.	100.7	264
WHFB-FM	Benton Harbor, Mich.	99.9	260	WMGW-FM	Meadville, Pa.	100.3	262	WSTV-FM	Crewe, Va.	104.7	284
WHFM	Rochester, N. Y.	98.9	255	WMIN-FM	St. Paul, Minn.	99.5	258	WSTV-FM	Syracuse, N. Y.	94.5	233
WHIO-FM	Dayton, O.	99.1	256	WMIT	Clingman's Peak, N. C.	106.9	295	WTAD-FM	Quincy, Ill.	99.5	258
WHK-FM	Cleveland, O.	100.7	264	WMIX-FM	Mt. Vernon, Ill.	94.1	231	WTAG-FM	Worcester, Mass.	96.1	241
WHLD-FM	Niagara Falls, N. Y.	98.5	243	WMLL	Evansville, Ind.	95.5	233	WTAL-FM	Tallahassee, Fla.	103.9	280
WHLI-FM	Hempstead, L. I., N. Y.	98.3	252	WMMW-FM	Meriden, Conn.	95.7	239	WTAM-FM	Cleveland, O.	105.7	289
WHMA-FM	Anniston, Ala.	100.5	263	WMOP-FM	Hamilton, O.	103.5	278	WTAX-FM	Springfield, Ill.	103.7	279
WHNC-FM	Henderson, N. C.	92.5	223	WMOU-FM	Berlin, N. H.	103.7	279	WTBC-FM	Tuscaloosa, Ala.	95.7	239
WHOF-FM	Des Moines, Iowa	100.3	262	WMRI-FM	Marion, Ind.	106.9	295	WTBN-FM	Minneapolis, Minn.	97.1	246
WHOM-FM	New York, N. Y.	92.3	222	WMRN-FM	Marion, O.	106.9	295	WTBN-FM	Terre Haute, Ind.	99.9	260
WHOO-FM	Orlando, Fla.	96.5	243	WMSA-FM	Massena, N. Y.	105.3	287	WTIC-FM	Hartford, Conn.	96.5	243
WHOP-FM	Hopkinsville, Ky.	98.7	254	WMUN	Muncie, Ind.	104.1	281	WTIC-FM	Jackson, Tenn.	100.7	264
WHOS-FM	Decatur, Ala.	92.5	223	+WMUZ	Detroit, Mich.	103.5	278	WTMA-FM	Charleston, S. C.	95.1	236
WHPS-FM	Harrisburg, Pa.	97.3	247	WMVA-FM	Martinsville, Va.	96.3	242	WTNC-FM	Thomasville, N. C.	98.3	252
WHPE-FM	High Point, N. C.	95.5	238	WMVO	Mount Vernon, O.	93.7	229	WTOA	Trenton, N. J.	97.5	248
WHTE-FM	Tallahassee, Fla.	97.1	246	WNAC-FM	Boston, Mass.	98.5	253	WTOC-FM	Savannah, Ga.	97.3	247
WHUN-FM	Huntington, W. Va.	100.5	263	WNAO-FM	Raleigh, N. C.	96.1	241	WTOL-FM	Toledo, O.	104.7	284
WHYN-FM	Holyoke, Mass.	93.1	226	WNAV-FM	Annapolis, Md.	99.1	256	WTOP-FM	Washington, D. C.	96.3	242
WIBA-FM	Madison, Wis.	101.5	268	WNBH-FM	New Bedford, Mass.	98.1	251	WTRP-FM	Paris, Tenn.	97.9	250
WIBG-FM	Philadelphia, Pa.	94.1	231	WNBD-FM	Daytona Beach, Fla.	94.5	233	WTRC-FM	Elkhart, Ind.	100.7	264
WICA-FM	Ashtabula, O.	103.7	279	WNHC-FM	New Haven, Conn.	99.1	256	WTRF-FM	Bellaire, O.	100.5	263
WIFM-FM	Alkin, N. C.	100.9	261	WNOS-FM	High Point, N. C.	100.3	262	WTRT	Toledo, O.	99.9	260
WIKY-FM	Evansville, Ind.	104.1	265	WNOW-FM	York, Pa.	105.7	289	WTSF-FM	St. Petersburg, Fla.	102.5	273
WIMA-FM	Lima, O.	102.1	271	WNRC-FM	New Rochelle, N. Y.	93.5	228	WTSV-FM	Claremont, N. H.	106.1	291
WIMS-FM	Michigan City, Ind.	93.5	228	WNRY-FM	New York, N. Y.	93.9	230	WTVB-FM	Coldwater, Mich.	98.3	252
WINA-FM	Charlottesville, Va.	95.3	237	WOAY-FM	Oak Hill, W. Va.	94.1	231	WUST-FM	Bethesda, Md.	106.3	292
WINL	Lebanon, Ind.	107.1	296	WOC-FM	Davenport, Iowa	103.7	279	WVAM-FM	Allentown, Pa.	100.1	261
WIOD-FM	Miami, Fla.	97.3	247	WOBS-FM	West Yarmouth, Mass.	94.3	232	WVJF-FM	Owensboro, Ky.	96.1	241
WIP-FM	Philadelphia, Pa.	93.3	227	WOHS-FM	Shelby, N. C.	96.1	241	WVKB-FM	Columbus, O.	94.7	234
WIS-FM	Columbia, S. C.	94.5	233	WOLF-FM	Washington, D. C.	98.7	254	WVLC-FM	Olney, Ill.	92.9	225
WISC-FM	Madison, Wis.	98.1	251	WOMC	Royal Oak, Mich.	104.3	282	WWCF	Greenfield, Wis.	94.9	235
WITB-FM	Baltimore, Md.	104.3	282	WOMI-FM	Owensboro, Ky.	92.5	223	WWDC-FM	Washington, D. C.	101.1	266
WITZ-FM	Jasper, Ind.	104.7	284	WOP-FM	Oak Park, Ill.	102.3	272	WWGP-FM	Sanford, N. C.	105.5	288
WJAC-FM	Johnstown, Pa.	95.5	238	WOPI-FM	Bristol, Tenn.	96.9	245	WWHG-FM	Hornell, N. Y.	105.3	287
WJAS-FM	Pittsburgh, Pa.	99.7	259	WOR-FM	New York, N. Y.	98.7	254	WWJ-FM	Detroit, Mich.	97.1	246
WJAT-FM	Swainsboro, Ga.	101.7	269	WORC-FM	Orangeburg, S. C.	102.7	274	WWMT	New Orleans, La.	95.7	239
WJAX-FM	Jacksonville, Fla.	95.1	236	WORX-FM	Madison, Ind.	96.7	244	WWNY-FM	Watertown, N. Y.	100.5	263
WJBC-FM	Bloomington, Ill.	101.5	268	WORZ-FM	Orlando, Fla.	100.3	262	WWOD-FM	Lynchburg, Va.	100.1	261
WJBF-FM	Detroit, Mich.	93.1	228	WOTW-FM	Nashua, N. H.	106.3	292	WWOL-FM	Buffalo, N. Y.	104.1	281
WJDX-FM	Jackson, Miss.	102.9	275	WPAD-FM	Paducah, Ky.	96.9	245	WWON-FM	Woonsocket, R. I.	105.3	289
WJEF-FM	Grand Rapids, Mich.	93.7	229	WPAP-FM	Parkersburg, W. Va.	106.5	293	WWPB-FM	Miami, Fla.	101.5	268
WJEL-FM	Hagerstown, Md.	104.7	284	WPAY-FM	Portsmouth, O.	104.1	281	WWPG-FM	Palm Beach, Fla.	97.9	250
WJHL-FM	Johnson City, Tenn.	100.7	264	WPH-FM	Philadelphia, Pa.	102.9	275	WWRL-FM	New York, N. Y.	105.1	286
WJHP-FM	Jacksonville, Fla.	96.9	245	WPKM	Providence, R. I.	101.5	268	WWST-FM	Wooster, O.	104.5	283
WJLK-FM	Asbury Park, N. J.	94.3	232	WPPA-FM	Pottsville, Pa.	101.9	270	WWSW-FM	Pittsburgh, Pa.	94.5	233
WJLN	Birmingham, Ala.	104.7	284	WPRO-FM	Providence, R. I.	92.3	222	WWVA-FM	Wheeling, W. Va.	98.7	254
WJLS-FM	Beckley, W. Va.	99.5	258	WPRS-FM	Paris, Ill.	98.3	234	WWWB-FM	Jasper, Ala.	102.5	273
WJMC-FM	Rice Lake, Wis.	96.3	242	WPTF-FM	Raleigh, N. C.	94.7	234	WXHR	Cambridge, Mass.		

# RADIO PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, Talent and Script Writing Films [For Tv Film Production see Telecasting Yearbook].

## A

**JOHN ADASKIN PRODUCTIONS**  
314-15 67 Yonge St. Toronto, Ont., Tel.: Empire 4-9296; John Adaskin, owner.  
Services: Production, transcriptions, packages.

**AFFILIATED ARTISTS REPRESENTATIVES**  
510 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-1862; Irene Etkin and Robert Mayberry.  
Services: Package shows, talent.

**AFFILIATED PROGRAM SERVICE INC.**  
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1881; Paul F. Adler, pres.  
Services: Syndicated transcriptions, scripts, recording, program production, package programs.

**AIR FEATURES INC.**  
720 Fifth Ave., New York 19, N. Y., Tel.: Judson 6-8500; I. S. Becker, pres.  
Service: Package programs.

**ALL-CANADA RADIO FACILITIES LTD.**  
Victory Bldg., Toronto, Ont., Tel.: Empire 6-7691; G. F. Herbert, v.p., S. MacKay, gen. mgr., Bob Tait, mgr.

**Montreal-Dominion Sq. Bldg., Tel.: University 6-8668; Burt Hall, mgr.**  
Winnipeg, Man.—Electric Railway Chambers Bldg., Tel.: 926-861; M. V. Chesnut, mgr.

**Calgary, Alta.—Taylor, Pearson & Carson Bldg.; Tel.: 2-7891; Jack Cavanaugh, mgr.**  
Vancouver, B.C.—1161 Melville St., Tel.: Tatlow 7461; J. E. Baldwin, mgr.

**ALTON ALEXANDER PRODUCTIONS INC.**  
585 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3277; Alton Alexander, pres.  
Services: Recording, scripts, packages, production.

**ALLIED RECORD MFG. CO.**  
1041 N. Las Palmas Ave., Hollywood 38, Calif., Tel.: Hollywood 9-5107; D. K. Broadhead, pres.  
Services: Recording, production, packages.  
New York 19—619 W. 54th St., Tel.: Judson 2-3791; K. R. Smith, mgr.

**Washington 5-1121 Vermont Ave., N. W.; Tel.: District 7-5162; W. S. Adams.**

**AMERICAN BAPTIST CONVENTION RADIO-TV DEPT.**  
152 Madison Ave., New York 16, N. Y., Tel.: Murray Hill 4-4100; Roy I. Madsen, dir.  
Services: Recording, scripts, program production.

**AMERICAN FOUNDATION FOR THE BLIND INC.**  
15 W. 16th St., New York 11, N. Y., Tel.: Watkins 4-0420; Dr. Gregor Ziener, public education dir.  
Service: Two series dealing with blindness, available to stations.

**AMERICAN JEWISH BROADCASTING CO.**  
150 Broadway, New York 38, N. Y., Tel.: Worth 2-3322; Herman Younglieb, mgr.  
Service: Jewish programs.

**AMERICANA RADIO & TELEVISION PRODUCTIONS**  
9313 W. Parkhill Dr., Washington 14, D. C.; Tel.: Oliver 2-7915; Frank X. Green, gen. mgr.  
Services: Recording, production, packages.

**ANNIS & THOMAS PRODUCTIONS INC.**  
7427½ Hollywood Blvd., Hollywood 46; Tel.: Hollywood 9-8484; John Cole Annis, pres., Shirley Thomas, v.p.; Ruby Annis, sec.  
Service: Package programs.

**ARIZONA RECORDING PRODUCTIONS**  
834 N. 7th Ave., Phoenix, Ariz., Tel.: Alpine 2-2016; Raymond A. Boley, owner-mgr.  
Services: Recording, program production, talent.

**ARTIST RECORDING STUDIOS**  
15 W. 10th St., Kansas City 6, Mo., Tel.: Harrison 6109; Bill L. Godden, owner.  
Services: Recording, program production, talent.

**ASSOCIATED BROADCAST ADVERTISING CO.**  
1001 N. Western Ave., Los Angeles 29; Tel.: Hollywood 5-0580; Edwin T. Porter, Gertrude T. Porter.  
Services: Package programs, program production.

**ASSOCIATED BROADCASTING CO.**  
1139 Bay St., Toronto, Ont., Tel.: Walnut 4-1111; Gordon Allen, dir. broadcast & tv division.  
Services: Program production, scripts.

**THE ASSOCIATED PRESS**  
50 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-1111; Frank J. Starzel, gen. mgr.  
Service: World-wide news service delivered by 24-hour teletype circuit. 150 branch offices located throughout the U. S. and abroad.

**ASSOCIATED PROGRAM SERVICE (DIV. OF MUZZAK CORP.)**  
221 Fourth Ave., New York 3, N. Y., Tel.: Orchard 4-7400; Edward Hochhauser Jr., v.p.-gen. mgr.  
Services: Recording (transcribed libraries of music for radio stations), spots, jingles.

**AUDIO-MASTER CORP.**  
17 E. 45th St., New York 17, N. Y., Tel.: Oxford 7-0725; Herbert Rosen, pres.  
Service: Recording.

**AUDIO-VIDEO RECORDING CO.**  
730 5th Ave., New York 19, N. Y., Tel.: Plaza 7-3091; Charles Rynd, pres.  
Service: Recording.

**A-V TAPE LIBRARIES INC.**  
730 5th Ave., New York 19, N. Y., Tel.: Plaza 7-3091; Charles Rynd, pres.  
Service: Manufacture and sale of pre-recorded magnetic tape.

## B

**BARRY, ENRIGHT & FRIENDLY INC.**  
667 Madison Ave., New York 21, N. Y., Tel.: Templeton 2-8600; Daniel Enright, v.p.  
Services: Program production, package programs.

**BASCH RADIO & TELEVISION PRODUCTIONS**  
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.  
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

**IRENE BEASLEY RADIO PRODUCTION SERVICE**  
Arlsey, N. Y., Tel.: Dobbs Ferry 3-3578; Irene Beasley, owner.  
Services: Program production, package programs.

**V. S. BECKER PRODUCTIONS**  
562 5th Ave., New York 36, N. Y., Tel.: Judson 2-1040; Viola S. Becker, owner.  
Services: Recording, program production, scripts, package programs, talent, transcriptions.

**BELTONE RECORDING CORP.**  
4 W. 31st St., New York 1, N. Y., Tel.: Oxford 5-1055; Leslie C. Cahan, pres.  
Services: Recording and mastering work.

**WALTER BIDDICK CO.**  
1151 S. Broadway, Los Angeles 15, Calif., Tel.: Richmond 6184; Guy Biddick, mgr.  
Services: Recording, program production, syndicated transcriptions, package programs.

**BIG D FILM STUDIOS**  
4215 Gaston Ave., Dallas, Tex., Tel.: Victor 1341; Charles H. Edwards, prod. dir.  
Services: Recording, scripts, program production, package programs, talent.

**ROBERT A. BORIES CO.**  
608 5th Ave., New York 20, N. Y., Tel.: Judson 6-7600; Robert A. Bories, gen. mgr.

**BOYD ENTERPRISES**  
Box 1844, Fort Worth, Tex., Tel.: Wa 2429; Harvey R. Boyd, owner-mgr.  
Services: Recording, program production, scripts, package programs, talent.

**BROADCAST LIBRARY INC.**  
221 N. La Salle St., Chicago 1, Ill., Tel.: Central 6-5387; L. S. Toogood, pres.  
Services: Syndicated transcriptions, program production, package programs.

**Hollywood-8650 Franklin Ave., Tel.: Hollywood 5-5124; Jack Richardson, v.p.**

## C

**BROADCAST MUSIC INC.**  
589 Fifth Ave., New York 17, N. Y., Tel.: Plaza 9-1500; Glenn Dolberg, v.p. in charge of station relations.  
Services: Radio program scripts, ranging from five-minute to full-hour shows, sent monthly to BMI licensed member stations.

**BROADCAST PRODUCTIONS INC.**  
350 Madison St., Detroit 26, Mich., Tel.: Woodward 5-0909; Lois Michels, pres.  
Services: Program production, scripts, package programs, talent, promotion service.

**BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF CHURCHES**  
220 5th Ave., New York 1, N. Y., Tel.: Oregon 9-2968; Ben E. Wilbur, radio dir.  
Service: Program production.

**Hollywood 2816 Sunset Blvd., Tel.: Hollywood 4-7464; George Heimrich, radio-tv dir.**

**BROADCASTING PROGRAM SERVICE**  
17 E. 45th St., New York 17, N. Y., Tel.: Oxford 7-0725; Herbert Rosen, pres.  
Services: Program production, syndicated transcriptions, package programs.

**EDWARD A. BYRON PRODUCTIONS CO.**  
8 E. 52d St., New York 22, N. Y., Tel.: Plaza 3-6930; Edward A. Byron, pres.  
Service: Package programs.

**S. W. CALDWELL LTD.**  
447 Jarvis St., Toronto 5, Ont., Tel.: Walnut 2-2103; Gordon F. Keeble, v.p.  
Services: Recording, syndicated transcriptions, package programs.

**Vancouver, B. C.—1240 W. Pender St., Tel.: Marine 8733; Miss F. Asson, office mgr.**  
Winnipeg, Man.—171 McDermott Ave., Tel.: 929-498; C. L. Garside, office mgr.

**CAPITAL FILM SERVICE**  
224 Abbott Road, East Lansing, Mich., Tel.: Edge-wood 2-3544; Frank A. Karoly, sales production dir.  
Services: Program production, syndicated transcriptions, scripts, package programs.

**CAPITOL RECORDS DISTRIBUTING CORP.**  
Executive Offices: 1507 N. Vine St., Hollywood 28, Calif.  
(Studio Recording Services; Sales Div.) 5515 Melrose Ave., Hollywood 38, Calif., Tel.: Hollywood 3-7114; Walter S. Heebner, gen. mgr.; Gene J. Becker, western sales rep.; John Seely, production mgr.  
Services: Recording for records and tv, mastering, processing and pressing, full library of production music (Q series).

**New York 36—151 W. 46th St., Tel.: Columbus 5-4758; Glenn Wallich, pres.; Herbert I. Sachs, eastern sales rep.; William H. Fowler, acting gen. mgr.**

**PHILLIPS CARLIN**  
224 RKO Bldg., 1270 Avenue of the Americas, New York 20, N. Y., Tel.: Judson 6-5534; Phil Carlin, owner.  
Services: Commercial production for Knox-Keegan Adv., Minneapolis, and Earle Ludgin Co., Chicago.

**CATHOLIC BROADCASTING SERVICE**  
P. O. Box 16, Long Island City 3, N. Y., Tel.: Astoria 8-2474; M. E. O'Brien, pres.  
Services: Recording, program production, transcriptions.

**CAVALIER PRODUCTIONS**  
Box 215, 600 Franklin St., Garden City, N. Y., Tel.: Pioneer 7-7110; Dr. Joseph Levit, pres.  
Services: Program production, packages, talent.

**New York 19—1164 Avenue of the Americas, Tel.: Circle 7-8466; Phillip St. Clair, technical dir.**

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## PROGRAM PRODUCTION SERVICES

### HU CHAIN ASSOC.

40 E. 40th St., New York 16, N. Y., Tel.: Murray Hill 5-7220; Hubert V. Chain, owner.

Services: Program production, scripts.

### THE BRUCE CHAPMAN CO.

55 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9244; Bruce Chapman, pres.

Services: Program production, package programs. Paris 2—30 Rue de Gramont, Tel.: Richelieu 8004; Dan Morley, mgr.

### CHESHIRE & ASSOC.

3129 Cahuenga Blvd., Hollywood 28, Tel.: Hollywood 9-4580; Bob Reichenbach, gen. mgr.

Services: Program production, syndicated transcriptions, package programs.

### CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.

220 E. 42d St., New York 17, N. Y., Tel.: Murray Hill 2-1234; Mollie Slott, mgr.

Service: Newspaper features adaptable to broadcasting.

### FRANK CHRISTL & ASSOC.

521 N. LaCienega Blvd., Los Angeles 48, Calif., Tel.: Crestview 1-6452; Frank Christl, owner.

Services: Program production, package programs.

### ARTHUR B. CHURCH PRODUCTIONS

222 W. 11th St., Kansas City 5, Mo., Tel.: Harrison 2850; George E. Halley, mgr.

Services: Program production, syndicated transcriptions.

### CLARKSON FIRST FEATURES

274 Madison Ave., New York 16, N. Y., Tel.: Lexington 2-3163; Robert J. Clarkson, owner.

Services: Transcription, creation, production.

### COASTAL RECORDING CO.

Coastal "52"—136 W. 52d St., New York 19, N. Y., Tel.: Circle 6-3900; Coastal "40"—80 W. 40th St., New York, Tel.: Circle 6-3900; Arthur Shaer, managing dir.

Services: Radio transcription service for advertising agencies.

### COLE CORP.

823 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-7461; M. M. Cole, pres.

Service: Transcription library.

### TED COLLINS CORP.

500 5th Ave., New York 36, N. Y., Tel.: Chickering 4-5036; Ted Collins, mgr.

Services: Production, talent.

### HARRISON COLSON ASSOC.

3846 Meredith, Dallas, Tex., Tel.: Federal 6065; H. D. Colson, owner.

Services: Recording, program production, syndicated transcriptions, talent.

### COLUMBIA ARTISTS MANAGEMENT INC.

113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900; Humphrey Doullens, dir., radio-tv.

Services: Talent booking.

Los Angeles—714 Auditorium Bldg., 427 W. 5th St., Tel.: Madison 6-2327; David Ferguson, Pacific Coast mgr.

Chicago—Wrigley Bldg., Tel.: Delaware 7-6626; Herbert Fox, midwestern sales mgr.

Services: Recording (disc and tape), program production, scripts, package programs, talent, syndicated transcriptions.

### COLUMBIA TRANSCRIPTIONS

(Service of Columbia Records)  
709 7th Ave., New York 19, N. Y., Tel.: Circle 5-7300; Gilbert S. McKean, dir.

Services: Recording (disc and tape), program production, scripts, package programs, talent, syndicated transcriptions.

Chicago 11—410 Michigan Ave., Tel.: Whitehall 4-6000; Girard D. Ellis, mgr.

Los Angeles—8723 Aiden Dr., Tel.: Crestview 6-1034; Al Wheeler, mgr.

### COMMODORE PRODUCTIONS & ARTISTS INC.

971 N. La Cienega Blvd., Hollywood 46, Calif., Tel.: Crestview 1-7106; Bradshaw 2-4701; Walter White Jr., pres.

Services: Syndicated transcriptions, package programs.

### THE COMPO CO. LTD.

2377 Remembrance St., Lachine, Quebec, Tel.: Nelson 5-1993; R. A. Chislett, gen. mgr.

Service: Recording and pressing.

Toronto, Ont.—Apex Records Ltd., 670 Richmond St. W., Tel.: Empire 6-5825; George Offer, mgr.

### FRANK COOPER ASSOCIATES

521 5th Ave., New York 17, N. Y., Tel.: Vanderbilt 6-5661; Sy Fischer, mgr.

Services: Program production, package programs, talent.

Hollywood 28—6277 Selma Ave., Tel.: Hollywood 4-7258; Frank Cooper, owner.

### LOUIS G. COWAN INC.

575 Madison Ave., New York 52, N. Y., Tel.: Plaza 9-3700; Louis G. Cowan, pres.

Services: Program production, package programs.

Chicago 3—8 S. Michigan Ave., Tel.: Randolph 6-2022; John Lewellen, v.p.

### THE CROSBYS PRODUCTIONS

638 W. California St., Pasadena 2, Calif., Tel.: Ryan 1-3348; Lou Crosby, pres.

Services: Program production, package programs.

### CROSBLEY BROADCASTING CORP. (WLVJ)

Crosley Square, Cincinnati 2, Ohio, Tel.: Cherry 1822; R. E. Dunville, pres.-gen. mgr.

Services: Talent, merchandising and promotion facilities.

New York 20—630 5th Ave., Tel.: Circle 6-1616; Bernard Musnik, v.p.

Chicago 1—350 N. Michigan Ave., Tel.: State 2-6693; Harry Albrecht, v.p.

Hollywood 28—Sunset and Vine.

San Francisco 2—NBC Bldg.

Atlanta 3—1611 Peachtree St. N.E., Tel.: Vernon 1141; George Moore.

Dayton 9—4595 S. Dixie Hwy., Tel.: Walnut 2101; George Gray.

Columbus 2—3165 Olentangy River Rd., Tel.: Jefferson 5441; Richard Osborne.

D

### HENRY H. DAGAND

Royalton Hotel, 44 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-8060; Henry H. Dagand, pres.

Services: Package programs, program production.

### DAMON RECORDING STUDIOS INC.

117 W. 14th St., Kansas City 6, Mo., Tel.: Victor 2585; Vic Damon, pres.

Service: Recording.

### RONALD DAWSON ASSOC.

545 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6865; Ronald Dawson, owner.

Services: Program production, scripts, package programs.

### GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 9, N. Y., Tel.: Oregon 9-3595; Gordon M. Day, producer.

Services: Recording, program production, scripts.

### D. C. PRODUCTIONS

408 Seward Square, S. E. (P. O. Box 1), Washington, D. C., Tel.: Lincoln 7-5109; Dale Crowley, mgr.

Services: Syndicated transcriptions, package programs.

### DECCA RECORDS INC.

50 W. 57th St., New York 19, N. Y., Tel.: Columbus 5-2300; Edward R. Strauss, mgr., special service.

Services: Records, transcriptions, studios available.

### DE FRENES CO.

1909 Buttonwood St., Philadelphia 30, Pa., Tel.: Rittenhouse 6-1686; Joseph De Frenes, pres.

Services: Transcriptions, program production. (Equipped with facilities for sound stage, disc recorders, etc.)

### DOLPH RADIO & TELEVISION PRODUCTIONS INC.

910 17th St. NW., Washington 6, D. C., Tel.: District 7-2717; William B. Dolph, pres.

Services: Program production, talent.



21

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**DOMINION BROADCASTING CO.**  
4 Albert St., Toronto, Ont., Tel.: Empire 3-3383; Hal  
B. Williams, mgr.  
Services: Recording, program production, package  
programs, talent.  
**SHERMAN H. DRYER PRODUCTIONS**  
687 Madison Ave., New York 21, N. Y., Tel.: Temple-  
ton 8-7827; Sherman H. Dryer, pres.  
Services: Program productions, syndicated trans-  
criptions, package programs.  
**HARRY S. DUBE**  
10 Rockefeller Plaza, New York 20, N. Y., Tel.:  
Columbus 5-7035; Y. Knight, gen. mgr.  
Services: Recording, program production, syndi-  
cated transcriptions, scripts, package programs,  
talent.

## E

**ECCLES RECORDING**  
6233 Hollywood Blvd., Hollywood 28, Calif., Tel.:  
Hollywood 4-9351; Bob Newman, pres.  
Services: Recording, program production, scripts,  
package programs.  
**CHARLES ECKART CO.**  
4880 Santa Monica Blvd., Los Angeles 29, Calif.,  
Tel.: Normandie 4-2901; Charles G. Eckart, gen.  
mgr.  
Service: Phonograph record matrices.  
**RALPH EDWARDS PRODUCTIONS**  
1655 N. Cherokee Ave., Hollywood 28, Tel.: Holly-  
wood 9-8121; Ralph Edwards, pres.  
Service: Package programs.  
**ELECTRO-VOX RECORDING STUDIOS**  
5546 Melrose Ave., Hollywood 38, Calif., Tel.: Holly-  
wood 5-2189; Bert B. Gottschalk, owner-mgr.  
Service: Spot announcements.  
**W. M. ELLSWORTH**  
159 E. Chicago Ave., Chicago, Ill., Tel.: Mohawk  
4-7050; W. M. Ellsworth, owner.  
Services: Program production, talent.  
**EMPIRE BROADCASTING CORP.**  
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza  
9-4500; Helen D. Kelleher, pres.  
Services: Recordings, program production, scripts,  
package programs, talent.  
**ENDORSEMENTS INC.**  
500 5th Ave., New York 36, N. Y., Tel.: Chickering  
4-7257; Jules Alberti, pres.  
Service: Secures endorsements by celebrities of  
manufacturers' products.  
Hollywood 46-9172 Sunset Blvd., Tel.: Crestview  
6-1272; Stella March, mgr.  
**LYLE KENYON ENGEL**  
211 W. 58th St., New York 9, N. Y., Ci-7-6382.  
Service: Music exploitation.  
**DAVID ETELSON & ASSOC.**  
858 N. LaSalle St., Chicago 43, Ill., Tel.: Whitehall  
4-5460; David Eitelson, sales mgr.  
Services: Recording, program production, scripts,  
package programs, talent.

## F

**FADIMAN ASSOCIATES LTD.**  
1501 Broadway, New York 36, N. Y., Tel.: Lacka-  
wanna 4-3544; Edwin Fadiman, mgr.  
Services: Production, package shows.  
**FAMILY THEATRE INC.**  
7201 Sunset Blvd., Hollywood 46, Calif., Tel.: Holly-  
wood 2-1317; Rev. John T. Corr, C. S. C., assoc.  
producer.  
Service: Program production.  
Albany 3-432 Western Ave., Tel.: 2-4111; Rev. John  
Murphy, C. S. C., assoc. producer.  
**FAMOUS ARTISTS CORP.**  
9441 Wilshire Blvd., Beverly Hills, Calif., Tel.: Crest-  
view 1-5222; Thomas F. Greenhow, mgr.  
Services: Package programs, talent.  
New York—610 Fifth Ave., Tel.: Circle 7-6200;  
Charles Abramson.  
**FEATURE BUREAU**  
152 W. 42nd St., New York 36, N. Y., Tel.: Wisconsin  
7-9715; Bert Nevins, managing editor.  
Service: Scripts (for women's commentators).  
**FEATURE PRODUCTIONS**  
1440 N. State Pkwy., Chicago 10, Ill., Tel.: Michigan  
2-6015; Chuck Acree, managing dir.  
Service: Package programs.  
**FIALKOFF ASSOC.**  
1560 Broadway, New York 36, N. Y., Tel.: Judson  
2-4037-8-9; Harry A. Gourfain.  
Services: Talent, package programs, program pro-  
duction.  
**FILM ASSOC. INC.**  
4600 S. Dixie Hwy., Dayton 9, Ohio, Tel.: Walnut  
2164; E. Raymond Arn.  
Services: Recording, talent.  
**FILM NETWORK INC.**  
853 Seventh Ave., New York, N. Y., Tel.: Judson  
2-3076; West Hooker, pres.  
Services: Package programs, program production,  
talent.  
**FILM RECORDERS**  
1515 N. Western Ave., Los Angeles 27, Calif., Tel.:  
Hollywood 9-3163; William Redlin, asst. mgr.  
Services: Full film recording, dubbing, mixing.  
**FRIEDA FISHBAIN**  
11 W. 42nd St., New York 36, N. Y., Tel.: Longacre  
5-1378; Frieda Fishbain, owner.  
Service: Scripts (authors' representative).  
**FLANKAY & JACKSON**  
(See Harry Smith Recording Studios)  
**FLYING A. PRODUCTIONS**  
6920 Sunset Blvd., Hollywood 28, Calif., Tel.: Holly-  
wood 9-3611; Leslie Clucas, radio div. pres.  
Service: Package programs.  
**GEORGE F. FOLEY INC.**  
550 Fifth Ave., New York, N. Y., Tel.: Plaza 7-6454;  
George F. Foley, pres.  
**FORTUNE RECORD DISTRIBUTORS**  
11629 Linwood, Detroit 6, Mich., Tel.: Townsend  
7-3077; Dorothy S. Brown.  
Services: Recording, scripts, talent.

**FREMANTLE OVERSEAS RADIO & TELEVISION  
INC.**  
366 Madison Ave., New York 17, N. Y., Tel.: Murray  
Hill 7-4344-5; Paul Talbot, pres.  
Services: Syndicated transcriptions, package pro-  
grams.  
Mexico D. F. 1—Paseo de la Reforma; Rene An-  
selmo.  
**ALLEN A. FUNT PRODUCTIONS**  
100 Central Park S., New York 19, N. Y., Tel.: Judson  
6-5227; Allen A. Funt, pres.  
Service: Production.

## G

**GAINSBOROUGH ASSOC.**  
207 E. 30th St., New York 21, N. Y., Tel.: Oregon  
9-2720; Mitchell Jablons, pres.  
Services: Program production, scripts, package pro-  
grams, talent.  
Hollywood 28—6615 Padre Terrace, Tel.: Granite  
1-6245; M. A. Boyd, mgr.  
**GALE INC.**  
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100;  
Gale, pres.  
Services: Management, package programs.  
**GBA-GALLUCCI BROS. & ASSOC.**  
727 Meriden Rd., Waterbury 4, Conn., Tel.: Plaza  
3-5272; Joe Gallucci, pres.  
Services: Syndicated transcriptions, program pro-  
duction, recording, scripts, package programs,  
talent.  
**GENERAL ARTISTS CORP.**  
1270 6th Ave., New York 20, N. Y., Tel.: Circle  
7-7550; Thomas G. Rockwell, pres.  
Services: Talent, package programs, recording and  
talent sales, program productions, syndicated  
transcriptions.  
Beverly Hills, Calif.—9650 Santa Monica Blvd., Tel.:  
Crestview 1-8101; Henry Miller.  
Chicago—8 S. Michigan Ave., Suite 310, Tel.: State  
2-6288; Pat Lombard.  
Cincinnati—1502 Carew Tower, Tel.: Main 1197;  
Frank Hanshaw.  
Dallas—1511 Bryan St., Tel.: Riverside 3665; Phil  
Brown.  
**GENNETT RECORDS**  
P. O. Box 38, Foulke Station, Richmond, Ind., Tel.:  
6-9012; Harry Gennett Jr., owner-mgr.  
Service: Recorded sound effects.  
Los Angeles 15—6321 W. 78th St.; Harry Gennett Jr.  
New York 36—15 W. 47th St., Tel.: Plaza 7-0695;  
Charles Michelson.  
**JOHN GIBBS AGENCY INC.**  
1270 Sixth Ave., New York 20, N. Y., Tel.: Plaza  
7-5959; John Gibbs, pres.  
Services: Program production and packages, scripts,  
talent.  
**GRACE GIBSON RADIO PRODUCTIONS OF  
HOLLYWOOD**  
3129 Cahuenga Blvd., Hollywood 28, Calif., Tel.:  
Hollywood 3-3498; O. R. Reichenbach, gen. mgr.  
Services: Program production, syndicated transcrip-  
tions, package programs.  
**HAROLD R. GINGRICH PRODUCTIONS**  
333 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin  
2-1022; Harold R. Gingrich, owner.  
Services: Syndicated transcriptions, scripts, package  
programs, recording, program production.  
**NAT C. GOLDSTONE AGENCY**  
120 El Camino, Beverly Hills, Calif., Tel.: Crestview  
6-1071; Nat C. Goldstone, owner.  
Services: Program production, scripts, package pro-  
grams, talent.  
**HARRY S. GOODMAN PRODUCTIONS**  
19 E. 53d St., New York 22, Tel.: Plaza 5-6131; Harry  
S. Goodman, owner-mgr.  
Services: Recording, transcriptions, package pro-  
grams, program production, scripts, talent.  
Toronto—447 Jarvis St., Tel.: Kingsdale 2103;  
Spencer Caldwell, mgr.  
**GOODSON-TODMAN PRODUCTIONS**  
41 E. 57th St., New York 22, N. Y., Tel.: Plaza 1-0600;  
W. S. Todman, Mark Goodson, partners.  
Services: Program production and packages, scripts.  
**GOTHAM RECORDING CORP.**  
2 W. 46th St., New York 19, N. Y., Tel.: Judson  
6-5577; Herbert M. Moss, pres.  
Services: Recording, program production, package  
programs, radio transcription recording studios,  
writing and production staff available.  
**GREEN ASSOC.**  
520 N. Michigan Ave., Chicago 11, Ill., Tel.: White-  
hall 4-0818; Lewis G. Green, gen. mgr.  
Services: Recording, program production, syndicated  
transcriptions.  
**BEN GREENE FILM PRODUCTIONS**  
117 W. 48th St., New York 19, N. Y., Tel.: Plaza  
7-3858; Ben Greene, owner.  
Services: Recording, program production.  
**JOHN GUEDEL PRODUCTIONS**  
8321 Beverly Blvd., Los Angeles 48, Calif., Tel.:  
York 6291; John Guedel, Art Linkletter, partners.  
Services: Program production, package programs.

## H

**HERMAN HACK PRODUCTIONS**  
535 N. Laurel Ave., Los Angeles 48, Calif., Tel.:  
Webster 2068; Herman Hack, owner.  
Services: Program production, scripts.  
**SYLVIA HAHLO THEATRICAL AGENCY**  
113 W. 57th St., New York 19, N. Y., Tel.: Judson  
6-2731; Sylvia Hahlo, owner.  
Service: Talent.  
**WENDELL HALL MUSIC MAKER PRODUCTIONS**  
4355 N. Paulina St., Chicago 13, Ill., Tel.: Graceland  
2-6418; Wendell Hall, owner.  
Service: Package programs (singing commercials).  
**MITCHELL J. HAMILBURG AGENCY**  
8776 Sunset Blvd., Hollywood 46, Calif., Tel.: Crest-  
view 5-4171; Mitchell J. Hamilburg, owner.  
Services: Program production, scripts, package pro-  
grams, talent.  
**LAURENCE HAMMOND PRODUCTIONS INC.**  
455 E. 51st St., New York 22, N. Y., Tel.: Plaza  
9-2210; Laurence Hammond, pres.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs.

**MARK HANNA**  
654 Madison Ave., New York 21, N. Y., Tel.: Temple-  
ton 8-8730; Mark Hanna, owner.  
Service: Talent.  
**HARRIS & STEELE**  
50 W. 67th St., New York 23, N. Y., Tel.: Endicott  
2-9555; Helen Steele, mgr.  
Services: Production, talent.  
**HARTLEY PRODUCTIONS INC.**  
20 W. 47th St., New York 36, N. Y., Tel.: Judson  
2-3960; Irving Hartley, pres.  
Services: Recording.  
**GEORGE HEID PRODUCTIONS**  
William Penn Hotel, Pittsburgh 30, Pa., Tel.: Grant  
1-3696; George Heid, pres.  
Services: Package programs, program production,  
recording, syndicated transcriptions, scripts, talent,  
air checks service.  
**HORACE HEIDT PRODUCTIONS**  
14155 Magnolia Blvd., Van Nuys, Calif., Tel.: State  
4-8211; Horace Heidt, producer-dir.  
Services: Program production, scripts, package pro-  
grams, talent.  
**HOLLYWOOD CENTRAL RECORDING STUDIOS**  
1538 Cahuenga Blvd., Hollywood 28, Calif., Tel.:  
Hollywood 2-2131; Boris Radoff, owner.  
Services: Recording, program production.  
**MARY HOWARD RECORDINGS**  
37 E. 49th St., New York 17, N. Y., Tel.: Plaza 8-2910;  
Mary Howard, owner; Deryck Waring, chief engi-  
neer.  
Service: Recording.  
**HOWARD RADIO-TV PRODUCTIONS**  
123 W. Chicago, Chicago 10, Ill., Tel.: Michigan  
2-0128; Bernard Howard, owner.  
Services: Recording, program production, scripts,  
package programs, consultant.  
**RICHARD W. HUBBELL & ASSOC.**  
360 First Ave., New York, N. Y., R. W. Hubbell, pres.  
Service: Agent for foreign syndicated transcrip-  
tions.  
**HULLINGER PRODUCTIONS**  
5200 Kingley St., N. W., Washington 16, D. C., Tel.:  
Woodley 6-9487; Edwin Ware Hullinger, pres.  
Services: Recording, scripts.

## I

**IND-O-PRO RECORDING**  
159 Bleeker St., New York 12, N. Y., Tel.: Algon-  
quin 4-5443; Lawrence H. Lafer, exec. v.p.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs, press  
conferences.  
**INTECALIFORNIA BROADCASTING SYSTEM**  
253 S. Broadway, Los Angeles 12, Calif., Tel.: Mutual  
2759; G. F. Moran, gen. mgr.  
Services: Recording, program production, syndicated  
transcriptions, package programs (Spanish radio  
advertising agency).  
**INTERNATIONAL MONITORING SERVICE**  
1103 North Rd., Belmont, Calif., Tel.: Lytel 3-4728;  
Edwin G. Reichenbach, gen. mgr.  
Services: Recording (international shortwave moni-  
toring and recording of am broadcasts), contract  
research, development and special manufacturing  
of electronic equipment.  
Los Angeles—12215 Victoria, Tel.: Exbrook 7-4272;  
J. M. Dill.  
Venice, Calif.—5404 Centinella, Tel.: Exbrook 7-6713;  
L. D. Skonord.  
Grand Fords (N. D.)—1025 Lanard Ave., Tel.: 23016;  
R. W. Jagd.  
Gardnerville, Nev.—P. O. Box 8; A. C. Stewart.  
**CHARLES IRVING PRODUCTIONS**  
24 Beekman Place, New York N. Y., Tel.: Plaza  
9-6779; Charles Irving, owner.  
Services: Program productions and package shows  
(live and transcribed), scripts.  
**LOU IRWIN INC.**  
9165 Sunset Blvd., Hollywood 46, Calif., Tel.: Crest-  
view 1-7131; Lou Irwin, pres.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs, talent.  
New York 18—48 W. 48th St., Tel.: Plaza 7-1880;  
Allen Whitehead, sec.

## J

**FREDERICK JACKY PRODUCTIONS**  
520 N. Michigan Ave., Chicago 11, Ill., Tel.: Delaware  
7-3262; Frederick Jacky, owner.  
Services: Program production, syndicated transcrip-  
tions, recording, package programs, talent.  
**JAFFE AGENCY INC.**  
8553 Sunset Blvd., Hollywood 46, Calif., Tel.: Crest-  
view 6-6121; Sam Jaffe, pres.; Mary Baker, West  
Coast radio-tv head.  
Services: Program production, scripts, package pro-  
grams, talent.  
New York—Talent Assoc., 41 E. 50th St., Tel.: Plaza  
3-1030.  
**JEWELL RADIO & TELEVISION PRODUCTIONS**  
185 N. Wabash Ave., Chicago 1, Ill., Tel.: Financial  
8-4474; James E. Jewell, pres.  
Services: Recording, program production, scripts,  
package programs.  
Detroit 26—3062 Penobscot Bldg., Tel.: Woodward  
3-0617; W. Ralph Jewell, v.p.  
Hollywood—Landmark Productions, 1040 N. Las  
Palmas, Tel.: 7-3111; Michael Baird, mgr.

## K

**KAGRAN CORP.**  
4 W. 58th St., New York 19, N. Y., Tel.: Murray Hill  
8-0585; Martin Stone, pres.  
Services: Program production, package programs.  
**ESTELLA H. KARN**  
48 W. 45th St., New York, N. Y., Tel.: Luxemburg  
2-2176; Estella H. Karn, mgr.-producer.  
**KAIE DEEI**  
1674 Broadway, New York 19, N. Y., Tel.: Columbus  
5-3623; Kaie Deei, dir.  
Services: Scripts, talent consultants for unusual  
cultures.  
**KMBC-KFRM ARTIST BUREAU**  
KMBC Bldg., 11th & Central, Kansas City 5, Mo.,  
Tel.: Harrison 2650; James E. McConnell.  
Service: Talent.

# Here's dollars and cents can boost subscriber's



★ **George Melachrino** and the Melachrino Strings have proven perfect for single or participating sponsorship. (Quarter-hour, three times a week)



★ **Gloria DeHaven**



★ **Wayne King** delights young and old . . . sponsors, too. (Half-hour, once a week)



★ **Phil Spitalny** and his All-Girl Orchestra are setting new sales records for stations everywhere. (Half-hour, once a week)



★ **June Valli**



★ **Nelson Eddy** puts on a "Penthouse Party" five times a week . . . introduces top-flight Guests who draw listeners. (Half-hour, five times a week)



★ **Johnny Desmond**

Only RCA Thesaurus gives you big name talent like this . . .

Here are some of the many big name Thesaurus Shows for every sponsor.

- "Penthouse Party"—Nelson Eddy and Guest Stars
- "The Hour of Charm"—Phil Spitalny and the All Girl Orchestra
- "The Wayne King Serenade"
- "Music by Roth"—Allen Roth Orchestra
- "Music Hall Varieties"—Joe E. Howard, Beatrice Kay
- "Concert Hall of the Air"—Arthur Fiedler
- "The Melachrino Musicale"
- "The Sammy Kaye Show"
- "The Freddy Martin Show"
- "Date in Hollywood"—Eddie Fisher, Gloria DeHaven and Hugo Winterhalter
- "Sons of the Pioneers"
- "Hank Snow and His Rainbow Ranch Boys"
- "Music of Manhattan"—Johnny Desmond, June Valli
- "The Singing Americans"—Frank Black Chorus & Roger Wagner Chorus
- "Music to Dream By"



★ **Sammy Kaye** knows that everyone wants to "Swing and Sway" . . . and his popular program is "tops" with listening and dancing audiences. (Quarter-hour, three times a week)



# proof that RCA *Thesaurus* income by over \$5,000 a year

backed by plus commercial features like these:

Sales tools and program aids like these put  
*Thesaurus* out in front... and keep it there.

Brilliant weekly continuity service  
Exclusive monthly Marketing Bulletins  
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Exclusive "Sell Effects" (Sound Effects that Sell)  
Attention-Getting Sound Effects  
Sponsor-Selling audition discs  
Sales-Climbing brochures  
Audience-Building Promotion Kits  
Mood and Theme Music for every program building need  
Easy-to-sell big-name Holiday Shows  
Attention-getting Time and Weather Jingles  
Ear-catching Station Breaks  
"Quickie" tunes for participating programming

A complete package of hard-hitting Sales Tools

1954 year-end survey of hundreds of subscriber stations showed income due exclusively to *Thesaurus* programs and features averaged over \$5,000 per subscriber.

Yes, the proof that *Thesaurus means profits* comes from those who best know its tremendous value — *Thesaurus* subscribers themselves. Why is *Thesaurus* so successful in helping make sales to sponsors? The answer is unmatched, big-name entertainment . . . plus easy-to-sell commercial features and advantages no other program service offers. Get in touch with the RCA Recorded Program Services Representative nearest you (or contact 630 Fifth Ave., New York, N.Y.) and learn how you, too, can profit more ways with *Thesaurus*. Write, wire, or phone today, Dept. B-1.

RCA's *Thesaurus*...  
The Library That  
Pays Its Own Way!



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recorded  
program  
services

RADIO CORPORATION  
OF AMERICA

RCA VICTOR  
RECORD DIVISION

630 Fifth Avenue, New York 20, N. Y. — JUdson 2-5011  
445 N. Lake Shore Drive, Chicago 11, Ill. — WHitehall 4-3530  
1016 N. Sycamore Ave., HollywOod 38, Cal. — HOLlywood 4-5171  
522 Forsyth Bldg., Atlanta 3, Ga. — LAMar 7703  
1907 McKinney Ave., Dallos 1, Tex. — RIVERSide 1371

# PROGRAM PRODUCTION SERVICES

## L

**LANG-WORTH DISTRIBUTING CORP.**  
113 W. 57th St., New York 19, N. Y., Tel.: 6-5700;  
John D. Langlois, gen. mgr.  
Services: Recording, program production, syndicated  
transcriptions.

**San Francisco—21 Grand View Ave., Tel.: Mission  
8-3766; Hugh S. Allen Jr.**

**LANG-WORTH FEATURE PROGRAMS INC.**  
113 W. 57th St., New York 19, N. Y., Tel.: Judson  
6-5700; C. O. Langlois, pres.  
Services: Recording, program production, syndicated  
transcriptions, package programs.

**San Francisco—21 Grand View Ave., Tel.: Mission  
8-3766; Hugh S. Allen Jr.**

**Toronto, Ont.—447 Jarvis St., Tel.: Kingsdale 2103;  
S. W. Caldwell**

**LANG-WORTH PUBLICATIONS INC.**  
113 W. 57th St., New York 19, N. Y., Tel.: Judson  
6-5700; C. O. Langlois Jr., gen. mgr.  
Services: Program production, syndicated transcrip-  
tions.

**Hollywood 46—6327 Santa Monica Blvd., Tel.: Holly-  
wood 4-4687.**

**Toronto, Ont.—447 Jarvis St., Tel.: Kingsdale 2103;  
S. W. Caldwell**

**LARRABEE ASSOC. ADV.**  
1415 K St., N. W., Washington 5, D. C., Tel.: Metro-  
politan 8-1171; Jean Senter, radio-tv dir.  
Services: Recording, program production, scripts,  
talent.

**HERBERT S. LAUFMAN**  
221 N. LaSalle St., Chicago 1, Ill., Tel.: Randolph  
6-4086; Herbert S. Laufman, pres.  
Services: Package programs.

**LES LEAR PRODUCTIONS**  
Hotel Sherman, Chicago, Ill., Tel.: Franklin 2-2100;  
Les Lear, mgr.  
Services: Talent, production.

**W. BIGGIE LEVIN OFFICE**  
615 W. Michigan Ave., Chicago 11, Ill., Tel.: Superior  
7-0506; W. G. T. Hyer, exec. prod.-dir.  
Services: Program production, package programs,  
talent.

**JACK LEWIS THEATRICAL ENTERPRISES**  
1564 Broadway, New York 36, N. Y., Tel.: Plaza  
7-0412; Lou Harold, gen. mgr.; Henry Jorgensen,  
associate.  
Services: Productions, talent, scripts.

**LESTER LEWIS ASSOC.**  
11 E. 48th St., New York 17, N. Y., Tel.: Plaza 3-5083;  
Lester Lewis.  
Services: Program production, scripts, package pro-  
grams, talent.

**LIFETIME TRANSCRIPTIONS**  
#3 Gilbert Court, Peoria 5, Ill., Tel.: 2-9443; John  
Buechele, pres.  
Services: Recording, syndicated transcription, pack-  
age programs.

**JACK LLOYD**  
4119 Los Feliz Blvd., Los Angeles 27, Calif., Tel.:  
Normandy 4-1214; Jack Lloyd, exec. dir.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs, talent.

**BOB LOEWI PRODUCTIONS INC.**  
255A E. 49th St., New York 17, N. Y., Tel.: Plaza  
5-0958; Robert W. Loewi, pres.  
Services: Package programs, program production.

**ROBERT LONGENECKER**  
8423 Melrose Ave., Los Angeles 46, Calif., Tel.: Webster  
1-2287; Robert Longenecker, pres.  
Services: Program production, scripts, package pro-  
grams, talent.

**PHILLIPS H. LORD INC.**  
501 Madison Ave., New York 22, N. Y., Tel.: Plaza  
6-2211; Phillips H. Lord, pres.  
Service: Package programs.

## M

**C. P. MacGREGOR CO.**  
725 S. Western Ave., Los Angeles 5, Calif., Tel.:  
Dunkirk 4-4191; George R. Jones, gen. sales mgr.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs, talent.

**ROY MACK AGENCY**  
9128 Sunset Blvd., Hollywood 46, Calif., Tel.: Crest-  
view 1-2141; Roy Mack.  
Services: Program production, package programs,  
talent.

**MARSHALL-HESTER PRODUCTIONS INC.**  
521 Fifth Ave., New York 17, N. Y., Tel.: Murray Hill  
7-3722; Anthony W. Marshall, pres.  
Services: Program production, scripts, package pro-  
grams; also consultant.

**ARNOLD MARQUIS PRODUCTIONS INC.**  
717 N. La Cienega Blvd., Hollywood 46, Tel.: Crest-  
view 6-8798; Arnold Marquis, pres.  
Services: Program packaging, production.

**MASTERTON, REDDY & NELSON**  
10 E. 49th St., New York 17, Plaza 9-1120; John  
Masterton, John Reddy, John Nelson, partners.  
Service: Package programs.

**MASTERTON RECORDING STUDIOS INC.**  
709 8th Ave., New York 36, N. Y., Tel. Circle 7-7322;  
Anthony Anglietti, pres.  
Services: Recording, program production, scripts,  
package programs.

**CHARLES MAYER PRODUCTIONS**  
1625 N. Laurel Ave., Hollywood 46, Calif., Tel.:  
Hollywood 9-9441; Charles F. Mayer, owner.  
Services: Program production, scripts, syndicated  
transcriptions.

**Dallas 2-1222 Texas Bank Bldg., Tel.: Randolph  
7048; Jules F. Mayer, gen. mgr.**

**MBS RECORDING STUDIO**  
(Formerly Gamble Recording Studio & Gamble  
Hinged Music Co.)  
228 S. Wabash Ave., Chicago 4, Ill., Tel.: Webster  
9-0866; Fred Robbins, mgr.  
Services: Recording, transcriptions.

**MCA ARTISTS LTD.**  
598 Madison Ave., New York City, Tel.: Plaza 9-7500.  
Services: Package programs, talent.

**Beverly Hills (Calif.)—9370 Santa Monica, Tel.:  
Crestview 6-2001.**

**Chicago—430 N. Michigan Ave., Tel.: Delaware  
7-1100.**

**San Francisco—105 Montgomery St., Tel.: Exbrook  
2-8922.**

**Dallas—2102 N. Akard St., Tel.: Central 1448; Eddie  
Greene.**

**Cleveland—1172 Union Commerce Bldg., Tel.: Cherry  
1-6010.**

**Detroit—837 Book Tower, Tel.: Woodward 2-2604.**

**Minneapolis—Northwestern Bank Bldg., Tel.: Lin-  
coln 7863.**

**RALPH S. McFEELY CO.**  
Hartman Theatre Bldg., Columbus 15, Ohio, Tel.:  
Adams 4116; Ralph S. McFeely.  
Service: Syndicated transcriptions.

**ALEXANDER McQUEEN & ASSOC.**  
5222 N. Lakewood Ave., Chicago 40, Ill., Tel.:  
Ravenswood 8-9010; Alexander McQueen, mgr.  
Services: Program production, talent.

**METRONE RECORDING STUDIO**  
25 Central Park West, New York 23, N. Y., Tel.:  
Circle 6-1366; Mera M. Weinstock, dir.  
Service: Recording.

**METRO ARTIST BUREAU**  
4 W. 57th St., New York 19, N. Y., Tel.: Circle  
6-8471; T. M. Nelson, dir.  
Services: Program production, scripts, package pro-  
grams, talent.

**METRO-GOLDWYN-MAYER RADIO  
ATTRACTIVE**  
711 5th Ave., New York 22, N. Y., Tel.: Murray Hill  
8-1000; Arthur M. Tolchin, dir.  
Services: Program productions, syndicated transcrip-  
tions.

**METROPOLITAN STUDIOS FOR RECORDING**  
1697 Broadway, New York 19, N. Y., Tel.: Circle  
7-3428; Leo Kahn, pres.  
Services: Recording, transcriptions, production, air  
checks.

**CHARLES MICHELSON INC.**  
15 W. 47th St., New York 36, N. Y., Tel.: Plaza  
7-0695; Charles Michelson, pres.  
Services: Syndicated transcriptions, recording, pro-  
gram production, package programs, sound effects  
recordings.

**MICHELSON & STERNBERG INC.**  
15 W. 47th St., New York 36, N. Y., Tel.: Plaza  
7-1269; Aaron Michelson, pres.  
Services: Programs, scripts, sound effect records for  
export.

**J. W. MILLER CO**  
Sturbridge, Mass., Tel.: Dickens 7-3336; James W.  
Miller, pres.  
Services: Program production, package programs,  
sales promotion.

**MOLE & LEB INC.**  
105 W. 55th St., New York 19, N. Y., Tel.: Circle  
6-0006; John Mole, pres.  
Service: Package shows.

**MONOGRAM-CHICAGO**  
75 E. Wacker Dr., Chicago 1, Ill., Tel.: Andover  
3-7169; William K. Erneling, pres.  
Services: Program production, package programs,  
talent.

**CARLTON E. MORSE ENTERPRISES INC.**  
1680 Vine St., Hollywood 28, Calif., Tel.: Hollywood  
9-6181; Carlton E. Morse, pres.  
Services: Recording, program production, scripts,  
package programs.

**MORTON RADIO PRODUCTIONS INC.**  
64 E. Lake St., Chicago 1, Ill., Tel.: Central 6-4144;  
Morton Jackson, pres.  
Services: Syndicated transcriptions, package pro-  
grams.

**HERBERT M. MOSS PRODUCTIONS**  
2 W. 46th St., New York 36, N. Y., Tel.: Judson  
6-5577; Herbert M. Moss.  
Services: Recording, program production, package  
programs.

**MUSIC PROMOTIONS INC.**  
211 W. 58th St., New York, N. Y.; Lyle Kenyon Engel,  
pres.  
Service: Music promotion packages for radio shows.

## N

**NBC RADIO RECORDING DIVISION**  
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle  
7-8300; Henry P. Hayes, mgr.  
Services: Recording, program production, scripts,  
package programs, talent.

**Chicago 34—Merchandise Mart, Tel.: Superior 7-8300;  
M. P. Eisenmenger, mgr.**

**Washington (D. C.)—Sheraton Park Hotel; Adams  
4-5400.**

**Hollywood 28—Sunset & Vine Sts., Tel.: Hollywood  
9-6181; A. M. Woolley, mgr.**

**NATIONAL PRODUCTIONS**  
1001 Connecticut Ave., N. W., Washington, D. C.,  
Tel.: Sterling 3-2222; Robert L. Friend, mgr.  
Services: Recording, program production, scripts,  
package programs, talent.

**NATIONAL RESEARCH BUREAU INC.**  
415 N. Dearborn St., Chicago 10, Ill., Tel.: Superior  
7-5080; M. A. Paule, editorial dir.  
Services: Program ideas, outline commercials.

**Burlington (Iowa)—424 N. 3rd St., Tel.: Plaza 2-5415.**

**NATIONAL RETAIL RADIO SPOTS INC.**  
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.:  
Hollywood 9-1989; Phillip B. Singer, sales dir.;  
Jack Ross, prod. dir.  
Services: Syndicated transcriptions (spots and pro-  
grams), package programs, program production.

**NATIONAL SAFETY COUNCIL**  
425 N. Michigan Ave., Chicago 11, Ill., Tel.: White-  
hall 4-4800; Ned H. Dearborn, pres.  
Services: Free safety spot transcriptions, scripts,  
package programs.

**NATIONWIDE ASSOC.**  
P. O. Box 56, Garland, Tex., Tel.: 3-9235; Charles H.  
Edwards, pres.  
Services: Recording, program production, syndicated  
transcriptions, scripts, package programs, talent.

**NELSON-IDEAS INC.**  
208 State St., Schenectady 5, N. Y., Tel.: Schenectady  
9-4135; George R. Nelson, pres.  
Service: Transcribed musical announcements.

**TED NELSON ASSOC.**  
730 Fifth Ave., New York 19, N. Y., Tel.: Circle 6-8470;  
Ted Nelson, dir.  
Services: Program production, scripts, package pro-  
grams.

**NELSON PRODUCTIONS INC.**  
341 Madison Ave., New York 17, N. Y., Tel.: Murray  
Hill 6-5862; Raymond E. Nelson, pres.  
Services: Recording, program production, scripts,  
package programs.

**NETHERLANDS INFORMATION SERVICE**  
10 Rockefeller Plaza, New York 20, N. Y., Tel.:  
Columbus 5-6216; Ann Buurman.  
Services: Musical programs (in series), special pro-  
grams.

**San Francisco—998 Mills Bldg., Tel.: Exbrook 2-7948;  
Julie G. Lynch, dir.**

**Holland (Mich.)—Netherlands Museum, Tel.: Hol-  
land 3174; Willard C. Wichers, dir.**

**NEWSEER SERVICE**  
5 Centre Market Pl., New York 13, N. Y., Tel.: Canal  
6-3284.  
Services: Tape recording, program production.

**OLIVER W. NICOLL PRODUCTIONS**  
(Also known as: Radio Features of America; Tele-  
vision & Radio Features of America; Television  
Features of America)  
37 W. 46th St., New York 36, N. Y., Tel.: Judson  
2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munn-  
sell, assoc. dir.  
Services: Program production, syndicated transcrip-  
tions, scripts, package programs, talent, consulta-  
tion.

**NOBURN PRODUCTIONS**  
88 Diamond Bridge Ave., Hawthorne, N. J., Tel.:  
Hawthorne 7-2523; Jack Hartley.  
Services: Recording, package programs.

**JOHN NORMAN PRODUCTIONS**  
3414 W. Dallas, P.O. Box 6863, Tel.: Lynchburg 7336;  
John Norman, gen. mgr.  
Services: Program production, syndicated transcrip-  
tions, scripts, package programs, talent, consultant.

**MEYER B. NORTH**  
1564 Broadway, New York 36, N. Y., Tel.: Plaza  
7-3445; Meyer B. North, owner.  
Service: Talent representative.

**NORTHWESTERN RECORDING INC.**  
411 S. W. 13th Ave., Portland 5, Ore., Tel.: Beacon  
4107; Robert M. Lindahl and Sheldon Goldstein.  
Services: Recording, scripts, program production.

## O

**JOHN J. O'CONNOR**  
1697 Broadway, New York 19, N. Y., Tel.: Circle  
7-4926; John J. O'Connor, owner.  
Service: Talent.

**LILIAN OKUN INC.**  
50 W. 72nd St., New York 23, N. Y., Tel.: Superior  
7-0500; Lillian Okun, pres.  
Services: Program production, scripts, package pro-  
grams (children, teen-age).

**ORSHATT & CO.**  
300 Beverly Dr., Beverly Hills, Calif., Tel.: Crest-  
view 6-6241; Victor M. Orsatti, pres.  
Services: Program production, scripts, package pro-  
grams, talent.

**FRANK OXARART PRODUCTIONS**  
1606 Vista Del Mar, Hollywood 28, Calif., Tel.: Holly-  
wood 9-1171; Frank Oxarart.  
Services: Program production, scripts, package pro-  
grams.

## P

**PACKAGED PROGRAMS INC.**  
634 Penn Ave., Pittsburgh 22, Pa., Tel.: Grant 1-4756;  
M. E. Fierst, gen. mgr.  
Services: Recording, program production, syndicated  
transcriptions, package programs.

**PALMETTO BROADCASTING SYSTEM**  
1 Martin St., Anderson, S. C., Tel.: 3802; Glenn P.  
Warnock, gen. mgr.  
Services: Recording, program production, package  
programs.

**Atlanta, Ga.—405 Mortgage Guarantee Bldg.; Clay-  
ton J. Cosse.**

**New York—19 W. 44th St., Tel.: Murray Hill 2-3124;  
C. Stanley Bailey.**

**PENTHOUSE STUDIOS OF V. J. NOLA**  
113 W. 57th St., New York, N. Y., Tel.: Judson 6-0040;  
Vincent J. Nola, owner.  
Service: Recording.

**New York 19—1857 Broadway, Tel.: Plaza 7-4870;  
V. T. Nola, v.p.**

**PETERSON RADIO PRODUCTIONS**  
1457 Broadway, New York 36, N. Y., Tel.: Wisconsin  
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Services: Recording, program production (religious,  
economic).

**PHILBIN-BERGMANN PRODUCTIONS**  
350 Fifth Ave., New York 1, N. Y., Tel.: Longacre  
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Services: Program production, package programs.

**POLISH BELLS RADIO PROGRAM (STATION  
WENX NEW YORK)**  
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package programs, talent.

**Hicksville (N. Y.)—Plainview RD1, Tel.: 3-0187.**

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P. O. Box 485, Passaic, N. J.; John Victor Nowak,  
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Services: Syndicated transcriptions, recording, pro-  
gram production, scripts, package programs, talent  
(Polish, Ukrainian, Jewish & English languages).

**Hamtramck 12, Mich.—2509 Goodson St., Tel.: Trinity  
3-0993; Eugene Brominski, office mgr.**

**LELAND POWERS SCHOOL INC.**  
31 Evans Way, Boston 15, Mass., Tel.: Aspinwall  
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Service: Talent.

**GEORGE LOGAN PRICE INC.**  
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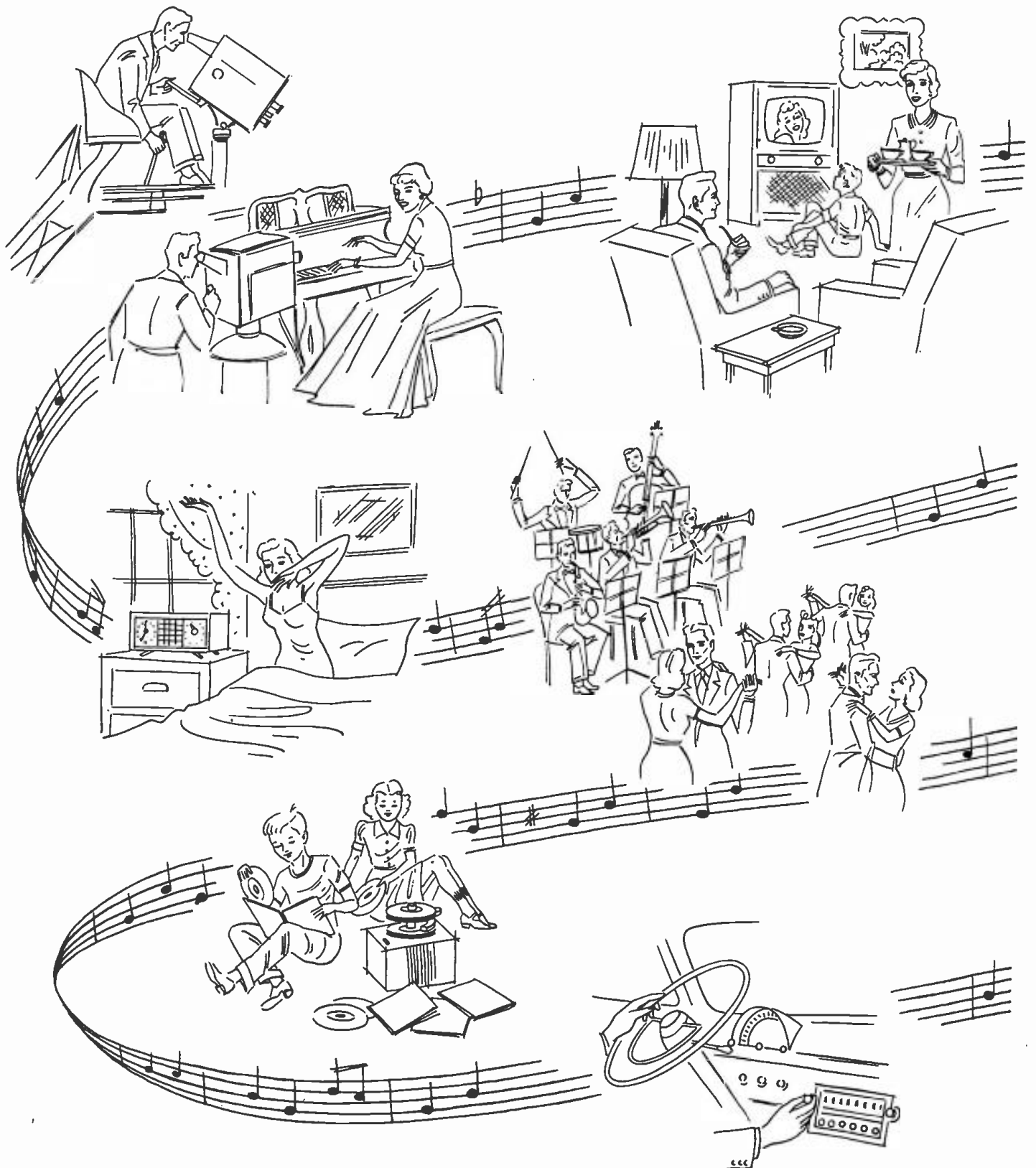
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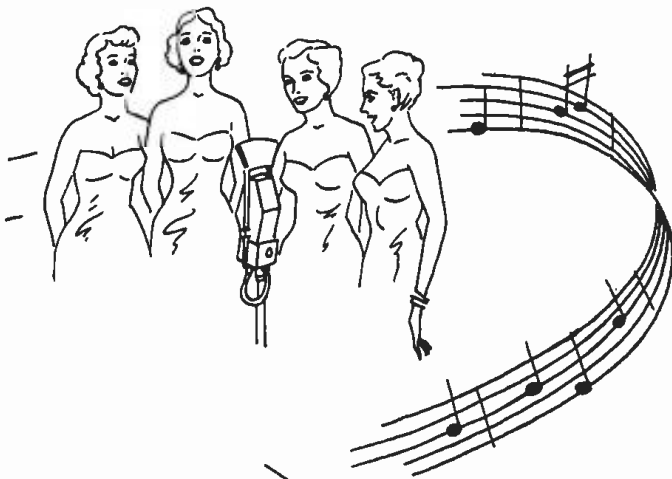


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R

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Services: Production, scripts, talent.

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Service: Package programs (Upper Room Radio Parish, devotional guide).

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Services: Program production, syndicated transcriptions, scripts, packages, talent, consultations.  
New York 22—RFA Production Unit, Hotel New Weston, Madison Ave. at 49th St., Tel.: Plaza 3-4800; John Henry Macdonell, managing dir.

**RADIO LUXEMBOURG**  
22 Rue Bayard, Paris 8, France; J. du Closel.  
Services: Recording, program production, scripts, package programs, talent.  
London, Eng.—38 Hertford St.; G. Clement Cave, gen. mgr.  
Brussels, Belg.—66 Rue de la Limite; J. C. Henriot, gen. mgr.

**RADIO PRODUCTION SERVICE**  
Ardsey, N. Y., Tel.: Dobbs Ferry 3-3578; Irene Beasley, owner.  
Service: Package programs (live and transcribed).

**RADIO PROGRAMME PRODUCERS**  
1440 St. Catherine St., West, Montreal, Quebec, Tel.: University 8-8751; Paul L'Anglais, pres.  
Services: Program production, package programs.

**RADIO PROVIDENCE PRODUCTIONS INC.**  
10 Paterson St., Providence 6, R. I., Tel.: Plantation 1-8784; Frank Jones, pres.

**RADIO RECORDERS**  
7000 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Hollywood 3-3282; J. Joseph Sameth, v.p., chg. sales.  
Service: Recording.

**RADIO RECORDING STUDIOS**  
1244 Carmen Ave., Chicago 40, Ill., Tel.: Edgewater 4-8481; Myron Bachman, owner.  
Service: Recording (air checks).

**RADIO RESULTS**  
8641 S. Escanaba Ave., Chicago 17, Ill., Tel.: South Chicago 8-5374; George Jarovoski, mgr.  
Service: Foreign language broadcasting.

**RADIO SCRIPT SERVICES**  
218 N. Duke St., Lancaster, Pa., Tel.: Lancaster 3-4337; Dorothy S. Brown, owner-dir.  
Service: Scripts (seasonal shows).

**RADIOVISION INTERNACIONAL S. A.**  
231 E. 51st St., New York 22, N. Y., Tel.: Mu 8-1790; Alastair Kyle, pres.  
Services: Transcribed Spanish radio programs.

scripts, syndicated transcriptions, production.  
Mexico D. F., Apartado Postal 514, Tel.: 21-80-63; Juan Silva Garcia, mgr.

**RADIOZARK ENTERPRISES INC.**  
606 Saint Louis St., Springfield 2, Mo., Tel.: 2-4422; E. E. Siman Jr., John B. Mahaffey, managing v.p.'s.  
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.  
Chicago 1—75 E. Wacker Dr., Tel.: Andover 3-7169; William K. Ermeling, mgr.

**RAM PRODUCTIONS**  
681 West End Ave., New York 25, N. Y., Tel.: Monument 2-5111; E. F. Lindner, dir.  
Services: Recording, program production, syndicated transcriptions, package programs, scripts.

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1471 N. Tamarind Ave., Hollywood 28, Calif., Tel.: Hollywood 3-8648, 2-4202; Howard Ray and Jack Berger, partners.  
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**RCA VICTOR CO. LTD.**  
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Services: Recording, program production, exclusive Canadian distributor for NBC Film Div.  
Montreal—1551 Bishop St., Tel.: Avenue 8-3234; E. Traynor, mgr.

**RCA VICTOR DIVISION**  
(RCA Victor Record Dept.)  
630 Fifth Ave., New York 20, N. Y., Tel.: Judson 2-5011; Emanuel Sacks, v.p.-gen. mgr.  
RCA Victor Custom Record Div.—James P. Davis, mgr.; Ben Selvin, artist and repertoire mgr.; Frank O'Donnell, advertising and promotion mgr.  
Custom Record Sales Section—D. J. Finn, mgr.; A. E. Hindle, Chicago, mgr.; Richard C. Bucholz, Hollywood mgr.; Richard E. Bylandt, New York, mgr. of orders and service; Ralph C. Williams, New York sales representative; Marjorie B. Tanager, New York sales representative (transcriptions); Geoffrey B. Bennett, Chicago sales representative.  
Services: Recording, processing, pressing, transcriptions, slidefilms and promotion records, shipping and handling.

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Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), tv film libraries and syn-

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**RECORDED PUBLICATIONS LABS**  
1558-70 Pierce Ave., Camden 5, N. J., Tel.: Wood-lawn 3-3000; Edward J. Goodman, pres.  
Services: Recording, transcriptions, program production.

**REEVES SOUND STUDIOS INC.**  
304 E. 44th St., New York 17, N. Y., Tel.: Oregon 9-3550; Chester L. Stewart, v.p.-gen. mgr.  
Service: Recordings.

**RELIGIOUS NEWS SERVICE**  
38 Fourth Ave., New York, N. Y., Tel.: Murray Hill 4-1463; Louis Minsky, managing editor.  
Service: Scripts (weekly religious series).

**REPUBLIC RADIO & TELEVISION FEATURES**  
64 E. Lake St., Chicago 1, Ill., Tel.: State 2-0460; Capico Kapps, pres.  
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

**ROBBINS BROS.**  
67 W. 44th St., New York 36, N. Y., Tel.: Murray Hill 7-2033; Fred Robbins, pres.  
Service: Artists' booking.

**ROBINSON RECORDING LABS**  
#35 S. 9th St., Philadelphia 7, Pa., Tel.: Walnut 2-6900; W. R. Robinson, owner.  
Service: Recording.

**ROCKHILL PRODUCTIONS INC.**  
18 E. 50th St., New York 22, N. Y., Tel.: Plaza 9-7979; Stanley J. Wolf, pres.  
Services: Recording, program production, syndicated transcriptions, packages (live and transcribed).

**RICHARD H. ROFFMAN ASSOC.**  
675 West End Ave., New York, N. Y., Tel.: Riverside 9-3647; Richard H. Roffman, pres.  
Services: Program production, package programs, talent, scripts, syndicated transcriptions, prizes for programs.

**ROLAB STUDIOS & PHOTO-SCIENCE LABS**  
Sandy Hook, Conn., Tel.: Garden 6-2466; Henry Roger, owner-dir.  
Services: Recording, program production, scripts.

**ROSS-DANZIG PRODUCTIONS**  
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 5-1085; Frank K. Danzig, Bart Ross.  
Services: Program packaging, production.

**ALLEN ROTH RADIO PRODUCTIONS**  
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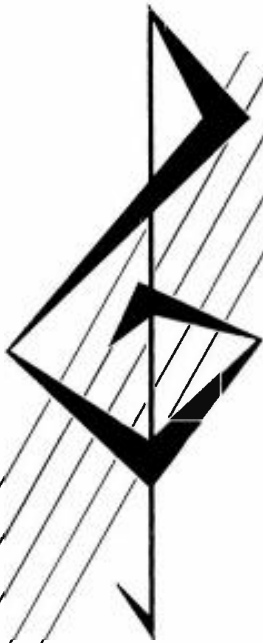
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**JACK RUSSELL & ASSOC.**  
263 N. Wabash Ave., Chicago 1, Ill., Tel.: State  
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Services: TV film distributor, talent.

### S

**BARNARD L. SACKETT PRODUCTIONS**  
Empire Bldg., Philadelphia 7, Pa., Tel.: Kingsley  
5-6063; Barnard L. Sackett, mgr.  
Services: Program production, scripts, package pro-  
grams, talent.

**PAUL BRON SALINER RADIO ADVERTISING**  
7054 S. Western Ave., Chicago 36, Ill., Tel.: Walbrook  
5-0129; Paul Bron Saliner, pres.  
Services: Program production, packages, talent.

**SAM SAMUELS**  
1584 Broadway, New York 36, N. Y., Tel.: Judson  
6-9012; Sam Samuels.  
Services: Package programs, talent, scripts.

**JAMES L. SAPHIER AGENCY INC.**  
9538 Brighton Way, Beverly Hills, Calif., Tel.: Crest-  
view 1-7231; James L. Saphier, pres.  
Services: Program production, packages, talent.  
New York 17-6 E. 45th St., Tel.: Murray Hill 7-8370;  
James A. Schulke, v.p.

**WALTER SCHWIMMER PRODUCTIONS INC.**  
75 E. Wacker Dr., Chicago 1, Ill., Tel.: Franklin  
2-4392; Walter Schwimmer, pres.  
Services: Syndicated transcriptions, package pro-  
grams, program production, scripts.

**NEW YORK 17-16 E. 41st St., Tel.: Lexington 2-1791;**  
Ted Bell, eastern sales mgr.

**SELS PRODUCTIONS**  
1906 N. Leitz Ave., Burbank, Calif., Tel.: Charleston  
6-8688; Len Segall, gen. mgr.  
Services: Program production, scripts, talent.  
Los Angeles 35-1458 S. Shendoan St., Tel.: Crest-  
view 6-2426; Bob Clamage, mgr.

**Chicago-6705 N. Seeley Ave., Tel.: Hollycourt  
5-9254; Dore Lewis, rep.**

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P. O. Box 210, Grand Central Station, New York 17,  
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**Services: Scripts, package programs.**

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Service: Recording.

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Services: Program production, package programs.

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Services: Program production, scripts, packages.

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135 Central Park West, New York 23, N. Y., Tel.:  
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Service: Radio-tv productions.

**SIGMUND SPAETH**  
400 E. 58th St., New York 22, N. Y., Tel.: Plaza  
8-0878; Sigmund Spaeth, pres.  
Services: Program production, syndicated transcrip-  
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Service: Recording.

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Service: Recorded sound effects.

**New York 36-15 W. 47th St., Tel.: Plaza 7-0695.  
Hollywood 28-3129 Cahunea Blvd., Tel.: Hollywood  
9-4580.**

**Toronto 1-80 Richmond St., West, Tel.: Empire  
6-7691.**

**SPIN RECORDS INC.**  
3202 Bennett Dr., Hollywood 28, Calif., Tel.: Holly-  
wood 5-2726; Guy Runnion, pres.  
Services: Recording, syndicated transcriptions, pack-  
age programs, program production.

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360 N. Michigan Ave., Chicago 1, Tel.: State 2-5322;  
Milton M. Blink, pres.  
Services: Recording, program production, syndicated  
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**WILLIAM STANLEY PRODUCTIONS**  
5143 Illinois St., Rockford, Ill., Tel.: 7-7775; William  
Laven, Stanley Levy, partners.  
Services: Package programs (TV Banko).

**WILBUR STARK-JERRY LAYTON**  
270 Park Ave., Suite 1103F, New York, N. Y., Tel.:  
Plaza 3-1742; Wilbur Stark, pres.; Jerry Layton,  
v.p.  
Service: Package programs.

**WAYNE STEFFNER PRODUCTIONS INC.**  
6223 Selma Ave., Hollywood 28, Tel.: Hollywood  
3-4173; Wayne Steffner, pres.  
Services: Program production, package programs.

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Crestview 1-7141; Frank Stempel.  
Service: Talent.

**BOB STRUBLE & ASSOC. INC.**  
735 N. Vine St., Hollywood 36, Calif., Tel.: Holly-

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### T

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### U

**GEORGE ULLMAN AGENCY**  
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William L. Klein, gen. mgr.  
Services: Recording, program production, package  
programs, scripts, syndicated transcriptions, talent.

**UNITED SOUND SYSTEMS**  
5840 Second Ave., Detroit 2, Mich., Tel.: Trinity  
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Services: Recording, transcriptions.

**UNIVERSAL BROADCASTING SYSTEM**  
17 E. 48th St., New York 17, Tel.: Plaza 5-1127; Lin-  
coln A. Mayo, gen. mgr.  
Services: Program production, syndicated transcrip-  
tions.

**UNIVERSAL RADIO PRODUCTIONS**  
105 N. Fifth St., Phoenix, Ariz., Tel.: Alpine 2-9536;  
John Perica Jr., mgr.  
Services: Program production, scripts.

**UNIVERSAL RECORDERS INC.**  
6757 Hollywood Blvd., Hollywood 28, Calif., Tel.:  
Hollywood 9-8282; Roger Le Font, gen. mgr.  
Services: Recording, program production, scripts,  
talent.

**UNIVERSAL RECORDING CORP.**  
111 E. Ontario St., Chicago 11, Ill., Tel.: Michigan  
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Service: Recording.

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Tel.: Lincoln 3-2705; Eugene Rosen, sales mgr.  
Services: Recording, program production, package  
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### V

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240 E. 39th St., New York 17, N. Y., Tel.: Murray Hill 6-3310; Alfred Justin, pres.  
Service: Recording.

**CHICK VINCENT CO.**  
509 Madison Ave., New York 22, N. Y., Tel.: Eldorado 5-0734; Chick Vincent, dir.-prod.  
Services: Recording, program production, syndicated transcriptions, package programs.

**OWEN VINSON & CO.**  
803 19th St. (P. O. Box 111), Santa Monica, Calif., Tel.: Exbrook 5-1305; Owen Vinson, owner.  
Services: Program production, scripts, package programs.

**J. FRANKLIN VIOLA**  
152 W. 42d St., New York 36, N. Y., Tel.: Chickering 4-3254; J. Franklin Viola, pres.  
Services: Recording, production, English and foreign language shows.

**VOELLER PRODUCTIONS INC.**  
1052 Carol Dr., Hollywood 46, Calif., Tel.: Crestview 4-6253; Will H. Voeller, pres.  
Services: Program production, syndicated transcriptions, package programs.  
Washington 7, D. C.—3409 Fulton St., N. W., Tel.: Kellogg 7-1968; George Hughes, v.p.

## W

**RADIO STATION WAIM**  
1 Martin St., Anderson, S. C., Tel.: 3800; Glenn P. Warnock, gen. mgr.  
Service: Syndicated transcriptions.

**KURT WEINHOLD**  
(Div. of Columbia Artists Management)  
113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900.  
Service: Musical artists' management.

**RUPE WERLING**  
Hidden Haven, Chalfont, Pa., Tel.: Lexington 707; Rupe Werling.  
Services: Recording, scripts.

**WESTERN RECORDERS**  
8000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 3-6811 H. Dixon McCoy, owner-mgr.  
Service: Recording.

**RADIO STATION WFAA**  
1122 Jackson St., Dallas 2, Tex., Tel.: Riverside 9631; Alex Keese, gen. mgr.  
Service: Recording.

**WIEDERHOLD RECORDING STUDIO**  
404 Norton Bldg., Louisville 2, Ky., Tel.: Jackson 7808; George Wiederhold, owner.  
Services: Recording, transcriptions, spot announcements.

**WLS ARTIST BUREAU**  
1230 Washington Blvd., Chicago 7, Ill., Tel.: Monroe 6-9700; Earl W. Kurtze and George Ferguson.  
Services: Syndicated transcriptions, recording, package programs, talent (represents WLS Chicago artists).

**WOLF ASSOC. INC.**  
420 Madison Ave., New York 17, N. Y., Tel.: Plaza 5-2050 Edward Wolf, pres.-gen. mgr.  
Service: Package programs.

**WOR ENTERTAINMENT BUREAU**  
1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; Nat M. Abramson, mgr.  
Services: Club dates and cruises, etc.

**MUTUAL-WOR RECORDING STUDIOS**  
(Div. of General Teleradio Inc.)  
1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; John B. Hayes, mgr.  
Services: Recording (disc and tape), talent.

**WORLD BROADCASTING SYSTEM INC.**  
488 Madison Ave., New York 22, N. Y., Tel.: Murray Hill 8-4700; Robert W. Friedheim, v.p.; Pierre Weis, gen. mgr.  
Services: Recording, syndicated transcriptions, scripts, program production.  
Cincinnati 6—1529 Madison Rd., Tel.: Plaza 1323; Leo Gutman, adv. dir.  
Los Angeles 4—3255 Clinton St., Tel.: Hollywood 3-5121; Herbert Gordon, v.p. for radio production.

**WYNN WRIGHT ASSOC.**  
17 W. 57th St., New York 19, N. Y., Charles Granzow, mgr.  
Services: Package programs, recording, program production.

**WRIGHT-SONOVOX INC.**  
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-3614; John T. Abbott, gen. mgr.  
Service: Talking sound effects.

**WRITECRAFTER AGENCY**  
5617 Hollywood Blvd., Hollywood 28, Tel.: Hollywood 7-8608; Carl Coolidge, dir.  
Service: Scripts.

## Z

**FREDERIC W. ZIV CO.**  
1529 Madison Rd., Cincinnati 6, Ohio, Tel.: Plaza 1323; Frederic W. Ziv, pres.  
Service: Syndicated transcriptions.  
New York 22—488 Madison Ave., Tel.: Murray Hill 6-4700; John L. Sinn, exec. v.p.  
Los Angeles—5255 Clinton St., Tel.: Hollywood 3-5121; N. L. Rogers, western div. mgr.

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Haymarket 1-6800

**AM & FM EQUIPMENT  
MANUFACTURERS**

- Acme Electric Corp.**  
Cuba, N. Y.; Louis S. Danko, sls mgr, spec prds;  
Tel.: Cuba 4  
Products: transformers
- Adler Communications Labs.**  
New Rochelle, N. Y., 1 LeFevre Lane; Ben Adler,  
gen mgr; Tel.: New Rochelle 6-1820  
Products: special audio consoles, systems;  
switch gear, control equipment
- Advance Electronics Co., Inc.**  
Passaic, N. J., 451 Highland Ave.; Paul Yu, mgr;  
Tel.: Prescott 8-3687  
Products: delay lines, (continuously, step vari-  
able, tapped), time delay passive networks,  
precision phase meters, detectors, counters
- Advance Recording Products Co.**  
Long Island City 1, N. Y., 36-12 34th St.; I. H. Gold-  
man, mgr; Tel.: Stillwell 4-7837  
Products: recording discs
- Alford Mfg. Co., Inc.**  
Boston 10, Mass., 299 Atlantic Ave.; Harold H.  
Leach, engr; Tel.: Hancock 6-2338  
Products: fm antennas
- Allen-Bradley Co.**  
Milwaukee 4, Wis., 136 W. Greenfield Ave.; D. S. W.  
Kelly, mgr; Tel.: Orchard 1-2000  
Boston 34, Mass., 24 Brighton Ave.; C. M. McCoobe,  
mgr; Tel.: Stadium 2-0203  
Buffalo 3, N. Y., 41 N. Division St.; E. F. Sigmund,  
mgr; Tel.: Cleveland 7636  
Chicago 10, Ill., 445 N. LaSalle St.; John McC. Price,  
mgr; Tel.: Whitehall 4-1670  
Cincinnati 2, Ohio, 2331 Reading Rd.; W. L. Jaeckel,  
mgr; Tel.: University 4445  
Cleveland 3, Ohio, 4312 Carnegie Ave.; R. J. Roy,  
mgr; Tel.: Express 1-2519  
Dayton 3, Ohio, 2240 E. Third St.; Jerome F. Ho-  
heisel, mgr; Tel.: Kenmore 2828  
Detroit 14, Mich., 11100 E. Warren Ave.; J. D.  
Petersen, mgr; Tel.: Valley 1-8100  
East Orange, N. J., 350 Main St.; O. C. Stark, mgr;  
Tel.: Orange 2-9693-4  
Flint, Mich., Genesee Bank Bldg.; Charles H.  
Hawks, mgr; Tel.: 2-9341  
Indianapolis, Ind., 1491 N. Harding St.; R. C. Norris,  
mgr; Tel.: Atlantic 1491  
New York 17, N. Y., 155 E. 44th St.; A. W. Paul,  
mgr; Tel.: Murray Hill 2-6070  
Philadelphia, Pa., 235 Fairfield Ave.; G. F. Pain,  
mgr; Tel.: Flanders 2-6000  
Pittsburgh 16, Pa., 2721 W. Liberty Ave.; H. C.  
Thornberry, mgr; Tel.: Fieldbrook 1-2822  
Rockford, Ill., 1013 Broadway; J. K. McKnight,  
mgr; Tel.: 5-8795  
St. Louis 6, Mo., 904 N. Grand Blvd.; G. W. Schal-  
chin, mgr; Tel.: Lucas 1901  
Springfield, Mass., 172 Chestnut St.; W. L. Plate,  
mgr; Tel.: Springfield 2-3430  
Syracuse 3, N. Y., 820 E. Water St.; Chester H.  
Hitchcock, Mgr.; Tel.: 76-2141  
York, Pa., 653 W. Market St.; Fred Krsek, mgr;  
Tel.: 82-239  
Products: fixed and adjustable resistors; ceramic  
capacitors, ferrite parts
- Allied Radio**  
Chicago 80, Ill., 100 N. Western Ave.; L. Brook, sls  
mgr, industrl, brdct divs.; Tel.: Haymarket  
1-6800  
Products: station equipment and supplies for im-  
mediate shipment, image orthicons, icono-  
scopes and all transmitting tubes, audio equip-  
ment, amplifiers, condensers, c.a.a. approved  
tower light control, attenuators, equalizers,  
disc and tape recording equipment, resistors,  
patch panels and cords, pickups and turntables,  
public address systems, receivers, microphones,  
noise and distortion measuring equipment,  
test equipment, transformers, transcription  
players, rca camera cable, connectors
- Allied Recording Products Co.**  
Long Island City 1, N. Y., 32-32 Greenpoint Ave.;  
J. Strauss, mgr  
Products: recording discs, machines
- Altec Lansing Corp.**  
Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A.  
Ward, mgr; Tel.: Crestview 5-5101  
New York 13, N. Y., 161 Sixth Ave.; H. M. Bessey,  
mgr; Tel.: Aigonquin 5-3636  
Products: am-fm microphones; consoles; speak-  
ers; audio amplifiers, tuners
- American Elite, Inc.**  
New York 19, N. Y., 1775 Broadway; Michael Von  
Mandel, pres; Tel.: Plaza 7-7276, 7-7253  
Products: receivers, microphones
- American Lava Corp.**  
Chattanooga 5, Tenn.; James L. Rifkin, sls mgr  
steatite div; Tel.: 5-3411  
Products: alsmag ceramic post insulators, coil  
forms, trimmer bases, dowels, standoff insu-  
lators, other pressed and extruded steatite parts
- American Microphone Co.**  
Pasadena 1, Calif., 370 S. Fair Oaks Ave.; G. N.  
Christensen, sls mgr; Tel.: Sycamore 6-9008  
Products: microphones, accessories
- American Television & Radio Co.**  
St. Paul 1, Minn., 300 E. Fourth St.; A. A. Goffstein,  
gen mgr; Tel.: Capital 2-3791  
Products: inverters, battery eliminators, vibra-  
tors

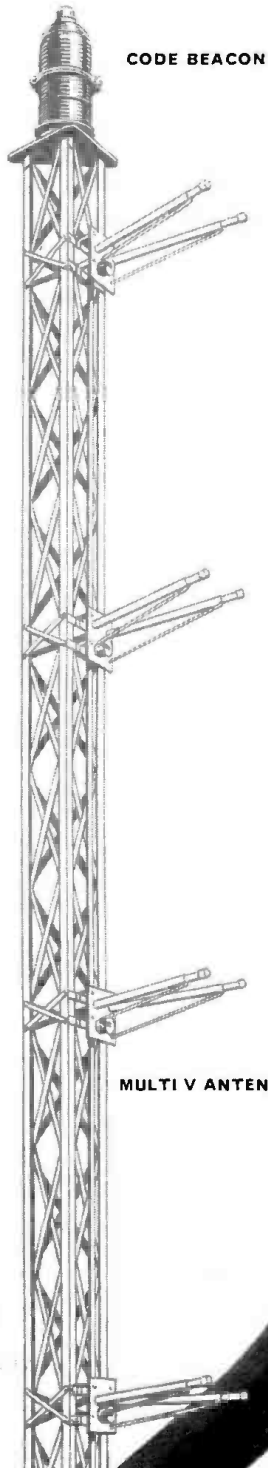
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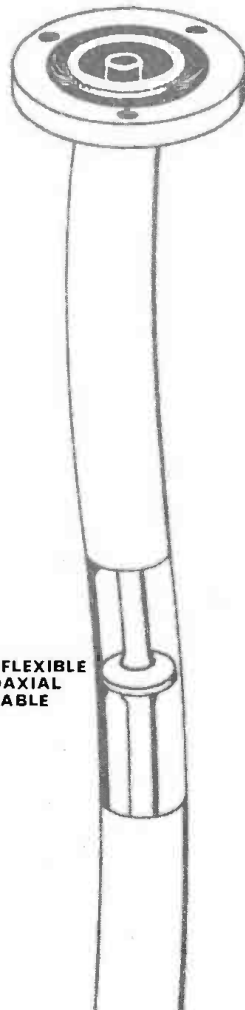


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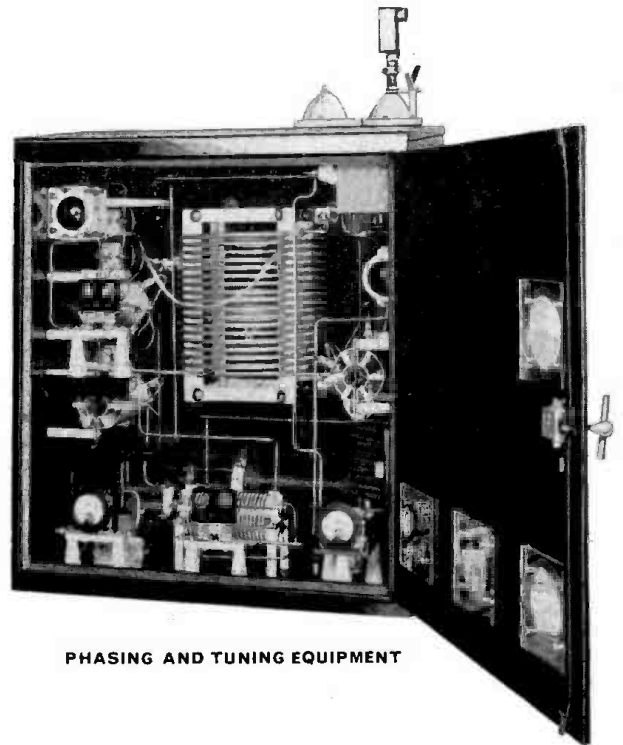
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**PHASING AND TUNING EQUIPMENT**



**American Volume Control Corp.**  
New York 6, N. Y., 115 Liberty St.; Dave Parkhurst, mgr; Tel.: Beekman 3-0224-25  
Products: volume controls, potentiometers, resistance cords

**Ampere Electronic Corp.**  
Hicksville, L. I., N. Y., 230 Duffy Ave.; Sam Norris, pres; Tel.: Hicksville 3-6200  
Products: transmitting, power tubes, rectifiers, thyratrons, magnetrons, germanium diodes, transistors, uhf and special purpose tubes

**Ampertite Co., Inc.**  
New York 12, N. Y., 561 Broadway; S. Ruttenberg, gen mgr; Tel.: Canal 6-1446  
Products: dynamic, ribbon microphones

**Ampex Corp.**  
Redwood City, Calif., 834 Charter Street; Russell J. Tinkham, mgr, marketing, audio div; Tel.: Emerson 8-1471  
Atlanta, Ga., 255 A North Ave., N. W.; William Fink, mgr; Tel.: Atwood 8402  
Chicago 11, Ill., 111 E. Ontario; C. A. Foy, mgr; Tel.: Michigan 2-2083  
College Park, Md., 7338 Baltimore Ave.; Melvin Sprinkle, mgr; Tel.: Appleton 7-9276  
New York 17, N. Y., 405 Lexington Ave.; Robert Paulson, mgr; Tel.: Murray Hill 4-4437  
San Francisco, Calif., 100 Bush St.; Jack Hauser, mgr; Tel.: Yukon 6-3782  
Products: magnetic tape recorders—audio amplifiers, speakers

**Amplifier Corp. of America**  
New York 13, N. Y., 398 Broadway; N. M. Haynes, mgr; Tel.: Worth 6-2929  
Products: battery operated, spring motor tape recorders, battery operated, electric motor tape recorders, amplifiers, electronic test equipment

**Andrew Corp.**  
Chicago 19, Ill., 363 E. 75th St.; R. P. Lamons, sls mgr; Tel.: Triangle 4-4400  
(Andrew Calif. Corp.) Claremont, Calif., 777 Indian Hill Blvd.; J. F. Moynihan, mgr; Tel.: LYcoming 5-2086  
Ridgewood, N. J., 200 E. Ridgewood Ave.; R. C. Bickel, mgr; Tel.: Gilbert 5-2500  
(Andrew Antenna Corp. Ltd.) Whitby, Ont., Can., P. O. Box 971; J. W. McLeod, mgr; Tel.: Mohawk 8-3348  
Products: antenna tuning, phasing equipment; coaxial cable, transmission lines; tower lighting equipment, fm—same plus multi-v fm antennas

**Atlas Sound Corp.**  
Brooklyn 18, N. Y., 1449-39th St.; R. C. Reinhardt, sls mgr; Tel.: Gedney 8-5500  
Products: microphone supports, boom stands, accessories

**Audio Devices, Inc.**  
New York 22, N. Y., 444 Madison Ave.; Bryce Haynes, vice pres; Tel.: Plaza 3-0973  
Chicago 31, Ill., 6571 N. Olmsted Ave.; B. N. Freifeld, mgr; Tel.: Newcastle 1-9580  
Hollywood 46, Calif., 1006 N. Fairfax Ave.; A. H. Hodge, mgr; Tel.: Hollywood 9-5369  
Products: facsimile — instantaneous recording discs; magnetic recording tape and recording, playback stylus

**Audio Instrument Co., Inc.**  
New York 11, N. Y., 133 West 14th St.; C. J. LeBel, pres; Tel.: Oregon 5-7820  
Products: reverberation units, intermodulation meters, automatic oscilloscope sweep circuits

**Audio-Master Corp.**  
New York 17, N. Y., 17 E. 45th St.; Herbert Rosen, pres; Tel.: Oxford 7-0725  
Products: transcription players, tape recorders, mastertape

**Audio & Video Products Corp.**  
New York 19, N. Y., 730 Fifth Ave.; Robert D. Winston, mgr; Tel.: Plaza 7-3091  
Washington 1, D. C., 100 Indiana Ave.; Herman Norwood, Jr., mgr; Tel.: Republic 7-8566  
Products: tape recorders and complete line accessories; amplifiers, speakers, variable equalizers, hi and lo pass variable filters, tape duplicating service and music library pre-recorded on tape

**Ballantine Labs., Inc.**  
Boonton, N. J.; F. R. Zayac, vice pres; Tel.: Boonton 8-1432  
Products: precision electronic test, measuring instruments

**Berlant Associates**  
Los Angeles 16, Calif., 4917 W. Jefferson Blvd.; Bert Berlant, pres; Republic 1-2141  
Products: broadcast, tape recorders

**Bishop Mfg. Corp.**  
Cedar Grove, N. J., 10 Canfield Rd.; J. J. Connors, exe vice pres; Tel.: Verona 8-2373  
Products: electrical insulating tape

**Blaw-Knox Equipment Division of Blaw-Knox Company**  
Pittsburgh 30, Pa., P. O. Box 1198; A. H. Jackson, mgr, tower dept; Tel.: Sterling 1-2700  
Products: antenna towers

**Brach Mfg. Corp.**  
Newark 3, N. J., 200 Central Ave.; Ira Kamen, vice pres chrg sls; Tel.: Humboldt 2-1500  
Products: master antenna systems, antennas, amplifiers

**William Brand & Co., Inc.**  
Williamstown, Conn., North & Valley Sts.; Robert H. Robinson, sls mgr; Tel.: Harrison 3-1661  
Chicago 13, Ill., 3959 N. Lincoln Ave.; William F. Ryan, mgr; Tel.: Lakeview 5-8225  
Products: plastic insulated wires and cables, cable assemblies and harnesses, transmission line and coaxial cables, insulating tubing and sleeving, identification markers

**Broadcast Equipment Specialties Corp.**  
Richmond Hill 19, L. I., N. Y., 135-01 Liberty Ave.; A. C. Travis, Jr., pres; Tel.: Republic 9-9020  
Products: walkie recorder (spring driven battery operated portable magnetic) sub-miniature battery operated pocket size magnetic tape recorder

**Browning Labs., Inc.**  
Winchester, Mass., 750 Main St.; G. G. Greene, pres & treas; Tel.: Winchester 6-3700  
Products: am-fm high fidelity and binaural tuners, frequency meters, power supplies, amplifiers, oscilloscopes

**Burgess Battery Company**  
Freeport, Ill., Foot of Exchange; C. E. Balz, sls mgr; Tel.: Main 3300  
Chicago 2, Ill., 6 S. Crawford Ave.; H. E. Chabot, mgr; Tel.: Nevada 2-2771  
Los Angeles 21, Calif., % Star Truck & Warehouse Co.; John C. Geiger, mgr; Tel.: Vandyke 1776  
New York 11, N. Y., % Port Authority Comm. Bldg.; W. A. Devine, mgr; Tel.: Chelsea 2-2270  
Products: dry batteries for portable am radios

**Burnell & Co., Inc.**  
Yonkers 2, N. Y., 45 Warburton Ave.; L. Schwartz, sls mgr; Tel.: Yonkers 5-6800  
South Pasadena, Calif., 720 Mission; F. W. Edwards, mgr; Tel.: Pyramid 1-2841  
Products: tone channel filters, variable inductors, multiplexing filters, facsimile: filters

**Burroughs Corp., Electronic Instruments Div.**  
Philadelphia 7, Pa., 1209 Vine St.; P. C. Smith, gen mgr; Tel.: Locust 7-1401  
Products: pulse control equipment

**Bussmann Mfg. Co.**  
St. Louis 7, Mo., University at Jefferson; J. C. Ingram, gen sls mgr; Tel.: Garfield 1-1740  
Chicago 6, Ill., 9 S. Clinton St.; A. A. Sommer, mgr; Tel.: Dearborn 2-1893  
Los Angeles 13, Calif., 1004 E. 4th St.; O. A. Alderman, mgr  
New York 17, N. Y., 53 Park Pl.; L. E. Edwards, mgr; Tel.: Cortlandt 7-1466  
Products: fuses for electric circuits

**Califone Corp.**  
Hollywood 38, Calif., 1041 N. Sycamore Ave.; Robert G. Metzner, pres; Tel.: Hollywood 2-2353  
Products: portable transcription players, high fidelity magnetic tape recorders

**Cambridge Thermoionic Corp. (Cambridge Crystal Div.)**  
Cambridge 38, Mass., 445 Concord Ave.; Clarence Cheney, engr; Tel.: Trowbridge 6-2800  
Products: frequency check service

**Canadian Marconi Co.**  
Montreal 16, Que., Can., 2442 Trenton Ave.; J. H. Martin, sls supv, brd & tv trans sls; Tel.: Atlantic 9441  
Halifax, Nova Scotia, 572 Barrington St.; D. J. Murphy, mgr  
St. John's, Nfld., 3 Prescott St.; W. A. Brown, mgr  
Toronto, Ont., 830 Bayview Ave.; S. Slinger, mgr  
Vancouver, B. C., 550 Burrard St.; J. S. Baxter, mgr  
Products: transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes, fm; turnstile antennas, transmitters, facsimile: transmitters, recorders

**Cannon Electric Co.**  
Los Angeles 31, Calif., 3209 Humboldt St.; D. A. Davis, sls mgr; Tel.: Capitol 5-1251  
East Haven 12, Conn., 191 Kimberly Ave.; B. K. Arnold; Tel.: Hobart 7-6329  
Toronto 16, Canada, 160 Bartley Dr.; Colin Legge; Tel.: Plymouth 7-2845  
Products: electrical connectors and dc solenoids

**Setchell Carlson, Inc.**  
St. Paul 12, Minn., New Brighton; H. E. Tyler, sls mgr; Tel.: Nestor 8877  
Products: receivers, monitors

**Carrier Corporation**  
Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn, mgr; Tel.: Syracuse 76-9911  
Atlanta 3, 300 Ivy St., N. E.; M. H. Darby, mgr; Tel.: Cypress 7621  
Boston 14, N. Station Office Bldg.; W. H. Wetherell, mgr; Tel.: Richmond 2-0772-3-4  
Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, mgr; Tel.: Whitehall 4-3441  
Dallas 1, 710 N. Harwood St.; H. C. Hoffman, mgr; Tel.: Riverside 4475  
Denver 2, 1718 California St.; H. C. Kugeler, mgr; Tel.: Acoma 2561  
Jacksonville, Fla., 1011 Hendricks Ave.; N. W. Rathbun, mgr; Tel.: 9-9781  
Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, mgr; Tel.: Victor 4622  
Los Angeles 22, 5330 Harbor St.; W. L. Yerkes, mgr; Tel.: Angelus 3-7161  
New York 17, 385 Madison Ave.; H. Peacock, mgr; Tel.: Plaza 9-5000  
Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, mgr; Tel.: Market 7-7100  
Toronto 14, Canada, 857 The Queensway; E. F. Pope, mgr; Tel.: Rodney 2305  
Washington 5, D. C., Investment Bldg; L. B. Mitchell, mgr; Tel.: Executive 3-5540  
Products: air conditioning and refrigeration equipment for studio. Includes room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio

**Cascade Research Corp.**  
Los Gatos, Calif., 53 Victory Lane; J. S. Jaffe, vice pres; Tel.: El Gato 4-1305  
Products: microwave ferrite devices; microwave single side band modulators; electronically controlled phase shifter; supplemental electronic equipment

**Central-A, A Div. of Globe-Union, Inc.**  
Milwaukee 1, Wis., 900 E. Keefe Ave.; Walter Peek, mech elec prds sls mgr; Tel.: Woodruff 2-9200  
Products: components for construction of transmitters

**Cinema Engineering Co. (Div. Aerovox Corp.)**  
Burbank, Calif., 1100 Chestnut St.; James L. Fouch, gen mgr; Tel.: Rockwell 9-281  
Products: audio attenuators, speech input consoles, audio equalizers, wave filters

**Classophone, Inc.**  
New York, 42-08 Vernon Blvd.; Augusta S. Spector, mgr; Tel.: Stillwell 6-1370  
Products: phonograph record holders

**Clebar Watch Agency**  
New York 17, N. Y., 521 Fifth Ave.; L. S. Naurison, sls mgr; Tel.: Murray Hill 2-3890  
Products: stopwatches, timers, chronographs

**Collins Radio Co.**  
Cedar Rapids, Iowa, 855 35th St., N. E.; H. O. Olson, brdct sls mgr; Tel.: 3-0281  
Burbank, Calif., 2700 W. Olive Ave.; J. D. Phelan, mgr; Tel.: Thornwall 4-1751  
Dallas, Texas, 1930 Hi-Line Dr.; Theil Sharpe, mgr; Tel.: Prospect 5151  
Knoxville, Tenn., Dogwood Rd., Fountain City; J. F. Stanbery, mgr; Tel.: 6-4378  
New York, N. Y., 261 Madison Ave.; W. A. Schraeder, mgr; Tel.: Murray Hill 7-6740  
Tallahassee, Fla., Petroleum Bldg.; R. D. Sidwell, mgr; Tel.: 2-1657  
Products: am transmitters, complete line studio equipment, remote amplifiers, antenna tuning units and accessories, side, top mounted fm antennas

**CBS-Hytron, A Div. of Columbia Broadcasting System, Inc.**  
Danvers, Mass., 100 Endicot St.; J. Q. Adams, vice pres sls; Tel.: Danvers 2360  
Chicago 33, Ill., 5637 W. Diversey Ave.; W. Brock, mgr; Tel.: National 2-1425  
Newark 2, N. J., 32 Green St.; L. H. Niemann, mgr; Tel.: Market 3-5832  
Products: receiving, transmitting, special purpose tubes; transistors, crystal diodes

**Commercial Radio-Sound Corp.**  
New York 16, N. Y., 652 First Ave.; A. W. Schneider, gen mgr; Tel.: Oregon 9-0400  
Products: sound effects machine, speech input, rack and console wiring, audition equipment, jack cleaning tool

**Communication Products Co., Inc.**  
Marlboro, N. J.; W. S. Daskam, sls engr; Tel.: Freshold 8-1880  
Products: transmission line, accessories; styroflex fittings, accessories; auto dryaire dehydrators, rf and power, statelite insulated switches; q-max lacquer; coaxial antennas; aluminum waveguide; custom made coaxial specialties

**Communications Co., Inc.**  
Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, mgr; Tel.: 4-0846  
Products: hf and vhf base station equipment. Mobile equipment for airport vehicles. Control tower equipment. fm: vhf base station, mobile equipment

**L. L. Constantia & Co.**  
Lodi, N. J., Rt. 46 & Franklin St.; Stephen C. Lodi, sls mgr; Tel.: Prescott 7-0223  
Products: crystal holders, connector plugs, glass to metal seals, all types; vacuum coating equipment

**Continental Carbon, Inc.**  
Cleveland 11, Ohio, 13900 Lorain Ave.; W. M. Wood, vice pres; Tel.: Clearwater 1-6500  
Products: resistors

**Continental Electronics Mfg. Co.**  
Dallas 17, Tex., 4212 S. Buckner Blvd.; W. M. Witty, gen mgr; Tel.: Evergreen 1137  
Products: transmitters, associated equipment

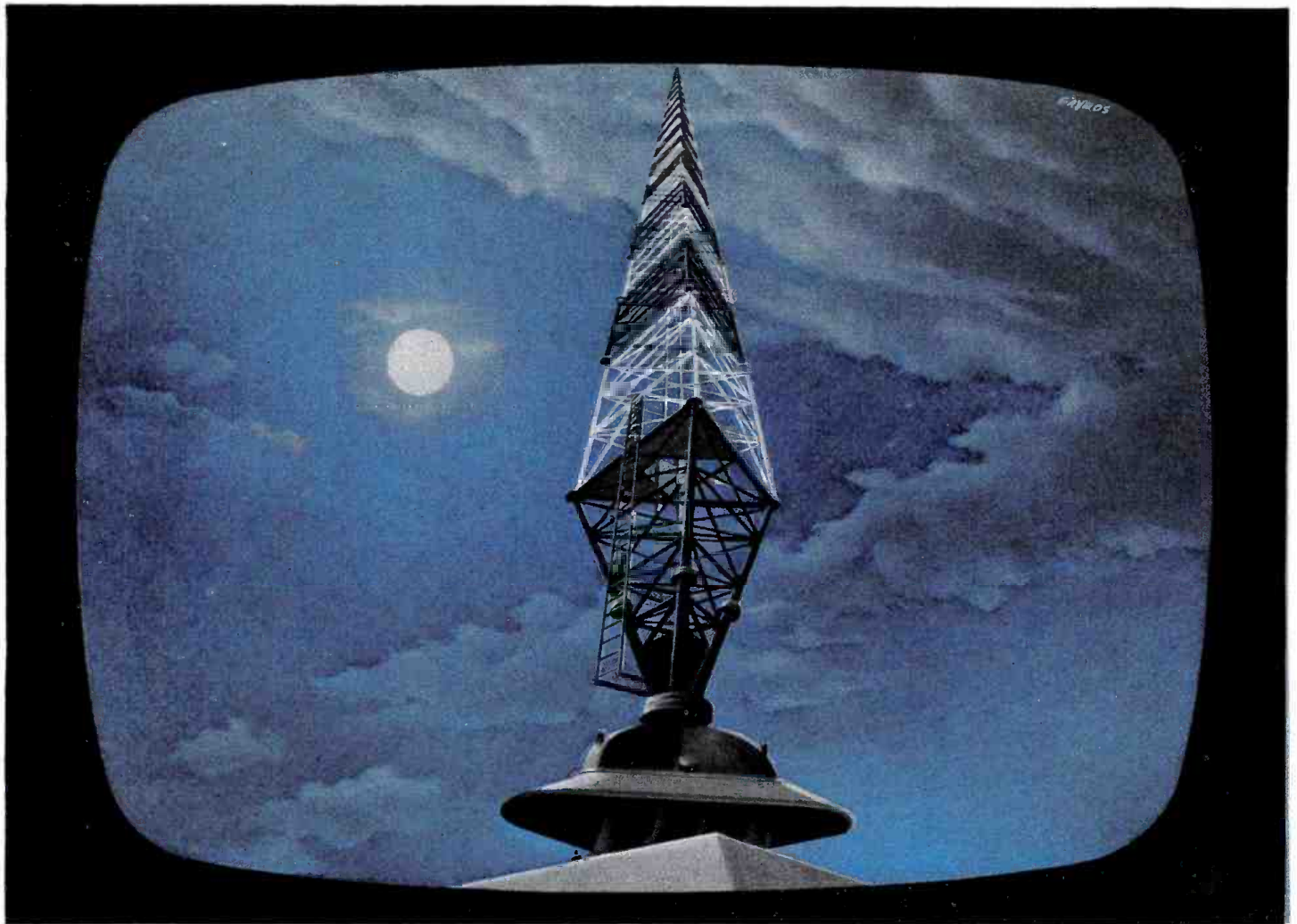
**Cornell-Dubiller Electric Corp.**  
South Plainfield, N. J., 333 Hamilton Blvd.; R. T. Leary, sls mgr, distbr div; Tel.: Plainfield 6-9000  
Products: capacitors

**Corning Glass Works**  
Corning, N. Y.; J. S. Muller, sls mgr, electric prdts div; Tel.: Corning 2-5011  
Chicago 54, Ill., Merchandise Mart; E. H. Keller, mgr; Tel.: Delaware 7-6600  
New York 19, N. Y., 718 Fifth Ave.; J. A. Celaschi, mgr; Tel.: Circle 8-8224  
San Francisco 3, Calif., 1355 Market St., W. H. Hansen, mgr; Tel.: Market 1-0727  
Products: fixed capacitors, film type resistors, trimmer capacitors, inductances, tuning coils, delay line coil forms, bushings, encapsulating tubes, attenuator plates, solid ultrasonic delay lines, glass bulbs, tubing for electronic tubes

**The R. W. Cramer Co., Inc.**  
Centerbrook, Conn.; L. F. Carpenter, sls mgr; Tel.: Essex 7255  
Products: electrical timing devices

**Crouse-Hinds Co.**  
Syracuse 1, N. Y., Wolf & Seventh North Sts.; A. H. Clarke, comm vice pres-illumination; Tel.: 74-1011  
Birmingham 3, Ala., Watts Bldg.; M. J. Booth, mgr; Tel.: 7-4232  
Boston 10, Mass., Chamber of Commerce Bldg.; G. V. Miller, mgr; Tel.: 2-9881  
Buffalo 2, N. Y., Prudential Bldg.; C. C. Pratt, mgr; Tel.: Washington 5011  
Chicago 6, Ill., 600 W. Jackson Blvd.; W. L. Johnson, mgr; Tel.: Franklin 2-5917  
Cincinnati 37, Ohio, Roselawn Center Bldg.; W. C. Cowell, mgr; Tel.: Redwood 8231  
Dallas 2, Tex., Thomas Bldg.; J. E. Metzenthin, mgr; Tel.: Prospect 1891  
Denver 5, Colo., 1156 Bannock St.; T. J. Vieau, mgr; Tel.: Tabor 6639





## playing the best supporting role in TV

More than forty years ago, at Ketchikan, Alaska, four 300-foot Blaw-Knox self-supporting "wireless" towers were installed. And they are still providing good service, despite the extreme cold, wind, ice and other hazardous weather conditions.

Today, we are designing and building the most modern types of TV towers for the most modern types of antennas. These antennas are often 100 feet or more in height and weigh 10 tons or more. Yet they must be rigidly supported by towers at heights which range over 1000 feet in the air . . . in order to provide a clear, steady picture in the home.

Blaw-Knox designs each tower for its specific

application. This complete flexibility is characteristic of our research, engineering, testing and fabricating services . . . and a key reason why Blaw-Knox plays the best supporting role in TV.

In many industries, Blaw-Knox accomplishes outstanding engineering achievements. They improve production, reduce costs, make better products possible. The listing below will readily give you a good idea of the wide scope of products and services offered by other Blaw-Knox divisions.

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Clamshell Buckets  
Gas Cleaning Equipment  
Open Steel Grating  
Radio, TV and Transmission  
Towers  
Road Paving Machinery and  
Construction Equipment  
Steel Forms for Concrete  
Construction  
Steel Plant Equipment—Water  
Cooled Doors, Frames,  
Reversing Valves, etc.,  
for High Temperature Furnaces

**Buffovak Equipment Division**  
Buffalo 11, N.Y. and Mora, Minn.  
Chemical, Dairy and Food  
Process Equipment  
**Chemical Plants Division**  
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Petroleum and Atomic Energy  
Plants  
**Footc Const. Equip. Division**  
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Black Top Road Pavers  
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**Lewis Machinery Division**  
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Other Metals  
Ordnance Equipment

**Power Piping and Sprinkler  
Division**  
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Pressures and Temperatures  
Automatic Fire Protection Systems  
Pipe Hangers


**National Alloy Division**  
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Alloy Steel Castings for Extreme  
Temperature, Abrasion and  
Corrosion Resistance

**Union Steel Castings Division**  
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**Rolls Division**  
(Pittsburgh and Lewis Rolls)  
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ANTENNA**  
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that's best

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Kansas City 8, Mo., 302 E. Main St.; J. L. McCullough, mgr; Tel.: Logan 4968

Los Angeles 15, Calif., 714 W. Olympic Blvd.; H. L. White, mgr; Tel.: Prospect 3189

Milwaukee 2, Wis., 828 N. Broadway; P. S. Linscott, mgr; Tel.: Broadway 1-8342

Montreal 25, Que., Can., 200A 1500 St. Catherine St., W.; R. C. Thomas, mgr; Tel.: Willbank 1449

New Orleans, La., 629 1/2 Baronne St.; W. A. Barnes, mgr; Tel.: Canal 5469

New York 7, N. Y., 11 Park Place; A. F. Uhrlandt, mgr; Tel.: Cortland 7-0750

Philadelphia 2, Pa., 112 S. 16th St.; C. Knox, mgr; Tel.: Rittenhouse 6-9570

Portland 9, Ore., 212 N.W. 14th Ave.; F. A. Waker, mgr; Tel.: Broadway 2115

St. Paul, Minn., 2397 University Ave.; W. E. McKibben, mgr; Tel.: Prior 5645

Seattle 4, Wash., 566 Broad St.; L. F. Busse, mgr; Tel.: Elliot 1350

Tulsa 19, Okla., Boulder Bldg.; E. N. Jolliff, mgr; Tel.: 4-7107

Washington 5, D. C., Investment Bldg.; H. L. Guiney, mgr; Tel.: Juniper 5-5852

Toronto 2, Ont., Can., 7-21 Labatt Ave.; C. G. McGreevy, mgr; Tel.: Empire 3-9354

Products: flashing beacons and lights for marking obstructions (broadcast antenna towers) to air navigation, beacon flashing switches, photoelectric controls; conduit fittings; floodlights; searchlights

**Crucible Steel Co. of America**  
Pittsburgh 30, Pa., Henry W. Oliver Bldg.; D. K. Stuart, mgr; Tel.: Atlantic 1-3800

Atlanta, N.W. Ga., 957 W. Marietta St.; M. J. McKeever, mgr; Tel.: Elgin 7533

Baltimore 2, Md., Mercantile Trust Bldg.; R. G. Frederick, mgr; Tel.: Plaza 2-2883, 2-6363

Boston, Mass., 129-135 Binney St.; H. A. Sturm, mgr; Tel.: University 4-4950

Buffalo 7, N. Y., 2051 Elmwood Ave.; C. J. Glassman, mgr; Tel.: Riverside 9900

Charlotte, N. C., 123 N. Poplar St.; E. N. Dietler, mgr; Tel.: Charlotte 4-0468

Chicago 39, Ill., 4501-4531 W. Cortland St.; E. K. Streeter, mgr; Tel.: Spaulding 2-0300

Cleveland 3, Ohio, 1258-74 E. 55th St.; R. C. Kuhn, mgr; Tel.: Henderson 1-9400

Denver 5, Colo., 2635 Walnut St.; R. L. Stark, mgr; Tel.: Tabor 5-7218

Detroit 34, Mich., 4920 E. Nevada Ave.; C. J. Ryan, mgr; Tel.: Forest 6-4400

Harrison, N. J., P. O. Box 32; W. G. Scharnberger, mgr specialty steel sls; Tel.: Harrison 6-4500

Indianapolis 1, Ind., 105 S. Keystone Ave.; C. A. Linsley, mgr; Tel.: Melrose 6-6391

Los Angeles 22, Calif., 3338 S. Malt Ave.; P. F. Harris, mgr; Tel.: Raymond 3-4821

Milwaukee 9, Wis., 4200 W. Douglas Rd.; H. C. Ende, Jr., mgr; Tel.: Hopkins 1-2900-06

New Haven 8, Conn., 285 State St.; F. J. Dawless, mgr; Tel.: Chestnut 8-4457

Providence 3, R. I., 116 Clifford St.; M. W. Rigdon, mgr; Tel.: Gaspee 1-3895-6-7

Rockford 5, Ill., Rockford Trust Bldg.; Norman T. Race, mgr; Tel.: Dial 3-9389

Seattle 4, Wash., 2755 First Ave., S.; D. R. Meslang, mgr; Tel.: Elliott 6050

St. Louis 2, Mo., 1021 Chouteau Ave.; K. C. Kelly, mgr; Tel.: Central 1-8667-8-9

St. Paul 4, Minn., 1353 Laurel Ave.; A. C. Paulson, mgr; Tel.: Nestor 6126

Toronto 5, Ont., Can., 410 Bloor St., E.; A. Dryburgh, mgr; Tel.: Walnut 1-7938

Washington 1, D. C., Shoreham Bldg.; E. F. Mechlin, Jr.; Tel.: National 8-7606-7

Products: permanent magnets

**Dale Products, Inc.**  
Columbus, Nebr., 1356 28th Ave.; R. H. Engstrom, sls mgr; Tel.: 2139

Albuquerque, N. Mex., 5407 Acoma Rd., S. E.; W. R. Simpson, vice pres; Tel.: 6-3039

Products: resistors

**The Daven Co.**  
Newark 4, N. J., 191 Central Ave.; Edward L. Grayson, gen mgr; Tel.: Mitchell 2-6555

Products: am-fm—attenuators, potentiometers, rheostats, rotary step type switches, precision wire wound resistors, transmission measuring sets, attenuator networks, decade resistance boxes, vacuum tube voltmeters, etc.

**Crestwood Recorder Div., Daystrom Electric Corp.**  
Poughkeepsie, N. Y., 753 Main St.; Frank Randall, dir sls; Tel.: Poughkeepsie 10000

Chicago, Ill., 221 N. LaSalle; H. H. Hanlon, mgr; Tel.: State 2-8648

Products: magnetic tape recorders, reproducers

**Detroit Diesel Engine Div. (General Motors Corp.)**  
Detroit 28, Mich., 13400 W. Outer Dr.; Tel.: Kenwood 1-7100

Products: standby generator sets

**DeWald Radio Mfg. Corp.**  
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, mgr; Tel.: Stillwell 4-9334

Products: receivers

**Phelps Dodge Copper Products Corp.**  
New York 5, N. Y., 40 Wall St.; E. P. Dunlaevy, vice pres sls; Tel.: Whitehall 4-9570

Products: styroflex, styrofl, other high frequency cables

**Dresser-Ideco Co.**  
Columbus 8, Ohio, 875 Mich. Ave.; J. R. Hayden, mgr indus sls; Tel.: University 2123

Los Angeles 44, Calif., 8909 S. Vermont Ave.; K. H. Brust, mgr; Tel.: Pleasant 8-4194

Products: antenna towers

**Driver-Harris Co.**  
Harrison, N. J., 201 Middlesex St.; G. A. Lennox, vice pres-gen sls mgr; Tel.: Harrison 6-4800

Chicago 7, Ill., 1140 W. Washington Blvd.; K. H. Hobbie, mgr; Tel.: Haymarket 1-1054

Cleveland 3, Ohio, 7016 Euclid Ave.; L. V. Prior, mgr; Tel.: Endicott 1-0021

Detroit 2, Mich., New Center Bldg.; W. E. Blythe, mgr; Tel.: Trinity 2-7610

Louisville 2, Ky., Washington Bldg.; A. J. Eckley, mgr; Tel.: Wabash 5700

Products: special alloys wire-ribbon-strip, electrical resistance alloys

**M. Ducommun Co.**  
New York 38, N. Y., 580 Fifth Ave.; A. G. Stepchuk, mgr; Tel.: Plaza 7-2540

Products: precision stop watches; filmmeter stop watches; repair and service specialists

**Allen B. DuMont Labs., Inc.**  
Clifton, N. J., 1500 Main Ave.; Fred M. Link, dir mobile dept.; E. J. Harrison, sls mgr; Tel.: Mulberry 4-7400

New York, Empire State Bldg.; Walter Roche, mgr; Tel.: Murray Hill 8-2600

Products: mobile radio communications equipment

**DX Radio Products Co.**  
Chicago 47, Ill., 2300-10 W. Armitage Ave.; Frank J. Hajek, sls mgr; Tel.: Armitage 6-3740

Products: horizontal transformers, coils crystals

**Eastern Air Devices, Inc.**  
Brooklyn 17, N. Y., 585 Dean St.; E. Janse, mgr; Tel.: Sterling 3-3406

Products: sub-fractional horsepower motors and blowers

**Eastern Mike-Stand Co.**  
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, sls mgr; Dickens 2-3538

Products: microphone stands, adaptors

**Thomas A. Edison, Inc., Instrument Div.**  
West Orange, N. J., Lakeside Ave.; G. J. Bindewald, gen sls mgr; Tel.: Orange 3-6800

Chicago Ill., 304 W. Randolph St.; C. J. McVey, Jr., mgr; Tel.: State 2-3096

Cleveland 14, Ohio, 1597 St. Clair Ave.; E. Sand, mgr; Tel.: Tower 1-0288

Dayton 6, Ohio, 627 Salem Ave.; R. J. Sentenac, mgr; Tel.: Oregon 2005

Glendale 1, Calif., 6919 San Fernando Rd.; H. E. Van Cleef, Jr., mgr; Tel.: Victoria 9-2078

Products: sealed thermostats, antenna cutouts, thermal relays

**Eidson Electronic Co.**  
Temple, Tex., 1902 N. 3rd St.; Merrill Eidson, owner-mgr; Tel.: Prospect 3-3901

Products: quartz crystals

**Eitel-McCullough, Inc.**  
San Bruno, Calif., 798 San Mateo Ave.; O. H. Brown, dir, field engng dept; Tel.: Juno 8-1212

Atlanta, Ga., P. O. Box 341, Sta. A.; J. E. Joyner, Jr., mgr; Tel.: Franklin 4910

Bellevue, Wash., P. O. Box 427; R. S. Drake, mgr; Tel.: Gibson 1611

Chicago 43, Ill., 10105 S. Western Ave.; R. J. Higgins, mgr; Tel.: Cedarcrest 3-7388

Dallas 17, Tex., 1431 Pleasant Dr.; Jack Yount, mgr; Tel.: Express 0988

Denver 7, Colo., 5528 E. Colfax Ave.; Cliff McLeod, mgr; Tel.: Fremont 7-3067

Jersey City, N. J., 15 Exchange Pl.; A. Schwartz, mgr; Tel.: Delaware 3-2424

Kansas City 5, Mo., 4550 Main St.; C. H. Schryver, mgr; Tel.: Logan 4826

Los Angeles 19, Calif., 1140 Crenshaw Blvd.; Herb Becker, mgr; Tel.: Webster 1-1257

Newton Highlands 61, Mass., 148 Needham St.; Tim Coakley, mgr; Tel.: Decatur 2-4800

Products: power tubes for rf, audio and rectifier service; diodes, triodes, tetrodes, pentodes, vacuum capacitors

**Elco Corp.**  
Philadelphia 24, Pa., "M" St. below Erie Ave.; Leo Kagan, vice pres sls; Tel.: Cumberland 9-5500

Chicago 54, Ill., Merchandise Mart; Robert T. Brown, mgr; Tel.: Brunswick 8-1515

Cleveland 2, Ohio, 11621 Detroit Ave., A. M. Baehr, mgr; Tel.: Lakewood 1-8468

Dallas, Texas, 2011 Cedar Springs; J. Y. Schoonmaker, mgr; Tel.: Sterling 3335

Decatur, Ga., 307 Church St.; V. A. McCorvey, mgr; Tel.: Crescent 6167

Detroit 38, Mich., 2450 Fenkell; Lyle Armstrong, mgr; Tel.: University 2-1300

Fort Wayne, Ind., 327 Field St.; Joseph Baxter, mgr; Tel.: Eastbrook 5061

Kansas City, Mo., 406 W. 34th St.; R. W. Farris, mgr; Tel.: Logan 7495

Meriden, Conn., P. O. Box 196; Henry Lavin, mgr; Tel.: Meriden 7-4555

Milwaukee 2, Wis., 829 N. Marshall St.; Irvin I. Aaron, mgr; Tel.: Broadway 6-8515

New York 14, N. Y., 29 Ninth Ave.; M. Hoffenberg, mgr (export); Tel.: Whiteplains 8-5015

Salt Lake City, Utah, 200 S. Main St.; Frank Gates, mgr; Tel.: Salt Lake City 9-1101

San Francisco, Calif., 758 Natoma St.; E. L. Beraman, mgr; Tel.: Klondike 2-2311

Seattle 22, Wash., 1612 Broadway; Samuel Stroum, mgr; Tel.: Franklin 7515

Toronto 2-B, Can., 560 King St., W.; D. L. Harris, mgr; Tel.: Empire 8-4761

Products: miniature tube sockets; pinocals; transistor sockets; varicon connectors, varicon kit, all tube shields

**Electovs Supply Co.**  
Madison, Wis., 405 Broom St.; Louis Glass, mgr

Products: towers

**Electrical Tower Service, Inc.**  
Peoria, Ill., P. O. Box 1205; Stanley Bernstein, pres; Tel.: 3-9846

Products: erect tower, microwave systems



Right From KDKA's Station Log...

"56,050 HOURS ON AIR"

...and going strong!\*

KDKA's 50-KW AM power amplifier,  
using two RCA-5671's.

...says T. C. Kenney, CHIEF ENGINEER OF STATION KDKA

You're looking at the two RCA-5671 power triodes used in the power amplifier of Station KDKA's 50-KW transmitter.

Both tubes have logged over 56,000 hours *apiece* since they were first placed in service more than seven years ago. And to quote Mr. Kenney, "They're still performing just as satisfactorily now as they did then."

The 5671 is just one of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill *all* your broadcast tube requirements promptly. Just pick up the phone and give him a call . . . you'll like his dependable service.

\*(as reported June, 1954)



RCA-5671—forced-air-cooled power triode for 50-KW AM transmitters . . . the power tube with thoriated-tungsten filament.



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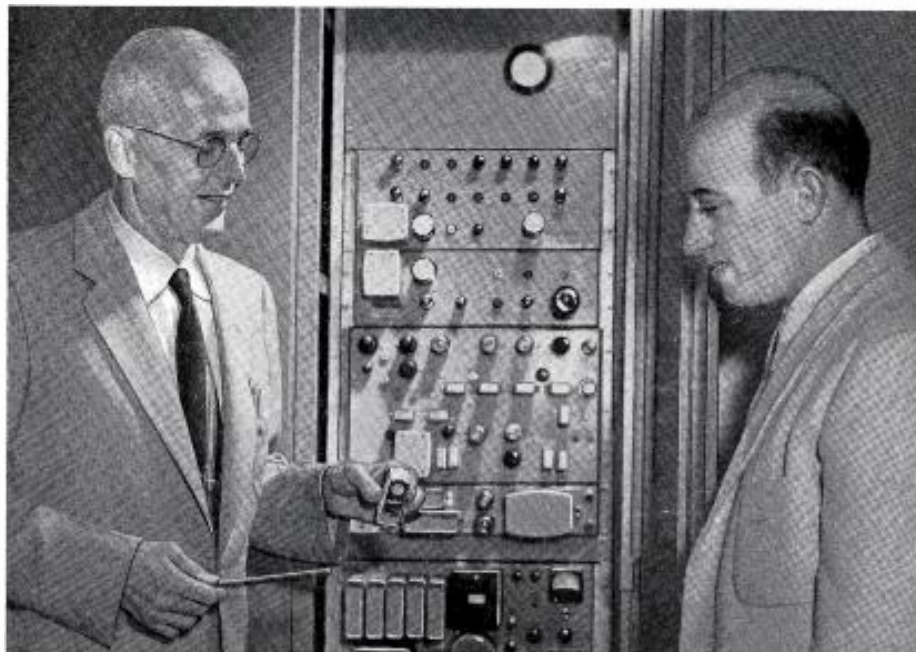
**J. M. (JOE) WALTERS**  
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**"BEST TUBES WE'VE USED IN OVER FIVE YEARS OF TELECASTING!"**

... says Ernest B. Vordermark, chief engineer of WMBR, AM-FM-TV, Jacksonville, Fla. Mr. Vordermark (left) is shown with Josef Rizk, asst. TV-studio chief engineer. ... "We're sold on General Electric 5-Star Tubes —find that wherever we use them, in all of our critical circuits, they more than live up to expectations. They've given us many more hours of trouble-free life than other tubes, and stand up in the severest service."



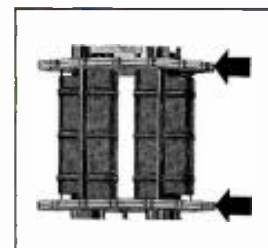
# Everywhere Broadcast-Telecast Engineers Praise Designed-In Reliability of G-E 5-STAR TUBES!

Long tube life . . . absence of failures that cause time off the air . . . have proved to users that General Electric 5-Star Tubes are better-designed and built. Station engineers coast-to-coast are outspoken in endorsing them.

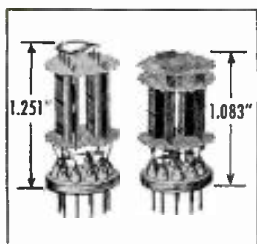
5-Star Tubes are not selected tubes, but tubes engineered at the drawing-board level for high reliability. At right and below, are six of many design features

that spell improved performance. Add special manufacture . . . and a 46-hour "burn-in" of every tube. Result: the most reliable types you can install!

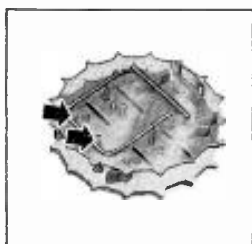
Ask for G-E 5-Star Tubes in new studio and transmitter equipment. Use them for replacement. Your nearby G-E tube distributor stocks 5-Star Tubes. Keep in touch with him! *General Electric Company, Tube Department, Schenectady 5, N. Y.*



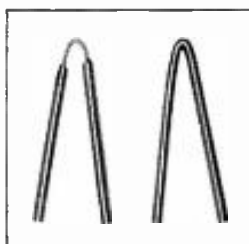
DOUBLE MICA SPACERS at top and bottom brace 5-Star Tube structures . . . widen surfaces in contact with envelope . . . make for a tube that stands up in hard service.



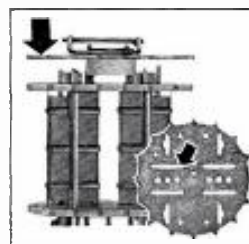
COMPACT, STURDY TUBE CAGES withstand shocks and vibration. Note that 5-Star GL-5751 (right) is 13% shorter than 12AX7 prototype, with more substantial design.



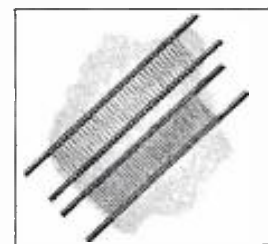
5-STAR TUBE GETTERS ARE DOUBLE-STAKED to the mica spacer beneath. This gives firm support against shocks —is typical of strong construction found throughout.



5-STAR HEATER-WIRE BENDS ARE COATED A SECOND TIME to prevent "shorts". Left, how flaked-off coating can expose wire. Right, after special insulating treatment.



DOUBLE PLATE-TO-GRIOD LEAKAGE PROTECTION in many 5-Star types! Left: getter flash shield wards off conductive deposits. Right: spacer slots interrupt leakage paths.



GRID LEGS OF 5-STAR TUBE (RIGHT) ARE SMOOTH, not nicked. This assures a tight fit where legs pass through spacers, reducing grid vibration, microphonic noise.

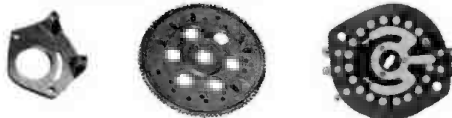
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**GENERAL  ELECTRIC**

# MYCALEX®... SUPRAMICA®...

**finest  
of all  
insulating  
materials!**

for  
**MOLDED**  
products



#### **SUPRAMICA 555**

A superior grade of glass-bonded mica, precision-molded for fired silver paste printed circuits and thermal endurance applications. Minimum distortion under no load at 950°F.

#### **MYCALEX 410**

Precision-molded, primarily intended for electronic applications. Possesses high arc resistance and dielectric strength... an all-purpose, dimensionally stable low loss insulator. For continuous operation at 650°F.

#### **MYCALEX 410X**

Precision-molded, primarily for electrical applications requiring lower weight, arc resistance and total dimensional stability.

#### **MYCALEX KM**

Moldable but not readily machinable general capacitor dielectric with dielectric constant indicated by KM number such as 10, 20, 30 or 40.

for  
**MACHINED**  
products



#### **SUPRAMICA 500**

A superior grade of glass-bonded mica available in sheet or rod form for fired silver paste printed circuits and thermal endurance applications. Minimum distortion under no load at 1000°F.

#### **MYCALEX 400**

Glass-bonded mica of the machinable type available in sheet or rod form — or as insulators machined to specifications. Possesses low dielectric loss, high arc resistance and total dimensional stability. For continuous service at 700°F.

#### **MYCALEX K**

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Mycalex glass-bonded mica and Supramica, a superior grade of glass-bonded mica, are the only ceramoplastics — the versatile basic materials that combine the outstanding features of ceramics and plastics.

They offer, too, very special qualities found in neither ceramics nor plastics. Here are a few of the outstanding characteristics of these materials:

- \* **total and permanent dimensional stability**
- \* **low electrical loss factor**
- \* **high dielectric strength**
- \* **Impervious to water, oil and organic solvents**
- \* **very high arc resistance**
- \* **complete freedom from carbonization**
- \* **resistance to radiation**
- \* **thermal expansion coefficient that matches steel**

We've prepared an invaluable reference, our Engineers Handbook and Catalog — and, for experimental and test purposes, an introductory Mycalex Parts Kit containing more than 30 typical products. The Catalog is yours for the asking; the Mycalex Parts Kit is available at \$10.00. Write for these aids:

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New York 14, N. Y., 155 Perry St.; Elliott Crooks, vice pres; Tel.: Chelsea 2-7855  
Products: facsimile equipment for broadcast via fm or inter-studio and inter-office communication

**Harvey Hubbell, Inc.**  
Bridgeport 2, Conn., State St. & Bostwick Ave., H. Long, mgr; Tel.: Bridgeport 5-3151  
Chicago 7, Ill., 37 S. Sangamon St.; R. L. Renaud, mgr; Tel.: Monroe 8-3737  
Los Angeles 12, Calif., 103 N. Santa Fe Ave.; A. M. McMillan, mgr; Tel.: Mutual 7226  
New York 7, N. Y., 11 Park Pl.; Michael Piombo, mgr; Tel.: Barclay 7-2657  
San Francisco, Calif., 542 Natoma St.; Grover A. Andersen, mgr; Tel.: Underhill 1-5030  
Products: self locking connectors

**Hughey & Phillips, Inc.**  
Burbank, Calif., 3300 N. San Fernando Blvd.; J. H. Ganzenhuber, vice pres & gen mgr; Tel.: Victoria 9-1104  
Dallas 28, Tex., 3009 Canton St.; L. R. Ward, mgr; Tel.: Riverside 8279  
Dayton 6, Ohio, 1434 Vancouver Dr.; L. S. Fedotin, mgr; Tel.: Taylor 9345  
Evanston, Ill., 220 Kedzie St.; R. L. Lang, mgr; Tel.: Davis 8-4800  
Los Angeles 13, Calif., 427 W. 5th St.; A. C. Blundell, mgr; Tel.: Mutual 7245  
Phoenix, Ariz., 324 S. 2nd Ave.; C. B. Read, mgr; Tel.: Alpine 3-9595  
Portland 9, Ore., 1238 N. W. Gilsan St.; W. L. Bright, mgr; Tel.: Atwater 4173  
Seattle 9, Wash., 306 Dexter Ave.; E. J. Reichwein, mgr; Tel.: Seneca 2368  
Stamford, Conn., 200 Fifth St.; H. J. Geist, mgr; Tel.: Stamford 47300  
Products: tower lighting, controls, complete kits including provisions for remote lamp failure indication, incorporating facilities for antenna sleet-melting, emergency telephone, trouble outlets

**Hycor Co., Inc.**  
North Hollywood, Calif., 11423 Vanowen St.; Kenneth Eckardt, mgr; Tel.: Sunset 3-3860  
Products: attenuator controls, fixed attenuators, sound effects filters, variable equalizers, low and high pass audio filters

**Insuline Corp. of America**  
Manchester, N. H., 186 Granite St.; Bernard L. Cahn, vice pres; Tel.: Manchester 58511  
Long Island City, N. Y., 35-54 36th St.; Tel.: Astoria 83738  
Products: electronic housings, steel, aluminum components, antennas, receiving type

**International Rectifier Corp.**  
El Segundo, Calif., 1521 E. Grand Ave.; J. T. Caldwell, acting sls mgr; Tel.: Oregon 86281  
Chicago 6, Ill., 205 W. Wacker Dr.; L. W. Phinney, mgr; Tel.: Franklin 23889  
New York 22, N. Y., 501 Madison Ave.; Arno Nash, mgr; Tel.: Plaza 58665  
Products: fm; selenium rectifiers; selenium and germanium diodes

**Jennings Radio Mfg. Corp.**  
San Jose, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, vice pres; Tel.: Cypress 2-4025  
Products: vacuum fixed capacitors, vacuum variable capacitors and vacuum switches

**Jensen Mfg. Co.**  
Chicago 38, Ill., 6601 S. Laramie Ave.; Ralph P. Glover, vice pres; Tel.: Portsmouth 7-7600  
Products: reproducers, components, coaxials, cabinets, speakers

**Johns-Manville Sales Corp.**  
New York 16, N. Y., 22 E. 40th St.; Paul J. Washburn, commodity mgr, acoustics; Tel.: Lexington 2-7600  
Products: sound absorbing materials for studios

**E. F. Johnson Co.**  
Waseca, Minn., 206 Second Ave. S. W.; M. W. Will, broadcast sls mgr; Tel.: 990  
Products: am-fm; inductors, fixed and variable; capacitors, transmitting; insulators; tower lighting chokes; rf switches; sampling loops

**Kaar Engineering Corp.**  
Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, mgr; Tel.: Davenport 3-9001  
Products: fm-mobile communication transmitters, receivers

**Kahle Engineering Co.**  
North Bergen, N. J., 1307 Seventh St.; James B. Lindsay, mgr; Tel.: Union 7-6500  
Products: equipment and methods for production of electronic tubes, incandescent lamps and related devices and special machinery

**Kay Electric Co.**  
Pine Brook, N. J., 14 Maple Ave.; John Gilmore, mgr; Tel.: Caldwell 6-4000  
Products: electronic test, measuring instruments

**Keystone Products Co.**  
Union City, N. J., 904-6 23rd St.; Edward Ollick, pres; Tel.: Union 6-5400  
Products: transformers; magnetic amplifiers; coils

**Kilne Iron and Metal Co.**  
Columbia, S. C., P. O. Box 1013; J. W. Morgan, Jr., sls mgr; Tel.: 4-0301  
New York 36, 11 W. 42nd St.; J. F. White, mgr; Tel.: Oxford 53782  
Products: towers

**Lambda Electronics Corp.**  
Corona 68, N. Y., 103-02 Northern Blvd.; Simeon Weston, exe vice pres; Tel.: Twining 8-9400  
Products: power supplies

**Langevin Mfg. Corp.**  
New York 23, N. Y., 35 W. 65th St.; Robert Edwards, vice pres; Tel.: Endicott 2-7200  
Products: amplifiers, power supplies

**James B. Lansing Sound, Inc.**  
Los Angeles 39, Calif., 2439 Fletcher Dr.; William H. Thomas, pres; Tel.: Normandy 33218  
Products: high fidelity loudspeakers; divided network loudspeaker systems, high frequency drivers, acoustic lens

**LaPointe Electronics, Inc.**  
Rockville, Conn., 155 W. Main St.; Jerome E. Respass, vice pres, sls; Tel.: Rockville 5-3351  
Products: broad band fm antenna

**Lapp Insulator Co., Inc. (Radio Specs. Div.)**  
Le Roy, N. Y., 59 Gilbert St.; S. P. Lapp, sls mgr, radio spec div; Tel.: Le Roy 385  
Seattle 7, Wash., Lloyd Bldg.; Charles F. James, mgr  
Products: porcelain or steatite stahdoff insulators, special shapes, tube supports; gas-filled condensers, tower footing, guy insulators; steatite plug-receptacle insulators; porcelain or steatite entrance insulators

**Leach Relay Co., Div. of Leach Corp.**  
Los Angeles 3, Calif., 5915 Avalon Blvd.; J. K. Dysart, sls mgr; Tel.: Adams 2-8221  
Products: electrical relays

**Lehigh Structural Steel Co.**  
New York 4, N. Y., 17 Battery Pl.; J. F. Neary, sls mgr radio & export div.; Tel.: Whitehall 4-1424  
Products: towers for supporting fm antennas-vertical radiators-towers for microwave use

**Lewis and Kaufman, Ltd.**  
Los Gatos, Calif., P. O. Box 337; Jack Kaufman, pres; Tel.: Elgato 4-3540  
Products: special purpose, electron transmitting tubes; triodes, tetrodes, pentodes; high vacuum rectifiers

**Machlett Laboratories, Inc.**  
Springdale, Conn., 1063 Hope St.; H. J. Hoffman, vice pres; Tel.: Stamford 4-5781  
Products: am-fm transmitting, rectifier tubes

**Magnasync Mfg. Co., Ltd.**  
North Hollywood, Calif., 5517-23 Satsuma Ave.; D. J. White, mgr; Tel.: Poplar 6-1892  
Products: magnetic film recording equipment, kinescope recorders, remote microphone mixers, console mixers

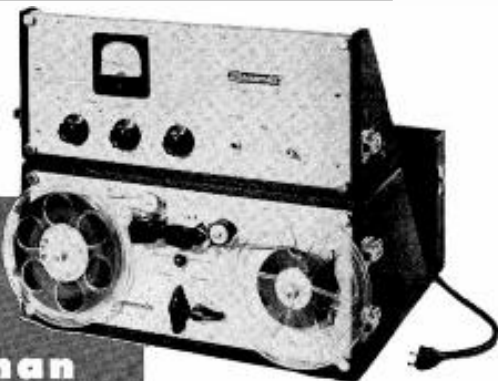
**Magnecord, Inc.**  
Chicago 24, Ill., 1101 S. Kilbourn Ave.; W. L. Dunn, pres; Tel.: Van Buren 6-9301  
Products: magnetic tape recording equipment

**THE VOYAGER**

The first one-case professional tape recorder for remotes. Complete with line level amplifier with bridging input and low impedance microphone jack, 600-ohm balanced output. Switch for 2-speed equalization and monitor jack on front.  $\pm 2$  db. from 50 to 15,000 cps at 15 ips.



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Slot-loading, push-button instant control. Case, rack, or console mounting. Amplifier and mechanical unit invert for easy servicing in console. Full track operation (half track available on special order) and instant dual speed selection—7½ and 15 ips standard, 3¼ and 7½ ips available on special order. Microphone and bridging inputs.  $\pm 2$  db. from 40 to 15,000 cps at 15 ips. Timing accuracy 3 sec. in 30 min. Signal-to-noise ratio exceeds 55 db. Flutter less than 0.15% RMS at 15 ips. Conforms to NARTB response curve.



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Now . . .

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- microwave equipment

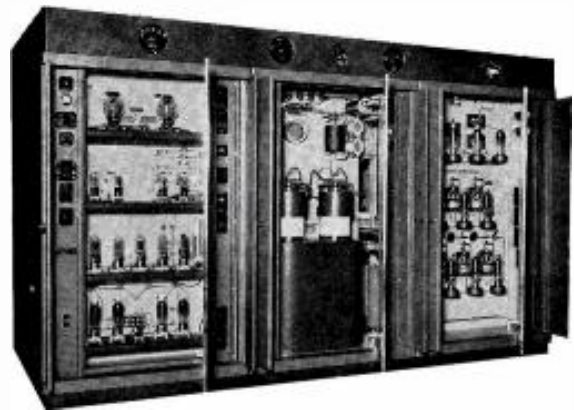
*The output power of the AM Radio transmitting equipment that has been manufactured by Continental Electronics is approximately equivalent to the total combined power of all the standard broadcast stations in the United States, Puerto Rico, Hawaii, and Alaska.*

Now, Continental activities have been further expanded . . . into the fields of Television and Microwave equipment. The same manufacturing skill, technical "know how," and broad engineering experience is being applied today, as in the past, in the production of superior Television transmitters and microwave equipment.

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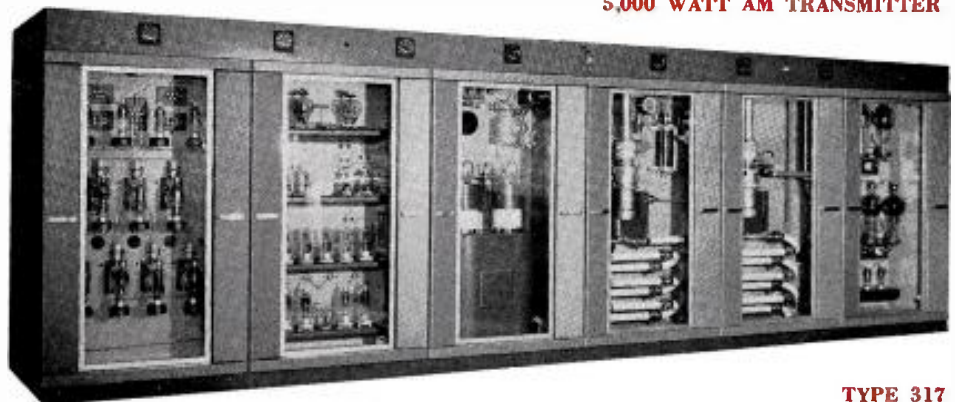
### RADIO

Radio stations utilizing directional antenna systems find this modern 5 kw AM Transmitter ideally suited to their requirements. It offers unsurpassed performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays. For 10 kw operation, Continental also offers the Type 316 Transmitter with identical features and performance.



**TYPE 315 and 316  
5,000 WATT AM TRANSMITTER**

The Continental Type 317 50 kw Transmitter represents an advanced design in the high efficiency linear amplifier type of circuitry that results in new standards of efficiency, performance, and stability. It offers ease of installation, simplicity of operation, and low power consumption. Continental also manufactures other types of AM transmitters, ranging in power output from 250 watts to 1,000,000 watts and in frequencies from 150 kilocycles to 65 megacycles.

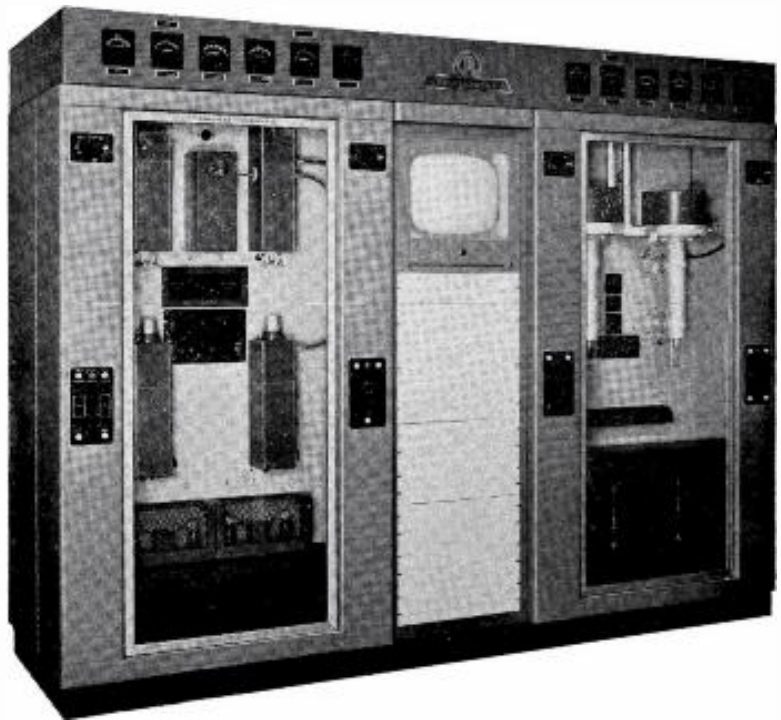


**TYPE 317  
50,000 WATT AM TRANSMITTER**



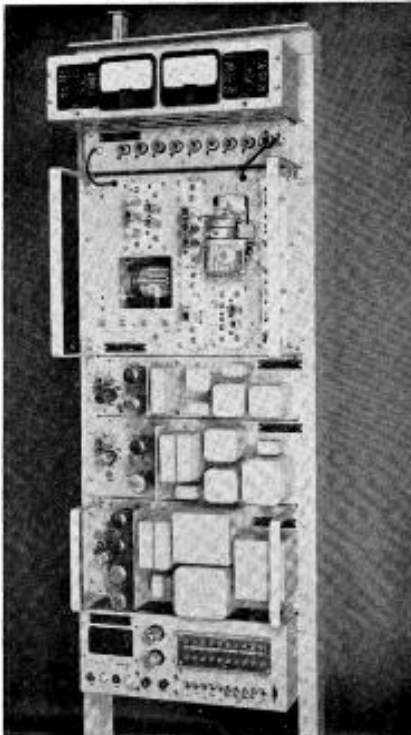
## TELEVISION

The Model PA-714 1 kw UHF Television Transmitter represents a deluxe design in which the most advanced features of ultra high frequency tubes and circuitry are incorporated. The transmitter is arranged for expansion to greater output by addition of power amplifier equipment, or the exciter only may be operated as a small community station with 150 watts output. The outstanding new FREQUILOCK development provides frequency control which greatly exceeds FCC minimum requirements. The possibility of intercarrier BUZZ is completely eliminated.



**MODEL PA-714  
1,000 WATT UHF TV TRANSMITTER**

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**TYPE CE-900  
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In the Type CE-900 Microwave Carrier Telephone System, Continental offers the first integrally developed commercial VF multiplex carrier microwave equipment specifically designed to common carrier toll line standards to meet the requirements of the Common Carrier Communication Services. The Type CE-900 integrates conventional multiplexing practice with proven, efficient microwave transmission to give maximum circuit reliability with reduced outside plant installation and maintenance costs. The system was designed specifically to provide short and medium haul telephone trunks of toll quality with flexibility and economy.

***For Equipment ABOVE and BEYOND  
the usual standards . . . rely on***



***Continental  
Electronics***

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 Brooklyn 1, N. Y., 79 Washington St.; Maurice Raphael, vice pres; Tel.: Ulster 2-6000

**Charlotte, Mich.:** L. M. Sandwick, vice pres; Tel.: Charlotte 485

**Chicago 10, Ill., 743 N. LaSalle St.;** R. E. Jenkins, mgr; Tel.: Whitehall 4-0077

**Los Angeles, Calif., 2772 W. Olympic Blvd.;** B. R. Ross, mgr; Tel.: Dunkirk 1783

Products: magnetic tape recorders; tape and disc recorders; magnetic tape, disc blanks; cutting and playback needles; receivers; spectrum analyzers; inter-communication equipment; facsimile converters

**Major Electronics Co.**  
 Brooklyn 6, N. Y., 42 Meserole St.; Murray Schrier, purchg; Tel.: Evergreen 8-5230-31

Products: radio-phonograph combinations, record players, portable phonographs

**Measurements Corp.**  
 Boonton, N. J.; Nelson C. Doland, Jr., mgr; Tel.: Boonton 8-2131

Products: test equipment — standard signal, pulse, square wave generators; uhf radio noise and field strength, megohm meters; peak voltmeters, attenuators, crystal calibrators; intermodulation, megacycle meter; inductance, capacitance bridges, vacuum tube voltmeters, special test instruments, fm signal generators, special precision components: condensers, coils and resistors

**Merit Coil & Transformer Corp.**  
 Chicago 40, 4427 N. Clark St.; W. J. Barron, mgr; Tel.: Longbeach 1-6311

Products: audio and power transformers; reactors

**James Millen Mfg. Co., Inc.**  
 Malden 48, Mass., 150 Exchange St.; E. E. Williams, gen sls mgr; Tel.: Malden 4-4108

**Chicago, Ill., 549 W. Wash. Blvd.;** G. G. Ryan, mgr; Tel.: State 2-7665

**Kansas City, Mo., 34 & Bwy. Aves.;** J. O. Schmitz, Jr., mgr

**Los Angeles, Calif., 10373 W. Pico Blvd.;** W. B. Knight, mgr

**New York, N. Y., 259 W. 14th;** John DiBiasi, mgr; Tel.: Watkins 9-3920

**Wynnewood, Pa., 50 E. Wynnewood Rd.;** L. D. Lowery, mgr; Tel.: Midway 2-9100

Products: electronic components, test equipment

**William Miller Instruments**  
 Pasadena, Calif., 325 N. Halstead Ave.; Paul Dennis, sls mgr; Tel.: Ryan 16317

**New York, N. Y., 78-14 138th St.;** Fred Korb, mgr

Products: recording oscillographs; strain gauge, magnetic and dc amplifiers; power supplies; calibrators; vibration pickups; galvanometer elements; special instrumentation for power analysis; multichannel cathode ray recorders; initiation systems, analog computer components and installations

**Milo Radio & Electronics Corp.**  
 New York 7, 200 Greenwich St.; M. Putterman, mgr; Tel.: Beekman 3-2980

Products: wholesale, standard brand radio-electronic equipment

**Minnesota Mining & Mfg. Co.**  
 St. Paul 6, Minn., 900 Fauquier Ave.; Dan Denham, sls mgr dist trades, magnetic prds; Tel.: Tower 6511

**Atlanta 3, Ga., 732 Ashby St., N. W.;** G. S. Miles, sls mgr; Tel.: Elgin 4401

**Buffalo 6, N. Y., 330 Greene St.;** E. W. Ball, sls mgr; Tel.: Bailey 5214

**Chicago 8, Ill., 1500 S. Western Ave.;** R. F. Woelfel, sls mgr; Tel.: Monroe 6-6126

**Cincinnati 2, Ohio, % Terminal Warehouse;** J. J. O'Brien, sls mgr; Tel.: Parkway 5700

**Cleveland 11, Ohio, 12430 Elmwood Ave.;** A. D. Steele, sls mgr; Tel.: Boulevard 2-5200

**Dallas 2, Tex., 1221 Dragon St.;** R. A. Henderson, sls mgr; Tel.: Riverside 6236

**Detroit 13, Mich., 8825 Grinnel Ave.;** G. E. Cunningham, off mgr; Tel.: WA 5-6700

**Grand Rapids 4, Mich., 815 Monroe Ave.;** G. A. Yaeger, off mgr; Tel.: Glendale 6-8577

**High Point 3, N. C., 1501 S. Main St.;** W. E. King, off mgr; Tel.: 3486

**Hollywood 36, Calif., 446 N. LaBrea Ave.;** M. D. Benson, sls mgr; Tel.: Webster 1-1289

**Los Angeles 54, Calif., 6411 Randolph St.;** M. D. Benson, sls mgr; Tel.: Raymond 3-1241

**Newton Center 59, Mass., 1330 Centre St.;** E. F. Gregg, sls mgr; Tel.: Decatur 2-9810

**Philadelphia 8, Pa., 401 N. Broad St.;** J. T. Donahue, sls mgr; Tel.: Lombard 3-2900

**Pittsburgh 19, Pa., Plaza Bldg.;** Roger Sandberg, off mgr; Tel.: Atlantic 1-2075

**Ridgefield, N. J., 700 Grand Ave.;** J. J. McDonald, sls mgr; Tel.: Moerserene 6-6700

**St. Louis 8, Mo., 3700 Forest Park Blvd.;** D. A. Gilbert, sls mgr; Tel.: Jefferson 5-5269

**St. Paul 1, Minn., 387 Grove St.;** C. M. Jacobson, sls mgr; Tel.: Tower 8511

**So. San Francisco, Calif., 320 Shaw Rd.;** J. T. Evans, sls mgr; Tel.: Plaza 6-0800

**Seattle 4, Wash., 1242 Sixth Ave., S.;** M. E. Nordean, off mgr; Tel.: Seneca 4554

Products: magnetic tape

**Moody Machine Products Co., Inc.**  
 Providence 5, R. I., 42 Dudley St.; John H. Moody, treas & sls mgr; Tel.: Gaspee 1-3317

Products: miniature tool sets

**Motorola, Inc.**  
 Chicago 31, Ill., 4545 W. Augusta Blvd.; E. S. Goebel, natl sls mgr, comm & elec div; Tel.: Spaulding 2-3500

**Birmingham, Ala., 1829 First Ave., N.;** H. E. Boylan, mgr; Tel.: 4-4582

**Chicago 51, Ill., 1400 N. Cicero Ave.;** H. L. Marrs, mgr; Tel.: Estebrook 9-0122

**Dallas 7, Tex., 171 Parkhouse St.;** E. L. Falls, Jr., mgr; Tel.: Sterling 4951

**Detroit 35, Mich., 19142 James Couzens Hwy.;** Glenn Munro, mgr; Tel.: University 3-6464

**Fort Lee, N. J., 102 Linwood Plaza.;** L. E. White, mgr; Tel.: 8-9100

**Hollywood 28, Calif., 6555 Sunset Blvd.;** F. W. Walker, mgr; Tel.: Hollywood 2-1378

**Omaha, Nebr., Kilpatrick Bldg.;** E. F. Brown, mgr; Tel.: Webster 0017

**Portland 11, Ore., 3833 N. E. Union Ave.;** D. F. Brickley, mgr; Tel.: Tuxedo 5428

**Washington 8, D. C., 2309 Calvert St., N. W.;** J. F. Fussell, mgr; Tel.: Adams 4-5620

**Winchester, Mass., 540 Main St.;** P. R. Kendall, mgr; Tel.: 6-2482

Products: mobile, fixed, portable fm two-way radio, power line carrier equipment, voice frequency carrier equipment, microwave relay equipment, remote supervisory control equipment

**Mycalex Corp. of America**  
 Clifton, N. J., 125 Clifton Blvd.; J. H. DuBois, vice pres., mgr; Tel.: Prescott 9-8866

**Chicago (Arlington Hgts.), Ill., 914 N. Patton Ave.;** L. F. Thompson, mgr; Tel.: Newcastle 1-7062

**Los Angeles, Calif., 5657 Wilshire Blvd.;** K. V. Tindall, mgr; Tel.: Webster 8-2169

**Minneapolis, Minn., 801 S. E. 8th St.;** D. A. Schultz, mgr; Tel.: Fillmore 7701

Products: low loss high temperature glass-bonded mica insulation; tube sockets

**The NARDA Corp.**  
 Mineola, N. Y., 66 Main St.; W. A. Bourke, vice pres; Tel.: Pioneer 6-4650

**Hollywood, Calif., P. O. Box 1471.;** G. B. Miller, mgr; Tel.: Hollywood 9-6305

Products: am-fm; test equipment, components for use in microwave relay links

**National Co., Inc.**  
 Malden, Mass., 61 Sherman St.; A. E. Fisher, prt mgr—eqpt; Tel.: Malden 2-7950

Products: communication receivers

**National Electronic Mfg. Corp.**  
 Manchester, N. H., 186 Granite St.; A. Spector, sec'y; Tel.: 5-8511

**Long Island City, N. Y., 35-54 36th St.;** J. Niesi, mgr; Tel.: Astoria 8-3738

Products: lead-in wire, lightning arresters, insulators, ground clamps, reception antennas

**Newark Electric Co.**  
 Chicago 6, Ill., 223 W. Madison St.; Sam Poncher, pres; Tel.: State 2-2950

Products: all types electronic equipment

**Newcomb Audio Products Co.**  
 Hollywood 38, Calif., 6824 Lexington.; Robert Newcomb, pres-gen mgr; Tel.: Hollywood 9-5381

Products: am receivers, am-fm; tuner, facsimile; audio amplifiers, transcription players, phonographs

**Otto K. Olesen Co.**  
 Hollywood 28, 1534 N. Cahuenga Blvd.; Otto K. Olesen, mgr; Tel.: Gladstone 5194

Products: studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

**Olympic Metal Products Co., Inc.**  
 Alpha, N. J., Third Ave.; M. H. Taylor, gen mgr; Tel.: Phillipsburg 5-1193

Products: sheet metal components—transformer cases, covers, fabricated and deep-drawn; end bells, channels, brackets, chassis, fabrications to specifications

**ORRADA Industries, Inc.**  
 Opelika, Ala., 120 Marvyn Rd.; Nat Welch, vice pres, sls; Tel.: 976

**Chicago, Ill., Merchandise Mart.;** Jack McBride, mgr; Tel.: Delaware 7-3535

**Los Angeles, Calif., 4217 W. Jefferson Blvd.;** Claude Erlanger, mgr; Tel.: Republic 1-2238

**New York, N. Y., 453 Broadway.;** James Kenney, mgr; Tel.: Walker 5-3535

**Philadelphia, Pa., 547 Hermitage St.;** Frank Adams, mgr; Tel.: Iveridge 27630W

Products: magnetic recording tape, accessories

**Oxford Electric Corp.**  
 Chicago 15, Ill., 3911 S. Mich. Ave.; Hugo Sundberg, vice pres-sls mgr; Tel.: 5-6161

Products: speakers, audio transformers, dial lamps

**Pacific Transducer Corp.**  
 Los Angeles 64, Calif., 11836 W. Pico Blvd.; R. S. Clarke, pres; Tel.: Arizona 81134

Products: audio sweep frequency generators, transcriptions; needle force gauges; test records; playback styli; equalizers, reproducers; tone arms; audio transformers

**Packard-Bell Co.**  
 Los Angeles 54, Calif., 12333 W. Olympic Blvd.; Kenneth R. Johnson, gen sls mgr; Tel.: Arizona 76721; Bradshaw 2-2171

Products: receivers

**Panoramic Radio Products, Inc.**  
 Mt. Vernon, N. Y., 10 S. 2nd Ave.; Bernard Schlesel, vice pres; Tel.: Mount Vernon 4-3970

**Washington 4, D. C., Warner Bldg.;** Hyman Hurvitz, mgr

Products: spectrum analyzers

**The Pentron Corp.**  
 Chicago 24, Ill., 777 S. Tripp Ave.; Irving Rossmann, sls mgr; Tel.: Sacramento 2-3201

Products: studio tape recorder, multi-speed, monomatic recorders, accessories

**Permoflux Corp.**  
 Chicago 39, Ill., 4900 W. Grand Ave.; Russell S. Fenton, vice pres, chrg sls; Tel.: Berkshire 7-3200

**Glendale 4, Calif., 4101 San Fernando Rd.;** G. W. Dawski, mgr; Tel.: Chapman 5-5135

Products: high fidelity headphones, speakers and speaker enclosures

**Phalo Plastics Corp.**  
 Worcester 8, Mass., 25 Foster St.; A. N. Averill, vice pres, chrg sls; Tel.: Worcester 5-8658

Products: thermoplastic insulated wires, cables, cord sets, harness assemblies and attachment plugs

**Philamom Laboratories Inc.**  
 Brooklyn 20, N. Y., 5717 Third Ave.; Boris F. Grib, pres; Tel.: Hyacinth 2-4800

Products: tuning fork frequency standards

**Philco Corp., Government & Industrial Div.**  
 Philadelphia 44, Pa., 4700 Wissahickon Ave.; G. A. Hagerly, indstr sls mgr; Tel.: Tennessee 9-4000

**Beverly Hills, Calif., 260 S. Beverly Dr.;** M. A. Williams, mgr; Tel.: Crestview 5-4486

**Chicago 11, Ill., 666 Lake Shore Dr.;** R. A. MacDonald, mgr; Tel.: Whitehall 4-5750

**Dallas 1, Tex., Southland Life Bldg.;** R. A. Fay, mgr; Tel.: Prospect 8657

**Dayton 2, Ohio, Talbott Bldg.;** L. Kendall, mgr; Tel.: Michigan 8578

**Philadelphia 44, Pa., 4700 Wissahickon Ave.;** K. C. Moritz, mgr; Tel.: Tennessee 9-4000

**San Francisco 4, Calif., Russ Bldg.;** L. J. Boss, mgr; Tel.: Sutter 1-6262

**Washington 6, D. C., 744 Jackson Pl., N. W.;** C. M. Volkland, mgr; Tel.: Executive 3-1500

**Don Mills, Ont., Can., Don Mills Rd.;** J. A. Price, mgr; Tel.: Hudson 1-3441

**Paris 16, France, 4 Rue Picot.;** W. D. Myers, mgr; Tel.: Kieber 1433

Products: microwave for broadcast stl use, program channel multiplex equipment

**Pilot Radio Corp.**  
 Long Island City 1, N. Y., 37-06 36th St.; J. N. Benjamin, vice pres; Tel.: Stillwell 4-5454

Products: am-fm tuners, also with built-in pre-amplifier and control unit, fm—basic amplifiers, amplifiers with built-in preamplifiers, also with control unit, self powered preamplifiers, matched high fidelity systems and portable phonographs

**Poiard Electronics Corp.**  
 Brooklyn 11, N. Y., 100 Metropolitan Ave.; P. H. Odessey, exe vice pres; Tel.: Stagg 2-3464

Products: power supplies, cue system

**Potter & Brumfield Mfg. Co., Inc.**  
 Princeton, Ind.; G. W. Moler, sls mgr; Tel.: Princeton 1596

**Washington 5, D. C., Bond Bldg.;** D. J. Fagge, mgr; Tel.: Executive 3-7456

Products: relays

**Precision Apparatus Co., Inc.**  
 Glendale 27, L. I., N. Y., 70-31 84th St.; J. M. Kirshbaum, vice pres, chrg sls; Tel.: Davenport 6-3982

Products: electronic test, measuring instruments

**Precision Piezo Service**  
 Baton Rouge 10, La., 427 Mayflower St.; C. E. Pearce, mgr-owner; Tel.: 2-3359

Products: quartz crystals

**Presto Recording Corp.**  
 Paramus, N. Y., P. O. Box 500.; T. B. Aldrich, sls mgr; Tel.: Diamond 3-5700

Products: recording, reproducing equipment; associated amplifiers; blank recording discs

**Prodelin, Inc.**  
 Kearny, N. J., 307 Bergen Ave.; L. A. Bondon, pres; Tel.: Kearny 2-8600

Products: microwave broadcast antennas, coaxial and waveguide transmission lines, filters, duplexers, associated system components and all-aluminum towers

**Radex Corp.**  
 Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres; Tel.: Armitage 6-6900

Products: electrostatic air cleaners; ventilating blowers

**Radio Corp. of America, Electronic Products, Engineering Products Div.**  
 Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, sls mgr, brd mktg dept; Tel.: Woodlawn 3-9000

**Atlanta 3, Ga., Forsyth Bldg.;** Tel.: Lamar 7703

**Boston 16, Mass., John Hancock Bldg.;** Tel.: Hubbard 2-1700

**Chicago 11, Ill., 666 N. Lake Shore Dr.;** Tel.: Delaware 7-0700

**Cleveland 15, Ohio, Keith Bldg.;** Tel.: Cherry 1-3450

**Dallas 1, Tex., 1907-11 McKinney Ave.;** Tel.: Riverside 1371-2-3

**Hollywood 28, Calif., 1560 N. Vine St.;** Tel.: Hollywood 9-2154

**Kansas City 6, Mo., Dierks Bldg.;** Tel.: Harrison 6480-1-2

**New York 20, N. Y., 36 W. 49th St.;** Tel.: Circle 6-4030

**San Francisco 3, Calif., 1355 Market St.;** Tel.: Hemlock 1-8300

**Seattle 4, Wash., 2250 First Ave., S.;** Tel.: Main 8350

Products: transmitters, audio equipment, monitoring equipment, test equipment, antennas, antenna phasing equipment, transmission line equipment, tower lighting equipment, accessories

**RCA Victor Co. Ltd.**  
 Montreal, Que., 1001 Lenoir St.; H. S. Walker, mgr, brd sls; Tel.: Wellington 7551

**Calgary, Alt., 42nd Ave.;** D. Lloyd, mgr; Tel.: 49-2788

**Halifax, N. S., 99 Brunswick St.;** C. C. Bowers, mgr; Tel.: 3-6187

**Toronto, Ont., 1450 Castlefield Ave.;** K. G. Chisholm, mgr; Tel.: Princess 3738

**Vancouver, B. C., Grandview Hwy. at Rupert St.;** R. A. March, mgr; Tel.: Dexter 6800

Products: transmitters

**Radio Engineering Labs, Inc.**  
 Long Island City, N. Y., 36-40 37th St.; Frank A. Gunther, vice pres sls; Tel.: Stillwell 6-2100

Products: am: studio to transmitter links, an-



— AM & FM EQUIPMENT —

- tennas, fm: microwave; radar systems; fm and relay broadcast transmitters point to point multiplex radio relay, corner reflector, paraboloid antennas tuner
- Radio-Music Corp.**  
Port Chester, N. Y. (Byram, Conn.), 84 S. Water St.; Lionel B. Cornwell, mgr; Tel.: Byram River 6-8620  
Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers
- The Radion Corp.**  
Chicago 14, Ill., 1130 W. Wisconsin Ave.; R. N. Leonard, pres.; Tel.: Mohawk 4-4617  
Products: antennae; lightning arrester
- Rangefone, Inc.**  
Newark 4, N. J., 73 Winthrop St.; R. H. Ranger, pres; Tel.: Humboldt 5-2550  
Products: synchronous tape recorders. Adaptation kits for tape recorders
- Raytheon Manufacturing Co.**  
Waltham 54, Mass., 100 River Street; L. A. Rooney, mgr comm eqp sls; Tel.: Waltham 5-5860  
Chicago 44, Ill., 3016 W. Madison St.; G. J. Zipf, mgr; Tel.: Esterbrook 9-3277  
Cleveland 11, Ohio, 3076 W. 117th St.; H. L. Herndon, mgr; Tel.: Winton 1-7005  
New Orleans 15, La., 4032 Thalia St.; W. J. Monroe, mgr; Tel.: Canal 7611  
New York 17, N. Y., 589 Fifth Ave.; D. B. Whittemore, mgr; Tel.: Plaza 9-3900  
San Francisco 11, Calif., 49 California St.; E. J. Rome, mgr; Sutter 1-0474  
Seattle 1, Wash., 3224 Western Ave.; R. W. Mackay, mgr; Tel.: Alder 4895  
Wilmington, Calif., 114 W. B St.; J. L. Lovett, mgr; Tel.: Terminal 4-8575  
Products: microwave telephone equipment
- Recorded Publications Laboratories, Div.**  
**Recorded Publications Mfg. Co., Inc.**  
Camden 5, N. J., 1558-1570 Pierce Ave.; D. H. Goodman, vice pres chrg sls; Tel.: Woodlawn 3-3000  
Products: studio and nation-wide remote recording; tape to disc transfer; transcriptions, phono records—produce. Tape mass duplication; syndication packaging and mailing service
- Recoton Corp.**  
New York 11, N. Y., 147 W. 22nd St.; Saul J. Karns, vice pres chrg sls; Tel.: Oregon 5-7888  
Products: phonograph needles; recording discs, tape; magnetic cartridges
- Reeves Soundcraft Corp.**  
New York 22, N. Y., 10 E. 52 St.; Frank B. Rogers, vice pres; Tel.: Plaza 9-2644  
Los Angeles 38, Calif., 1429 N. Vista St. Wayne Graham, mgr; Tel.: Hollywood 2-3552  
Products: magnetic recording tape; recording disc, styli
- Rek-O-Kut Co.**  
Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, sls mgr; Tel.: Stillwell 4-7062  
Products: transcription, recording turntables, disc recording equipment
- Rissi Electronic Supply Co.**  
Detroit 1, Mich., 1112 W. Warren Ave.; V. A. Wilton, mgr; Tel.: Temple 2-5611  
Grand Rapids, Mich., 505 Jefferson, S.E.; N. MacPhail, mgr; Tel.: 9-4611  
Products: electron tubes, microphones, magnecorders, wire, cable, allied materials
- Rust Industrial Co., Inc.**  
Manchester, New Hampshire, Pine and Silver Sts.; T. W. Forget, brcst sls mgr; Tel.: Manchester 3-3598  
Products: am-fm broadcast transmitter remote control systems; carrier failure alarms
- Schafer Custom Engineering**  
Burbank, Calif., 235 S. Third St.; Paul C. Schafer, owner-mgr; Tel.: Normandy 2-2181  
Products: remote control systems
- Schulmerich Electronics, Inc.**  
Sellersville, Pa., Carillon Hill; H. L. Conover, mgr; Tel.: Sellersville 2323-24  
Products: carillon bells, Schumetric radio bells, carillon bell recordings
- Schumaker Construction Co.**  
Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, mgr; Tel.: 3-3218  
Products: erectors towers, antennas and coaxial cable
- Schwob Watch Corp.**  
New York 36, N. Y., 22 W. 48th St.; T. H. Schwob, pres; Tel.: Plaza 7-1545  
Products: stop watches
- Scientific Radio Products, Inc.**  
Omaha 8, Nebr., 215 S. 11th St.; G. C. Follmer, vice pres, gen mgr; Tel.: Atlantic 9787  
Products: quartz crystals
- Hermon Hosmer Scott, Inc.**  
Cambridge 39, Mass., 385 Putnam Ave.; V. H. Pomper, asst gen mgr; Tel.: Kirkland 7-0646  
Chicago 10, Ill., 13 W. Hubbard St.; R. M. Karet, mgr; Tel.: Whitehall 4-6345  
Los Angeles 15, Calif., 1244 S. Grand Ave.; Henry Feldman, mgr; Tel.: Prospect 8803  
New York, N. Y., 11 Park Pl.; Jack Fields, mgr; Tel.: Worth 4-0996  
Products: fm broadcast monitor tuner, turntables, amplifiers, equalizer-preamplifiers
- Scully Machine Co.**  
Bridgeport 8, Conn., 62 Walter St.; L. J. Scully, owner; Tel.: Bridgeport 4-5300  
Products: disc recording machine
- Self Winding Clock Co., Inc.**  
Brooklyn 5, N. Y., 207 Willoughby Ave.; H. S. Wellman, asst sls mgr; Tel.: Main 2-6300  
Products: self winding clocks
- Servo Corp. of America**  
New Hyde Park, N. Y., 20-20 Jericho Turnpike; H. F. Penfold, sls mgr; Tel.: Fieldstone 7-2810  
Products: am: vhf receivers, converters. fm: vhf converters



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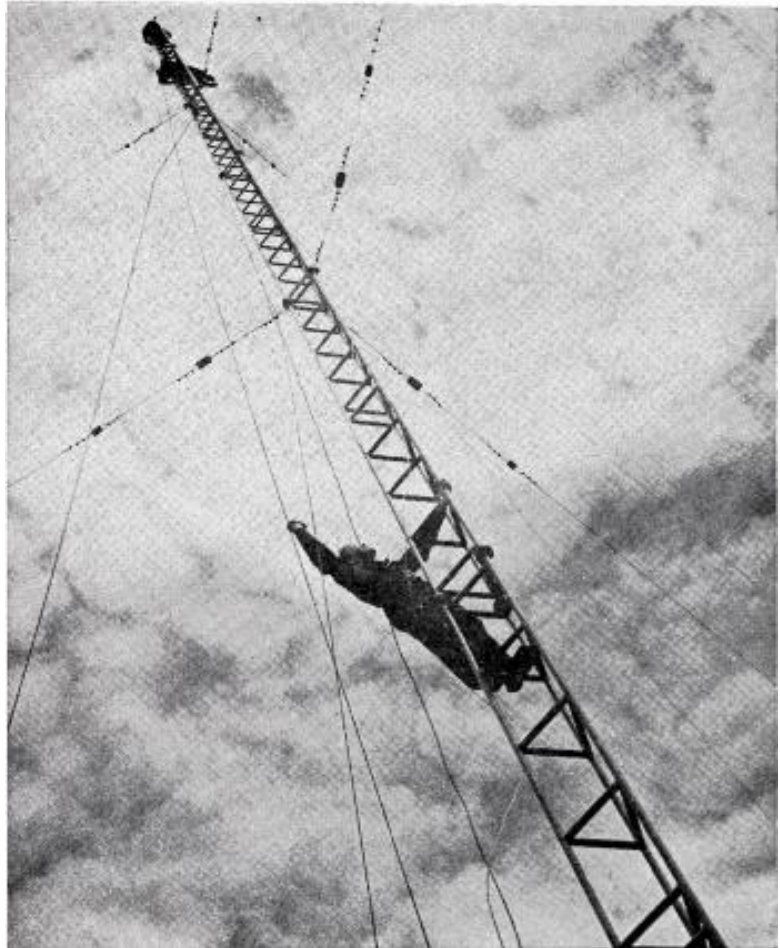
- Shallcross Mfg. Co.  
Collingdale, Pa., Jackson & Pusey Aves.; Helen D. Bagdis, adv mgr; Tel.: Farragut 9-5100  
Products: resistors, switches, delay lines, fm attenuators
- Shure Bros., Inc.  
Chicago 10, Ill., 225 W. Huron St.; H. T. Harwood, adv mgr; Tel.: Delaware 7-4550  
Products: microphones
- Skyline Tower Co.  
Chicago 10, Ill., 2436 W. 59th St.; Walter E. Smith, mgr; Tel.: Walbrook 5-1288  
Products: self-supporting, guyed, microwave towers
- Small Motors, Inc.  
Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres; Tel.: Armitage 6-6900  
Products: blowers; motors; dynamotors
- Rawdon Smith Associates  
Washington 6, D. C., 1319 19th St., N.W.; F. R. Smith, partner; Tel.: Decatur 2-1522  
Products: magnetic tape duplication equipment
- Sonic Recording Products, Inc.  
Freeport, N. Y., 58 Mill Rd.; A. Snyder, sls mgr; Tel.: Freeport 8-3610  
Products: blank recording discs
- Sonocraft Corp.  
New York 36, N. Y., 115 W. 45th St.; H. H. Oppenheimer, mgr; Tel.: Judson 2-1750  
Products: sound, recording equipment, accessories
- Sorensen & Co., Inc.  
Stamford, Conn., 375 Fairfield Ave.; E. R. McCarthy, sls mgr; Tel.: Stamford 48-5311  
Products: ac line voltage regulators, regulated dc power supplies, precision frequency changers for use with transmission and receiving equipment
- Sound Apparatus Co.  
Stirling, N. J., Main & Morris Sts.; A. W. Niemann, pres; Tel.: Millington 7-0600  
Products: graphic sound recorders; test turntables, link units, potentiometers
- The Soundscriber Corp.  
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, vice pres-gen sls mgr; Tel.: State 7-2125  
Products: embossed groove, vinylite plastic disc recording equipment; magnetic tape recording-reproducing equipment
- South River Metal Prods. Co., Inc.  
South River, N. J., 377-379 Turnpike; Martin L. Roth, sls mgr; Tel.: South River 6-2330  
Products: contact manufacturing of stampings to manufacturers specifications
- Speak O Phone Recording & Equipment Co.  
New York 23, N. Y., 23 W. 60th St.; R. L. Austin; owner; Tel.: Columbus 5-1350
- Charlotte 3, N. C., 1228 Harding Place; Charles Furman, mgr  
Cleveland 15, Ohio, 1836 Euclid Ave.; E. P. Scott, mgr; Tel.: Main 1-1286
- Kansas City 6, Mo., Mfrs. Exch. Bldg.; Ted Thibau, mgr; Tel.: Victor 7057
- Portland 14, Ore., 7521 N.E. Glisan St.; Roger Minthorne, mgr  
Products: disc recorders, disc-tape combinations
- Sprague Electric Co.  
North Adams, Mass., 97 Marshall St.; N. W. Welch, vice pres chrg sls; Tel.: Mohawk 3-5311  
Products: test equipment, parts
- Stainless, Inc.  
North Wales, Pa., Third & Montgomery Sts.; John F. Guzewicz, mgr; Tel.: North Wales 874
- New York 7, N. Y., 50 Church St.; Henry J. Guzewicz, mgr; Tel.: Digby 9-4379  
Products: self-supporting, guyed towers
- Stancil-Hoffman Corp.  
Hollywood 38, Calif., 921 N. Highland Ave.; W. V. Stancil, pres; Tel.: Hollywood 4-7461
- Evanston, Ill., 220 Kedzie St.; Warren Cozzens, mgr  
Honolulu 14, Hawaii, 1545 S. Beretania; T. Y. Takase, mgr  
Stamford, Conn., 200 Fifth St.; Henry J. Geist, mgr  
Toronto 5, Can., 447 Jarvis St.; S. W. Caldwell, mgr  
Products: tape recorders, reproducers, ac and battery operated; fm; magnetic film recorders and reproducers; ac and battery operated; interlock motors, equalizers, accessories
- Standard Electronics Corp.  
Newark, N. J., 285 Emmet St.; W. H. Zillger, vice pres; Tel.: Bigelow 3-5540
- Atlanta, Ga., 2025 Peachtree Rd., N.E.; S. P. Jenkins, mgr; Tel.: Atwood 0710
- Los Angeles, Calif., 432 S. Curson; L. E. Pett, mgr; Tel.: Webster 1-4382
- Stevens Point, Wis., Rt. 3; E. W. Stone, mgr; Tel.: Stevens Point 1728R3X
- Washington, D. C., Defense Bldg.; J. T. Campbell, mgr; Tel.: Republic 7-2246  
Products: transmitters
- Standard Piezo Co.  
Carlisle, Pa., P. O. Box 278; Albert B. Myers, sls mgr; Tel.: Carlisle 1495  
Products: quartz crystals
- Struthers-Dunn, Inc.  
Pitman, N. J., Lambs Rd.; H. Pfeffer, mgr; Tel.: Pitman 3-7500  
Products: electrical relays
- Sylvania Electric Products, Inc.  
New York 19, N. Y., 1740 Broadway; R. A. Penfield, adv mgr, radio & tv tube div; Tel.: Judson 6-2424
- Warren, Pa., 12 Second Ave.; P. M. Pritchard, mgr; Tel.: Warren 3220  
Products: receivers, tubes, special electronic devices, electronic components, tungsten and chemicals for electronics
- Tape Recorders, Inc.  
Chicago 7, Ill., 1501 W. Congress St.; H. J. Daly, pres; Tel.: Chesapeake 3-1234
- Los Angeles 46, Calif., 8748 Sunset Blvd.; J. P. Lekas, chief engr.; Tel.: Crestview 4-1338  
Products: tape recorders



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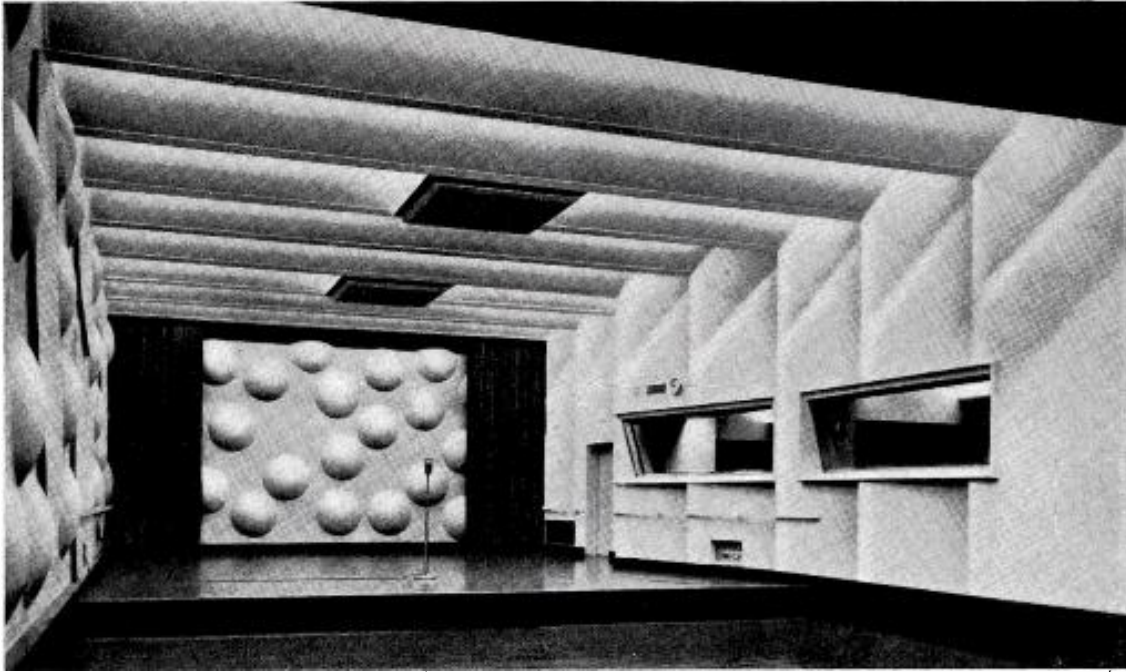
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- Tektronix, Inc.**  
Portland 7, Ore., P. O. Box 831; W. K. Dallas, field engr mgr; Tel.: Cypress 2-2611  
Baltimore 14, Md., 8118 Harford Rd.; R. V. Ellstrom, mgr; Tel.: Boulevard 2600  
Bronxville 8, N. Y., 49 Pondfield Rd.; J. J. Cassidy, mgr; Tel.: Deerfield 7-3771  
Cleveland 11, Ohio, 3353 Edgecliff Terrace; F. J. Hart, mgr; Tel.: Clearwater 2-2121  
Newtonville 60, Mass., 18 Austin St.; V. Fricke, mgr; Tel.: Lasell 7-2212  
Products: oscilloscopes, square wave generators, waveform monitors, wide-band amplifiers
- Teletronics Laboratory, Inc.**  
Westbury, L. I., N. Y., 54 Kinkel St.; R. S. Marston, pres.; Tel.: Westbury 7-1027  
Products: audio oscillators; special electronic equipment of all types
- Terminal Radio Corp.**  
New York 7, 85 Cortlandt St.; William Filler, mgr; Tel.: Worth 4-3311  
Products: audio equipment for broadcast stations; portable tape recorders, broadcast station recording and playback equipment. Test equipment. Microphones, radio parts and equipment
- The Thomas & Betts Co.**  
Elizabeth 1, N. J., 36 Butler St.; E. C. Hewitt, mgr; Tel.: Elizabeth 4-4321  
Atlanta, Ga., Candler Bldg.; F. M. Shepard, mgr  
Bellaire, Texas, P. O. Box 53; John Humber, mgr  
Boston, Mass., 10 High St.; Stephen A. Imhof, mgr  
Chicago, Ill., 411 S. Sangamon St.; H. C. Moses, Jr., mgr  
Cleveland, Ohio, 1900 Euclid Ave.; Wyman Elliot, mgr  
Ft. Lauderdale, Fla., P. O. Box 1516; P. J. Webb, mgr  
Los Angeles, 459 E. Fourth St.; K. G. Kempf, mgr  
New York, N. Y., 15 Park Pl.; A. C. Biddulph, mgr; Tel.: Barclay 7-8644  
Philadelphia, Pa., 1015 Chestnut St.; Donald Willdauer, mgr  
Products: pressure wire connectors; grounding seath connectors (solderless)
- Tower Construction Co.**  
Sioux City, Iowa, 1923 Geneva St.; M. M. Lasensky, owner; Tel.: 5-7653  
Hyattsville, Md., 6640 23rd Ave.; F. Little, mgr; Tel.: Harrison 2-3515  
Products: towers, microwave reflectors, erection services
- Tower Sales & Erecting Co.**  
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, pres; Tel.: Trinity 7303  
Products: towers, erecting, lighting, painting and ground systems
- The Transcriber Co.**  
Attleboro, Mass., 70 Pine St.; Kenneth Puleston, owner; Tel.: Attleboro 1-3525  
Products: diamond styl; rod retipping of any replaceable type needle (stylus)
- Trans-Lux Corp.**  
New York 20, N. Y., 1270 Ave. of the Americas; B. W. Roth, s/s dir; Tel.: Circle 7-4970  
Products: traveling message signs
- Transmitter Equipment Mfg. Co., Inc.**  
New York 14, 345 Hudson St.; Morton B. Kahn, mgr; Tel.: Watkins 4-1550  
Products: transmitting, receiving equipment for ground, mobile, airborne, specialized services; radar test equipment and electronic training devices
- Truscon Steel Div., Republic Steel Corp.**  
Youngstown 1, Ohio, Albert St.; G. F. Bateson, mgr s/s, steel joist & tower products; Tel.: Riverside 67211  
Products: towers; copper mesh ground screen
- Tung-Sol Electric Inc.**  
Newark 4, N. J., 95 Eighth Ave.; J. D. Van Der Veer, s/s mgr electron tubes; asst gen s/s mgr; Tel.: Humboldt 2-4200  
Chicago, Ill., 315 E. Grand Ave.; Roger Whitlock, mgr; Tel.: Whitehall 4-5242  
Culver City, Calif., 8575 Wash. Blvd.; J. J. Corcoran, mgr; Tel.: Texas 0-5505  
Products: receiving type, special purpose electron tubes, cathode ray picture tubes, panel lamps
- The Turner Co.**  
Cedar Rapids, Iowa, 909 17th St., N.E.; H. M. Murdock, mgr; Tel.: 38144  
Products: microphones, accessories
- United States Motors Corp.**  
Oshkosh, Wis., 430 Nebraska; Louis Shriber II, mgr; Tel.: Blackhawk 9100  
Products: standby power plants
- U. S. Recording Co.**  
Washington 5, D. C., 1121 Vermont Ave. N.W.; E. Rosen, s/s mgr; Tel.: Lincoln 3-2705  
Products: panacoustic line of electronic products, audio control consoles; salesmen's and educational ac-dc playbacks, complete line recording studio broadcast, intercommunication and sound equipment, fm amplifiers, installation
- United Tower Co.**  
Petersburg, Va., Union Trust Bldg.; John J. Hoke, mgr; Tel.: 3347  
Products: guyed-typed and self-supporting towers
- United Transformer Co.**  
New York 13, N. Y., 150 Varick St.; I. A. Mitchell, partner; Tel.: Algonquin 5-3500  
Products: transformers, filters, equalizers, coils, etc.
- University Loudspeakers, Inc.**  
White Plains, N. Y., 80 S. Kensico Ave.; L. J. Epstein, s/s mgr; Tel.: White Plains 6-7700  
Products: high fidelity, monitor loudspeakers and enclosures, loudspeaker crossover networks, outdoor weatherproof paging and music speakers and horns, theatre type speaker systems
- Joseph Vasconcellos, Inc.**  
Long Island City, N. Y., 43-15 Dutch Kills St.; Joseph Vasconcellos, pres; Tel.: Stillwell 4-8356  
Burbank, Calif., 3816 W. Magnolia Blvd.; M. A. Fusco, mgr; Tel.: Victoria 9-3026  
Products: curtain and cyclorama track, tee-track, wire guide counterweight rigging, turntables, microphone boom dollies, monitors racks, paint frames, etc.
- Vulcan Tower Co.**  
Birmingham 1, Ala., P. O. Box 2467; W. J. Brennan, partner; Tel.: 54-4441, 37-3390  
Washington, D. C., 3738 Kanawha St., N.W.; W. E. Bennis, Jr., partner; Tel.: Emerson 2-8071  
Products: towers
- Wallach & Assocs.**  
Cleveland 18, Ohio, 1532 Hillcrest Rd.; A. Wallach, s/s mgr; Tel.: Yellowstone 2-2353  
Products: discabinets, allmetal sectional and double door tape recording reel cabinets, storage cabinets
- The Ward Products Corp. Div. of The Gabriel Co.**  
Cleveland 3, 1523 E. 45th St.; M. R. Friedberg, mgr; Tel.: Express 1-3300
- Jersey City, N. J., One Exchange Pl.; Adolph Schwartz, mgr; Tel.: Kingswood 4855**  
**Kansas City, Mo., 406 W. 34th St.; R. W. Farris, mgr; Tel.: Logan 7495**  
**Pasadena, Calif., 40 S. Los Robles; G. S. Marshall, mgr; Tel.: Sycamore 5-2022**  
**Philadelphia, Pa., 121 N. Broad St.; Ken Randall, mgr; Tel.: Locust 4-2151**  
Products: am—auto, home antennas, two-way communication antennas for remote units, fm—mobile communication antennas, point-to-point antennas, remote unit antennas
- J. C. Warren Corp.**  
Freeport, N. Y., 21 Hanse Ave.; L. A. Wortman, s/s mgr; Tel.: Freeport 8-4441  
Products: magnetic tape recording equipment; communication equipment
- Westinghouse Electric Corp.**  
Baltimore 3, Md., 2519 Wilkens Ave.; G. H. Phelps, mgr radio s/s; Tel.: Edmondson 6-2300  
Atlanta 2, Ga., 1299 Northside Dr., N.W.; A. W. Rose, mgr; Tel.: Atwood 1642  
Boston 10, Mass., 10 High St.; E. S. Mielke; Tel.: Liberty 2-0600  
Chicago 54, Ill., Mdse. Mart Plaza; W. E. Berkey, mgr; Tel.: Whitehall 4-3860  
Cleveland 13, Ohio, 1370 Ontario St.; H. N. Runkle; Tel.: Cherry 1-7600  
New York 5, N. Y., 40 Wall St.; A. T. Lattauezo; Tel.: Whitehall 3-4321  
Philadelphia 4, Pa., 3001 Walnut St.; P. F. Buckler; Evergreen 2-1200  
St. Louis 1, Mo., 411 N. Seventh St.; A. F. Buck, mgr; Tel.: Central 1120  
San Francisco 9, Calif., 410 Bush St.; S. H. Harrison, mgr; Tel.: Exbrook 2-5353  
Products: 50 kilowatt transmitters, transmitter consoles, transmitting tubes, instruments, meters, relays, studio and tower lighting equipment, transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear
- Weston Electrical Instrument Corp.**  
Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgins, mgr; Tel.: Bigelow 3-4700  
Products: am, fm—insulation, circuit testers; vacuum tube voltmeters; tube checkers; electronic test equipment; vu and db meters; panel instruments
- Wickes Engineering and Construction Co.**  
Camden 4, N. J., 12th St. & Ferry Ave.; J. W. Million, Jr., vice pres chrg engr; Tel.: Woodlawn 4-4912  
Products: communication equipment, direct-reading 24-hour clocks, siren coding controls, pre-fabricated equipment shelters
- Wilcox-Gay Corp.**  
Charlotte, Mich.; L. M. Sandwick, vice pres & s/s mgr; Tel.: Charlotte 95  
Brooklyn 1, N. Y., 79 Washington St.; Maurice Raphael, vice pres; Tel.: Ulster 2-6000  
Chicago 10, Ill., 743 N. LaSalle St.; R. E. Jenkins, mgr; Tel.: Whitehall 4-0077  
Los Angeles, Calif., 2772 W. Olympic Blvd.; B. R. Ross, mgr; Tel.: Dunkirk 1783  
Products: magnetic tape recorders; tape and disc recorders; magnetic tape, disc blanks; cutting and playback needles; receivers; spectrum analyzers; inter-communication equipment, fm; converters
- Wincharger Corp.**  
Sioux City 2, Iowa, E. 7th at Div.; V. V. Holmes, mgr antenna tower dept; Tel.: 2-1844  
Products: insulated vertical radiator guyed towers, fm: non-insulated guyed support towers for antennas
- Wind Turbine Co.**  
West Chester, Pa., E. Market St. & Pa. R. R.; R. W. Weeks, pres; Tel.: West Chester 3110  
Products: supply, installation guyed towers; microwave relay towers; ground systems; transmission lines
- Wright Zimmerman, Inc.**  
St. Paul 12, Minn., New Brighton; J. D. Zimmerman, pres; Tel.: Nestor 8877  
Products: loudspeakers, pillow speakers
- Zenth Radio Corp.**  
Chicago 39, 6001 W. Dickens Ave.; H. J. Hector, mgr; Tel.: Berkshire 7-7500  
New York 1, 527 W. 34th St.; W. W. Boyne, mgr; Tel.: Ongacre 4-6800  
Products: table radios, portables, clock radios, table and console radio-phonographs

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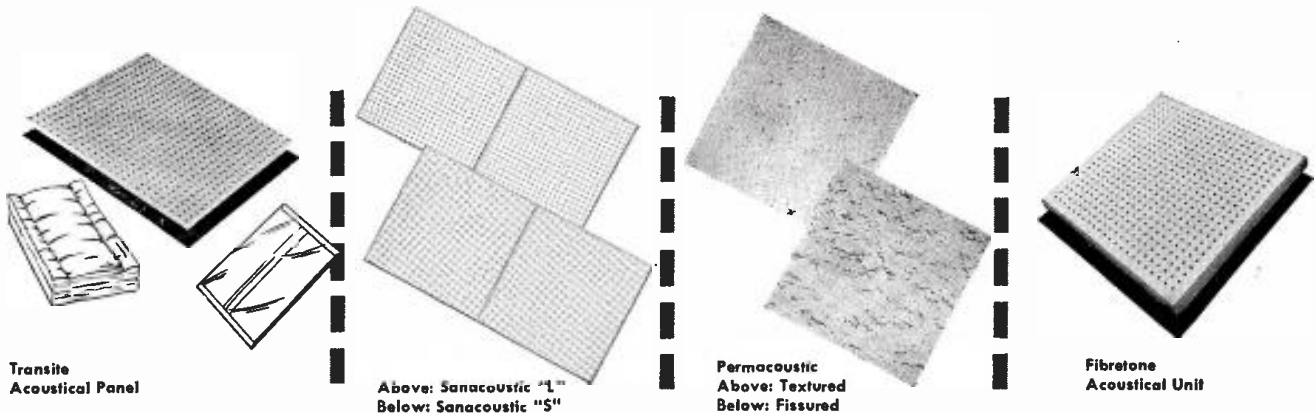
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Acoustical Panel

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Below: Sanacoustic "S"

Permacoustic  
Above: Textured  
Below: Fissured

Fibretone  
Acoustical Unit



# Johns-Manville



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- 1** Lawrence J. Cervone, General Sales Manager, Quincy, Illinois. Telephone: Baldwin 2-8202
- 2** Norbert L. Jochem, Director of Audio Sales, Quincy, Illinois. Telephone: Baldwin 2-8202
- 3** Urlin F. Whitman, Government and Special Products Sales, Quincy, Illinois. Telephone: Baldwin 2-8202
- 4** Ralph E. Patterson, Broadcast Sales, Quincy, Illinois. Telephone: Baldwin 2-8202
- 5** Arthur J. Rocke, Export Manager, New York City. Telephone Murray Hill 9-0200
- 6** Ernst M. Egli, Zurich 7/53, Switzerland Telephone: (051) 34 38 11
- 7** Carlos Guerra, Mexico City, Mexico. Telephone: 35-36-00
- 8** W. Wallace Warren, Sales Engineer, Washington, D. C. Telephone: Metropolitan 8-0522
- 9** Owen J. McReynolds, Division Manager, Washington, D.C. Office. Telephone: Metropolitan 8-0522
- 10** Wayne E. Marcy, Southwestern Sales Engineer, Houston, Texas. Telephone: Atwood 8536
- 11** John M. Haerle, New York City Office. Telephone: Murray Hill 7-7971
- 12** Robert M. Ware, Midwest Sales Engineer, Quincy, Illinois. Telephone: Baldwin 2-8202
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- 14** Howard D. Decker, Atlanta, Georgia Branch. Telephone: Elgin 0369
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- 16** Kenneth Neubrecht, East-central Sales Engineer, Berkley, Michigan. Telephone: Lincoln 1-8529
- 17** Robert R. Blanchard, Mountain States Sales Engineer, Englewood, Colorado Telephone: Sunset 9-0898
- 18** Richard A. Spruill, Southeastern Sales Engineer, Atlanta, Georgia. Telephone: Elgin 0369
- 19** Stanley B. Whitman, North-central Sales Engineer, New Ulm, Minnesota. Telephone: 1071
- 20** Wilfred M. Brady, Southwestern Sales Engineer, Dallas, Texas. Telephone: Elm-hurst 6753
- 21** Jan D. King, Northwestern Sales Engineer, San Francisco, California. Telephone: Lombard 4-2022
- 22** Harold L. Arment, Los Angeles, California Branch. Telephone: Hollywood 2-6351
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- Philippine Islands Sales: J. G. Salazar, Manila. Telephone: 3-41-73
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- Argentina Sales: T. Graham, Buenos Aires. Telephone: 47-3011
- Belgium Sales: W. L'Hoest, Brussels. Telephone: 17.42.74
- Brazil Sales: M. Lantery, Sao Paulo. Telephone: 34-5991
- Costa Rica Sales: L. A. Carazo, San Jose. Telephone: 2876
- Cuba Sales: Manuel Valdez, Havana. Telephone: 2522
- British Isles Sales: C. B. H. Fentiman, London, S.E. 1, England. Telephone HOP 4567
- France Sales: S. Megiroff, Paris 8e. Telephone: BALZAC 61-65
- Italy Sales: Henry Milano, Torino. Telephone: 40.991
- Lebanon Sales: George Fayad, Beirut. Telephone: 23019



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# HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Am, Fm, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (am), frequency modulation (fm), or television (tv) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for am stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for am, fm, or tv broadcast.

## Selecting a Frequency

Standard (am) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; station of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an am frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial fm station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for fm stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational Fm Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial tv stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational tv operation.

## Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301).

## CONCERNING FCC RULES & REGULATIONS

"How to apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Reports & Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 394, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the Office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

"Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers am, fm and tv broadcast. This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

## Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for tv applications.

Upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

## Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another am or fm broadcast station; or that the minimum separation requirements for tv stations, are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediate adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 60 days before the start of the scheduled hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by the examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

## Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

## License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new clause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Am, fm and tv broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

## Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

## RADIO & TV SET PRODUCTION IN 1954

	Television	Radio Home Sets	Radio Portables	Radio Auto	Radio Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480	174,735	316,519	57,370	722,104
June (5 wks)	544,142	226,350	141,904	336,733	132,668	837,655
July	306,985	150,002	39,447	191,512	57,100	438,061
August	633,387	280,607	74,713	275,008	155,171	785,499
September (5 wks)	947,796	352,499	76,271	296,327	207,226	932,323
October	921,476	343,269	97,331	336,683	220,505	997,788
November*	853,578	350,382	97,707	416,196	249,043	1,113,328
December ** (5 wks)	600,000	500,000	110,000	440,000	150,000	1,200,000
Total	7,108,369	3,290,030	1,838,508	4,036,619	1,688,401	10,353,558

Source: Radio-Electronics-Television Manufacturers Association

\* Preliminary

\*\* Estimated



# FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1955. Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

## Allocations and Definitions

### IN AM RULES<sup>1</sup> . . .

**§3.1 Standard broadcast station.**—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 535-1605 kilocycles, inclusive.

**§3.2 Standard broadcast band.**—The term "standard broadcast band" means the band of frequencies extending from 535-1605 kilocycles.

**§3.3 Standard broadcast channel.**—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. The 107 carrier frequencies assigned to standard broadcast stations shall begin at 540 kilocycles and be in successive steps of 10 kilocycles.

**§3.4 Dominant station.**—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

**§3.5 Secondary station.**—The term "secondary station" means any station except a class I station operating on a clear channel.

**§3.6 Daytime.**—The term "daytime" means that period of time between local sunrise and local sunset.

**§3.7 Nighttime.**—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

[EDITOR'S NOTE: On March 11, 1954, the FCC proposed to amend this section to specify that "nighttime" means that period from local sunset to local sunrise.]

**§3.8 Sunrise and sunset.**—The term "sunrise and sunset" means for each particular location and during any particular month, the time of sunrise and sunset as specified in the instrument of authorization.

**§3.9 Broadcast day.**—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

**§3.10 Experimental period.**—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

**§3.11 Service areas.**—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

**§3.12 Portable transmitter.**—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

**§3.13 Auxiliary transmitter.**—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

**Allocations—(Am)**  
**§3.21 Three classes of standard broadcast channels.**  
 (a) **Clear Channel.** A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) **Regional channel.** A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) **Local channel.** A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

**§3.22 Classes and power of standard broadcast stations.**—(a) **Class I station.** A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The

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(EDITOR'S NOTE: For convenience, rules for am and fm have been consolidated under the above general headings.)

operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) **Class II station:** A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interferences with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

[EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of daytime skywave. As of Jan. 1 this policy was still pending an FCC decision.]

(c) **Class III station:** A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) **Class III-A station:** A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with Engineering Standards of Allocation.

(2) **Class III-B station:** A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt and not more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) **Class IV station:** A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

**§3.23 Time of operation of the several classes of stations.**—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

[EDITOR'S NOTE: On March 11, 1954, the FCC proposed to amend this section in line with its proposed new definition of "nighttime." See Sec. 3.7 above. It also proposes other changes.]

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the district in

which they are located, operate at hours beyond those specified in their license.

**§3.24 Broadcast facilities—showing required.**—An authorization for a new standard broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to affect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interferences. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the population within the 1 v/m contour does not exceed 1.0 percent of the population within the 25 mv/m contour, provided, however, that where the number of persons within the 1 v/m contour is 300 or less the provisions of this subparagraph are not applicable.

(h) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

**§3.25 Clear Channels: Class I and II stations.**—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. There also may be assigned to these frequencies Class I stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10 percent time skywave at night at any point within the continental limits of the United States. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1540, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on Canadian border and provided that such stations operating nighttime (i.e. sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border: 540, 690, 740, 860, 890, 1010, and 1580 kilocycles.



(d) In continental United States, for Class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter groundwave at any point on the Mexican border, and in Alaska, Hawaii, Puerto Rico, and the Virgin Islands, for Class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 per cent time skywave at any point on the said border: 730, 800, 900, 1050, 1220<sup>a</sup> and 1570 kilocycles.

§3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1400, 1450, and 1490 kilocycles.

§3.28 Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the provisions of this Part and the Standards of Good Engineering Practice Concerning Standard Broadcast Stations, for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation," Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.<sup>10</sup>

(c) Upon showing that a need exists, a Class II, III or IV station may be assigned to a channel available for such class, even though interference will be received within its normally protected contour. Provided: (1) no objectionable interference will be caused by the proposed station to existing stations or that if interference will be caused, the need for the proposed service outweighs the need for the service which will be lost by reason of such interference; and (2) primary service will be provided to the community in which the proposed station is to be located; and (3) the interference received does not affect more than 10% of the population in the proposed station's normally protected primary service area. However, in the event that the nighttime interference received by the proposed station would exceed this amount, then an assignment may be made if the proposed station would provide either a standard broadcast nighttime facility to a community not having such a facility or if 25% or more of the nighttime primary service area of the proposed station is without primary nighttime service.

§3.29 Class IV stations on regional channels.—No license will be granted for the operation of a Class IV station on a regional channel, provided, however, that Class IV stations presently authorized to operate on regional channels will not be required to change frequency or power but will not be protected against interference from Class III stations.

IN FM RULES . . .

§3.201. Numerical designation of fm broadcast channels.—For convenience, the frequencies available for fm broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[EDITOR'S NOTE: The band is 88-108 mc. Non-commercial educational fm occupies 88-92 mc. Class A commercial channels are shown in 3.203(b), below. The rest are Class B.]

§3.202 Areas of the United States.—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.<sup>11</sup> The second area—Area II—comprehends the remainder of the United States not included in Area I.

§3.203 Class A Stations.—(a) A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a Class A station shall be not more than the equivalent<sup>12</sup> of 1 kilowatt effective radiated power, and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning fm Broadcast Stations. A Class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a Class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning fm Broadcast Stations shall determine the minimum coverage of a Class A station. Class A station will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies, except as provided in paragraph (c) of this section, are designated as Class A channels and are assigned for use by Class A stations:

Frequency	Channel	Frequency	Channel	Frequency	Channel
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six Class B stations.

(c) In the Territory of Hawaii, the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107 mc, inclusive, (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by fm broadcast stations.

§3.204 Class B Stations.—(a) A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning fm Broadcast Stations shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning fm Broadcast Stations.

(1) The coverage of a Class B station in Area I shall be not more than the equivalent<sup>12</sup> of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.<sup>13</sup> A class B station in Area I will not be licensed with an effective radiated power greater than 20 kilowatts.

(2) The coverage of a Class B station in Area II shall normally be not more than the equivalent<sup>12</sup> of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.<sup>13</sup> The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations.

[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as Class A channels in §3.203(b).]

(c) In the Territory of Hawaii the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107.9 mc, inclusive, (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by fm broadcast stations.

Multiple Ownership

IN AM RULES . . .

§3.35 Multiple ownership.—No license for a standard broadcast station shall be granted to any party (including all parties under common control<sup>14</sup>) if

(1) such party directly or indirectly owns, operates or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of area served, the number of people served, classes of station involved and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven standard broadcast stations.<sup>15</sup>

IN FM RULES . . .

§3.240 Multiple ownership.—No license for an FM broadcast station shall be granted to any party (including all parties under common control<sup>14</sup>) if

(1) such party directly or indirectly owns, operates, or controls another FM broadcast station which serves substantially the same service area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other FM broadcast station if the grant of such license would result in a concentration of control of FM broadcasting in a manner inconsistent with public interest, convenience, or neces-

sity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven FM broadcast stations.<sup>16</sup>

Studio Location Originations

IN AM RULES . . .

§3.30 Station location and program origination.—(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located, provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network program whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 Authority to move main studio.—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough of city, State, district, Territory, or possession in which it is located without first making written application<sup>17</sup> to the Commission for authority to so move and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

IN FM RULES . . .

§3.205—[EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each fm broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located in accordance with the Standards of Good Engineering Practice Concerning fm Broadcast Stations: Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour."]

Operating Schedules

FOR AM STATIONS

§3.71 Minimum operating schedule.—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours, that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

§3.72 Operation during experimental period.—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 Specified hours.—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.76 Local standard time; license provisions.—The time of operation of any broadcast station which does not share time with other stations on the same

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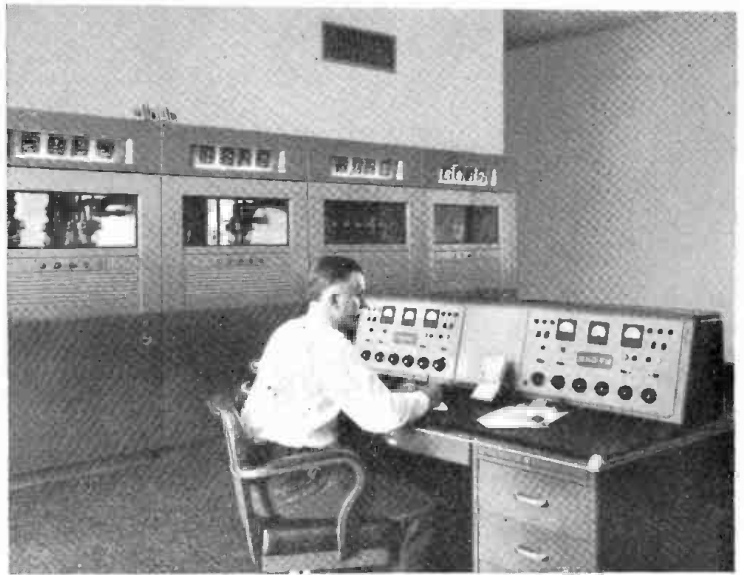
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channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [EDITOR'S NOTE: See "Time: Time Changes," below.]

**§3.79 License to specify sunrise and sunset hours.**—If the licensee of a broadcast station is required to commence or cease operation, or to change the mode of operation of the station at the times of sunrise and sunset at any particular location, the controlling times for each month of the year are set forth in the station's instrument of authorization. Uniform sunrise and sunset times are specified for all of the days of each month, based upon the actual times of sunrise and sunset for the fifteenth day of that month adjusted to the nearest quarter hour. In accordance with a standardized procedure described therein, actual sunrise and sunset time are derived by interpolation in the tables of the 1946 American Nautical Almanac, issued by the Nautical Almanac Office of the United States Naval Observatory.

**§3.80 Secondary station; filing of operating schedule.**—The licensee of a secondary station authorized to operate limited time may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

**§3.81 Secondary station; failure to reach agreement.**—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

**§3.82 Departure from schedule; material violation.**—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

**Time: Time Changes**

**§3.83 Local standard time.**—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

**§3.84 Daylight saving time.**—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such location. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees; *Provided*, however, that when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

**§3.85 Changes in time; agreement between licensees.**—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

**Pre-Sunrise Operation**

**§3.87 Program transmission prior to local sunrise.**—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise of standard broadcast stations with their authorized daytime facilities. *Provided*, that the provisions of this rule shall not extend to: (1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference<sup>21</sup> by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not

assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

**§3.88 Blanketing interference.**—The licensee of each broadcast station is required to satisfy all reasonable complaints of blanketing interference within the 1 v/m contour.

**FOR FM STATIONS . . .**

**§3.261 Time of Operation.**—All fm broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period of 6 a.m. to 6 p.m., local standard time, and 3 hours during the period of 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

**§3.262 Experimental Operation.**—The period between 1:00 a.m. and 6:00 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any fm broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization by the Commission.

**Operator Requirements**

**IN AM RULES . . .**

**§3.165 Operator Requirements.**—(a) One or more radio operators holding a valid radiotelephone first-class operator license, except as provided below, shall be in actual charge of the transmitting apparatus and shall be on duty either at the transmitter location or remote control point.

(b) A station which is authorized for non-directional operation with power of 10 kilowatts or less may be operated by persons holding commercial radio operator license of any class, except an aircraft radiotelephone operator authorization or a temporary limited radiotelegraph second-class operator license, when the equipment is so designed that the stability of the frequency is maintained by the transmitter itself within the limits of tolerance specified, and none of the operations, except those specified below, necessary to be performed during the course of normal operation may cause off-frequency operation or result in any unauthorized radiation.<sup>22</sup> Adjustments of transmitting equipment by such operators, except when under the immediate supervision of a radiotelephone first-class operator, shall be limited to the following: (1) Those necessary to commence or terminate transmitter emissions as a routine matter. (2) Those external adjustments that may be required as a result of variations of primary power supply. (3) Those external adjustments which may be necessary to insure modulation within the limits required. (4) Those adjustments necessary to effect any change in operating power which may be required by the station's instrument of authorization. Should the transmitting apparatus be observed to be operating in a manner inconsistent with the station's instrument of authorization and none of the above adjustments are effective in bringing it into proper operation, a person specified other than a radiotelephone first-class operator license and not acting under the immediate supervision of radiotelephone first-class operator, shall be required to terminate the station's emissions.

(c) The licensee of a station which is operated by one or more operators holding other than a radiotelephone first-class operator license shall have one or more operators holding a radiotelephone first-class operator license in regular full-time employment at the station whose primary duties shall be to effect and insure the proper functioning of the transmitting equipment. In the event that the licensee also operates an fm broadcast station in the same community, a regular fulltime radiotelephone first-class operator or operators employed in connection with the standard broadcast station may concurrently be employed to satisfy the requirements of §§3.265(c) or 3.565(c): *Provided*, that the duties of such operator or operators concerning the fm broadcast transmitting equipment shall in no wise interfere with the proper performance of his duties with respect to the standard broadcast transmitter. The licensee operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and the rules and regulations governing such other stations: *Provided*, however, that such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

**IN AM RULES . . .**

**§3.265 Operator requirements.**  
[EDITOR'S NOTE: Substantially the same as Sec. 3.165.]

**Facsimile**

**§3.266 Facsimile broadcasting and multiplex transmission.**—(a) Fm broadcast stations may transmit simplex facsimile in accordance with transmission

standards set forth in the Standards of Good Engineering Practice Concerning fm Broadcast Stations during periods not devoted to fm aural broadcasting. Such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261. The Commission shall be notified by the licensee of the fm broadcast section of its intent to transmit such facsimile.

(b) Fm broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning fm Broadcast Stations: *Provided* that the transmission of such facsimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the Standards of Good Engineering Practice Concerning fm Broadcast Stations and that no degradation of such aural programs will result from such facsimile transmissions when received on fm receivers not equipped with filter or other additional equipment.

**Network Affiliation**

**IN AM RULES . . .**

**§3.101 Exclusive affiliation of station.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization<sup>23</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

**§3.102 Territorial exclusivity.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

**§3.103 Term of affiliation.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period of two years, may be entered into within six months prior to the commencement of such period.

**§3.104 Option time.**—No license shall be granted to a standard broadcast station which options<sup>24</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>25</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 3:00 p.m.; 3:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>26</sup> Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

**§3.105 Right to reject programs.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

**§3.106 Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>27</sup> with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

**§3.107 Dual network operation.**—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network. *Provided*, That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

**§3.108 Control by networks of station rates.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

**IN FM RULES . . .**

**§3.231-3.238, inclusive.**  
[EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) references are to fm rather than standard stations and networks; and



(2) the section on "Network Ownership of Stations" is changed to read as follows:

**§3.236 Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>25</sup> of a network organization, for an fm broadcast station in any locality where the existing fm broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

**Reports to be Filed<sup>26</sup>**

**ALL BROADCAST STATIONS . . .**

**§1.341 Financial report, broadcast licensees and permittees.**—Each licensee of a broadcast station (standard, fm, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investments in tangible broadcast property as of December 31 of such calendar year.

**§1.342 Filing of contracts, broadcast licensees and permittees.**—Each licensee or permittee of a standard, fm, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of §1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

- (1) Articles of partnership, association and incorporation and changes in such instruments.
- (2) Bylaws and any instruments affecting changes in such bylaws.
- (3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.
- (4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner, with respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting one percent or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the aforesaid shares were voted by proxy.
- (5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.
- (6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by §1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music opera-

tions such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licenses or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and similar events.

(f) Contracts relating to the utilization in a management capacity of any persons other than an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for both a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

**§1.343 Ownership reports, broadcast licensees and permittees.**—(a) The licensee of each broadcast station shall file an Ownership Report (FCC Form 323) at the time, the application for renewal of station license is required to be filed: Provided, however, that licensees owning more than one standard, fm or television broadcast station shall file the Ownership Report together with the first application for renewal of station license filed on or after February 1, 1954, and at three-year intervals thereafter. Ownership Reports shall give the following information as of a date not more than 30 days prior to the filing of the Ownership Report:

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.<sup>27</sup>
- (3) In the case of a corporation or association:
  - (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock.

**FOR EXAMPLE:**

- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
- (b) Where X is corporation controls the licensee, or holds 25% or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.
- (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.
- (d) Full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees (i) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.

(b) A supplemental ownership report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change<sup>28</sup> occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y, or Z Corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.<sup>29</sup>

(c) Exceptions. Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stock-

holders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

**§1.344 Definitions of terms used in Section 1.341-1.343.**—As used in Sections 1.341-1.343.

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

**License Renewals**

**GENERAL . . .**

**§1.320 Application for renewal of license; broadcast and nonbroadcast.**—(a) Unless otherwise directed by the Commission each application for renewal of license of a standard broadcast, fm broadcast, non-commercial educational fm broadcast, and television broadcast station and an auxiliary broadcast station (remote pickup broadcast, broadcast STL, television pickup, television STL and television inter-city relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a nonbroadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station<sup>30</sup> will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

**IN AM RULES . . .**

**§3.34 Normal license period.**—(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule, and three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

**IN FM RULES . . .**

**Commercial Stations**

**§3.218 Normal license period.**—(a) All fm broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

**Station Identification**

**IN AM RULES . . .**

**§1.187 Station identification.**—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: Provided,

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such an announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program. Provided, That an announcement within 5 minutes of the time specified in subdivision (2) or paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of

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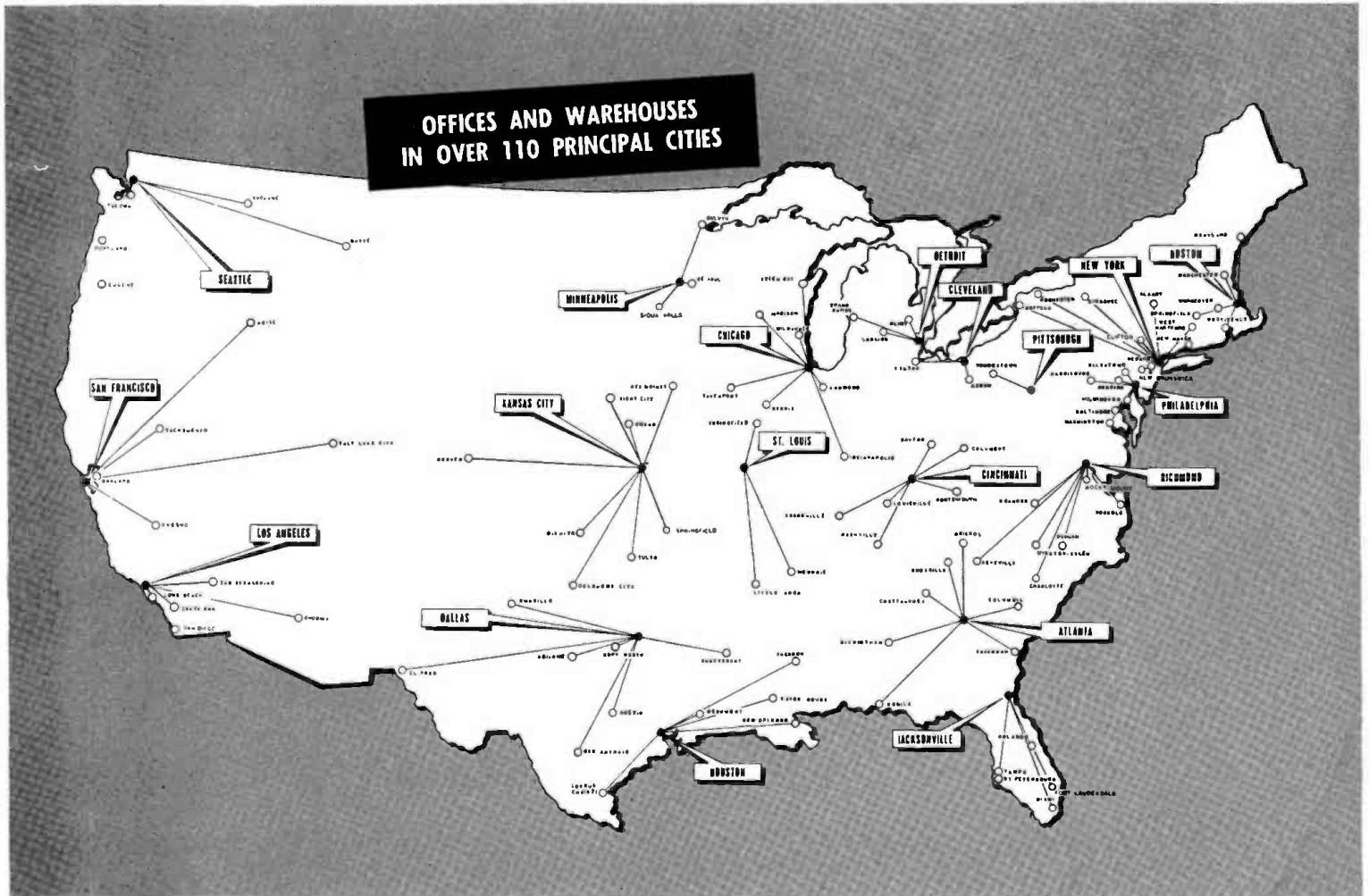
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## FCC RULES

the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing fm Broadcast Stations.

### IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcements (call letters and location) for such station. *Provided, however,* that if the same licensee operates an fm radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the fm station do not clearly reveal that it is an fm station, the point announcement shall state that one of the stations is an fm station. Station identification announcements shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided:*

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.187 above.]

### Sponsored Programs (Announcement of)

### IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however,* That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

### IN FM RULES . . .

§3.289. [Editor's Note: Identical with §3.189 above.]  
[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you. . ." or "Smith Stove Co. offers you. . ." or "Ajax Pens bring you. . ." The following are not acceptable: "Write to the Comb Man. . ." or "Send your money to Nylons, Box—. . ." or "This program is sponsored by your Sink Man. . ."]

### Recordings and Transcriptions (Identification of)

### IN AM RULES . . .

§3.188 *Mechanical records.*—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that,

the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof. Provided, however, that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[Error's Note: Identical with §3.188, above.]

Political Broadcasts

FOR AM AND FM <sup>13</sup>

§3.190 Definitions.—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or (2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) General requirements.—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. Provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) Rates and practices.—(1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Records; inspections.—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such request, and the charges made, if any, if request is granted.

Rebroadcasts

IN AM RULES . . .

§3.191 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program<sup>34</sup> of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.<sup>35</sup>

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the

United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.<sup>36 37 38</sup>

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.<sup>39</sup>

IN FM RULES . . .

§3.291—[Error's Note: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191, above, in §3.291, and paragraph (b) relates to rebroadcasts of programs of U.S. standard, FM or noncommercial educational<sup>40</sup> stations.]

Revocations, Modifications, Suspensions OF STATION LICENSES (ALL CLASSES)

§1.401 Notice of violations.—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 Revocation of station licenses and construction permits and issuance of cease and desist orders.—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, or person or his attorney, shall within 30 days of the receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

(d) Hearings on the matters specified in the order to show cause and the practice and procedure in connection therewith shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of evidence and burden of proof shall be upon

the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision, or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in §§ 1.853 and 1.854 of the Rules.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section, or a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding, as the case may be; Provided, that where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the submitting party to furnish additional information under oath, or, if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.

(h) Any order of revocation or cease and desist order issued pursuant to this section shall include a statement of the findings and the grounds and reasons therefor and specify the effective date of the order, and shall be served on said licensee, permittee or person.

§1.403 Modification of licenses.—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 Suspension of operator licenses.—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303 (m) of the Act, the Chief of the Safety and Special Radio Services Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be pursuant to authority delegated by the Com-



mission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

**Lotteries**

**FOR ALL STATIONS . . .**

§3.192 *Lotteries.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement or of information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement or of information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

**Censorship**

**FOR ALL STATIONS . . .**

§326 (of Communications Act).—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

**Indecent Language**

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

**Transfers and Assignments**

**VOLUNTARY . . .**

§1.321 *Application for voluntary assignment or transfer of control, broadcast.*—(a) Applications for consent to the assignment of construction permit or license for an am, fm, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an executor, administrator or other court appointed officer cause by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

**EDITOR'S NOTE:** In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

**INVOLUNTARY TRANSFERS AND ASSIGNMENTS**

§1.323 *Application for involuntary assignment or transfer of control, broadcast and nonbroadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

**Footnotes**

<sup>1</sup>Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

<sup>2</sup>The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

<sup>3</sup>Formal applications required. See Standards of Good Engineering Practice for number.

<sup>4</sup>See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

<sup>5</sup>Class I and II stations on this frequency shall deliver not over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time skywave at any point of land in the Bahama Islands, and such stations operating nighttime (i.e., sunset to sunrise at the location of the Class II station) shall be located not less than 650 miles from the nearest point of land in the Bahama Islands.

<sup>6</sup>A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

<sup>7</sup>See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV).

<sup>8</sup>See Agreement with Mexico for further use of this channel.

<sup>9</sup>North American Regional Broadcasting Agreement for special provisions concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with Appendix II, Table I, of said Agreement.

<sup>10</sup>Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that Agreement. (Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

<sup>11</sup>In some of the territory contiguous to area I, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

<sup>12</sup>For the purpose of determining equivalent coverage, the 1 mV/m contour should be used.

<sup>13</sup>In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

<sup>14</sup>The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

<sup>15</sup>In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

<sup>16</sup>Formal application required (Form 301).

<sup>17</sup>As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting

Agreement.

<sup>18</sup>A person holding any class of radio operator license or permit who is authorized thereunder to perform limited operation of a standard broadcast station may, when a Conelrad Radio Alert is called, make adjustments necessary to effect operation on a Conelrad authorization; Provided, that the station's full-time radiotelephone first-class operator shall have previously instructed such person in the adjustments to the transmitter which are necessary to accomplish Conelrad operation.

<sup>19</sup>The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

<sup>20</sup>As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>21</sup>All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>22</sup>These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>23</sup>Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

<sup>24</sup>The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

<sup>25</sup>See Footnote 24, above.

<sup>26</sup>**EDITOR'S NOTE:** Regarding reports filed in compliance with these sections, §0.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

<sup>27</sup>Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest the application for Commission consent to such change may be made upon FCC Form No. 316 (Short Form).

<sup>28</sup>Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310 (b) of the Communications Act and Sec. 1.321 of the Commission's Rules.

<sup>29</sup>The 60-day requirement does not apply to Amateurs.

<sup>30</sup>This requirement does not apply to noncommercial educational fm broadcast stations.

<sup>31</sup>During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

<sup>32</sup>Sec. 3.190, reprinted here, is from am rules. In fm it is 3.290.

<sup>33</sup>As used in Sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

<sup>34</sup>In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

<sup>35</sup>The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

<sup>36</sup>The broadcasting of a program relayed by a remote pickup broadcast station (Sec. 4.401) is not considered a rebroadcast.

<sup>37</sup>Informal application may be employed.

<sup>38</sup>By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.191 (d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

<sup>39</sup>Formal application required. See Standards of Good Engineering Practice for form number.

# RADIO STATION MERCHANDISING

AT LEAST 65% of the nation's radio stations offer some type of merchandising or promotion service to their advertisers, according to the second annual survey of radio station merchandising conducted by Kenyon & Eckhardt.

The K & E survey, conducted from June through September of 1954, shows that 1,637 stations in the continental U. S. offer some sort of merchandising service. It also shows that if a station offers one merchandising service, the likelihood is that it offers a great variety of such services.

Trade calls, including the soliciting and placing of displays, store checks, and soliciting tie-in advertising, is the service most commonly available, being offered by 97% of all stations, responding to the K & E survey. On-the-air support is offered by 95% of the radio stations; 92% provide mailings to the trade and 91% support client advertising by newspaper tune-in ads, store displays and advertising in lobby windows, billboards, and car cards.

Full results of the K & E study, published on the following pages, report in detail the merchandising services offered by each of the 1,637 radio stations, together with information on whether the service is provided free, is charged for, or is furnished only to advertisers complying with some other conditions stipulated by the station, such as the purchase of a minimum amount of station time.

The idea of preparing a full-scale study of radio station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of merchandising and promotion at K & E. Arrangements were made with B.T for publication. Last year, the survey findings were published as Part II of the November 30, 1953 issue.

The questionnaire was prepared by the K & E research department, under the supervision of G. Maxwell Ule, vice president and

director of research. His staff also tabulated the replies submitted by each station and prepared the summary table appearing on this page.

Mr. Ule said that there were three major objectives of the study:

1. To acquaint buyers of radio time with the merchandising and promotional services that each station will supply currently.
2. To acquaint sellers of radio time with what other stations are providing by way of merchandising and promotion.
3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed May 26, 1954, to all commercial radio stations in continental United States. Follow-up letters and questionnaires went out about a month later. The return based on both mailings was about 65%.

Listed by Mr. Ule as among the more significant findings of the survey are the following points:

1. Of all radio stations, 65% (1,637 stations) reported some merchandising or promotional services. The remaining 35% either had no such services or did not return the questionnaires.
2. Of these 1,637 stations, 97% make trade calls, including soliciting and placing displays, store checks and soliciting tie-in advertising; 92% provide trade mailings, such as letters, post cards, broadsides or merchandising bulletins; 95% offer on the air support including demonstrations, give-away prizes, product mentions, tune-in announcements and client participation in special programs. In addition, 81% will aid the client's representative in problems of distribution and 26% have a merchandising plan or agreement whereby certain retail outlets will give preferred space to a client's display material.

The table below presents a detailed sum-

mary of the survey's findings for all radio stations reporting. Illustrating the use of this table, Mr. Ule explained:

"In the first column, the entry 97% for trade calls indicates that 97% of the 1,637 stations reporting at least one merchandising service will make some calls on the trade. The entry of 93%, immediately after the first entry, shows that 93% of the 1,637 stations will solicit and/or place displays.

"In the second column, the entry 44% indicates that of all stations which report they solicit and/or place displays, 44% require a minimum purchase of air time.

"In the third column, the first entry, 78%, means that 78% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word 'local' designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 22% are those who make their service available either to local advertisers only or to network advertisers only or did not specify which type of advertiser is eligible to receive the service.

"In the last column, the first entry of 9%, means that 9% of the stations that report they solicit and/or place displays will charge the advertiser for this service."

Mr. Ule added that the number of stations reporting merchandising services in the current survey was 7% higher than in last year's survey. However, the percentages of stations offering the various merchandising services are virtually unchanged from a year ago.

## HOW TO READ LISTINGS

Note: The letters A through S stand for the following merchandising services: Trade Calls: A—Solicit and/or place displays; B—Solicit tie-in advertising; C—Store checks. Trade mailings: D—Letter; E—Postcard; F—Broadside; G—Merchandising bulletin. Advertising Support: H—Newspaper tune-in ads; I—Store display pieces; J—Lobby windows; K—Billboards; L—Car cards. On-the-air Support: M—Demonstrations; N—Give away prizes; O—Product mentions; P—Tune-in announcements; Q—Client participations in special program. Other Support: R—Aid client representative in product distribution; S—Merchandising plan offering preferred space.

The omission of a letter in a station listing signifies that the merchandising service associated with the letter is not offered by the station. Following each code letter, a code number indicates—as follows—the station requirements for providing specific merchandising service: Airtime Requirements: 1—Minimum purchase required; 2—No minimum required; X Detail not reported. Advertiser Requirements: 3—Network advertiser only; 4—Local advertiser only; 5—Both local & network; X Detail not reported. Cost Requirements: 6—Advertiser charged in whole or in part for service; 7—Advertiser is not charged; X—Detail not reported.

City, Station Call Letters  
Merchandising or Station Manager

### ALABAMA

**Alexander City**  
WRFS, James W. Whatley A157, B157, C157, D157, G157, H157, I157, J157, K157, M157, O157, P157, Q157, R157, S157.

**Anniston**  
WHMA, Malcolm B. Street A157, B157, C157, D157, E157, H157, N157, O157, P157, Q157, R157.

**Atmore**  
WATM, Tom C. Miniard A257, C257, H257, O257, P257, QXXX, R257.

**Auburn**  
WAUD, Elmer George Salter A257, B257, C257, H257, O257, P257, Q257, R257.

**Bessemer**  
WBCO, Jessie Eugene Lanier A257, B257, C257, D257, E257, G257, I257, J257, L257, M257, N257, O257, P257, Q257, R257, S257.

## RADIO STATION MERCHANDISING-PROMOTION SUMMARY

	Per Cent Of Responding Stations That Offer Some Services (1,637)	Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
<b>TRADE CALLS</b>	97%	—	—	—
Solicit and/or Place Displays	93	44%	78%	9%
Store Checks	81	40	74	9
Solicit Tie-in Advertising	82	36	76	6
<b>TRADE MAILINGS</b>	92	—	—	—
Letter	87	51	75	21
Post Card	74	53	73	23
Broadside	32	51	74	33
Merchandising Bulletin	38	31	79	22
<b>ADVERTISING SUPPORT</b>	91	—	—	—
Newspaper Tune-in Ads	75	54	74	17
Lobby Windows	41	44	72	8
Billboards	13	54	68	25
Car Cards	21	54	65	20
Store Displays	59	52	70	15
<b>ON-THE-AIR SUPPORT</b>	95	—	—	—
Give Away Prizes	62	40	74	8
Product Mentions	62	37	75	4
Tune-in Announcements	94	35	79	3
Client Participation in Special Program	56	27	72	12
<b>OTHER SUPPORT</b>	—	—	—	—
Aid Client Representative in Product Distribution	81	28	74	3
Merchandising Plan Offering Preferred Displays	26	50	67	5



**Birmingham**

WAFM, A257, B257, C257, D257, E257, G257, H257, I257, L257, N257, P257, R257, S147.

WAPI, Herbert M. Martin Jr. A257, B257, C257, D257, E257, G257, H257, I257, L257, N257, P257, R257, S147.

WBRG, James E. Bailey A157, B157, C157, D157, E157, G157, I157, J157, N257, O157, P157, Q257, R157.

WCRT, Rudy Conly Clark A247, B247, C247, D147, GXXX, H1XX, I1XX, LXXX, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

WILD, Don D. Campbell A257, B257, D257, E257, NXXX, OXXX, PXXX, QXXX, RXXX.

WJLD, James Edward Connolly A136, B136, C136, D157, E157, F157, G157, KXXX, M157, N157, O157, P157, R157.

WJLN, James Edward Connolly A136, B136, C136, D157, E157, F157, G157, KXXX, M157, N157, O157, P157, R157.

WWSN, Bascom H. Hopson A257, B257, C257, D257, E257, F257, H257, I257, L257, N257, O257, P257, R257.

WVOK, Iralee W. Bennis CXX6, DXX6 OXX7, PXX7.

**Brewton**

WEBJ, W. Emmett Brooks A157, B157, C157, D257, E257, H257, O257, P257, R257.

**Cullman**

WKUL, John Ralph Mann A147, B257, C157, D247, E247, F257, H157, I247, J247, L247, M257, N257, O257, P257, R257, S257.

**Decatur**

WAJF, Cletus H. Quick A15X, B15X, C15X, D156, E156, G156, H157, I157, J157, N157, O157, P257, Q257, R157.

WHOS, Louis C. Blizard A257, B157, C157, D157, E157, F157, G157, H157, I157, M157, N156, O157, P157, Q157, R157.

WMSL, Robert Edward Gleason A257, B257, C257, D257, E257, F257, H257, I257, N257, O157, P257, Q257, R257.

**Demopolis**

WXAL, William Mack Jordan A257, C257, D257, E257, H257, I257, O257, P257, QXXX, RXXX.

**Dothan**

WAGF, Fred Clark Moseley AX57, BX57, CX57, DX57, EX57, OX57, PX57.

WOOF, Agatha Gay A157, B157, C157, D157, E157, F157, G157, H157, O157, P157, R157.

**Eufaula**

WULA, E. B. Fussell A257, B257, C257, D257, E257, G257, H157, I157, M257, N156, O257, P257, Q257, R157, S257.

**Florence**

WJOI, Joe T. Van Sandt A257, C257, D257, E257, G257, H257, I257, J257.

WOWL, Richard B. Biddle A257, B257, C257, D257, E257, H156, I157, J157, N257, O257, P257, Q157, R257, S157.

**Foley**

WHEP, Ralph O'Sullivan Howard A257, C257, D257, EXXX, HXXX, N257, P257.

**Fort Payne**

WFPA, George A. Gothberg A257, B257, C257, D256, E256, F256, G256, H256, I256, N257, O257, P257, Q257, R257.

WZOB, Glenn M. Gravitt A257, B257, H257, NXXX, O257, P257, R257.

**Gadsden**

WGAD, Curtis De Lamar A257, C257, D257, E257, H257, IXXX, OXXX, PXXX, RXXX.

**Geneva**

WGEA, Jesse C. Williams B257, G257, H157, I157, O257, P157, Q257, R257.

**Greenville**

WGYV, W. H. Miller A257, B257, C257, D257, G257, O257, P257, Q257, R257, S257.

**Gunterville**

WGSV, Ed Z. Carrell A257, B237, C237, D237, E237, F237, G237, H257, O257, P257, R437.

**Haleyville**

WJBB, John Louis Slatton A157, B157, C157, D157, F157, G157, H157, J157, N157, O157, P157, R157, S157.

**Hamilton**

WERH, Hugh J. Fite A257, B257, C257, D137, E137, F157, G157, H136, I157, J157, L157, M137, N157, O257, P257, Q257, R257, S257.

**Huntsville**

WBHP, Wilton Harvey Pollard D257, E257, F257, G257, J257, M257, P257.

WHBS, Jack F. Neal A147, B147, C147, D14X, EX4X, GX4X, H247, I247, P257, R147.

**Jackson**

WPBB, Thomas Hamilton Gaillard A257, B257, C257, E257, F257, GXXX, N25X, R25X.

**Jasper**

WWWB, Wm. C. Edgeman A257, B257, C257, D257, E257, F257, G257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Marion**

WJAM, Erle Wayne Hanna A257, B257, C257, D257, E257, H257, I257, M257, N257, O257, P257, Q257, R257.

**Mobile**

WABB, Dewey H. Long Sr. A157, B157, C157, D157, E157, G157, H157, I157, NXX7, O157, P157, R157, S157.

WKAB, Robert Hunter Moore A157, B157, C157, D157, E157, F157, G157, I157, J157, K157, L157, M257, N257, O257, P257, R257, S257.

WKRC, Frank Conwell A147, B147, C146, D146, E147, F146, G157, H157, J147, K147.

WMOZ, John W. Watkins A157, B157, C257, D257, E257, F257, G257, O257, P257, Q257, R257.

**Monroeville**

WMFC, George C. Shurden A257, B257, C257, D257, H257, I257, J257, N257, P257.

**Montgomery**

WPAX, Thomas E. Martin A157, B257, C157, D157, E157, F157, G257, H157, I157, J157, L156, N157, O257, P257, Q257, R257.

WBAM, William J. Brennan CXX6, DXX6, OXX7, PXX7.

WCOV, Joe Petranka A157, C157, D157, E157, H157, N157, O157, RX57.

WGMG, Thomas W. Sewell A1X6, B1XX, C2XX, D1XX, E1XX, H1XX, KXXX, N1XX, O1XX, P1XX, Q1XX, R1XX.

WRMA, Ralph M. Algood A257, B257, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O157, P257, Q257, R257.

WSFA, Lionel F. Baxter A157, C157, D157, E157, H156, M157, N157, O157, P257, Q257, R257.

**Oneonta**

WCRL, E. Glenn Abercrombie A157, B257, C157, H247, I15X, N257, O257, P257, Q257, S257.

**Phenix City**

WPNX, Jay Lamb A157, B15X, C157, D156, E156, F156, G156, H146, I157, J157, M156, N156, O147, P157, QX47, R247, S247.

**Piedmont**

WPID, Curtis W. Blair A247, B247, C247, D247, G247, I247, J247, N247, O247, P247, Q247, S247.

**Scottsboro**

WCRI, James Freeman Thompson A257, BXX7, CXX7, DXX7, HXX6, IXX7, NXX7, OXX7, PXX7, QXXX, RXXX.

**Selma**

WGWC, John F. Townshend A157, B257, C257, D256, E256, F256, N257, O257, P157, Q257, R257.

**Sylacauga**

WGLS, Curtis O. Liles A157, D146, E146, G247, H247, I146, N247, P247, Q247.

WFEB, George Welton Carr A147, B147, E147, I147, P257, R147.

**Tuscaloosa**

WTBC, Bert Bank A257, B257, C257, D156, E156, GXXX, H15X, IXXX, JXXX, O257, P257, Q257, R257, S257.

WJRD, Gene Ted Tibbett A157, B157, C257, D156, EX56, FX56, G156, H156, I15X, P257, Q157, R157.

**ARIZONA**

**Bisbee**

KSUN, Arlo Donald Woolery A257, B257, C257, D257, E257, F257, I257, L257, M257, N257, O257, P257, Q257, R257.

**Douglas**

KAWT, Robert W. Whitaker A157, B157, C147, D247, E257, F247, H1X7, I147, J147, N1X6, P257, Q147.

**Flagstaff**

KCLS, Charles Julian Saunders A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

KGPH, Anton M. Holm A147, B147, C147, D247, H147, I147, J157, N247, P257, R247.

**Nogales**

KNOG, Chas. Flynn Montano A157, B157, C157, D246, E246, F246, G246, H14X, O147, P157, Q157, R157, S147.

**Phoenix**

KIFN, Frank P. Redfield A257, B257, C257, D157, E157, M157, N257, O257, P157, Q257, R257, S157.

KOOL, Chas. H. Garland A257, B257, D257, EXXX, H257, J257, M257, N257, O257, P257, Q257.

KPHO, Howard Lee Stalnaker A257, B257, C257, D256, E156, F157, G257, H157, I157, J157, M157, N257, O257, P157, Q257, R257.

KRUX, Frank C. Barc, Jr. A156, B156, C156, D156, E156, G156, H156, I156, J156, M156, N156, O156, P156, Q156, R156, S156.

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# MERCHANDISING

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## ARIZONA (Cont.)

### Phoenix (Cont.)

KTAR, Richard O. Lewis A157, B257, D156, E156, G157, H257, J257, L156, N257, P257, Q257, R257.

### Prescott

KYCA, Harold F. Ritter A257, B257, C257, H257, O257, P257, R257.

### Safford

KGLU, Paul Merrill A257, B257, D257, E257, F257, G257, O257, P257, Q257, R257.

### Tucson

KEVT, Peter Trowbridge A257, C257, I257, O257, P257, Q257, R257.

KTUC, Lee Little A257, B257, CX5X, D257, E256, H15X, N257, O257, P257, R257.

KVOA, R. B. Williams A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

### Yuma

KYMA, Bill Lon Lindsey A247, B247, D257, H147, P257, Q247.

KYUM, Ray C. Smucker A257, B257, C257, D257, E257, H257, N257, O257, P257, R257.

## ARKANSAS

### Arkadelphia

KVRC, William F. Deaton A257, B257, C257, D257, E257, F257, H257, I257, J257, N257, O257, P257, Q257, R257.

### Batesville

KBTA, James Franklin Higginbottom A257, B257, C257, D257, E257, H257, I257, J257, N257, O257, P257, Q257, R257, S257.

### Blytheville

KLCN, Harold L. Sudbury A156, BX5X, C1X7, D156, E1X6, F1X6, G1X6, H256, I1X7, J1X7, K1X7, L1X7, N1X7, O1X7, P1X7, Q2X6, R2X7, S1X7.

### Camden

KAMD, Donald Cathey No Radio Merchandising and Promotion Services.

KPLN, Charles Thomas Mullen A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, N257, O257, P257, Q257, R257, S257.

### El Dorado

KDMS, Paul E. Norton A257, B257, C257, D257, E257, I257, KX57, N25X, O25X, P25X, Q25X, R25X, S25X.

### Fayetteville

KGRH, Fred J. Stevenson A147, B147, C147, D147, E147, F147, H147, O147, P247, R147.

### Fort Smith

KFSA, Herschel W. Stamps A25X, C25X, D25X, E256, G257, H257, IXXX, N257, O257, P257, Q257, R257.

KWHN, Parkman R. Feebor A246, B246, C246, D246, E247, F246, H257, J247, N247, O247, P257, Q247, RX57.

### Harrison

KHOZ, Robert S. Wheeler A24X, B24X, C2XX, D24X, H24X, MXXX, NXXX, OXXX, QXXX, RXXX, SXXX.

### Helena

KFFA, Sam W. Anderson A157, B157, CX57, D157, EXX7, I157, J257, M157, N157, O157, P157, Q257, R257, S157.

### Hot Springs

KBHS, Randall L. McCarrell AX57, BX57, CX57, D157, H157, I15X, O247, P257, Q247, R247.

KBLO, Robert S. Bieloh A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

KWFC, Constantine John Dickson AXXX, BXXX, D257, EXXX, FXXX, HXXX, IXXX, JXXX, LXXX, NXXX, OXXX, PXXX, RXXX.

### Jonesboro

KBTM, Harold E. King A257, B257, C257, D257, E257, F257, G257, H157, I257, J257, K157, M257, N257, O257, P257, Q257, R257, S257.

KNEA, Richard S. Crane A247, B247, C247, D247, H247, I247, N247, P247, Q247, R247.

### Little Rock

KARK, Douglas Jay Romine A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, L257, P257, R257.

KGHI, Sheldon C. Vinsonhaler A147, B147, C147, D147, E147, H147, J147, N147, O147, P147, Q147, R247.

KLRA, Glenn H. Robertson A257, B257, C257, D257, E257, FXXX, H157, I157, J157, L146, N157, O257, P257, Q147, R257.

KTHS, B. G. Robertson AX57, C256, D257, E157, FXX6, H257, I257, P257, Q257, R157.

KVLC, Leonard Coe A256, B257, C157, E156, F156, G156, H256, O257, P257, Q257, R257.

### North Little Rock

KXLR, Emil J. Pouzar AXXX, EXXX, IXXX, PXXX, RXXX.

### Magnolia

KVMA, William McArthur Bigley A157, B157, C157, D157, E157, F157, G157, H157, I157, P257, R157.

### Malvern

KDAS, Charles William Perry A257, B257, C257, HXXX, I257, N257, O257, P257, Q257, R257.

### McGehee

KVSA, Abbott F. Kinney A1X7, B2X7, D1XX, E1XX, H1X6, O1XX, P1X7, Q2X7, R1XX.

### Osceola

KOSE, Ted Woods A157, B157, C157, D157, E157, O157, P257.

### Paragould

KDRS, Ted Rand A157, B25X, CX56, E157, H157, I157, N257, P257, Q157, R257.

### Pine Bluff

KCLA, Arthur Kenneth Kesterson B237, C257, E137, H257, I157, L157, P257, R257.

KOTN, B. J. Parrish A157, B157, D157, E157, H157, P157, Q157, R157.

### Pocahontas

KPOC, Adrian L. White A157, B157, C157, D157, E157, M157, N157, O157, P157, Q157, R157, S157.

### Siloam Springs

KUOA, Cecil E. Smith A257, B257, C257, DX57, EXXX, H257, I257, L257, N157, O257, P257, R247.

### Stuttgart

KWAK, Melvin Spann A257, B257, D257, E257, F257, I257, O257, P257, Q257.

## CALIFORNIA

### Bakersfield

KBAK, Al H. Constant A157, B157, C157, D157, E157, H157, I1XX, M157, N157, O157, P157, Q157, R157.

KBIS, Harold John Brown A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, KX57, N257, O257, P257, R257, S257.

KERO, Gene DeYoung A137, B137, D137, E137, F137, G137, H137, N137, O137, P257, Q257, R257.

KPMC, Leo A. Schamblin D157, H157, P157, QX57, RX57.

### Banning

KPAS, Richard T. Sampson A156, B156, D156, EXXX, HXXX, O156, P156, S156.

### Barstow

KWTC, Harry S. White A15X, B25X, C25X, D25X, E25X, H25X, I25X, NXXX, P25X, R25X.

### Bishop

KIBS, James Ross Oliver A247, B247, C247, D147, E147, G147, KXXX, N147, O147, P247, Q247, R247.

### Brawley

KROP, Vincent Robles Palmer A247, B247, C247, D257, H257, I257, J257, L257, N257, O257, P257, Q257, R257.

### Calxico

KICO, W. A. Gaddes A257, B257, C257, D25X, I257, K156, N257, P257, Q257, R157.

### Chico

KHSL, "Woody" Francis Woodling A157, B157, C157, D157, G157, HXXX, I157, M157, N157, O157, P157, Q157, R257, S257.

### Coalinga

KBMX, Harry Richard Brown A257, B257, C257, H246, I156, J156, N257, O257, P257, R257.

### Corona

KBUC, James Edward Coyle A157, B257, C257, D156, E1X6, F1X6, H156, I156, JXXX, N157, O15X, P157, Q157, R157.

### Crescent City

KCRE, Robert Edward Grey A257, B257, C257, D257, EXXX, H157, IXXX, LXXX, MXXX, NXXX, OXXX, P1XX, Q257, R257.

### El Centro

KXO, Riley R. Gibson A147, C147, D157, E157, F157, H157, N257, O247, P257, Q257, R257, S147.

### Eureka

KIEM, John George Bauriedel A257, B257, C257, D257, E257, F257, J257, M257, N257, O257, P257, Q257, R257.

### Fort Bragg

KDAC, Craig N. Smith A257, B257, C257, E256, F256, G25X, H25X, I256, J257, N256, O257, P257, QXXX, R257, S257.

### Fresno

KARM, Clyde F. Coombs AX5X, BX5X, CX5X, DX4X, EX4X, HX5X, OX5X, PX5X, QX5X, S14X.

KFRE, Ed. J. Frech A157, C157, D157, E157, F157, H157, J157, K157, P157, Q157, R157.

KGST, Morrie Mindel A257, B257, C157, D156, E156, G156, H156, I157, J157, M156, N157, O157, R257, S157.

KMAK, J. Coyle Chambers A147, B147, C147, D147, E147, I147, RXXX.

KYNO, Gene Chenaunt A257, B257, C257, D147, E147, H157, J157, K147, L147, N257, P157, QXXX, RXXX.

### Hollywood

KFWB, Morton Sidley A157, B157, C157, D157, E157, G157, H157, I157, J157, K157, M157, N157, O157, P157, R157, S157.

### Hollywood—LA

KHJ, Willet H. Brown A157, B157, C157, E157, G157, H157, I157, P157, R257.

KLAC, M. W. Hall A1X7, D1X6, E1X6, G1X6, J1X7, P1X7.

### North Hollywood

KBLA, Gordon A. Rogers A2XX, B2XX, C1XX, DXXX, EXXX, HXXX, IXXX, KXXX, NXXX, OXXX, PXXX, RXXX.

### Hanford

KNGS, Robert F. Klein A156, B156, C156, D156, E156, G156, H156, I156, J156, K156, N156, O156, P156, QX56, RX56, SX56.

### Los Angeles

KFI, Charles E. Hamilton A247, C247, D247, G247, H147, N247, OXXX, P247, Q247, R247.

### Hollywood

KBIG, John H. Poole D2X6, EXX6, H2XX, J2XX, N2XX, P2XX, Q2XX, R2XX.

### Los Angeles

KFVD, Vern A. Lindblade A2X7, D2X7, E2X7, H1X7, N2X7, O2X7, P2X7.

KMPC, Robert O. Reynolds A157, B157, C157, D157, E157, H157, J157, M157, N157, O157, P157, Q157, R157, S157.

KNX, Bill Shaw A257, B257, C24X, D157, E157, G257, H157, I157, J157, N257, P157, Q257, R257.

KPOL, Frederick D. Custer A257, B257, C257, H157, I157, L157, N157, O157, P157, R157.

KRKD, Ned Connor—No Radio Merchandising and Promotion Services.

**Marysville**

KMYC, Joe D. Carroll A257, B257, C257, D257, E257, I257, J257, N257, O257, P257, Q257, R257.

**Merced**

KYOS, Charles Owen Chatterton A25X, B257, CXXX, D256, E256, F256, H25X, JXXX, M257, NXXX, P25X.

**Modesto**

KBOX, Milton Leon Hibdon A257, B257, C257, E257, H156, N257, O257, P257, Q257, R257, S257.  
KMOD, John Henry Schacht A157, D157, E157, H157, N157, O157, P257, Q257, R257.  
KTRB, William H. Bates Jr. A257, B257, C257, D257, E257, N257, P257, Q257, RX57.

**Monterey**

KXXL, Stephen A. Cisler—No Radio Merchandising and Promotion Services unless client pays 100% of cost in addition to radio time.

**Mt. Shasta**

KWSD, David H. Rees AX57, BX57, CX57, JXXX, KXXX, MXXX, PXXX, RXXX, SXXX.

**Needles**

KSFE, Barney J. Fitzpatrick A257, B257, C257, D257, IXXX, N257, OXXX, P257, Q257, R257, S257.

**Oakland**

KLX, Bud Foster AX57, BX57, CX57, DX57, EX57, FX57, GX57, HX57, IX57, KX57, LX57, MX57, NX57, OX57, PX57, RX57.  
KROW, J. G. Pottridge A257, B257, C257, D256, E256, F256, G256, H256, I256, J256, K156, L156.

**Pasadena**

KWKW, William J. Beaton A257, C257, D257, E257, H257, N157, PXXX, QXXX, RXXX.  
KXLA, Loyal K. King—No Radio Merchandising and Promotion Services. Only one rate, no distinction between local and national.

**Paso Robles**

KPRL, Dale Jean Schwartz A257, B257, C247, D247, G247, I247, L146, N147, O247, P147, Q247, R247, S247.

**Petaluma**

KAFP, Arthur Theodore Shields A257, B257, C257, D256, E256, F256, G256, H256, I257, J257, N257, P257, Q257, R257.

**Pittsburg**

KECC Mel D. Marshall A256, B256, C256, D256, E256, F256, G256, I256, J256, M256, N256, O256, P256, Q256, R256.

**Red Bluff**

KBLF, Hal K. Shade A257, B257, G257, H257, I257, J257, M257, P257, R257.

**San Bernardino**

KCSB, Fred P. D'Angelo A157, B157, C157, D157, H157, I157, L157, M157, N157, O157, P157, Q157, R157, S157.

**Redding**

KVCV, Fred M. Stuelpnagel A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P157, Q157, R157.

**Redlands**

KCAL, Roy Charles Winkelman A157, B157, C157, D157, G157, H157, I157, L157, MX57, N157, O157, P157, Q157, R147.

**Riverside**

KPRO, Dale Royce Peterson A156, B156, C156, D156, E156, H156, I156, J156, N156, O156, P156, R156, S156.

**Sacramento**

KGMS, Irving J. Schwartz A257, B257, D257, E257, H257, I257, N257, P257, R257.  
KROY, C. L. McCarthy A256, B256, C256, D256, E256, G256, J256, O256, P256, Q256, R256.  
KXOA, Lincoln Dellar A257, B257, C157, D147, E147, G257, H157, I157, J157, M157, N157, O157, P157, R257, S157.

**Salinas**

KDON, Charles B. Grant A237, D237, G237, H237, I237, J237, L237, M237, N237, P237, R2X7, S2X7.

**San Bernardino**

KFXM, Gene W. Lee A157, B157, C157, D257, E157, H157, I257, J25X, K157, P257, R257, S257.  
KITO, Jack J. Flanigan A157, B157, D157, E157, H157, I157, J157, N157, OXXX, P157, Q157.  
KRNO, Norman H. Rogers A157, B157, D157, E157, H157, I157, J157, M157, N157, P157, Q157, R157.  
XEAC, George E. Wilson A146, B147, C147, D147, E147, H157, I147, L147, NXXX, O147, P147, RX47.

**San Diego**

KFMB, Arnold M. Mortensen A256, B257, D256, E256, H257, J257, M257, N257, O257, P257, Q257, R257.  
KSDO, Wilson Edwards A157, B157, C157, D157, G157, H157, I157, L157, N157, P157, R157.

**Sherman Oaks**

KGIL, Howard Purcell Gray A247, C247, D247, H247, P247, R247.

**San Francisco**

KFRC, William D. Pabst A157, B257, C156, D156, E157, F156, G156, H157, I156, N157, O157, P257, R257.  
KJBS, Stanley G. Breyer A257, B257, C257, D257, E257, G257, H257, I257, K256, M257, N257, O257, P257, R257, S257.  
KNBC, George Graeves B15X, C15X, D156, EX56, G157, H257, J15X, N157, O157, P257, R25X, S15X.  
KSNAN, Richard Palmer Bott A2X7, B2X7, C2X7, D2X7, E2X7, G2X7, H2X7, I2X7, L2X7, N2X7, O2X7, P2X7, R2X7, S2X7.  
KSFO, Alan Torbet A257, B257, C257, D256, E256, H257, I257, K156, O157, P257, R257, S257.  
KYA, Ken Hildebrandt A157, B157, C157, D156, E156, F156, G156, H156, I156, J156, L156, M156, N157, O157, P157, R157.

**San Jose**

KSJO, Robert Mason Bruce A157, B157, C157, D157, E157, F157, G157, H157, I157, K157, L157.  
KXRX, Gordon A. Graham A146, B146, C146, D146, E146, G146, H147, I147, J147, K147, L147, N146, P147, R147, S147.

**San Luis Obispo**

KVEC, Leslie Henry Hacker A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P157, Q157, R257, S157.

**San Mateo**

KEAR, Stephen A. Cisler A247, B247, H146, I24X, P257, R257.

**San Rafael**

KTIM, Hugh E. Turner A257, C257, H257, I257, O257, PXXX, RXXX.

**Santa Ana**

KWIZ (formerly KVOE) Hal James Davis A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, K156, L156, M156, N156, O156, P156, Q156, R156, S156.

**Santa Barbara**

KDB, F. Robert Bauer A157, B257, C157, D157, G157, H257, I257, L257, O257, P257, R257.  
KIST, Harry C. Butcher A15X, B15X, CXXX, D156, E156, F156, G156, H157, IXXX, LXXX.  
KTMS, Charles A. Storke A257, B257, C257, D257, E256, F256, G257, H257, I157, J2X7, L1X7, M156, N257, O257, P257, Q257, R257.

**Santa Cruz**

KSCO, Charles V. Berlin A15X, B15X, C15X, D256, E256, H157, L15X, O15X, P15X, R15X.

**Santa Maria**

KCOY, William A. Cook A157, B157, C147, E147, H157, IXXX, N157, O157, P157, Q157, R157.

**Santa Rosa**

KSRO, Frank W. McLaurin A147, B147, C147, D147, E1X7, F147, G147, H147, I147, O147, P147, Q147, R247.

**Stockton**

KGDM, Edith Smith A157, B157, C157, D146, E146, F146, G146, H146, J147, O257, PXX6, R257, SXXX.  
KSTN, Donald Tremewen Ralph DXXX, EXXX, HXXX, JXXX, NXXX, PXXX, RXXX.

KXOB, Or J. Lofthus A157, B157, C157, D157, E157, F156, G157, H157, I157, J157, K157, L157, M157, N157, O157, P157, Q257, R157, S157.

**Susanville**

KSUE, Nolan Hallowell A257, C257, H156, OXXX, P157, Q156, R157.

**Taft**

KTKR, Kenneth Aitken A156, B156, C156, D156, E156, F156, G156, H156, L156, N156, P156, RXXX.

**Vallejo**

KGYW, Peck and Krisik A257, B257, C257, D257, E257, I257, M257, N257, O257, P157, QXXX, R257, S257.

**Ventura**

KVEN, Sidney Milton Held A157, B147, C247, D147, H147, I146, K146, L146, M146, N147, O157, P147, Q246, R247.

**Visalia**

KONG, Michael William Kirmeyer A257, H257, I257, N257, P257, R257.

**Wasco**

KWSO, Theo. G. Heinrichs A247, B247, C247, D247, H14X, L146, P247, RXXX.

**Watsonville**

KHUB, Hal E. Chase A157, B157, C157, D157, E157, H157, I157, J157, L157, O157, P157, Q157, R157, S157.

**Yuba**

KUBA, Rogert R. Hunt A257, B257, C257, D257, G257, H157, I257, L157, P257, R157.

**COLORADO**

**Alamosa**

KGIW, A157, B157, C157, D157, H157, JXXX, N157, O157, P157, Q257, R257.

**Canon City**

KRLN, Ray Beckner A157, B157, C157, D157, H1X6, P157.

**Colorado Springs**

KVOR, Verl Bratton A247, B247, E246, H247, I246, OXXX, P247.

**Denver**

KIMN, Collin W. Lowder A247, CXXX, D257, E257, G257, H1XX, L257, N257, O257, P257, Q257, R257.  
KLZ, Hugh B. Terry A257, C257, D257, E257, G257, H257, I257, J257, O257, P257, Q257, R257.  
KMYR, A. G. Meyer A157, B157, C157, D157, E157, G157, H157, J157, M157, N157, O157, P157, Q157, R157.  
KOA, Don Searle A257, B257, C257, D257, E146, F146, G257, H147, I156, J247, M247, N257, O247, P257, Q257, R257.  
KTLN, John L. Buchanan A157, B157, C157, D157, E157, F157, G157, H156, I156, J25X, K256, L256, M157, N156, O157, P157, Q157, R157, S157.  
KVOD, T. C. Ekrem AXX7, BXX7, CXX7, D1X7, GXX7, HXXX, JXX7, OXX7, PXX7, RXX7.

**Durango**

KIUP, Robert Emmett O'Brien A247, B247, C247, D247, E247, F247, G247, I247, J247, M247, N247, O247, P247, Q247, R247, S247.

**Fort Collins**

KCOL, Ellis Atteberry A157, B257, C257, D156, E156, F156, G156, I156, J156, M157, N257, P157, Q257, R257.

**Grand Junction**

KFXJ, E. Anson Thomas D256, H157, O157, P157, Q157.

KEXO, H. Abbott Tessman A157, B157, C257, D257, H157, N157, O157, P257, Q257, R257.

**Greeley**

KFKA, William Gene Stewart A247, B247, C247, D247, E247, F247, H247, I247, J247, K247, N247, O247, P247, Q247, R247.

**La Junta**

KBNZ, Robert Dennis Gerken HXXX, O247, P247.

(For keys to symbols, see "How To Read Listings" page 434.)

**COLORADO (Cont.)**

**La Mar**

KLMR, Everett Shupe A257, B257, D257, I257, J257, O257, P257, Q257.

**Monte Vista**

KSly, John McLeod McRae A257, B257, C257, I257, J257, N257, P257, Q257, R257.

**Montrose**

KUBC, George O. Cory A156, C257, D156, I156, P257, Q257, R257.

**Pueblo**

KCSJ, Larry Gordon A157, B157, C157, D156, E156, F156, G156, H157, I157, M157, N157, O157, P157, Q256, R157.

KDZA, Dee B. Croven A157, B157, C157, D156, E156, F156, G156, I156, M157, N157, O157, P157, Q157, R157, S157.

KGHF, John Howard McGill A157, B157, C157, D157, E157, G157, H157, O157, P157, R157.

**Sterling**

KGEK, AXXX, HXXX, IXXX, JXXX, LXXX, NXXX, OXXX, PXXX, QXXX.

**Trinidad**

KCRT, Earnest Milford Cooper A147, B147, C147, D147, E147, H147, O147, P147, R247.

**CONNECTICUT**

**Bridgeport**

WICC, Philip Merryman A247, B247, C247, D147, E147, H147, P157, R147.

WNAB, John Leonard Ellinger A157, B157, C157, D157, E157, G157, H157, I157, M157, N157, O157, P15X, QXXX, S1XX.

**Bristol**

KBIS, D147, E147, H1XX, I147.

**Danbury**

WLAD, Sol Robinson A157, B257, C157, D157, E157, H157, I157, J157, M257, N257, O257, P257, Q257, R257.

**Hartford**

WCCC, A247, B247, C247, D147, E147, F147, H147, I147, L147, N147, P247.

WTIC, Paul W. Morency C157, D156, E156, G156, NXXX, PXXX, RXXX.

**Meriden**

WMMW, Gustav A. Kruttschnitt A157, B257, C2XX, D247, E247, H247, I247, L247, N247, P247.

**Middletown**

WCNX, William Joseph O'Brien Jr. A2X7, B2X7, C2X7, D2X7, H2X7, I2X7, N2X7, P2X7, R2X7.

**New Britain**

WKNB, Peter B. Kenney A157, B157, C157, D15X, E15X, G15X, HXXX, IXXX, L1XX, N1XX, O157, RXXX, SXXX.

WHAY, Charles M. Bell Jr. AX57, BX57, DX57, EX57, H157, O257, P257, RXXX.

**New Haven**

WAVZ, Daniel W. Kops A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, K156, L156, M156, N156, O156, P156, Q156, R156, S156.

WELI, Richard W. Davis A137, C157, D157, E157, H157, L157, P257, R257.

WNHC, Edward C. Obrist A23X, B157, C15X, D146, E146, H146, I157, J157, N157, O157, P257, R157, S157.

**New London**

WNLC, Gerald J. Morey DXXX, EXXX, JXXX, PXXX, RXXX.

**Stamford**

WSTC, Julian Schwartz—Some Merchandising and Promotional Services; no details reported.

**Torrington**

WLCR, Joseph P. Trent A257, B257, C247, D257, EXXX, G257, I257, J256, M257, N157, O257, P257, Q257.

WTOR, John Joseph Morris A157, B157, D157, E157, H157, I157, J157, N157, O157, P257, QXXX, RXXX, SXXX.

**Waterbury**

WATR, Sam R. Elman A257, B257, C257, D257, E257, I257, N257, O257, P257, Q257, R257, S257.

WBRY, J. Maxim Ryder A257, C257, D257, E257, H257, N257, O257, P257, R257.

**DELAWARE**

**Dover**

WDOV, Cliff Goodman CX57, DI57, E157, P157, RX57.

**Georgetown**

WJWL, Norman M. Glenn A15X, B15X, C15X, D15X, E15X, F25X, G25X, H25X, I25X, J25X, K25X, L25X, M25X, N15X, O25X, P15X, Q25X, R15X, S25X.

**Wilmington**

WAMS, Ralph J. Baron A157, B157, C157, D257, F157, G257, H157, IXX7, JXX7, KXX7, M156, N157, O257, P157, Q157, RX5X, S157.

WDEL, Harvey C. Smith AX5X, CXXX, DX57, EX37, GX57, H15X, JX57, LX57, N157, OXXX, P257, S157.

WILM, Jackson F. Lee A257, B257, C257, D256, E256, H257, I257, N257, O257, P257, Q257, R257.

WTUX, Gordon H. McIntosh A157, B157, C157, D156, E156, F156, G156, H156, I156, J156, K156, L156, M156, N156, O156, P157, Q156, R156, S156.

**DISTRICT OF COLUMBIA**

**Washington, D. C.**

WCFM, Wm. Blaisdell A247, C257, D257, F257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

WGMS, Dan R. Cavalier A257, B247, C257, D256, E256, F256, G256, H156, I156, J157, O257, P157, Q257, R257.

WMAL, Kenneth H. Berkeley A157, B157, C157, D156, E157, G157, H157, I157, J157, K156, N157, O157, P257, R157, S157.

WRC, Carlton D. Smith A257, B257, C257, D257, E256, G257, H257, I257, M257, N257, O257, P257, R257, S257.

WUST, Harold E. Sheffers A157, B157, C157, E156, F156, G156, I157, J157, M167, N157, O157, P157, Q157, R157.

WWDC, Ben Strouse A257, B257, C257, D157, E157, F157, G257, H157, I157, J258, M247, N257, O157, P157, Q247, R257, S247.

**FLORIDA**

**Belle Glade**

WSWN, Mrs. Mary M. Foy H147, PX47.

**Clearwater**

WTAN, H. Denison Parker A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, K156, L156, M156, O156, P156, Q156, R156.

**Cocoa**

WKKO, Carl Gilbert Collins A157, B157, C157, D157, N257, O157, P257.

**Coral Gables**

WYCG, George W. Thorpe A136, B137, C136, D156, E156, O157, P157, R257.

**Crestview**

WCNU, Sam Francis Townsend A257, B257, C257, D257, H157, I157, J157, K157, L157, O257, P157, Q257, R257, S257.

**Daytona Beach**

WNDB, Jerome A. Stone A157, C157, D156, E156, H157, N157, O157, P157, Q157.

**Deland**

WJBS, C. L. Menser AXXX, BXXX, GXXX, IXXX, JXXX, NXXX, PXXX, QXXX.

**Fort Pierce**

WARN, Murray Clayton Tillman A257, B257, C257, D247, E247, F247, H247, I247, N247, P257, R247, S147.

WIRA, James Leroy Horne A257, B247, D246, H257, I257, O247, P237, Q247.

**Fort Walton Beach**

WFTW, Milford A. Reynolds A157, B157, C157, D157, I157, NXXX, OXXX, P157, R157.

**Gainesville**

WGGG, Dolph Mott Chamberlain A147, B147, C147, D147, H147, IXXX, O147, P247, Q247, R247.

WRUF, Garland W. Powell A157, B257, C156, D256, E256, F256, G256, H157, N257, O257, P257, Q257, RXXX.

**Hollywood**

WHWD, Earle Silver A257, B257, C257, D256, E256, F256, G256, H256, I256, J257, K256, L256, M256, N256, O257, P257, Q256, R257, S256.

**Jacksonville**

WOBS, Jim Macri A257, B257, C257, D156, E156, F156, H156, O257, P157, Q257, R257.

WPDQ, Kenneth F. Small A157, BXXX, C157, D156, E157, J257, L256, N157, O257, P257, Q247, R157, S157.

**Lake City**

WDSR, Dick Whittington A157, B257, D136, E136, I137, J137, O137, P157, R257.

**Lakeland**

WLAK, S. O. Ward A257, B257, C257, D247, E247, N257, P257, Q257, R257.

WONN, Robert S. Taylor A157, B147, C137, E157, F157, H257, I157, P147, R147.

**Lake Worth**

WEAT, J. Robert Meacham AXXX, BXXX, CXXX, E157, H157, L137, P157, RXXX.

**Miami**

WFEC, Herbert Schorr AXXX, BXXX, CXXX, DXXX, EXXX, IXXX, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

WGBS, Miller N. Babcock A247, B257, C247, D247, E247, G247, H257, I247, K247, P257, Q257, R257, S247.

WINZ, Rex Rand A257, B257, C137, D137, E157, I157, J157, K157, L157, N257, O257, P257, Q257, R257, S157.

WIOD, James M. Legate A157, B157, C157, D157, E157, F157, H157, M157, N157, O157, P157, Q247, R157.

WLRD (FM), Marshall Jay Simmons A256, B256, C256, H256, RXX6, SXX6.

WMIE, Kurt Alexander Meer A247, B247, C247, D247, G247, H247, I247, M247, N247, O247, P247, Q247, R247, S247.

WWPB, Paul Brake H247, N247, P247.

WMBM, James E. Vaughn A157, B157, C157, D156, E156, F156, G156, H156, I157, K157, M156, N157, O157, P157, Q157, R157.

**Ocala**

WMOP, James E. Kirk A247, B247, C247, D247, E247, F247, G247, H247, I257, JXX7, KXX7, M247, N247, O247, P247, Q247, R247, S247.

WTMC, James B. Smith H257, P257.

**Orlando**

WDBO, William G. McBride CXXX, EXX7, OXXX, PXXX, RXXX.

WHOO, Carl Frederick Hallberg A157, B157, C157, D157, E157, H157, J157, N157, O157, P257, R157.

WLOF, Donn R. Colee A157, B157, D157, E157, I157, O157, P157, Q157.

WORZ, Eugene Douglas Hill A157, B157, C156, D156, E156, H156, I157, J157, M157, N157, O157, P257, Q257, R257.

**Palm Beach**

WWPG, Charles E. Davis A257, B257, E157, H256, I156, O157, P257, R257.



**Panama City**

WPCF, Elbert L. DuKate A247, B147, C257, D257, F257, H257, N257, P257, R247.

**Pensacola**

WBSR, Don J. Lynch AXXX, BXXX, CXXX, DXXX, EXXX, HXXX, IXXX, NXXX, OXXX, PXXX, RXXX.  
WEAR, Mel Wheeler A157, B157, C157, D157, E157, H157, M157, N157, O157, P257, Q257, R257.

**Quincy**

WCNH, A. B. Letson A257, C257, J257, P257, Q257, R257.

**St. Augustine**

WFOY, John E. Bernhard Jr. D257, H157, I147, J157.

**St. Petersburg**

WPIN, Arthur Mundorff A257, D157, I157, P257, Q257, R257.  
WTSP, F. Joseph Kelley A247, B247, D247, E247, H247, P247.

**Sanford**

WTRR, Myron A. Reck A2X7, C2X7, D2X7, E2X7, O2X7, P2X7.

**Sarasota**

WSPB, John B. Browning AXXX, BXXX, CZZZ, D157, E157, FXXX, HXXX, N157, O157, P157, RXXX.

**Sebring**

WJCM, Al John Frank A257, B257, C257, D257, P257, Q257, R257.

**Tallahassee**

WTAL, L. Herschel Graves A147, B157, C147, D147, E147, N147, O147, P257, R147.  
WTNT, Frank Warren Hazelton A157, DX57, N257, P157, R157.

**Tampa**

WALT, W. Walter Tison A156, B156, D156, E156, F156, M156, O156, P156, Q156, R156.  
WDAE, L. Spencer Mitchell A257, B257, D257, E257, G257, H15X, I157, N15X, O15X, P157, R147.  
WEBK, Elmo Branch Kitts A157, B157, C157, D157, E157, F157, I157, J157, M157, N157, O157, P157, Q157, R157, S157.  
WFLA, George W. Harvey A257, B257, C2XX, D257, E257, H257, N257, P257, Q257, R257.

**West Palm Beach**

WIRK, Rome John Hartman A247, P157.  
WJNO, Hustin Van Mc Millan A257, B257, C157, D157, H157, O157, P157, QXXX, R157.

**GEORGIA**

**Albany**

WALB, Tommy Richard Stillwagon A257, B257, D257, E257, H257, P257, R157, S157.  
WGPC, Leonard Milton George A257, B257, C257, E257, J257, N257, P257, R257.  
WJAZ, Richard B. Smith A157, B157, C157, D157, E157, F157, G157, I157, J157, K15X, L157, N257, O257, P257, Q257, R257, S257.

**Americus**

WDEC, Charles G. Smith A157, B137, C147, D147, E146, F147, I156, N147, O147, P247, QXXX, R147.

**Athens**

WRFC, L. H. Christian A157, B257, C257, D156, E156, F156, G156, H156, I156, J257, N257, O257, P257, Q156, R257, S157.

**Atlanta**

WAGA, Claude H. Frazier A257, BXXX, CX57, D157, E157, G157, IX57, KX57, P257, R257, S147.  
WAOK, Stan Raymond A257, C257, D257, EXXX, H257, IXXX, KXXX, N257, P257, R257.  
WBGE, Henry William Lanham A157, B157, C157, D157, E157, H156, I156, M156, P157, R157.

WERD, J. B. Blayton Jr. A157, B257, C157, D157, E157, F157, G157, H157, I157, K157, L157, N157, P257, R257.

WGST, Ben Ackerman A14X, C14X, D146, E146, G146, J13X, N15X, P157, RXX5X.

WSB, Frank Gaiher A256, B256, C256, D256, E256, F256, G257, H157, I146, J257, M157, N157, P157, R25X.

**Augusta**

WAVG, George C. Nicholson A25X, B25X, D257, EX57, GXXX, H157, P157, Q256.  
WRDW, M. C. Gregory A156, B156, C156, D156, E156, G156, H156, L156, N156, O156, P156, R156.

**Bainbridge**

WMGR, Thomas Robert Hanssen A147, B247, C247, D246, E246, F246, H247, L247, M147, N247, O247, P147, Q247, S247.

**Brunswick**

WGIG, Hugh K. Tollison A157, B157, C157, E157, F157, G157, H157, I157, J157, O157, P157, Q157, R157, S157.

**Cairo**

WGRA, Thomas Glenn Pelham B247, C257, D257, I247, M247, O247, P246, Q247, R157.

**Calhoun**

WCGA, Robert R. Magill A257, B257, C257, D257, E1X6, F1X6, G1X6, H257, I257, J257, N257, P257, Q257, R257.

**Carrollton**

WLBB, Thomas K. Vassy A157, B157, C157, D157, H157, I157, P157, Q157, R157.

**Cedartown**

WGAA, Brody F. J. Timm HXXX, QXXX, RXXX.

**Columbus**

WDAK, Miles H. Ferguson A157, B157, C157, E157, H257, I157, L157, M157, O157, P257, R257.  
WGBA, Charles A. McClure A147, B147, C147, D146, E146, J146, O147, P147, Q147, R147.

**Cornelia**

WCON, Jack Bradley A257, B257, C257, D257, O257, P257, Q257, R257.

**Covington**

WGES, Robert B. Taber A146, B146, D146, E146, F146, H147, P1X7, RXXX.

**Dalton**

WBLJ, William Bruce Davies A247, B247, C247, D247, E247, H247, I247, O247, P247, R247.

**Dawson**

WDWD, William Clements Woodall A257, B257, C257, D257, E257, F257, G257, I156, L256, N257, O257, P257, R257.

**Decatur**

WEAS, Warren Lester Roberts A257, B257, C257, D257, E257, I257, K257, R257.  
WGLS, Sam W. Kane A157, B157, C157, D157, EXXX, FXXX, H157, IXXX, JXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

**Dublin**

WMLT, W. Newton Morris A147, B147, C147, D147, E147, F157, G147, K147, M147, N147, O147, P147, Q147, R147.

**East Point**

WTJH, William B. Hill A257, B257, C257, D257, G257, I257, JXXX, N257, O257, P257, Q257.

**Fitzgerald**

WBHB, Al H. Evans A257, B257, C257, J257, L257, M257, O257, P257, R257.

**Fort Valley**

WFPM, Hugh Birdsong A1XX, B1XX, C1XX, DXXX, E1XX, OXXX, PXXX, RXXX.

**Gainesville**

WDUN, James Arthur Hartley A237, B237, C237, D257, H257, I257, J257, N257, O257, P257, Q257, R257.

WGGA, Charles Augustus Smithgall A256, B256, C256, D256, E256, H256, I256, J256, N257, O257, P257, Q256, R257, S256.

**Griffin**

WHIE, James H. Watson A257, B257, C257, D257, E257, G257, H257, JXXX, M257, N257, P257, R257.

**Hawkinsville**

WCEH, Paul Edward Reid A157, B157, C157, D157, E157, G157, H157, I157, N257, P257, Q257.

**La Grange**

WLAG, Edwin C. Mullinax A156, B256, C156, D257, E257, G257, H157, I157, J257, N157, P257, R257.

**Macon**

WBML, George Wood Patton A257, BXXX, C257, D257, E257, IXXX, LXXX, N257, O257, P257, R257.  
WBIB, Thomas H. Maxwell A157, B157, C157, E157, P157.

**Milledgeville**

WMVG, Michael Thomas Landy A147, B147, C147, D147, E147, I147, N147, R147, S147.

**Monroe**

WMRE, Warren G. Gilpin A157, B257, C257, D157, E157, G157, H157, I157, J157, KXXX, LXXX, M157, N157, O157, P257, Q257, R257, S257.

**Moultrie**

WMGA, Roy Frank Zess A257, B257, C257, D257, H257, P257, R257.

**Newnan**

WCOH, James Otey Hardin, Jr. A257, B257, C257, D257, E257, I257, N257, P257, Q257, R257.

**Rome**

WLAQ, Ray Underwood A257, B257, C257, D257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.  
WRGA, Mather M. Payne A157, B157, C157, D157, E157, I157, N156, O257, P157, Q256, R157, S157.  
WROM, Edward Nixon McKay A247, B247, C247, D247, E247, NXXX, OXXX, P247, R247.

**Savannah**

WFRP, John F. Pidcock A257, B257, C257, D257, E257, H257, PXXX, RX57.  
WSAV, Harben Daniel A147, B247, C146, D146, E146, F146, G146, H146, I146, J147, K146, N147, O147, P147, Q247, R247, S147.  
WTOC, Wm. T. Knight A257, B257, C257, D257, E257, G257, H257, J257, NXXX, P157, R157.

**Statesboro**

WWNS, Jack V. Lo Presti A257, B257, D156, F157, K257, O157, P257, Q146, R157.

**Summerville**

WGTA, William Baker Farrar A247, B247, C247, D247, E247, F247, G247, I247, J247, L247, M247, N247, O247, P247, Q247, R247, S247.

**Swainsboro**

WJAT, Jack Wiseley A1XX, B1XX, C1XX, H1XX, N1XX, P1XX.

**Thomasville**

WKTG, Louie Thomas Porter A257, B257, C257, D257, E257, N257, O257, P257, Q257, R257.  
WPAX, Albert M. Feinberg A137, B157, C137, EXXX, I137, N157, O157, P157, S137.

**Tifton**

WWGS, Carl L. Wendell A147, B247, D146, E146, F146, G146, H146, M247, N247, O247, P257, Q246, R147.

(For keys to symbols, see "How To Read Listings" page 434.)

**GEORGIA (Cont.)**

**Toccoa**

WLET, Virgle Edward Craig A257, C257, D257, E257, H147, N257, P257.

**Valdosta**

WGAF, George B. Cook A157, B157, C157, D157, E157, FXXX, G157, IXXX, JXXX, M257, N2X7, O157, P157, QX57, RXXX, SXXX.

WGOV, A. B. Smith A257, B257, C257, D257, E257, F257, I257, P25X, R25X.

**Waycross**

WACL, James Spurgeon Rivers Jr. A257, B257, C257, D257, E257, G257, K256, O257, P257, R257.

**Winder**

WIMO, Cecil H. Grider A237, B237, C257, D236, E236, H257, I237, M257, N257, O257, P257, Q247, R257.

**IDAHO**

**Boise**

KDSH, Earl Glade, Jr. A257, C257, D257, E257, H256, N2X7, O2X7, P257, R257.

KGEM, Geo. R. Turpin A257, B257, C257, D257, E257, H257, I257, K257, M257, N257, O257, P257, R257, S257.

**Caldwell**

KCID, Francis H. Booton A2X7, BXX7, CXX7, DXX7, IXX7, OXXX, PXX7, RXXX.

**Coeur D'Alene**

KVNI, Wayne E. Olsen A257, B257, C257, D257, H257, J257, N257, O257, P257, Q257, R257, S257.

**Idaho Falls**

KID, Clarence Nathaniel Layne A257, B257, D257, H257, JXXX, O257, P257.

KIFI, James Murphy Brady CXXX, D257, H257, I257, J257, N257, O257, P257, Q257, R257.

**Lewiston**

KRLC, Donald Albert Thomas A157, B157, C157, D157, E157, F157, G157, H157, I157, M157, N157, O157, P157, Q157, R157.

**Moscow**

KRPL, Herbert Erle Everitt A256, B256, C256, D256, E256, H256, I256, L256, M256, N257, P257, Q256, R257.

**Pocatello**

KSEI, Henry H. Fletcher A156, B156, C156, H156, J156.

KWIK, John R. Taylor A257, B257, C257, D257, E257, H257, J257, P257, R257.

**Preston**

KPST, Rulon Dunn A257, B257, C257, D257, H257, I257, O256, P257, Q256.

**Sand Point**

KSPT, Norman Ernst Bauer A157, B157, C157, E156, H157, I157, J157, K156, M157, N157, O157, P157, Q157, R157, S157.

**Twin Falls**

KLIX, Frank C. McIntyre A147, C14X, D157, E15X, H15X, N157, P157, Q157, R14X.

KTFI, Florence M. Gardner A156, B156, D15X, H14X, N15X, O15X, P15X, QXXX.

**Wallace**

KWAL, R. Lee Black A257, B257, C257, D157, E157, H156, N257, O257, P256, Q257, R257, SXXX.

**Weiser**

KWEI, Mervin Vernon Ling A147, C147, G247, H147, I147, N147, P14X, RXXX.

**ILLINOIS**

**Alton**

WOKZ, Ed N. Palen A157, D157, E157, H157, I157, J157, N157, O157, P157, Q257, R257.

**Belleville**

WIBV, John William Lewis A257, B257, C257, D257, G257, H257, IXXX, JXXX, KXXX, LXXX, N257, O257, P257, Q257.

**Canton**

WBYS, Dale Sumner Phares A1XX, B1XX, C1XX, D1XX, E1XX, H1XX, I1XX, J1XX, N1XX, OXXX, PXXX, QXXX, RXXX.

**Carbondale**

WCIL, Paul Furgeson McRay A257, B257, C257, D256, E256, F256, G256, M257, N257, O257, P257, Q257, R257.

**Carmi**

WROY, Howard M. Reedy A257, B257, C257, D257, E257, H257, I2X7, JXXX, N2XX, OXXX, PXXX, QXXX, RXXX, SXXX.

**Champaign**

WDWS, Larry Stewart A257, B257, C257, D257, E257, F257, G257, H157, O257, P257, Q257, R257.

**Chicago**

WAAF, Davis Lindsay Davis A156, B157, C157, D156, E156, F156, G156.

WAIT, Robert O. Miller AXXX, BXXX, CXXX, DXXX, EXXX, FXXX, HXXX, IXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

WGN, Frank P. Schreiber A157, B157, C157, D156, E156, G257, H257, J157, L157, P257, R257, S157.

WIND, Ralph L. Atlass A246, C246, D256, E256, P257, R257.

WJJD, Frederick G. Harm A1X6, B1X7, C1X7, D1X6, E1X6, F1X6, G1X6, H1X6, I1X6, P1X7, Q1X7, R1X7, S1X6.

WSBC, Louis B. Lee A157, B15X, D1XX, E1XX, IXXX.

WHFC, Florence J. Summers AXXX, HXXX, PXXX, QXXX.

**Ciinton**

WHOW, Rolland Looper A257, B257, C257, D257, E257, H256, I257, N257, O257, P257, R257.

**Danville**

WDAN, Robert J. Burrow A257, B257, C257, D157, H157, O257, P257, Q257, R257.

**Decatur**

WDZ, Frank C. Schroeder, Jr. A257, B257, C257, D257, E257, H257, I257, J257, K257, M257, N257, O257, P257, Q257, R257, S257.

WSOY, F. Merrill Lindsay A257, C247, D147, E147, H157, I257, R147.

**East St. Louis**

WTMV, Frank Joseph Prendergast A257, B257, C257, D257, E257, G257, I257, J257, N2XX, P257, Q257, R257.

**Effingham**

WCRA, Jack Arnel A157, B257, C257, D157, E157, H157, I157, O157, P157, R157.

**Elgin**

WRMN, Dick M. Sutter D157, E157, F157, G157, H157, I157, M157, N157, O157, P157, Q157, R157, S157.

**Evanston**

WEAW-FM, Edward H. Wheeler A147, B247, C146, D247, E247, F247, G247, H247, I2X7, N247, O247, P2X7, Q2X7, R2X7, S1X6.

**Fairfield**

WFIW, Thomas Smoot Land A157, B257, C257, D157, E157, H157, I157, O157, P157, Q157, R157.

**Galesburg**

WGIL, Robert W. Frudeger A257, B257, C257, D257, E257, F257, G257, H257, I246, O25X, PXXX, R257.

**Harrisburg**

WEBQ, Inglis M. Taylor A257, B257, C257, D256, E256, F256, G256, H256, I257, J257, M257, N257, O257, P257, Q257, R257.

**Jacksonville**

WLDS, R. Karl Baker AXXX, BXXX, CXXX, DXXX, EXXX, FXXX, HXXX, MXXX, NXXX, OXXX, PXXX, RXXX.

**Kankakee**

WKAN, Robert John Hawkins A157, B157, C157, D157, E157, H157, I157, N157, Q257, R2X7.

**La Grange**

WTAQ, Russell G. Salter A237, D237, G237, I237, L237, O237.

**La Salle**

WLPO, William Holm B257, DX56, EX56, FX56, HX5X, P257, QX57, RX57.

**Marion**

WGGH, James William Duncan A257, B257, C257, D257, E257, F25X, HXXX, IXXX, M257, N257, O257, P257, Q257, R257, S257.

**Mattoon**

WLBH, J. Ray Livesay A257, CXXX, EXX7, IXXX, JXXX, LXXX, OXX7, PXX7, QXX7, RXX7.

**Metropolis**

WMOK, James H. Firmin A156, B257, C156, D256, E256, I1X7, J1X7, K1X7, L1X7, M157, N157, O157, P157, Q257, R257, S156.

**Moline**

WQUA, G. Laverne Flambo A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, R257, S257.

**Mt. Carmel**

WVMC, Stephen P. Bellinger A147, B247, C147, D146, E146, G247, H146, I146, L146, M147, N246, O247, P247, Q247, R247.

**Mount Vernon**

WMIX, Raymond James Cheney A15X, B15X, C15X, D15X, E15X, F15X, G15X, H15X, I15X, M15X, N15X, O257, P257, R257.

**Olney**

WVLN, Marshall H. Poole A157, B257, C257, D256, E256, F256, H257, I157, M156, N157, O157, P157, RXXX.

**Ottawa**

WCMY, Carl H. Meyer A257, C257, D157, H157, I157, N157, P157, Q257, R157.

**Paris**

WPRS, Adlai C. Ferguson, Jr. A147, B147, C147, D147, E147, G147, N247, O247, P247, Q247, S147.

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**Peoria**

WEEK, Thomas I. Greer A257, B257, C257, D257, E257, F257, H257, J257, L257, O156, P156, Q156, R156, S156.

WIRL, Tom Gavin A257, B257, C156, D157, E257, F257, G157, H156, I156, J257, K156, L156, M156, N156, O257, P257, Q257, R257, S157.

WMBO, Charles C. Caley A257, B257, C257, D257, E257, G257, H257, I257, J257, N257, P257, R257.

WPEO, John R. Livingston A157, B157, C157, D157, E157, G157, H157, I157, J157, N157, O157, P157, Q157, R157, S157.

**Quincy**

WGEM, Joseph S. Binasinga A257, B257, C257, D257, E257, H257, J257, P257, R257.

WTAD, Walter J. Rothschild A157, B257, C257, D156, E15X, F157, G157, H157, I157, P157, M157, O157, P257, Q257, R257, S257.

**Rockford**

WROK, John J. Dixon B157, C157, D157, E157, H257, I157, J157, N157, O157, P257, QXXX, R257.

WRRR, Boyd Phelps A247, B247, C247, H247, N147, O247, P147, Q246, R247.

**Rock Island**

WHBF, Les Johnson A157, B157, C157, D157, E157, G157, H156, P157.

**Springfield**

WCVS, Carroll W. Neeld A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257.

WMAY, Mel Kampe A157, C157, D157, E157, F157, G157, H157, I157, J157, N157, O157, P157, R157.

WTAX, Oliver J. Keller A157, B136, D157, E157, H257, K157, P257, R257.

**Sterling**

WSDR, Sam Bartlett A257, B257, C257, D257, E257, F257, G257, I257, J256, K256, M257, N257, O257, P257, Q257, R257, S257.

**Streator**

WIZZ, A157, B257, C257, E156, G156, H156, I156, M157, N157, O257, P257, R257.

**Taylorville**

WTIM, Kester Dee Pollock A257, B157, D257, N257, O257, P257, Q257.

**Urbana**

WKID, Allen H. Embury A257, B257, C257, D257, E257, H257, N257, O257, P257, R25X.

**West Frankfort**

WFRX, Robert O. Veach AXXX, BXXX, CXXX, D256, H256, I156, JX56, NX57, P25X, QX56, R257.

**INDIANA**

**Anderson**

WCBC, Worth S. Rough A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O257, P157, R257.

WHBU, John R. Atkinson A257, B257, C257, D257, E257, H146, P257, R257.

**Bedford**

WBIW, Wm. C. Smith, Jr. A15X, B15X, C15X, D15X, E15X, F15X, G15X, H15X, I15X, J15X, K15X, L15X, M15X, N15X, O15X, P15X, Q15X, R15X, S15X.

**Bloomington**

WTTS, C. Raymond Bartlett A147, B147, D157, E157, JXXX, LXXX, O157, P157, Q157, R147.

**Connorsville**

WCNB, Emmett M. Jackson A157, B157, D157, H157, J157, P157, R157.

**Elkhart**

WTRC, Don R. McFall A157, B157, C157, D156, E156, H157, I156, N157, O157, P157, Q157.

**Evansville**

WEOA, Don Menke A146, B146, C146, D156, E156, H156, P157, R256.

WGBF, Martin L. Leich A147, B147, C156, D157, E157, H156, O147, P157, R147.

WIKY, John A. Engelbrecht A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, K156, L156, N157, PXXX, Q257, R156.

WJPS, Robert J. McIntosh A157, B157, C157, D157, E157, F157, G157, H157, I157, N157, O157, P157, Q157, R157.

**Fort Wayne**

WANE, Charles Kennedy A257, B257, C257, D257, E257, H256, I256, N257, O257, P257.

WGL, Merrill C. Johnson A257, B257, C257, D257, E257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

**Gary**

WWCA, Dee O. Coe A257, B257, C257, D257, E257, H257, I257, J257, L257, P257, Q257, R257, S257.

**Hammond**

WJOB, Robert C. Adair A14X, B1XX, C14X, D14X, G14X, H14X, I14X, O14X, P14X, Q14X, R14X.

**Indianapolis**

WFBM, Harry M. Bitnar, Jr. A157, B157, C157, D136, E136, F136, G136, H136, M136, N136, O136, P136, Q136, R136.

WIBC, Richard M. Fairbanks A247, B247, C247, D147, E147, F147, G147, O247, P247, Q247, R247.

WIRE, Willard C. Worcester A157, B157, C157, D157, E157, G157, H157, I157, M157, N157, O157, P157, Q157, R157.

WISH, Robert B. McConnell A247, B247, C247, D247, E25X, H246, I257, J257, L247, N146, O257, P257, Q257, R247.

**Jasper**

WITZ, Dennis J. Keller A156, B156, C156, D257, E256, G257, H257, I256, J256, M156, N257, O257, P257, Q156, R257.

**Logansport**

WSAL, Raymond W. Baker A157, B157, C157, D157, E157, N257, P157, R157.

**Marion**

WBAT, Wm. C. Fowler A157, B157, C257, D157, E157, H157, K157, L157, N257, O257, P257, Q157, R157.

**Michigan City**

WIMS, Wm. N. Udell A147, C147, D147, H147, I247, J247, M147, N247, O247, P147, R247.

**New Albany**

WLRP, Roy L. Hickox A157, B157, C157, E157, F157, H157, I157, J157, P157, Q257, R257, S157.

**New Castle**

WCTW-FM, Howard Arthur White A257, B257, C257, H257, I257, M2XX, N2XX, O2XX, P2XX, QXXX.

**Princeton**

WRAY, M. R. Lankford A257, B257, C257, D257, E257, F256, G256, H256, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Richmond**

WKBY, Lester G. Spencer A25X, B25X, CXXX, D157, G157, H157, N157, O157, P157, QXXX.

**South Bend**

WHOT, William H. Spencer A156, BXXX, C137, DXXX, EXXX, GXXX, H157, JXXX, MXXX, P157, R157.

WJVA, Frederick P. Householder A147, B147, C147, D146, E147, J147, O147, P146, Q247, R147.

WSBT, Neal B. Welch A157, B157, C157, D157, E157, G157, H157, P157, R147.

**Terre Haute**

WBOW, W. F. Rippetoe A157, B157, C157, E157, F157, H157, I157, K157, N157, O157, P157, R257.

WTHI, Joseph M. Higgins A157, D157, E156, H157, J157, P257, Q256, R257.

**Warsaw**

WKAM, Josiah W. Autenrieth, Jr. A257, B247, E257, F257, H257, I257, L257.

WRSW-FM, Wm. K. Wollenhoer A256, B256, H257, I25X, P257, Q256, R257.

**IOWA**

**Ames**

KASI, Arthur A. Skinner A257, B257, C257, D257, E2XX, F2XX, G2XX, H257, I157, N257, O257, P257, R257, S257.

**Atlantic**

KJAN, Franklin C. Miller A247, B247, C247, D247, G247, H247, I247, J247, N247, O247, P247, Q247, R247, S247.

**Burlington**

KBUR, Gerard Brendan McDermott A257, B257, D257, E257, F257, G257, H257, N257, O257, P257, Q257, R257, S257.

**Cedar Rapids**

KCRI, Wade S. Patterson, A156, B157, C157, D156, E156, F156, G156, H157, I157, J157, N157, P157, R157, S157.

WMT, Wm. B. Quarton A257, C257, D256, E256, H257, I256, J257, N257, P257, Q257, R257.

**Cherokee**

KCHE, Russell A. Hickman A247, B247, C247, D247, H247, I247, O247, P247, Q247, R247.

**Council Bluffs**

KSWI, Robert H. O'Brien A157, B157, C257, E147, G247, H156, I157, K157, L157, P157, R257.

**Creston**

KSIB, E. M. Horning A257, B257, C257, D257, H257, I257, J257, M257, N257, O257, P257, R257.

**Davenport**

KSTT, A. Malcolm McGregor A247, B146, C24X, DX4X, EX4X, FX4X, H15X, I1XX, K1XX, L1XX, P257, R257.

WOC, Ernest C. Sanders D156, E156, F156, H156, J15X, N15X, P15X, Q15X, R15X.

**Decorah**

KDEC, Verne G. Koenig A257, BXX7, H157, P257, Q257.

**Des Moines**

KIOA, Bill Martin A157, B157, C157, D157, E157, F157, G157, J157, M157, NX57, O157, P157, Q157, R157, S137.

KCBC, Rollo H. Bergeson—No Promotional or Merchandising Service.

KRNT, Robert Dillon A157, B157, D157, E157, G157, H157, I156, J157, M156, N157, O157, P257, R257.

KSO, Bill C. Baldwin A157, B157, C157, D157, E157, F157, G157, H257, I157, J157, O257, P257, Q257, R257, S157.

WHO, Paul A. Loyet A157, B157, C157, D156, E156, F156, H156, I156, J156, K156, P157, R157, S157.

**Dubuque**

KDTH, Ken S. Gordon A157, B257, C257, D257, E257, FXXX, G257, H257, J257, N257, O257, P257, R257.

WDBQ, James R. King AXXX, BXXX, D257, EXXX, HXXX, IXXX, LXXX, PXXX.

**Fairfield**

KFAD, James D. Mortwedt A147, B147, C147, D147, I147, J147, M147, N147, O147, P147, Q147, S147.

**Fort Madison**

KXGI, Greg Rouleau A157, B257, C157, D156, E156, G156, H256, I157, J157, M156, N157, O157, P157, Q157, R257, S157.

**Iowa City**

KXIC, Gene E. Clausen A257, B157, C257, E257, F257, G257, H157, I257, J257, N257, O257, P257, Q257, R257.

**Keokuk**

KOKX, Herb Nelson, A257, B257, C247, D257, E257, F257, G257, H157, I157, M25X, N25X, O25X, P257, Q257, R257, S257.

**Marshalltown**

KFJB, William Patrick White A156, C156, D156, E156, H156, N156, P156, Q156, R156.

(For keys to symbols, see "How To Read Listings" page 434.)

**IOWA (Cont.)**

**Mason City**

KGLO, Herbert R. Ohrt A256, C256, D256, E256, GXXX, H257, I25X, J25X, P257.  
KRIB, Edward B. Lamson A257, B257, C257, D257, E257, F257, G257, H15X, I157, J157, K15X, LXXX, M157, O257, P257, Q157, R257, S157.

**Oelwein**

KOEL, Walter J. Teich A157, B157, C157, D257, E257, F257, G257, I257, J257, N257, O257, P257, Q257, R257.

**Ottumwa**

KBIZ, Alice E. Fisher A257, B257, C257, D257, E257, F257, G257, H257, I257, N247, P257, Q257, R257.

**Shenandoah**

KFNF, C. Earl Williams B257, D256, EXXX, H157, NXXX, OXXX, P257, R257.

KMA, Anthony J. Koelker A256, B256, C256, D256, E256, G256, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

**Sioux City**

KCOM, Dietrich Dirks A256, B257, C257, D256, E256, J257, O257, P257, Q257, R257.

KSCJ, Eugene T. Flaherty A156, B157, C157, D156, E156, F156, H157, J157, P257, R257.

KTRI, James I. Mitchell A24X, B24X, C24X, DX4X, EX4X, NXXX, PX4X, RXXX.

**Spencer**

KICD, Ben B. Sanders AXXX, D256, JXXX, PXXX.

**Waterloo**

KWWL, Ralph J. McElroy A257, B247, C257, D257, E256, F256, G256, H256, I256, N257, P257, Q256, R257.

KXEL, James F. Cox D146, E146, G146, H146, I146, J146.

**Webster City**

KJFJ, Ray Malmberg A257, B257, C257, D257, E257, F257, G257, H25X, I25X, M25X, N25X, O25X, P2XX, R257.

**KANSAS**

**Atchison**

KARE, James M. Griffith A147, B147, C147, D147, E147, H147, N147, P147, R147.

**Colby**

KXXX, Bill Martin A157, B157, C157, D157, E157, G157, J157, M157, N157, O157, P157, Q157, R157, S137.

**Coffeyville**

KGGF, Robert Lee Pratt A157, B157, C157, D157, E157, F157, H157, I157, J157, P157, R157.

**Dodge City**

KGNO, Wendell Elliott AX57, BX57, CX57, DX57, EX57, FX57, HX57, OX57, PX57, QX57, RX57, SX57.

**El Dorado**

KBTO, James P. Platt A247, BXXX, C247, D247, E247, H247, I247, J247, M247, N147, O247, P247, Q247, R247, S247.

**Emporia**

KTSW, Jack Fallon A157, B157, C157, D157, E157, G157, H156, J157, N157, O157, P257, Q257, R157.

**Garden City**

KGAR, Russell D. Erickson A157, B157, C257, H156, I157, J157, N157, O257, P257, S157.

**Goodland**

KWGB, James E. Blair A257, B257, C257, DXXX, H257, I257, P257, Q257, R257.

**Great Bend**

KVGB, Grover C. Cobb A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, N257, P257, R257.

**Hays**

KAYS, Robert E. Schmidt A157, C157, D157, E156, H157, I157, N257, O257, P157, R157, S157.

**Hutchinson**

KWBW, John W. Powell A156, B156, C156, D156, E156, F156, H156, I156, N156, O156, P156, R156.

KWHK, Vern B. Minor A2X7, B2X7, C2X7, D2X7, E2X7, H2X7, I2X7, J2X7, N2X7, O2X7, P2X7, Q2X7.

**Independence**

KIND, J. Nelson Rupard A156, B157, C157, D256, E256, I156.

**Junction City**

KJCK, Ralph L. Weir A157, B257, C157, D156, E156, F156, G156, H156, I156, J156, N157, O157, P257, Q257, R257, S257.

**Lawrence**

KLWN, Arden Booth A257, H247, O257, P257, R257.

**Liberal**

KSCB, Leon S. Salathiel A157, B157, D157, O157, P157.

**Manhattan**

KMAN, Warren L. Powder A247, C247, D246, E246, F246, H246, I247, N247, O247, P247, R247.

**McPherson**

KNEX, Henry J. Dais A257, B257, C257, D257, H257, N257, O257, P257, Q257, R257.

**Newton**

KJRG, Bob Kent A257, B2X7, D257, G2X7, H1X7, I2X7, J2X7, O2X7, P2X7, Q2X7, R2X7, S2X7.

**Ottawa**

KOFO, James N. Jobs A157, B237, D156, E156, H156, O257, P157, QXXX.

**Parsons**

KLKC, Lester M. Combs A257, B257, C257, D257, O257, P157, Q257, R257.

**Pittsburg**

KOAM, E. V. Baxter A157, B257, C257, D156, E156, F156, G156, H157, I157, J257, O257, P157, R157.

KSEK, Thaed M. Sandstrom A157, B257, C157, D156, H257, I157, N257, O257, P257, Q257, R257, S157.

**Pratt**

KWSK, Clem Morgan B247, O247, P247, Q247, R247.

**Topeka**

KJAY, Paul E. Roscoe A157, B157, C157, D157, G157, H157, N157, O157, P157, Q157.

KTOP, Bailey Axton A257, B257, D157, H15X, O15X, P257.

WIBW, Ben Ludy A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, O257, P257, Q257, R257.

WREN, Fred L. Conger A156, B257, D256, E256, G156, K156, O157, Q247, R147, S146.

**Wichita**

KAKE, Graeme M. Fletcher A257, D257, E257, I257, J257, N257, O257, PXXX, R257.

KANS, Archie J. Taylor A157, B157, C257, D157, E157, H156, I157, J157, M156, N157, P257, Q257, R257.

KFBI, Hale Bondurant A14X, B14X, C156, D14X, E1XX, F1X6, G156, H156, I146, J157, N257, O157, P257, Q257, R157.

KWBB, J. Milton Hall A157, B157, C157, D157, E157, H157, I157, O157, P157, R157.

**KENTUCKY**

**Ashland**

WCMI, W. R. Martin A157, B257, C157, D157, E157, H157, I157, N257, O257, P257, Q257, R257.

**Bowling Green**

WKCT, Alvis H. Temple A257, B257, C257, D256, E256, F256, J257, M257, N257, O257, P257, Q257, R257.

**Campbellsville**

WLCK, Redman L. Turner BXXX, HXXX, IXXX, JXXX, PXXX.

WTCO, Clifford Spurlock CXXX, DXXX, HXXX, IXXX, JXXX, KXXX, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

**Columbia**

WAIN, S. C. Bybee A157, B157, C157, D156, E156, G156, H156, I156, J157, M157, N1X7, O157, P157, Q157, R157.

**Covington**

WZIP, Walter H. Rehbaum A157, B157, D157, E157, O257, P257.

**Frankfort**

WFKY, Ken. W. Hart A247, B247, C247, D247, E247, F247, H147, I247, J247, L147, N247, P247, Q247, R247, S247.

**Hazard**

WKIC, Richard H. Goodlette A247, B247, C257, D247, E257, F257, G257, H147, P257, R247.

**Henderson**

WSON, Hecht C. Lackey A257, B257, D257, E257, F257, H157, M257, O257, P257.

**Hopkinsville**

WHOP, F. Ernest Lackey A257, D247, E247, O247, P257.

**Lexington**

WLAP, J. Ed Willis A257, B257, C257, D257, E257, G257, H257, I257, J257, P257, R257.

WLEX, Earl Lovett Boyles AXXX, BXXX, CXXX, DXXX, EXXX, HXXX, IXXX, JXXX, KXXX, NXXX, OXXX, PXXX, RXXX, SXXX.

WYLK, Donald J. Horton A247, B247, C247, D247, E247, H147, I247, J247, K247, L247, P257, R257, S257.

**Louisville**

WAVE, Nathan Lord A156, B156, D156, J156, O156, P156, Q156, R156, S156.

WINN, Harry McTigue A157, B257, C257, D156, E156, G256, JXXX, N156, O2X7, P257, R257.

WKLO, D. C. Summerford AXXX, CXXX, D1X6, EXX6, GXX6, M1X7, N1X7, O1X7, P2X7, S157.

WKYW, Edwin E. S. Weldon C257, D257, J257, NXXX, P257, R257.

WLOU, Lee R. Smith CXXX, DXXX, IXXX, NXXX, O2XX, P2XX, RXXX.

**Madisonville**

WFMW, H. W. Wells A257, C257, D257, E257, H257, J257, N257, P257.

**Mayfield**

WKTm, Jack D. Henderson A147, D147, E147, H147, I147, P147.

WNGO, T. E. Brewer AXX6, BXXX, C256, D156, GX56, H2X6, IXXX, JXXX, N2X7, O157, P157, Q256, R257.

**Middlesboro**

WMIK, Maurice K. Henry A156, B156, C156, D156, E156, F156, H156, I156, N156, O156, P156, Q156, R156.

**Owensboro**

WOMI, Hugh O. Potter A257, B257, C257, D257, E257, F257, HXXX.

WVJS, Malcolm Greep A257, B257, C257, D257, E257, I257, J257, K257, M257, N257, O257, P257, Q257, R257, S257.

**Paducah**

WKYB, Edwin J. Paxton, Jr. A157, C157, D15X, E1XX, G15X, H15X, P257, R257.

WPAD, W. P. Lackey A157, C157, D156, H157, J157, L157, N257, O157, P257, Q157, R157.

**Pikeville**

WLSI, Roy E. Alexander A157, B257, C137, D137, E137, F137, G236, H157, I256, J257, L256, M256, N157, O257, P257, Q257, R157.

WPKE, Wm. T. Frazier AX4X, BX4X, P14X, RXXX.



**Princeton**

WPKY, L. B. Goodaker AXXX, EXXX, NXXX, PXXX.

**Russellville**

WRUS, Charles W. Stratton A257, B257, I257, O257, P257.

**Somersett**

WSFC, Meyer Layman A257, C257, D157, N15X, P157, R157.

**Whitesburg**

WTCW, Kenneth J. Crosthwait A156, B156, C156, I156, P156.

**LOUISIANA**

**Alexandria**

KALB, Willard L. Cobb A257, B257, C257, D257, E257, H257, I257, N257, P257, R257.

KSYL, Virgil G. Evans A137, B137, D157, E157, H157, I157, N157, O157, P257, Q157.

**Baton Rouge**

WAFB Tom E. Gibbens AXXX, BXXX, CXXX, DXXX, IXXX, JXXX, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

WIBR, Robert Earle A157, B257, C257, D137, E137, F137, H137, O257, P257, R257.

WJBO, Kelly Maddox A257, B257, C257, D257, E257, H257, P257, R257.

WLCS, Lamar Simmons A257, B257, C256, D157, H156, I257, J257, N257, O257, P257, RXXX.

WXOK, Herbert B. Pearson AXXX, BXXX, CXXX, DXXX, EXXX, HXXX, IXXX, JXXX, KXXX, LXXX, PXXX, RXXX, SXXX.

**Bogalusa**

WIKC, Curt Siegelin AXX7, BXX7, CXX7, DXX7, EXX7, FXX7, GXX7, HXX7, IXX7, JXX7, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

**Covington**

WARB, William Henderson Bland, Jr. A257, B257, C257, H257, I257, J257, N257, O257, P257, S257.

**Eunice**

KEUN, John Arthur Chauvin A247, B247, C257, E257, H247, I247, LXXX, P257, Q257, R257.

**Hammond**

WIHL, Joseph Kelly Ferris A257, B257, C257, D157, E157, F157, G157, H157, I157, M257, N257, O257, P257, R257, S257.

**Houma**

KCIL, L. H. Theomar A257, B257, C257, E257, H257, J257, M257, N257, O257, P257, R257.

**Lafayette**

KLFY, Wm. A. Patton A157, B157, C257, D157, E157, H257, I157, J157, K157, L157, M157, N257, O157, P257, Q146, R257, S157.

KVOL, George H. Thomas A156, B157, D156, E156, F156, H157, I157, J157, N156, P157, Q156, R257.

**Lake Charles**

KAOK, Thomas A. Gresham A257, B257, D257, E257, F257, H156, I157, K157, P257, R257.

KLOU, Sara M. Anderson A157, B157, D147, E14X, F14X, H15X, O157, P257, Q257, R157.

KPLC, David Wilson A257, B257, C257, D257, E257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Monroe**

KNOE, Al Donaldson A257, B257, C257, D257, E257, F257, G257, HXXX, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

**New Iberia**

KANE, Dierrrell Hamm A157, B157, C157, D157, E147, I147, J157, M157, N157, O157, Q157, R147, S157.

**New Orleans**

WBOK, Edward J. Prendergast A257, B257, C257, D257, E157, F157, G157, H257, I157, J157, K157, L157, N257, O257, P157, Q257, R257, S157.

WDSU, Robert D. Swezey A257, D257, E257, G257, H257, I147, O257, P257, R257.

WJBW, Louise C. Carlson AX47, BX47, D147, E147, G14X, HX46, M147, N247, P146, Q146.

WMRY, Mort Silverman A257, B257, C257, D257, E257, H257, I257, J257, M257, N257, P257, R257, S257.

WNOE, Benton Paschall A257, B257, C256, D257, E257, H156, I257, J257, M256, N257, O257, P157, Q257, R257, S157.

WSMB, John R. O'Meallie A157, B157, D157, E157, H157, I157, J157, L157, N157, O157, P157, Q157, R157.

WTPS, H. E. Wehrmann A247, B247, C247, D247, E247, F247, G247, H247, I247, J247, K247, L247, M247, N247, O247, P247, Q247, R247, S247.

WWL, Wm. H. Summerville A157, B157, C257, D257, E257, G257, H157, I157, K157, L257, P257, R257, S157.

**Opelousas**

KLSO, Wm. E. Jones A247, B247, C247, D247, E247, F247, G247, N247, P247, R247.

**Ruston**

KRUS, Kenneth L. Whitaker AXXX, BXXX, CXXX, D156, G156, H256, M157, O157, P157, Q157, R257.

**Shreveport**

KCIJ, John H. Pace AX57, BX57, CX57, D257, E257, F257, H257, I257, N257, O257, P257, R257, S257.

KENT, Frank H. Ford A257, B257, C157, D157, E157, H257, I257, J257, K257, L257, P257, QXXX, R157.

KRMD, Wm. L. Switzer A257, B257, C257, D257, E257, F257, H257, P257, R257.

KTBS, E. N. Wray A237, B237, D257, GXX7, H157, I257, J257, M257, O257, P257, Q257, R257.

KWKH, Henry B. Clay A247, B247, C147, D246, E246, H257, N257, O147, P257, R257.

**Thibodaux**

KTIB, A. A. Bensabat, Jr. A157, B157, C156, D157, E157, H157, I157, J157, N257, O157, P157, R257, S157.

**MAINE**

**Augusta**

WFAU, Norman George Gallant A257, B257, C257, D156, E156, F156, G156, H156, I156, J156, K156, L156, M157, N157, O157, P257, R156.

WRDO, Donald K. Powers A257, B257, C257, D157, E157, H156, P157, Q257, RXXX.

**Bangor**

WABJ, Leon B. Gorman A257, B257, C257, D257, E257, F257, J257, M257, N257, O257, P257, Q257, R257.

WLBS, Edward E. Guernsey A15X, CXXX, D15X, E15X, N15X, O15X, P25X, Q25X, R25X.

**Biddeford**

WIDE, Arthur A. Deters A257, C257, D257, E257, HXXX, NXXX, OXXX, PXXX, Q257, R257.

**Lewiston**

WCOU, John C. Libby A157, B157, C157, D156, E157, H157, I157, N157, O157, P157, R157, S157.

WLAM, Elden H. Shute A257, B257, D257, E256, H256, I146, O246, P257, QXXX, RXXX.

**Portland**

WCSH, Wm. H. Rines A257, B257, D157, E157, F157, H157, O157, P257, Q157.

WPOR, Harold H. Meyer A247, B257, C257, D247, E247, F247, H257, I247, J247, M257, N257, O257, P257, Q257, R257.

**Rumford**

WRUM, Kenneth J. Ellis A257, C257, D257, E257, G257, H257, I257, O257, P257, Q257, R257.

**Waterville**

WTVL, Carleton D. Brown A237, C25X, D256, E256, H257, I257, J257, L25X, M257, N257, O257, P257, Q257, R257.

**MARYLAND**

**Annapolis**

WASL, Robert Lee Blalock A257, BX57, CX57, DXXX, GXXX, HXXX, OXXX, PXXX.

WNAV, Malcolm Alexander Campbell, Jr. A257, B257, C257, D156, H1X6, IXXX, JXXX, M257, N257, O257, P247, Q257, R257, S247.

**Baltimore**

WBAL, Leslie H. Pearl, Jr. A146, B146, C14X, D256, E256, F256, G256, H257, I24X, M257, N257, P257, R256, S146.

WBMD, H. Shelton Harp, Jr. D137.

WCAO, Robert M. Richmond D257, E257, G25X, H157, J157, P257.

WCBM, George H. Roeder AXXX, BXXX, CXXX, DXXX, EXXX, HXXX, JXXX, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

WFBR, Robert B. Jones, Jr. A257, C247, D257, E257, H147, I137, J257, M147, N257, P257, Q247, R247.

WITH, Robert C. Embry A1XX, B1XX, C1XX, D1XX, EXXX, JXXX, LXXX, NXXX, PXXX, QXXX, RXXX.

WITH-FM, Samuel S. Kravetz A257, C257, D257, G257, H156, I257, L156, O257, P257, R257.

**Cambridge**

WCEM, Thomas H. Maguire, Jr. A257, B157, C257, D157, G157, H257, N257, O257, P157, Q257, R257.

**Cumberland**

WCUM, Eldred W. Stimman A247, B247, D247, E247, I247, J247, L247, M247, O247, P247, Q247, R247.

WDYK, Gary E. Schroeder A257, B147, C147, D156, H157, I147, J147, K147, P257, R147, SX47.

WTBO, Charles E. Smith A15X, B1X, C15X, D15X, E15X, H157, L15X, N15X, P15X, RXXX, SXXX.

**Frederick**

WFMD, Alan Long B257, H257, O257, P257, R257.

**Hagerstown**

WARK, Sam E. Phillips A157, BXXX, C157, D157, F157, H157, I157, O157, P157, R157.

WJEJ, Wm. H. Paulsgrove A157, B157, C14X, D147, E157, F147, N257, O257, PX57, R257.

**Havre De Grace**

WASA, Jason T. Pate B157, C157, H157, I157, N157, R257.

**Leonardtown**

WKIK, Wm. C. Redd A257, B257, C257, D257, E157, H157, NXXX, O257, P257, Q257, R257, S257.

**Lexington Park**

WPTX, Charles Campbell Rutledge, Jr. A147, B247, C147, D147, E147, G147, H147, I147, I147, NX47, O147, P147, Q147, R247, S147.

**Silver Spring**

WGAY, Joseph L. Brechner A257, B257, C257, D257, E257, G257, H257, I257, M257, N257, O257, P257, Q257, R257.

**Westminster**

WTTR, Russell H. Morgan A247, B247, C247, H247, I247, N247, O247, P247, Q247, R247, S247.

**MASSACHUSETTS**

**Boston**

WBMS, Norman B. Futman AXXX, BXXX, CXXX, DXXX, EXXX, FXXX, GXXX, HXXX, IXXX, JXXX, MXXX, NXXX, OXXX, PXXX, RXXX.

WBZ-WBZA, Paul E. Mills A257, B257, C257, D256, E256, F256, H247, J246, N257, O247, P247, Q247, R257.

WCOP, Roy V. Whisnand AXXX, CXXX, D146, E146, G146, H147, I147, J147, O147, P147, Q147, S147.

WHDH, William B. McGrath AX5X, BX5X, CX5X, DX5X, EX5X, FX5X, GX5X, HX5X, IX5X, JX5X, MX5X, NX5X, PX5X, RX5X.

WORLD, Arthur Edmund Haley A157, B157, C157, D157, E157, F157, H157, I157, J157, K157, R157, S157.

WYOM, Benjamin Bartzoff A257, B257, C257, D136, E136, F136, G136, H1X6, I1X6, K1X6, L1X6, M257, N257, O257, P257, Q257, R257, S257.

(For keys to symbols, see "How To Read Listings" page 434.)

MASSACHUSETTS (Cont.)

**Brockton**

WBET, Charles A. Fuller A157, B157, C157, D157, E157, O157, P157, Q157, R257.

**Cambridge**

WTAO, Theodore B. Pittman, Jr. A257, BXXX, CXXX, D256, E256, GXXX, H156, I257, M257, N257, O257, P257, R257, S257.

**Fall River**

WALE, George E. Sisson, Jr. A257, B257, C257, D257, EXXX, H257, I257, M257, N25X, O257, P257, Q257, R257.

WSAR, Lincoln Walker Newton Pratt A257, B257, C257, D257, E257, F257, G257, H257, I257, M257, N257, O257, P257, Q257, R257.

**Fitchburg**

WFGM, David M. Myers A257, B247, C257, D257, E257, I257, KXXX, N257, O257, P257, Q257, R257.

**Framingham**

WKOX, Richard E. Adams A157, B157, C157, D157, E156, F156, G156, H157, I156, J157, N157, O157, P157, Q157, R157, S157.

**Gardner**

WGAW, William Charles Engel A247, C247, M247, N247, O247, P247, R257.

**Greenfield**

WHA1, Horace William Nichols A147, C157, E147, F157, P157, Q157, R247, S147.

**Haverhill**

WHAV, Robert I. Kimel A157, B157, C157, D157, E157, H157, I157, P157, Q157, R157, S157.

**Holyoke**

WREB, Robert Harold Berger A257, B257, C257, M257, N257, O257, P257, Q257, R257.

**Lawrence**

WCCM, George H. Jaspert C247, E247, F247, G247, H1XX, J247, P247, Q2X7, R2X7, S1X7.

**Lowell**

WCAP, William J. Warren A257, D257, E257, F257, H257, I257, P257, Q257, R257.

WLLH, Dana W. Fitzgerald A256, B256, C256, D256, E256, F256, G256, H256, K256, L256, M256, N256, O257, P257, Q257, R257.

**Lynn**

WLYN, Melvin Lahr A157, B157, C157, D157, E157, G157, J157, R157.

**Medford-Malden**

WHIL, Sherwood J. Tarlow A257, B257, C257, D157, E257, F156, G257, H257, I257, J257, K156, L156, M157, N157, O157, P257, Q2XX, R257, S257.

**New Bedford**

WBSM, Otto F. A. Arnold A156, B156, C156, D157, E156, H156, I156, M157, N157, O157, P157, Q156, R157.

WNBH, Joseph Thomas Mathers A257, B25X, C25X, D25X, FXXX, GXXX, H257, J256, NXXX, OXXX, PXXX, QXXX, RXXX.

**Northampton**

WHMP, Alexander Wilson Milne A257, B257, C257, H157, Q156, R157.

**Pittsfield**

WBEC, Wendell William Budrow A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Quincy**

WJDA, James D. Asher A25X, B256, C25X, H256, JXXX, NXX6, OXX6, PXX6, R257.

**Springfield**

WACE, Ralph J. Robinson A157, C157, D137, E137, H157, I137, L137, M137, N137, P157, Q256, R157, S137.

WHYN, Charles D. DeRose A157, B257, D157, E157, G257, H157, I157, J257, M257, N257, O257, P257, Q257, S157.

WJKO, Chris Michael Manitsas A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O157, P157, Q157, R157, S157.

WMAS, Robert F. Donahue A257, B257, D257, E257, F257, G257, H257, I257, O257, P257, Q257, R257.

WSPR, Alan C. Tindal A257, B257, C257, D256, E256, G257, H156, I257, PXXX, R257, S257.

**Taunton**

WPEP, Edwin E. Stawniak A257, B257, C257, D256, E256, H257, I257, J257, N257, O257, P257, Q257, R257, S257.

**Waltham**

WCRB, Ted Jones A256, B256, C256, D256, E256, H256, I257, J257, N257, O257, P257.

**West Springfield**

WTXL, Lawrence A. Reilly A147, C147, D147, E147, F147, G147, H147, N1XX, P1XX, R1XX.

**West Yarmouth**

WOCB, Paul W. Stiles B247, C247, D147, E147, H157, P257.

**Worcester**

WAAB, George F. Wilson A147, BXXX, C147, D147, E14X, H147, J147, L147, N147, P147, Q147, R157.

WORC, Kenneth M. Cooper A157, B157, C157, D157, E257, I157, L157, M157, P257, Q157, R257.

MICHIGAN

**Adrian**

WABJ, O. W. Meyers A157, B157, C157, D157, E157, F157, G157, H157, P257, R257.

**Albion**

WALM, Lewis M. Shroyer A257, B257, C257, D257, E257, F257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Alma**

WFYC, David W. Sommerville A257, B257, C257, E257, H257, I257, O257, P257, Q257.

**Alpena**

WATZ, Drew McClay AXXX, BXXX, CXXX, DXXX, GXXX, IXXX, JXXX, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

**Ann Arbor**

WHRV, Steve Filipiak A257, B257, C257, D256, E256, H257, JXXX, N257, O257, P257, R257.

WPAG, Edward F. Baughn A156, B157, C156, D157, E157, G157, H157, I156, J157, N157, O157, P157, R157.

**Battle Creek**

WBCK, Eugene F. Cahill J1XX, P1XX.  
WELL, Dan E. Jayne C257, D257, H257, OXXX, PXXX, R257.

**Bay City**

WBCM, H. A. Giesel A15X, C15X, E157, P15X, RXXX.

**Benton Harbor**

WHFB, Jacob P. Scherer A157, B257, C257, D156, H257, I157, P257, R257.

**Cadillac**

WATT, Les Biederman A257, B257, C257, D257, I257, M257, N257, O257, P257, Q257, R257, S257.

**Coldwater**

WTVB, E. Harold Munn A157, B257, C157, D157, E157, H157, I157, N257, P257, Q257, R257.

**Dearborn**

WKMH, Geo. M. Miller A157, B157, C157, D157, E157, H157, I157, R157.

**Detroit**

CKLW, E. Wilson Wardell A157, C257, D257, E257, H156, P1XX, R257.  
WJBK, Gayle Y. Grubb A247, B247, C247, D146, E146, F146, G146, H247, JXXX, LXXX, M247, N247, O247, P237, R247.

WJLB, Edwin E. Nyy A156, B156, C256, D156, E156, G156, H156, I156, J156, L156, M156, N156, O157, Q257, R257.

WWJ, Edwin K. Wheeler AX57, BX57, D247, E147, G257, H157, L147, P257, QXXX, RXXX.

WXYZ, James G. Riddell A157, C157, D157, E157, H157, N157, O157, P157, S157.

**Esconaba**

WDBC, Geo. D. Lindenthal A1XX, BXXX, CXXX, DXXX, IXXX, JXXX, N1XX, QXXX, RXXX.

WESK, Bart Conley A257, B257, C257, E157, G257, H157, J157, N157, O257, P157, Q257, S257.

**Filnt**

WBBC, Jerry Schroeder C147, D147, E147, F147, G147, H257, I147, N257, O257, P257, R257.

WFDF, Lester W. Lindow A257, B257, C157, D156, E156, G156, H157, J157, L157, N157, P157, R157.

WKMF, W. Eldon Garner A157, B157, D157, E157, G157, H157, I157, J157, N157, O157, P157, Q157.

WTAC, Jon R. McKinley A157, B257, C257, D157, E157, F156, H157, I157, J157, L157, M157, N257, O157, P257, Q257, R257, S157.

**Gaylord**

WATC, D. O. Reed A257, B257, C257, D257, H257, M257, N257, O257, P257, Q257, R257.

**Grand Rapids**

WJEF, Martin Giaimo A157, B157, C14X, D14X, E1XX, H15X, I14X, P15X, Q15X, RXXX, S15X.

WLAY, Hy M. Stead A257, C257, D157, E157, F157, H257, J157, O157, P257, R257.

WOOD, Willard Schroeder A257, B257, D257, E257, H257, M257, NXXX, OXXX, P257, Q257, R257, S257.

**Iron Mountain**

WMIQ, Russell J. Staffeld A257, B257, C257, D256, E256, F256, G256, I246, P257, Q256, R257.

**Ironwood**

WJMS, William Leonard Johnson A157, B157, C157, D157, E157, G157, H157, I157, J157, N157, O157, P157, Q157, R157.

**Jackson**

WIBM, William A. Cizak A157, B147, C147, D157, G1X7, H1X7, I1X7, N24X, P15X, Q24X.

WKHM, John O. Gilbert II A156, B157, C156, D157, E157, F156, G157, H157, I157, J157, L157, N156, P157, R157, S157.

**Kalamazoo**

WKZO, Carl E. Lee A137, C137, D137, E137, G157, H157, J157, K156, P157.

**Lansing**

WILS, John C. Pomeroy A156, B157, C156, D157, E157, F157, H156, J157, L156, NXXX, OXXX, P157, QXXX, R257.

WJIM, Williard E. Walbridge A257, B257, C257, D246, E25X, H257, N257, O257, P257, R257.

**Manistee**

WMTE, Stephen P. Cole A156, B257, C256, D156, H156, I157, O257, P257, QX4X.

**Marine City**

WDOG, Harry Coughlin A157, B157, C157, D157, H157, I157, J157, N257, P157, R257.

**Menominee**

WMAW, Vernon H. Uecker D257, H257, I157, O257, P257, Q257.

**Mt. Pleasant**

WCEN, Russell W. Holcomb A257, B257, D256, E256, N257, O257, P257, R256.

**Muskegon**

WKBZ, Arch Shawd A247, B247, C247, D247, E247, F247, G247, H247, I247, J247, N247, O247, P247, Q247, R247, S247.

WMUS, Dalton C. Hille A257, B257, C257, D257, E257, F257, H257, N157, O257, P257, Q157.

**Owosso**

WOAP, Merrill H. Walker D247, EXXX, H147, I147, NXXX, OXXX, P247.

**Port Huron**

WHLS, John F. Wismer A157, B257, C147, D156, E157, H257, I247, J257, L146, N247, O257, P257, Q247, R247.  
 WTTT, Richard S. Summerville A157, C157, H157, I157, J157, K157, L157, N157, P157, Q157.

**Rogers City**

WHAK, Harvey Alfred Klann A2X7, B2X7, C2X7, D2X7, G2X7, Q2X7, R2X7.

**Royal Oak**

WEXL, Gordon O. Sparks A257, B257, D257.

**Saginaw**

WKNX, Howard H. Wolfe A156, B237, C257, D157, E157, F156, G157, H157, I157, J157, K156, L156, M257, N257, O257, P157, Q257, R257, S257.  
 WSAM-FM, Robert W. Cessna A157, B257, C1X7, D156, H156, P257, RXXX.  
 WSGW, A157, D157, E157, F157, HXXX, IXXX, P157, QXXX.

**Traverse City**

WTCM, Robert E. Detwiler A257, B257, C257, D257, J257, M257, N257, O257, P257, Q257, R257.

**MINNESOTA**

**Albert Lea**

KATE, E. A. Van Alstyne A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, O157, P157, R157, S157.

**Alexandria**

KXRA, Everett Quentin Walters A257, B257, E257, G257, H257, I257, M247, N247, O257, P157, Q2XX.

**Bemidji**

KBUN, Edward W. Butler A257, B257, D25X, E25X, H25X, M257, N257, O257, P257, Q256.

**Brainerd**

KLIZ, Earl Robert Johnson A157, B157, C157, D157, E157, H157, N257, P257, R257.

**Duluth**

KDAL, Dalton A. Le Masurier A257, C257, D257, E257, F257, H257, J257, K257, L257, M257, N257, O257, P257, Q257, R257.  
 WDSM, Ralph A. Nelson A257, C257, D257, E257, H257, I157, N156, P257, R257.  
 WEBC, Harold John Parise A257, C257, D256, E256, H257, I156, J157, L156, N257, O257, P257, R257, S247.

**Faribault**

KDHL, John E. Hyde Jr. A257, B257, D257, E257, H257, N257, O257, P257, R257.

**Mankato**

KTOE, Donald O. Linder A247, B247, C247, D247, E247, F246, G246, H147, I146, J146, M146, N146, P247, R147.  
 KYSM, Robert E. DeHaven A257, B257, C257, D257, E257, F257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Marshall**

KMHL, Gilmore F. Frayeth A257, B257, C257, D147, E147, F147, G147, H147, I147, J147, P257, R147.

**Minneapolis**

KEYD, Lee L. Whiting A24X, B24X, D24X, H1XX, I24X, J24X, K1XX, P24X, Q24X, R24X, S24X.  
 WCCO, Larry F. Haeg A257, B257, C257, D257, E257, G257, H257, I257, J257, R257, S257.  
 WDGY, Clarence T. Hagman A157, C157, D157, G157, H157, P157, Q157, R157.  
 WLOL, Wayne "Red" Williams A257, B257, D15X, P257, R257.  
 WPBC, William Vernon Stewart A257, B257, C257, D257, E257, H257, I257, N257, O257, P257, Q257, R257.

**St. Paul**

WCOW, Arne G. Peterson A157, B157, C257, D257, H157, I157, J157, L157, N157, O157, P157, Q157, R257.  
 WMIN, Sherle McGehee Lowe A257, CXXX, HXXX, PXXX, RXXX, SXXX.

**Montevideo**

KDMA, Willard Linder A257, D257, H257, Q257, P257.

**Moorhead**

KVOX, Manuel Melvin Marget A157, B157, D157, E157, F157, G157, H157, I157, J157, N257, O257, P257, Q257.

**Owatonna**

KOBK, Harry T. Bulow A156, B257, C157, D15X, H157, I157, J157, N257, P157, Q256, R157.

**Rochester**

KROC, G. David Gentling A257, C257, D257, E257, H257, I257, J257, N257, O257, P257, R257.

**St. Cloud**

KFAM, F. C. Schilplin A247, B247, C247, D247, E247, H257, J257, P257, R247.  
 WJON, Herm Albert Schneider A157, B24X, C24X, H147, I14X, J147, L14X, P147, Q247, R14X.

**Stillwater**

WSHB, Richard Kennedy Power A157, B157, C157, D157, H157, I157, J157, O257, P257, Q257, R257.

**Thief River Falls**

KTRF, Donald L. Olson A257, B257, D257, E257, H257, I257, N157, O257, P257, Q257, R257.

**Winona**

KWNO, Kenneth L. Marsh A257, D257, E257, H257, I257.

**MISSISSIPPI**

**Batesville**

WBLE, [No name supplied] A147, C147, DXX7, IXXX, JXXX, PXXX, QXXX.

**Biloxi**

WVMI, Odes E. Robinson A257, B257, C257, D256, E256, F256, G256, H256, I256, J257, K256, L256, M257, N256, O257, P257, Q257, R257.

**Brookhaven**

WJMB, Tullius Brady A147, B147, C147, D147, E147, H147, I147, M147, N147, O147, P147, Q147, R147, S147.

**Clarksdale**

WROX, Preston B. Hinman, Jr. A14X, B14X, C1XX, D14X, E14X, F14X, G14X, H14X, I14X, J14X, K14X, L14X, M14X, N14X, O14X, P14X, Q14X, R14X, S14X.

**Cleveland**

WCLD, Bernard M. Dabney, Jr. A257, B257, C257, D156, E156, F156, G156, H156, M157, N157, O157, P257, Q257, R157.

**Columbia**

WCJU, Ray Tolar A257, B257, C257, H157, P257, Q257, R257.

**Corinth**

WCMA, John E. Bell A157, B257, C15X, D156, E156, F156, G156, H156, O257, P157, R257.

**Greenville**

WGYM, Edward M. Guss A157, CX57, D157, E157, H257, NXX7, O257, P257, R257.

**Hattiesburg**

WFOR, Charles J. Wright, Jr. A157, B257, C257, D156, E156, H156, M257, N257, O257, P257, Q156, R257, S157.  
 WHSY, William R. England A247, B247, C247, D257, E257, F257, G247, I247, J247, K247, L247, O247, P257, R247.

**Indianola**

WNLA, Chuck Allen A157, B257, C15X, D157, G157, H156, I157, J157, M157, N157, P257, Q257, R257.

**Jackson**

WSLI, L. M. Sepaugh A157, B157, C157, DX57, EX57, HX57, LX57, PX57, QX57, RX57.

**Laurel**

WAML, James Granville Walters A157, B257, C257, D157, E157, J257, N257, O257, P257, Q257, R157, S157.

**Macon**

WMBC, Estes Denton AXX7, BXX7, CXX7, IXX7, JXX7, LXX7, NXX7, PIX7.

**Meridian**

WMOX, Joseph William Carson A147, B147, C147, D146, E147, H147, I147, M147, N147, O147, P147, R247.  
 WTOK, Jerry Jackson Joiner, Sr. A157, C257, D157, E157, F157, H157, J257, M157, N157, P157, R257.

**Natchez**

WNAT, Paul Schilling A257, B257, C257, D257, E257, H257, P257, R257, S257.

**Pascagoula**

WPMP, Floyd William Hess A257, C257, D157, P257, Q257, R257.

**Philadelphia**

WHOC, William Howard Cole A257, B257, C257, D15X, E15X, F15X, G15X, H15X, I257, M257, N257, O257, P257, Q256, R257.

**Piscayune**

WRJW, Jimmie Willson A257, B257, C257, D257, E257, O257, P257, Q257, R257.

**Tupelo**

WELO, Bob Evans BX4X, C156, D14X, E14X, I14X, N14X, O14X, P14X, Q14X, R14X, S14X.  
 WTUP, James E. Reese A257, B257, C257, DX57, EX57, N257, O257, P157, Q257, R257.

**Vicksburg**

WQBC, Mary Van Cushman A157, B257, C257, D147, E157, H1X7, N157, OX57, PX57.

**Yazoo City**

WAZF, Richard L. Crans A257, C257, D257, EXXX, H257, L257, N257, P257, Q257, R257.

**MISSOURI**

**Boonville**

KWRT, William Robert Tedrick A147, B146, C146, D146, G146, H146, I246, N147, O247, P247, Q247, R247, S247.

**Cape Girardeau**

KGMO, Richard Crowe Brandt B257, C257, H257, I257, N257, O257, P257.

**Carthage**

KDMO, Lloyd Clinton McKenney A257, B257, C257, D257, E257, M257, N257, O257, P257, Q257, R257.

**Caruthersville**

KCRV, Robert L. Harrison A257, B257, C257, D257, E257, H257, I257, M257, N257, P257, Q257, R257, S257.

**Chillicothe**

KCHI, Howard Gilbert Rion A257, B257, C257, D257, E257, F257, P257, Q257, R257.

**Columbia**

KFRU, Mahlon R. Aldridge A157, B157, C157, D157, E152, N157, P157, R157.

**Fulton**

KFAL, Robert W. Nickles A156, B156, D256, E256, F256, G256, H256, I256, J256, K256, L256, N156, P157, Q156, R257.

**Hannibal**

KHMO, William H. Shaw A156, C256, H157, N257, P257, R257.

**Independence**

KIMO, Harry L. Becker A15X, B15X, C15X, D1X6, E1X6, F1X6, H1XX, N1XX, N15X, O157, P15X, R1XX.

**Jefferson City**

KWOS, Catherine Roer A156, B15X, C156, D156, E156, F156, G156, H15X, P157, R15X.

**Joplin**

KFSB, William H. Clark A14X, B14X, C14X, D146, E14X, F14X, G14X, H146, I14X, J14X, K14X, M146, N146, O147, P147, Q147, R147.

(For keys to symbols, see "How To Read Listings" page 434.)

MISSOURI (Cont.)

Kansas City

KCKN, Joe H. Story A147, B147, C147, D147, E147, F147, G147, H147, I147, P147, R147.

KUDL, David M. Segal A257, B257, C257, D257, E257, G257, H257, I257, M257, NX57, O257, P157, R257, S157.

WDAF, V. S. Batton B257, D146, H25X, P257, R257.

Kennett

KBOA, Charles H. Harrison A257, B257, C257, DX6, E256, FX6, H256, O257, P257, R257.

Kirksville

KIRX, Sam A. Burk A2X7, D2X7, E2X7, H1X7, I1X7, P2X7, R2X7.

Marshall

KMMO, Harold Douglas A157, B157, D156, I157, PXXX, R157.

Maryville

KNIM, A257, B257, D257, H257, I257, N257, O257, P257, Q247.

Mexico

KXEO, W. Earl Dougherty A15X, BXXX, D146, E1X, I14X, JXXX, P257, RX5X.

Moberly

KCNM, Jerrell A. Shepherd AXX6, BXX6, CXX6, DX6, EX6, FX6, GX6, HXX6, PXX7, QXX7, RXX7.

Nevada

KNEM, Kenneth E. White A257, B257, C257, D257, E257, N257, O257, P257, Q257, R257.

Rolla

KTR, Luther W. Martin A156, B2X7, C156, D156, E156, F156, G156, H156, I156, O156, P157, Q157, R257.

St. Joseph

KFEQ, Barton Pitts A157, B157, D15X, E15X, H157, I157, O157, P157, Q157, R157.

KRES, Tee Casper A257, B257, C257, D157, E157, G157, H156, I157, J157, O157, P157, Q157, S157.

St. Louis

KSD, George M. Burbach A146, B146, D146, E146, F146, H257, I147, N257, P257, Q257, R257.

KWK, Fred J. Mueller EXXX, JXXX.

KXLW, William W. Jefferay A1X7, BXXX, CXXX, D257, E2XX, I1X6, P1X7.

KXOK, C. L. "Chet" Thomas A157, D1XX, E1XX, P157, Q2XX, R15X.

WIL, L. A. Benson A156, B156, C156, D156, E156, F156, G156, H156, I156, N156, O156, P156, Q257, R257.

Sedalia

KDRO, Herb W. Brander A257, B257, C257, D147, E257, F257, G257, H257, I257, J257, K257, L257, M147, N247, O147, P257, Q257, R147, S147.

KSIS, Carl Wesley Yates, Jr. A157, B157, C157, E157, H157, I157, O157, P157.

Sikeston

KSIM, Richard Leigh Watkins, Jr. A157, B157, C157, D157, E157, G157, H156, I157, J157, L157, M157, N157, O156, P157, Q157, R157.

Springfield

KGBX, Keith G. Wells A257, B257, C257, D257, E257, F257, G257, H257, J257, N257, O257, P257, Q257, R257.

KICK, Loyd Clinton McKenney A157, B157, C157, D157, E157, H157, I157, N157, O157, P157, Q157, R157, S257.

Thayer

KALM, Sam Beatty A257, B257, C257, D256, E256, F256, G256, H256, I257, J257, M257, N257, O257, P257, Q257, R257.

Warrenton

KWRE, William T. Zimmerman A2X7, B2X7, C2X7, H2X7, I2X7, J2X7, K2X7, L2X7, N2X7, O2X7, P2X7, Q2X7, R2X7.

MONTANA

Billings

KBMY, M. Kenneth Nybo A257, B257, D257, G257, H257, I257, J257, N257, P257, R257.

KGHL, Ed Yocum A257, B257, C257, D257, E257, H257, L257, N257, O257, P257, Q257, R257, S257.

KOOD, Y. V. (Bud) Clark A257, B257, C257, D157, G156, H156, L156, N257, O157, P157, Q156, R227.

Bozeman

KBMN, Karl Dan Snyder A257, B257, C157, H157, I157, J157, N257, O257, P257, Q247, R257.

Butte

KOPR, Ed Cooney A157, D157, E157, F157, H157, I157, J157, N157, O157, P157.

KXLF, Arne E. Anzjon A257, B257, C257, D256, E256, F256, G256, J257, M257, N257, O257, P257, Q257, R257.

Glendive

KXGN, Daniel Chas. Palen A257, B257, C257, I257, J257, L257, N257, O257, P257, Q257, R257.

Great Falls

KFBB, Joseph P. Wilkins A257, B257, C257, D257, I257, J257, L257, M257, O257, P257, Q257, R257.

KMON, Robert H. Warner A257, B257, C257, D156, E156, H1X7, N157, P157, RXXX.

KXLK, Theodore L. Frayling A257, B257, C257, D257, E257, F257, G257, I257, M257, N257, P257, R257.

Havre

KOJM, Charlotte H. Brader A257, B257, C257, D257, H257, I257, J257, P257, R257.

Helena

KCAP, K. O. MacPherson A257, B257, C257, I257, N257, P257, Q25X, R257.

KXLJ, Barclay Craighead AXX6, BXX6, CXXX, DX6, EX6, FX6, MXXX, PXXX, QXXX, RXXX.

Kalispell

KGEZ, N. V. Fisher AX57, DX57, PX57.

Livingston

KPRK, Paul B. McAdam A257, B257, C257, D257, E257, H257, M257, P257, Q257, R257, SXXX.

Miles City

KATL, Ian A. Elliot A157, B157, C257, D156, E156, F156, I156, M157, O257, P257, Q257, R257.

Missoula

KGVO, Guy Bradley Farnsworth A257, B257, C257, J257, N257, P257, Q257.

Sidney

KGCX, E. E. Krebsbach A257, D257, E257, G257, H257, I257, J257, P257.

NEBRASKA

Alliance

KCOW, Gene Ackerley A247, B247, C247, D247, E257, F246, I247, J247, P247, Q247, R247.

Beatrice

KWBE, Gordon C. Bud Pentz A147, B14X, C147, E147, F147, G147, H147, I147, J147, M147, N147, O147, P147, Q147, R147.

Broken Bow

KCNI, Bud Crawford CXXX, OXXX, PXXX, QXXX, RXXX.

Fremont

KFGT, Robert L. Johnson A247, B247, C247, P247, QXXX, R257.

Grand Island

KMMJ, Bill Martin A157, B157, C157, D157, E157, F157, G157, J157, M157, NX57, O157, P157, Q157, R157, S137.

KRGI, Wick Heath A15X, B15X, C15X, D157, E15X, H15X, I15X, JXXX, M156, N257, O257, P257, Q157, R257.

Lincoln

KFOR, Richard W. Chapin A257, B257, C257, DXXX, EXXX, FXXX, GXXX, HXXX, IXXX, JXXX, OXXX, QXXX, RXXX.

KLMS, Frank Stubbs A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O157, P157, Q157, R157, S157.

KOLN, A. James Ebel A157, B15X, D157, E157, H15X, I157, N147, O147, P157, Q24X, R15X.

Norfolk

WJAG, Robert E. Thomas A257, B257, C257, D257, E257, F257, G257, H257, I257, P257, R257.

North Platte

KODY, John Alexander A157, B257, C257, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P157, Q157, R157.

Omaha

KBON, Paul R. Frey A157, B157, C157, D157, E157, G157, H157, I157, J157, L157, P157.

KFAB, Harry D. Burke AX47, BXXX, CXXX, D157, E157, F157, GX57, H1X7, I1X7, J1X7, K1X7, L1X7, N257, O157, P257, Q157.

KOWH, Virgil Y. Sharpe A157, B157, D157, E157, QX5X, RX5X.

WOW, Frank Fogarty A1XX, BXXX, C147, D147, E146, G147, H147, J147, L147, O157, P157, R1XX.

Scottsbluff

KOLT, Les L. Hilliard A147, B147, D147, E147, JXXX, N147, O147, P147, RXXX.

Sidney

KSID, Max Young A257, B257, C257, D257, HXXX, I257, J257, N257, P257, Q257, R257.

NEVADA

Eiko

KELK, John J. Gammick B256, D257, H157, I247, N257, O257, P157.

Las Vegas

KLAS, Tom M. Ivory A157, B157, C157, D157, E157, F156, H156, I156, K156, N257, O156, P257, Q156, R157, S156.

KORK, Roland B. Vaile A247, B257, H257, I147, OXXX, PXXX, S147.

KRAM, Edward J. Jansen C257, H257, J257, N257, P257, Q257, R257.

Reno

KWRN, Franz J. Robischon D257, E257, F257, G257, N257, O257, P257, R257.

NEW HAMPSHIRE

Concord

WKXL, Thomas Francis Frank A157, B157, C157, D257, E257, G25X, H257, N257, O257, P257, Q257, R257.

Keene

WKNE, Frank B. Estes B257, C256, D257, E257, G257, H257, N257, P257, Q256, R257.

Laconia

WLNH, Arthur I. Rothafel A157, C156, D157, IXXX, N157, O157, P157, R157.

Manchester

WFEA, Norton I. Virgien, Jr. A257, B257, C257, D257, E257, F256, I257, M257, N257, O257, P257, R257.

WKBR, Warren Holmes Journay A257, B257, C257, DXXX, EXX7, FXX7, HXX7, IXX7, M257, N257, O257, P157, Q257, R257, S137.

Nashua

WOTW, Arthur A. Newcomb A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, N257, O257, P257, Q257, R257, S257.

NEW JERSEY

Asbury Park

WJLK, Everett Rudloff A257, B2X7, C257, D247, G247, H25X, P257, Q256, R24X.

Bridgeton

WSNJ, Paul Alger A156, B156, C156, D156, E156, F156, G156, H156, N157, OXX7, P157, Q157, R157.

Camden

WCAM, John Cleary A257, B257, C256, E256, F256, G256, H256, I256, J256, L256, M257, N257, P257, R257.



**Morehead City**

WMBL, Grover C. Munden B247, C247, H247, I247, P247, R247.

**Morganton**

WMNC, Nathan J. Cooper A157, B157, C157, D157, E157, H157, I157, K157, P157.

**New Bern**

WHIT, Ray D. Williams A25X, B25X, C25X, D24X, E24X, F24X, G24X, H24X, I24X, N257, O257, P257, Q257, R247.

WOOW, Lester L. Williams A246, B247, G247, H147, O147, P147, Q147, R247.

**Lenoir**

WJRO, John P. Rabb A157, B157, C157, D157, E156, O157, P157, Q157, R157.

**Raleigh**

WNAO, Charles G. Baskerville A156, B157, C156, D156, E156, F156, H157, J157, M156, O157, P257, Q257, R157.

WPTE, Richard H. Mason A157, B157, C157, D257, E257, G257, H257, I257, J257, N147, O257, P257, Q257, R147, S157.

WRAL, Fred Fletcher A247, B247, C247, D24X, E24X, H257, I24X, J24X, O247, P257, QX47, R247.

**Reidsville**

WFRG, Steve Woodson A157, B157, C157, O157, P157, Q157, R157.

WREX, William M. Oliver, Sr. A257, B257, C257, D257, E257, G257, H257, N257, O257, P257, Q257, R257.

**Rockingham**

WAYN, William F. Futterer A257, B257, C257, E257, F257, G257, H257, I257, J257, N257, O257, P257.

**Rocky Mount**

WCEC, Mel Warner A257, B257, C257, D257, E257, F257, G257, H157, I157, J157, O257, P157, Q257, R257, S257.

WEED, William Avera Wynne A257, B257, C257, J257, E257, H256, I157, N257, P257, R257.

**oxboro**

WRXO, Harold S. Taylor A257, B257, D157, E157, 57, P257.

**isbury**

7SAT, Harry L. Welch A157, B157, C157, D157, G157, H157, O157, P157, Q157, R157, S157.

**ord**

YE, Waldo W. Primm A257, B257, C257, D257, M257, N257, O257, P257, Q257.

EP, Del F. Carty A257, B257, C257, D257, I257, J257, N257, O257, P257, Q257, R257.

Robert M. Wallace A147, D147, N147, 47.

**ty**

Luther B. Bruce AXXX, BXXX, CXXX, IXXX, OX, OXXX, PXXX, QXXX, RXXX, SXXX.

John Sims Townsend A247, B247, C247, I247, N246, P247, R247.

**es**

S. Younts A157, C157, D157, E157, I57, P157, R147.

Thomas Snowden A257, B257, C257, 7, H257, K157, O257, P257, Q257.

V. Fisher A257, B257, C257, D256, O257, P157, R257, S257.

sham Moore A257, B257, C257,

erson A257, B257, C257, D257, 257, P257, R257.

**Waynesville**

WHCC, Kenneth D. Fry A257, B257, C257, D257, HXXX, P257, QXXX, R24X.

**Wilson**

WGTM, Henry Eldon Sullivan A257, B257, C247, D147, E147, K146, L146, N257, P257, R257, S257.

WVOT, Harry W. Severance A247, B247, C247, D247, E247, F247, H256, I246, M147, N147, P257, Q157, R257.

**Winston-Salem**

WAIR, Wally H. Voigt A257, B257, C257, D257, E257, F257, G257, H157, I157, L157, M257, N257, P157, R257.

WSJS, Harry Brewer Shaw A257, B257, C257, D156, E156, F156, HX5X, I256, K156, O157, P257, Q256, R257.

WTOB, John G. Johnson A147, B147, C247, D147, E147, F147, H146, I147, L147, M147, N147, O147, P257, R147.

**NORTH DAKOTA**

**Bismarck**

KFYR, Frank E. Fitzsimonds A257, B257, CXXX, D256, E256, F256, G256, H257, I257, M257, N257, O257, P257, R257.

**Devils Lake**

KDLR, Bert Wick A156, C156, D157, E157, H157, P257, R257.

**Dickinson**

KDIX, Orville Frank Burda A257, B257, C257, D257, E257, F257, G257, H256, I257, J257, N257, O257, P257, Q256, R257.

**Fargo**

KFGO, Charles G. Burke A156, B257, C157, D157, E157, F156, H156, I157, N157, O157, P257, R257.

**Grand Forks**

KILO, Herman Livingston A147, B147, C147, D147, H147, J147, P147, R147.

KNOX, A157, B257, C257, D257, H157, I157, J157, N157, O157, P157, Q157, S157.

**Hettinger**

KNDC, Leslie J. Kleven A257, B257, C257, D157, E157, H156, I157, J157, K157, N257, O257, P257, R257, S257.

**Jamestown**

KSJB, Chester M. Reiten A257, B257, C257, D137, E137, F137, H157, I137, N157, P157, Q157, R157, S157.

**Minot**

KLPM, C. W. Baker A257, B257, C256, D257, E257, F257, G257, H257, LXXX, M256, N257, O257, P257, Q257, R257.

**Williston**

KWBM, James C. Carson A256, B256, C256, I256, J256, N256, O256, P156, Q256, R257.

**OHIO**

**Akron**

WAKR, Keith Baldwin A157, B157, C157, D257, E257, F257, G257, H257, N257, P257, Q257, R257, S257.

WCUE, Jack Maurer A257, B257, C257, D157, E157, F157, G157, I157, J157, L157, N257, P157, R257, S157.

WHKK, Philip Herbert-J. B. Maurer, Co-owners A157, B157, C157, D157, E157, G157, H157, I157, L157, N147, O147, P257, Q257, R147.

**Alliance**

WFAH, Don A. Peterson A157, B157, C15X, D257, H157, I157, O2XX, P2XX, Q2XX, R2XX, S2XX.

**Ashtabula**

WICA, John A. Colin A157, B257, C257, D257, H257, IXXX, J257, L257, P257, Q257.

**Athens**

WATH, Andrew Henry Koolan A157, C157, D157, E157, H157, I157, J157, N157, O157, P157.

**Bellefontaine**

WOHP, William Patrick Shannon A257, B257, C257,

D257, H257, J257, N257, O257, P257, Q257, R257.

**Cambridge**

WILE, Albert G. Engel A257, B257, D257, E257, F257, G257, J257, L257, O257, P257, Q257, R257.

**Canton**

WAND, James P. Wilson A257, B257, C257, D257, E257, F256, H257, I257, N257, P257, Q257, R257.

**Canton**

WCMW, Clark Lorenz Dozer A257, B157, C157, D157, E157, H157, I157, K157, L157, N257, O157, P157, R157, S157.

WHBC, Robert C. Fehlman A257, B157, C257, D15X, E15X, F15X, H15X, P257, R257.

**Chillicothe**

WBEX, William Richard Minich A157, B257, C157, D157, E157, I157, K156, N257, O257, P157, Q256, R157.

**Cincinnati**

WCIN, William R. Wagner A257, B157, D156, E157, H157, I157, M257, N257, O257, QXXX.

WCKY, Charles H. Topmiller A157, C157, D157, E157, N157, O157, P157, R157.

WKRC, David G. Taft A257, B257, CXXX, DX57, EX57, FXXX, H257, I257, J257, N257, P257, R257.

WLW, Robert E. Dunville A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Cleveland**

WDOK, Willard L. Dougherty A156, B156, C156, D156, N156, P156, R156.

WERE, Richard M. Klaus A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257, S257.

WGAR, Carl E. George D24X, E14X, G24X, H14X, J257, K257, L257, N257, O257, P257, Q257, R257, S247.

WHK, Kenneth L. Hackathorn A157, C157, D156, E156, G157, H137, I157, J257, M157, N157, O157, P257, Q257, R157.

WJW, John W. Lemmon A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257.

WSRS, S. R. Sague A156, B156, C157, D156, E156, F156, G156, HXX6, I146, J147, L156, M157, N157, O156, P157, Q257, R257, S156.

**Columbus**

WBNS, Richard A. Borel A257, B257, C257, D257, E257, G257, H257, I257, L257, N257, O257, P257, R257.

WCOL, Ray Marsh A15X, B15X, C15X, D15X, E15X, G15X, H15X, I15X, K15X, M15X, N15X, O25X, P15X, Q15X, R15X, S15X.

WHKC, Carl M. Everson A157, B157, C157, D157, G157, H157, M157, P157, Q157, R157, S157.

**Dayton**

WING, Charles Gaylord Reeder A257, B257, D157, E157, H157, I157, M157, N157, O157, P157, Q247, R157.

WONE, Ronald B. Woodyard A256, B25X, C2X6, D256, E256, F256, G256, M25X, N25X, O25X, P25X, RXXX, SXXX.

**Dover**

WJER, William B. Steis A157, B157, C157, D157, E157, F157, G157, H157, I156, J156, K156, M257, N257, O257, P257, Q257, R257, S257.

**Findlay**

WFIN, Harold H. Heminger A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, L257, O257, P257, Q257, R257.

**Fostoria**

WFOB, Melvin L. Murray A157, B157, C157, D157, E157, G157, H157, I157, J157, M15X, N15X, P15X, Q15X.

**Fremont**

WFRO, Rockwell C. Force A147, B147, C147, D146, E146, F146, H147, N146, O147, P147, QXXX, R147.

# MERCHANDISING

(For keys to symbols, see "How To Read Listings" page 434.)

## OHIO (Cont.)

### Gallipolis

WJEH, Marianne Boggs Campbell A247, B247, C247, D247, H247, I247, J247, K247, L247, P247, R247, S247.

### Hamilton

WMOH, Robert L. Odson A257, B257, C257, H157, I257, JXXX, N257, O257, P257, Q2X6, R257.

### Ironton

WIRO, Clinton E. McElroy A157, B157, C156, D156, E156, H156, I157, P157, R156, S156.

### Lancaster

WHOK, James W. Tidd C2X7, H2X7, I2X7, O2XX, P2XX.

### Lima

WIMA, R. W. Mack A25X, C24X, D24X, E24X, H24X, I24X, L24X, P24X, Q24X, R25X.

WLOK, Robert O. Runnerstrom A257, B257, C257, D257, E256, F256, H156, P137, R1X7.

### Mansfield

WMAN, J. Marion O'Hara A257, B257, C257, D257, E257, G257, H257, N257, O257, P257.

### Marietta

WMOA, Robert S. Guyer A257, B257, C257, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P257, Q257, R257, S257.

### Marion

WMRN, Arthur L. Martin A257, B257, C247, D157, E157, I147, J147, N157, O157, P157, Q157, R247.

### Mt. Vernon

WMVO, Helen Elizabeth Zerkowitz A157, C157, D257, E147, H147, I247, J247, L247, N147, O147, Q257, R147.

### Piqua

WPTW, Richard E. Hunt A157, B137, D137, E137, H136, I137, J137, M137, N157, O157, P257, Q147, R157.

### Portsmouth

WNXT, Marshall L. Rosene A157, C147, D157, E157, H157, I147, L157, N157, O15X, P157.

WPAY, Gerald F. Boyd A256, B256, C256, D256, E256, H256, I256, P257, Q256, R257.

### Sandusky

WLEC, Jay E. Wagner, Jr. A257, B257, E256, I257, N257, P157, Q257.

### Steubenville

WSTV, John J. Laux A247, B247, C247, D247, E247, G257, H257, J257, M257, N257, O257, P257, Q257, R257.

### Toledo

WSPD, Allen S. Haid A256, B256, C256, D156, E156, F156, G256, I256, P257, R257, S257.

WTOD, Sunne Miller A257, B257, C257, D257, E257, F256, G257, H156, J156, K157, M157, N257, O257, P257, Q157, R257, S157.

WTOL, Thos. S. Bretherton D1X7, L1X7, P1X7.

### Warren

WHHH, Carl J. Raymond A157, D1XX, E157, H157, I157, P157.

### Worthington

WRFD, Joseph D. Bradshaw A257, C257, D257, E257, I257, N257, O257, P257, R257.

### Wooster

WWST, Quentin Wilbur Welty A257, B257, C257, D257, H257, I257, N257, O257, P257, R257.

### Youngstown

WBBW, Gene Trace A157, B157, C157, D156, K1XX, L1XX, NXXX, OXXX, PXXX, RXXX.

WKBN, J. L. Bowden A157, B157, C157, D156, E156, I157, J157, L157, M157, N157, O157, P157, Q257, R257.

### Zanesville

WHIZ, Vernon A. Nolte A157, B157, C157, D157, E157, F156, G157, H157, I157, M157, P157, Q157, R257, S157.

## OKLAHOMA

### Altus

KWHW, Frank E. Wimberly A157, B157, C157, D147, E147, F147, H157, N147, O147, P147, Q147, R147.

### Ardmore

KVSO, John Easley Riesen A157, B257, C157, D157, E157, F137, H157, N257, O257, P157, Q157, R157.

### Bartlesville

KWON, J. Fred Case A257, BXX7, CXX7, D257, E257, F257, G257, J257, LXXX, O257, P257, Q157, R157, S157.

### Blackwell

KBWL, John William Corrick A247, B247, C247, D247, G247, H1XX, I1X6, L1X6, N1X7, OXX7, P2X7, QXX6, RXX7, SXX6.

### Chickasha

KWCO, Jack L. Pink A2X7, B257, DXX6, E156, HXXX, IXXX, J147, N247, PXXX, QXXX, RXXX.

### Cushing

KWHP, William Howard Payne A147, B247, C147, D147, E146, H146, I147, N147, O147, P147, Q146, R147.

### Duncan

KRHD, Bill Brubarer A257, D257, H257, O247, P257.

### Elk City

KASA, Lonnie A. Preston A257, B257, C257, D257, E257, G257, OX57, PX37, QXX6, RXX7.

### Enid

KCRC, Milton B. Garber A257, B257, C257, D257, H257, I257, K257, N257, O257, P257, Q257.

KGWA, Harold J. Godschalk A257, B257, C257, D257, E257, F257, G257, H157, I157, N157, O257, P257, Q257, R257.

### Frederick

KTAT, Joseph Daniel Jones, Jr. A257, B257, C257, D256, G256, H156, I256, J257, M257, N256, O257, P257, Q257, R257.

### Guyman

KGYN, T. M. Raburn, Jr. A257, B257, D257, E257, G257, I256, O257, P257, R257.

### Lawton

KSWO, Leo Richard Morris A257, B257, C257, D257, E257, J257, N257, P257, Q257, R257, S257.

### McAlester

KNED, Ray Wesley Van Hooser A257, B257, D257, F257, G25X, H257, P257, R257.

KTMC, Bob Baggett A157, B157, D157, I157, J157, N157, P157, Q157.

### Muskogee

KBIX, Wally Weber A257, C257, D257, E257, FXXX, H257, I257, J257, O257, P257, Q257, R257.

KMUS, James Allison Barry A247, B247, C247, D247, E247, F147, G247, H247, I247, N247, O247, P247, R247.

### Oklahoma City

KBYE, Frank Joseph Lynch AXXX, BXXX, CXXX, DXXX, EXXX, GXXX, HXXX, IXXX, KXXX, LXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

KOCY, Matthew H. Bonebrake A257, B257, C257, D146, E147, F147, H147, I147, O247, P257, Q257, R247, S257.

KTOK, Tom Johnson A257, B157, D156, E156, O257, P257, R257.

KTOW, Rex McCurtain Lester Jr. A1X7, B2X7, C1X7, D1X7, E1X7, F1X7, G1X7, H1X7, I1X7, J2X7, K1X7, L1X7, N2X7, P1X7, R2X7.

WKY, P. A. Sugg A157, C157, D257, E257, F156, G257, H157, I157, J157, P1XX, R157.

### Okmulgee

KHBG, John D. Whit A136, BX3X, CX57, D156, E156, F156, H157, JXXX, P257, R157.

### Ponca City

WBBZ, Cy Casper AXXX, BXXX, CXXX, DXXX, GXXX, HXXX, IXXX, JXXX, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

### Poteau

KLCO, A2XX, B2XX, C2XX, I2XX, PXXX, RXXX.

### Pryor

KOLS, Lester L. Gaffaney A157, B157, C257, D156, I156, J156, M157, N157, O157, P157, Q157, R157, S157.

### Shawnee

KGFF, William A. Wearer A257, C257, D257, H257, I257, N257, O257, P257, Q257.

### Stillwater

KSPI, James Richard Bellatti A257, B257, C257, D257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q2X7, R257.

### Seminole

KWSH, Roy Judge A157, B157, C157, D157, E157, P157, R157.

### Tulsa

KOME, E. William George A257, B257, C257, D257, E257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257.

KRMG, Frank S. Lane A257, C257, D257, E257, G257, H257, J257, K257, P257, R257.

KTUL, L. A. "Bud" Blust A257, B257, C257, D257, E257, G257, H257, I157, J257, K157, L157, M257, N257, O257, P157, R157, S157.

KVOO, W. B. Way A256, B257, C256, D256, E256, G257, I257, J257, P257, Q257, R257.

### Woodward

KSIW, Edward A. Ryan A1XX, B1XX, C1XX, D1XX, E1XX, PXXX, QXXX, RXXX.

## OREGON

### Albany

KWIL, Chester Bond Wheeler A257, B257, C2 R D257, H257, I257, P257, QXXX, R257.

### Astoria

KVAS, Thomas R. Williams A256, B256, H157, I256, M257, N256, O257, P257, Q257, S257.

### Bend

KBND, Frank H. Loggan A157, B157, C157, E157, F157, G157, H157, I157, J157, P157, Q157, R157, S157.

### Coos Bay

KOOS, Phil F. Waters A257, B2 F H257, J257, PXXX, R257.

### Eugene

KASH, Erven L. Kincaid A147, E146, F146, G146, H146, I146, O15X, P157, Q147, R147, S147, JXXX, NX.

KERG, Lionel W. Trommler A257, F257, G257, H257, I257, P25X, R257.

KORE, Lee P. Bishop A257, H257, I256, J256, P257, Q257, R257.

KUGN, Carl Fisher A157, H157, I157, N257, P257, R257.

### Hood River

KIHR, Don Mel R257.

### Klamath Falls

KFJI, Robert Howard A257, E157, F157, P257, R257.

### La Grande

KLBM, K. W. RRE, T. H. Patte A257, H257, N257, O257, QXXX.

### Lebanon

BROADCASTING

# BUY THE BIG FIVE . . . BUY WKBN IN FIFTY-FIVE

## 1. MAJOR MARKET

Youngstown, Ohio is the 32nd U. S. Market  
 5-county primary coverage area . . . . . 759,800  
 11-county nighttime primary-secondary . . . . . 1,197,900  
 13-county daytime primary-secondary . . . . . 1,246,300  
 Source: SRDS Consumer Markets, 1954

## 2. BLANKETING COVERAGE

Daytime-Listeners: 182,804 radio families  
 Nighttime-Listeners: 144,876 radio families  
 Source: Standard Audit & Measurement Service Report, 1952

## 3. HIGHEST HOOPERS

WKBN Radio is the choice of the vast majority of listeners  
 Morning 41.4      Afternoon 40.1      Evening 47.0  
 Source: C. E. Hooper Report, Youngstown, Ohio  
 Fall-Winter 1953-54

## 4. MOST EXPERIENCE

Over 28 years of successful and tested broadcasting give WKBN a wealth of experience and know-how.

## 5. STRONG POWER

5,000 watts day and night at a favorable frequency of 570 kc.



*Buy WKBN "Radio Youngstown," the Pioneer Station!  
 You'll reach more customers  
 in more counties year after  
 year with CBS and strong  
 local programming  
 . . . All on WKBN*

*Represented Nationally by Paul H. Raymer Co.*

**WKBN**  
**RADIO**  
 YOUNGSTOWN, OHIO  
 3930 Sunset Blvd.

(For keys to symbols see "How to Read Listings" page 434.)

OREGON (Cont'd)

Medford

KYJC, James J. Dunlevy A157, B237, C257, H157, I156, J237.

Ontario

KSRV, Gordon Lee Capps A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, N257, O257, P257, Q257, R257.

Oregon City

KGON, Irwin Scott Adams A157, B157, D157, E157, H157, J157.

Pendleton

KWRC, Ted A. Smith AXXX, BXXX, H1XX.

Portland

KEX, Charles L. Burrow A257, C2X6, D1X6, E1X6, F1X6, G257, H257, J2XX, MX47, NX47, OX47, P157, QXXX, R257, SX47.

KGW, James Mount A1XX, B1XX, C13X, G13X, H15X, P257, Q257, RXXX.

KOIN, Harry E. Buckendahl A257, B257, D257, G257, H257, P257, R257.

KPDQ, John W. Davis A157, B157, C157, H156, I157, JXXX, O157, P157, R157.

KPOJ, Richard M. Brown A257, C247, D147, E147, G247, H25X, J257, N247, O247, R257.

KWJJ, Rod F. Johnson A1X7, B1X7, D1X7, E1X7, H1X7, I1X7, J1X7, N1X7, P2X7, S1X7.

Prineville

KRCO, Norbert Anthony Miksche A237, B237, C257, H2XX.

Redmond

KJUN, F. Gilbert Lieser A2XX, CX57, D147, H147, I157, P24X, Q2XX, R257.

Roseburg

KRRR, Leroy Hiatt A157, B157, C157, D157, E157, H157, I157, N157, O157, P257, R157.

KRXL, Iris Rice Helliwell A157, B157, D157, E157, H157, N157, O157, P157, Q157.

Salem

KSLM, Dave Hoss A157, B257, C156, D156, E156, G156, H257, I157, J157, L157.

The Dalles

KODL, Paul Walden A237, B257, D156, E156, I156, N257, O257, P257, R157.

Tillamook

KTIL, Tom Hoover A2X7, B2X7, C2X7, HXXX, O257, P257, Q257.

PENNSYLVANIA

Allentown

WAEB, Howard Wasserman A257, B257, C157, D157, G157, H157, I157, J157, K157, M157, N257, P157, R257, S257.

WFMZ, Raymond F. Kohn A157, C157, D157, H157, I157, L157, N157, P257.

WHOL, James Francis Chambers A256, B257, C256, D257, E257, F25X, G25X, H256, I257, L25X, NXXX, OXXX, PXXX, RXXX.

WKAP, Ogden R. Davies A237, B237, C237, D257, E237, F237, H257, I237, N237, O257, P257, R237, S237.

Altoona

WFBG, James Roy Gates A237, C257, E257, H257, J257, O257, P257, Q257.

WRTA, William S. Clear A257, B257, D257, E257, J257, K257, L257, O257, P257, Q257.

WYAM, Will Keiner A157, B157, D137, E137, F137, G137, H257, I257, N257, O257, P257, Q146.

Barnesboro

WNCC, William Robert Raihall A147, B147, C147, D146, E146, H2XX, N147, O147, P147, Q247, R147.

Beaver Falls

WBVP, Thomas B. Price A157, B157, C157, D156, H157, I157, J157, N15X, O156, P157, Q157, R157, S157.

Bethlehem

WGPA, Arthur McCracken AXXX, BXXX, CXXX, DXXX, EXXX, HXXX, NXXX, OXXX, PXXX, RXXX.

Bloomsburg

WHLM, Robert R. Williams A157, C157, D156, E157, G157, H157, I157, J157, O157, P157, Q256.

Butler

WBUT, Gerald D. Coleman A247, B247, C247, D247, H247, I147, O247, P247, Q247.

WISR, Robert L. Kaufman A25X, B25X, C25X, D25X, E25X, I2XX, J2XX, K2XX, L2XX, M25X, N25X, O25X, P25X, R25X, S25X.

Carbondale

WCDL, Robert G. Adams A247, B247, C247, E247, H247, N247, O247, P247, R247.

Chambersburg

WCHA, Earl P. Strine A257, B257, C257, D257, E257, H157, IXXX, JXXX, M157, N157, O157, P157, Q256, R257.

Chester

WPWA, Howard C. Weiss A247, C247, D257, H247, K257, P257, Q257, R257.

Coatesville

WCOJ, William S. Halpern DX56, HX57, PX57.

Coudersport

WFRM, John A. Fay A257, B257, C257, D257, H257, I257, M257, N257, O257, P257, Q257, R257, S257.

Doylestown

WBUX, William Arthur Lynch A257, B247, D247, H257, I257, N257, P257, R257.

Du Bois

WCED, Jason S. Gray A257, D257, G257, H257, Q257, R257.

Erie

WERC, Arthur Meyer Ingram A257, B257, C157, D157, E157, F157, G157, H157, I157, J157, LXXX, N157, O257, P157, Q257, R257, S157.

WIKK, Charles Robert Kinney A257, B257, C257, D257, E257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

WJET, Myron Eugene Jones A247, B247, C247, D247, E247, H247, I247, J247, K247, N247, P247, R247, S247.

WLEU, Philip B. Hirsch A157, B257, D257, H257, N257, P257, R257.

Gettysburg

WGET, Parker H. Cunningham A157, B257, C257, D156, E156, F156, G156, H156, I156, J156, N156, O156, P156, Q156, R257.

Greensburg

WHJB, George J. Podyen DX57, NX57, OX57, PX57, RX57.

Hanover

WHVR, John D. Bare A257, B257, C257, D257, E257, F257, G257, H1X7, J257.

Harrisburg

WHGB, Jack Hooper A257, B257, C257, D257, E257, F257, G257, N257, O257, P257, R257, S257.

WHP, A. K. Redmond A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, PXX7, R1X7.

Hazleton

WAZL, Victor C. Diehm A25X, B25X, C25X, D25X, F25X, G25X, H25X, I25X, J25X, K25X, L25X, O15X, P15X, Q15X, R15X.

Homestead (Pitts.)

WHOD, Leonard E. Walk A15X, B15X, C15X, D15X, E15X, F15X, G15X, H15X, I25X, N15X, O15X, P25X, R15X, S15X.

Huntington

WHUN, W. E. Germann A257, B257, C237, EXXX, H157, P257.

Johnstown

WARD, Robert R. Nelson A257, B257, C257, D257, E257, HX5X, N257, O257, P257, R257.

WCRO, Stewart W. Phillips A257, B257, C237, D257, E257, J257, N257, P257, R257.

WJAC, John P. Foster A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, R257.

Lancaster

WLAN, Frank H. Altdorffer A157, B157, C247, D157, E157, G157, H157, I156, J257, L157, NX57, O257, P257, Q247, R157.

Lansford

WLSH, John W. Angst A257, B257, C257, D256, E256, M257, N257, O257, P257, Q256, R257.

Lebanon

WLBR, H. Raymond Stadiem A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257.

Le Moyne

WCMB, Ed K. Smith A157, B157, C157, D157, E157, H157, I157, J157, L157, N157, P257.

McKeesport

WEDO, Edward J. Hirshberg A157, B157, C157, E157, H157, I157, K157, M157, N157, P157, Q157, R157, S157.

WMCK, Eugene A. Kline A257, B257, C257, D157, E157, F157, G157, I257, J257, K157, L157, M257, N257, O257, P257, Q257, R257, S257.

Meadville

WMGW, Robert E. Trace A257, C258, D256, E256, H256, I257, J257, P257.

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**Morristown**

WMTR, Henry J. Behre A247, B247, C247, D247, E247, H247, I247, N247, O247, P247, Q247, R247.

**Newark**

WNJR, Albert Richard Lanphear A146, B146, C146, D147, E147, H146, I147, N14X, P147, R147.  
WVNY, Harry D. Goodwin A147, D147, E147, H147, I147, L147, N147, P147, R147.

**New Brunswick**

WCTC, James McAllister Vogdes, Jr. B257, C257, D257, E257, H256, I257, N257, P157, R257.

**Pleasantville**

WOND, John G. Struckell A157, B257, C157, D157, H157, I257, K157, M257, N257, O257, P157, R257, S257.

**Trenton**

WTNJ, William G. Long A257, B257, C257, D137, G137, H136, I136, M237, N1XX, O137, P137, Q137, R157.  
WTTM, Fred Louis Bernstein A157, B157, C157, D157, E157, H157, I157, N157, O157, P157, Q156, R157.

**Vineland**

WWBZ, Fred M. Wood A2X7, D2X7, E2X7, H2X7, O2X7, P2X7, R2X7.

**Wildwood**

WEMC, Francis J. Matrangola A257, B257, C257, H257, IXXX, JXXX, M257, N257, O257, P257, Q257, R257.

**NEW MEXICO**

**Albuquerque**

KABQ, Bert Arnold A157, B157, C257, D157, E157, F157, G157, H157, I157, N157, O157, P157, Q157, R157.

KDEF, Frank Quinn A2X7, D2X7, H2X7, NXX7, OXX7, PXX7, RXXX.

KGGM, A. R. Hebenstrait A157, B257, D156, E156, H257, I157, O157, P257.

KOAT, Herbert Wimberly A157, B157, C157, D157, H157, I157, J157, Q157, R157.

KOB, J. I. Meyerson A156, B25X, C15X, D156, E156, F156, G156, H156, I156, L156, P257, Q257, R257.

**Artesia**

KSVP, Dave M. Button A157, B157, C157, D157, F157, G157, H157, I157, J157, K157, M157, N157, P157, Q157, R157, S157.

**Carlsbad**

KAVE, Norman R. Loose AXX7, BXX7, DXX7, HXX7, IXX7, NXX7, PXX7, QXX7, RXX7.

**Farmington**

KVBC, Ken Kendrick A1X7, B1X7, C1X7, D1X7, E1X7, H1X7, I1XX, J1XX, M146, N146, O146, P146, Q146, R146, S146.

**Lovington**

KLEA, David R. Worley A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, O257, P257, Q257, R257.

**Portales**

KENM, Leola Randolph A257, B257, C257, D257, I257, N257, P257, Q257, R257, S257.

**Roswell**

KBIM, William C. Taylor A257, B157, C157, F157, H157, I157, N257, O257, P157, Q256, R257, S247.  
KGFL, George F. "Jud" Roberts A257, B257, CXXX, D157, E157, H157, N257, O257, P257, Q257, R257.

**Santa Fe**

KTRC, J. Gibbs Spring A257, DXXX, EXXX, H147, N257, O257, P257.

**Silver City**

KSIL, James H. Duncan A156, B256, C256, I256, J256, N256, O256, P256, Q256, R256.

**Truth or Consequences**

KCHS, Ollie L. Dennis RXXX.

**Tucumcari**

KTNM, Richard S. Fox A2X7, B2X7, C147, IX47, M2XX, N147, PIXX, R2XX, S2XX.

**NEW YORK**

**Albany**

WOKO, James F. Healey A157, B157, C157, D157, E157, H157, I157, M157, N157, O157, P157, Q157, R157.

WPTR, Gus Lamfee A257, C257, D257, E257, H257, P257, Q257, R257.

WROW, Harry L. Goldman A157, C157, D157, E157, G157, H157, I157, N157, O157, P157, Q157, R157, S157.

**Auburn**

WMBO, Frederick L. Keesee A257, C257, D257, E257, H157, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Batavia**

WBTA, Edmund Rose Gamble A157, B147, C147, D146, E147, G147, H146, J157, L146, M147, N147, O147, P247, Q247.

**Binghamton**

WINR, George J. O'Connor A157, B157, C157, D157, E157, H157, I157, L157, N157, O157, P157.

WKOP, Andrew Jarema A257, B157, D157, E157, H157, I1X6, J1X6, N157, O157, P157, Q257, R157.

WNBF, George R. Dunham A257, C257, D257, E257, G257, H257, I257, P257, R257.

**Buffalo**

WEBR, Bill Doerr A157, B25X, C1XX, D257, E257, F25X, G2XX, H257, PX57.

WGR, Nat L. Cohen D257, E257, P257, R257.

WKBW, Alfred Ernest Ancombe A257, B257, C257, D257, E257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

WXRA, Ted Podbielniak A156, D156, E156, H157, I157, LXXX, P257, Q257, R257.

**Corning**

WCLI, Gordon Milo Jenkins A157, B157, C157, D15X, E15X, F15X, H15X, I15X, J15X, L15X.

**Cortland**

WKRT, William Lawrence Thompson A1X6, B1X7, C1X7, D156, E156, H156, I156, J156, M156, N156, O157, P257, Q157, R156, S157.

**Dunkirk**

WFCB, Alois A. Schmidt A257, B257, C257, D257, G25X, H257, I157, M257, N257, O257, P257, Q257, R257, S257.

**Elmira**

WELM, Keith W. Horton A157, B257, C24X, D14X, E14X, G25X, I147, N257, O257, P257, R247.

WENY, Dale L. Taylor A257, B257, C257, D257, E257, H257, I257, J257, O257, P257, Q257, R257.

**Endicott**

WENE, Stephen W. Ryder A257, B257, C257, D257, E257, F256, G257, H256, J257, M156, N157, O157, P257, Q257, R257.

**Freeport**

WGBB, Evans C. Murray A257, C257, D257, E257, H257, O257, P257, Q257, R257.

**Glens Falls**

WWSC, Martin Robert Karig II A157, B157, C157, D147, E147, H157, I147, J157, P157, Q256, R257, S157.

**Gloversville**

WENT, Arthur C. Lloyd, Jr. AX57, CX5X, D157, HX57, I157, PX57, R257.

**Hempstead**

WHLI, Paul Godofsky A157, B157, C157, D156, E156, H147, O157, P157, Q157, R157.

**Hornell**

WLEA, George W. Stidstone A147, B147, D147, E147, H147, O147, P147, Q147.

WWHG, Donald Joseph Curran A257, B257, C257, D157, E157, F157, H157, I157, L257, N156, O157, P157, Q257, R257, S157.

**Hudson**

WAVC, John F. Kearney A157, B157, D157, E157, F137, O157, P157, Q256, R257.

**Ithaca**

WHCU, Michael Hanna A256, B256, C256, D256, HXXX, M257, N257, O257, P257, Q257, R257.

**Jamestown**

WJOC, Harold P. Kane A157, B157, C157, D157, E157, J157, L157, O157, P157, Q157, R157.

WJTN, Simon Goldman A157, B157, C156, D156, E156, G157, H157, I157, J157, L156, N157, O157, P257, Q157, R257.

**Little Falls**

WLFH, James Marshall Bryant A157, B157, C157, D156, H156, I257, M257, N257, O257, P257, Q257, R257.

**Lockport**

WUSJ, William J. Kemble A157, B157, C157, H157, I157, N157, P157, Q157, R157.

**Liberty**

WVOS, Seymore D. Lubin A156, B156, C156, D156, E156, H156, O156, P157, Q156, R156.

**Malone**

WICY, Mitchell C. Tackley A157, B247, C147, D157, E157, J257, N157, P157, Q157, R157.

**Massena**

WMSA, Thomas R. McHugh A257, B257, C157, D156, E156, F156, H156, M156, P157, Q156, R25X.

**Middletown**

WALL, James M. Patt A147, B147, C147, D147, E147, H147, I147, N147, O147, P247, Q247, R247.

**Newburgh**

WGNV, George Witter Bingham A257, B257, C257, D256, E256, F256, G256, H257, N257, O257, P257, Q257, R257.

**New York City**

WEVD, Joseph Jacobs Organization A247, B247, C247, D246, E246, F246, G246, H247, I246, O247, P247, Q247, R247, S147.

WHOM, Fortune Pope A147, B1X7, C1X7, D147, E147, F1X7, H147, I147, N147, P147, R147.

WINS, Robert J. Leder A157, C157, D157, E157, IX57, JX57, RX57, S157.

WLIB, Harry Novik A257, C257, D157, E157, F157, I157, M157, O157, P157, Q157, R157, S157.

WMCA, M. M. Fleischel A157, B157, C157, D157, E157, H157, I157, K157, L157, P157, R157.

WMGM, Bertram Lebar, Jr. A257, B257, C157, D157, E157, H257, I257, L157, N257, O257, P257.

WOR, Art Dawson A257, B257, C257, D257, E257, F257, G257, H247, I247, J257, L247, N247, O257, P257, Q247, R257.

WRCA, Max E. Buck A147, B147, C147, D146, E146, F146, G146, H147, I146, J146, K146, L146, M147, N147, O147, P247, Q146, R257, S146.

WQXR, Elliott M. Sanger D2X7, E1X6, F1X6, H1X7, I1X6, O1X7, P1X7.

WWRL, Selvin Downesow A157, B157, C157, DX57, EX57, HX57, IX57, JX57, KX57, M157, N157, P157, R157, S157.

**Ogdensburg**

WLSL, Harold J. Frank A157, B157, C157, D157, E157, M157, N157, O157, P157, Q157, R157.

**Olean**

WHDL, John R. Henzel A237, C1X7, D1X7, E1X7, F1X7, H2X7, I1X7, J1X7, P257, R1X7.

**Oneonta**

WDOS, Harold E. Graves A157, B157, C157, D157, E157, F157, G157, H157, I157, M157, N157, O157, P157, R157.

(For keys to symbols, see "How To Read Listings" page 434.)

NEW YORK (Cont.)

Patchogue

WPAC, Lee Morrison A2X7, C2X7, H1X7, N1X7, O1X7, PXX7, R1X7, SXX7.

Plattsburg

WEAV, George Bissell A257, B257, C257, I257, M257, N257, O257, Q257, R257, S257.

WIRY, Joel H. Scheier A157, D257, L257, P257, R237.

Port Jervis

WDLC, Ernest Chas. Winkler A257, B257, C257, D257, E257, H257, L257, O257, P257, Q257, R257.

Paughkeepsie

WEOK, Arthur J. Barry, Jr. A157, B157, D157, E157, G157, H157, O157, P157, R157.

WKIP, George Witter Bingham A257, B257, C257, D257, E257, F257, G257, H257, M257, N257, O257, P257, Q257, R257.

Rochester

WBBF, Thomas L. Brown A156, B156, C156, D156, E156, F156, G156, H157, J157, P257, Q257, R257.

WHAM, William A. Fay D157, E157, G157, H157, L157, N157, P157.

WHEC, C. Glover DeLaney E1X7, H1X7, L1X7, O257, P257, Q157, S157.

WSAY, Gordon P. Brown A1X7, B1X7, C1X7, D1X7, G1X7, H1X6, I1X7, J1X7, KXX6, LXX6, N1X6, P1X7, Q1X7, R2X7.

WVET, Ervin F. Lyke A157, C256, D157, E157, H157, J157, P157, R257, S147.

Rome

WKAL, Lon Anthony Barile A257, B257, C257, D257, E157, H257, I257, L257, N257, O257, P257, Q257, RX37.

Saranac

WNBZ, Jacques De Mattos A157, B157, C157, D157, E157, O157, P157, Q157, R157.

Schenectady

WGY, James Q. Cobb A257, B257, D257, E257, H257, I257, J257, K257, N257, P257, Q257, R257.

WSNY, Winslow P. Leighton A146, B146, C146, D146, E146, F146, G146, H146, I146, P147, R147.

Syracuse

WFBL, Samuel Woodworth A257, B257, C257, D257, E257, F256, G257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

WNRD, Arthur C. Kyle, Jr. A257, B257, C257, E257, I257, J257, P257, R257.

WSYR, E. R. Vadeboncoeur A157, B157, C157, D257, E257, F256, H257, I157, J157, M257, N257, O157, P257, Q257, R257, S257.

Troy

WTRY, W. Woodbury Carter, Jr. A237, C147, D157, E157, F157, G157, H157, I157, J157, N157, P257, Q247, R147.

Utica

WGAT, J. Eric Williams A157, B157, C157, D157, E157, H157, I157, J157, L1X7, N157, O157, P157, R157.

WIBX, Elliott Stewart A256, B257, C157, D157, E157, G256, H257, N157, O157, P257, Q256, R257.

WRUN, Richard A. Clark A156, B156, C156, D156, E156, G156, H156, I156, N1X7, O157, P157, Q15X, R157.

Watertown

WWNY, Earl R. Kelly A157, B157, C157, D157, E157, H157, J157, N157, O157, P157, Q157, R157.

White Plains

WFAS, Frank A. Seitz A157, B157, C157, D156, G15X, IXX, OXX7, PXX7, RXX7, SXX.

NORTH CAROLINA

Asheboro

WGWR, James Robert Marlowe A156, B156, C156, D156, E156, F156, G156, H156.

Asheville

WLOS, Charles B. Britt A257, B257, C257, D257, E257, G257, H257, J257, P257, R257.

WISE, Loyd B. Leonard A257, B257, C257, D257, E257, F257, G257, H157, I257, J257, L257, N257, O257, P257, Q257, R257.

WSKY, Zeb Lee A257, B257, C257, D157, E157, F157, G157, I157, M257, N257, O257, P257, R257, S157.

WWNC, Cecil B. Hoskins A15X, C15X, D157, E157, H157, P157, R15X.

Brevard

WENE, Jack Hammette A247, B247, D247, E247, H147.

Burlington

WFNS, G. C. "Jack" Starnes A157, B157, C157, D157, E137, H157, I137, M137, N137, O137, P157, Q13X, R137.

Canton

WWIT, Kermit Edney A1XX, B1XX, C1XX, D1XX, E1XX, G1XX, H2XX, I1XX, J1XX, M1XX, N1XX, O1XX, P2XX, R1XX, S1XX.

Charlotte

WAYS, George Sutherland A257, B257, C257, D157, E157, F157, G157, H257, I157, K157, L257, P257, Q257, R257.

WBT, Charles H. Cruthfield A14X, B14X, C2XX, D14X, E14X, G23X, H2XX, JXX, N147, O147, P257, Q257, R257, S147.

WSOC, Earle J. Gluck A257, B257, C257, D257, E257, F257, G257, H257, K257, O257, P257, Q257, R257, S147.

Clinton

WRRZ, George S. Walston A257, B257, C257, D157, E157, F157, G157, H157, P157, Q257, R157, S157.

Dunn

WCKB, A. Lincoln Faulk A257, B257, C257, D257, E257, F257, G257, I257, J257, M257, N257, O257, P257, Q257, R237.

Durham

WDNC, Woody Woodhouse A157, C157, D157, E157, G157, H157, J157, P157, Q157, R157.

Elizabeth City

WGAI, C. Alden Baker A257, B257, C157, D156, E156, I157, N157, O157, P257, R257, S157.

Elkin

WIFM, James B. Childress A257, B257, C257, E257, I257, O247, P257, Q247, R247.

Fayetteville

WFLB, L. W. Allen A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, L157, P157, R157.

WFNC, Victor Wayhee Dawson A147, B147, C147, D147, E147, H147, I147, J147, L147, O147, P157, Q257, R257.

Fuquay

WFVG, Robert E. Stephenson A157, B257, C157, D156, E156, G156, H157, I156, J156, M157, N157, O257, P157, Q257, R157.

Gastonia

WLTC, James B. Petty A257, B257, D257, E257, F257, G257, H156, I257.

Goldboro

WGBR, Vassie G. Balkum A257, B257, D147, E147, H147, I147, P257, Q247, R257.

Greensboro

WBIG, Allen E. Wannamaker A157, B157, C157, D157, E157, J157, N157, P257, Q157, R157.

WCOG, Gilbert M. Hutchison A157, B157, C157, D156, E156, F156, G156, H256, J1X6, KXX6, L157, M157, N157, O157, P157, Q157, R157.

Henderson

WHNC, Nathan Frank A157, B157, C157, D156, EXXX, FXXX, H156, I1X6, J2X7, LXXX, N257, O257, P257, Q257, R257, S257.

WHKP, Kermit Edney A1XX, B1XX, C1XX, D1XX, E1XX, G1XX, H2XX, I1XX, J1XX, M1XX, N1XX, O1XX, P2XX, QXXX, R1XX, S1XX.

Hickory

WHKY, Edmund S. Long A257, B257, C257, D157, E157, H157, I157, O257, P257, Q1X7, R257.

WIRC, Edmund Henderson Smith, Jr. A157, B157, C157, D157, E157, F157, H156, I157, N157, P157, Q157.

High Point

WHPE, Gary C. Davis A257, B257, C257, D257, E257, G257, H157, I157, J157, O257, P257, Q257, R257.

WMFR, Frank S. Lambeth A257, B257, C257, D15X, E15X, F15X, G15X, H15X.

Jacksonville

WJNC, Lester Louis Gould A257, B257, C257, D256, E256, H247, I257, J257, OXXX, P257, QXXX, RXXX.

Kinston

WFTC, J. H. Vester A146, B147, C147, D146, E146, H147, I146, P157, Q14X.

Laurinburg

WEWO, James R. Dalrymple, Jr. A157, B157, C157, D157, E157, F157, G157, H157, M157, N157, P157, R157, S1X7.

Leaksville

WLOE, Douglas L. Craddock A156, B156, C156, D156, E156, G156, H156, I156, J156, M156, N15X, O156, Q156, R156.

Marion

WBRM, Jack L. Reynolds A257, B257, C257, D257, E257, F257, G257, H2X6, I156, J156, K256, R257, S257.

Monroe

WMAP, James A. Laney A257, B257, DXXX, EXXX, FXXX, GXXX, HXXX, OXXX, PXXX, QXXX.

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**New Kensington**

WKPA, Edward Kroen A2X7, C2X7, G247, I247, J247, L247, P147, Q147, R147.

**Norristown**

WNAR, John Mason Banzhoff B247, D147, E147, H147, J147, L147, N147, O147, P147, Q247, R247.

**Philadelphia**

KYW, Franklin A. Tooke AX57, BX57, CX57, D157, E157, F157, H157, I157, J157, K157, L157, M157, NX57, PX57, QX57, RX57, S157.

WCAU, Donald W. Thomburg AX47, BX57, CX47, DX47, EX47, GX47, HX47, IX47, JX47, N15X, P15X, Q146, R14X, S14X.

WFIL, Roger W. Clipp A257, B257, C257, D257, E257, F257, H257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

WFLN, Raymond S. Green A157, B157, C156, D156, E157, F156, G156, H15X, I156, J157, O157, P157, Q157, R157.

WHAT, William A. Banks A15X, B15X, D15X, E15X, H15X, N15X, O15X, P15X, Q15X, R15X.

WIBG, Edward D. Clery E1XX, J1XX, K1XX, L1XX.

WIP, Benedict Gimbel, Jr. A147, B147, C147, D157, E147, G147, H257, I157, J147, K147, M147, N257, O257, P157, Q147, R147, S147.

WJMJJ, Patrick Joseph Stanton B157, C157, D157, E157, H157, K157, P157, R157, S157.

WPEN, Wm. B. Caskey A2X7, B2X7, C2X7, D2X7, E2X7, F2X7, G2X7, H2X7, I2X7, J2X7, K2X7, L2X7, N2X7, O2X7, P2X7, Q2X7, R2X7, S2X7.

**Pittsburgh**

KDKA, L. R. Rawlins A257, B257, C257, D257, E257, F257, H247, I147, P257, R257.

KQV, James F. Murray A257, C157, E257, H257, O257, P257, Q257, R257, S1XX.

WCAE, Leonard Kapner A157, B257, C157, D257, E257, F256, G257, H257, I157, J257, K157, L157, P257, QXX6, R257, S157.

WJAS, H. Kenneth Brennen A147, C147, D156, E156, H147, K147, L147, N157, O157, P157, R257, S147.

WPIT, Dan Imset D15X, EXXX, PXX.

**Pittston**

WPTS, Angelo William Fiorani A157, B157, C157, D157, H157, I157, N157, O157, P157, Q157, R157.

**Pottstown**

WPAZ, Herbert Scott A247, D257, I257, J257, L257, N257, O257, P257, Q257.

**Pottsville**

WPAM, Louis H. Murray A147, D156, E156, J157, M257, N257, O257, P257, Q257, R257.

WPPA, A. V. Tidmore A257, B257, C257, D257, E257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Punxsutawney**

WPME, Charles Merritt Erhard, Jr. A146, C146, D24X, H24X, N247, O247, P247, Q247.

**Reading**

WEEU, K. Richard Creitz A157, B157, C157, D157, E157, H157, I157, J157, NXXX, OXXX, P157, R157.

WNUM, Humboldt J. Grieg A247, B247, C247, D157, E157, H157, I157, J257, N257, P257, QX5X, R157, S157.

**Red Lion**

WGCB, John Harden Norris A247, H247, O247, P247, Q247, R247.

**Sayre**

WATS, Walter D. Knowles LXXX, M257, N257, O257, QXXX, RXXX.

**Scranton**

WARM, William M. Dawson A157, B157, C157, D156, E156, G157, H157, J157, L156, M157, N157, O157, P157, Q157, R157, S157.

WGBI, George D. Coleman A157, B157, D157, E157, H157, L157, O157, P157.

WQAN, Cecil Woodland A157, B157, D157, E157, H157, P157.

WSCR, David M. Baltimore A15X, C15X, D15X, E15X, H15X, J15X, L15X, N15X, P15X.

**Shamokin**

WISL, Charles Robert Petrie A257, B257, C2XX, D147, E147, H15X, N156, O156, P256, R257.

**Somerset**

WYSC, T. H. Oppegard D157, E157, F157, H157, N157, P157.

**Stroudsburg**

WYPO, Chester S. Miller A257, B257, C257, H257, I257, J257, P257, R257.

**Warren**

WNAE, A. David Potter A2X7, C2X7, D1X7, E1X7, P2X7, R2X7.

**Washington**

WJPA, John L. Merdian A147, B147, C147, D146, E146, F146, G146, H146, I146, J146, M147, N147, O147, P147, Q147, R147, S147.

**Waynesboro**

WAYZ, J. Samuel Hanshaw A257, B257, C257, D257, HXXX, N257, P257, Q257, R257.

**Wilkes-Barre**

WBRE, David M. Baltimore A15X, C15X, D15X, E15X, H15X, J15X, L15X, N1XX, P1XX.

WILK, Roy Edward Morgan A157, B157, C156, D156, E156, F156, H156, J157, K156, L156, M157, N157, O157, P157, Q157, R257.

**Williamsport**

WLYC, W. Richard Carlson A256, B256, D256, E256, F256, G256, H256, I256, J256, K256, L256, M257, N257, O257, P257, Q256.

WRAK, J. Wright Mackey B25X, D157, E157, H156, J257, O257, P257, Q156, R257.

WWPA, Woodrow W. Oh A157, C157, D147, E157, G157, H157, I157, P157, QXXX, R157.

**York**

WNOW, A157, B257, D257, E257, HX57, I256, N257, O157, P157, Q257, R257.

WSBA, Philip K. Eberly A156, B156, C146, D157, E157, G157, H156, I156, J157, K146, M146, N156, O157, P257, Q257, R257, S156.

**RHODE ISLAND**

**Newport**

WADK, Milton E. Mitler A257, B257, C157, D157, E157, F157, G157, H156, I157, J157, K157, L157, M157, N257, O257, P157, Q257, R257.

**Providence**

WEAN, A. N. Armstrong, Jr. A1X7, C147, D147, E147, G147, H147, L147, O247, P147, RXXX, SX47.

WICE, Frederick Paul Grady A157, D257, EXXX, J157, K157, L157, N257, P157, Q257, R257.

WJAR, M. Sothorn Abbott D157, E157, GX57, HX57, NXXX, P157.

WPJB, H. William Koster A157, D156, E157, H15X, I15X, N157, O157, P157, S157.

WRIB, Nicholas Ruggieri A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, N157, O157, P157, Q257, R257.

**Westerly**

WERI, Warren M. Greenwood A156, B257, C257, D146, E146, F146, H137, J237, N257, P257, R257, S257.

**SOUTH CAROLINA**

**Aiken**

WAKN, W. Randolph Davidson A257, B257, D257, E257, I256, O257, P257.

**Anderson**

WAIM, Glenn P. Warnock A257, B257, C257, D257, E257, F257, G257, H257, I257, L257, M257, N257, O257, P257, Q257, R257.

WANS, R. E. Liverance A147, D147, E14X, I14X, P247, Q147.

**Barrowell**

WBAW, Joseph Bowers Wilder A257, B257, C257, E257, H257, I257, M257, N257, P257, R257.

**Bennettsville**

WBSC, John W. Orvin A25X, B25X, C25X, D25X, E25X, F25X, N25X, P25X.

**Charleston**

WPAL, Lawrence Potter Moore A157, B257, C157, D157, E157, I157, L157, N157, P157, R157, S157.

WTMA, Charles E. Smith A257, B257, H257, P257, R257.

**Columbia**

WCOS, Charles W. Pittman A257, B257, D257, E257, F257, G257, H257, I257, N257, O257, P257, Q257, R257.

WIS, J. Dudley Saumenig A257, B257, C257, D256, E256, F256, G257, H257, I257, J257, NXXX, P257, RXXX.

WMSC, C. Wallace Martin A156, C146, D157, E147, G157, H257, I257, J257, N157, O157, P257, Q257, R157.

**Easley**

WELD, Cleatus O. Brazzell A257, C257, D257, E257, H257, I257, J257, O257, P257, RXXX.

**Florence**

WJMX, Paul H. Benson, Jr. A257, C257, D257, E257, F257, J257, L257, N257, O257, P157, Q257, R257.

WOLS, A. P. Skinner A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

**Georgetown**

WGTN, Joseph B. Delzell A257, B257, C257, H257, J257, L257, N257, O257, R257.

**Greenville**

WAKE, James Francis McDonough A157, B257, D157, E157, G157, H157, I157, L156, M157, N257, O157, P157, R157.

WESC, James G. Meade A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, L157, M157, N157, O157, P157, Q157, R157.

WFBC, A. Kenneth Beachboard A157, B157, C257, D157, E157, F157, G157, H157, I157, L157, N157, O157, P157, R157, S157.

WCRS, Dan Crosland A157, B257, C157, D157, E156, F156, H257, I156, L15X, P257 Q2XX, R257.

WGSW, George Braxton Cook, Jr. A157, B157, D257, E257, H257, I257, J257, P257, Q257, R257.

**Hartsville**

WHSC, Raymond C. Caddell B157, C157, D157, I157, M157, N157, O157, P157, Q157, R157.

**Laurens**

WLBG, Richards Todd A247, B247, C247, D147, E146, F146, G146, H247, I147, L146, M247, N247, O247, P247, Q247, R247, S247.

**Mullins**

WJAY, James Forrest Ramsey AXXX, B257, C257, D257, E257, F257, J257, N257, O257, P257, Q257, R257.

**Newberry**

WKDK, James Francis Coggins A157, B157, C157, D157, E157, F157, H1X7, I1X7, J1X7, N157, O157, P157, Q157, R157, S157.

**Orangeburg**

WTND, J. I. Sims A147, B147, C147, E147, F147, H147, I147, J147, N147, O147, P147, R147, S147.

**Rock Hill**

WRHI, Wm. C. Beaty A1X7, B1X7, C1X7, D1X7, E1X7, H1X7, NXXX, P1X7, Q1X7, R1X7.

WTYC, Marshall Thomas Pack A2XX, B2XX, C2XX, I2XX, L2XX, M257, N257, O257, P257, Q257, R257, S257.

**Seneca**

WSNW, Chas. W. Gwyn A247, B247, D247, HXXX, P247.

(For keys to symbols see "How to Read Listings" page 434.)

**SOUTH CAROLINA (Cont'd)**

**Sumter**

WFIG, T. Doug Youngblood A257, B257, C257, D146, E146, G146, H146, J156.

**Walterboro**

WALD, Louis M. Neale, Jr. A147, B147, C147, D147, E147, F147, G147, JXXX, M147, N147, O147, P247, Q147, R147, S147.

**SOUTH DAKOTA**

**Aberdeen**

KSDN, Byron J. McElligott A257, B257, C257, D157, E157, F157, G157, H157, I157, J157, NXXX, PXXX, QXXX, RXXX.

**Deadwood**

KDSJ, Harry A. Daniels AXXX, CXXX, DXXX, IXXX.

**Mitchell**

KORN, Ray V. Eppel A257, B257, D257, E257, P257.

**Pierre**

KGF, Ida A. McNeil A2XX, HXXX, OXXX, PXXX, QXXX.

**Rapid City**

KOTA, Leo D. Borin A157, B257, C157, D157, G157, H157, I157, J157, P157, QXXX, R257.

**Sioux Falls**

KELO, Evans A. Nord A257, B257, C257, D257, E257, F256, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

KIHO, David James Kempkes A257, B257, C257, D257, E257, F257, H257, I257, N257, O257, P257, Q257, R257.

KISD, Verl K. Thomson A157, C157, D256, E256, F256, G256, H157, I157, L157, N257, O257, P257, Q257, R257.

KSOO, George Bill Rohn A257, B257, C257, D157, E157, F156, G157, H157, I257, J257, M157, N257, O257, P257, Q257, R257, S257.

**Watertown**

KWAT, Ross E. Case A257, B257, C257, D257, E257, F257, G257, I257, O257, P257, Q257, R257.

**Yankton**

WNAX, Robert R. Tinchner A257, B257, C257, D256, E256, G257, H257, I257, J257, N257, P257, R257.

**TENNESSEE**

**Bristol**

WOPI, Wm. A. Wilson A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P157, Q157.

**Chattanooga**

WAGC, Cliff W. Bowers A157, B25X, C15X, D157, E157, F157, G257, I256, M257, N257, O257, P257, Q257, R257.

WAPO, Ramon E. Patterson A157, B157, C147, D147, E147, H157, N157, O157, P157.

WDEF, Ken Flenniken A257, B257, C257, D257, E257, G257, H257, L257, P257, R257.

WDOD, Bryan J. Bush A157, BX57, C157, D157, E157, JX57, N257, O257, P257, R257, S147.

WDXB, James C. Cole A1XX, B1XX, C1XX, D1X7, E1X7, I1X7, P1XX, Q1XX, R1XX.

WMFS, B. F. J. Timm A157, B257, C257, D156, E156, G156, I156, M257, N156, O257, P157, R246.

**Clarksville**

WJZM, Elmer T. Campbell A247, B247, C147, D257, G257, I146, N146, P157, R257.

**Cleveland**

WBAC, Thad Fitch—Spot announcements for program buys.

**Dyersburg**

WDSG, Robert W. Ward A257, B257, C257, D257, E257, J257, N247, P257, R257, S257.

**Franklin**

WAGG, Wm. R. Ormes A157, B257, C157, D157, E157, F157, G157, J157, L157, M157, N156, O157, P157, Q157, R157.

**Gallatin**

WHIN, Jerome Bentley Thomas A157, C157, D156, E156, HXXX, N257, P257, R257.

**Humboldt**

WIRJ, Howard E. Byrum A157, B257, C157, D137, G157, H257, I157, N257, O257, P157, Q257, R157.

**Jackson**

WDXI, Bill Winsett A157, B157, C157, D157, E157, J147, N147, P147, R147, S147.

WTJS, Frank S. Proctor A257, B257, C257, D257, E257, H257, I257, J257, M257, N257, P257, Q257, R257, S257.

**Jacksonboro Pike**

WLAJ, Marvin Lee Paul A156, B146, DXXX, FXXX, GXXX, H156, I156, J157, N156, O156, P157, Q257.

**Johnson City**

WETB, Arthur M. Kelsey A257, B257, C257, D257, E257, H257, O257, P257, Q257, R257.

WJHL, W. Hanes Lancaster A256, C257, D257, E257, F257, G257, H257, I257, J257, K257, M257, N257, O257, P257, Q257, R257.

**Kingsport**

WKIN, Andrew J. E. Graver A257, C257, D257, HXXX, O257, P257, R257.

KWPT, Paul L. Overbay A157, B157, D157, E157, H157, P157.

**Knoxville**

WBIR, John P. Hart A257, B257, C157, D257, E257, LXXX, P257, RXXX.

WIVK, James A. Dick A147, B147, C147, D147, E147, F147, G147, H147, I157, P257, R147.

WKGN, Clarence Beaman A147, B147, C147, D147, E147, F147, G147, H156, I147, J147, K147, M147, N147, O147, P157, Q147, R147, S147.

WNOX, O. L. Smith A13X, CXXX, D1XX, E1XX, JXXX, L3XX, P3XX, RXXX.

**Maryville**

WGAP, Frank Hamlett Corbett A257, B257, C257, D257, E257, FXXX, GXXX, HXXX, IXXX, JXXX, LXXX, NXXX, OXXX, PXXX, QXXX, RXXX.

**McKenzie**

WHDM, George M. Martin A157, B157, C157, E157, H147, I147, L146, N257, P157, Q256, R257.

**Memphis**

KWEM, James Everette Nobles A257, B257, C257, D257, E257, I257, M257, N257, P257, R257.

WCBR, W. M. H. "Bill" Smith A257, B257, D257, E257, L25X, N257, O157, P257.

WDIA, Harold F. Walker C157, D157, E157, H1X6, I1X6.

WHBQ, Tom W. Ragland, Jr. A157, B157, C157, D157, E157, G157, I157, L157, P257, R257, S157.

WHHM, Cecil K. Beaver A147, B147, C147, D147, E146, F147, N147, P147, R147.

WMPS, Harold R. Krelstein A157, B157, C157, D157, E157, F157, H157, I157, J157, M157, O157, P157, Q257, R157, S157.

**Nashville**

WKDA, Harvey L. Glascock A247, B247, C247, D247, E247, H246, I2X7, K246, N246, O247, P247, R247.

WLAC, Edward Galbreath Blackman A256, B257, C257, D156, E1X7, J157, L147, N256, O256, P256, R257, S1X7.

WNAH, Van T. Irwin, Jr. A1XX, B2XX, C2XX, D257, E257, F257, G257, M257, O257, P257.

WSM, John H. De Witt, Jr. A247, BX47, CX47, D247, E247, F2XX, H257, I257, K24X, L24X, N257, P257, R257.

**Oak Ridge**

WATO, Ross Charles A257, B257, C257, D257, E257, F257, G257, H257, I257, N257, O257, R257.

WOKE, Harry C. Weaver A156, B156, C156, D157, E156, F156, G156, I156, P157, Q157, R156.

**Shelbyville**

WHAL, August Charles Christian A257, B257, C257, D257, E257, I257, O157, P157, R157.

**Sparta**

WSMT, B. L. Upchurch, A257, D237, G157, I256, N257, O257, P257, Q1X7.

**Springfield**

WDBL, Walter A. Duke A257, B257, D257, E257, F257, G257, I257, J257, N156, O257, P257, R257, S257.

**Union City**

WENK, Louis C. Wrather A157, B157, C157, D157, I157, N157, O157, P157, Q157, R157.

**TEXAS**

**Abilene**

KRBC, Howard Barrett A157, B257, C257, D157, E157, F157, I157, O157, P257, R257, S157.

**Alice**

KBKI (Unknown) A257, B257, D257, H146, I247, P157, Q247, R257.

**Alpine**

KVLF, Gene Ray Hendryx A247, C247, D247, NXXX, PXXX, QXXX, RXXX.

**Amarillo**

KAMQ, Robert D. Houck A257, B257, C257, D257, H157, I157, M157, OXXX, P157, RXXX, S157.

KFDA, Stan Willson A257, B257, C257, D257, H156, I257, P157.

KGNC, Robert Watson A157, B157, C156, D146, E156, H157, I157, L147, P15X, R157.

KLYN, Williard Kline A157, B157, D157, E157, F157, I157, N157, O157, P257, R157.

**Atlanta**

KALT, David Alton Wommack A257, C257, D257, H157, I257, N257, O257, P257, R257.

**Austin**

KNOW, Louis R. Cook A257, B257, C257, D257, E257, F257, H14X, I14X, J14X, M157, N157, OXX7, P257, Q257, R257.

KTBC, Jesse Cage Kellam A157, C157, D147, E147, F147, M147, N147, O147, P157, R157.

KTXX, Frank Stewart A257, B25X, C257, D257, EXXX, FXXX, IXXX, JXXX, M256, N256, O257, P257, R257, S257.

KVET, Willard Deason B147, C147, D147, E147, H146, K147, N147, P147.

**Beaumont**

KFDM, C. Blakey Locke A157, B257, C157, D147, E147, H157, I157, P157, R157, S147.

KTRM, Jack Neil A147, CX47, D147, E147, N247, O247, P247, R247.

**Big Spring**

KBST, William Jack Wallace A157, B257, C257, D157, E157, H147, P157, R157, S157.

**Borger**

KHUZ, Jack Roberts A157, B157, D157, E1XX, I1XX, N147, P25X, R1X7.

**Brady**

KNEL, Gene M. Burns A257, C257, G257, H257, I257, M257, O257, P257, Q257.

**Breckenridge**

KSTB, Robert W. Chapman A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, M257, N257, O257, P257, Q257, R257, S257.

**Brownfield**

KTFY, Mike A. Barrett A257, B257, C257, D257, G257, H156, O257, R257.

**Brownsville**

KBOR, Minor Joel Wilson A157, B157, C157, D257, E257, F257, G257, H157, I157, M257, N257, O257, P257, R157, S157.

XEOR, Robert N. Pinkerton A137, B137, C137, D137, E137, I137, J137, L137, M137, N137, O137, P137, R137, S137.



**Brownwood**

KBWD, Wendell W. Mayes B157, D157, E157, G157, H157, N157, O157, P157, R157.

KEAN, Lyman Calhoun Brown AX47, BXX7, CX47, D247, H24X, N247, O2XX, P247, Q247.

**Center**

KDET, Tom E. Foster A157, B157, C157, D157, E157, F157, G157, Q156, R257.

**Cleburne**

KCLE, George Wesley Marti, A157, B157, C157, D157, E157, G157, H157, K157, M157, N157, O157, P157, Q157, RX57, S157.

**Coleman**

KSTA, Floyd D. Shelton A257, B257, C257, D257, E257, G257, H156, J157, N257, O157, P257, QXXX, RXXX, SXXX.

**College Sta.**

WTAW, Richard Leroy Webb A157, C257, D157, E157, F157, G157, P257, Q257.

**Colorado City**

KVMC, Charles A. Diegel A257, B256, C257, D256, I256, J256, L256, N256, O257, P256, Q256, R257, S257.

**Corpus Christi**

KEYS, Allan Dale A147, B147, D147, E147, F147, G147, H147, I147, J147, M147, N147, O147, P157, Q147, R147.

KRIS, T. Frank Smith A157, B157, C157, D157, E157, P257, R157.

KUNO, L. C. Smith A257, B257, C157, D157, G157, H157, I157, L157, N157, O157, P157, Q156, R257.

KWBU, Harry H. Hayes A257, B257, C257, D256, E256, F256, J257, M256, N257, O257, P156, Q156, R257, S157.

**Crockett**

KIVY, James Howard Gibbs A257, B257, C257, D257, N257, P257.

**Dallas**

KLIF, Bill Weaver A137, B237, C137, D137, E137, G136, L136, N136, P157, R157.

KSKY, Ralph Graham Terrill A256, B257, C257, D257, E257, F257, G257, H157, I156, JXXX, M156, N156, O257, P257, Q257, R257.

WFAA, Alexander C. Kaese A256, B257, C256, D256, E256, F256, G256, H256, I256, J256, N257, P257, Q257, R257.

**Dalhart**

KXIT, Robert J. Beller A257, B257, C257, D257, H257, I257, O257, P257, Q257, R257.

**Del Rio**

KDLK, Don Robert Howard A257, M156, PXXX.

**Denison**

KDSX, Allen V. Hundley, Jr. A257, B257, C157, D157, E157, L156, P257.

**Eastland**

KERC, F. James Dabney A257, B257, C257, D257, G257, H257, I256, J257, M257, N256, O257, P257, Q256, S257.

**Edinburg**

KURV, Joseph Melvin McDonald A147, B147, C147, D147, E147, F147, P2XX, Q2X6, R1X7.

**El Campo**

KULP, Robert Royce Hathaway A247, B247, C246, D147, GX46, H1X6, IX47, M146, N147, O147, PX47, Q246, R147.

**El Paso**

KEPO, Robert C. Hughes A157, B157, C157, D257, E257, N2X7, O2X7, P2X7, Q2X7, RXX7.

KELP, Joe A. Roddy, Jr. A247, B247, C247, D247, E247, I246, L246, O247, P247, R247, S247.

KROD, Bruce McCheane Barnard A257, B257, C257, D257, E257, H257, I257, J257, K257, L257, O257, P257, R257, S257.

KSET, George E. Bullard A157, B157, C157, D157, E157, G157, IXXX, KXXX, P157, R157, S157.

KTSM, Karl O. Wylar A157, B157, C257, D156, E157, F156, G1X7, J157, K157, N157, O157, P157, R157.

**Floydada**

KFLD, Wayne Robison A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Fort Worth**

KCUL, James G. Ulmer A257, B257, D257, E257, I257, K257, M257, N257, O257, P257, Q257, R257.

KFJZ, Gene L. Cagle C237, D256, E256, H136, P157, R157.

KWBC, Joe W. Evans B14X, C2XX, D247, E247, H147, N247, O2X7, PIXX, R2X7.

KXOZ, Earle Fletcher A257, B257, C257, D256, E256, F256, G256, H257, K257, N257, O257, P257, Q257, R257.

WBAP, George Cranston A257, D256, E256, G257, H257, I256, J257, M257, N257, P257, RXXX.

**Fredericksburg**

KNAF, Norbert A. Fritz A247, B257, C247, H157, O247, P257, R247.

**Freeport**

KBRZ, Kenneth Wayne Ferguson A247, B247, C247, D247, H147, I147, N247, O247, P247, Q247.

**Gainesville**

KGAF, Joe M. Leonard, Jr. A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, N157, P157.



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**Galveston**

KLUF, Braden Edward Clough A157, B157, D157, E157, G15X, H157, I157, J157, N157, O257, P257, R157.

KGBC, James Wood Bradner, Jr. A136, B137, C136, D136, E136, H1X6, I157, M137, N257, O237, P157, Q157, R257, S137.

**Gladewater**

KSIJ, Tom Eugene Perryman A157, B247, C257, D1X7, E1X7, H157, J2XX, L1XX, P257, Q256, SXXX.

**Gonzales**

KCTI, Laurence Maurin Walshak A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257, S257.

**Graham**

KSWA, Harland Vance Newsom A257, B257, C257, HXXX, N257, O257, P257, Q257.

**Greenville**

KGVL, Leo Michael Hackney A257, B2XX, C257, D257, E257, F257, H257, N257, O257, P257, RXXX.

**Hamilton**

KCLW, C. M. Hatch A257, B257, C257, D257, E257, H257, I257, P157, Q156, R257, S257.

**Harlingen**

KGBT, Ingham Stephen Roberts A256, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M256, N257, O257, P257, Q257, R257.

**Hereford**

KDAN, Clint Formby A247, B247, C247, H147, NXXX, P247.

**Hillsboro**

KHBR, Nelson W. Gaile A157, B257, C257, D157, E157, H157, I157, J157, L157, M157, O157, P157, Q157, R157, S157.

**Houston**

KCOH, Robert C. Meeker A257, C257, D157, E157, H257, J257, P257, R257, S257.

KLBS, Glenn F. Douglas A257, C157, D157, E157, F157, G157, H157, I157, J157, N157, O156, P257, Q156, R257, S157.

KNUZ, David H. Morris A157, B156, C257, D146, E147, G147, H147, I157, J257, K156, L156, M157, N257, O257, P157, Q257, S157.

KTHT, Bill Bennett A257, B257, C257, D157, E157, H147, I247, J257, N247, P257, R247, S247.

KTRH, Ted P. Hills A147, B147, C147, D147, E147, F147, G147, H147, I147, J147, K147, L147, M147, N147, P147, R147, S147.

KYOK, Cal Perley A257, C257, D257, E257, F257, H257, I257, J257, K257, L257, M257, R257.

**Huntsville**

KSAM, Theodore Franklin Lott A257, B257, D257, E257, F257, G257, H257, I257, N257, O257, P257, R257.

**Kerrville**

KERV, Leonard L. Johnson A257, B257, C257, D256, E256, H2X7, I2X6, M257, N256, O257, P257, Q257, R257, S257.

**Kilgore**

KOCA, Henry August Degner A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Kingsville**

KINE, Eston Reese Pace A157, B157, D157, H157, N157, P157.

**Lampasas**

KCYL, Vernon Dean Turner A157, B157, C157, D157, E157, H157, I157, J157, L157, M157, N157, O157, P157, Q257, R257.

**Laredo**

KVOZ, Burney B. Jones A157, B257, C257, D256, E256, F256, G156, H146, I147, K157, N256, O257, P157, R257.

**Longview**

KLTI, Lynn Williams A247, H247, P247, R247.  
KFRO, James Robert Curtis AXXX, BXXX, CXXX, DX4X, EX4X, NXXX, PX5X, QXXX, RXXX.

**Lubbock**

KCBD, Joseph H. Bryant A257, B257, C257, D257, E257, F257, H257, I257, P257, R257.

KFYO, Unknown AXXX, BXXX, DXXX, GXXX, HXXX, IXXX, JXXX.

KSEL, Monroe M. Rochester A157, B157, C157, D257, E257, F257, G257, H256, I257, J257, N257, O257, P257, Q257, R257.

**Lufkin**

KTRE, Richman G. Lewin A147, B257, C156, D256, E256, F256, G257, H257, J257, M257, N257, O257, P257, Q257, R257, S147.

**Marlin**

KMLW, Hugh M. McBeath A257, B257, C257, H157, I157, P157.

**McAllen**

KRIO, George Breeding, Jr. A256, B256, C256, D256, E256, F256, G256, H257, I257, J257, M257, N257, O257, P257, Q256, R257.

**Midland**

KCRS, Wallace R. Jackson A257, B257, CXXX, D256, E256, F256, G256, HXXX, N256, O256, P256, Q25X.

KJBC, Jack Cecil A257, B257, C257, DX46, EX46, FX46, IX46, OXXX, QXXX, RXXX.

**Mineral Wells**

KORC, Harry A. Riley, Jr. A257, BXXX, C1X7, D257, H257, J247, N257, P257.

**Monahans**

KYKM, J. Ross Rucker A157, B157, C137, D157, E157, H157, I157, K156, O157, P157, Q257, R257.

**Nacogdoches**

KSFA, Wilbur Courtland Fouts A157, B157, C157, D157, E157, F157, G157, H157, I157, J157.

**New Braunfels**

KGNB, F. T. Wilson A257, B257, C257, D156, E156, F156, H156, I157, N157, O157, P157, Q156, R157.

**Odessa**

KECK, Ben Nedow A257, B257, C257, D257, E257, F257, G257, H257, IXXX, JXXX, LXXX, N257, O257, P257, Q257, R257, S257.

KOSA, Cecil L. Trigg A156, B156, C156, D156, E156, G156, H156, I156, NXX6, OXX6, PXX6, QXX6, RXX6.

**Palestine**

KNET, Allen Earl Wilson A157, B157, N157, O157, P157, QXXX.

**Pampa**

KPAT, Warren L. Hasse A257, B257, C257, E257, F257, G257, I257, J257, P257, Q257, R257.

**Paris**

KPLT, Fred Kincaid A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, O257, P257, QXXX, R257.

**Pecos**

KIUN, Jack W. Hawkins A157, B157, C157, D157, E157, H157, M157, N157, O157, P157, Q157, R157.

**Perryton**

KEYE, Irvin Rosser Buchanan D247, I24X, M257, O247, P247, R247.

**Plainview**

KVOP, Kermit S. Ashby A257, B257, C257, D257, E257, F257, G257, I257, NXXX, OXXX, P257, R257.

**Rosenberg**

KFRD, James A. Hairgrove A1X6, B1XX, D1XX, E1XX, H1XX, I1X6, N1XX, P1XX.

**San Angelo**

KTYL, Dean Allan Chrysler A157, B157, C257, D137, E137, H146, JXXX, N257, P257, R257.

KGKL, Lewis Odgen Seibert A137, B137, C137, D137, E137, HXXX, P137, R137.

**San Antonio**

KCOR, Nathan Safir A257, B257, C257, D257, E257, G2X7, H257, I23X, N1XX, O257, PX47, RX5X, SX37.

KGBS, Bill Michaels CXXX, D257, E257, H257, J157, PXXX, RXXX.

KITE, Alex A. Coe A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, L157.

KIWW, L. E. Richards A1X7, B1X7, C1X7, D1X7, E1X7, H1X7, I1X7, M1X7, N1X7, O1X7, P1X7, R1X7, S1X7.

KONO, James M. Brown, Jr. A146, C147, D146, E147, H147, I146, J147, M146, P157, QX47, R247.

KTSA, Charles Dennis Lutz A157, B157, D257, E257, G257, H257, IXX7, JXX7.

WOAI, James M. Gaines A247, B257, C247, D247, E247, G257, H257, J257, M246, P257, R257.

**Seguin**

KWED, Stanley W. McKenzie A247, B247, C247, D247, H147, I147, Q247, R247.

**Shamrock**

KEVA, Dick Dean A147, B147, C147, D147, H147, I147, L147, M146, N146, O147, P147, Q2X7, R247.

**Sherman**

KTAN, William Austin Jaco A157, B257, D156, E156, G156, N257, O257, P157, R257, S157.

**Stanford**

KDWT, David W. Ratliff AX57, BX57, D257, E257, F257, G257, P257, Q257, S257.

**Stephenville**

KSTV, (None given) A257, B257, C257, D256, E256, F256, IXXX, OXXX, P257, Q257, RXXX.

**Sulphur Springs**

KSSST, William Earl Bradford A257, B257, C157, D157, E157, F157, N257, O157, P257, R157.

**Taylor**

KTAE, Graham Gillis Conoley A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, P257, Q257, R257, S257.

**Temple**

KTEM, Marion Ralph Weedon A257, B257, C257, D257, E257, H257, I257, N257, P257, R257.

**Terrell**

KTER, Paul A. Wnorowski A257, B257, C156, D156, E156, F156, GX57, H156, I257, J257, N156, P157, Q156, RXXX, S1X7.

**Texarkana**

KCMC, Frank Ohl Myers A257, B257, C257, D257, E257, F257, H257, I257, M257, O257, PXXX, QXXX, RXXX.

KOSY, Tom Dillahunty A147, B147, C147, D147, E147, F147, G147, H147, I147, K147, L147, N257, O257, P257, R257.

**Tyler**

KGKB, Gerry Lansing A257, B257, C257, D257, E257, H257, J257, L257, N257, O257, P257, Q257, R257.

KTBB, M. E. Danbom A257, B257, C257, D257, E257, F257, H257, I257, J257, M257, N257, O257, P257, R257.

**Uvalde**

KVOU, Bob G. Hicks A257, B257, C257, D257, E257, F257, G257, J257, M157, N157, O157, P157, R157.

**Vernon**

KVWC, James E. Doyle A257, B257, NX46, PX5X, QX4X.

**Victoria**

KNAL, James A. Traber A147, B147, D147, H147, J147, L147, N147, O147, P147, R147.

**Waco**

KWTX, Milford A. Bostick A157, B257, C157, D157, E157, F157, G157, H157, I157, K156, O257, P257, Q257, R257.

WACO, R. Lee Glasgow A257, B257, C257, D257, E257, G257, H257, M257, N257, O257, P257, R257.

**Weslaco**

KRGV, Byron W. Ogle AX56, BX5X, CX5X, DX5X, EX5X, FX5X, GX5X, HX5X, IX5X, JX5X, OX5X, PX5X, RX5X, SX5X.

**Wichita Falls**

KFDX, Mott M. Johnson A257, C257, D246, E246, G246, H147, I147, J147, L146, M157, N157, O157, P257, Q257, R257.

KWFT, Kenyon Brown, Pres. A157, C15X, D15X, E15X, F15X, G25X, H15X, P25X, R15X.

**UTAH**

**Cedar City**

KSUB, Arthur L. Higbee A146, B147, C146, D146, E146, J147, N147, O146, P147, Q147, R147.

**Murray**

KMUR, Ted Rogers A257, B257, C257, D257, G257, H257, I2X7, J2X7, K2X7, L2X7, M2X7, N2X7, O2X7, P2X7, Q2X7, R2X7, S2X7.

**Ogden**

KVOG, Arthur G. Webb A157, B157, CX57, H1X6, I157, J157, N156, O157, P157, R146.

KOPP, Larry B. Suttlemyre A257, B257, C257, D257, E257, F257, I257, N257, O257, P257, Q257, R257, S257.

**Price**

KOAL, Jack Richards A257, B257, C257, D257, E257, F257, G257, I257, P257, R257.

**Provo**

KCSU, Harold Earl Van Wagenen A157, B157, C1X7, D157, H157, I157, JXXX, M157, N157, O157, P157, Q157, R157.

KEYY, Edwin Arthur Niehay A257, B247, C257, H247, I247, L247, N247, O247, P247, R247.

KOVO, L. H. Curtis A2X7, B2X7, C2X7, D2X7, H2X7, I2X7, M2X7, N2X7, O2X7, P2X7, Q2X7, S2X7.

**Richfield**

KSVC, Art Tucker A157, B257, CX5X, DXXX, H257.

**Salt Lake City**

KALL, Thomas H. Anderson A257, B257, D257, E257, G157, H157, I137, J257, L14X, N257, O257, P257, Q257, R257.

KDYL, G. Bennett Larson A256, B257, C257, D257, H257, N257, P257, R257.

KNAK, William E. Wright A257, B257, D257, G257, H157, N257, O257, P157, R257.

KSL, Eugene M. Halliday A257, B257, C257, D256, E257, G257, H256, I257, J257, P257, Q257, R257, S257.

**VERMONT**

**Brattleboro**

WTSA, Phillips Glover Terhune A257, B257, C257, D157, E157, F157, G157, N257, O257, P257, R257.

**Burlington**

WCAX, John Davenport Swan A157, B157, D156, E156, G156, H157, J157, P257.

WDOT, Val Carter B2X7, CXX7, D157, E157, F157, G157, H257, I157, J157, L157, N157, O257, P257, Q257, R257.

WJOY, Al E. Spokes A257, B257, C257, D157, E157, F157, H157, I157, K157, L157, N257, O257, P257, R257.

**Montpelier**

WSKI, Charles Washburn Grinnell A257, B257, D157, E157, H157, I157, N157, O157, P2X7, R257.

**Newport**

WIKE, Donald Allen Thurston A257, B257, C257, D256, G256, H157, N257, O257, P257, Q256, R257.

**Rutland**

WHWB, Mrs. Vena Mildred Bates A157, B157, C157, D157, H157, L157, N157, O257, P257, Q257.

WSYB, Jack Harry Weiss AXXX, CXXX, DXXX, EXXX, PXXX, RXXX.

**Springfield**

WNIX, Guy O. Austin A247, B247, D247, E247, I247, J247, M247, O247, P247, Q247, R247.

**Waterbury**

WDEV, Lloyd E. Squier A157, B257, C256, D256, E257, H157, I146, M156, N257, O157, P257, Q157, R156.

**VIRGINIA**

**Bedford**

WBLT, A. P. Marsh AX57, BX57, CX57, EX57, KX57, N257, P257, Q257, R257.

**Blackstone**

WKLTV, Harris L. Umstead A157, C257, D157, E157, H257, J257, N257, O257, P257, R257.

**Charlottesville**

WCHV, Robert Charles Walker A247, C247, D247, E247, H24X, I247, J247, N247, O247, P247, QXXX.

WINA, Donald G. Heyne A147, B147, C147, D146, E146, F146, H156, I157, J157, O257, P157.

**Clifton Forge**

WCFV, Grover Kenyon Fulk A257, B257, C257, O257, P257, Q246.

**Covington**

WKEY, Earl M. Key A257, B257, C257, D257, E257, F257, G257, I257, J257, K1X6, L1X6, N257, P257, R257, S257.

**Crewe**

WSVS, John Edward Sadler, Jr. A257, B257, C257, D256, E257, H257, I257, N257, O257, P257, Q257, R257, S257.

**Culpeper**

WCVA, John T. Rogers A147, B147, D147, E147, H147, J147, O147, P147, Q147.

**Danville**

WBTV, Edward G. Gardner A257, C257, D257, EXXX, H257, J257, N257, O257, P257, R257.

WDVA, Emerson J. Pryor A257, B257, C247, D15X, E15X, H157, I156, J157, N257, P157, R257.

**Emporia**

WEVA, Maxey E. Stone A257, C257, E257, H256, O257, P257, R257.

**Farmville**

WFLO, John Dennis Wilson A247, C247, DX47, HX47, IX47, NX57, PX57, QX57, RX47.

**Front Royal**

WFTR, Kenneth Gordon A156, B257, N257, P156, Q257, R257.

**Hampton**

WVEC, Harrol Andrew Brauer, Jr. A257, B257, C257, D257, EXXX, F257, G257, H256, I257, J257, K257, L256, M257, N256, O257, P257, Q257, R257, S257.

**Harrisonburg**

WSVA, Frederic Lee Allman A157, B157, C157, D157, E157, F157, G157, H157, I157, L157, M157, N157, O157, P257, Q257, R257.

**Hopewell**

WHAP, John E. Sadler A257, B257, C257, D156, E257, H157, I157, O157, P157, Q257, R257.

**Lynchburg**

WLVA, Philip L. Allen A157, B157, C156, D156, E156, F156, H157, I1X6, M156, N156, O157, P257, Q257, R257.

WWOD, Charles Raymond Maillet A247, B247, C247, D247, E247, F247, G247, H247, I247, J247, N257, O257, P257, R257.

**Marion**

WMEV, Robert Conway Wolfenden A257, B257, C257, D257, E257, H256, N257, P257, Q257, R257, S257.

**Martinsville**

WMVA, Maynard E. Dillaber A157, B157, E157, I157, P157.

**Mount Jackson**

WSIG, Homer Thomas Van Derwerker A157, B157, C157, D157, E157, H157, I157, N157, O157, P157, Q157, R157, S157.

**Newport News**

WACH, H. A. Seville A156, B257, C156, D156, E156, G156, H156, I156, M156, N257, P157, Q257, R157.

**Norfolk**

WRAP, Robert Lyons A156, B156, C156, D156, E156, F156, G156, H156, I156, O157, P157, R157.

WLOW, Glen Allen Harmon A157, B156, C156, D156, E157, F156, G157, H156, I157, J157, K156, L156, M157, N157, P157, R157, S157.

**Norton**

WNVA, Jack T. Helm A157, B157, C157, H157, J157.

**Portsmouth**

WAVY, Carl Johnson Burkland A157, B157, C157, D157, E157, G157, H157, J157, N157, O157, P157, R157, S157.

**Radford**

WRAD, Wendell Hamilton Siler A157, B157, C157, D156, H156, I157, N157, O157, P157, Q257, R157.

**Richlands**

WRIC, Max Minton Blakemore A156, B156, C156, D156, I156, N157, P157, R257.

**Richmond**

WANT, Richard Charles Schede A157, B157, C157, D257, E257, H156, N157, O257, P257, Q257, R257.


WLEE, Irvin Goodes Abeloff A247, B247, C247, D247, E247, F247, H247, J247, N24X, O24X, P24X, R24X.

WMBG, Walter A. Bowry, Jr. A256, C246, D256, E256, H146, J157, LXXX, P157, R147.

WRNL, Eddie S. Whitlock A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, M257, N257, P257, R257.

WRVA, James Daniel Clark, Jr. D257, H257, L257, N257, P257, R257.

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Fulltime Director

BETTER CO<sup>O</sup>VERAGE

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In New York—Robert S. Keller, Inc.  
In Chicago—Burn-Smith, Inc.  
In Danville and South—Emerson J. Pryor,  
Vice President & General Manager

(For keys to symbols see "How to Read Listings" page 434.)

VIRGINIA (Cont'd)

**Roanoke**

WDBJ, Ray P. Jordan A157, C157, D157, E157, G157, H157, J157, P157, R157.

WROV, Frank Edward Koehler A257, B257, C257, D256, E256, F256, G256, H157, I257, N257, O257, P257, Q257, R257.

**South Boston**

WHLF, John Lovelace Cole, Jr. A257, B157, D147, E147, H257, I157, L157, N157, O157, P257, Q257, R257.

**Staunton**

WTON, Charles P. Blackley A257, B257, C257, H14X, JXXX, P257.

**Suffolk**

WLPM, Fred Lee Hart AXXX, BXXX, CXXX, PXXX, QXXX.

**Warsaw**

WNNT, Grayson Headley A157, B157, C157, O257, P257, Q257, R257, S257.

**Winchester**

WINC, Richard Field Lewis A147, B257, C247, D147, E147, H147, J147, M147, N147, O147, P257, Q247, R147.

WRFL, Richard Field Lewis A147, B257, C247, D147, E147, H147, J147, M147, N147, O147, P257, Q247, R147.

**Wytheville**

WYVE, Arthur M. Gates, Jr. D257, E257, H257, N1XX, P257.

WASHINGTON

**Aberdeen**

KXRO, Fred G. Goddard A257, B257, C257, D257, E257, F257, G257, I257, N257, O257, P257, Q257, R257.

**Bellingham**

KPUG, James L. Hamstreet A157, B157, C157, D147, E147, F147, G147, H147, I147, J147, KX47, L147, N157, P257, Q257, R147.

**Ellensburg**

KXLE, Joe B. Kendall A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

**Everett**

KRKO, W. (Bill) R. Taft AX57, BX57, CX57, HX57, LX57, P257, R257.

**Grand Coulee Dam**

KFDR, Alfred William Morris A257, B257, C257, D257, HXXX, I257, N257, O257, P257.

**Kelso**

KLOG, John Forroy Carlson A257, B257, C257, I257, P257, Q257, R257.

**Kennewick**

KWIE, Harold A. Clark A257, C157, D157, H147, I257, J257, P257, R257.

**Longview**

KWLK, Bob Lawrence Moran A257, B257, C257, D257, G257, H257, O257, P257, R257.

**Mount Vernon**

KBRC, Leo H. Beckley A15X, B2XX, C2XX, D1XX, E1XX, F1XX, PXX, R2XX.

**Olympia**

KGY, Elmer J. Holmberg A157, B157, C157, D157, E157, F157, H157, I157, J157, N157, P157, R157, S157.

**Port Angeles**

KONP, Keith Edward Patterson A257, B257, D257, H257, I157, N257, O257, P257, R257.

**Pullman**

KOFF, John Ronald Bayton A257, B257, C257, H257, I257, P257, Q257, R257.

**Puyallup**

KAYE, Henry Perozzo A156, B156, C156, H157, M156, N156, O156, P257.

**Renton**

KLAN, Clifford H. Hansen C247, D257, E257, H247, I247, P257, R257.

**Seattle**

KAYO, Rod G. McArdle A157, B157, C157, DXXX, EXXX, FXXX, GXXX, HXXX, IXXX, JXXX, N157, P157, R157, SXXX.

KING, Mel A. Anderson A157, B157, C157, D157, E157, F157, G157, H157, I157, M157, N157, O157, P157, Q157, R157, S157.

KIRO, Saul Haas A257, B257, C147, D256, EX56, H147, I147, N257, P257, Q257, R257, S147.

KOL, Archie Taft, Jr. A257, B257, C257, G157, HXXX, I257, K257, M257, N257, O257, P257, Q257, R257, S257.

KOMO, W. Willard Warren A157, D147, E147, G157, H256, O257, P257, Q25X, R257.

**Spokane**

KNEW, Chester E. Rodell A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M257, N257, O257, P257, Q257, RXXX, SXXX.

KREM, Robert H. Temple A14X, B15X, C15X, D146, E146, N14X, P14X, Q14X, R14X.

KSPO, D. Gene Williams A147, B147, D147, E147, H147, I147.

KXLY, George B. Morgan A15X, B15X, D157, E157, M147, N147, O147, P137, Q257, R157, S147.

**Sunnyside**

KREW, Don C. Bennett A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, O156, P156, R156, S156.

**Tacoma**

KTAC, Jerry P. Geehan A157, B257, C157, D157, E1X6, G156, H15X, I156, J156, M157, N157, O157, P157, Q157, R157.

KTNT, Leonard H. Higgins BXXX, D1X7, EXX7, H1XX, I1XX.

**Walla Walla**

KUJ, Herbert C. Studebaker A247, B247, C247, D147, E147, I147, J147, O147, P147, R247.

KTEL, Jack Keating A257, B257, C257, D257, E257, H257, J257, P257, R257.

**Wenatchee**

KPQ, O'Halloran Patrick A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, L157, M157, N157, O157, P157, Q157, R257, S157.

**Yakima**

KIT, James A. Murphy A157, B157, C157, D156, E156, H156, I157, L157, MXXX, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

KYAK, William Wallace Boone A257, B257, C257, D257, E257, I247, KXXX, N257, O257, P257, R257.

WEST VIRGINIA

**Beckley**

WJLS, Virginia N. Cooper A156, B157, C256, D156, E156, F156, I157, J157, K157, N257, P157, Q257, R257.

WVNR, Richard H. Booth A156, B257, C257, D1X6, E157, H256, I15X, M257, N257, O257, P157, Q257, R257.

**Bluefield**

WHIS, Patrick T. Flanagan A157, B157, D157, E157, H157, I157, O157, P157, Q157, R157.

**Charleston**

WLHS, John T. Gelder, Jr. A157, B157, C157, D157, E157, F157, G157, H157, I157, K157, M157, P157, R157.

YGKV, William R. Murray A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, M156, N156, O156, P156, Q156, R156.

WKNA, Charles Howard High A257, B257, C257, D157, E157, H157, I157.

WTIP, Berton Sonis A257, B257, C257, D247, E247, N257, P257, Q257, R257.

**Clarksburg**

WBLK, Carl Leonard Loose A14X, D146, G146, H146, K146, N156, O156, P156, Q156, R156.

WHAR, Leslie Paul Ellison, P.D. A257, B257, C257, D257, H257, I257, L257, N257, P257, Q257, R257.

WPDx, Raymond C. Warden A156, B156, C156, D156, E156, F156, N156, P157, R157.

**Elkins**

WDNE, John W. Johns AXXX, BXXX, CXXX, D1X6, NXXX, OXXX, PXXX, QXXX, RXXX.

**Fairmont**

WMMN, A. Garen Ferrise A157, B157, C157, D157, E157, H157, J157, P157, R157.

WVWV, Robert M. Drummond A257, B257, D147, E156, H157, I157, J157, N157, O157, P157, R257, S157.

**Huntington**

WHTN, John S. Phillips A257, B257, D1XX, E15X, H15X, I15X, P15X, RXX5X.

WPLH, F. J. Evans A157, B257, C147, D247, H257, I257, J257, N257, P157, Q257, R257.

**Keyser**

WKYR, South Clinton Bevins A156, B25X, C257, D156, E257, F157, G156, I156, M157, N257, O157, P157, Q257, R257, S156.

**Logan**

WLOG, Robert O. Greever B257, C257, N257, O257, P257.

WVOW, Everett M. Bailey A257, B257, IXXX, JXXX, N257, P257, R257.

**Martinsburg**

WPEM, C. Leslie Golliday A147, B147, D147, E147, H147, I147, J147, O147, P147, Q147.

**Morgantown**

WAJR, John W. Johns A157, B147, C147, D1X6, E1X6, H1X6, N1XX, O1XX, P1XX, R2X7.

**New Martinsville**

WETZ, Robert M. Drummond A257, B257, D156, E156, H147, J157, O147, P147, Q146, R257, S147.

**Parkersburg**

WPAR, George H. Clinton A257, B257, C257, D157, E156, H257, J157, N257, O157, P157, R156.

**Weirton**

WEIR, Edward J. Hirschberg A157, B157, C157, D157, E157, H157, I157, L257, O257, P257, Q257, R257.

**Welch**

WBRW, Paul Wm. Marlowe A157, B157, C157, D157, E157, F157, G157, O157, P157, Q157, R157.

WELC, Sam Sidute A1X7, B1X7, C1X7, D2X7, E2X7, G2X7, H2X7, I1X7, J1X7, P2X7, R2X7.

**Weston**

WHAW, George W. Yazell A247, B257, C146, G156, NX57, O157, PX57, Q257, R147.

**Wheeling**

WKWK, John B. Reynolds A257, B257, C257, D257, E257, G257, H257, I257, J257, N257, O257, P257, Q257, R257, S257.

WHLL, Kenneth N. Forney A157, B257, C257, D157, I157, L157, N257, P257, S157.

WTRF, Frank Reed Curtis A257, B257, C257, D257, E257, F256, G257, H257, I256, N257, O257, P257, Q257, RXXX.

WISCONSIN

**Antigo**

WATK, Art Fred Berner A257, B257, D257, H257, J257, P257.

**Appleton**

WAPL, Connie A. Forster A247, B247, C247, H247, L246, N24X, O247, P247, Q247.

WHBY, Earl Howard Huth A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, N157, O157, P157, Q157, R157.

**Ashland**

WATW, Arnold Joseph Peterson A257, B257, D247, H147, I147, L147, M247, N247, OXXX, P257.



This is the second national survey by Kenyon & Eckhardt of merchandising services provided by radio stations. The first was published as Part II of the Nov. 30, 1958 issue of BROADCASTING • TELECASTING. As stated at that time, B•T recognizes that there is controversy over the question of whether stations should provide merchandising services. B•T has taken no sides in the controversy, except to adhere to its basic position that stations should not use merchandising as a rate cutting device.

**Beloit**

WBEL, Warren A. Anderson A257, B257, C257, D156, E156, G156, H256, I257, J257, M257, N257, O257, P257, R257, S257.

WGEZ, Robert J. Bodden A257, B257, C257, D257, E257, F257, G257, H257, I257, K257, M257, N257, O257, P257, Q257, R257, S257.

**Eau Claire**

WBIZ, Howard G. Bill AXXX, BXXX, DXXX, IXXX, JXXX, NXXX.

**Fond du Lac**

KFIZ, Lynn N. Fairbanks B157, C1X7, D157, E157, N157, P157, R157.

**Green Bay**

WBAY, Roger Mueller A15X, B15X, C15X, D15X, E15X, H15X, OXXX.

WDUZ, John N. Walter A257, D257, H257, NXXX, OXXX, PXXX, RXXX, SXXX.

**Hartford**

WTKM, Neil K. Searles A257, B257, C257, D257, E257, IXXX, M257, N257, O257, P257.

**Janesville**

WCLO, Vern W. Williams B257, D257, H257, J257, P257, QX46.

**La Crosse**

WKBH, Howard Dahl A157, B257, C257, D257, E257, H257, I1XX, J257, N257, P257, Q257, R257.

WKTY, Donald F. O'Brien BXXX, D147, E147, H157, L147, P157, Q157, R157.

WLCX, Milo G. Knutson A257, B257, C257, D257, E257, N257, O257, P257, Q257, R257.

**Madison**

WIBA, Kenneth F. Schmitt A157, B157, C257, D156, E156, G257, H156, I156, L156, P157, Q157, R157, S157.

WISC, Ralph O'Connor A157, B157, C157, D157, E157, H157, L157, O157, P157, Q157, R157.

WKOW, Paul Michael Enright A257, B257, C257, D257, E257, JXXX, LXXX, NXXX, PXXX, RXXX.

WMFM, Earl W. Fassler A257, B257, C257, D156, E156, F156, G156, H156, I156, J156, K156, L156, M156, N157, O157, P257, Q156, R257.

**Manitowoc**

WOMT, Francis Mangin Kadow A257, D257, F256, G257, HX13, I257, J257, N257, O257, P257, Q246, R247.

**Marshfield**

WDLB, Robert W. Bahling A257, B257, C257, D257, E257, F257, G257, H157, M157, N157, P257, Q257.

**Milwaukee**

WCAN, Burt L. Levine A257, B2XX, C157, D156, E156, F156, H257, I157, J257, K156, L156, N157, P257, R257, S157.

WEMP, John C. Garliana EXXX.  
WFOX, Charles Joseph Lanphier CXXX, DXXX, EXXX, FXXX, GXXX, HXXX, IXXX, KXXX, NXXX, PXXX, RXXX.

WISN, Harry Dale Peck A157, C146, D1X6, E1X6, G257, H157, O147, P157, R147, S147.

WMIL, Jerome Sill A247, C2X7, D247, E247, H2X7, K2X7, LXX7, P2X7, R2X7, S2X7.

WOKY, Melvin M. Bartell A157, B157, C157, D1X7, EXXX, H157, IXXX, NXXX, OXXX, R157.

WTMJ, N. V. Bakke—Supply some services. Full details not reported.

**Monroe**

WEKZ, Grant A. Ritter A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O157, P157, Q157, R157, S157.

**Oshkosh**

WOSH, Robert J. Flynn A257, B257, C257, D257, H15X, I257, N257, O257, P257, Q257, R257.

**Park Falls**

WPEP, Wallace M. Morton A257, B257, C257, D157, G156, H157, J157, M156, O157, P257, Q247, R247.

**Portage**

WPDR, John P. Haerle A257, B257, C257, D257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

**Racine**

WRAC, R. N. Fitzgerald A257, B257, C257, D257, G25X, H25X, I257, J257, K257, LX46, N257, O257, P257, Q256, R257, S257.

WRJN, Harold J. Newcomb A157, D157, E156, H156, N157, P157, R257.

**Rhineland**

WOBT, Bruce George Baichl A257, B257, C257, D257, H257, I257, N257, P257, R257.

**Rice Lake**

WJMC, Russell J. Brown A257, B257, C257, D257, H157, I257, O257, P257, Q257, R257, S257.

**Richland**

WRCO, Thomas R. Kelley AX5X, BX5X, DX5X, EX5X, FX5X, HX5X, IX5X, N257, O257, P257, Q257, R257.

**Shawano**

WTCH, Ray G. Gruetzmaier A157, B157, C156, H157, J257, M156, N156, O257, P257, Q256, R257, S257.

**Sheboygan**

WHBL, Ben F. Honel A157, B147, C147, D147, H147, P257, R247.

**Sparta**

WKLJ, John David Rice B2X7, E2X7, H2X7, L2X7, N2X7, O2X7, P2X7, R2X7.

**Sturgeon**

WDOR, Edward Daniel Allen A2XX, BXXX, CXXX, DXXX, GXXX, IXXX, OXXX, PXXX, RXXX.

WOKW, Herb H. Graefe A257, B257, C257, D257, H257, I257, L257, N257, O257, P257, Q257, R257, SXXX.

**Two Rivers**

WTRW, Howard J. Luebke A257, B247, C257, D157, O257, P257, R257.

**Watertown**

WTTN, Carl Vincent Kolata AXXX, BXXX, DXXX, EXXX, JXXX, PXXX.

**Waukesha**

WAUX, Mig Figi A15X, B15X, C15X, D157, E157, H1XX, I157, N257, O257, P257, R257, S257.

**Wausau**

WHVF, Robert H. Topkina A147, B147, C147, N147, P147, Q147.

WSAU, Richard David Dudley A257, B257, C257, D256, E256, F256, G257, H256, I256, J257, M257, O257, P257, Q256, R257.

**West Bend**

WBKV, Roy Ambrose A157, B157, C157, D257, F257, H157, I157, M157, N157, O157, P157, Q147, R157.

**Wisconsin Rapids**

WFHR, George Thomas Frechette A157, B157, C157, D156, E156, F156, G157, H157, I157, M157, N157, O157, P157, QXXX, R157, S157.

**WYOMING**

**Casper**

KSPR, Donald L. Hathaway A147, B147, C147, D146, E146, F146, G146, H146, N14X, P147, Q146, R147.

KVOC, William F. Shatts A257, B257, C257, D156, E156, F156, G156, H256, I1XX, N257, O257, P257, R257.

**Cheyenne**

KVWO, Bill Harrell A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, N257, O257, P257, Q257, R257, S257.

**Lander**

KOVE, John L. Breeca A157, B257, C157, D157, E157, F157, H157, O157, P157, Q157, R157, S157.

**Newcastle**

KASL, Floyd L. Sparks A257, B257, H257, L257, P257, SXXX.

**Powell**

KPOW, Albert J. Meyer A257, B257, C257, D257, P257, R257.

**Rawlins**

KRAL, Jack C. Vagner A257, B247, C157, H1XX, IXXX, JXXX, LXXX, M2XX, N2XX, P2XX, Q2XX, R2XX.

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# U. S. AM BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of December 15, 1954)

\*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency. L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset. N—Night. U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
<b>540 KC. (Canadian) I-A</b>											
KFMB	San Diego, Calif. (II)	DA-5,000	WFAA	Dallas, Tex. (III-A)	DA-5,000	KERB	Kermit, Tex.	DA-D-1,000	KJNO	Juneau, Alaska (III)	LS-1,000
†.....	Haines City, Fla. (II)		WBAP	Ft. Worth, Tex. (III-A)		KTBB	Tyler, Tex. (III)	LS-500	N500		
WDKN	Clarksville, Tenn. (II)	DA-D-10,000	KUTA	Salt Lake City, Utah (III-A)	DA-5,000	WAEL	Mayaguez, P. R. (III)	DA-N-1,000	KPOA	Honolulu, T. H. (III-A)	5,000
WRIC	Richland, Va. (II)	D-1,000	KVI	Seattle, Wash. (III-A)	DA-5,000			(CP from 1400 kc)			
			WMAM	Marinette, Wis. (IV)	LS-250						
					N-100						
<b>550 KC. REGIONAL</b>											
KOY	Phoenix, Ariz. (III-A)	LS-3,000	<b>580 KC. REGIONAL</b>			WSGN	Birmingham, Ala. (III-B)	LS-5,000	<b>610 KC. CLEAR</b>		
KBAK	Bakersfield, Cal.	DA-1,000	WTUS	Tuskegee, Ala. (III)	D-500						
WGGG	Gainesville, Ga. (III)	LS-5,000	KCNA	Tucson, Ariz. (III)	DA-N-500	KFRC	San Francisco, Cal. (III-A)	5,000	<b>650 KC. CLEAR</b>		
KFRM	Kansas City, Mo. (III)	DA-D-5,000	KMJ	Fresno, Cal. (III-A)	5,000	WIOD	Miami, Fla. (III-A)	DA-5,000	WSM	Nashville, Tenn. (I-A)	50,000
WCBI	Columbus, Miss. (III)	LS-1,000	WDBO	Orlando, Fla. (III-A)	5,000	WCEH	Hawkinsville, Ga. (III)	D-500	KRCM	Baytown, Tex. (II)	D-250
		DA-U-N-500	WGAC	Augusta, Ga. (III-B)	LS-5,000	KDAL	Duluth, Minn. (III-A)	DA-N-5,000	<b>660 KC. CLEAR</b>		
KSD	St. Louis, Mo. (III-A)	DA-N-5,000	KFXD	Nampa, Ida. (III-B)	DA-N-5,000	WDAF	Kansas City, Mo. (III-A)	5,000	KOWH	Omaha, Neb. (II)	D-500
KOPR	Butte, Mont. (III-B)	DA-N-1,000	WILL	Urbana, Ill. (III)	DA-D-5,000	KOJM	Havre, Mont. (III)	DA-1,000	WRCA	New York, N. Y. (I-A)	DA-50,000
WGR	Buffalo, N. Y. (III-A)	DA-N-5,000	KSAC	Manhattan, Kan. (III-B)	LS-5,000	WMUR	Manchester, N. H. (III-B)	LS-5,000	WESC	Greenville, S. C. (II)	D-5,000
KFYR	Bismarck, N. D. (III-A)	DA-N-5,000			N-500			KSKY	Dallas, Tex. (II)	D-1,000	
WKRC	Cincinnati, O. (III-B)	LS-5,000	WIBW	Topeka, Kan. (III-A)	DA-N-5,000			‡KFAR	Fairbanks, Alaska (III-A)	10,000	
KOAC	Corvallis, Ore. (III-A)	DA-U-N-1,000	KALB	Alexandria, La. (III-B)	LS-5,000			<b>(Also see 610 kc)</b>			
WHLM	Bloomsburg, Pa. (III)	DA-500	WTAG	Worcester, Mass. (III-A)	DA-5,000	WIP	Philadelphia, Pa. (III-A)	DA-N-5,000	<b>670 KC. CLEAR</b>		
WPAW	Pawtucket, R. I. (III)	D-1,000	WHP	Harrisburg, Pa. (III-A)	DA-N-5,000	KLBS	Houston, Tex. (III-A)	DA-5,000	WMAQ	Chicago, Ill. (I-A)	50,000
KCRS	Midland, Tex. (III-B)	LS-5,000	KDAV	Lubbock, Tex. (III)	DA-D-5,000	KVNU	Logan, Utah (III-B)	DA-N-1,000	<b>680 KC. CLEAR</b>		
KTSA	San Antonio, Tex. (III-A)	DA-U-N-1,000	WCHS	Charleston, W. Va. (III-A)	DA-N-5,000	WLSL	Roanoke, Va. (III-B)	DA-1,000	KNBC	San Francisco, Cal. (I-B)	50,000
WDEV	Waterbury, Vt. (III-B)	DA-N-5,000	WKTY	La Crosse, Wis. (III-B)	DA-1,000	KWIE	Kennewick, Wash. (III)	DA-N-1,000	WPIN	St. Petersburg, Fla. (II)	D-1,000
WSVA	Harrisonburg, Va. (III)	LS-5,000	KABI	Ketchikan, Alaska (III)	LS-1,000			‡DA-U-N-5,000	WCCT	Corbin, Ky. (II)	DA-N-1,000
WOSA	Wausau, Wis.	DA-5,000	WKAQ	San Juan, P. R. (III-A)	N-500			DA-1,000	WCBM	Baltimore, Md. (II)	LS-10,000
KENI	Anchorage, Alaska (III-A)	5,000			5,000			DA-5,000	WNAC	Boston, Mass. (II)	DA-50,000
KMVI	Walluku, T. H. (III-A)	1,000	<b>590 KC. REGIONAL</b>					DA-U-N-500	WDBC	Escanaba, Mich.	DA-1,000
WPAB	Ponce P. R. (III)	LS-5,000	WRAG	Carrollton, Ala.	D-1,000			DA-5,000	KFEQ	St. Joseph, Mo. (II)	DA-5,000
		N-1,000	KBHS	Hot Springs, Ark. (III)	D-1,000			DA-N-1,000	WINR	Binghamton, N. Y.	LS-1,000
			KFXM	San Bernardino, Cal. (III-B)	DA-1,000			DA-5,000			DA-U-N-500
<b>560 KC. REGIONAL</b>											
WOOF	Dothan, Ala. (II)	D-5,000	KCSJ	Pueblo, Colo. (III-B)	DA-1,000	KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000	WRNY	Rochester, N. Y. (II)	D-250
KYUM	Yuma, Ariz. (III-B)	DA-N-1,000	WDLF	Panama City, Fla. (III-B)	DA-1,000	KNGS	Hanford, Cal. (III-B)	DA-N-1,000	WPTF	Raleigh, N. C. (II)	DA-N-50,000
KSFO	San Francisco, Cal. (III-A)	LS-3,000	WAGA	Atlanta, Ga. (III-A)	DA-N-5,000	WSUN	St. Petersburg, Fla. (III-A)	DA-N-5,000	WISR	Butler, Pa. (II)	D-250
		N-1,000	KID	Idaho Falls, Ida. (III)	LS-5,000			DA-N-5,000	WMPS	Memphis, Tenn. (II)	LS-10,000
KLZ	Denver, Colo. (III-A)	DA-5,000	WVLE	Lexington, Ky. (III-B)	DA-1,000	WTRP	La Grange, Ga. (III)	D-500	KENS	San Antonio, Tex. (II)	LS-50,000
WQAM	Miami, Fla. (III-A)	LS-5,000	WEEI	Boston, Mass. (III-A)	DA-5,000	KWAL	Wallace, Idaho (III-B)	DA-N-1,000			DA-N-10,000
WIND	Chicago, Ill. (III-A)	DA-5,000	WKZO	Kalamazoo, Mich. (II-A)	DA-N-5,000			DA-1,000	KOMW	Omak, Wash. (II)	D-1,000
WMK	Middlesboro, Ky. (III)	D-500	WOW	Omaha, Neb. (III-A)	5,000	WJDX	Jackson, Miss. (III-B)	LS-5,000	WAPA	San Juan, P. R. (II)	10,000
WGAN	Portland, Me. (III-A)	DA-5,000	WROW	Albany, N. Y. (III-B)	LS-5,000	WJNC	Newark, N. J. (III-A)	DA-5,000			
WHYN	Springfield, Mass. (III-B)	DA-1,000	WGTM	Wilson, N. C. (III-A)	DA-5,000	WHEN	Syracuse, N. Y. (III-B)	LS-5,000			
WEBC	Duluth, Minn. (III)	DA-5,000	KUGN	Eugene, Ore. (III)	LS-5,000			DA-N-1,000			
KWTO	Springfield, Mo. (III-B)	DA-N-5,000	WARM	Scranton, Pa. (III)	DA-5,000			DA-U-N-500			
KMON	Great Falls, Mont. (III-A)	DA-N-5,000	WMB5	Uniontown, Pa. (III-B)	DA-N-1,000			DA-5,000			
WGAI	Elizabeth City, N. C. (III-A)	LS-1,000	KTBC	Austin, Tex. (III-B)	DA-N-1,000			DA-N-5,000			
		DA-U-N-500	KSUB	Cedar City, Utah (III-B)	DA-N-1,000			DA-5,000			
WFIL	Philadelphia, Pa. (III-A)	DA-5,000	WLVA	Lynchburg, Va. (III-B)	DA-1,000			DA-N-500			
WIS	Columbia, S. C. (III-A)	DA-N-5,000	KHQ	Spokane, Wash. (III-A)	5,000			DA-N-5,000			
WHBQ	Memphis, Tenn. (III-B)	LS-5,000	KGMB	Honolulu, T. H. (III-A)	5,000						
KFDM	Beaumont, Tex. (III-A)	DA-U-N-1,000	<b>600 KC. REGIONAL</b>								
KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000	KCLS	Flagstaff, Ariz. (III)	LS-5,000	WAVU	Albertville, Ala. (III)	D-500			
WJLS	Beckley, W. Va. (III-B)	LS-5,000	KVCV	Redding, Cal. (III-B)	DA-1,000	KVMA	Magnolia, Ark. (III)	D-1,000			
		DA-N-500	KPSD	San Diego, Cal. (III-B)	DA-5,000	‡KXXL	Monterey, Cal. (III)	DA-1,000			
			WICC	Bridgeport, Conn. (III-B)	LS-1,000	KVOD	Denver, Colo. (III-A)	DA-5,000			
<b>570 KC. REGIONAL</b>											
WGWD	Gadsden, Ala. (III)	D-1,000	WPDQ	Jacksonville, Fla. (III-A)	DA-U-N-500	WMAI	Washington, D. C. (III-A)	DA-5,000			
KCNO	Alturas, Cal. (III)	D-1,000	WMT	Cedar Rapids, Ia. (III-A)	DA-N-5,000	WSAV	Savannah, Ga. (III-A)	DA-5,000			
KLAC	Los Angeles, Cal. (III-A)	LS-5,000	WMRY	New Orleans, La. (III)	D-500	KIDO	Boise, Idaho (III)	DA-N-5,000			
		N-1,000	WCAO	Baltimore, Md. (III-A)	DA-N-5,000	WLAP	Lexington, Ky. (III)	LS-5,000			
WGMS	Washington, D. C. (III)	D-1,000	WTAC	Flint, Mich. (III-B)	LS-1,000	KTIB	Thibodaux, La. (III)	D-500			
WACL	Waycross, Ga.	D-1,000	KGEZ	Kalispell, Mont. (III)	DA-U-N-500	WJMS	Ironwood, Mich. (III-B)	DA-N-1,000			
WKYB	Paducah, Ky.	‡DA-N-1,000	WSJS	Winston-Salem, N. C. (III-A)	DA-1,000			DA-N-1,000			
WVMI	Biloxi, Miss. (III)	D-1,000	KSJB	Jamestown, N. D. (III-A)	DA-5,000			DA-5,000			
WMCA	New York, N. Y. (III-A)	DA-5,000	WFRM	Coudersport, Pa. (III)	D-500			DA-N-1,000			
WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WREC	Memphis, Tenn. (III-A)	DA-5,000			DA-N-5,000			
WNNC	Asheville, N. C. (III-A)	DA-N-5,000	KROD	El Paso, Tex. (III-A)	DA-N-5,000			DA-N-5,000			
WMSN	Raleigh, N. C. (III)	D-500									
WKBN	Youngstown, O. (III-A)	DA-N-5,000									
WNAX	Yankton, S. D. (III-A)	DA-N-5,000									









# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KLPR	Oklahoma City, Okla. (II)	D-1,000	WLBB	New York, N. Y. (II)	LS-1,000	WSOO	Sault Ste. Marie, Mich. (IV)	250	KRNO	San Bernardino, Cal. (IV)	250
KSOO	Sioux Falls, S. D. (II)	LS-10,000			N-L-1,000	WSTR	Sturgis, Mich. (IV)	250	KSON	San Diego, Cal. (IV)	250
		DA-N-5,000	KEX	Portland, Ore. (I-B)	DA-50,000	WKLM	Cloquet, Minn. (IV)	250	KSMA	Santa Maria, Cal. (IV)	250
KORC	Mineral Wells, Tex. (II)	D-250	KLIF	Dallas, Tex. (II)	LS-5,000	KYSM	Mankato, Minn. (IV)	250	KSUE	Susanville, Cal. (IV)	250
WRVA	Richmond, Va. (I-B)	DA-50,000	†WICR	Cruz Bay, St. John, V. I. (II)	DA-N-1,000	KTRF	Thief River Falls, Minn. (IV)	250	KRDO	Colorado Springs, Colo. (IV)	250
WITA	San Juan, P. R. (II)	500			500				KSLV	Monte Vista, Cal. (IV)	250
						KWMO	Winona, Minn. (IV)	250	KCRT	Trinidad, Colo. (IV)	250
						KWMA	Corinth, Miss. (IV)	250	WWCO	Waterbury, Conn. (IV)	250
						WHSY	Hattiesburg, Miss. (IV)	250	†WLCO	Eustis, Fla. (IV)	250
WGEA	Geneva, Ala. (III)	D-1,000	WOAI	San Antonio, Tex. (I-A)	50,000	WZZO	Reno, Nev. (IV)	250	WINK	Fl. Myers, Fla. (IV)	250
WJRD	Tuscaloosa, Ala. (III-B)	D-1,000				WAZF	Yazoo City, Miss. (IV)	250	WMMB	Melbourne, Fla. (IV)	250
		LS-5,000				KSWM	Joplin, Mo. (IV)	250	WFOY	St. Augustine, Fla. (IV)	250
		DA-N-1,000	WCNT	Centralia, Ill. (II)	D-1,000	KLWT	Lebanon, Mo. (IV)	250	WBBH	Fitzgerald, Ga. (IV)	250
KCKY	Coolidge, Ariz. (III-B)	D-1,000	WKNX	Saginaw, Mich. (II)	D-1,000	KNCM	Moberly, Mo. (IV)	250	WDUN	Gainesville, Ga. (IV)	250
		DA-N-1,000	WADE	Wadesboro, N. C. (II)	D-1,000	KANA	Anaconda, Mont. (IV)	250	WLAG	LaGrange, Ga. (IV)	250
KXLR	N. Little Rock, Ark. (II)	LS-5,000	WAVI	Springfield, O. (II)	D-250	KBMM	Bozeman, Mont. (IV)	250	WBML	Macon, Ga. (IV)	250
		DA-N-1,000	WCAU	Philadelphia, Pa. (I-A)	50,000	KXLO	Lewiston, Mont. (IV)	250	WPAX	Thomasville, Ga. (IV)	250
						KLCB	Libby, Mont. (IV)	250	WTWA	Thomson, Ga. (IV)	250
						KHAS	Hastings, Neb. (IV)	250	KVNI	Coeur D'Alene, Ida. (IV)	250
						KELY	Ely, Nev. (IV)	250	KWIK	Pocatello, Ida. (IV)	250
						KLAS	Las Vegas, Nev. (IV)	250	KWEI	Weiser, Ida. (IV)	250
						KWRN	Reno, Nev. (IV)	250	WCEB	Chicago, Ill. (IV)	SH-100
						WMOU	Berlin, N. H. (IV)	250	WEDC	Chicago, Ill. (IV)	SH-250
						WTVS	Claremont, N. H. (IV)	250	WSSC	Chicago, Ill. (IV)	SH-250
						WCMC	Wildwood, N. J. (IV)	100	WEBQ	Harrisburg, Ill. (IV)	250
						KALG	Alamogordo, N. M. (IV)	250	WTAX	Springfield, Ill. (IV)	250
						KOTS	Deming, N. M. (IV)	D-250	WSDR	Sterling, Ill. (IV)	100
						KGAT	Gallup, N. M. (IV)	250	WHBU	Anderson, Ind. (IV)	250
						KFUN	Las Vegas, N. M. (IV)	250	KDEC	Decorah, Ia. (IV)	SH-250
						KSWS	Roswell, N. M. (IV)	250	KWLC	Decorah, Ia. (IV)	SH-250
						†WNTA	Cheektowaga, N. Y. (IV)	250	KBIZ	Ottumwa, Ia. (IV)	250
						WENY	Elmira, N. Y. (IV)	250	KICD	Spencer, Ia. (IV)	250
						WHUC	Hudson, N. Y. (IV)	250	KJUL	Garden City, Kan. (IV)	250
						WLFH	Little Falls, N. Y. (IV)	250	KAKE	Wichita, Kan. (IV)	250
						WFAS	White Plains, N. Y. (IV)	250	WINN	Louisville, Ky. (IV)	250
						WSKY	Asheville, N. C. (IV)	250	WFTM	Maysville, Ky. (IV)	250
						WFAI	Fayetteville, N. C. (IV)	250	WPKE	Pikeville, Ky. (IV)	250
						WMPF	High Point, N. C. (IV)	250	WSFC	Somerset, Ky. (IV)	250
						WISF	Kingston, N. C. (IV)	100	KAPK	Minden, La. (IV)	100
						WNNC	Newton, N. C. (IV)	250	KANE	New Iberia, La. (IV)	250
						WCBT	Roanoke Rapids, N. C. (IV)	250	WCOU	Lewiston, Me. (IV)	250
						KDIX	Dickinson, N. D. (IV)	250	WCEN	Cambridge, Md. (IV)	100
						WPOU	Cincinnati, O. (IV)	250	WGTI	Hagerstown, Md. (IV)	250
						WHLA	Columbus, O. (IV)	250	WBAI	Greenfield, Mass. (IV)	250
						WIRG	Ironton, O. (IV)	250	WOCB	West Yarmouth, Mass. (IV)	250
						WTOL	Toledo, O. (IV)	250	WATT	Cadillac, Mich. (IV)	250
						KADA	Ada, Okla. (IV)	250	WCBY	Cheboygan, Mich. (IV)	250
						WBZZ	Ponca City, Okla. (IV)	250	WJPD	Ishpeming, Mich. (IV)	250
						KVAS	Astoria, Ore. (IV)	250	WJIM	Lansing, Mich. (IV)	250
						KOOS	Coos Bay, Ore. (IV)	250	WFMG	Hibbing, Minn. (IV)	250
						KYJC	Medford, Ore. (IV)	250	WJON	St. Cloud, Minn. (IV)	250
						KGON	Oregon City, Ore. (IV)	250	WMPA	Aberdeen, Miss. (IV)	250
						KODL	The Dalles, Ore. (IV)	LS-250	WGRM	Greenwood, Miss. (IV)	250
						WCP	for 1440 kc	N-100	WGCM	Gulport, Miss. (IV)	250
						WHL	Allentown, Pa. (IV)	250	WMOX	Meridian, Miss. (IV)	250
						WBVP	Beaver Falls, Pa. (IV)	250	WMIS	Natchez, Miss. (IV)	250
						WCDD	Carbondale, Pa. (IV)	250	KFMO	Flat River, Mo. (IV)	250
						WCED	DuBois, Pa. (IV)	250	KWOS	Jefferson City, Mo. (IV)	250
							(CP for 1420 kc)		KNEM	Nevada, Mo. (IV)	250
						†WEEK	Easton, Pa. (IV)	250	KBMY	Billings, Mont. (IV)	250
						WKBO	Harrisburg, Pa. (IV)	250	KLTZ	Glasgow, Mont. (IV)	250
						WCRO	Johnstown, Pa. (IV)	250	KXLJ	Helena, Mont. (IV)	250
						WBZP	Lock Haven, Pa. (IV)	250	KTVI	Shelby, Mont. (IV)	250
						WERI	Westerly, R. I. (IV)	250	KFOR	Lincoln, Neb. (IV)	250
						WAIM	Anderson, S. C. (IV)	250	KODR	N. Platte, Neb. (IV)	250
						WFOK	Columbia, S. C. (IV)	250	KELK	Elko, Nev. (IV)	250
						WOLS	Florence, S. C. (IV)	250	WKBR	Manchester, N. H. (IV)	250
						KISD	Sioux Falls, S. D. (IV)	250	WSNJ	Bridgeton, N. J. (IV)	250
						WHBT	Harriman, Tenn. (IV)	250	KAVE	Carlsbad, N. M. (IV)	250
						WMMT	McMinnville, Tenn. (IV)	250	KCLV	Clovis, N. M. (IV)	250
						KSIX	Corpus Christi, Tex. (IV)	250	KVBC	Farmington, N. M. (IV)	250
						KDKL	Del Rio, Tex. (IV)	250	WGBB	Freeport, N. Y. (IV)	100
						KNUZ	Houston, Tex. (IV)	250	WGVA	Geneva, N. Y. (IV)	250
						KERV	Kerrville, Tex. (IV)	250	WJTN	Jamestown, N. Y. (IV)	250
						KLVT	Lvelland, Tex. (IV)	250	WJOS	Liberty, N. Y. (IV)	250
						KOSF	Nacogdoches, Tex. (IV)	250	WSNY	Schenectady, N. Y. (IV)	250
						KOSA	Odessa, Tex. (IV)	250	WATN	Watertown, N. Y. (IV)	250
						KPAT	Pampa, Tex. (IV)	250	WPNF	Brevard, N. C. (IV)	250
						KSEY	Seymour, Tex. (IV)	100	WSOC	Charlotte, N. C. (IV)	250
						KSST	Sulphur Springs, Tex. (IV)	250	WCNC	Elizabeth City, N. C. (IV)	250
						KCMC	Texarkana, Tex. (IV)	250	WJNC	Jacksonville, N. C. (IV)	250
						KWTT	Waco, Tex. (IV)	250	WSYD	Mt. Airy, N. C. (IV)	250
						KMUR	Murray, Utah (IV)	250		(CP for 1300 kc)	
						KOAL	Price, Utah (IV)	250	WRAL	Raleigh, N. C. (IV)	250
						WJOY	Burlington, Vt. (IV)	250	WENC	Whiteville, N. C. (IV)	250
						WCFV	Clifton Forge, Va. (IV)	250	KDLR	Devils Lake, N. D. (IV)	250
						WFVA	Fredericksburg, Va. (IV)	250	WLOK	Waukegan, Ill. (IV)	250
						WNOF	Norfolk, Va. (IV)	250	WBWW	Youngstown, O. (IV)	250
						WPUV	Pulaski, Va. (IV)	250	WHIZ	Zanesville, O. (IV)	250
						KLAN	Renton, Wash. (IV)	250	KVSO	Ardmore, Okla. (IV)	250
						KREW	Sunnyside, Wash. (IV)	250	KASA	Elk City, Okla. (IV)	250
						WLOG	Logan, W. Va. (IV)	250	KBEL	Idabel, Okla. (IV)	250
						WVAJ	Morgantown, W. Va. (IV)	250	KHBB	Okmulgee, Okla. (IV)	250
						WCOM	Parkersburg, W. Va. (IV)	250	KCOV	Corvallis, Ore. (IV)	250
						WBHY	Appleton, Wis. (IV)	250	KWRV	Pendleton, Ore. (IV)	250
						WCLO	Janesville, Wis. (IV)	250	KJUN	Redmond, Ore. (IV)	250
						WHSF	Warsaw, Wis. (IV)	250	KRXL	Roseburg, Ore. (IV)	250
						KVOA	Colorado, Wyo. (IV)	250	WRTA	Altoona, Pa. (IV)	250
						KIFW	Sitka, Alaska (IV)	250	WHUM	Reading, Pa. (IV)	250
						WIVI	Christiansted, St. Croix, V. I.	250	WKOK	Sunbury, Pa. (IV)	250
							(IV) 1		WBAX	Wilkes-Barre, Pa. (IV)	250
									WWON	Woonsocket, R. I. (IV)	250
									WKDK	Newberry, S. C. (IV)	250
									WSSC	Sumter, S. C. (IV)	100
									WEJF	Elizabethton, Tenn. (IV)	250
									WEKR	Fayetteville, Tenn. (IV)	250
									WBIR	Knoxville, Tenn. (IV)	250
									WKDA	Nashville, Tenn. (IV)	250
									WENR	Union City, Tenn. (IV)	250
									KVLF	Alpine, Tex. (IV)	250
									KEAN	Brownwood, Tex. (IV)	250
									KORA	Bryan, Tex. (IV)	250
									KOCA	Kilgore, Tex. (IV)	250
									KXOX	Sweetwater, Tex. (IV)	250
									WSKI	Montpelier, Vt. (IV)	250
									WCHV	Charlottesville, Va. (IV)	250
									WSSV	Petersburg, Va. (IV)	250
									WROV	Roanoke, Va. (IV)	250
									KXLE	Ellensburg, Wash. (IV)	250





# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts		
KDYL	Salt Lake City, Utah (III-A)	DA-5,000	WKIC	Hazard, Ky. (IV)	250	KSRO	Santa Rosa, Cal. (III-B)	DA-1,000	WBGR	Jesup, Ga. (III)	D-1,000		
KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000	WNBS	Murray, Ky. (IV)	250	KGHF	Pueblo, Colo. (III-B)	LS-5,000	WPRC	Bloomington, Ill. (III)	D-500		
WRIO	Rio Piedras, P. R. (III)	LS-5,000	WEKY	Richmond, Ky. (IV)	250			DA-N-1,000	WTTT	Lincolnton, Ind. (III-B)	LS-5,000		
		DA-N-1,000	KRMD	Shreveport, La. (IV)	250	WNLK	Norwalk, Conn. (III-B)	DA-N-500	WGRY	Gary, Ind. (III)	DA-U-N-500		
		DA-N-1,000	WFAU	Augusta, Me. (IV)	250	WPCT	Putnam, Conn. (III)	D-500	KDTH	Dubuque, Ia. (III-B)	DA-N-1,000		
		DA-N-1,000	WABM	Houlton, Me. (IV)	250	WDCE	Dade City, Fla. (III)	D-1,000			DA-N-1,000		
		DA-N-1,000	WGAW	Gardner, Mass. (IV)	250	WRPB	Warner Robbins, Ga. (III)	D-1,000	KGNO	Dodge City, Kan. (III-B)	LS-5,000		
		DA-N-1,000	WNBH	New Bedford, Mass. (IV)	250	KRLC	Lewiston, Ida. (III-B)	DA-N-1,000			DA-N-1,000		
		DA-N-1,000	WBRK	Pittsfield, Mass. (IV)	250	WEEK	Peoria, Ill. (III-B)	DA-N-1,000	KAPB	Marksville, La. (III)	D-1,000		
		DA-N-1,000	WBLV	Grand Rapids, Mich. (IV)	250	WIOU	Kokomo, Ind. (III-B)	DA-1,000	WKIK	Leonardtown, Md. (III)	D-1,000		
		DA-N-1,000	WMTF	Manistee, Mich. (IV)	250	KRNT	Des Moines, Ia. (III-A)	DA-N-5,000	KSUM	Fairmont, Minn. (III-B)	DA-1,000		
		DA-N-1,000	WMAW	Menominee, Mich. (IV)	250	KMAN	Manhattan, Kan. (III)	D-500	WDOB	Canton, Miss. (III)	DA-1,000		
		DA-N-1,000	WMBN	Petoskey, Mich. (IV)	250	WLOU	Louisville, Ky. (III)	D-1,000	KWRT	Boonville, Mo. (III)	D-1,000		
		DA-N-1,000	WEXL	Royal Oak, Mich. (IV)	250	WSMB	New Orleans, La. (III-A)	DA-N-5,000	KCRV	Caruthersville, Mo.	D-1,000		
		DA-N-1,000	WEVE	Eveleth, Minn. (IV)	250			DA-N-5,000	KXFL	Butte, Mont. (III-A)	5,000		
		DA-N-1,000	KROC	Rochester, Minn. (IV)	250	KCHR	Charleston, Mo. (III)	D-500	KAWL	York, Nebr. (III)	D-500		
		DA-N-1,000	KWLW	Willmar, Minn. (IV)	250	WCBA	Laconia, N. H. (III)	D-5,000	WFEA	Manchester, N. H. (III-A)	DA-5,000		
		DA-D-5,000	WJWB	Brookhaven, Miss. (IV)	250	WLNH	Corning, N. Y. (III)	D-1,000			DA-5,000		
		DA-D-1,000	WJWB	Brookhaven, Miss. (IV)	250	WHUP	Moorestville, N. C.	D-1,000	WALK	Patchogue, N. Y. (III)	D-500		
		DA-D-1,000	WCBI	Columbus, Miss. (IV)	250	WADC	Akron, O. (III-A)	DA-1,000	WSAY	Rochester, N. Y. (III-A)	DA-1,000		
		DA-D-1,000		(CP for 550 kc)		KHRD	Duncan, Okla. (IV)	LS-250			DA-1,000		
		DA-D-1,000	WKOC	Kosciusko, Miss. (IV)	250			N-100	WLTC	Gastonia, N. C. (III)	DA-5,000		
		DA-D-1,000	WAML	Laurel, Miss. (IV)	250	WORK	York, Pa. (III-B)	LS-5,000	WTAB	Tabor City, N. C. (III)	D-1,000		
		DA-D-1,000	KXEO	Mexico, Mo. (IV)	250	WPFD	Darlington, S. C. (III)	D-500	TKGFT	Grafton, N. D. (III)	DA-N-1,000		
		DA-D-1,000	WKOC	Poplar Bluff, Mo. (IV)	250	WGSW	Greenwood, S. C. (III)	D-1,000	WSPD	Toledo, O. (III-A)	DA-N-5,000		
		DA-D-1,000		(CP for 930 kc)		KCAR	Clarksville, Tex. (III)	D-500	KAST	Astoria, Ore. (III-B)	DA-N-1,000		
		DA-D-1,000	KSMO	Salem, Mo. (IV)	250	KTXJ	Jasper, Tex. (III)	D-1,000	+WOTR	Corry, Pa. (III)	D-500		
		DA-D-1,000	KICK	Springfield, Mo. (IV)	250	KCOR	San Antonio, Tex. (III-B)	LS-5,000	WPAZ	Pottstown, Pa. (III)	D-1,000		
		DA-D-1,000	KCAP	Helena, Mont. (IV)	250			DA-U-N-1,000	WKMC	Roaring Spring, Pa. (III)	D-500		
		DA-D-1,000	KPRK	Livingston, Mont. (IV)	250	WBLT	Bedford, Va. (III)	D-1,000	WDEF	Chattanooga, Tenn. (III-A)	DA-N-5,000		
		DA-D-1,000	KATL	Miles City, Mont. (IV)	250			(CP from 1490 kc)	WDXE	Lawrenceburg, Tenn. (III)	D-1,000		
		DA-D-1,000	KFGT	Fremont, Neb. (IV)	250	WAVY	Portsmouth, Va.	DA-5,000	WRGS	Rogersville, Tenn. (III)	D-1,000		
		DA-D-1,000	KGFV	Kearney, Neb. (IV)	250	WPDR	Portage, Wis. (III)	D-1,000	KTXN	Austin, Tex. (III)	D-1,000		
		DA-D-1,000	KSDI	Sidney, Nebr. (IV)	250			1360 KC. REGIONAL	KFRO	Longview, Tex. (III-B)	DA-N-1,000		
		DA-D-1,000	KORK	Las Vegas, Nev. (IV)	250	WVWB	Jasper, Ala. (III)	D-1,000	+KSOP	Salt Lake City, Utah (III)	D-1,000		
		DA-D-1,000	KATO	Reno, Nev. (IV)	250			(CP from 1240 kc)	WBTV	Bennington, Vt. (III)	D-500		
		DA-D-1,000	WMID	Albany, N. Y. (IV)	250	WELR	Roanoke, Ala. (III)	D-1,000	WHEE	Martinsville, Va. (III)	D-500		
		DA-D-1,000	KABQ	Albuquerque, N. M. (IV)	250	KCLS	Flagstaff, Ariz. (III)	D-5,000	WJWS	South Hill, Va. (III)	D-1,000		
		DA-D-1,000	KSIL	Silver City, N. M. (IV)	250			(CP for 600 kc)	WMOD	Moundsville, W. Va. (III)	D-1,000		
		DA-D-1,000	WMBO	Auburn, N. Y. (IV)	250	KFFA	Helena, Ark. (III-B)	DA-N-1,000			DA-1,000		
		DA-D-1,000	WENT	Gloversville, N. Y. (IV)	250	KMOD	Modesto, Cal. (III-B)	DA-N-1,000			DA-1,000		
		DA-D-1,000	WJOC	Jamestown, N. Y. (IV)	250	KGB	San Diego, Cal. (III-A)	1,000			1380 KC. REGIONAL		
		DA-D-1,000	WUSJ	Lockport, N. Y. (IV)	250	WDRG	Hartford, Conn. (III-A)	DA-5,000			KGMS	Sacramento, Cal. (III)	DA-D-1,000
		DA-D-1,000	WMSA	Massena, N. Y. (IV)	250			DA-5,000			KSBW	Salinas, Cal. (III-B)	DA-1,000
		DA-D-1,000	WALL	Middletown, N. Y. (IV)	250	WOBG	Jacksonville, Fla. (III)	D-1,000			WAMS	Wilmington, Del. (III-B)	DA-1,000
		DA-D-1,000	WIRY	Plattsburg, N. Y. (IV)	250	WKAT	Miami Beach, Fla. (III-B)	LS-5,000			WTSP	St. Petersburg, Fla. (III-A)	DA-N-5,000
		DA-D-1,000	WUMR	Lenoir, N. C. (IV)	250			N-1,000			WAOK	Atlanta, Ga. (III-A)	DA-N-5,000
		DA-D-1,000	WTBS	Lumberton, N. C. (IV)	250	WLBK	DeKalb, Ill. (III)	D-500			WKJG	Ft. Wayne, Ind. (III-A)	DA-5,000
		DA-D-1,000	WOFX	Oxford, N. C. (IV)	250	WVMC	Mt. Carmel, Ill. (III)	D-500					DA-1,000
		DA-D-1,000	WHED	Washington, N. C. (IV)	250	KXGI	Fort Madison, Ia. (III)	D-500					DA-1,000
		DA-D-1,000	WGNI	Wilmington, N. C. (IV)	250	KSCJ	Sioux City, Ia. (III-A)	DA-N-5,000					DA-1,000
		DA-D-1,000	WATR	Winston-Salem, N. C. (IV)	250			DA-N-5,000					DA-1,000
		DA-D-1,000	WATG	Ashland, O. (IV)	250	KBTO	Eldorado, Kan. (III)	D-500					DA-1,000
		DA-D-1,000	WIZE	Springfield, O. (IV)	250	KDBC	Mansfield, La. (III)	D-1,000					DA-1,000
		DA-D-1,000	WSTV	Steubenville, O. (IV)	250	KVIM	New Iberia, La. (III)	D-1,000					DA-1,000
		DA-D-1,000	KIHN	Hugo, Okla. (IV)	250	KTLD	Tallulah, La. (III)	D-500					DA-1,000
		DA-D-1,000	KOCY	Oklahoma City, Okla. (IV)	250	WEBB	Dundalk, Md. (III)	DA-D-1,000					DA-1,000
		DA-D-1,000	KRUL	Corvallis, Ore. (IV)	250	WLYN	Lynn, Mass. (III)	D-1,000					DA-500
		DA-D-1,000	KUIB	Grants Pass, Ore. (IV)	250	WKMI	Kalamazoo, Mich. (III-B)	LS-5,000					D-1,000
		DA-D-1,000	KIHR	Flood River, Ore. (IV)	250			DA-U-N-1,000					DA-1,000
		DA-D-1,000	KFIR	North Bend, Ore. (IV)	250	KDLM	Detroit Lakes, Minn. (III)	D-1,000					DA-5,000
		DA-D-1,000	WFBG	Altoona, Pa. (IV)	250	KLRS	Mountain Grove, Mo. (III)	D-1,000					DA-5,000
		DA-D-1,000	WCVI	Connellsville, Pa. (IV)	250	WNNJ	Newton, N. J. (III)	D-500					DA-5,000
		DA-D-1,000	WEMR	Emporium, Pa. (IV)	100	WVBJ	Vineland, N. J. (III-B)	DA-N-1,000					DA-1,000
		DA-D-1,000	WSAJ	Grove City, Pa. (IV)	SH-100	WKOP	Binghamton, N. Y. (III)	LS-1,000					DA-1,000
		DA-D-1,000	WKRC	Oil City, Pa. (IV)	250			DA-N-500					DA-D-1,000
		DA-D-1,000	WHAT	Philadelphia, Pa. (IV)	250	WCHL	Chapel Hill, N. C. (III)	D-1,000					DA-1,000
		DA-D-1,000	WRAW	Reading, Pa. (IV)	250	WSAI	Cincinnati, O. (III-A)	DA-N-5,000					DA-1,000
		DA-D-1,000	WBRE	Wilkes-Barre, Pa. (IV)	250	KRTV	Hillsboro, Ore. (III)	DA-N-5,000					DA-1,000
		DA-D-1,000	WWPA	Williamsport, Pa. (IV)	250	WMCK	McKeesport, Pa. (III-B)	DA-N-1,000					DA-1,000
		DA-D-1,000		(CP for 1330 kc)		WPPA	Pottsville, Pa. (III-B)	LS-1,000					DA-1,000
		DA-D-1,000	WHAN	Charleston, S. C. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	WRHI	Rock Hill, S. C. (IV)	250	WELP	Easley, S. C. (III)	D-1,000					DA-N-5,000
		DA-D-1,000	KJVV	Huron, S. D. (IV)	250	WLCM	Lancaster, S. C. (III)	D-1,000					DA-1,000
		DA-D-1,000	KRSD	Rapid City, S. D. (IV)	250	WNAH	Nashville, Tenn. (III)	D-1,000					DA-1,000
		DA-D-1,000	WBAC	Cleveland, Tenn. (IV)	250	+KACT	Andrews, Tex. (III)	D-500					DA-1,000
		DA-D-1,000	WKRM	Columbia, Tenn. (IV)	250	KREL	Baytown, Tex. (III-B)	DA-1,000					DA-1,000
		DA-D-1,000	WAEW	Crossville, Tenn. (IV)	250			DA-1,000					DA-1,000
		DA-D-1,000	WGRV	Greenville, Tenn. (IV)	250	KRIS	Corpus Christi, Tex. (III-A)	1,000					DA-1,000
		DA-D-1,000	WKGK	Knoxville, Tenn. (IV)	250	KXOL	Ft. Worth, Tex. (III-B)	DA-N-1,000					DA-1,000
		DA-D-1,000	WHHM	Memphis, Tenn. (IV)	250	KMO	Tacoma, Wash. (III-A)	5,000					DA-1,000
		DA-D-1,000	WCDT	Winchester, Tenn. (IV)	250	WHJC	Matewan, W. Va.	D-1,000					DA-1,000
		DA-D-1,000	WVBC	Abilene, Tex. (IV)	250	WBAY	Green Bay, Wis. (III-A)	DA-N-5,000					DA-1,000
		DA-D-1,000	KAND	Corpus, Tex. (IV)	250	WMNE	Menomonee, Wis. (III)	D-1,000					DA-1,000
		DA-D-1,000	KSET	El Paso, Tex. (IV)	250	KVRS	Rock Springs, Wyo. (III-B)	LS-1,000					DA-1,000
		DA-D-1,000	KNAF	Fredericksburg, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	+KDUB	Lubbock, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KRBA	Lufkin, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KVKM	Monahans, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KPDN	Pampa, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KOLE	Port Arthur, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KTXL	San Angelo, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KVIC	Victoria, Tex. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	KJAM	Vernal, Utah (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	WTWN	St. Johnsbury, Vt. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	WKEY	Covington, Va. (IV)	250			DA-N-500					DA-1,000
		DA-D-1,000	WHAP	Hop									

# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WGES	Chicago, Ill. (III-A)	DA-5,000	KXGN	Glendive, Mont. (IV)	250	WLSH	Lansford, Pa. (III)	D-1,000	KPRO	Riverside, Cal. (III-B)	1,000
WFIW	Fairfield, Ill. (III)	D-500	KXLK	Great Falls, Mont. (IV)	250	KQV	Pittsburgh, Pa. (III-A)	DA-5,000	WBRS	Bristol, Conn. (III)	D-500
WJCD	Seymour, Ind. (II)	D-500	KCOW	Alliance, Neb. (IV)	250				WBRP	Winter Park, Fla. (III)	D-1,000
KCBC	Des Moines, Ia. (III-B)	DA-1,000	KOLN	Lincoln, Neb. (IV)	250				WGIG	Brunswick, Ga. (III-B)	DA-N-1,000
		D-500	KBMI	Henderson, Nev. (IV)	250	KBUD	Athens, Tex. (IV)	D-250			
KNCK	Concordia, Kan. (III)	D-500	KWNA	Winnemucca, Nev. (IV)	250	KVLB	Cleveland, Tex. (III)	DA-500	WPRS	Paris, Ill.	D-500
KNOE	Monroe, La. (III-A)	DA-N-5,000	WTSL	Hanover, N. H. (IV)	250	KXIT	Dalhart, Tex. (III)	D-500	WGMG	Quincy, Ill. (III-B)	DA-1,000
KROK	Owatonna, Minn. (III)	D-500	WOND	Pleasantville, N. J. (IV)	250	KRIG	Odessa, Tex. (III-B)	DA-N-1,000	WROK	Rockford, Ill. (III-B)	LS-1,000
WDEB	Gulftport, Miss. (III)	D-1,000	KGFL	Roswell, N. M. (IV)	250						
WEOK	Poughkeepsie, N. Y. (III)	D-1,000	KTRC	Santa Fe, N. M. (IV)	250	KNAL	Victoria, Tex. (III)	DA-N-500	WPGW	Portland, Ind. (III)	DA-D-500
		D-500	KCHS	Truth or Consequences, N. M. (IV)	250	WRIS	Roanoke, Va. (III)	D-5,000	KCHE	Cherokee, Ia. (III)	D-500
WRIV	Riverhead, N. Y. (III)	D-500				WKBH	LaCrosse, Wis. (III-A)	DA-N-5,000	KJAY	Topeka, Kan. (III-B)	LS-5,000
WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000	KTNM	Tucumcari, N. M. (IV)	250	KWYO	Sheridan, Wyo. (III-B)	LS-1,000			
		LS-5,000	WABY	Albany, N. Y. (IV)	250				KMLB	Monroe, La. (III-B)	LS-5,000
WFNC	Fayetteville, N. C. (III)	DA-N-1,000	WBNY	Buffalo, N. Y. (IV)	250				WAAB	Worcester, Mass. (III-A)	DA-5,000
		DA-N-1,000	WELM	Elmira, N. Y. (IV)	250				WBCM	Bay City, Mich. (III-B)	LS-1,000
WEED	Rocky Mount, N. C. (III)	DA-1,000	WLSB	Ogdensburg, N. Y. (IV)	250						
		LS-5,000	WDOS	Oneonta, N. Y. (IV)	250	KDAS	Malvern, Ark. (III)	D-1,000			
		*DA-U-N-1,000	WBMA	Beaufort, N. C. (IV)	250	KPCO	Pocahontas, Ark. (III)	D-1,000	KEYD	Minneapolis, Minn. (III)	D-5,000
KLPM	Minot, N. D. (III-A)	LS-5,000	WGBS	Greensboro, N. C. (IV)	250	KSTN	Stockton, Cal. (III-B)	DA-1,000	WMLV	Millville, N. J. (III)	DA-D-1,000
		N-1,000	WLSG	Statesville, N. C. (IV)	250	WDBF	Delray, Fla. (III)	D-500	WJVL	Niagara Falls, N. Y. (III)	D-1,000
WOHP	Bellefontaine, O. (III)	D-500	WHCC	Waynesville, N. C. (IV)	250	WRST	St. Augustine, Fla. (III)	D-1,000	WBUY	Lexington, N. C. (III)	D-500
WFMJ	Youngstown, O. (III-A)	DA-N-5,000	KEYJ	Jamestown, N. D. (IV)	250	WRBL	Columbus, Ga. (III-A)	DA-N-5,000	KFJM	Grand Forks, N. D. (III-B)	LS-1,000
		DA-1,000	WMAN	Mansfield, O. (IV)	250	WLET	Toccoa, Ga. (III)	D-5,000			
KCRC	Enid, Okla. (III-B)	DA-1,000	WPAY	Portsmouth, O. (IV)	250	WINI	Murphysboro, Ill. (III)	D-500			
KSLM	Salem, Ore. (III-A)	1,000	KWON	Bartlesville, Okla. (IV)	250	WIMS	Michigan City, Ind. (III)	LS-1,000			
WLAN	Lancaster, Pa. (III-B)	DA-N-1,000	KTMK	McAlester, Okla. (IV)	250						
		DA-N-1,000	KNOR	Norman, Okla. (IV)	250	WOC	Davenport, Iowa (III-A)	DA-5,000	KILO	Grand Forks, N. D. (III-B)	LS-1,000
WCSC	Charleston, S. C. (III-A)	DA-N-5,000	KWIN	Ashland, Ore. (IV)	250						
WTJS	Jackson, Tenn. (III-B)	DA-N-1,000	KOMB	Cottage Grove, Ore. (IV)	250	KJCK	Junction City, Kan. (III)	D-1,000			
		D-500	WGST	Easton, Pa. (IV)	250	WWKO	Ashland, Ky. (III)	D-5,000	WHHH	Warren, O. (III-A)	DA-5,000
KULP	El Campo, Tex. (III)	D-500	WHGB	Harrisburg, Pa. (IV)	250	WVJS	Owensboro, Ky. (III-B)	DA-1,000	KODL	The Dalles, Ore. (III)	DA-N-1,000
KBEC	Waxahachie, Tex. (III)	DA-D-500	WJAC	Johnstown, Pa. (IV)	250						
		D-1,000	WDAS	Philadelphia, Pa. (IV)	250	KLFY	Lafayette, La. (III)	DA-N-500	KMED	Medford, Ore. (III-A)	LS-5,000
KLGN	Logan, Utah (III)	D-1,000				KTQE	Mankato, Minn. (III-A)	LS-5,000			
WEAM	Arlington, Va. (III-A)	DA-5,000	WKBI	St. Marys, Pa. (IV)	250	WQBC	Vicksburg, Miss. (III-B)	LS-1,000	WGCB	Red Lion, Pa. (III)	D-1,000
WWOD	Lynchburg, Va. (III-B)	LS-5,000	WICK	Scranton, Pa. (IV)	250				WAKE	Greenville, S. C. (III-A)	DA-5,000
		DA-N-1,000	WRAK	Williamsport, Pa. (IV)	250				WHDM	McKenzie, Tenn. (III)	D-500
KYAK	Yakima, Wash. (III)	LS-1,000	WCOS	Columbia, S. C. (IV)	250				KFDA	Amarillo, Tex. (III)	LS-5,000
		DA-N-500	WGTN	Georgetown, S. C. (IV)	250				KEYS	Corpus Christi, Tex. (III-B)	LS-1,000
		DA-N-500	WJAN	Spartanburg, S. C. (IV)	250				KDNT	Denton, Tex. (III)	DA-N-500
		DA-N-500	WJZM	Clarksville, Tenn. (IV)	250				WHIS	Bluefield, W. Va. (III-A)	DA-N-5,000
		DA-N-500	WHJB	Cookeville, Tenn. (IV)	250				WJPG	Green Bay, Wis. (III)	LS-5,000
		DA-N-500	WKPT	Kingsport, Tenn. (IV)	250						
		DA-N-500	WGAP	Maryville, Tenn. (IV)	250						
		DA-N-500	WHAL	Shelbyville, Tenn. (IV)	250						
WXAL	Decatur, Ala. (IV)	250	KRUN	Ballinger, Tex. (IV)	250						
WMSL	Demopolis, Ala. (IV)	250	KTXC	Big Spring, Tex. (IV)	100						
WFPA	Fort Payne, Ala. (IV)	250	KUNO	Corpus Christi, Tex. (IV)	250						
WGVV	Greenville, Ala. (IV)	250	KLUF	Galveston, Tex. (IV)	250						
WILD	Homewood, Ala. (IV)	250	KGVL	Greenville, Tex. (IV)	250						
WJHO	Opelika, Ala. (IV)	250	KEBE	Jacksonville, Tex. (IV)	250						
KCLF	Clifton, Ariz. (IV)	250	KIUN	Pecos, Tex. (IV)	250						
KONI	Phoenix, Ariz. (IV)	250	KEYE	Perryton, Tex. (IV)	250						
KTRC	Tucson, Ariz. (IV)	250	WTON	Plainview, Tex. (IV)	250						
KYMA	Yuma, Ariz. (IV)	250	KDWT	Stamford, Tex. (IV)	250						
KELD	El Dorado, Ark. (IV)	250	KTEM	Temple, Tex. (IV)	250						
KCLA	Pine Bluff, Ark. (IV)	250	KTFB	Texarkana, Tex. (IV)	250						
KRE	Berkeley, Cal. (IV)	250	KVOU	Uvalde, Tex. (IV)	250						
KCRE	Crescent City, Cal. (IV)	250	KIXX	Provo, Utah (IV)	250						
KREO	Indio, Cal. (IV)	250	WDOT	Burlington, Va. (IV)	250						
KSDA	Redding, Cal. (IV)	250	WEVA	Emporia, Va. (IV)	250						
KCOY	Santa Maria, Cal. (IV)	250	WBOB	Galax, Va. (IV)	250						
KSPA	Santa Paula, Cal. (IV)	250	WLOW	Portsmouth, Va. (IV)	250						
KUKI	Ukiah, Cal. (IV)	250	WHLF	South Boston, Va. (IV)	250						
KONG	Visalia, Cal. (IV)	250	WVIZ	Staunton, Va. (IV)	250						
KRLN	Canon City, Colo. (IV)	SH-250	WINC	Winchester, Va. (IV)	250						
KDDTA	Durango, Colo. (IV)	250	KFDR	Grand Coulee, Wash. (IV)	250						
KNBZ	La Junta, Colo. (IV)	250	KWLK	Longview, Wash. (IV)	250						
WICH	Norwich, Conn. (IV)	250	KNTN	Tacoma, Wash. (IV)	250						
		(CP for 1310 kc)	WCAW	Charleston, W. Va. (IV)	250						
WSTC	Stamford, Conn. (IV)	250	WBLK	Clarksburg, W. Va. (IV)	250						
WFTL	Ft. Lauderdale, Fla. (IV)	250	WRON	Ronceverte, W. Va. (IV)	250						
WIRA	Ft. Pierce, Fla. (IV)	250	WKWK	Wheeling, W. Va. (IV)	250						
WRHC	Jacksonville, Fla. (IV)	250	WBTH	Williamson, W. Va. (IV)	250						
WPFC	Panama City, Fla. (IV)	250	WATW	Ashland, Wis. (IV)	250						
WTRR	Sanford, Fla. (IV)	250	WBZ	Eau Claire, Wis. (IV)	250						
WSSG	Spartanburg, Ga. (IV)	250	WDUZ	Green Bay, Wis. (IV)	250						
WTEX	Macon, Ga. (IV)	250	WRJN	Racine, Wis. (IV)	250						
WMOA	Moultrie, Ga. (IV)	250	WRDB	Reedsburg, Wisc. (IV)	250						
WCGA	Newman, Ga. (IV)	250	WSAU	Wausau, Wis. (IV)	250						
WDAR	Savannah, Ga. (IV)	250	KODI	Cody, Wyo. (IV)	250						
KIFI	Idaho Falls, Ida. (IV)	250	KSEW	Sitka, Alaska (IV)	SH-250						
KRPL	Moscow, Ida. (IV)	250	WAEI	Mayaguez, P. R. (IV)	250						
KSPT	Sandpoint, Ida. (IV)	250									
WDWS	Champaign, Ill. (IV)	250									
WGIL	Galesburg, Ill. (IV)	250									
WEOA	Evansville, Ind. (IV)	250									
WBAT	Marion, Ind. (IV)	250									
KCOG	Centerville, Ia. (IV)	250									
KVFD	Ft. Dodge, Ia. (IV)	250									
KTSW	Emporia, Kan. (IV)	250									
KAYS	Hays, Kan. (IV)	250									
WLEL	Elizabethtown, Ky. (IV)	250									
+WFTG	London, Ky. (IV)	250									
WPRR	Hammond, La. (IV)	250									
KAOK	Lake Charles, La. (IV)	250									
WRDO	Augusta, Me. (IV)	250									
WIDE	Biddeford, Me. (IV)	250									
WWIN	Baltimore, Md. (IV)	250									
WALE	Fall River, Mass. (IV)	250									
WLLH	Lowell, Mass. (IV)	250									
WHMP	Norham, Mass. (IV)	250									
WELL	Battle Creek, Mich. (IV)	250									
WJLB	Detroit, Mich. (IV)	250									
WHDF	Houghton, Mich. (IV)	250									
WSAM	Saginaw, Mich. (IV)	250									
WTCM	Traverse City, Mich. (IV)	250									
KLIZ	Brainerd, Minn. (IV)	250									
KMHL	Marshall, Minn. (IV)	250									
WMIN	St. Paul, Minn. (IV)	250									
WHLB	Virginia, Minn. (IV)	250									
WBIP	Booneville, Miss. (IV)	250									
WNAG	Grenada, Miss. (IV)	250									
WFOR	Hattiesburg, Miss. (IV)	250									
WJCS	Jackson, Miss. (IV)	250									
WMBC	Macon, Miss. (IV)	250									
KFRU	Columbia, Mo. (IV)	250									
KSIM	Sikeston, Mo. (IV)	250									
KTTS	Springfield, Mo. (IV)										



# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KBUN	Bemidji, Minn. (IV)	250	WAFB	Baton Rouge, La. (III-B)	5,000	1490 KC. LOCAL			WMRB	Greenville, S. C. (IV)	250
KBMW	Breckenridge, Minn. (IV)	250			LS-5,000	WANA	Anneton, Ala. (IV)	250	WALD	Waterboro, S. C. (IV)	250
WELY	Ely, Minn. (IV)	250			DA-N-1,000	WAFJ	Decatur, Ala. (IV)	250	(CP for 1220 kc)		
KDMA	Montevideo, Minn. (IV)	100	KBSF	Springhill, La. (III)	D-1,000	WRLO	Laurel, Ala.-West Point, Ga. (IV)	250	KORN	Mitchell, S. D. (IV)	250
KPAM	St. Cloud, Minn. (IV)	250	WBET	Brockton, Mass. (III)	DA-N-1,000	WHBB	Selma, Ala. (IV)	250	WOPI	Bristol, Tenn. (IV)	250
WROX	Clarksdale, Miss. (IV)	250	WBRN	Big Rapids, Mich. (III)	D-1,000	WTBF	Troy, Ala. (IV)	250	WDXB	Chattanooga, Tenn. (IV)	250
WCJU	Columbia, Miss. (IV)	250	WPON	Pontiac, Mich. (III)	DA-N-500	KYCA	Prescott, Ariz. (IV)	250	WJMJ	Lewisburg, Tenn. (IV)	250
WJXN	Jackson, Miss. (IV)	250	KENO	Las Vegas, Nev. (III)	DA-N-1,000	KTCT	Tucson, Ariz. (IV)	250	WDXL	Lexington, Tenn. (IV)	250
WTOK	Meridian, Miss. (IV)	250	WOKO	Albany, N. Y. (III-A)	DA-N-5,000	KXAR	Hope, Ark. (IV)	250	WATO	Oak Ridge, Tenn. (IV)	250
WNAT	Natchez, Miss. (IV)	250	WNRC	New Rochelle, N. Y. (III)	D-500	KTLO	Mt. Home, Ark. (IV)	250	KNOW	Austin, Tex. (IV)	250
WROB	West Point, Miss. (IV)	250	WHCC	Rochester, N. Y. (III-A)	D-500	KDRS	Paragould, Ark. (IV)	250	KIBL	Beville, Tex. (IV)	250
WMBH	Joplin, Mo. (IV)	250	WFBG	Fuquay Springs, N. C. (III)	DA-N-1,000	KOTN	Pine Bluff, Ark. (IV)	250	KBST	Big Spring, Tex. (IV)	250
KIRX	Kirksville, Mo. (IV)	250	WBNS	Columbus, O. (III-B)	LS-5,000	KXRJ	Russellville, Ark. (IV)	250	KHUZ	Borger, Tex. (IV)	250
KOKO	Warrensburg, Mo. (IV)	250	WCMB	Harrisburg, Pa. (III)	DA-5,000	KPAS	Banning, Cal. (IV)	250	KNEL	Brady, Tex. (IV)	250
KWPM	West Plains, Mo. (IV)	250	WBCU	Union, S. C. (III-B)	DA-N-1,000	KBLA	Burbank, Cal. (IV)	250	KSAM	Huntsville, Tex. (IV)	250
KXLQ	Bozeman, Mont. (IV)	250	WJAK	Jackson, Tenn. (III)	D-1,000	KICO	Calexico, Cal. (IV)	250	KVOZ	Laredo, Tex.	250
KXLL	Missoula, Mont. (IV)	250	KBRZ	Freeport, Tex. (III)	D-500	KAFP	Petaluma, Cal. (IV)	250	KVOV	Littlefield, Tex. (IV)	250
KWBE	Beatrice, Neb. (IV)	250	KVSP	Lubbock, Tex. (III)	D-500	KBLF	Red Bluff, Cal. (IV)	250	KPLT	Paris, Tex. (IV)	250
KCSR	Chadron, Neb. (IV)	250	WACO	Waco, Tex. (III-B)	DA-N-1,000	KDB	Santa Barbara, Cal. (IV)	250	KGKB	Tyler, Tex. (IV)	250
	(CP for 1300 kc)		KIMA	Yakima, Wash. (III-B)	DA-N-5,000	KSYC	Yreka, Cal. (IV)	250	KVVC	Vernon, Tex. (IV)	250
†	Reno, Nev. (IV)	250	WRAC	Racine, Wis. (III)	D-500	KBOI	Boulder, Colo. (IV)	250	KVOC	Ogden, Utah (IV)	250
KBRL	McCook, Neb. (IV)	250				WNLG	Wentworth, Conn. (IV)	250	WIKI	Newport, Va. (IV)	250
WKXL	Concord, N. H. (IV)	250				WTOR	Torrington, Conn. (IV)	250	WBLT	Bedford, Va. (IV)	250
WFPG	Atlantic City, N. J. (IV)	250				WTRL	Bradenton, Fla. (IV)	250		(CP for 1350 kc)	
WCTC	New Brunswick, N. J. (IV)	250				WJBS	Crestview, Fla. (IV)	250	WKLV	Blackstone, Va. (IV)	250
KLMX	Clayton, N. M. (IV)	250				WJBS	Deland, Fla. (IV)	250	WCVL	Clackpepper, Va. (IV)	250
KOBE	Las Cruces, N. M. (IV)	250				WHAH	Miami Beach, Fla. (IV)	250	WVEC	Hampton, Va. (IV)	250
KENM	Portales, N. M. (IV)	250				WTTB	Verona Beach, Fla. (IV)	250	WAYB	Waynesboro, Va. (IV)	250
WHDL	Allegany, N. Y. (IV)	250				WSIR	Winter Haven, Fla. (IV)	250	KBRO	Bremerton, Wash. (IV)	250
WCLI	Corning, N. Y. (IV)	250				WMOG	Brunswick, Ga. (IV)	250	KLOG	Kelso, Wash. (IV)	250
WWSG	Glens Falls, N. Y. (IV)	250				WWMJ	Cordele, Ga. (IV)	250	KZNE	Toppenshew, Wash. (IV)	250
WKIP	Poughkeepsie, N. Y. (IV)	250				WMRE	Monroe, Ga. (IV)	250	KTEL	Walla Walla, Wash. (IV)	250
WKAL	Rome, N. Y. (IV)	250				WWSB	Statesboro, Ga. (IV)	250	WGKV	Charleston, W. Va. (IV)	250
WNEZ	Saranac Lake, N. Y. (IV)	250				KBLI	Blackfoot, Ida. (IV)	250	WVUV	Fairmont, W. Va. (IV)	250
WATA	Boone, N. C. (IV)	250				KCID	Caldwell, Ida. (IV)	250	WLOH	Princeton, W. Va. (IV)	250
WGNC	Gastonia, N. C. (IV)	250				WKRO	Cairo, Ill. (IV)	250	WGEZ	Beloit, Wis. (IV)	250
WHWH	Henderson, N. C. (IV)	250				WDAN	Danville, Ill. (IV)	250	WLXZ	La Crosse, Wis. (IV)	250
WHKP	Hendersonville, N. C. (IV)	250				WTM	St. Louis, Ill. (IV)	250	WGM	Medford, Wis. (IV)	250
WBUY	Lexington, N. C. (IV)	250				WOPA	Oak Park, Ill. (IV)	250	WOSH	Oshkosh, Wis. (IV)	250
	(CP for 1400 kc)					WKBV	Richmond, Ind. (IV)	250	KGOS	Torrington, Wyo. (IV)	250
WHIT	New Bern, N. C. (IV)	250				WHOT	South Bend, Ind. (IV)	250	KWOR	Worland, Wyo. (IV)	250
KWBW	Williston, N. D. (IV)	250				KBUR	Burlington, Iowa (IV)	250	KROH	Thru, T. H. (IV)	250
WJER	Dover, O. (IV)	250				KRIE	Mason City, Iowa (IV)	250	WMDD	Fajardo, P. R. (IV)	250
WMOH	Hamilton, O. (IV)	250				KTOP	Topeka, Kan. (IV)	250		1500 KC. CLEAR	
WLEC	Sandusky, O. (IV)	250				WCPM	Cumberland, Ky. (IV)	250	KXRX	San Jose, Cal. (I)	DA-1,000
KWHW	Altus, Okla. (IV)	250				WFKY	Frankfort, Ky. (IV)	250	WTOP	Washington, D. C. (I-B)	DA-5,000
KGFF	Shawnee, Okla. (IV)	250				WKAY	Glasgow, Ky. (IV)	250	WABJ	Adrian, Mich. (II)	D-250
KSIW	Woodward, Okla. (IV)	250				WOMI	Owensboro, Ky. (IV)	250		(CP for 1490 kc)	
KWRO	Coquille, Ore. (IV)	250				WSP	Paintsville, Ky. (IV)	250	WJBC	Detroit, Mich. (III)	LS-10,000
KORE	Eugene, Ore. (IV)	250				WKIC	Bogalusa, La. (IV)	250		(CP from 1490 kc)	
KPLW	Klamath Falls, Ore. (IV)	250				KEUN	Eunice, La. (IV)	250	KSTP	St. Paul, Minn. (I-B)	DA-50,000
KLBM	La Grande, Ore. (IV)	250				KCHL	Chouma, La. (IV)	250	KTAN	Sherman, Tex. (II)	D-250
KBPS	Portland, Ore. (IV)	250				KRCS	Ruston, La. (IV)	250		1510 KC. CLEAR	
WLEU	Erie, Pa. (IV)	250				WFOR	Portland, Me. (IV)	250	KOCS	Ontario, Cal. (II)	D-250
WGTT	Gettysburg, Pa. (IV)	250				WTVL	Waterville, Me. (IV)	250	KTIM	San Rafael, Cal. (II)	D-1,000
WDAD	Indiana, Pa. (IV)	250				WCUM	Cumberland, Md. (IV)	250	WKAI	Macomb, Ill. (II)	D-250
WPAM	Pottsville, Pa. (IV)	250				WARK	Hagerstown, Md. (IV)	250	WMEX	Boston, Mass. (II)	DA-5,000
WMAJ	State College, Pa. (IV)	250				WHAH	Haverhill, Mass. (IV)	250	WMRP	Flint, Mich. (II)	D-250
WJFA	Washington, Pa. (IV)	250				WBEC	Pittsfield, Mass. (IV)	250	KIMO	Independence, Mo. (II)	D-1,000
WUSN	Charleston, S. C. (IV)	250				WTXL	W. Springfield, Mass. (IV)	250	WLAC	Nashville, Tenn. (I-B)	DA-N-50,000
WCRS	Greensboro, S. C. (IV)	250				WBAB	Adrian, Mich. (IV)	250		(CP from 1500 kc)	
HWSC	Hartsville, S. C. (IV)	250				WBJK	Decatur, Mich. (IV)	250	KCTV	Chidress, Tex. (II)	D-250
WBYB	Myrtle Beach, S. C. (IV)	250				WESK	Escanaba, Mich. (IV)	250	KSTV	Stevensville, Tex. (II)	D-250
WLAR	Athens, Tenn. (IV)	250				WBFC	Fremont, Mich. (IV)	100	KGA	Spokane, Wash. (I-B)	DA-N-50,000
WAGC	Chattanooga, Tenn. (IV)	250				WMDN	Midland, Mich. (IV)	250	WAUX	Waukesha, Wis. (II)	D-250
WDSG	Dyersburg, Tenn. (IV)	250				KXRA	Alexandria, Minn. (IV)	250		1520 KC. CLEAR	
WLAF	La Follette, Tenn. (IV)	100				KOZY	Grand Rapids, Minn. (IV)	100	WHOW	Clinton, Ill. (II)	D-1,000
WCRK	Morrisport, Tenn. (IV)	250				KLGR	Redwood Falls, Minn. (IV)	100	KSIB	Creston, Ia. (II)	D-1,000
WGNS	Murfreesboro, Tenn. (IV)	250				WLOX	Cleveland, Miss. (IV)	250	WKBB	Buffalo, N. Y. (I-B)	DA-50,000
KRIC	Beaumont, Tex. (IV)	250				WCLD	Cleveland, Miss. (IV)	250	WKBS	Mineola, N. Y. (II)	D-250
†	Commerce, Tex. (IV)	250				WLA	Laurel, Miss. (IV)	250	KOMA	Oklahoma City (I-B)	DA-N-50,000
KCTI	Gonzales, Tex. (IV)	250				WLOE	Tupelo, Miss. (IV)	250	WWWWR	Rio Piedras, P. R. (II)	250
KMBL	Junction, Tex. (IV)	250				WVIM	Vicksburg, Miss. (IV)	250		1530 KC. CLEAR	
KCYL	Lempaca, Tex. (IV)	250				KDMO	Carthage, Mo. (IV)	250	KFBK	Sacramento, Cal. (I-B)	DA-50,000
KMHT	Marshall, Tex. (IV)	250				KTRR	Rolla, Mo. (IV)	250	WCKY	Cincinnati, O. (I-B)	DA-50,000
KCMR	McCamey, Tex. (IV)	250				KDRO	Sedalia, Mo. (IV)	250		(CP from 1490 kc)	
KNET	Palestine, Tex. (IV)	250				KBOW	Butte, Mont. (IV)	250	KGBT	Harlingen, Tex. (II)	*LS-50,000
KSNY	Snyder, Tex. (IV)	250				KBON	Omaha, Neb. (IV)	250		(DA-U-N-10,000)	
†KURA	Moab, Utah (IV)	250				†WLDB	Atlantic City, N. J. (IV)	250		1540 KC. (Bahama Island) CLEAR	
KEYY	Provo, Utah (IV)	250				KRWV	Hobbs, N. M. (IV)	250	KPOL	Los Angeles, Cal. (II)	D-10,000
WTSA	Brattleboro, Vt. (IV)	250				KRSN	Los Alamos, N. M. (IV)	250	WKCY	Sarasota, Fla. (II)	D-1,000
WINA	Charlottesville, Va. (IV)	250				KRTN	Raton, N. M. (IV)	250	WCLE	Camilla, Ga. (II)	D-250
WFTR	Front Royal, Va. (IV)	250				WCSS	Amsterdam, N. Y. (IV)	250	WSMI	Litchfield, Ill. (II)	D-1,000
WREL	Lexington, Va. (IV)	250				WBT	Batavia, N. Y. (IV)	250	WBNL	Boonville, Ind.	D-250
WMLV	Martinsville, Va. (IV)	250				WCKY	Kingston, N. Y. (IV)	250	WLOI	La Porte, Ind. (II)	D-250
WLPK	Suffolk, Va. (IV)	250				WICN	Malone, N. Y. (IV)	250	KXEL	Waterloo, Ia. (II)	DA-N-50,000
KBKW	Aberdeen, Wash. (IV)	250				WDLA	Port Jervis, N. Y. (IV)	100	KNEX	McPherson, Kan. (II)	D-250
KCLX	Colfax, Wash. (IV)	250				WOLF	Syracuse, N. Y. (IV)	250	KLKC	Parsons, Kan. (II)	D-250
KSEM	Moses Lake, Wash. (IV)	250				WSSB	Durham, N. C. (IV)	250	WDON	Wheaton, Md. (II)	D-250
KONP	Port Angeles, Wash. (IV)	250				WFLB	Fayetteville, N. C. (IV)	250	WLEW	Bad Axe, Mich. (II)	D-250
KAYE	Puyallup, Wash. (IV)	250				WLOE	Leaksville, N. C. (IV)	250	WPTP	Albany, N. Y. (II)	DA-50,000
WPLH	Huntington, W. Va. (IV)	250				WMNC	Morgantown, N. C. (IV)	250	WATH	Athens, O. (II)	D-1,000
WPAR	Parkersburg, W. Va. (IV)	250					(CP for 1430 kc)		WJMO	Cleveland, O. (II)	D-1,000
WHAW	Weston, W. Va. (IV)	250				WOOV	New Bern, N. C. (IV)	250	WJMJ	Philadelphia, Pa. (II)	D-1,000
KPIZ	Fon du Lac, Wis. (IV)	250				WSTP	Salisbury, N. C. (IV)	250	WPTS	Pittston, Pa. (II)	D-1,000
WDLE	Marshfield, Wis. (IV)	250				KNDC	Hettinger, N. D. (IV)	250	WPME	Punxsutawney, Pa.	D-1,000
WDFP	Park Falls, Wis. (IV)	100				KOVC	Valley City, N. D. (IV)	250	WADK	Newport, R. I. (II)	D-1,000
WRCO	Richland Center, Wis. (IV)	250				WBEX	Chillicothe, O. (IV)	250	KCUH	Fort Worth, Tex. (II)	LS-5,000
KWRL	Riverton, Wyo. (IV)	250				WRSR	Chillicothe Hts., O. (IV)	250		(DA-U-N-10,000)	
KLAM	Cordova, Alaska (IV)	SH-250				WOHI	East Liverpool, O. (IV)	250	KGBC	Galveston, Tex. (II)	LS-1,000
WMIA	Caguas, P. R. (IV)	250				WMOA	Marietta, O. (IV)	250		(DA-N-500)	
	1460 KC. REGIONAL					WMRN	Marion, O. (IV)	250	KIWW	San Antonio, Tex.	D-250
	Columbus, Ga.					KBIX	Muskogee, Okla. (IV)	250	WTKM	Hartford, Wis. (II)	D-500
WPNX											

# STATIONS BY FREQUENCIES

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts			
<b>1550 KC. (Mexican) CLEAR</b>														
WHBS	Huntsville, Ala. (II)	LS-5,000 DA-U-N-500 *LS-5,000 *DA-N-500	WNCA	Siler City, N. C. (II)	D-1,000	KGAF	Gainesville, Tex. (II)	D-2,500	WSWV	Platteville, Wis. (III)	D-1,000			
KEAR	San Mateo, Cal. (II)	DA-10,000	WPTW	Piqua, O. (II)	D-250	KWED	Seguin, Tex. (II)	D-1,000	WTRW	Two Rivers, Wis. (III)	D-1,000			
KENT	Shreveport, La. (II)	LS-1,000 DA-N-500	WKOV	Wellston, O. (II)	D-250	KEVA	Shamrock, Tex. (II)	D-250	WXRF	Guayama, P. R. (III-A)	1,000			
KRES	St. Joseph, Mo. (II)	DA-N-5,000	KTAT	Frederick, Okla. (II)	D-250	WTTN	Watertown, Wis.	D-250	<b>1590 KC. REGIONAL</b>					
WLOA	Braddock, Pa. (II)	D-1,000	KOLS	Pryor, Okla. (II)	D-250	KSJO	San Jose, Cal. (III-B)	LS-1,000 DA-N-500	<b>1600 KC. REGIONAL</b>					
WBSC	Bennettsville, S. C. (II)	LS-10,000 DA-N-5,000	KRWC	Forest Grove, Ore. (II)	*D-1,000	KUDU	Ventura-Oxnard, Cal. (III-B)	DA-1,000	WAPX	Montgomery, Ala. (III-A)	DA-N-1,000			
<b>1560 KC. (Cuban) CLEAR</b>														
KPMC	Bakersfield, Cal. (I-B)	1,000 *DA-10,000	WBUX	Doylestown, Pa. (II)	D-250	WBRY	Waterbury, Conn. (III-A)	DA-5,000	KUBA	Yuba City, Cal. (III-B)	LS-1,000 DA-N-500			
WBYS	Canton, Ill. (II)	D-250	WJET	Erle, Pa. (II)	D-250	WEBK	Tampa, Fla. (CP for 1300 kc)	D-1,000	WKWF	Key West, Fla. (III-B)	500			
KSUI	Council Bluffs, Ia. (II)	D-500	WAKU	Latrobe, Pa. (II)	D-250	WALB	Albany, Ga. (III-A)	DA-N-1,000	WBTO	Linton, Ind. (III)	D-500			
WQXR	New York, N. Y. (II)	10,000 *DA-50,000	WFCN	Cleveland, Tenn. (II)	D-1,000	WALF	Lafayette, Ga. (III)	D-5,000	WARU	Peru, Ind. (III)	D-500			
WTNS	Coshocton, O. (II)	D-1,000	WTRB	Ripley, Tenn. (II)	D-250	WNMP	Evanston, Ill. (III)	D-1,000	KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000			
WTOD	Toledo, O. (II)	D-1,000	KTER	Terrell, Tex. (II)	D-250	WTVH	Peoria, Ill. (III-B)	DA-1,000	KMDO	Fort Scott, Kan. (III)	D-500			
KWCO	Chickasha, Okla. (II)	LS-1,000 DA-N-250	WAPL	Appleton, Wis. (II)	D-1,000	WXLW	Indianapolis, Ind. (III)	D-1,000	WVNX	Rockville, Md. (III)	D-1,000			
KHBR	Hillsboro, Tex. (II)	D-250	<b>1580 KC. (Canadian) CLEAR</b>											
WENA	Bayamon, P. R. (II)	250	WATM	Atmore, Ala. (II)	D-250	KWBG	Boone, Ia. (CP for 950 kc)	D-500 LS-1,000 DA-N-500	WVOM	Brookline, Mass. (III-A)	DA-5,000			
<b>1570 KC. (Mexican) CLEAR</b>														
WCRL	Oneonta, Ala. (II)	D-250	KOWL	Santa Monica, Cal. (II)	D-10,000	KVGB	Great Bend, Kan. (III-A)	DA-N-5,000	WJKO	Springfield, Mass. (III)	DA-D-5,000			
WETU	Wetumpka, Ala. (II)	D-250	WBRD	Ft. Lauderdale, Fla. (II)	D-250 *DA-1,000	WLBK	Lebanon, Ky. (III)	D-1,000	WHRV	Ann Arbor, Mich. (III-A)	DA-1,000			
KCVR	Lodi, Cal. (II)	D-1,000	WCLS	Columbus, Ga. (II)	D-1,000	WTVB	Coldwater, Mich. (III)	LS-5,000 DA-U-N-500	WKNK	Muskegon, Mich. (III-A)	DA-1,000			
WFLA	Plant City, Fla. (II)	D-250	WDQN	Duquoin, Ill. (II)	D-250	WDOG	Marine City, Mich. (III)	DA-D-1,000	WKATZ	St. Louis, Mo. (III)	D-1,000			
WMCJ	Manchester, Ga. (II)	D-1,000	WBBA	Pittsfield, Ill. (II)	D-250	WCOV	S. St. Paul, Minn.	D-5,000	WWRL	New York, N. Y. (III-A)	DA-5,000			
WOKZ	Alton, Ill. (II)	D-1,000	WKID	Urbana, Ill. (II)	D-250	WOKJ	Jackson, Miss. (III)	D-1,000	WGIV	Charlotte, N. C. (III)	D-1,000			
WFRF	Freeport, Ill. (II)	D-1,000	WCNE	Connersville, Ind. (II)	D-250	KPRS	Kansas City, Mo. (III)	D-1,000	WFRS	Reidsville, N. C. (III-A)	DA-N-1,000			
WFCPS	Harvey, Ill. (II)	D-250	WJVA	South Bend, Ind. (II)	D-250	WGTC	Greenville, N. C. (III)	LS-5,000 DA-N-1,000	WJEL	Springfield, O. (III)	D-1,000			
WLO	Frankfort, Ind. (II)	D-250	WJVA	Washington, Ind. (II)	D-250	WNOS	High Point, N. C. (III)	D-1,000	KWPH	Cushing, Okla. (III)	D-1,000			
WLRP	New Albany, Ind. (II)	D-1,000	KCHA	Charles City, Ind. (II)	D-250	WAKR	Akron, O. (III-A)	DA-N-5,000	KASH	Eugene, Ore. (III-B)	DA-N-1,000			
KFAD	Fairfield, Ia. (II)	D-250	KFMA	Davenport, Ia. (II)	D-250	WDRF	Chester, Pa. (III)	DA-N-1,000	KBOR	Brownsville, Tex. (III)	DA-1,000			
KJFJ	Webster City, Ia. (II)	D-250	WPKY	Princeton, Ky. (II)	D-250	WACA	Camden, S. C. (III)	D-1,000	KCFH	Cuero, Tex. (III)	D-500			
KWSK	Pratt, Kan. (II)	D-250	KLOU	Lake Charles, La. (II)	DA-1,000	KERC	Eastland, Tex. (III)	D-500	KMAE	McKinney, Tex. (III)	D-1,000			
WTTOW	Towson, Md. (II)	D-1,000	WPGC	Morningside, Md. (II)	D-250	KYOK	Houston, Tex. (III-A)	DA-N-5,000	KOGT	Orange, Tex. (III-B)	DA-N-1,000			
WPEP	Taunton, Mass. (II)	D-1,000	WFGM	Fitchburg, Mass. (II)	*D-1,000	KCBK	Lubbock, Tex. (III-B)	DA-1,000	WBOF	Virginia Beach, Va. (III)	D-1,000			
WFUR	Grand Rapids, Mich. (II)	D-1,000	WAMY	Amory, Miss. (II)	D-5,000	KANN	Sinton, Tex. (III)	DA-D-1,000	WHLL	Wheeling, W. Va. (III)	D-5,000			
			WGLC	Centreville, Miss. (II)	D-250	K1KLOQ	Seattle, Wash. (III)	D-5,000						
			WPMP	Pascagoula, Miss. (II)	D-250	WRAS	Spencer, W. Va. (III)	D-1,000						
			KCMV	Columbia, Mo. (II)	D-250									
			KNIM	Maryville, Mo. (II)	D-250									
			WPAC	Patchogue, N. Y. (II)	D-1,000									
			WTVN	Tryon, N. C. (II)	D-250									
			WVKO	Columbus, O. (II)	DA-D-1,000									
			KBWL	Blackwell, Okla. (II)	D-250									
			WTRN	Tyrone, Pa. (II)	D-250									

## DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.....Sackville, N. B.	CFJC.....Kamloops, B. C.	CHRL.....Roberval, Que.	CJRW.....Summerside, P.E.I.	CKNX.....Wingham, Ont.
CBE.....Windsor, Ont.	CFJR.....Brockville, Ont.	CHSY.....St. John, N. B.	CJSO.....Sorel, Que.	CKOC.....Hamilton, Ont.
CBF.....Montreal, Que.	CFNS.....Fredericton, N. B.	CHUB.....Nanaimo, B. C.	CJVI.....Victoria, B. C.	CKOK.....Penticton, B. C.
CBG.....Gander, Nfld.	CFNB.....Saskatoon, Sask.	CHUM.....Toronto, Ont.	CKAC.....Montreal, Que.	CKOM.....Saskatoon, Sask.
CBH.....Halifax, N. S.	CFOR.....Orillia, Ont.	CHVC.....Niagara Falls, Ont.	CKBB.....Barrie, Ont.	CKOV.....Kelowna, B. C.
CBI.....Sydney, N. S.	CFOS.....Owen Sound, Ont.	CHWK.....Chilliwack, B. C.	CKBI.....Prince Albert, Sask.	CKOX.....Woodstock, Ont.
CBJ.....Chicoutimi, Que.	CFPA.....Port Arthur, Ont.	CJAD.....Montreal, Que.	CKBL.....Matane, Que.	CKOY.....Ottawa, Ont.
CBK.....Watuross, Sask.	CFPR.....Prince Rupert, B.C.	CJAT.....Trail, B. C.	CKBM.....Montmagny, Que.	CKPC.....Brantford, Ont.
CBL.....Toronto, Ont.	CFPL.....London, Ont.	CJAV.....Port Alberno, B. C.	CKBW.....Bridgewater, N. S.	CKPG.....Prince George, B.C.
CBM.....Montreal, Que.	CFQC.....Saskatoon, Sask.	CJBC.....Toronto, Ont.	CKCH.....Hull, Que.	CKPR.....Fort William, Ont.
CBN.....St. John's, Nfld.	CFRA.....Ottawa, Ont.	CJBG.....Belleville, Ont.	CKCK.....Regina, Sask.	CKRB.....St. Georges de
CBO.....Ottawa, Ont.	CFRE.....Toronto, Ont.	CJBR.....Rimouski, Que.	CKCL.....Truro, N. S.	Beauce, Que.
CBU.....Vancouver, B. C.	CFRC.....Kingston, Ont.	CJCA.....Edmonton, Alta.	CKCR.....Kitchener, Ont.	CKRC.....Winnipeg, Man.
CBT.....Grand Falls, Nfld.	CFRG.....Gravelbourg, Sask.	CJCB.....Sydney, N. S.	CKCV.....Quebec, Que.	CKRD.....Red Deer, Alta.
CBV.....Quebec, Que.	CFRN.....Edmonton, Alta.	CJCH.....Halifax, N. S.	CKCW.....Moncton, N. B.	CKRM.....Regina, Sask.
CBW.....Winnipeg, Man.	CFYK.....Yellowknife, N.W.T.	CJCS.....Stratford, Ont.	CKDA.....Victoria, B. C.	CKRN.....Rouyn, Que.
CBX.....Edmonton, Alta.	CFYT.....Dawson, Y. T.	CJCD.....Dawson Creek, B.C.	CKDM.....Dauphin, Man.	CKRS.....Jonquiere, Que.
CBY.....Corner Brook, Nfld.	CHAB.....Moose Jaw, Sask.	CJEM.....Edmundston, N.B.	CKEY.....New Glasgow, N.S.	CKSB.....St. Boniface, Man.
CFAB.....Windsor, N. S.	CHAD.....Amos, Que.	CJFP.....Riviere du Loup, Que.	CKEN.....Kentville, N.S.	CKSF.....Cornwall, Ont.
CFAC.....Calgary, Alta.	CHAK.....Aklavik, N.W.T.	CJFX.....Antigonish, N. S.	CKEY.....Toronto, Ont.	CKSM.....Shawinigan Falls,
CFAB.....Moncton, N. B.	CHAT.....Medicine Hat, Alt.	CJGB.....Yorkton, Sask.	CKFH.....Toronto, Ont.	Que.
CFBC.....St. John, N. B.	CHBD.....Edmonton, Alta.	CJJB.....Vernon, B. C.	CKFI.....Fort Francis, Ont.	CKSO.....Sudbury, Ont.
CFBM.....Brochet, Man.	CHBF.....Granby, Que.	CJJC.....Sault Ste. Marie, Ont.	CKGB.....Timmins, Ont.	CKST.....Catherines, Ont.
CFCC.....Montreal, Que.	CHBX.....Peterborough, Ont.	CJJK.....Sault Ste. Marie, Ont.	CKGO.....Eastview, Ont.	CKTR.....Three Rivers, Que.
CFCH.....North Bay, Ont.	CHCA.....Edmonton, Alta.	CJKL.....Kirkland Lake, Ont.	CKGR.....Galit, Ont.	CKTS.....Sherbrooke, Que.
CFCL.....Timmins, Ont.	CHGB.....St. Anne de la Pocatiere, Que.	CJLS.....Yarmouth, N. S.	CKLA.....Oshawa, Ont.	CKUA.....Edmonton, Alta.
CFCN.....Calgary, Alta.	CHLN.....Three Rivers, Que.	CJMS.....Montreal, Que.	CKLC.....Kingston, Ont.	CKVD.....Val d'Or, Que.
CFCO.....Chatham, Ont.	CHLO.....St. Thomas, Ont.	CJMT.....Chicoutimi, Que.	CKLD.....Thetford Mines, Ont.	CKVL.....Verdun, Que.
CFCW.....Camrose, Alta.	CHLP.....Montreal, Que.	CJNB.....North Battleford, Sask.	CKLG.....North Vancouver, B. C.	CKVM.....Ville Marie, Que.
CFCY.....Charlottetown, P.E.I.	CHLT.....Sherbrooke, Que.	CJOC.....Lethbridge, Alta.	CKLN.....Nelson, B. C.	CKWS.....Kingston, Ont.
CFDA.....Victoria, Que.	CHML.....Hamilton, Ont.	CJON.....St. John's, Nfld.	CKLS.....La Sarre, Que.	CKWX.....Vancouver, B. C.
CFGP.....Grande Prairie, Alta.	CHNC.....New Carlisle, Que.	CJOR.....Vancouver, B. C.	CKLW.....Windsor, Ont.	CKXK.....Brandon, Man.
CFGT.....St. Joseph d'Alma, Que.	CHNO.....Sudbury, Ont.	CJOY.....Vancouver, B. C.	CKMO.....Vancouver, B. C.	CKXL.....Calgary, Alta.
CFHR.....Hay River, N.W.T.	CHNS.....Halifax, N. S.	CJQC.....Guelph, Ont.	CKMR.....Newcastle, N. B.	CKY.....Winnipeg, Man.
CFJB.....Brampton, Ont.	CHOK.....Sarnia, Ont.	CJQC.....Quebec, Que.	CKNB.....Campbellton, N.B.	CKYL.....Peace River, Alta.
	CHRC.....Quebec, Que.	CJRL.....Kenora, Ont.	CKNW.....New Westminster, B.C.	VOAR.....St. John's, Nfld.
				VOCM.....St. John's, Nfld.
				VOWR.....St. John's, Nfld.

\* Construction permit for new station.  
N—Night power.

## DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1955

DA—Directional antenna.  
D—Day power.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
540 KILOCYCLES	570 KILOCYCLES	590 KILOCYCLES	610 KILOCYCLES	620 KILOCYCLES	630 KILOCYCLES	640 KILOCYCLES	680 KILOCYCLES	690 KILOCYCLES	690 KILOCYCLES	50,000	
CBK	CJEM	CFAR	CJAT	CKRC	CFCY	CKY	CHLO	CFCH	CFB		
Watuross, Sask. 50,000	Edmunston, N. B. 1,000-DA-N	Flin Flon, Man. 1,000	Trail, B. C. 1,000	Winnipeg, Man. 5,000-DA-N	Charlottetown, P.E.I. 5,000-DA-2	Peace River, Alta. 1,000-DA-N	St. Thomas, Ont. 1,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
550 KILOCYCLES	580 KILOCYCLES	VOCM	CHNC	CKYL	CFCH	CKYL	CHFA	CFCH	CFB		
Fredericton, N. B. 5,000-DA-N	Antigonish, N. S. (DA) 5,000	St. John's, Nfld. 1,000	New Carlisle, Que. 5,000-DA	Peace River, Alta. 1,000-DA-N	North Bay, Ont. 5,000-DA-2	Peace River, Alta. 1,000-DA-N	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
CHLN	CKUA	CKRS	CKY	CKY	CFCH	CKY	CHFA	CFCH	CFB		
Three Rivers, Que. (DA) 5,000	Edmonton, Alta. 1,000	Jonquiere, Que. 1,000-DA-1	St. John's, Nfld. 1,000-DA-1	St. John's, Nfld. 1,000-DA-N	Prince George, B. C. 5,000-DA-2	St. John's, Nfld. 1,000-DA-1	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
560 KILOCYCLES	CKPR	CJOR	CKY	CKY	CKPG	CKY	CHFA	CFCH	CFB		
Kirkland Lake, Ont. 5,000-DA-N	Fort William, Ont. 1,000	Vancouver, B. C. 5,000-DA	St. John's, Nfld. 1,000-DA-1	St. John's, Nfld. 1,000-DA-N	Prince George, B. C. 5,000-DA-2	St. John's, Nfld. 1,000-DA-1	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
CFRA	CKEY	CFQC	CKY	CKY	CKPG	CKY	CHFA	CFCH	CFB		
Ottawa, Ont. 5,000-DA-1	Toronto, Ont. (DA) 5,000-D	Saskatoon, Sask. 5,000-DA-N	St. John's, Nfld. 1,000-DA-1	St. John's, Nfld. 1,000-DA-N	Prince George, B. C. 5,000-DA-2	St. John's, Nfld. 1,000-DA-1	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
	KEY	CFCF	CKY	CKY	CKPG	CKY	CHFA	CFCH	CFB		
	Winnipeg, Man. 5,000-DA	Montreal, Que. 5,000-DA	St. John's, Nfld. 1,000-DA-1	St. John's, Nfld. 1,000-DA-N	Prince George, B. C. 5,000-DA-2	St. John's, Nfld. 1,000-DA-1	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		
	CFCL	CFCH	CKY	CKY	CKPG	CKY	CHFA	CFCH	CFB		
	Timmins, Ont. 1,000-DA-N	North Bay, Ont. 1,000-DA	St. John's, Nfld. 1,000-DA-1	St. John's, Nfld. 1,000-DA-N	Prince George, B. C. 5,000-DA-2	St. John's, Nfld. 1,000-DA-1	Edmonton, Alta. 5,000-DA	North Bay, Ont. 1,000-DA	Montreal, Que. 50,000		

# CANADIAN STATIONS BY FREQUENCIES

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
CKVM	710 KiloCycles Ville Marie, Que.	1,000-DA-N	CFBC	St. John, N. B.	5,000-DA	CBU	1130 KiloCycles Vancouver, B. C.	5,000	CHAT	Medicine Hat, Alta.	1,000-DA	CJFP	Riviere du Loup, Que.	250
*-----	Leamington, Ont.	250 DA-D	CJON	St. John's, Nfld.	5,000-DA-N	CKXL	1140 KiloCycles Calgary, Alta.	1,000-DA-N	CFGT	St. Joseph d'Alma, Que.	1,000-DA-N	CKFH	Toronto, Ont.	250
CKAC	730 KiloCycles Montreal, Que.	10,000-D 5,000-N	940 KiloCycles	Montreal, Que.	50,000	CKX	1150 KiloCycles Brandon, Man.	1,000	CKCV	1280 KiloCycles Quebec, Que.	1,000-DA-N	CKRB	Ville St. Georges, Que.	250
CBL	740 KiloCycles Toronto, Ont.	50,000	CJGX	Yorktown, Sask.	1,000	CKOC	Hamilton, Ont.	1,000	CJMS	Montreal, Que.	5,000-DA-1	*-----	Bathurst, N. B.	250
CKSO	790 KiloCycles Sudbury, Ont.	5,000-DA-N	CJJB	Vernon, B. C.	1,000	CHSJ	St. John, N. B.	5,000-DA-N	CKDA	Victoria, B. C.	5,000	*-----	Sault Ste. Marie, Ont.	250
CBY	Corner Brook, Nfld.	1,000	CKNB	Campbellton, N. B.	1,000	1170 KiloCycles	Saskatoon	1,000	CBAF	Moncton, N. B.	5,000	1410 KiloCycles	Vancouver, B. C.	1,000
CJAD	800 KiloCycles Montreal, Que.	10,000-DA	CFAC	Calgary, Alta.	5,000-DA-N	CFNS	1220 KiloCycles Kenora, Ont.	1,000	CKOY	Ottawa, Ont.	5,000-D 1,000-DA-N	CKOM	Saskatoon, Sask.	5,000-DA-N
CHAB	Moose Jaw, Sask.	5,000-DA	CHNS	Halifax, N. S.	5,000-DA-N	CJRL	CKCW	Moncton, N. B.	10,000-DA-N	1320 KiloCycles	CKN	Peterborough, Ont.	1,000-DA	
CKLW	Windsor, Ont.	50,000-DA-2	CKWH	Hull, Que.	1,000-DA	CJOC	Lethbridge, Alta.	10,000-DA-N	CKNW	New Westminster, B. C.	5,000-DA-N	1450 KiloCycles	Brockville, Ont.	250
CHRC	Quebec, Que.	5,000-DA	CKRM	Regina, Sask.	5,000-DA-N	CKSM	Shawinigan Falls, Que.	1,000	CJSO	Sorel, Que.	1,000-DA-N	CFJR	Brochet, Man.	100
CKOK	Fenticton, B. C.	1,000-D 500-N	CKV	Quebec, Que.	1,000	CFPA	Port Arthur, Ont.	250	CBH	Halifax, N. S.	100	CFBM	Granby, Que.	250
CKFI	Fort Francis, Ont.	1,000-DA	CKWX	Vancouver, B. C.	5,000-DA	CKSF	Cornwall, Ont.	250	1330 KiloCycles	Amos, Que.	250	CFAB	Windsor, N. S.	250
VOWR	St. John's, Nfld.	1,000	CFPL	London, Ont.	5,000-DA-2	CJBQ	Belleville, Ont.	250	CHAD	Yarmouth, N. S.	250	CJAY	Guelph, Ont.	250
CKRD	850 KiloCycles Red Deer, Alta.	1,000-DA-N	990 KiloCycles	Winnipeg, Man.	50,000	CFRC	Gravelbourg, Sask.	250	CJOS	Winnipeg, Man.	250	CBG	Gander, Nfld.	250
CKVL	Verdun, Que.	10 kw DA-2	CKBW	Bridgewater, N. S.	1,000-DA-N	CHWK	Chilliwack, B. C.	100	CKOX	Woodstock, Ont.	250	CJMT	Chicoutimi, Que.	250
860 KiloCycles	Toronto, Ont.	50,000	1000 KiloCycles	Edmonton, Alta.	50,000-DA	CKDM	Dauphin, Man.	250	CKMR	Newcastle, N. B.	250	CJNB	North Battleford, Sask.	1,000
CJBC	900 KiloCycles Victoria, B. C.	5,000-DA	CFRB	Toronto, Ont.	50,000-DA-2	CKVD	Val d'Or, Que.	250	CJQC	Quebec, Que.	250	CFOS	Owen Sound, Ont.	1,000-DA-N
CJVI	Rimouski, Que.	10,000-DA-N	1050 KiloCycles	Toronto, Ont.	1,000-D	CKBB	Barrie, Ont.	250	1350 KiloCycles	St. Anne de la Poca-tiere, Que.	1,000-D 250-N	CKCR	Kitcheener, Ont.	250
CHML	Hamilton, Ont.	5,000-DA-N	CHUM	Grand Prairie, Alta.	5,000	CKLD	Therford Mines, Que.	250	CHOV	Pembroke, Ont.	1,000-DA	CFRC	Kingston, Ont.	100
CKBI	Prince Albert, Sask.	5,000-DA-2	CFGP	Alta.	5,000	VOAR	St. John's, Nfld.	100	CJDC	Dawson Creek, B. C.	1,000	CJIC	Sault Ste. Marie, Ont.	250
CHLT	Sherbrooke, Que.	1,000-DA-N	CFCN	Calgary, Alta.	10,000-DA-N	CFHR	Hay River, N. W. T.	100	CBT	Grand Falls, Nfld.	1,000	CKEN	Kentville, N. S.	250
CHNO	Sudbury, Ont.	1,000	1060 KiloCycles	Edmonton, Alta.	1,000-DA-1	CKEC	New Glasgow, N. S.	250	CKTR	Three Rivers, Que.	1,000-DA-1	CKBM	Montmagny, Que.	250
CBO	Ottawa, Ont.	5,000	1070 KiloCycles	Sackville, N. B.	50,000	CFCW	Camrose, Alta.	250	CKLB	Oshawa, Ont.	5,000	CHAK	Aklavik, N. W. T.	100
CFJC	Kamloops, B. C.	1,000	CBA	Sackville, N. B.	50,000	CKLN	Nelson, B. C.	250	1380 KiloCycles	Brantford, Ont.	1,000-DA-N	CBE	Windsor, Ont.	10,000-DA
CHRL	Roberval, Que.	1,000-DA-N	CHOK	Sarnia, Ont.	5,000-D	CFPR	Prince Rupert, B. C.	250	CKPC	Victoria, Que.	1,000-DA-N	CBI	Sydney, N. S.	5,000
920 KiloCycles	Halifax, N. S.	5,000-DA	CKLG	North Vancouver, B. C.	1,000-N-DA	CJCS	Stratford, Ont.	250	CFDA	Kingston, Ont.	1,000-DA-N	CHUB	Nanaimo, B. C.	1,000
CJCH	Wingham, Ont.	1,000-DA-N	1080 KiloCycles	Edmonton, Alta.	1,000-DA-1	CKTS	Sherbrooke, Que.	250	CKLC	Kingston, Ont.	1,000-DA-1	CFOR	Orillia, Ont.	5,000
CKNX	930 KiloCycles Edmonton, Alta.	5,000-DA-N	CHED	Edmonton, Alta.	1,000-DA-1	CJAV	Port Alberni, B. C.	250	1400 KiloCycles	Truro, N. S.	250	CBJ	Chicoutimi, Que.	10,000-DA
CJCA	940 KiloCycles Edmonton, Alta.	5,000-DA-N	1090 KiloCycles	Brampton, Ont.	250-D	CJRW	Summerside, P. E. I.	250	CKCL	Rouyn, Que.	250	CHVC	Niagara Falls, Ont.	5,000-DA-N
			1110 KiloCycles	Galt, Ont.	250	CKLS	La Sarre, Que.	250	CKRN					

## LATIN AMERICAN BROADCASTING STATIONS

Frequencies and power listed in parentheses show assignments under the 1950 North American Regional Broadcasting Agreement, not yet ratified by the U. S.

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class	Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
<b>BAHAMAS</b>													
1540	ZNS	Nassau	Bahamas Govern- ment	5.0		I-A	780	CMHB	Havana	Union Radio S. A.	0.25		II
							(780)	CMHD	Santa Clara	(See 890 kc)	(5.0)	(DA)	(II-E)
							790	CMCH	Havana	Radio Cadena Habana S. A.	10.0	(DA)	(III-B) (III-E)
							800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II
<b>CUBA</b>													
(540)	(New)	Camaguey, Cam.		(1.0)	(DA-N)	(II)		CMKL	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II
550	CMW	Havana	A. Gil y M. Tron- coco	0.25 2.5		III-A	(800)	CMJY	Ciego de Avila	(See 780 kc)	(1.0)		(II)
560	CMKM	Holguin	Union Radio S. A.	(10.0) 5.0	(DA)	(I-C)	810	CMHW	Santa Clara	RHC Cadena Azul S. A.	1.0-D 0.25-N (0.5-N)		II
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	(10.0)	(DA)	II	820	(New)	Manzanillo Oriente		0.25		II
(580)	CMJP	Ciego de Avila		(0.5-D) (0.25-N)		(II)	830	CMBZ	Havana	Manuely Guillermo Salas	5.0-D 1.0-N	DA-N	II
590	CMCY	Havana	RHC Cadena Azul S. A.	(25.0)	(DA)	(I-D)	840	CMAN	Havana	RHC Cadena Azul S. A.	1.0		II
600	CMKV	Holguin	RHC Cadena Azul S. A.	1.0 (2.5)	(DA)	III		CMJM	Havana	RHC Cadena Azul S. A.	0.5		II
630	CMQ	Havana	Cirquito CMQ S. A.	50.0		I-D		CMDQ	Victoria de los Tunas		0.25		II
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	15.0	(DA)	II	850	CMKU	Santiago de Cuba	Cirquito CMQ S. A.	2.0		II
660	CMCU	Havana	Radio Garcia Serra S. A.	5.0-D 1.0-N	(DA)	(I-C)	(850)	CMJB	Camaguey	(See 880 kc)	(1.0)		(II)
(870)	CMKP	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	(II-E)	880	CMBL	Havana	Radio Cadena Suaritos	15.0 (25.0)	DA	(I-C)
	CMHG	Santa Clara	(Synchronized with Camaguey)	1.0-D 0.5-N		II	880	CMJB	Camaguey	Union Radio S. A.	1.0		II
(680)	CMJE	Camaguey	(Satellite CMBC Havana)	(1.0)		(II)	890	CMHD	Havana	Union Radio S. A.	1.0		II
680	CMDB	Santiago de Cuba	(Synchronized with CMBC Camaguey)	1.0-D 0.5-N		II	(New)	Victoria de los Tunas		0.25		II	
690	CMBC	Guanahaboa	Radiodif Progreso S. A.	10.0 (50.0)	DA (DA)	II (I-C)	900	CMKS	Guantanamo	Candido S. Von Suarez	0.25		II
700	CMBC	Ciego de Avila, Comeguey		1.0-D 0.5-N		II	(900)	CMKU	Santiago de Cuba	(See 850 kc)	(2.0)		(II)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25		II	910	CMCF	Havana	J. Ulloa y Cla.	10.0	(DA)	III-B (III-E)
(730)	CMCA	Havana		(10.0)	(DA)	(II)	920	CMQA	Havana	Cirquito CMQ S. A.	1.0-D (1.0)		III-A (III)
740	CMCD	Havana	La Voz del Aire	10.0	DA	II		CMJL	Havana	Cirquito CMQ S. A.	5.0 (10.0)	(DA)	III-B (III)
	CMAB	Pinar del Rio		5.0-D 2.0-N		II	930	CMKN	Santiago de Cuba	RHC Cadena Azul S. A.	1.0		III-A (III)
	CMKJ	Holguin	Cirquito CMQ S. A.	5.0 1.0		II	(930)	CMGF	Mantanzas Santa Clara, Los Villas	(0.25) 0.25	DA-N	(IV) II	
760	CMJY	Ciego de Avila	Cadena Oriental de Radio S. A.	1.0		II	940	CMGF	Santa Clara, Los Villas	(0.25) 0.25	DA-N	(IV) II	
(780)	CMCD	Havana	(See 740 kc)	(10.0)	(DA)	(II-E)	950	CMBF	Havana	Radio Universal S. A.	5.0-D 1.0-N		I-B (I-D)
770	CMKC	Santiago de Cuba	Radio Oriente S. A.	1.0		II							

## LATIN AMERICAN STATIONS

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
960	(New) CMGN	Guantanamo, Ote. Havana	RHC Cadena Azul S. A.	0.25 0.5		IV III-B (III)	1400	CMGL	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0 (2.0)		III-A (III)		CMJI	Florida	Dr. Osvaldo Moran Artega	0.25		IV
970	CMKD	Holguin	Cadena Oriental de Radio	1.0		III-A (III)		CMKQ	San Luis		0.25		IV
(New) 970	CMHM	Santa Clara	(See 1130 kc)	0.25		II	1410	CMHC	Holguin	(Assigned 1480 kc)	0.5		III
980	CMCK	Havana	Cia. Radiodif. COCO y CMCK S. A.	5.0 (10.0)	(DA)	III-A (I-D)	1420	(New) CMCG	Camaguey	Moron, Camaguey	0.25 0.25		IV IV
990	CMHT	Sancti Spiritus	Juan B. Santana Lopez	1.0-D (0.25)		II	1430	CMKZ	Havana	Palma Soriano	1.0 0.25		III IV
(990) 1000	CMAW	Pinar del Rio	(See 800 kc)	0.25		(II)	1440	CMJW	Camaguey	Maria Dominguez Dousseu	0.25		IV
	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II	(1440) 1450	CMGM	Colon	Andres Moran Cisneros	(0.25) (0.25)		(IV) (IV)
	CMKW	Santiago de Cuba	Reloj del Aire S. A.	0.25		II	1460	CMCM	Havana	Cia. Transradio Columbia S. A.	0.25 (0.5)		III
1010	CMBQ	Havana	Radio Continental CMBQ S. A.	5.0-D 1.0-N		I-B		CMKQ	San Luis	Raul de Arms Trompeta	0.5		III-B
(1020) 1030	CMHF	Camajuani	(See 1040 kc)	(0.1-D)		(II-E)	1470	CMGE	Cardenas	Genaro Sabater Fox	0.5		IV
	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25 (0.25-D)		II		CMJO	Ciego de Avila	Bonifacio Idelfonso Morales	0.25 (0.5)		IV (III)
	CMJR	Camaguey	Org. Insular de Radio S. A.	1.0 (5.0)	(DA)	II (II-E)	1480	CMHX	Cienfuegos	Eugenio Perez Mena	0.25 (0.5)		IV (III)
(New) 1040	CMHF	Palma Soriano, Oriente	Jose Fernandez Aleman	1.0		II	(1480)	CMHC	Santa Clara		(0.5-D) (0.5-N)		(III)
1050	CMKF	Holguin	Manuel J. de Gongova	0.25		IV	1490	CMBG	Havana	Ramon Espinosa Perez	0.25		IV
(1050) 1060	CMHB	Sancti Spiritus	(See 780 kc)	(1.0)		(II)		CMKG	Victoria de las Tunas		0.25		IV
	CMCX	Havana	Circuito Occidental de Radio S. A.	10.0-D 0.25-N		II	(New)	CMKB	Guantanamo, Oriente		0.25		IV
	CMJA	Camaguey	Rafael Valdes Jimenez	0.25		II	1520	CMBD	Marianao	Luis Perez Garcia	0.25		II
1070	CMKS	Guantanamo	Union Radio S. A.	0.25		II		CMKT	Victoria de las Tunas	Alfr. O. Sanchez Moregon	0.25-D 0.25-N		II
(1070) 1080	CMAB	Pinar del Rio	(See 760 kc)	(5.0-D) (2.0-N)		(II)	1550	CMZ	Havana	Banes	0.25 0.25		II I-B
	CMJM	Ciego de Avila	(See 840 kc)	(0.1-N)		(II)	1560	CMZ	Havana	Ministry of Education	0.25 0.25	(DA)	II II
1090	CMBS	Havana	Enrique Artalejo Fernandez	0.25-D 0.1-N		II	(1560)	CMHR	Guantanamo Banes	(Provisional operation)	0.25 0.25		II
	CMHE	Encrucijada	Virgilio R. Diaz Quintanilla	0.25-D 0.1-N		II	1560	CMHR	Santa Clara		(10.0) 0.25-D	(DA)	(I-B) II
	CMKR	Santiago de Cuba	Jaime Nadal	0.25 (5.0)	(DA)	II	1570	CMHR	Sagua la Grande		0.25-D 0.1-N 0.25-D		II
1100	CMGW	Matanzas	Ramon A. de Zayas Lopez	0.5		II	(1580) 1590	CMJS	Ciego de Avila		(0.25-D) 0.25		(II) II
(1110)	CMBY	Guantanamo	Union Radio S. A.	(0.25) 0.25-D 0.1-N		II		CMOA	Havana	Juan Fernandez Duran	0.25		IV
1120	CMBY	Havana	Pages y Cia.	0.25 (0.25-D)		II (II-E)	(1590)	CMDF	Manzanillo		0.25 (0.25)		IV (II)
(New) 1130	CMHM	Santiago de Cuba Oriente	Cadena Oriental de Radio S. A.	1.0		II		CMHY	Holguin		0.1		IV
	CMKH	Guantanamo	Luis Coronado Estrada	0.25		II	<b>DOMINICAN REPUBLIC</b>						
(1130) 1140	CMHU	Cienfuegos	(See 720 kc)	(0.25)		(II)	610	HI3J	San Pedro de Marconis		0.5		III
1150	CMCQ	Guantanamo	(See 1130 kc)	(0.25) 1.0		(II) (III)	620	HI3T	Ciudad Trujillo	J. Arismendi	10.0		I-C
	CMDL	Holguin		1.0-D 0.25-N		(III) (III-E)	790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
(1160)	CMJK	Camaguey	Jones, Castrillon y Cia.	(1.0)	(L-KSL)	(II)	820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D 0.1-N		III-B
1170	CMAR	Artemisa	Manuel Diaz Autran	0.25	DA-N	II	950	HIG	Ciudad Trujillo	Andres Cordero Puello	0.25		III-B
	CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II	1050	HI8B	Santiago		1.0		II
1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B	(1050)	HIN	Barahona		(0.25)		(II)
	CMK	Havana	Fausto Montiel	0.25		II	1220	HII	Ciudad Trujillo	Partido Dominicano	0.25		II
1200	CMDD	Bayame, Ote. Cruces	Virgilio Villanueva Bravo	0.25		II	1230	HI1L	Santiago	Joaquin C. Pellicer	0.25		IV
1210	CMHK	Holguin	Manuel Angulo Ferran	0.25		II	1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
1220	CMKO	Holguin	(See 1210 kc)	(1.0)		(II)	(1250)	HI4C	San Francisco de Macoris	Manuel R. Perla	(1.0-D) (0.1-N)		(III) (IV)
(1220) 1230	CMHK	Cruces	Edelberto Perez Rubio	0.25		(II) IV	1310	HI3V	Bani	Manuel Bello Hijo	0.5		III
	CMCO	Havana		0.25		IV	(1330)	HI4B	Santiago	Abraham Vanderhorst	0.5		III
	CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV	1350	HI3	Ciudad Trujillo	Frank Hatton	1.0		III-B
1240	CMAD	Artemisa	Manuel Dominguez Motolongo	0.25		IV	1360	HI5K	Barahona		0.25		III
	CMKE	Victoria de las Tunas	Humberto Anteres Pena	0.25		IV	1380	HI6T	Santiago		1.0-D 0.5-N		III
(1240) 1250	CMGW	Matanzas	(See 1100 kc)	(0.5)		(IV-E)	1400	HI3A	Santiago	Expedi Pou	0.25		IV
	CMHP	Cabaiguan	Borges Enriquez	0.25		IV	1400	HIT	Ciudad Trujillo	Francisco A. Sana-bia	0.2		IV
	CMKA	Guantanamo (Santiago de Cuba)	Cadena Oriental de Radio S. A.	0.25		IV	1440	HI4F	San Francisco de Macoris		1.0-D 0.1-N		III- IV
1260	CMCI	Havana	Cadena Oriental de Radio S. A.	5.0		III	1490	HI2R	San Cristobal	Luis Alberti	0.25		IV
1270	CMJC	Camaguey	Cadena Camagueyana de Radio	1.0		III-A	1490	HI2H	Ciudad Trujillo	Raf. F. Tarez L.	0.2		IV
1280	CMHA	Sagua la Grande	Justiniano Valdes Aguado	0.25		II	<b>HAITI</b>						
1290	CMCW	Havana	Gib. y Mario Lavin Dominguez	0.25		II (IV)	1300	4VW	Port-au-Prince	Ricardo Widmaier	0.5		
	CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		III-A	1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		
(1290) 1300	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)	<b>JAMAICA</b>						
	CMAN	Pinar del Rio	(See 840 kc)	(1.0)		(III)	880	ZQI	Kingston	Jamaica Broadcasting Co.	0.5		II
1300	CMJQ	Nuevitas	Juan Filguieras Cabaleiro	1.0		III	(1180)		Montego Bay		(5.0)		(II)
1310	CMHO	Santa Clara	Org. Insular de Radio	1.0		III-A	<b>MEXICO</b>						
(1320) 1330	CMDA	Santiago de Cuba	(See 1350 kc)	(0.25)		(III)	540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A	550	XEAF	Tal Jalapa, Ver.		0.15 1.0-D		IV IV
1340	CMJF	Camaguey	Radio Camaguey	1.0		II (IV-E)		XEKL	Jalapa, Ver.	Carlos Ferraez Matos.	0.25-N 0.25		IV IV
	CMGU	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV		XEPX	La Paz, B. C. Merida, Yuc.		0.25	DA-N	IV
(1340) 1350	CMKY	Puerto Padre	(See 1350 kc)	(0.25)		(IV)	560	XEQW	Uruapan, Mich.	Ignacio Navarro	5.0 0.3		III-A IV
	CMAL	Pinar del Rio	Radiocidente S. A.	(0.25)		(IV)		XEAH	S. Rosalia, B. C. Tecate, B. C. Mexico, D. F.		0.1 0.25		IV IV
	CMHJ	Cienfuegos	Union Radio S. A.	0.25 (1.0)		IV (III)		XEAK			0.25		III-B
	CMKY	Puerto Padre	Pedro Zacca Cheda	1.0 0.25		IV (III)		XEOF	Ciudad Cuah-temoc, Chih.		1.0 0.5		III-B III-B
1360	CMOX	Havana	(See 1290 kc)	(1.0-D) (0.5-N)		IV (III)	570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
(1360) 1370	CMDC	Santiago de Cuba		0.25		IV		XERR	Monterrey, N. L.		5.0-D 0.1-N		IV
	CMJH	Ciego de Avila	Luis Marauri Mendoza	0.25 (0.5)		IV (III)		XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	25.0	DA	III-A
1390	CMBX	Havana	Alberto Alvarez Ferrera	0.25 (0.5)		IV (III)		XEDZ	Cordoba, Ver.		1.0-D 0.45-N		III-B
	CMKX	Bayamo	Aistides Gervet Villafane	0.25 (0.5)		IV (III)		(New)	Oaxaca, Oaxaca		5.0-D 0.25-N		IV



# LATIN AMERICAN STATIONS

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
	XEHA	Ciudad Camarago, Chih.	Hugo Pintera Limas	0.5-D		IV	920	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D		III-B
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	0.25-N		IV		(New) XEBM	Ensonada, B. C.	Benjamin Briones	5.0-D		IV
580	XEFI	Chihuahua		0.25-N		IV		XEBM	S. Luis Potosi, S. L. P.		5.0-D		III-B
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	5.0-D		III-B		XEGK	Papantla, Ver.	Eduardo Reynoso	1.0-N		II
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	0.25-N		III-A		XELT	Guadalajara, Jal.	Gonzalez	0.25		IV
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D		IV		XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D		IV
600	XEBB	Acapulco, Gro.		0.25-N		III-B		XEOK	Monterrey, N. L.	Carlos Roa Montes de Oco	0.5-D		IV
	XEDN	Torreón, Coah.	Difusora del Norte S. A.	1.0		III-B		XEMD	Gomez Palacio, Dur.		0.25-N		IV
	XEZ	Merida, Yuc.	Jorge L. Palomeque	1.0		III-A		(New) XEBF	Culiacan, Sin.		5.0		III-A
	(New) XEWZ	Patzcuaro, Mich.		0.25-D		IV	940	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D		I-B
	XEWZ	Guanajuato, Gto.	Gonzalo Sanchez Gomez	0.25		IV		XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	50.0-N		III-A
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B	950	XEDF	Neuvo Laredo, Tam.	Rafael Tijerina Carranza	3.5-D		III-A
	XEJA	Jalapa, Ver.		1.0-D		III-B	960	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	5.0-D		IV
	XELR	Veracruz, Ver.		0.5-N		IV		XEOP	Hermosillo, Son.		0.5		III-B
	XEUF	Uruapan, Mich.	Ignacio Navarro	0.1		III-B		XEU	Veracruz, Ver.	Fernando Pazos Sosa	0.5		III-B
	XEGS	Guasave, Sin.		5.0-D		III-B		XENQ	Ciudad Lerdo, Dur.		0.1-D		IV
620	XEBU	Chihuahua, Chih.	Roberto O. Stevenson	0.75-N		IV		XEOS	Chetumal, Q. R.		0.5		III-B
	XEGH	Reynosa, Tam.		1.0-D		III	970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	10.0-D		III-A
	XEGO	Progreso, Yuc.		0.25-N		III-A		XEK	Mexico, D. F.	Arturo Martinez	5.0-N		III-B
	XENK	Mexico, D. F.	Gral. Brig. P.A.F. Proal Pardo	5.0	DA	III-A		XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	1.0-D		III-B
	XEEF	Tepec, Nay.		0.25-N		IV		XEO	Matamoros, Tam.	Can. Mario Gonzalez	0.25		III-B
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	10.0	DA-N	III-A		XEVV	Villahermosa, Tab.		1.0-D		III-B
	XEFU	Cosamaloapan, Ver.		2.0-D		III-B		XEHE	Irapuato, Gto.		0.4-N		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5		III-B		(New) XEFQ	Los Mochis, Sin.	Pedro L. Diaz	1.0-D		III-A
	XETS	Tapachula, Chis.	Napolean Correa	0.5-D		IV	980	XEHG	Cananea, Son.		0.5		III-B
640	XEJX	Queretaro		0.25-N		II		XEJC	Navajoa, Son.		1.0-D		IV
650	XEZM	Zamora, Mich.	La Voz del Comercio de Zamora	0.25		II		XEJU	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25		IV
	(New) XEAY	Los Mochis, Sinaloa		0.25-D		II		XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B
660	XEAY	Ciudad Delicia, Chih.		0.5-D		II		XEXT	Tepec, Nay.	State Government	1.0		III-A
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	50.0	DA	II		XEPA	San Andres Tuxtla, Ver.		0.25		IV
670	XEFJ	Tezuitlan, Pue.		2.0-D	DA-N	II		XENR	Nueva Rosita, Coahuila		5.0-D		III-B
680	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	5.0	DA-N	II	990	XECL	Mexico, D. F.	Alfonso A. Lacarra	5.0		II
690	XEAC	Tijuana, B. C.		5.0		I-B		XET	Monterrey, N. L.	El Pregonere del Norte	50.0-D		II
	XEN	Mexico, D. F.	Guillermina P. de Del Conde	5.0		II		XEER	Ciudad Cuauhtemoc		5.0-N		II
	(New) XEDV	Monterrey, Nuevo Leon		0.25-D		II-D	1000	XEOY	Mexico, D. F.	Fomento de Radio S. A.	10.0		I-B
700	XEDV	Zapopan, Jal.		0.2-N		IV-N		XEDX	El Sauzal, B. C.		0.25-D		II
	(New) XEON	Coatepec, Ver.		0.5-D		II	1010	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	10.0-D		II
710	XEON	Tuxtla Gutierrez, Chia.	Enrique Valero	1.0		II		XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	5.0-N		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A		XEKD	Ciudad Acuma, Coah.		1.0-D		II
750	XEHJ	San Luis Potosi		0.25-D		II	1030	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	10.0-D		II
760	XENP	Tonalá, Jalisco		1.0-D	DA-N	III		XED	Mexico, D. F.	Carlos Blanco	5.0-D	DA-N	II
770	XEHB	Mexico City		10.0		II		XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	100.0		I-A
790	XEBI	San Francisco del Oro, Chih.	Pedro C. Rivas	1.0-D		IV	1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B
	XEFE	Aguascalientes, Ags.		0.25-N		III-B	1080	XEGY	Tehuacan, Puebla		1.0-D		II
	XENT	Nuevo Laredo, Tam.	Ruberto Villarreal	1.0-D		III-A		XETA	Zitacuaro, Michoacan		0.5-N		II-D
	XEPM	LaPaz, B. C.		0.5-N		IV		(New) XEHR	Iraquato, Guanajuato		0.15-N		II
	XERC	Mexico, D. F.	Radio Popular de Mexico	0.25		III-A	1090	XELB	Pueblo, Pue.	Manuel R. Canale Ramon Alvarez Lopez	1.0-D		II
	XESU	Mexicali, B. C.		1.0-D		III		XERB	La Barca, Jal.		0.25-D		II
	XEGZ	Ciudad Lerdo, Dur.		0.25		IV		XERG	Rosario, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B
	(New) XEAN	Manzanillo, Colima		0.1		IV		XEOD	Nuevo Laredo, Tam.	Reynoldo Garza Alvarez	2.5-D		II
800	XEAN	Ocotlan, Jal.	Radio Ocotlan S. de R. L.	1.0		II		XERL	Boca del Rio, Ver.		0.5	DA-N	II
	XEBE	Tijuana, B. C.		0.5-D		II	1100	XERL	Colima		1.0		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio de Piedras Negras	150.0		I-A	1110	XEFL	Rio Bravo, Tam.		0.25-D		II
810	XEFW	Tampico, Tam.	Flores y Martinez	50.0-D	DA-N	II		XERCN	Mexico, D. F.	Radio Central de Mexico	50.0	DA-N	II
	XETA	Zitacuaro, Mich.		30.0-N		II		XEIQ	Lagos de Moreno, Jalisco		0.25-D		II
	XERU	Ciudad Reynosa, Tam.		0.5-D		II	1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II
	(New) XEJD	Nogales, Sonora	J. Jac Vda. de Zuniga	0.5-D		II	1130	XEFN	Uruapan, Mich.		0.25-D		II
	(New) XEJA	Cordoba, Ver.		1.0-D		III-B	1140	XEJW	Jalapa, Ver.	Mariano Caraza	10.0	DA-N	II
	(New) XELA	Fortin de la Flores, Ver.		0.5-D		II		XEFZ	Monterrey, N. L.	Julio Santo Coy	50.0	DA-N	I-B
830	XELA	Santa Barbara, Chihuahua		1.0-D		II	1150	XEAD	Guadalajara, Jal.	Alejandro Diaz	0.125		IV
	XEBB	Tepec, Nayarit		1.0-D	DA-N	II		XEJO	Monterrey, N. L.		1.0-D		III
840	XEBB	Mexico, D. F.	Radio Metropolitano S. A.	10.0-D		II		XEJP	Mexico, D. F.	Radio America S. A.	10.0	DA-N	III-A
	XEBB	Guadalajara, Jal.	Jesus D. Gonzales	5.0-N		II		XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-B
	XEBB	Coatzacoalcos, Ver.		0.25-D		II		XERY	Merida, Yuc.		0.5-D		III-B
860	XEDU	Durango, Dur.	Carols C. Armas	1.0-D		II		XESO	Ciudad Obregon, Son.		0.35-N		III-B
	XEMO	Tijuana, B. C.	Fernando Frederico Ferreira	0.5-N		II		XECS	Manzanillo, Colima		5.0-D		III-B
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II		XEXZ	Manzanillo, Colima		0.3-N		IV
	XENL	Monterrey, N. L.		5.0	DA-N	II		(New) XECD	Zacatecas, Zac.		1.0-D		IV
870	XETQ	Orizaba, Veracruz		1.0	DA	II		XEFD	Puebla, Pue.	Roberto Canedo	0.2-N		II
880	(New) XEWA	Guaymas, Sonora		0.25-D		II	1170	XEFY	Rio Bravo, Tam.		0.35		II
	(New) XEWA	Zapopan, Jalisco		0.5-D		II		(New) XEFY	Aguascalientes, Ags.		1.0-D		II
900	XEW	Mexico, D. F.	Cadena Radiodifusora S. A.	250.0		I-A			Nogales, Sonora		0.5-D		II
910	XFAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV					0.25-D		II
	XEMW	Monclova, Coah.		0.5-D		III-B							

LATIN AMERICAN STATIONS

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class	Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
1180	XEFR	Mexico, D. F.		1.0-D		II		XEFC	Merida, Yuc.	Rafael Rivas Franco	0.5		III-B
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca	0.25-N			1340	XEKS	Saltitillo, Coah.	Elfrain Lopez King	0.1		IV
1190	XERP	Guadalajara, Jal.		1.0-D		I-B		XEAA	Mexicali, B. C.	Consuelo Tonnella	0.25		IV
1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A		XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV
1240	XEBN	Ciudad Delicias, Chih.		0.25		IV		XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV
	XEBQ	Empalme, Son.	Roberto Gonzalez Mata.	0.5-D		IV		XECI	Acapulco, Gro.		0.25		IV
	XECA	Tampico, Tam.		0.25-N		IV		XECJ	Apatzingam, Mich.		0.25		IV
	XECE	Oaxaca, Oax.		0.25		IV		XECK	Durango, Dgo.		0.25		IV
	XECG	Nogales, Son.		0.25		IV		XECR	Morelia, Mich.		0.25-D		IV
	XEFJ	Reynosa, Tam.		1.0-D		IV		XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25		IV
	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25-N		IV		XEFA	Jalapa, Ver.	Adolfo Alvarez	0.25		IV
	XEGV	Apatzingan, Mich.		0.25		IV		XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV
	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D		IV		XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	0.25		IV
	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25-N		IV		XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV
	XES	Tampico, Tam.	Radio Televisora de Tampico	0.25		IV		XEMT	Matamoros, Tam.	Severo Garza Saenz	0.25		IV
	XETC	Torreón, Coah.		0.25		IV		XEOM	Coatzacoalcos, Ver.	Daniel Schacht Perez	1.0-D		IV
	(New)	Nogales, Sonora		0.25		IV		XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	0.25-N		IV
	(New)	Manzanillo, Colima		0.25		IV		XESL	San Luis Potosí, S. L. P.	Guadalupe Delgado Ramirez	0.5-N		IV
1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV		XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.25		IV
	XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B	1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	XEDL	Hermosillo, Son.	Eufemia Esquer de Vidal	0.5		III-B		XETB	Torreón, Coah.	Radio Laguna S. A.	1.0-D		III-B
	XESJ	Saltitillo, Coah.	Froylan Mier Narro	0.5		III-B		XETM	Naco, Son.	Jesus Manuel Franco	0.25-N		III-B
	XETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez	0.5		III-B		(New)	Oaxaca, Oaxaca		1.0-D		III
1250	XEBL	Culliacan, Sin.	Enrique Maxim. Gomez Blanco	1.0-D		III-B	1360	XEKF	Iguuala, Gro.	Rafael Campos Marquina	1.0-D		III-B
	XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.5-N		IV		XEUE	Tuxtla Gutierrez, Chi.		1.0-D		III-B
	XEL	Mexico, D. F.	Herdez S. A.	5.0-D		III-B		XESA	Culliacan, Sin.	Pablos y Elizalde	0.5-N		III-B
	XEMF	Monclova, Coah.	Alfonso L. Bres.	1.0-N		IV		XEY	Celaya, Gto.		1.0-D		IV
	XEPO	San Luis Potosí, S. L. P.	Alejandro Espinosa Pitman	0.25		IV		XEA	Campeche, Camp.	Casanova Brito	1.0		III-B
	XER	Linares, N. L.	Radio Linares S. A.	0.25		IV		XEDG	Guadalajara, Jal.		0.5		III-B
1270	XEAX	Oaxaca, Oax.	Della Rodriguez de Marquez	0.5		III-B		XEHF	Nogales, Son.	Gaston Mascarenas	1.0		III-A
	XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-B		XEMR	Monterrey, N. L.	Enrique Serna Martinez	10.0	DA-N	III-A
	XEFM	Leon, Gto.		0.1		IV		XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		IV
	XEGL	Navajoa, Son.	Fausto M. Gomez	0.5		III-B		XENU	Nuevo Laredo, Tam.		0.25-D		IV
	XEGW	Acambaro, Gto.		0.25		III-B		XERM	San Andres Tuxtla, Ver.		0.50-D		IV
	XEME	Merida, Yuc.		0.5		III-B		(New)	Fortin de la Flores, Ver.		0.1-N		IV
	XEOH	Ciudad Camarago, Chih.		0.15		IV		XELF	Nueva Rosita, Coah.		0.5-D		IV
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV	1380	XELF	Nueva Rosita, Coah.		0.25-N		IV
	XEEC	Mazatlan, Sin.		0.25		IV		XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	5.0		III-A
	XEKX	Leon, Guanajuato		0.7-D		IV		XERK	Tepec, Nay.	Darip Mondragon	0.5		III-B
		Nogales, Sonora		0.15-N		IV		XETZ	Villahermosa, Tab.		1.0-D		IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B			La Paz, Baja Calif.		0.25		IV
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	5.0-D		III-B	1390	XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	1.0-D		III-B		XEOR	Reynosa, Tam.	Cond. S. Vda. de Gonzalez	1.0		III-B
	XEE	Durango, Dgo.	Jose Valenzuela	0.8-N		IV		XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	1.0-D		IV		XETK	Mazatlan, Sin.	Radio Emisoras de Occidente	0.5		III-B
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV		XETL	Tuxpan, Ver.	Calixte Almazan	1.0		III-B
	XERL	Colima, Col.	J. Roberto Levy	0.25		IV		(New)	Tehuantepec, Oax.		2.5-D		III-B
	XESQ	San Miguel Allende, Gto.		0.1		IV	1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	0.35-N		IV
	XEUT	Colima		0.25		IV		XEAJ	Navajoa, Son.		0.1		IV
1290	XEAP	Ciudad Obregon, Son.	Emillo Manzanilla	0.1		IV		XECN	Progreso, Yuc.		0.25		IV
	XEDA	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-A		XEDE	Saltitillo, Coah.	Enrique Matrinéz y Martinez	0.25		IV
	XEIX	Jiquilpan, Mich.		1.0-D		III		XEDQ	San Andres Tuxtla, Ver.		0.25		IV
1300	XEGA	San Andres Tuxtla, Ver.		0.5		III-B		XEDU	Durango, Dgo.	Carlos C. Armas	0.25		IV
	XECQ	Culliacan, Sin.	Radio Culliacan S. A.	1.0-D		III-B		XEI	Morelia, Mich.	Tiburcio Ponce	1.0-D		IV
	XEP	Ciudad Juarez, Chih.	Esteban Parra	0.5-N		III-B		XEJA	Jalapa, Ver.	Adolfo Alvarez	0.1		IV
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5		III-B		XEYJ	Nueva Rosita, Coah.		0.5-D		IV
	XELE	Tampico		1.0-D		IV		XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	0.15-N		IV
1310	XEAL	La Paz, B. C.		0.15-N		III-B		XEMH	Merida, Yuc.	Man. Aranjó Echverria	0.25		IV
	XEBP	Torreón, Coah.	La Voz de la Laguna S. A.	0.5		IV		XEPF	Ensenada, B. C.	Luis Enrique Encisco	0.2		IV
	XEC	Tijuana, B. C.	Luis Enrique Encisco	10.0-D		IV		XEPO	San Luis Potosí, S. L. P.	Alejandro Espinosa Pitman	0.1		IV
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	0.25-N		III		XERS	Gomez Palacio, Dgo.		0.25		IV
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0-D		III-A		XESB	Santa Barbara, Chih.	Domingo Salayandia Nejera	0.15		IV
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	1.0		IV		XESP	San Pedro Tlaquepaque, Jal.	Hermínio Macias Alonso	0.25		IV
	XEVH	Valle Hermosa, Tam.		0.25-D		IV		XETO	Tampico, Tam.	Radio Tiempo S. de R. I. de C. V.	0.25		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	0.5		III-B		XETX	N. Casas Grandes, Chih.	Laureano Molinar Contreras	0.25		IV
	XEJZ	Ciudad Jimenez, Chih.		0.5-D		III-B		XEWF	Cuautila, Mor.	Fernando Diaz Enriquez	0.1		IV
	XERJ	Mazatlan, Sin.	Oscar Perez E.	0.25-N		III-B		XEXB	Jalapa, Ver.		0.5-D		IV
	XESR	Santa Rosalia, B. C.		1.0-D		III-B		XEAS	Nuevo Laredo, Tam.	Jose Maria Villareal	0.25-N		IV
	XESY	Magdalena, Son.		0.2		IV		XEBS	Mexico, D. F.	Hispano Mexicano S. A.	1.0		III-B
	(New)	Montemorelos, N.L.		0.25-D		IV		XECF	Los Mochis, Sin.	Francisco Perez H.	1.0-D		III-B
	XEUI	Teapa, Tab.		0.1		III-B		(New)	San Pedro de las Colonias, Coah.		0.25		IV
1330	XEBO	Irapuato, Gto.	Alfonso Martinez	0.5		III-B					0.5-N		III-B
	XEEA	Salina Cruz, Oax.		0.5		III-B					0.25		IV

# LATIN AMERICAN STATIONS

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
1420	XEOW	Mazatlan, Sin.	Alexandro A. Schober	1.0-D				XESM	Mexico, D. F.	Salvador San Martin	5.0		III-A
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	0.5-N		III-B		(New)	Durango, Dur.		0.35		IV
	XEFS	Cuernavaca, Mor.		5.0-D		III-B	1480	XEAR	Monterrey, N. L.	Alfonso Flores Lopez	1.0-D		III-B
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	0.25		IV		XEFO	Poza Rica, Ver.		5.0-D		III-B
	XEJC	Cuernavaca, Tam.	Miguel Angel T. Benitez	1.0		III-A		XEGW	Acambaro, Gto.		0.5-N		IV
	(New)	Matamoros, Tam.		0.25-D		IV		XECA	Ciudad Ixtepec, Oax.		0.2-N		III-B
	XEWE	Irapuato, Gto.	Felipe Gallardo	0.1		IV		XEGW	Ocambaro, Gto.		5.0-D		IV
	XEWJ	Tehuacan, Pue.	Jaime Retif Del Morel	0.25		IV	1490	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XEXX	Tijuana, B. C.	Jose J. Clark, Fern. Fed. Ferrel	2.0		III-A		XECH	Toluca, Mex.	Rodolfo Llamas	0.25		IV
	XETK	Pachuca, Hgo.		1.0-D		IV		XECV	Guasave, Sin.		0.25		IV
				0.15-N		IV		XECW	Veracruz, Ver.		0.1		IV
1430	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	0.25		IV		XEDR	Guaymas, Son.	Sucrs de Modesto Ortega	0.5-D		IV
	XECZ	San Luis Potosi, S. L. P.	Radiodif. Mexicana	1.0		III-A		XEFF	Matehuala, S. L. P.		0.25		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D		III-B		XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25		IV
	XERN	Nueva Rosita, Coah.		0.5-N		IV		XEGU	Huachinango, Puebla		0.25-D		III-B
	XEHD	Ciudad Miguel Aleman, Tam.		0.1		IV		XEJR	Hidalgo del Parral, Chih.		0.1		IV
1440	XENP	Salamanca, Gto.		2.0-D		IV		XEMH	Merida, Yuc.	Alvaro Barquet Y.	0.25		IV
	XEHA	C. Carmargo, Chih.		0.15-N		III-A		XEOB	Torreón, Leon		0.25		IV
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	1.0-N		III-A		XERA	Chihuahua, Chih.	Red Nacional Radiomorsa S. A.	0.25		IV
	(New)	Rosario, Sin.		5.0-D		III-B		XERO	Aguascalientes, Ags.	Radio Hidrotermopolitana	0.25		IV
1450	XEAM	Matamoros, Tam.	Manuel L. Salinas	1.0-N		IV		XESM	Mexico, D. F.	Salvador San Martin	5.0		IV
	XECB	San Luis Rio Colorado, Son.	Carlos Elando	0.25		IV		XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
	XECM	Ciudad Mante, Tam.		0.1-D		IV	1500	XEXU	Saltillo, Coah.		0.1		IV
	XECP	Ciudad Victoria, Tam.		0.25-N		IV		XEMS	Matamoros, Tam.		0.25		IV
	XECT	Ojinaga, Chih.		0.1		IV		(New)	Culliacan, Sinaloa		0.25		IV
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV		XERH	Mexico, D. F.	"A.R.S.E." S. A.	20.0	DA-N	II
	XEDY	Merida, Yuc.		0.125		IV		XEHU	Villa Hermosa, Tab.		0.25		II
	XETO	Tecuala, Nay.		0.1		IV		(New)	Ensenada, B. C.		0.5-D		II
	XEFY	Ensenada, B. C.	Alberto Barragan Degollado	0.25		IV		XEDB	Tehuacan, Pue.		0.25		II
	XEGC	Culliacan, Sin.		0.25		IV		XEGD	Hidalgo del Parral, Chih.		1.0-D		III
	XEJM	Monterrey, N. L.	Radio Emisora Queretaro	0.25		IV		XEHT	Huamantla, Tlax	Alf. Macias y Mario Pardo S.	0.25-D		II
	XEJX	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0-D		IV		XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0		II
	XENA	Queretaro, Qro.		0.25-N		IV	1540	XENC	Celaya, Gto.	El Herald del Bajio	0.25		II
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV		XEQN	Hermosillo, Son.		5.0		II
	XERK	Tepic, Nay.	Dario Mondragon	0.1		IV		(New)	El Grullo, Jalisco		0.5-D		II
	XESZ	Zihuatanejo, Gro.		0.25		IV	1550	XEBG	Tijuana, B. C.	Octavio B. Lelevier	1.0		II
	XEXZ	Zacatecas, Zac.	Manuel Llamas Flex	0.25-D		IV		XEML	Mexico, D. F.	Roberto Vallenggi Esparza	2.0		II
	XEYZ	Aguescalientes, Ags.	Luis Chavez Calvillo	0.1		IV		XEXO	Nuevo Laredo, N. L.		50.0	DA-N	I-B
1460	XEHX	Ciudad Obregon, Son.		0.25		IV		XEDC	Aguascalientes, Ags.		0.25		II
	XELX	Zitacuaro, Mich.	Difusora Portena S. de R. L.	10.0	DA-N	III-A		XEDD	Monterrey, N. L.		0.5-D		II
	XECA	Tampico, Tam.		1.0		III-B		XEQZ	Ciudad Clautemec, Chih.		5.0-D		II
	XESH	Sabinas, Coah.	Impuls. Moderna del Radio	1.0-D		III-B		XERX	Salamanca, Gto.	Ernesto Bravo Vargas	1.0-D		II
	XETU	Tampico, Tam.		1.0		III-B		(New)	Tonantzintla, Pue.		0.25-N		II
	XEXQ	San Luis Potosi, S. L. P.		0.25		IV	1570	XEDI	Queretaro, Que.		0.1-N		II
	XEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B		XEGE	Mexicali, B. C.	Cia. Radiodif. de Coahuila S. A.	1.0-D		II
	XEUJ	Ciudad del Carmen, Cam.		0.25		IV		XERF	Villa Acuna, Coah.		50.0		I-A
	XEHE	Atonilco el Alto Jalisco		0.25-D		IV	1580	XEDM	Hermosillo, Son.	Cia. Radio Pacifico	50.0		II
1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A		XEGP	Morelia, Mich.		0.5-D		III-B
	XECU	Los Mochis, Sin.	Luis Perez Gomez	0.25		IV		(New)	Tularcingo, Hidalgo		5.0-D		II
	XEHI	Ciudad Miguel Aleman, Tam.		0.5-D		IV	1590	XEGQ	Monterrey, N. L.		0.5-N		III-B
				0.25-N		IV		XEKT	Tecate, B. C.		5.0	DA-N	III-B
						IV		XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	1.0-D		III-A
						IV		XENS	Nogales, Son.		5.0		III-A
						IV	1600	XEAE	Atemajac, Jalisco		0.25-D		IV
						IV		XEDO	Villa Acuna, Coah.	Heriberto Guizar Castro	0.12-N		III-A
						IV		XELC	Acapulco, Gro.		5.0		III-A
						IV			La Piedad, Mich.		0.5		I-B
						IV					5.0-D		III-A
						IV					1.0-N		III-A

## AM STATIONS AUTHORIZED IN U. S.

(From records of FCC)

Date	Licensed	Under Construction	Total Authorized	Date	Licensed	Under Construction	Total Authorized
Jan. 1, 1922			30	Jan. 1, 1939	722	42	764
Mar. 1, 1923			556	Jan. 1, 1940	765	49	814
Oct. 1, 1924			530	June 30, 1941			897
June 20, 1925			571	June 30, 1942			925
June 30, 1926			528	June 30, 1943			912
Feb. 23, 1927			733	June 30, 1944			924
July 1, 1928			677	July 20, 1945	933	23	956
Nov. 9, 1929			618	Jan. 1, 1946	940	64	1,004
July 1, 1930			612	Jan. 1, 1947	1,062	458	1,520
July 1, 1931	603	9	612	Jan. 1, 1948	1,522	440	1,762
Jan. 1, 1932	601	7	608	Jan. 1, 1949	1,865	262	2,127
Jan. 1, 1933	599	11	610	Jan. 1, 1950	2,048	186	2,234
Jan. 1, 1934	583	8	591	Jan. 1, 1951	2,199	152	2,351
Jan. 1, 1935	585	20	605	Jan. 1, 1952	2,300	108	2,408
Jan. 1, 1936	616	16	632	Jan. 1, 1953	2,371	153	2,524
Jan. 1, 1937	646	39	685	Jan. 1, 1954	2,500	135	2,636
Jan. 1, 1938	689	32	721	Jan. 1, 1955	2,649	125	2,774

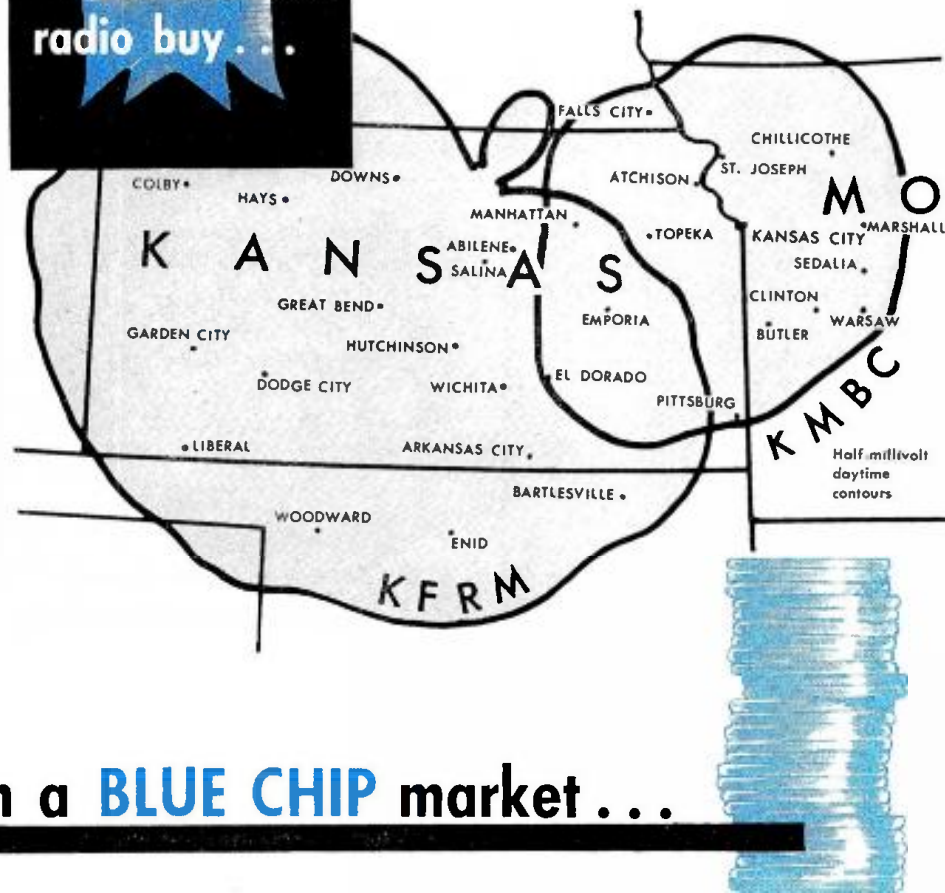
## EUROPEAN BROADCASTING STATIONS FREQUENCY ALLOCATIONS

Consult past issues of the annual BROADCASTING YEARBOOK & MARKETBOOK for information on these frequency allocations. They have not changed since agreement was made and put into effect by European Broadcasting Convention at Copenhagen in 1948. Nations not signing pact: United States (occupying power in Germany), Austria, Spain, Sweden, Turkey, Egypt, Syria and Iceland. Most nations had reservations based on unsatisfactory frequencies for individual operations. Many stations are not operating on their assigned channels, according to monitoring reports.

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- Phil Evans, Director of KMBC Service Farms, and area-famous farm experts Bob Riley and Jim Leathers.
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*1<sup>st</sup> in the Heart of America!*



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A handwritten signature in cursive script, reading "David Sarnoff".

Chairman of the Board

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